

the AMERICAN HOME

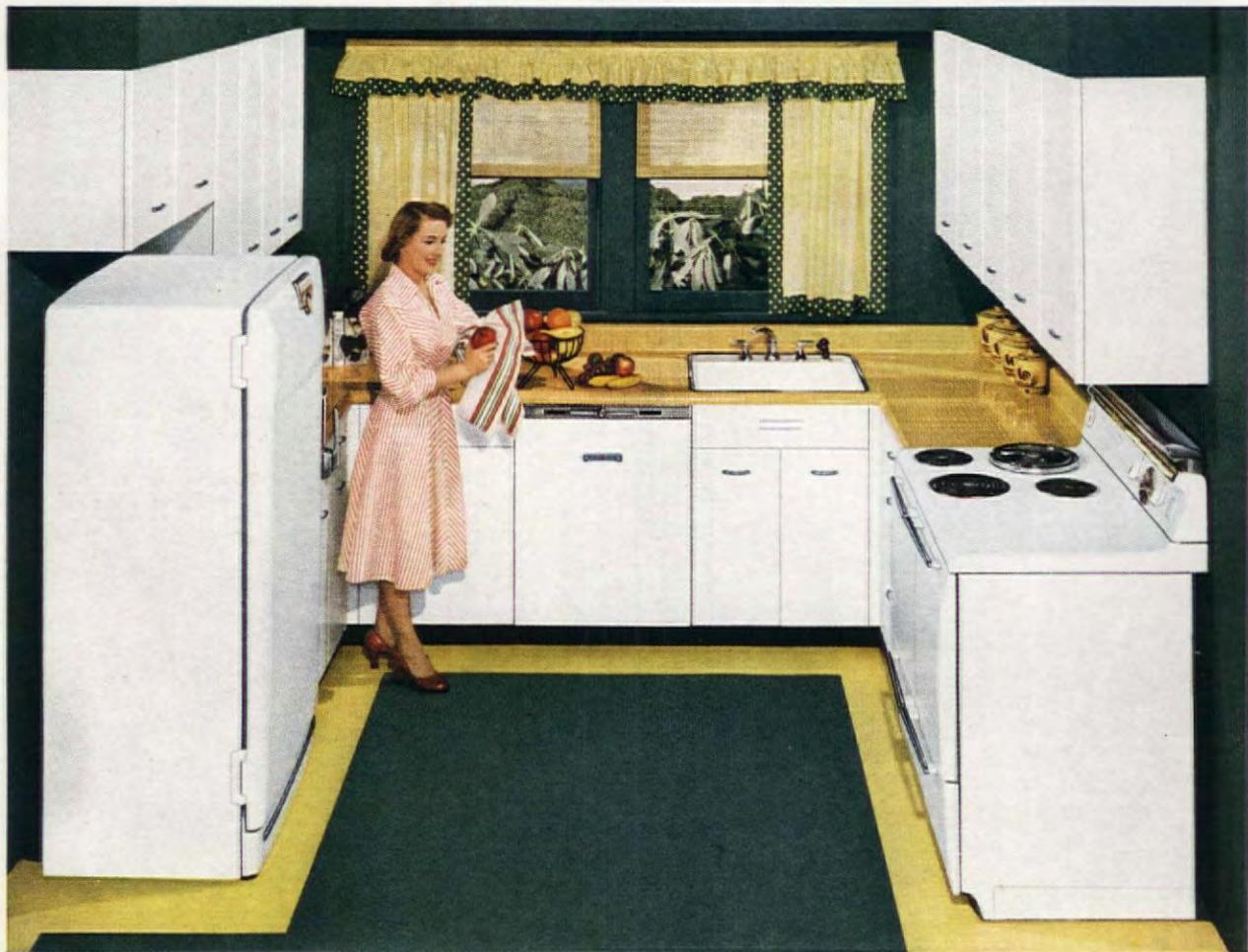
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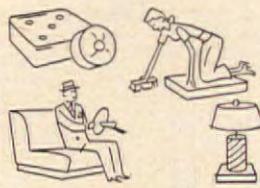
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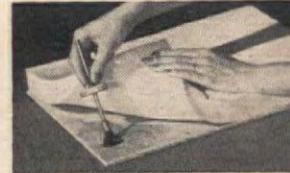
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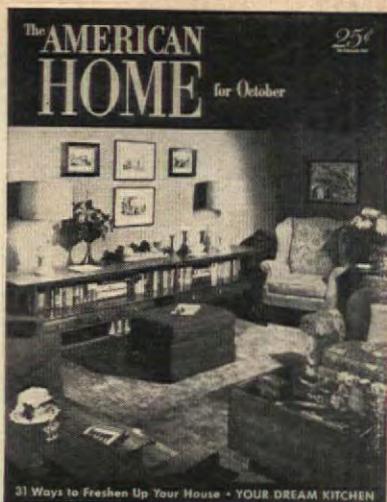
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Designer William Bassler's living room is proof positive that good traditional furniture intermixes pleasingly with pieces from his "Transitional" group. See page 58

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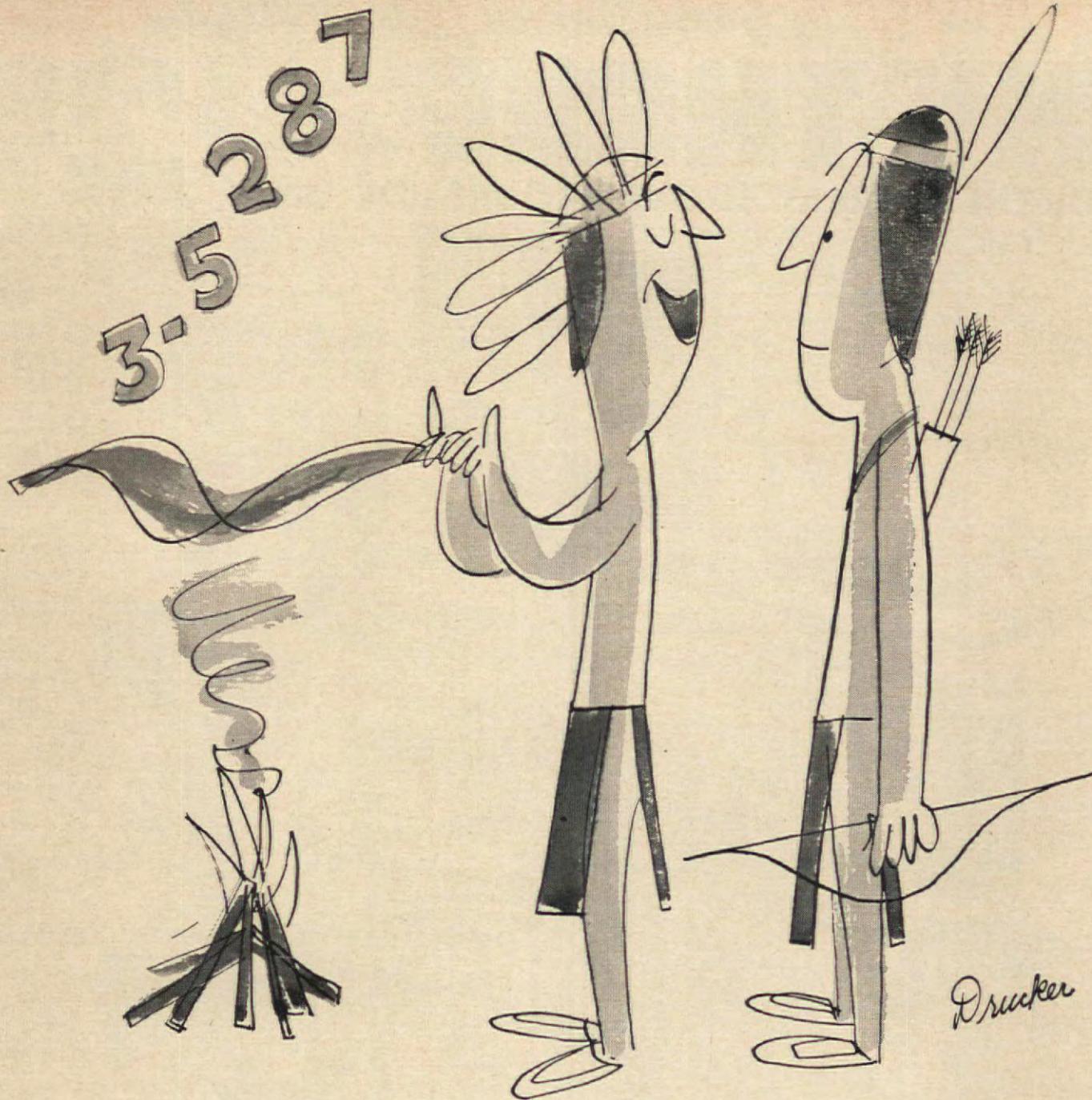
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Contributors



... **ROBERT BAGAR'S** voice is familiar to all opera lovers, for he is a "regular" on the Saturday afternoon broadcasts of the Metropolitan Opera Quiz. Now heading into his 20th year as music critic on the *New York World-Telegram and Sun*, he has written program notes for the New York Philharmonic Symphony Society and Stadium Concerts, and authored many books, articles, and broadcast scripts on musical subjects.



... **ROBERT WEST HOWARD**, who tells you on page 121 how to "book jacket" a wall, lives in a wonderful old house built in Annisquam between 1725 and 1750. His book-jacketed wall is made of hair-and-lime plaster laid on hand-split lathe, and it makes for a hill and valley effect—but nice. The author of a good many books on farming, and the former vice-president of Antioch College, he is currently lecturing at Boston University.



... **WILLIAM W. BASSLER**, a Kentuckian by birth and predilection, has a background interestingly compounded of manufacturing know-how and art training—and it has culminated beautifully in furniture design. You'll find his handsome, adaptable "Transitional" furniture, evolved for Consider H. Willet, on our cover and on page 58, where it is pictured in his own home, against a background planned for traditional furnishings.



... **WARREN REYNOLDS** used to disrupt his family's cross-country trips by lagging behind to snap scenery with his box camera. Nowadays he and his partners in Photography, Inc., are focusing on bigger projects (our cover and its story on page 58, for example) and are helping to make our cross-country trips a joy thereby. The Reynoldses have two up-and-coming young shutterbugs, Gary, 8 years old, and Stephen, 10.



... **ROBERT BRUCE BRANDT**, the architect who designed a house shown in this issue, spends most of his time these days as appraiser and architectural adviser in the mortgage loan department of a large insurance company. But he manages to practice in a "limited" way—which means that he has recently designed houses in Kentucky, Ohio, and West Virginia. The Brandts have 12-year-old twin daughters, and a son, Bob, who is 6.



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THE METROPOLITAN'S OPENER

WHEN the Metropolitan Opera House first opened its doors on the evening of October 22, 1883, the opera which graced the occasion was Gounod's *Faust*. Ever since its première in Paris (Theatre Lyrique, March 19, 1859), *Faust* had piled up an amazing number of performances all over Europe and in this country. The choice, therefore, was a very good one, indeed, and one, I should say, not made without a considerable appreciation of its drawing powers. For several seasons following the striking success of the Met's inaugural, *Faust* better than held its own, and the frequency of its scheduling at the Metropolitan inspired the music critic, William J. Henderson, to refer to that lyric theatre as the "Faustspielhaus."

Here and abroad, its popularity continued, and there is even a touching little story concerning Queen Victoria and *Faust*. During her last years, though ill and feeble, she expressed the desire to hear it again, whereupon a cast of French singers was imported to Windsor Castle. As the beloved melodies floated out to her, the wan face broke into smiles of recognition and gratitude.

MUSIC IN YOUR HOME

ROBERT BAGAR

This year, Gounod's opera is again to initiate a season, and it is a rather foregone conclusion that the opening night's cast will be heard in the same roles when the opera is broadcast under the sponsorship of the Texas Company: Victoria de los Angeles as Marguerite, Jussi Bjoerling as Faust, Robert Merrill as Valentin, and Nicola Rossi-Lemeni as Mephistopheles. On paper at least—because one never knows for sure how things are going to turn out in actual performances—this looks like a ready-made triumph for a Metropolitan opening night. And one certainly wishes it to our Met, probably the world's number one opera house.

Another opera that will return to the Metropolitan this season is Debussy's *Pelleas et Melisande*; this, after an absence of several years. ("Debussy's operatic masterpiece," I once heard a commentator say of it. How true, especially since this is the *only* opera he ever wrote!) The role of Pelleas will be entrusted to Theodore Upmann, whom you may remember as the hero of Benjamin Britten's *Billy Budd*, given its American première by NBC Television Opera last season. Again, this appears to be a good piece of casting, for not the least of young Mr. Upmann's many virtues is his sensitiveness, a quality urgently needed by the interpreter of that poetic, delicately constituted character.

TV OPERA

Opera, to my mind, is a natural for television, an entirely new opera medium, and one which requires new viewpoints and new techniques. Some of the old conventions, dear as they may be, must be replaced by innovations through the employment of which none of the original values is lost. Television is not at all like the motion picture, for in television we are dealing with flesh and blood entertainment—the performance is going on now, before our very eyes, and is not fundamentally a canned product edited to the hilt. This is not to say that films are incapable of artistic productions. Far from it—but the excitement, the completely human elements attached to viewing a live performance on television render futile all comparison with movies.

PLEASE TURN TO PAGE 119

This is the first of a series of articles in which Mr. Bagar, music critic of the "New York World Telegram and Sun," frequent guest on the Metropolitan Opera Quiz, and author of many books on musical subjects, will discuss music you can hear at home.

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So why not join these thrilling "shopping tours around the world" while this EXTRA GIFT offer is being made? If not delighted with your gift or with your first month's club selection, keep BOTH gifts and we will refund your complete subscription cost!

READ WHAT MEMBERS SAY ABOUT THE CLUB:

"I have enjoyed your 'international treasure hunt' so very much. A membership would make a wonderful present to give someone!" — K.H.H., Melrose Park, Ill.

"It has been so thrilling receiving gifts from around the world. I have loved every one of them." — Mrs. U., Monmouth, Ore.

"Thus far I have received two articles—and am still speechless with surprised pleasure!" — Mrs. J.S.S., Winston-Salem, N. C.

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(Note: all original letters are on file in our office)

THE IDEAL GIFT!

What could make a more intriguing gift than a membership in the Around-the-World Shoppers Club? Gifts are so precious! Friends are reminded of your kindness month after month!

**Around-the-World Shoppers Club, Dept. 850
71 Concord St., Newark 5, N. J.**

Please enroll me as a Member and send me my SURPRISE GIFT from abroad, absolutely without charge. Also start regular monthly shipments of the Club's selection of foreign merchandise, to be shipped direct to me from countries of origin and to continue through the following term of membership:

- 3 Months \$6.00
- 6 Months \$11.50
- 12 Months \$22.00

I enclose remittance for \$.....

Name..... (Please Print)

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(NOTE: The U. S. Post Office Dept. charges a service fee of 15¢ for delivering foreign packages, which is collected by your postman and cannot be prepaid.)

(Please use additional sheet for gift subscriptions)
References: Franklin-Washington Trust Co., Newark 2, N.J.

Around-the-World Shoppers Club

71 CONCORD STREET, NEWARK 5, NEW JERSEY

The NEW way to enjoy SPORTS movies... plays... television



GET CLOSE-UP VIEWS ALL DAY... WITHOUT FATIGUE

Here for the first time—England's famous TELESPECS—a revolutionary concept in binoculars. Wear them like ordinary eyeglasses—hour after hour—without fatigue. Only 1 oz. You'll hardly FEEL them. Truly powerful optical design! Gives you greater range than some opera glasses selling for much more. TELESPECS are ideal for indoors or distant scenes outdoors. Has INDIVIDUAL eye focusing for clear, sharp viewing, whether you're looking at a play in the first row or a seashore scene miles away. Special low price—\$1.98, a saving of \$8.00 or more!

TRY AT OUR RISK—NO OBLIGATION!

Enjoy at our risk for 5 days. You must be delighted! Otherwise your \$1.98 comes back—no questions asked! Limited supply forces us to place a limit of a per customer. Send check or m.o. for prompt, free delivery. COD's sent plus COD fees. Use convenient coupon below!

THORESEN'S, 352 Fourth Ave., Dept. 195-L-90, New York 10, N. Y.



FAVORABLE EXCHANGE RATE MAKES THIS VALUE POSSIBLE
The first time this type of optical instrument has ever sold for less than \$10. Favorable exchange rate & England's need for dollars makes it possible. We have been chosen exclusive distributors to the American public. Get yours now at this introductory price of only \$1.98 tax & post paid.

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RUSH... TELESPECS at \$1.98 each (LIMIT—2) on 5 day trial. You are to refund my \$1.98 if I am not fully delighted.

Payment enclosed. Send post free.
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NEW! REVOLVING SPICE RACK

This sensational Spice Rack does away with cluttered boxes that hide one another on shelves! Holds 11 standard-size cans; revolves to put them at your fingertips! Sturdy aluminum, lacquered white, with fasteners to hang on wood, metal, under or inside cup-board. Add 35c for post. & handling. \$1.95

CROWN CRAFT PRODUCTS, 246 Fifth Ave., Dept. 2110, N. Y. 1

Exciting Gift Ideas

New, 104-Page Catalog of Gifts, Toys and Housewares

Yours Free—Send Now!

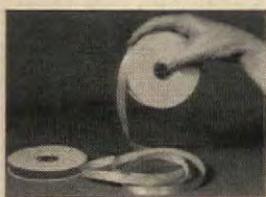
Miles Kimball

24 Algoma Blvd. Oshkosh, Wis.

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Only 1c a yard! Gorgeous, vivid Christmas colors. A 50 yd. bolt of red, a 50 yd. bolt of green. Total 100 yds. (300 ft.) for only \$1. Finest first quality. Generous 7/16" width. Makes your packages beautiful... at the lowest possible cost \$1 ppd.



75 MERRY CHRISTMAS BELLS FOR UNUSUAL CHRISTMAS WRAPPING!

Let your packages sing of Christmas! Tie several of these metal bells on each package. They are assorted sizes, assorted gorgeous colors. They'll tinkle merrily. Enough for oodles of packages. Set of 75... \$1 ppd.



IMPORTED CORNUCOPIA THE HORN OF PLENTY!

Fill it with fruit or flowers for an outstanding table decoration. Hand-woven in British Hong Kong of sweet willow reed. Small feet on bottom for support, a ring on the side to let you hang it on the wall. Size 12" long. 6 1/2" opening... \$1 ppd.

Send Check or M.O. No C.O.D.'s. No Stamps. Please.

Send for BIG FREE Christmas Catalog

SPENCER GIFTS. 32 Spencer Building, Atlantic City, New Jersey



the AMERICAN HOME

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.

SETTING THE TABLE is a cinch with a handy wall rack hung nearby to hold your everyday silver or stainless steel right where it's easy to get at. Takes care of service for eight, knives fit into slots, has 4 grooves from which to hang other pieces, drawer for extras. Measures 9 3/4" wide, 19" high, and is pine finished. \$10.95 ppd. Helen Gallagher, 413 Fulton St., Peoria 2, Ill.



DOUBLE EAGLE TRIVETS are as functional as sliced bread, but are exact reproductions of fine 1850 originals. Place together to hold small hot dishes or as far apart as necessary for a large platter on your table, or display decoratively. Black satin finish. Each trivet is 10 1/2" wide. The pair, \$2.95 ppd. Sturbridge Yankee Workshop, 810 Brimfield Turnpike, Sturbridge, Mass.



little mexican saddle stool is MUCHO VALUE!

We found this handsome little stool in the high hills near Mexico City. The seat is made of thick top grain cowhide, strongly sewn and hollowed out with a real expert's eye to comfort. Its sturdy legs give it functional, modern lines.

It is 19 1/2" high, 15" from tip to tip. Weighs only a bit more than 2 lbs. and can support a Circus Fat Man! Wonderful as extra chairs for parties or in the den, living room, bar, children's room, before the TV set. Has a carrying handle to make it easy to take to picnic, athletic events, beach.

Satisfaction Guaranteed.
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Max Seckling Seedsmen, Inc.
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for Pot Luck Suppers, Church Bazaars, School Affairs, etc. Smart Gift!

A gentleman from Down East tells us these are old as New England itself. Our pie in one as she returned John Alden's call. It will bear your own lemon meringue in non-squash safety to Pot Luck Suppers... or use it for hot dishes. Holds two pies. Order by mail. You must be delighted or money refunded!

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WALK ON AIR

For quick relief from calluses, blisters, spur or bruised heels, general foot fatigue, place Albin Air Cush'n Innersoles in your shoes. Air moves thru small channel, gently massaging feet. Odorless, non-absorbent, almost weightless. Order by men's or women's shoe size. \$2.95 a pair. No COD's, please. Money back if not delighted. Albin of California, Room 1010, 1401-23 W. 8th St., Los Angeles 17, Calif.

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Photographs by F. M. Demarest



EVERYTHING BUT TIME on our hands, so we've never gotten around to hooking chair pads for the dining room. So we're delighted to find these completely finished, hand-hooked floral designs in soft colors on neutral grounds with black, brown, or green borders. 15" x 15", chair-shaped. \$2.50 each, \$4.75 for two postpaid. Wit's End, 221 Bellevue Avenue, Upper Montclair, N.J.



A GREAT AMERICAN TRADITION is the cookie jar in the kitchen, and we hate to think of anyone growing up without this happy memory. Just as American is the old pot-bellied stove—and when a cookie jar takes that shape, it's bound to catch fire. 12" high of heavy ivory ceramic decorated with brown and yellow. \$4.50 postpaid. The Krebs, Dept. AH, Westerly, Rhode Island.

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DRY-SETS HAIR IN 30 MINUTES

Pin up your curls in the usual manner, but don't wet them. Dip Curl Cap in warm water, shake off the excess and tie Curl Cap on, turban-style. Curl Cap is made of specially processed DuPont nylon net. Can be used over and over again to set your hair. Red, blue or maize. **\$1.00**

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Walter Drake

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- Gives desired temperature automatically—day or night!
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- Set it—forget it!

High electric bills! Simply set the dial for the temperature you desire—and forget it! Automatically, you are assured of comfortable warmth. Thermostat Electric Heater keeps baby's room warm, preheats bathroom—never lets a chill get into any room. Case in attractive "EVEN-COOL" cabinet that is cool to the touch. Motor driven fan forces heat to level desired in the room. Two-tone case, chrome trim, rubber cushioned mounting. 10" x 14" x 7 3/4", 110-120 volts, 60 cycle, A.C. UL approved. Only \$19.95 delivered. Send check or money order. Money back guarantee.

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Small Fry COOK SET

Just like mother's only smaller. Polished aluminum made to exact scale. Everything works! Teakettle whistles, percolator makes coffee. Roaster 6" long, other pieces in proportion. Double-boiler, teakettle, percolator, fry pan, angel-cake pan, oven-roaster, cake pan. No sharp edges. **\$1.95** Postpaid, only

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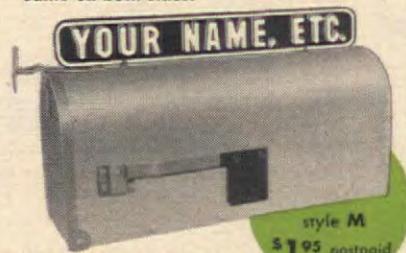
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HELP FRIENDS FIND YOUR HOME . . . MAKE PERFECT GIFTS

You help your friends find your home more easily—help the doctor save minutes or hours in emergencies—help the mailman and delivery men—when you have a DAY-n-NIGHT Marker! And they're perfect for gifts! The permanent, embossed letters of DAY-n-NIGHT Markers are treated with the same material that makes highway caution signs sparkle in your headlights. Even a dash of moonlight makes DAY-n-NIGHT Markers gleam!

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- Easy to read DAY-n-NIGHT
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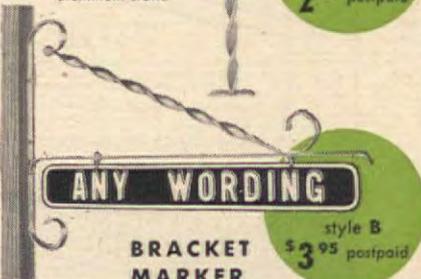
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Fits any mailbox—install in a minute



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LAWN MARKER
with 26" wrought aluminum stand



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BRACKET MARKER
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Your Custom-made DAY-N-NIGHT MARKER is a gift from Your name or nickname

because it's personal
On request we send a smart vellum gift card, inscribed with your name or nickname, to announce your gift.

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C.O.D. IF DESIRED—FEES, POSTAGE ADDED
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DELUXE graceful wrought aluminum MAILBOX adds beauty \$3.45 MARKER style EM Postpaid



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The NEW All-steel Vio Holda
PLANT STAND

- Holds 11 plants, 10 on Revolving Arms
- Promotes Thrifty Growth

Glorify your lovely African Violets and other precious plants with this wonderful new stand. Finest all-steel welded construction. 40 inches high. Finished in gleaming white or green enamel (your choice). The 10 revolving arms, extending 6 to 12 inches from sturdy center shaft, may be moved at a touch to enhance arrangement or allow even sun and air exposure. Light weight. Easy to clean. Requires little space. Wonderful indoors or out—and a grand gift idea!

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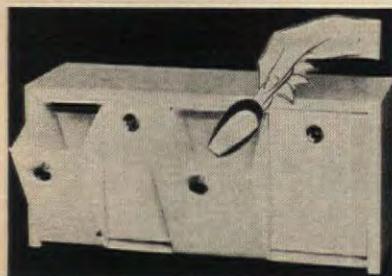
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Will not tip or tilt

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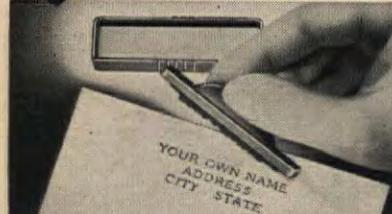


Beautiful Tilt-Out Storage Bins Open—Close—With One Hand!

A clever kitchen wife must have designed these slick, removable canisters that tilt in and out, require no lids to fumble with, and in addition give extra usable space on top. Cabinet sits on a shelf, or hangs on the wall and needs no "clearance" space. Gives any kitchen the modern "custom built" look. Gleaming white enamel has chrome knobs; 2 bins hold 5 lbs., 2 bins hold 2 lbs. Wonderful for coffee, tea, flour, sugar, etc. Stands 9 3/4" high, with top that is 20" wide x 6 3/8" deep. Only \$9.95 plus 50¢ for insured delivery. 10 day money-back guarantee. Send check or money order today! Write for free catalog of gifts and gadgets.

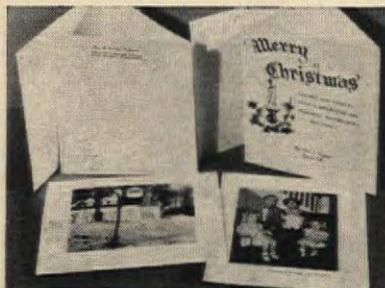
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Family or home scene lithographed in two-tone effect on fine white vellum notes or Christmas folders. Distinctively personalized on inside sheet. Write for samples or send black and white photo with imprint instructions and check or money order . . .

Set of 100 notes or Christmas folders with envelopes to match, postpaid . . . \$8.20

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FITS ANYWHERE... AT ANY ANGLE

Made of tempered aircraft aluminum in three sizes ranging from maximum lengths of 30", 42", and 52". These rods require no cutting and will not sag. 30"—\$1.00, 42"—\$1.25, 52"—\$1.50. Rods shipped postpaid. Satisfaction guaranteed. C.O.D. orders accepted. K. L. K. MANUFACTURING CO., INC. LOGANSPORT INDIANA

PRESERVES FROM OREGON MOUNTAIN MEADOWS...



for CHRISTMAS GIVING "CHUCK WAGON" BOX. Five asst. 5 1/2-oz. jars Oregon Wild Blackberry, Greengage Preserves, Prunes with Hazelnuts, Oregon Whole Strawberry, Apricot with Kernels; gift packed in rustic box decorated with forest sprays and cones. Shipped prepaid, \$3.25

FREE BOOKLET LISTS GIFTS \$2.95 to \$31.75 JANE AMHERST 1912 N. Argyle, Portland 17, Ore.

WE CAN'T PAINT but enjoy making real-life pictures with favorite accessories and flowers. For a perfect start, a tiny 3-inch high, eggshell-thin porcelain bowl on an ebonized, carved wood stand. A bookshelf or mantel becomes a background. Or on a low table it holds a floating gardenia or mints. Bowl and stand, \$2.75. A pair, \$5. Postpaid. Agnestrang, 39 W. 8 St., N.Y.C. 11.



CLOSE YOUR EYES and think of flowers and candlelight. Your thoughts will be romantic, festive, utterly intriguing. Bring this happy combination to your own table. Clever Candle Vase slips down over candle, filled with water holds gay flowers, Christmas holly. Clear plastic 2" across, 1 1/4" deep. Two for \$1 ppd. Mastercraft Products, 212A Summer Street, Boston 10, Mass.



FUN-DAMENTAL design that looks as if it was inspired by a real child, to fill a real need. Four-in-one piece, combines a toy chest, table, display shelf, and drawer in one wonderful unit. Heavy pine with black wrought-iron braces, chest 33" x 17" x 14" high, table 21" high. With hand-rubbed finish, \$19.95; unfinished, \$17.95. Express collect. Jeff Elliot, Dept. AH, Statesville, N.C.



FAMOUS HOUSEHOLD ITEMS FREE! A PLAN ENDORSED BY 100,000 WOMEN

A Grand Way to Furnish Your Home Now . . . get all the wonderful things you've always wanted for your home — without spending a penny! It's easy! It's fun! Nothing to buy or sell—ever! Your choice of famous appliances, sheets, blankets, furniture, slip covers, etc. 1000 items to choose from! Get up to \$100 and more in merchandise just for starting a Billie Burke Club. Friends and neighbors will love to join. Let me tell you about it.

BILLIE BURKE CLUB PLAN Dept. A1 1139 MULBERRY STREET, HARRISBURG, PA.



Send for my FREE color catalog today!

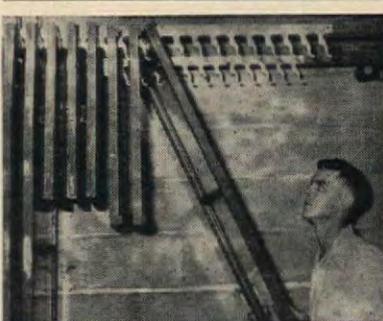
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Can't beat this for value! Holds over 12 magazines, LIFE size down to digesta. 17" tall 9 3/4" wide. Lightweight graceful, sturdy. Antique black. Postpaid \$3.95 (Add 50¢ West of Miss.)

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Plastic Vinyl \$6.95 • Folds compactly • Keeps rain, snow, dust, salt away • Protects your car's finish • Durably constructed of vinyl plastic • Springtite elasticized bottom, holds securely in all kinds of weather • Fits all makes • Direct from manufacturer • Enclose check or money order for \$6.95 or sent C.O.D. Add 35¢ Postage. 10-day Money Back Guarantee MARDO SALES CORP. Dept. G-562 480 Lexington Ave. New York 17, N. Y.



STOR-A-WAY A tidy way to store and protect your storms and screens! Stor-A-Way safely holds large or small standard wood sashes, from 7/8" to 1 1/4" thick. Keeps them off damp floors, prevents rotting and warping. Reduces glass breakage. Saves space. Easy to nail to joists or rafters. Made of heavy gauge aluminum. No. K5820 holds 20 windows . . . \$3.95, postpaid. No. K5820A holds 6 windows . . . \$1.49, postpaid. Send for free catalog. The Burgess House, 428 So. 6th St., Minneapolis 15, Minnesota.



HANDY OBLONG PIE PANS

Same capacity as standard 9" round tin, but sensationally different in every way. Marked so 6 even wedges can be cut speedily, leaves only one side exposed to air. Saves 1/2 space in deep freeze; nests on shelf or hooks. Extended end is easy to grasp. Bake super pies. Use also for frozen salads, desserts. Guaranteed. 2 for \$1; 4 for \$1.90; 6 for \$2.80; 12 for \$5.50. THE RANCH HOUSE Box 200, Goleta, California



MONOGRAMMED GLASSES to delight the heart of an entertaining hostess. Traditionally simple shapes carefully monogrammed with your own 3 initials. Nothing makes a better gift than crystal, nothing adds more to your home. For eight, fruit juices, \$5.95; old-fashioned or waters, \$6.95; stemmed cocktails, \$8.95. Ppd. Robin Hood's Barn, 2 Lancaster Rd., Sudbury, Mass.



LUNCHEON MEET. If it's at your house, set the table with four smart Indianhead cotton place mats and napkins, then tie on an apron to match. You'll be the hostess with the mostest. Select hunter green, yellow, or red, all are trimmed with white. We shouldn't have to mention how a bride would love this. 9-piece set, \$5.98 postpaid. Aunt Bay's, 480 Fabyan Pl., Newark, N.J.



HAND-PAINTED ROOSTER struts his stuff across a 16" round wooden tray, cocksure of your admiration. White background and green border form a perfect setting for his gay plumage. Equally attractive hung above a hand-rubbed Early American piece or set on a modern blond cocktail table, it makes an inspired gift. \$5 postpaid. Johnny Applesseed, Box 727, Beverly, Massachusetts.



GREATEST INVENTION SINCE THE NEEDLE—Now, do a professional sewing job at home in half the time. Sew a beautiful, invisible blind-stitch hem without rethreading. Magic Stitcher holds a complete spool of thread. Do hemming, tailor-tacking, applique, basting, shirring, smocking. Uses regular or elastic thread. Light (1 oz.), fits palm of hand. Instructions included. \$2.95 postpaid (Please, no COD's). Guaranteed to please. Send for free gift catalog. Albin of California, Room 210, 1401-23 W. 8th Street, Los Angeles 17, California.

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—are the couple who receive these ponyshoes welded together forever and ever with their names hand-struck in ver on copper strap. 7" x 3" with nails for hanging. \$3.85 ppd. Shipped same day. No C.O.D.'s. Send for folder of original Horseshoe gifts

HORSESHOE FORGE 2 Muzzey St., Lexington, Mass.

A BIG BENCH

Over 3 ft. long. Choice of many fabrics or use your own. Korina or Mahogany legs. Only \$29.50 ppd. Add \$1 west of real fabric and wood samples and portfolio of modern accessories and gifts, chairs, tables and many other benches larger and smaller.

CRICKET HILL CRAFTSMEN 501 Day Hollow Road, Owego, N. Y.



Drum Table Planter

Tom Thumb copy of an authentic Duncan Phyfe Drum Table in mahogany plastic. Simulated leather top. Dainty gold rose medallion serves as cover knob. Attractive planter or candy dish. 4 5/8" across by 5 1/2". Order H-6463, \$1.



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Miles Kimball

126 Bond St., Oshkosh, Wis.

ELIMINATE FLAPPING SHOWER CURTAINS WITH CLIPPER FISH

Clever, functional and decorative, Clipper Fish clip shower curtains to wall, keep water inside curtain, eliminate flapping shower curtains, and water-logged floors around the shower. And, they add a gay, saucy note to any bathroom. High impact Polystyrene will not shatter if dropped. Long-lasting rubber suction cups will not mark or mar walls. Available in gold and black; black and white; black; or white. Just \$1.00 a pair, postpaid. No COD's, please. Collector's Corner, 527-43 W. 7th St., Los Angeles 14, Calif.



Lovelier than ever... Lower priced than ever
YOUR CHOICE OF THE 2 Miracle Curtain Fabrics
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Whichever of these fabulous fabrics you select, you are buying lovely curtains at unbelievably low prices. Each pair beautifully made and guaranteed.

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70 denier 100% Dupont Nylon curtains featuring all of Nylon's amazing qualities. Easy to wash, quick to dry, keep their shape. In lovely pastel shades of Buttercup Yellow, Rose Pink, Seafoam Green, Wedgewood Blue, Ivory White.

RUFFLED—6" baby headed, dainty edged, permanently stitched ruffles. All sizes wide enough to criss-cross (as shown) or hang Priscilla style.

Width to pair	Length	Usually	NOW	Width to pair	Length	Usually	NOW
86"	36"	\$ 6.98	\$ 4.59	90"	36"	\$ 4.49	\$ 2.98
86"	45"	7.98	4.98	90"	45"	4.98	3.29
86"	54"	8.98	5.59	90"	54"	5.49	3.59
86"	63"	9.98	5.98	90"	63"	5.98	4.19
86"	72"	10.98	6.59	90"	72"	6.49	4.49
86"	81"	11.98	7.39	90"	81"	6.98	4.79
86"	90"	12.98	7.98	90"	90"	7.49	4.98
86"	99"	13.98	8.59	90"	99"	7.98	5.79
174" (Double Width)	72"	19.98	12.98	168" (Double)	72"	14.98	8.98
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174" (Double Width)	90"	23.98	14.98	168" (Double)	90"	18.98	10.98
174" (Double Width)	99"	25.98	15.98	168" (Double)	99"	20.98	11.98
250" (Triple Width)	72"	29.98	20.98	246" (Triple)	72"	21.98	13.98
250" (Triple Width)	81"	31.98	21.98	246" (Triple)	81"	23.98	14.98
250" (Triple Width)	90"	33.98	22.98	246" (Triple)	90"	25.98	15.98
250" (Triple Width)	99"	35.98	23.98	246" (Triple)	99"	27.98	16.98
324" (Quadruple Width)	90"	45.98	32.98	330" (Quad.)	90"	36.98	23.98

TAILORED—Distinguish any room. Double stitched 1/2" side hems. Ample bottom hems, beautifully stitched.

78" wide to pair	Length	Usually	NOW	78" wide to pair	Length	Usually	NOW
"	36"	\$ 4.59	\$ 2.98	"	36"	\$ 3.49	\$ 1.79
"	45"	4.98	3.29	"	45"	3.98	2.39
"	54"	5.99	3.69	"	54"	4.49	2.69
"	63"	6.39	4.29	"	63"	4.79	2.98
"	72"	6.69	4.69	"	72"	4.98	3.39
"	81"	7.39	5.29	"	81"	5.49	3.69
"	90"	7.98	5.69	"	90"	5.79	3.98
"	99"	8.39	6.29	"	99"	5.98	4.39
"	108"	8.98	6.69	"	108"	6.49	4.69

TIERS—Add that elegant "decorator" look to a room. Use singly or tier on tier (illustration shows two pairs).

72" wide to pair	Length	Usually	NOW	78" wide to pair	Length	Usually	NOW
"	30"	\$ 4.29	\$ 2.69	"	30"	\$ 2.98	\$ 1.79
"	36"	4.69	2.89	"	36"	3.49	1.98
"	40"	4.89	3.09	"	40"	3.98	2.29
"	45"	5.29	3.39	"	45"	4.49	2.49

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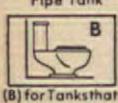
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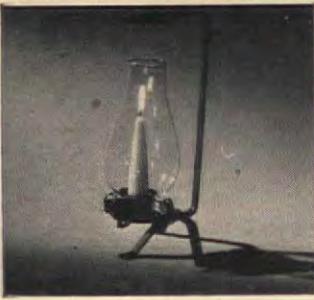
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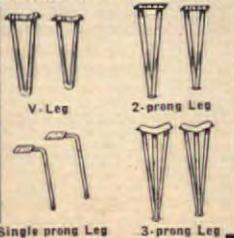


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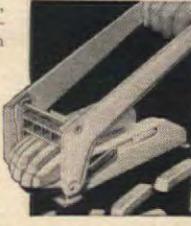
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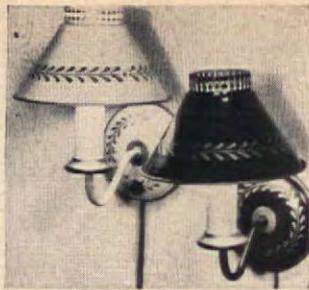
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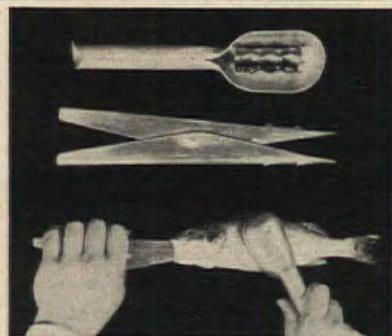
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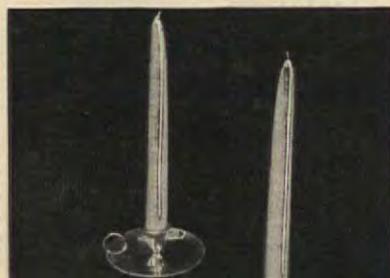
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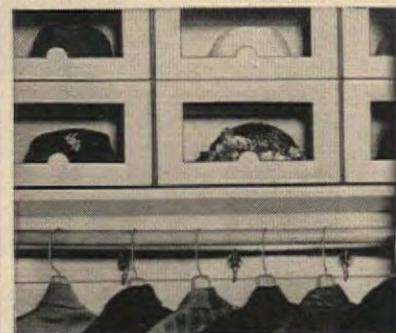
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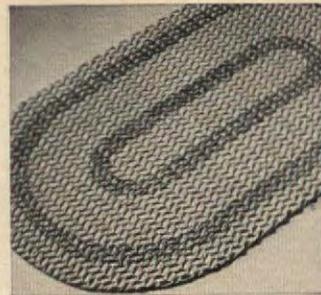
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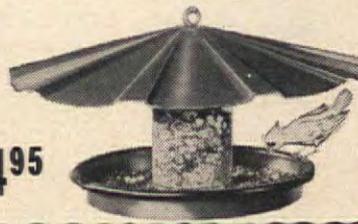
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For FREE SAMPLE card and illustrated folder, send negative and 3¢ return postage. No obligation, negative safely returned. (If no neg., send snapshot and 50¢ for new neg.) Order samples now, avoid rush. Offer expires December 1.
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Specially designed for youngsters up to 14. This colorful Carry-All Kit includes a pair of slippers, castile soap, bubble bath, wash cloth, comb, nylon tooth brush, & cup. Give child's age & we will include correct slippers. Child's name hand-painted FREE! All 8 items, \$1.98 included complete

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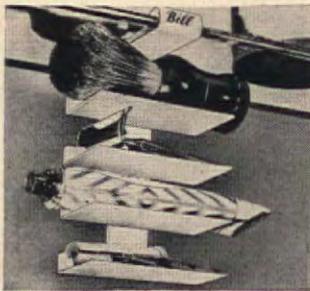
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CLEANSE YOUR SOLES on this smart rubber doormat and you'll get a bright hello from your wife. A giant 24" x 38", personalized with name and address, it won't stray. Powder blue, garden green, black, or brick red with 3 rows of 2 3/8" letters (up to 18 each line) in red, green, or white. \$12.45 plus postage. Mitchell Rubber Co., Dept. L, 2120 San Fernando Road, L.A. 65, California.



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Hand Made Milk Glass from Original Molds

Footed Compote in the much desired lace and dewdrop pattern. Its ribbed stem and scalloped edge are lines reminiscent of a Grecian Urn. Use as center piece for fruit, in pairs on mantle or sideboard. 6 1/2" diameter, 8 1/2" high with lid, bowl 3" deep. \$3.95 ppd. without lid, \$4.95 ppd. with lid. Add 25c W. of Mississippi for either complete. Matching candlesticks (not shown) 4 1/2" high \$2.65 pair ppd. No C.O.D.'s please. Write for free booklet.

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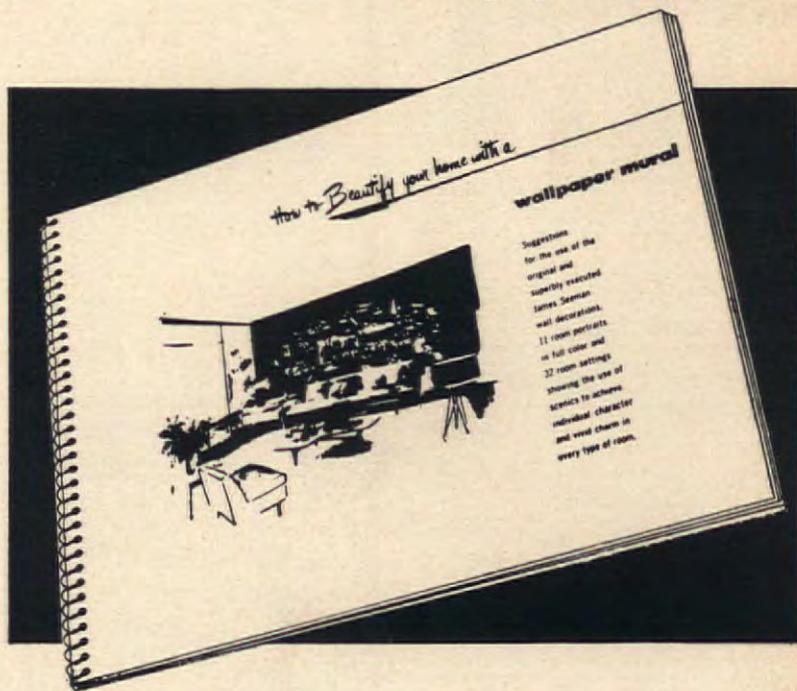
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How to Beautify your home with a wallpaper mural



WHAT TO DO WITH

long narrow hallways... protruding walls...
low ceilings... small rooms... narrow rooms...

HOW TO ENHANCE:

French Provincial... Colonial... English...
18th Century... Victorian and Modern Settings...

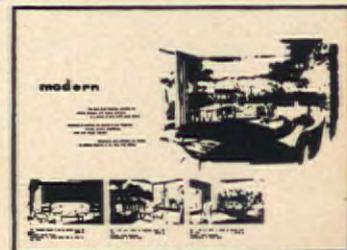
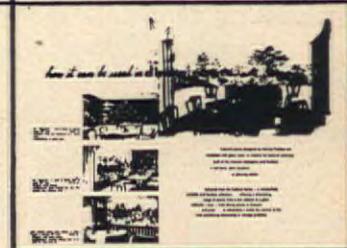
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GRAPEPRESS CANDLEHOLDER makes a charming and unusual planter. This richly grained pine piece bears such marks of unhurried craftsmanship as the careful forming of joints, distressed finish, soft honey-colored tones achieved by hand polishing. 9" high x 5" wide x 6" deep with metal drawer liner, two candles. \$8.95 ppd. Gilbert & Leonard, Miracle Mile, Manhasset, N.Y.



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IT DOESN'T SHOW ITS AGE which is brand new. So everyone's going to think this a real antique miniature lamp. Whether you confess or not is up to you. It's a cute eight inches high, of bottle-green glass which looks wonderful with the light shining through, holds a cup of kerosene and really works. \$3.25 postpaid. Shoppers Mart, Dept. AH-2, Box 240, Fort Dodge, Iowa.



CONQUER SPACE by making the most of it. A good beginning is to provide an efficiency unit where your phone and phone books can live together in harmony. All-metal phone stand holds any size phone and 2 fat books. Dull black wrought-iron finish, it's 6 1/2" x 9", 22" high with rubber-tipped feet. \$11 plus 75¢ shipping. Jans Modern Lamps, Dept. AH, E. 102 Street, N.Y.C.



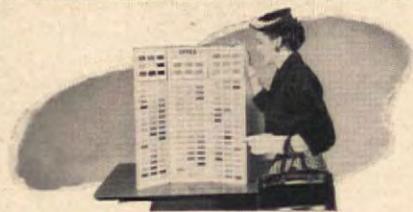
ZIPPERS BY THE YARD. Just cut off whatever length you need. Kit contains two one-yard lengths (white and black). Simply snip off length of tape, snap on stops, slip on slider, and zipper is ready. Enough attachments for eight. Regular kit, \$1.98. Deluxe kit which includes Zip-Fix tool and zipper lubricant stick, \$2.98. Ppd. Nellie's Mailmart, 207 E. 43 St., N.Y.C. 17.





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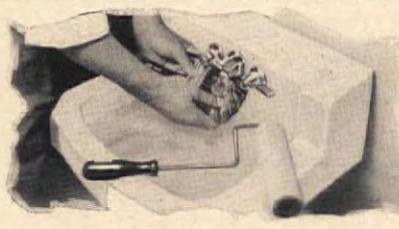
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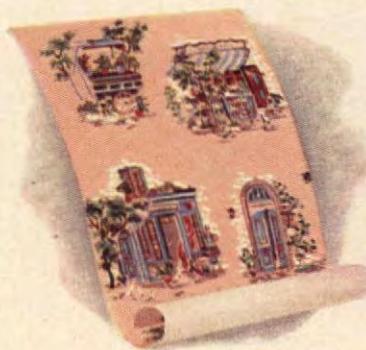
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KenFlex colors shown above: Antique Coral and Desert Sand with ThemeTile and Feature Strip

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Off the Press

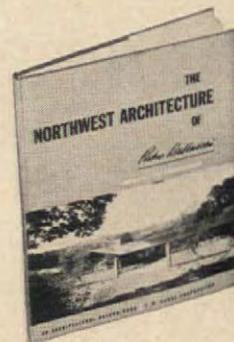
sorts refers to British, the fact the book is of English authors does not lessen its usefulness here

The Calendar Guide to Home Repair by Henry Lionel Williams. (Simmons-Boardman Books) Price \$3.95. . . Home repairs can be systematically accomplished by following, closely or freely, as suited to your needs, this year-round weekly guide. Every problem to be met by the average homeowner is covered here from roof and plumbing repairs and maintenance of heating and ventilating systems to fixing household electric appliances and mending china. An appendix gives a useful list of tools and their care and storage.

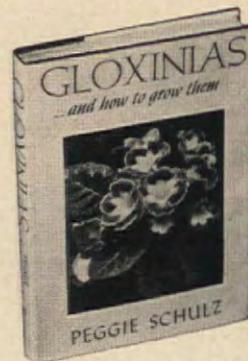


Fabulous Hoosier by Jane Fisher (Robert M. McBride & Co.) Price \$3.00. . . The story of the late Carl Graham Fisher who carved history out of empty expanses of real estate within the memory of many of us. A pioneer in the automotive industry, the man who conceived the Lincoln Highway, and the first exponent of flamboyant press agency, he changed Miami Beach from an empty island paradise (there were 33 voters in 1915 when it became a town) to the most populous paradise in the world. The tale is engagingly told by the wife who played a large part in many of his ventures—Jane Fisher, whose byline is familiar to our own readers and to thousands of others who know her newspaper columns and radio broadcasts.

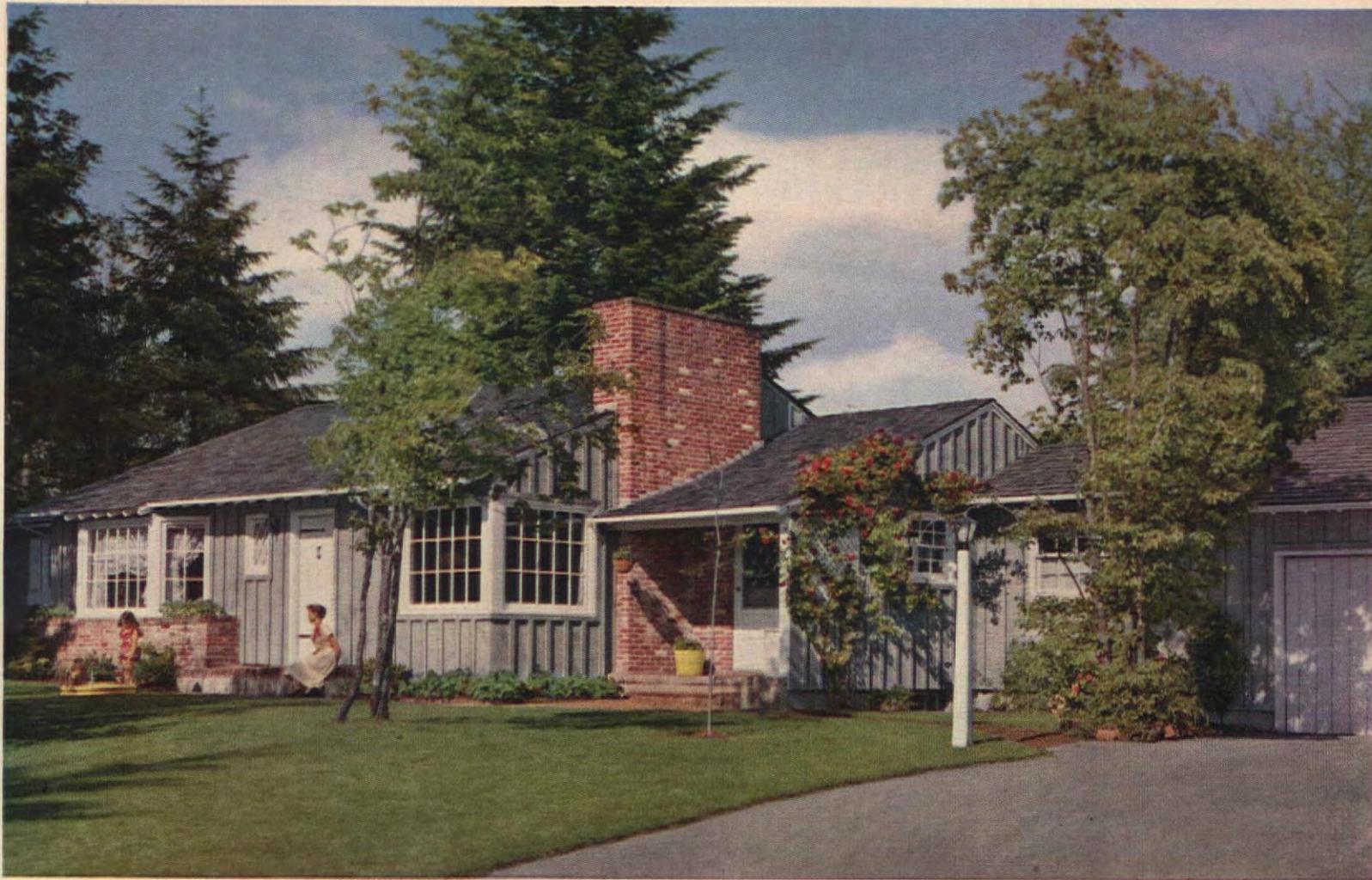
Fresh-water and Salt-water Aquaria by Francis G. W. Knowles. (Harrap & Co., London) Price 12/6 (about \$1.75). . . A concise, comprehensive, clearly written manual with excellent drawings and halftones on the assembling and care of both fish and plants for ordinary, tropical, or exotic, and the less common salt-water aquaria. Except that "native"



The Northwest Architecture Pietro Belluschi ed. by Jo Stubbine. (F. W. Dodge Corp.) Price \$6.50. . . A brilliant period in the life of a leading American architect is told here with biographical notes, excerpts from his speeches and illustrations of his most significant homes and public buildings. Pietro Belluschi, born in Italy, product of another culture, chose our Pacific Northwest for his home and produced an architecture embodying modern clarity of design and well-organized space with wide understanding of people and region. This Northwest period ended when he became Dean of M.I.T. School of Architecture and Planning where his already wide influence continues to grow.



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Douglas Fir is used in this combination living room and den, taking full advantage of the beauty and warmth which wood paneling gives to home interiors.

Patterns of sun and shadow emphasize the natural charm and friendliness of this appealing home. It's built of wood, of course, because only wood allows the full expression of individual likes and needs. Wood assures economical, sturdy construction combined with lasting value. And a home built of West Coast lumber is easy to remodel or enlarge.

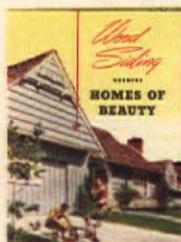
When you build, be sure to ask for West Coast Woods... Douglas Fir, West Coast Hemlock, Western Red Cedar, and Sitka Spruce. Your retail lumber dealer can tell you of the outstanding qualities of this fine lumber from the West Coast.

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How two families can live under one roof...happily!

Here's a handsome attic apartment that's specially designed to make it easy to live with parents or married children in your home. For one thing, it's completely self-contained, with modern kitchenette and bathroom tucked away behind the partitions. For another, it offers extra features which say more eloquently than words that the people who live here are honored guests, rather than unwelcome intruders. The fireplace adds to the homelike atmosphere, as does the skylight cut into the ceiling. But more than either of these, the luxurious floor of Armstrong's Cork Tile says, "You are welcome here."

This floor is not only one of the most handsome, but also one of the most comfortable and quiet, floors you can buy. With its rich golden tones of natural cork, clear and uniform in every tile, Armstrong's Cork Tile is a stunning background for any decorative scheme. Also, the natural resilience of cork cushions footsteps and muffles their sound. It's the ideal floor to give your attic apartment—or any other room—that extra touch of distinction which makes it something special. Yet for all its richness and charm, Armstrong's Cork Tile is moderate in cost. Ask your Armstrong dealer for estimates. You'll be pleasantly surprised. 

SEND POST CARD FOR FREE BOOKLET. It gives you complete information about Armstrong's Cork Tile for both floors and walls. A sketch plan of this attic apartment with a color scheme description and list of furnishings will also be sent free on request. Just send your name and address to Armstrong Cork Company, Floor Division, 5310-A Plum Street, Lancaster, Pa.



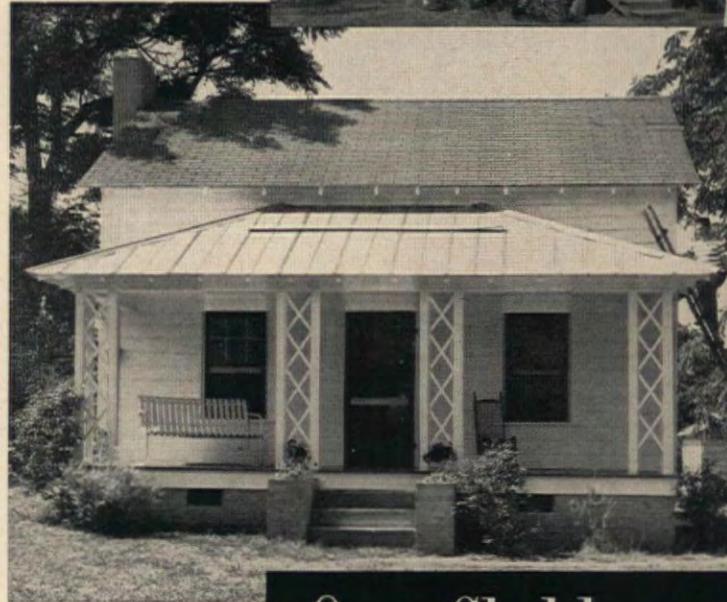
ARMSTRONG'S CORK TILE

Made by the makers of Armstrong's Linoleum, Armstrong's Quaker® Rugs, Armstrong's Asphalt Tile

Troy Campbell's home before he entered the 4-H Club contest and, below, a year later, when he won the \$100 first prize



Data: Ray A. Kiser and Zeb C. Strawn



Our Children

Home Beautification

Mecklinburg County, in North Carolina, has set a standard of home beautification achievement which, we suspect, is an all-time world's record. Actually, the credit should go to, first, the 375 boy and girl members of the county's 4-H Clubs who entered a contest sponsored by the Citizens Bank of Charlotte, and particularly the 248 who completed their projects; next, the Citizens Bank, which also provided \$1,000 in prizes for the 32 winners; then Assistant County Agents Ray Kiser and Maude Middleton, in charge of the 4-H Club work; and, finally, a supporting community spirit of enthusiasm and encouragement which, if duplicated in the 87,000 counties in which 4-H Clubs are active, could do much to insure the stability and progress of the nation by encouraging the ingenuity of our young people.

The contest was announced in February and entry blanks were distributed through the county's schools. As each was received, photographs were taken of the home and grounds of the contestant so there was a complete "before" record by the time the project started on April 15. The first eight prizes offered ranged from \$100 to \$30; then came 22 awards of \$20 each, and two specials to go to the 4-H Clubs with the largest percentages of members completing their projects. (The Clear Creek Club, which won the first of these, had 91% of its members on the list of project completers; the second-place Steele Creek Club had 79% of its members carry through.) Contestants were scored on the basis of 46 different improvements that might be made around the average home, for each of which a certain number of points was allowed. For example, 89 entrants undertook to clear their yards of rubbish, etc., for which a perfect score would be 20 points. Another 63 said they were going to gravel their driveways

(15 points maximum); 60 were to plant shrubs around house foundations (25 points); 51 to paint all or part of a house (100 points) and sow grass seed (30); 47 to erect or repair mail box supports (10); 41 to build strong house steps (2); 30 to remove overgrown shrubs from foundation plantings (15); 23 to lay or replace walks or drives (20), and so on.

The contest ended a year later and, early in June, the Citizens Bank staged a picnic dinner, attended by more than 200 people of all ages, at which the winners were announced and presented with their prize checks. The \$100 top award went to 14-year-old Troy Campbell of Clear Creek for the transformation effected in his home as shown in the pictures on the opposite page.



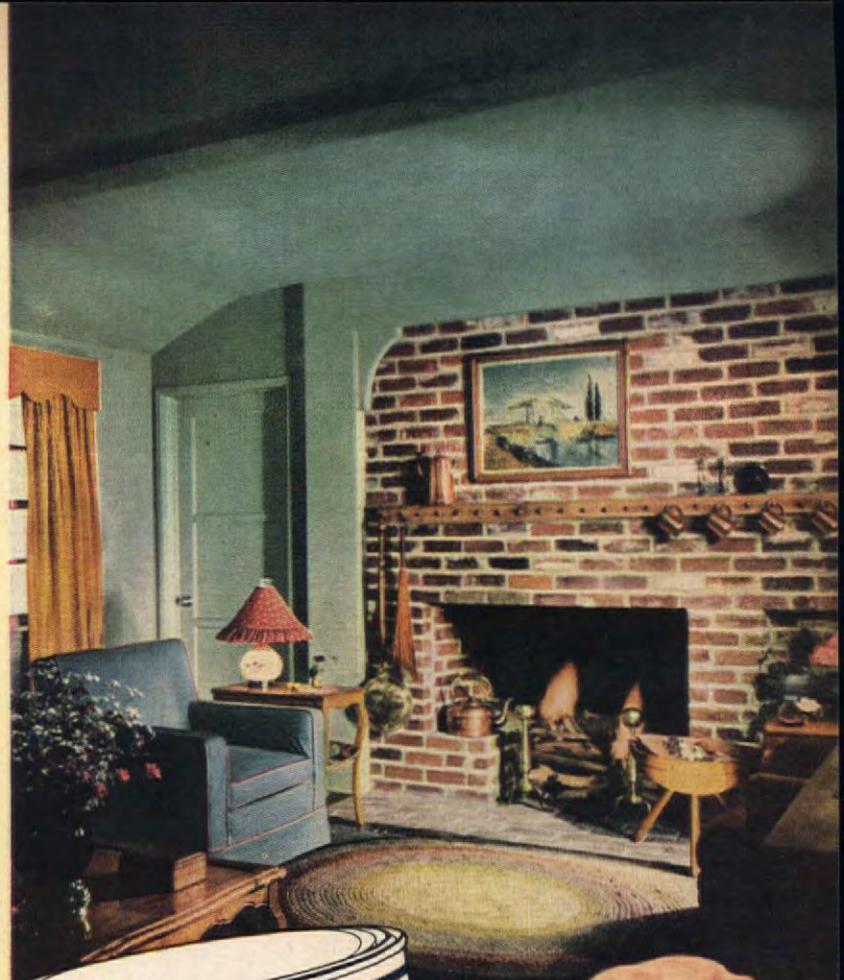
Another significant feature of the dinner was the presentation of a bronze plaque given by the State 4-H Club organization for "continuous years of service and support to the 4-H Club movement," to Mr. Zeb C. Strawn, then executive vice-president and now president, of the Citizens Bank. It was tendered him by Miss Mouise Simpson, winner of second prize in the contest, whose presentation speech reflected the spirit of mutual appreciation and co-operation that marked the contest. "In February," she said, "355 4-H candles in Mecklinburg County were warm but not burning—interested but not doing anything. Today there are 248 of them glowing brightly. Someone had to provide the spark and this Mr. Strawn has done. . . . This plaque, the first of its type ever presented in this county, is awarded to a person outside the 4-H Club who has contributed much of his time, money, effort, interest, and assistance. . . . The receiving of it, Mr. Strawn, makes you an honorary member of the Mecklinburg 4-H Clubs and welcomes you to any and all meetings."

Congratulations, say we, to Mecklinburg County for this achievement in home beautification; this example for others.

4-H Club Style



President Zeb C. Strawn of the Citizens Bank of Charlotte, N.C., which sponsored the Mecklinburg County contest, giving winner Troy Campbell his \$100 first-prize check. Looking on approvingly are the other top winners and (left, front row) 4-H Club Leader Ray Kiser. In the smaller picture above, Mr. Strawn is receiving from second-prize winner Mouise Simpson the State 4-H Club plaque given him as a tribute for his encouragement and support of the contest



A NEW PAINT
...and such wonderful COLORS!

Here's a new kind of paint — a better alkyd flat enamel for walls — or trim. From every standpoint — application, appearance, economy, durability and choice of colors — you couldn't ask for, or hope to find a more completely satisfactory wall paint.

EASY TO APPLY — Use a roller or brush. New Lyt-all Flowing Flat flows on almost without effort — dries flawlessly smooth — requires no primer.

ODORLESS TYPE — There's no tingling of eyes or nose while you paint — no objectionable odor afterwards.

ACTUALLY SCRUBBABLE — New Lyt-all Flowing Flat is so hard-surfaced, dirt can't penetrate — so wear resistant you can scrub it again and again.

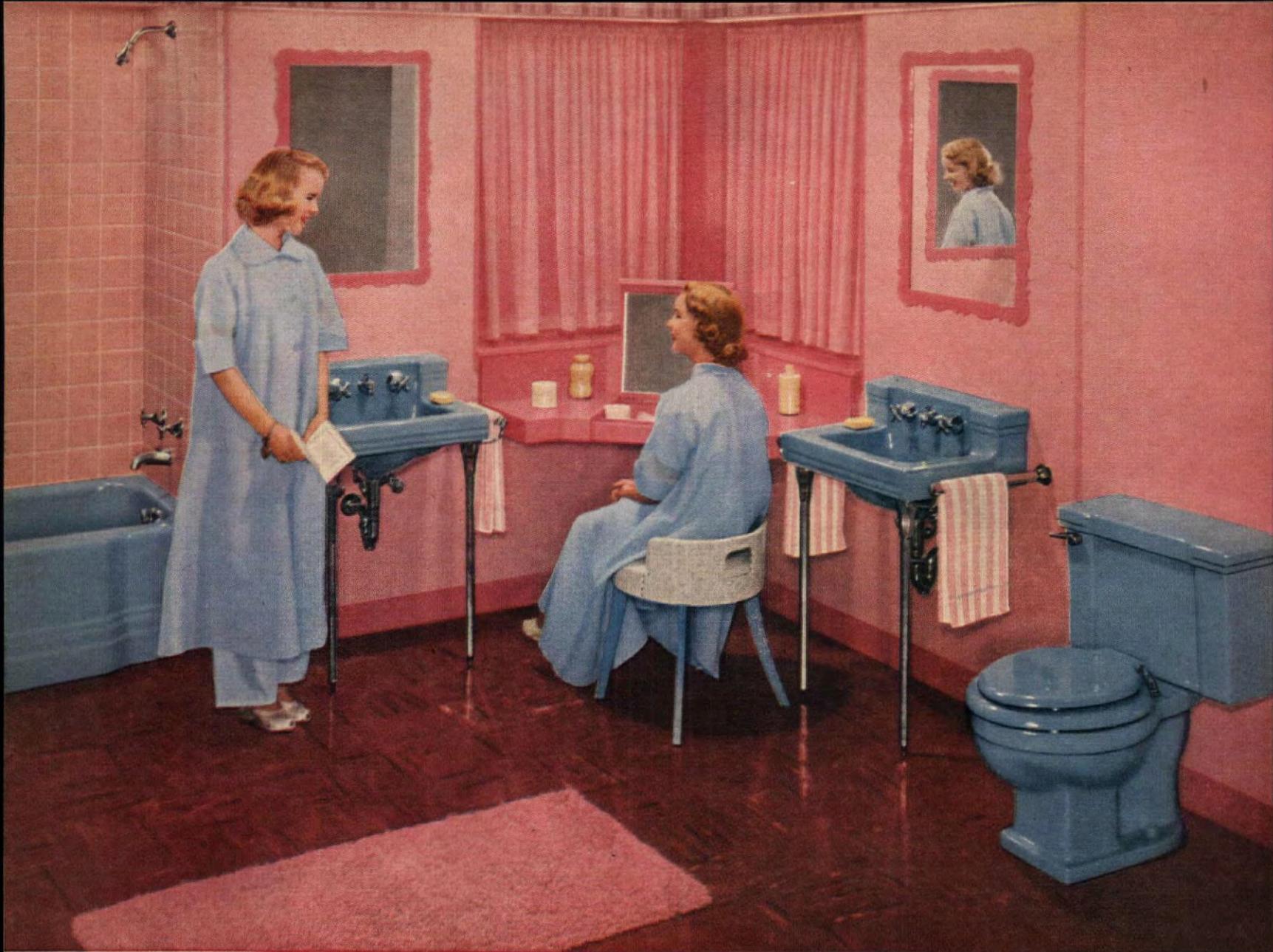
PLEASANT TO LIVE WITH — You'll never tire of Lyt-all's distinctive modern colors, tints and tones — its restful velvety-smooth beauty.

Let your Pratt & Lambert dealer show you how easy it is to create fascinating new color schemes of unusual charm and originality with this remarkable new paint. Ask to see today's finest wall colors.

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Have these beautiful matching fixtures for only \$3.47 a week*

American-Standard introduces the most beautiful bathroom fixtures ever made

Whether you are modernizing, adding a second bathroom or building, be sure to see the new American-Standard bathroom fixtures and note their harmony of design. You can now get matching baths of enameled cast iron, lavatories and toilets of genuine vitreous china—all with the same trim horizontal lines, and with styling that will stay modern.

* Plus installation!

These American-Standard fixtures are beautiful, convenient and easy to keep clean. They are top-quality fixtures that will look like new for years to come. You can choose from a wide variety of models, sizes and attractive colors — priced to fit your budget. **American Radiator & Standard Sanitary Corp.**, Pittsburgh 30, Pennsylvania.



NEW STYLING means greater convenience, too. Lavatory bowls are wider at the front where space is needed most, then taper so as to provide large soap dishes.

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AMERICAN-Standard

BATHROOMS

It's hard to believe
this crowded
little room



now doubles as
guest and family TV room

IT DOES —
efficiently and attractively →

—and here is the story!

The busy-looking little guest room on the preceding page never earned its keep, so our Home Furnishings Editor, Gertrude Dixson, taught it to take on new jobs with aplomb. Not the least of its functions is to give to house guests a heartier welcome than ever—but between visits, it's a den, a TV room, and a much-needed second living room serving the whole family every day of the year. And while she was at it, Decorator Dixson used some of her best tricks to make this small room look as large as it acts. Here are the things which expanded it—in usefulness, elbow room, and appearance:

SOFA BEDS sleep two by night; seat four every day and evening.

SAVVY WALL ARRANGEMENT (BELOW), 28 in. deep at its deepest, houses all of these handsomely: TV set; chests of drawers; auxiliary refrigerator (well vented); china chest; swing-up desk; pull-out bench (which doubles as a luggage rack); lamp to serve both TV and desk; books; magazines; and a wealth of pretty, decorative objects.

SCALED-TO-SPACE FURNITURE, bought or built for a preplanned arrangement, hugs the walls, but leaves the center of the room free.

EXPANSIVE RADIATOR COVER was built to double as end table for both sofa beds. Asbestos hood over radiator keeps cover from warping.

EMPHATIC HORIZONTALS MAKE WALLS SEEM WIDER: Horizontals on TV wall are carefully lined up with each other; striped cornices make windows appear to be wider than they are.

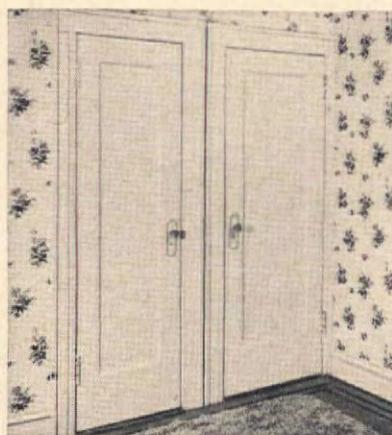
EYE-DISTRACTING GEWGAWS WERE RIPPED OUT OR COVERED OVER: Smooth surfaces make a small space look larger, so door moldings were ripped off, part of the crown molding was removed from the baseboards, the heavy window frames were covered by draperies, and flush doors were substituted for the paneled ones.

GOOD USE OF WALL COLOR MAKES THE ROOM LOOK LARGER: Instead of patterned paper which can crowd a room visually, three walls are one solid color while the wall of built-ins is a second receding shade.

PATTERN, CONCENTRATED AT WINDOWS, KEYED THE ROOM'S COLORS and *only* colors taken from the drapery fabric were used in the room—another device for making a room look larger than it is.

FOR WHYS AND WHEREFORES, SEE PAGE 112





Here's how removing eye-distractors makes the same space look larger. Corner at left is busy with lines of paneled doors, baseboard molding, patterned paper. Substituting flush doors, painted the wall's color, seems to "push back" the walls

Capacious "desk" takes up space only when in use. Drop leaf has plenty of work area, is strongly braced to support a typewriter. Bench nests under the TV when leaf is down

The best way to keep good acts in memory is to refresh them with new ones. . . That advice is still as valid as it was back in ancient Rome when wise old Cato voiced it. And it's just as true that the best way to keep *any* good thing good is to add to its goodness, whether the "thing" is a spiritual value, or such a mundane matter as a room. When major refurnishing isn't needed, bright little touches go a long, long way toward keeping your home—and yourself—young in heart. To that end, we've assembled, on these eight pages, some 31 pictures in which you'll find scores of new things to do with a happy, light touch to bring back a glow to your good old rooms.

For example, adding a canopy to almost any bed is a fine kind of refreshment, for the crop of canopies flourishing these days refuses to be taken too seriously, or to be limited by any nonsense about "authenticity" and "period." They're just downright appealing little part-canopies (no more than deep cornices, really), and they are simple to make with ready-made cornices, with curtain rods, with plywood, or with special fixings you can buy in drapery departments. Use them at the head of a bed, or, in an elegant variation, at the side of a bed turned to the wall.

Now, let's get down to cases about these we show here: 1. This mannish modern canopy with a story-book look (something like Saladin's tent) was cut from sailcloth to match the bed cover, and trimmed in glistening black oilcloth. Curtain rods hold it out from the wall between drapery poles lacquered black. "Headboard" is cushion suspended from the wall by oil-



1

31

WAYS TO FRESHEN UP

cloth straps. 2. To make a gal's life a bed of—well, violets—use semicircular curtain rods to hold a pinch-pleated valance of flower-strewn chintz and double-hung, fiber-glass curtains. Ready-made pleater tape helps you to pinch-pleat, another type makes ruffling of any fullness. Curtain tie-backs are fake violets; floral motifs on headboard and chest were cut from the chintz. 3. It's smart to tie a window treatment in with a bed's, all with fine attention to detail. A ready-made cornice board, covered with corduroy, tacked on, serves as canopy. Denim hangings hung from a curtain rod make it look positively regal—ruffle is thumbtacked in place for easy removal for washing. 4. A little star-studded wallpaper has a big effect in a smart panel behind a bed. Shallow canopy, cut from plywood, is papered in more of the same, while ruffles and side draperies are of economical—and pretty—sheeting. 5. A Victorian brass bed can be very new fashion *sans* its footboard, and trimmed up with bright color. To crown it, a ready-made cornice, topped by finials, is papered with a rich wallpaper border. The hangings are lace, and so is the bed ruffle—but wait a minute: the "lace" is practical plastic, and a textured fiber rug does handsomely. 6. Save in a perfect old-fashioned garden, we're all a bit tired of rose-covered arbors. But what a good new trick the old arbor has learned when the climbing flowers are printed on chintz! Big bouquet of felt-covered pillows are easy-do's, too, for you cut the felt with pinking shears and needn't hem it.



4



2



3

YOUR HOUSE

Small Canopies to Frame Your Bed



5



6

31 WAYS TO FRESHEN UP

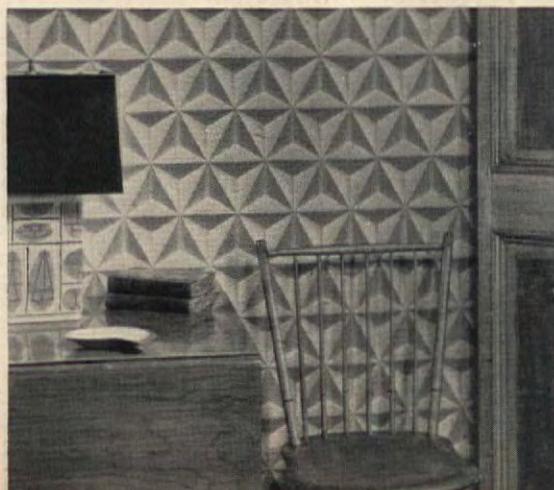
Wallpapers are 3-D too, and as exciting as you-know-what. Now any gal can have glamorous "tufted satin" in her boudoir, for this "satin" is an inexpensive paper. But use it sparingly—a little goes a long, long way

The lady is genuine, but the books are a beautiful fake—printed in fine, clear colors on a budget-priced wallpaper. You wouldn't want a roomful, but it's great fun along a wall or so of a living room or den—especially if you own some of the real thing



New Wallpapers for New Dimensions

You almost have to touch this luxurious wallpaper to convince yourself that it isn't actually costly, deeply carved wood. We show it here with Early American furniture, but it's perfect with modern as well, and it's a natural for treating those long, unbroken wall surfaces which often are so difficult to decorate



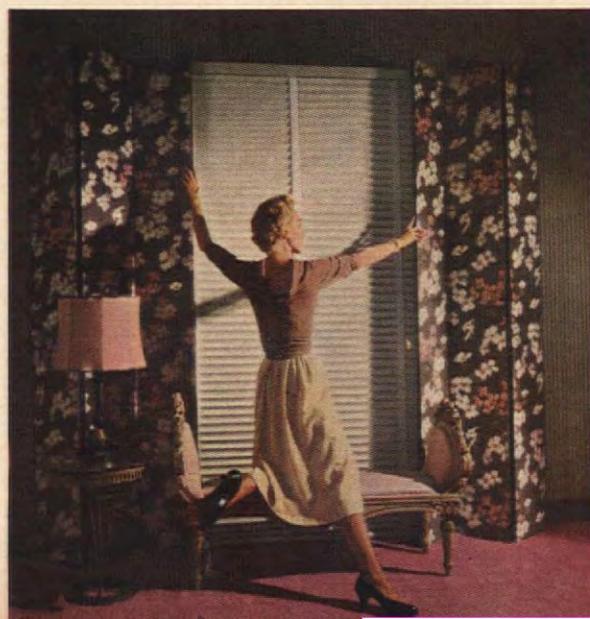
FOR MORE ABOUT WALLPAPER, SEE PAGE 104



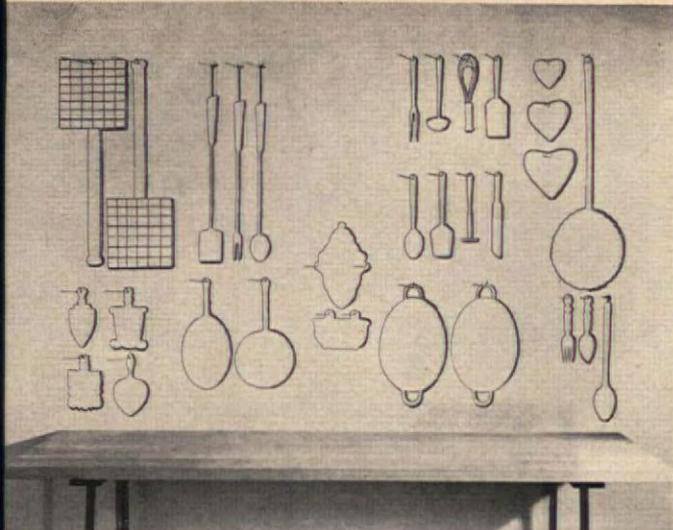
Want hand-painted paper in your own colors—for a rock-bottom price? Here's an idea by Designer James Kemball Mills, so clever it copped a coveted Home Fashions League award. Flower design is printed in black and grays on white—just the outlines. Do-it-yourself fans fill them in. We show it here with just a few of the blossoms colored

More 3-D, for this "wainscoting" is horizontally hung wallpaper printed in soft shades of gray to look like painted wood, and designed to be cut at any of 16 points for the height you want. Such paneling-at-a-price is a centuries-old idea borrowed from superb, highly prized European "fool the eye" papers proudly used in fine homes. Above it, the one we show—or any good paper

Wallpaper draperies? Why not? Just flank a window with a four-fold screen made from plywood cut into 1-ft. sections and hinged together. Then cover the screen with wallpaper, two patterns—one side to use with your winter décor, the other to go with your slip covers in summer. What's more, behind such a screen you'll find an excellent nesting place for folding chairs and the like



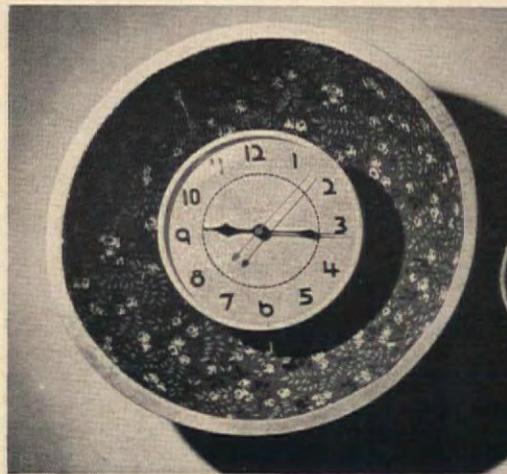




Kitchen utensils and other accessories are so handsome these days that it seems prodigal to hide them away. At the far left we display some on a series of those excellent adjustable shelves which look so well in any room. Chest is a rejuvenated Victorian. Gadgets which can hang prettily on a wall when not in use inspired the arrangement at your left and above. We composed them as carefully as an artist would compose a picture, then outlined each one in black and color to give them accent, and to reserve their places and preserve our picture intact when its ingredients are in use. Table is plywood door on iron legs

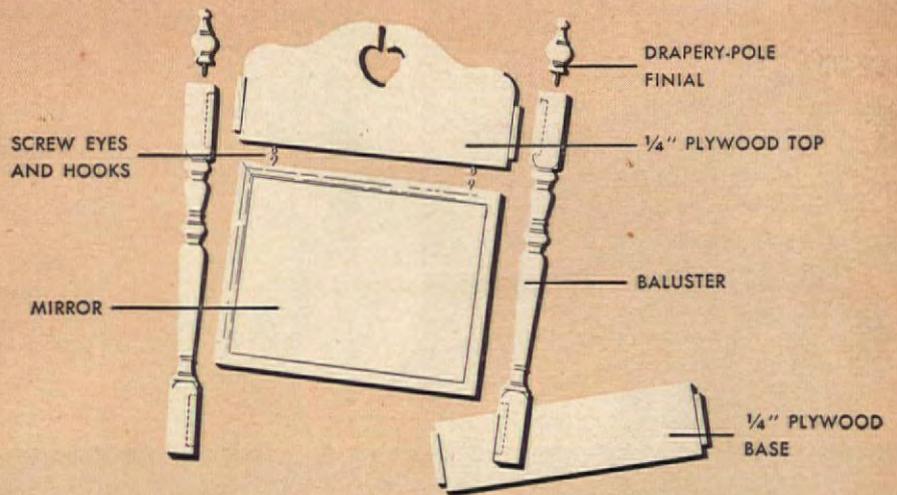
31 WAYS TO FRESHEN UP

Here's an effective way to dramatize a simple clock face. Frame it with a chintz-lined wooden bowl in the center of which you have drilled a hole for the clock's wire



Bright Pick-ups for Kitchen and Bath

See "Where Credit Is Due" on page 146



If you use some imagination and embark upon a little adventure in color, a modern bath can be right at home in a house full of Early American. Inspiration for this powder room came from a kitchen towel imprinted with all manner of engaging objects familiar to Paul Revere. We fashioned it into window curtains. A yellow from the towel was splashed on the walls and on the Victorian washstand as well. The mirror went Early American, too. Its ingredients: two lumber-yard balusters topped by two drapery-pole finials, a five-and-dime store mirror, plywood base and top panels cut to fit. Plywood panels are glued into dados cut into the baluster; mirror is attached to top plywood panels with screw eyes and hook eyes

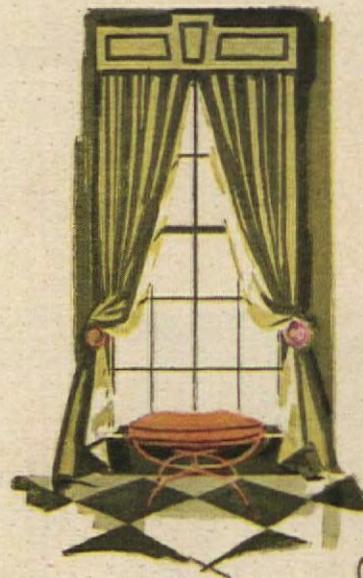
Smart in any color, in any room,
and with any décor, except,
perhaps, Early American: cover
scalloped wooden cornice with
fabric, trim it with ball fringe.
Draperies can be straight ones,
or, like these, a series of
squares of a sheer fabric

In a kitchen, why not trim up a
ready-made plain valance with a
few breadboards which are blessed
with decorative shapes? Curtains
can be ready-made café type,
patterned or plain. Chair pads
match them smartly



31 WAYS TO FRESHEN UP

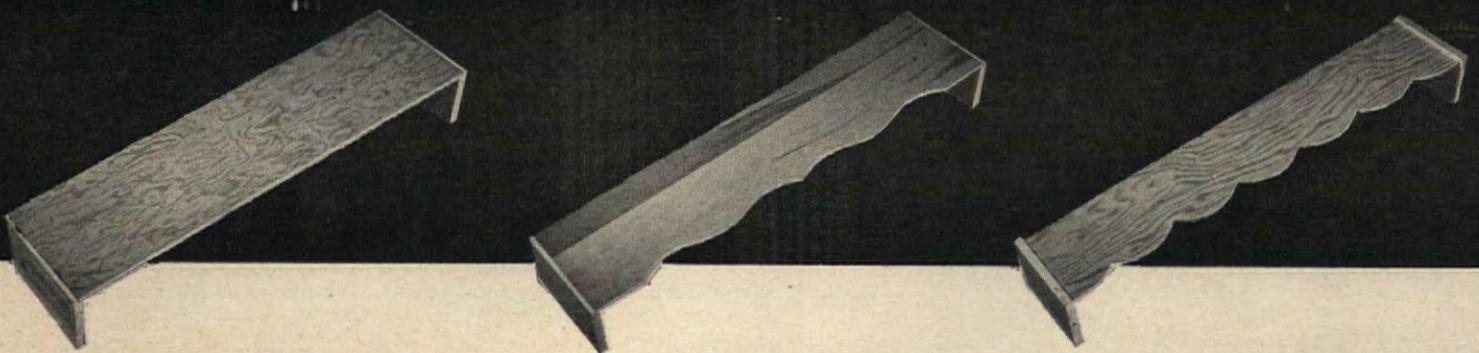
Smart Windows with Ready-made Valances



A shaped valance is often more
effective shaped-side-up if you want
a window to look taller. Decorative
motif may be painted on, or applied
in braid to a fabric-covered valance



Center keystone, which adds elegant
illusion of height, was cut from
plywood, fabric covered, and attached
to fabric-covered straight valance

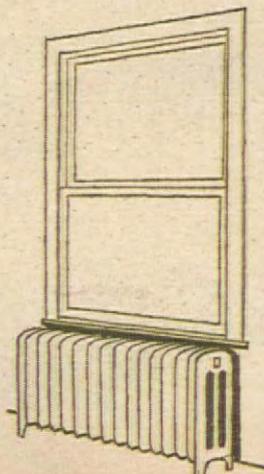




We refuse to say what this is as cute as—but it's very modern and sophisticated to boot! We made the draperies of an inexpensive Indianhead, covered the valance with more of the same, and sewed on the buttons. But if you prefer to paint the valance, oversized pearl buttons may be glued on, or attached with wire through tiny holes drilled in valance. Buttonholes bound with bias tape are real, and they work!

A three-sided valance plus a carpenter-built radiator cover, not only mask one of the most common of eyesores in old houses, but have the air, if well done, of an important piece of furniture—so effective, indeed, that it's worth doing even if there is no radiator to hide. The window dressing was made from two long and one shorter ready-made valances, their corners neatly mitered. Of course, you'll want to paint this rather than cover it in fabric

Almost any effect can be achieved with these three valance types available in department stores in a range of standard sizes, or cut to your order. Shape can be modified with plywood additions screwed on. Paint them, or cover them with fabric, glued on. Braid or cord trims may be glued or sewed onto the fabric



YOU CAN BUY PLANS AND START



TO BUILD IT



*Order Form
on Page 142*



SECOND FLOOR



Here's your house if you want to lead a one-story life in a two-story neighborhood, for the main floor has just about everything a small family needs, while the top floor offers all the advantages that go with having two extra bedrooms and bath beautifully isolated for the comfort of guests (and their hosts), or teen-agers (and their parents).

Moreover, this is a very up-to-date house you can build in the most traditional of neighborhoods, for while the plan incorporates good contemporary thinking, such architectural details as the attractive wood and brick exterior, the graceful arches, the rounded second-floor window, the dark shutters, and even the engaging weathervane, are all packed with the appeal of fine Georgian design. In fact, this is such a splendid solution to a very common set of problems, that we selected it as our Blueprint Home No. 25, and have plans and material lists all ready for you. (See Blueprint Order Form, page 142.)

When they decided to build, the Claude Fletchers who live here were determined to have the staircase-free ease of a one-story plan. Then they went and bought a lot in a two-story district! What's more, because that lot in a fine neighborhood in Cincinnati, Ohio, extends from one street to another, it became necessary to present as pleasant an elevation to the rear as to the front. So Architect Brandt produced this excellent design—the interior convenience the Fletchers wanted, all neatly wrapped up in an exterior that's attractive from every point of view.

The main floor occupies approximately 1,240 sq. ft., in addition to the two-car garage. There are a brace of comfortable bedrooms, cross ventilated, in a bedroom wing that's nicely isolated from the rest of the house. There's a separate dining room, well placed to add its sweep to the living room when large parties are in progress. The kitchen is well planned, and the utility room next to it holds the laundry equipment and the heater, thus eliminating the need for a basement. A good screened porch to the rear for sitting and summer dining, finishes the main floor. All in all, a comfortable small home in itself.

Two more good bedrooms, a bath, and a storage area occupy 739 sq. ft.

PLEASE TURN THE PAGE



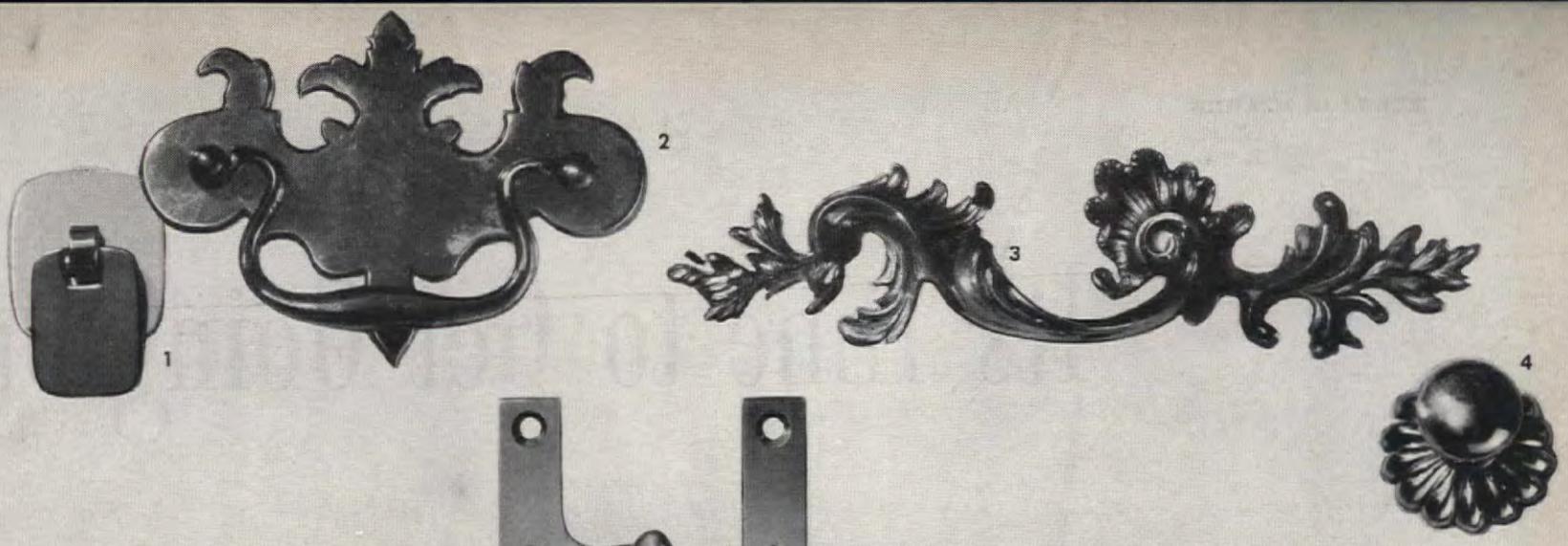
Buy the Plans (Begins on page 46)



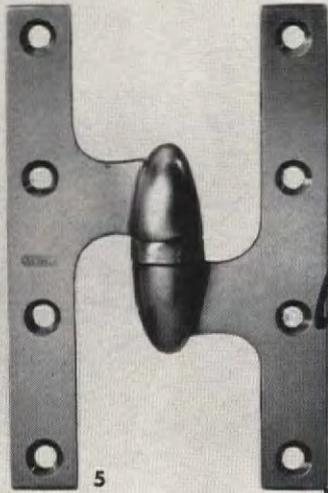
upstairs, and you can reach them by a stairway rising behind the closed door in the picture above. Thanks to the door, the top floor can remain shut off and untended when it isn't in use. If you don't need the bedrooms, an ideal recreation room could be built up there, and so could an income-producing apartment, present or future.

Interior details, as you can see here and on page 110, are as well considered as the floor plan and the exterior. Take that imposing fireplace wall, for example, with its simple, commodious mantel, its good paneling, its built-in woodbox and bookcase (all detailed for you on our blueprints). With such a wall, a room has a definite personality even before you put a single thing in it, and one whole wall is well and permanently "furnished." But its personality is an adaptable one, for while it was designed as a background for the Fletcher's traditional furniture, it needs no more than a change of accessories to become a good contemporary.

You can see by the plan that expensive space isn't wasted, and you can see from the interiors that the design of the rooms permits you to make the most of each square foot—a grand piano plus ample seating in the living room, good traffic lanes and adequate accommodations for sit-down dinner parties in the small dining room, an inviting kitchen that behaves scientifically but shows no signs of strain.

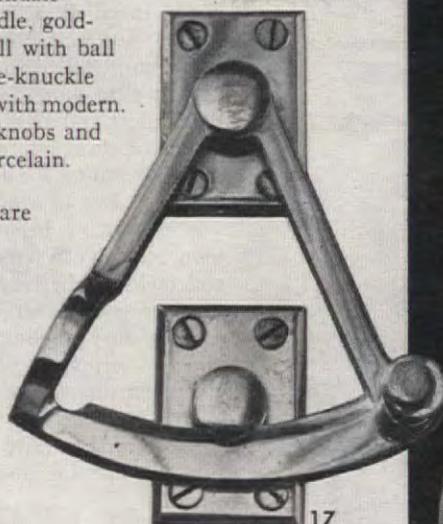
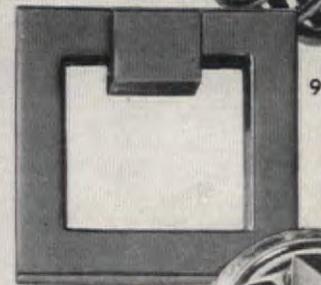


Handsome Hardware Designs



WE gathered them together to show that good hardware comes in a wide range of designs which can add greatly to the style of the object it serves. On built-ins or inexpensive furniture, ordinary hardware may be all that you need — but handsome metal handles can enhance their appearance enormously. And while you're refinishing your country-auction antiques, don't overlook the benefits of authentic period hardware reproductions. Indoors and out, a functional door can become an imposing one through the imaginative use of well-designed hinges, handles, and locks. Most pieces we show come in brass, though other finishes may be had. Your local store may not stock them all, but they are well worth looking up. 1. Modern drop pull, Chinese in flavor. 2. Chippendale drawer handle. 3. Louis XV handle, gold-plated. 4. Melon rose drawer pull with ball knob. 5. Ball-bearing hinge, olive-knuckle type—a Colonial design excellent with modern. 6. Three ornamental brass door knobs and one of hand-painted English porcelain. 7. Georgian key escutcheon. 8. Twisted-wire drop pull. 9. Square modern drop pull. 10. Twisted-ring door knocker on rose. 11. Doorbell with gadroon trim. 12. Colonial box lock with key—cylinder for larger sizes available. 13. Sheraton drawer handle. 14. Oval beaded key plate. 15. Sheraton drop pull. 16. Modern drawer pull. 17. Dutch door quadrant.

See "Where Credit is Due", on page 146



15

14

13

12

11

It's Time to Get Going on

Vacations are over and done with, the weather is just right for working, and there are a whole of a lot of things to be done around the house and grounds before the first frost appears. Let's get going! First, if you haven't finished all that outside painting, better get it over with now because paint should not be applied when the temperature is below 50 degrees.

Whether you're painting or not, get out your caulking gun and fill all those open joints on the exterior. Caulking serves several useful purposes: it seals up those openings to prevent water from getting into cracks and causing decay, it prevents annoying drafts indoors, and at the same time helps to cut down on heat loss. Very large seams should first be filled with oakum and the caulking compound

the basement damp or cause adjoining wood work to be damaged by decay. Water pipes in unheated areas must, of course, be heavily insulated to prevent their freezing.

Check your storm windows and doors, and make sure that the glass is tight and the wood well protected by paint. Get your storm windows up before the winter winds start to blow—it's difficult enough to handle a large storm

window from a ladder on a mild day, and no fun at all when the winds are high. Be sure your windows are secured in place and fit tightly. Loosely fitting windows call for weatherstripping around the edges.

Storm doors should be hung, too, and equipped with a closing device to insure their being tight shut at all times. It's a good idea to weatherstrip storm doors just as you do regulation outside doors.

Ready-made door or window units in standard sizes are inexpensive and are easily installed. Custom-made metal or wood units are available at a bit more. If you are out for economy, you can buy knock-down units and assemble them yourself. If you're after rock-bottom economy, sheet plastic is fine for this purpose. It can be tacked to removable frames for doors and windows or directly to window frames.

If you live in a house with crawl space rather than a basement, you may have been troubled with cold floors during the winter months. You can remedy this problem by getting into the crawl space and tacking lengths of insulation to the floor joists, fastening them in place with either large-headed nails or wire staples applied with a heavy-duty stapling machine. If the earth under the house is damp, apply waterproof building paper over the insulation, or lay sheets of the paper directly on the ground, overlapping them at the edges for about six inches or so. Another way to keep the first floor warm is to close in the crawl space with a curtain wall of masonry block or brick around the outside walls of the house; but be sure to leave

some sort of openings in the wall for ventilation purposes and to provide access to the crawl space. Any pipes in the crawl space should be insulated.

Most homes today have some degree of insulation in the walls or the attic, or both. If your home has not yet been insulated, now is the time to do it. The best place to start is the attic,



applied over it. Pay special attention to joints between masonry and wood, for in cold weather these open up and allow water to get inside and damage the wood.

Look over all the masonry work and be sure that mortar joints are sound and free from cracks. Faulty mortar joints should be cut out with cold chisel and hammer and packed with fresh mortar. Dampen the surrounding masonry before you apply the fresh mortar, and remember never to apply mortar in freezing weather.

Heating pipes and ducts should be insulated to reduce heat loss. The pipes can be covered with asbestos air-cell insulation, which comes in 3-ft. sections and is not at all difficult to install. Cover ducts with asbestos paper and hold them in place with strips of wire. It's a good idea to insulate cold water pipes, too, so that condensation won't make

Winterproofing

for its through the roof that you have the greatest heat loss. If the attic floor has not been applied, it's a simple matter to install insulation between the joists. Use any regulation insulation for this job—granular, roll, or batts. If the insulation has a paper vapor barrier on one side, be sure that this side faces down towards the ceiling of the room below. If the attic floor is in place, insulation should be applied along the roof rafters. Install ceiling joists between the rafters, about two or three feet below the peak of the roof. Wood or metal louvers go at each end of the attic above these ceiling joists, and the insulation is laid between the rafters starting at the eaves. Come up the rafters to the ceiling joists, follow across the joists and down the rafters on the opposite side. Make sure that the insulation doesn't come into direct contact with the roof sheathing, for if it does, there's the chance of moisture collecting on the wood, causing dampness and decay.



An insulation with a vapor barrier is best for this job, but remember that much of its effectiveness depends on how tightly it is applied.

Water entering cracks in concrete drives and walks can freeze and make such openings wider and wider. Now is the time to patch those little cracks before they mature into big ones. Cut out the crack with a cold chisel so that the inside is wider than the outside. Dust out the opening,

wet down the sides, and pack it with patching concrete. (You can buy this ready-mixed, or you can make your own with one part Portland cement, two parts sand, and three parts gravel, with sufficient water to produce a workable plastic.) Keep the patch damp for several days until the concrete hardens.

If you have young and impressionable trees on your grounds, you'll want to brace them against uprooting winds. Flexible wires will do the job of supporting the tree, and if they're cushioned at contact points with pieces of old garden hose, they won't bruise the bark. Just split the hose and



slip it over the wires. Drive wood or metal posts into the ground to anchor the ends of the wire. Delicate shrubs and plants should be given a thought, too. Cover them over with burlap to protect them from

the blowy cold of late autumn and winter. Snow fences will stand between next spring's green lawn and the drying winter winds. Check over fixtures such as a television aerials, shutters, and so forth, to be sure that they are firmly anchored against the onslaughts of the wind and heavy accumulations of ice and snow.

Check over the roof gutters and make sure that they all pitch towards the down-



spouts. Make sure that the outside edge of the gutters is below the roof eave and flush out the gutters and downspouts with your garden hose. See that the downspouts are perfectly clear and that they discharge into a storm sewer or dry well leading away from the house foundation. Remember, if they do drain into the soil around the house, you may have a flooded basement after every heavy rainstorm—and that could mean unnecessary trouble and expense later on.

Another important step in winterproofing is to go over the roof carefully and re nail or replace any of the shingles that may be loose or damaged. Check the chimney and the valley flashing for tightness, and fill holes or cracks with elastic roofing cement. Of course, bad cracks and leaks in entire roof would call for reroofing.

Each year there is a good deal of property damage done by weakened or dead branches of trees falling on the house or power lines. Removing them—not as simple a project as you may optimistically think—is the only way to eliminate the hazard. The correct way to saw off an offending branch is to make one cut on its underside about one foot from the trunk of the tree. When your saw begins to bind, remove it, and begin to cut from the top of the branch about one inch in from the bottom cut. Continue to cut until the branch falls down. Now take the saw and cut off the stump of the branch as close to the tree trunk as possible without damaging the bark on the trunk. Support the stump with your hand so that when it falls it won't tear the bark. Coat the wound on the tree trunk with a mixture of good lead paint and Bordeaux mixture, or use a commercially prepared tree paint to prevent insects and decay attacking the exposed wood. Asphalt paint can be used for this purpose, too.



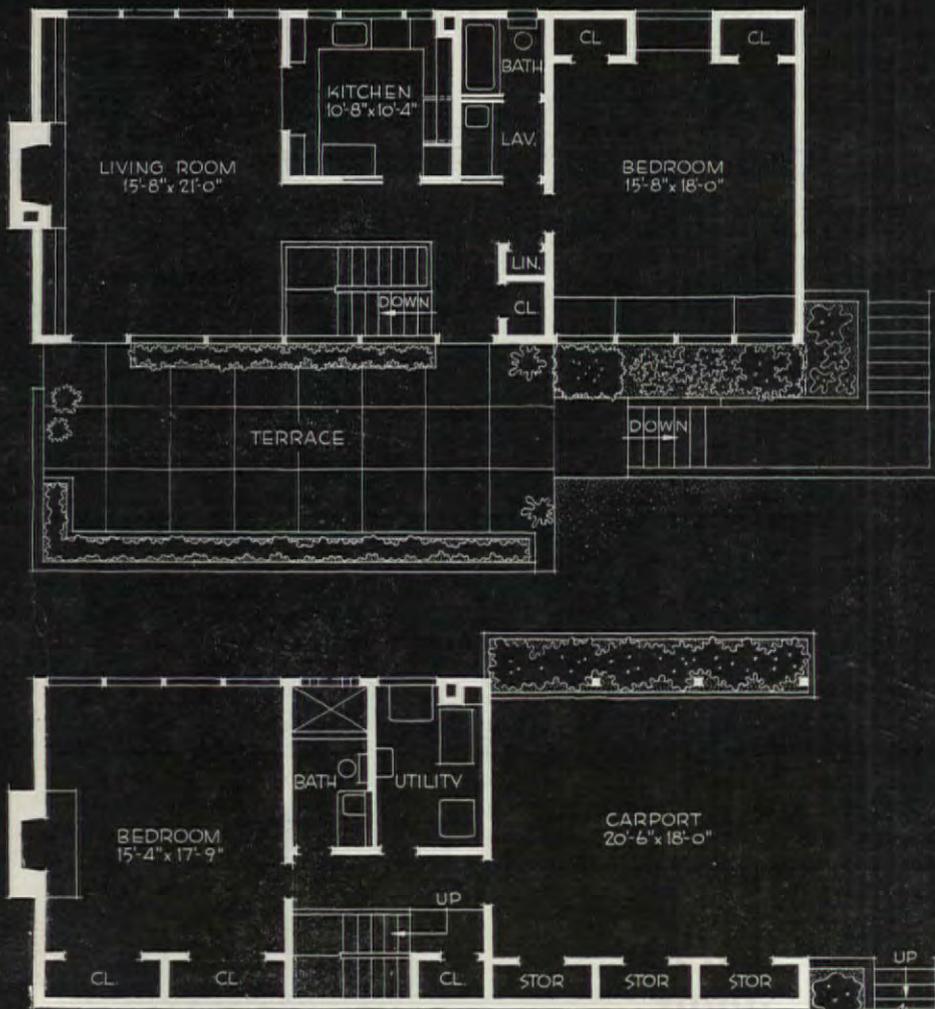
High Score for a Twosome



The Neil Malarkeys used to live in a big house in the hills near Portland, Oregon, where Mr. Malarkey's father had lived before him. But when their own youngsters were grown, the handsome old homestead was much too much for a family of two, so it went to a son, and the senior Malarkeys built for themselves, on a choice corner of the old property, this perfect two-passenger house.

Of course, when you move from a big house to a small one, there's a danger of feeling cramped by too-compact quarters—a danger deftly avoided by the very clever planning of this retirement house which measures just 22' x 50'. For one thing, *only* the necessary rooms are on the main floor. Living room and bedroom are oversized, while compactness is reserved for the well-designed kitchen, and a divided bath done in birch plywood. The main rooms are made to seem even larger, thanks to polished walnut paneling, and to walls of windows facing a spectacular view of city and mountains to the north, and a very private, beautifully planted terrace to the south. These few rooms are all that require daily attention.

However, after years of big-house living, room for guests must not be overlooked. Nor is it here, for visitors have their choice of the charming quarters with fireplace downstairs, or a little eagle's nest of a guest house perched on the hillside at the end of the terrace.



Upstairs is complete home for a couple, with airy rooms, compact kitchen, divided bath. Spacious downstairs room is perfect for guests, and you reach it by a modern stairway which is a real work of art



Owners: Mr. & Mrs. Neil Malarkey Architect: John Whelan Builder: Jeremiah & Sons



The Malarkeys wanted to be rid of burdensome space, but to preserve the blessings of spaciousness, when they moved from a big house into this small one they built for themselves. So the large living room, broad hallway, and big master bedroom were designed to share a single broad sweep, while the bath and kitchen are enclosed tidily by walnut paneling and flush doors. A pass-through connects kitchen with living room for the serving of food and drinks

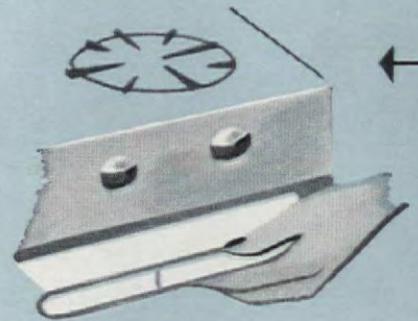
Replace oven light



Change and clean panel light



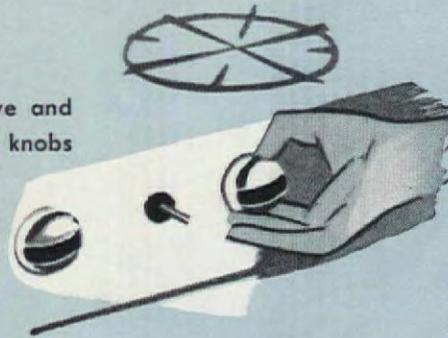
Clean oven liner, racks, and interior



Remove and wash spill pans

Clean oven door glass

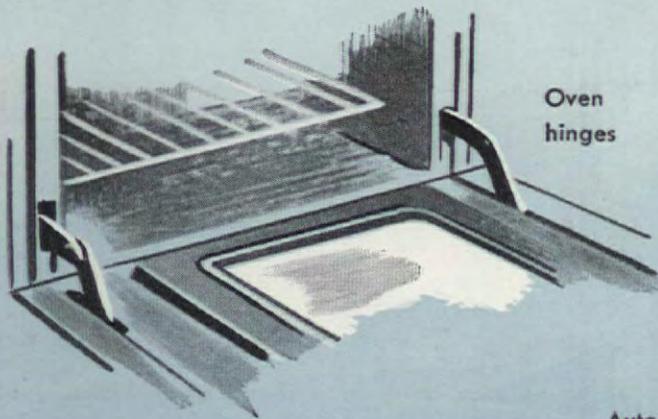
Remove and clean knobs



Wash burners and grates



Keep Your New

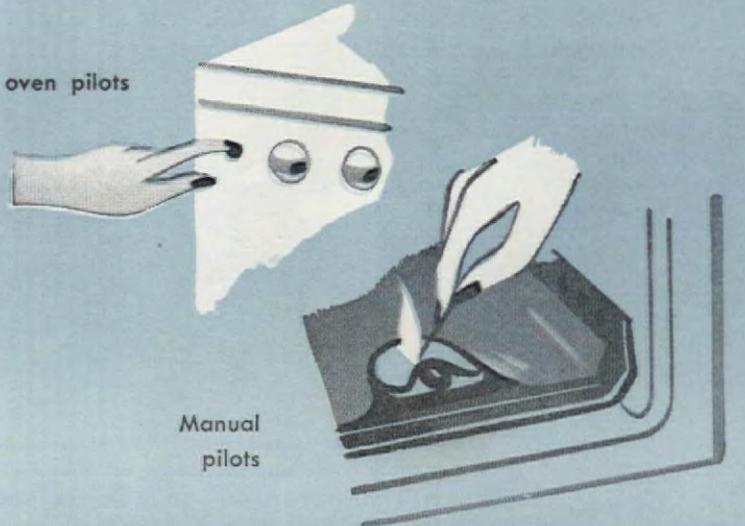


Oven hinges

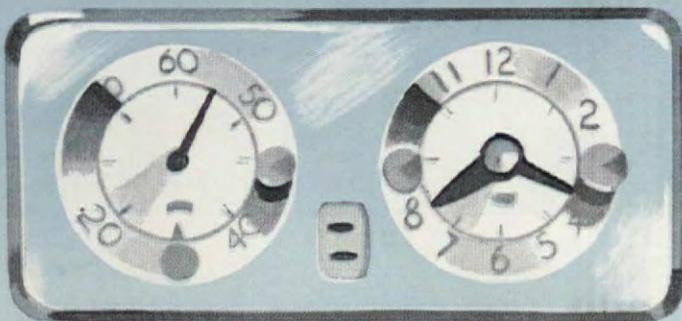


Oven thermostat

Automatic oven pilots



Manual pilots



Minute minder

Oven timer

You can do these yourself



Lucky you with that new gas range of yours—so much better than models which came out a decade ago! Don't misunderstand—you can cook mighty good victuals on older ranges, but not nearly so conveniently as you can on the new. And small wonder. Aside from being a thing of beauty, new ranges have more labor-saving gadgets than an inventor's patent file. There before you are automatic ignition, automatic oven controls, gas burners you can control exactly from a simmer to a full-blast cooking production, speed broilers and barbecuers that give you that outdoor-cooked flavor, timers that all but think, and wonderfully improved insulation that keeps your kitchen and your temper cool. So use it for all that it's worth!

BUT KEEP IT CLEAN

Too bad Mrs. Average Housekeeper can't overhear what landlords and servicemen think of her standards of range care. She'd blush, but she'd learn a great lesson. Their denunciation is devastating. She'd hear tales of unwashed ovens, uncleaned drip pans, and burners so clogged with grease, grime, and even coffee grounds that only a miracle kept them operating. Often ranges are reported as out of order when all they need is a little elbow grease and a sudsy cloth. What a pity it is to neglect it when, with just a little care, a gas range can be a thing of beauty and an instrument

broiler looking as new as they were the day you first used them.)
Broiler pans that are as easy to clean as skillets—wipe with paper toweling, and then the soap-and-water treatment. Most broiler drawers will come out for a scrub-up at the sink.
Griddles that can be washed with soap and water, or scoured with fine steel wool, if the spots are stubborn.
Oven vents that condense grease and moisture.
Hardly a working part or a surface panel isn't detachable and all can go into the sink. So . . . save yourself the time and expense of a service call, by taking care of them.

NEW RANGES—NEW USES

You can do new tricks with your new gas range—but you don't have to. The research that went into its development was geared to give you the advantages of such new cooking methods as low-temperature roasting and speedy, smokeless broiling—but it also gives you better burner and oven control for your pet old-fashioned cooking methods, Mother's or Grandmother's way.
Controlled-surface cooking: New burners adjust accurately to full boil or slow simmer. The new simmer burners even permit you to prepare in a saucepan things which used to require a double boiler. Don't think of the top of the range as merely a place for the frying pan and the coffeepot. Look in your cook book, and try all those wonderful recipes for boiling, simmering, poaching, pan frying, and the like.
Ovens, thanks to thermostatic controls and even distribution of heat, can produce foods that Grandma would envy. Their capacity is tremendous—four cakes at a time, a 30-lb. turkey, complete oven meals, everything from soup to nuts. Because the new thermostats on ovens are so very accurate and can be adjusted to

Gas Range New

EDITH RAMSAY



for efficient cooking for more years than most of us will live.
Here are some of the simple things that the manufacturer has given you to make it even easier to care for your range:
Acid-resisting porcelain exterior with rounded corners and edges that will always look new and fresh if you just wipe it off daily with a sudsy dishcloth—the clean-as-you-go method. A word of warning here, though—be careful to wipe up such spilled foods as tomatoes, peaches, lemons, and milk, for they will leave a dull spot unless they are removed at once.
Removable handles on gas valves and oven and broiler drawers.
Spill pans under the burners that can be removed and washed in the dishpan—yes, even in the dishwasher.
One-piece burners, all detachable and washable, with burner ports (holes to you) designed to reject spill-overs, but easily reamed out with a pipe cleaner if they should become clogged. Dry them in the oven.
Porcelain-lined ovens with removable oven bottoms, racks, and in some models even removable doors. Be extremely fussy with your oven, because it is here that most carbon and grease accumulate. (Incidentally, there are some new oven cleaners on the market that will keep your oven or

such very low temperatures, you can oven-cook foods which used to require surface cooking and plenty of stirring—no stirring now when you cook in your oven, at low temperatures, such foods as marmalade and cereals. And you can now use your oven at low temperatures for preparing soups, too.
Broilers are now smokeless, and improved broiler burners give you a degree of perfection in broiled meats you used to find only in the best steak houses at umpteen dollars a portion. Use the broiler to full capacity, to prepare complete broiler meals all at one time. The recipe book which comes with your range will give you some good suggestions for these.
Griddles not only answer the problem of doing a family-sized portion of bacon at a time, and plenty of pancakes and eggs at a clip, but they convert into supergiant burners for additional top-of-the-range cooking. They are excellent plate warmers, too.

USE THE CONVENIENCE FEATURES ON YOUR NEW RANGE

Minute minders are often standard equipment on ranges, but they can also be bought as an accessory. They are wonderful for timing cooking operations and for timing other tasks.
Automatic timers eliminate oven watching and much of the food testing. This is an oven control that makes "absentee" cooking possible. There are three things to remember when using it: the time you want to have the meal finished, the length of time the food must cook, and turning the clock back to manual operation once it's done the job. If you forget the turning back, the oven won't turn on the next time you want to use it.

Storage space was put in ranges for your convenience, too. It may be drawers for pots and pans, a warming compartment for dishes, a chest crisper for crackers and cereal, or a pull-out rack for

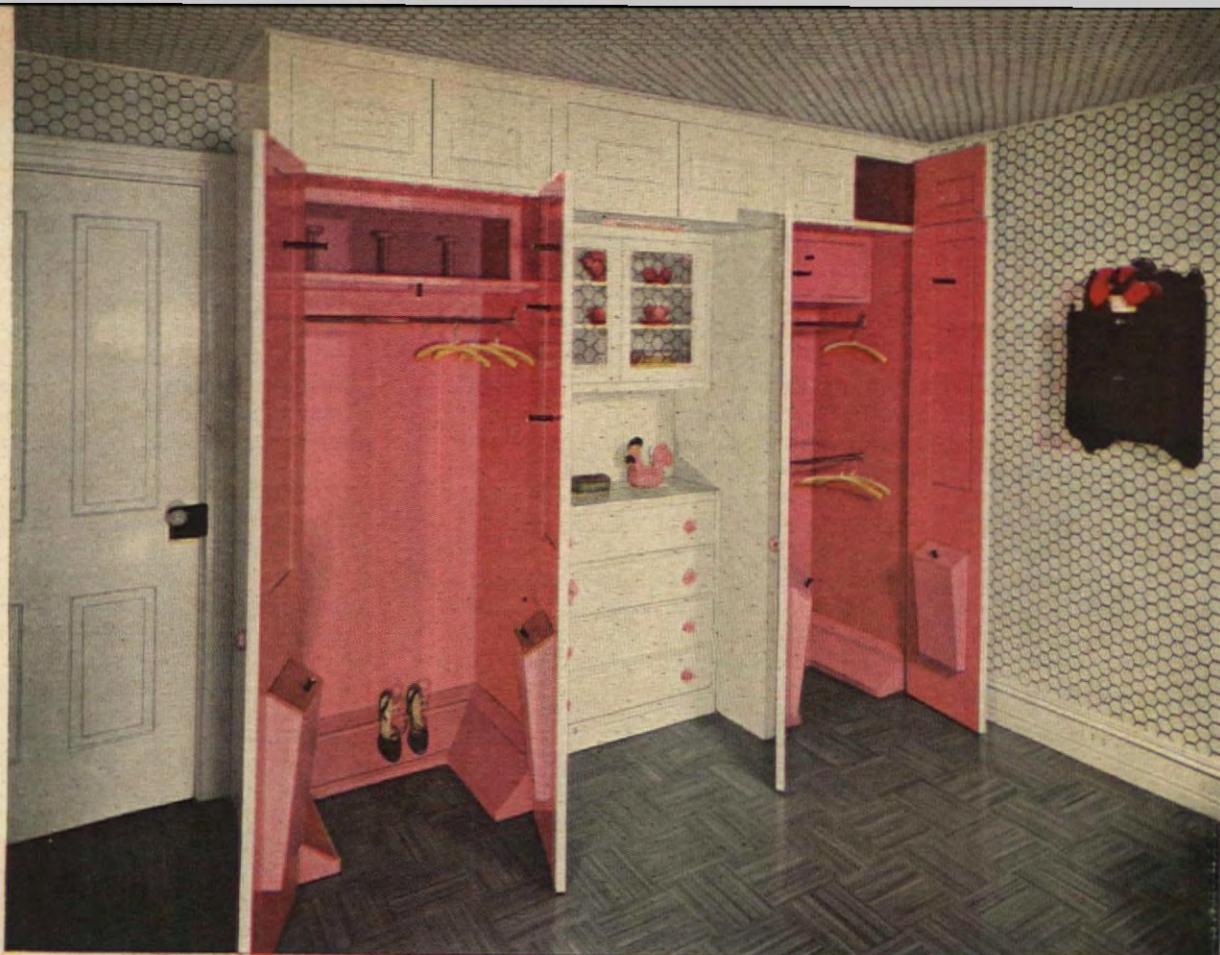
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Call Serviceman to repair these

GIRLS' ROOM:

No squabbles between sisters sharing a room when each one has her own closet equipped with shoe racks, and prettily colored to encourage pride in neat habits. Between closets, a handsome built-in chest of drawers, and above it, a cupboard for the display of treasures. Top cupboards are for storage of out-of-season hats, shoes, and the like



All photographs courtesy of Armstrong's Idea House, Armstrong Cork Co.

Closest YOURSELF WITH THESE

MARY E. MONZE

You'll find fewer skeletons in modern closets because the space therein is so well organized that there's no room for horrors, and closets are so pretty nowadays that a skeleton just wouldn't feel at home. So whether you're building closets, or just trying to improve the ones you have, take a tip from these. It so happens that they were built into a remodeled Victorian house which, like so many old homes, was very short on storage space because our ancestors had less gear to stow. But even after the matter of a closet for every bedroom and a few to spare became the accepted thing, the space in them was prodigally squandered. Really "engineered" storage of the type you see here is a former luxury, now a necessity. And when a closet does a room's job, easy maintenance is also required—that's why the floors in these closets are all wipe-clean-in-a-flash linoleum.

BOYS' ROOM: Small bedroom, two boys, no closet? Try this: a large closet built under an upper bunk. Inside, there's space enough for two boys' things. Outside is cork-covered to receive their pin-ups





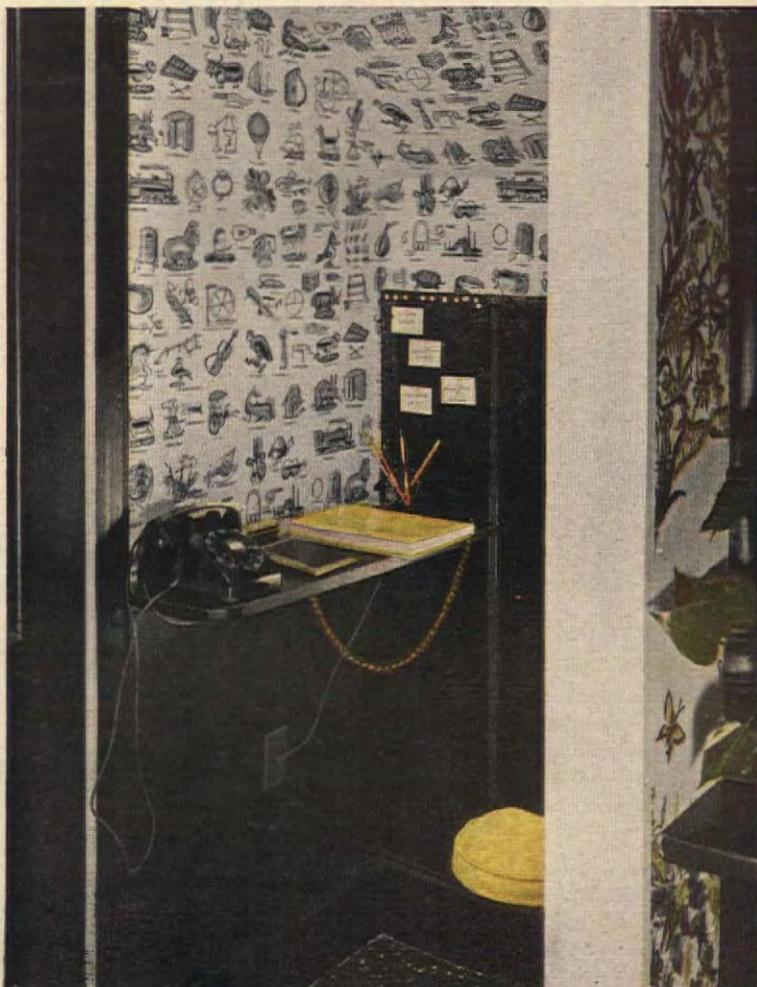
LINEN CLOSET: Every shelf is deep enough, and wide enough, to take the things it is intended to hold, while drawers, bins, and cupboards protect the extra supplies. A drop-leaf shelf is handy for sorting, and a blackboard helps you keep track of what's where

PARENTS' ROOM: Space from an adjoining room was used to create this wide closet which stores underwear as well as suits, dresses, shoes, bags, and hats, all in premeasured compartments. We could only photograph half of it, for sliding doors conceal the rest



HALL CLOSET takes on guests' wraps and spells a warm welcome. Metal grillwork is used for shelves and for umbrella stand equipped with easily emptied drip pan. Decorative keyboard saves rummaging, and tinker toys serve as pegs as well as conversation pieces

TELEPHONE ROOM: Victorian teen-agers didn't need such a nook, but there's space for a cozy telephone "booth" under the stairs of most old houses—where it's handy to the kitchen, too. Shelf, stool, and memo board equip it, and attractive paper keeps conversations gay



See "Where Credit Is Due" on page 146

Curved top rail, shaped spindles, legs set back under shaped seat, make this chair an excellent example of modern and traditional in one design

Idea for panels of this buffet was borrowed from pierced tin ones which ventilated old pie cupboards. These are aluminium, decorative only, the motif hammered out by Mr. Bassler himself



We turned the Bassler living room (shown on our cover) into a proving ground; proved that two designs—contemporary and traditional—do compound pleasingly



In the homes of our forebears, the coffee table was unknown. In our own, it has become indispensable; even (as shown at right) takes on foam-rubber cushions and functions as additional seating space



Good Contemporary is Timeless

GERTRUDE BROOKS DIXSON

It's called "Transitional," but when this group of cherry furniture by Designer William Bassler first appeared, its lines were so clean and its appearance so well endowed with that attention to detail required of simplicity at its best, that it was hailed as "Modern"—and displayed in 20th-century settings. However, as design with a future should—it has much in common with the past—no borrowed features nor details you can put your finger on, but a general sympathy, in this case, with Early American and even Sheraton. To prove our point, we moved some pieces right into Designer Bassler's own traditional home. Out came his 18th-century wooden

furniture. In went his new creations. But not a background was changed, no upholstered chairs nor sofas were redone, few accessories were added. Since the pieces lend themselves to some modern ideas about furniture placement our forebears either didn't think of or didn't require, we naturally took advantage of them. For example, the arrangement of the bedroom chests, the two dining-room servers which make ideal book tables along a living-room wall. This refurnishing of the Bassler home was supposed to be temporary, for the sake of photography only—but when last heard from, Mrs. B. wanted to keep many of the changes and Mr. B. mumbled about budgets. We like to start *that* kind of family argument!

See "Where Credit Is Due" on page 146

"T-square" stretchers, tapered legs give handsome dining table a well-supported, architectural look. Extended top has gently curved ends, lip is rounded and thinned to prevent bulky appearance

Usefulness keynotes this whole group. Lower part of this nested twosome is deep enough (25") to form step table when pushed under 16"-deep companion. By itself, a good-sized auxiliary table





"Transitional" incorporates modern ideas along with timeless lines. Recessed legs give ample desk an airy, small-scale look. Traditional fireplace grouping works better, thanks to a modern coffee table. A variety of chests of different sizes, designed to fit together in any arrangement you like, take advantage of very good new thinking about storage.

Three New Roses for Fall



Outstanding in the year's headlines have been the names of President of the United States Dwight D. Eisenhower and England's Queen, Elizabeth II. Outstanding among new roses available for American gardens are varieties named for those personalities and a third that bears the truly American name, Mojave. The latter and Lilibet (commemorating the enchanting childhood nickname of the lovely young monarch) are the All-America Rose Selections for 1954. Plants of all three will be obtainable this fall and, in

greater quantities, next spring. All are of the popular bush or bedding type, two being Hybrid Teas, characterized by large, singly borne blossoms, and the other being one of the co-operative, multipurpose, cluster-flowered Floribundas. The two All-Americas—the 38th and 39th since this “royal family” of rosedom was established in 1940—were chosen out of thousands by their originators, and have subsequently survived a two-year test in 20 official trial grounds in 15 widely separated states. Plants can be seen in nearly 100 public gardens scattered over 28 states where, last June, they were first identified by label after their selection was announced.



President Eisenhower

The President Eisenhower rose was developed by the Joseph H. Hill Company of Richmond, Indiana, long famous especially for its production of fine florist type or greenhouse roses, and is being introduced by the Conard-Pyle Company of West Grove, Pennsylvania. From such noted ancestors as Better Times, Rome Glory, Chieftain, Dame Edith Helen, Hoosier Beauty, Talisman, and Premier, the variety has inherited qualities that make for good growth habit, vigor, and foliage, and few thorns. It bears 4- to 5-in., 35- to 50-petaled, fragrant, strong-stemmed blossoms of a rich, lasting, medium-red color. Its description as a modern “American Beauty of a rose,” combining “brilliance, charm, and dependability in outstanding amounts” suggests how happy and appropriate was its introducer's choice of a name.

Remember, fall is a fine rose-planting time. Select an open, sunny spot with well-drained average (or better) soil; dig spacious holes, working organic matter into the bottom; keep plants moist and shaded; set them at nursery depth with roots well spread; half fill hole with soil; firm; soak well; complete filling, and mound soil 6 or 8 in. high around plant to prevent drying out, prune lightly.

Mojave

Planting

Mojave, the sole Hybrid Tea All-America rose for 1954, gets its name from the rich, warm colors of the Painted Desert, which are reflected in its glowing apricot-orange shade with overtones of nasturtium red, vermilion, and scarlet. Its next most distinctive quality is its abundance of long-stemmed slender buds produced over a long season. They open into large, 25-petaled, pleasantly fragrant flowers, splendid for cutting. The plant is tall and vigorous with glossy foliage. Descended from Charlotte Armstrong, the one All-America Rose Selection in 1941, Mojave was originated by Herbert C. Swim of the research department of the Armstrong Nurseries of Ontario, California, its introducer.

[Incidentally, the All-America Rose Selections Committee has sponsored a 13-minute, 16-mm. sound and color motion picture called "All-America Roses," which can be had without cost for showings before adult audiences of 50 or more. For information about it, apply to Films of the Nations, 62 West 45th Street, New York 36, N.Y. or any of its branch offices.]



Lilibet

Lilibet, an exquisite "dawn pink" rose, brings new luster to the modern Floribunda class which continues to win popularity. (According to Rosarian Charles H. Perkins, a survey of the roses in 90 public rose gardens in the United States showed that about one plant in every four was a Floribunda; a comparable trend seems evident in home gardens, too.) Originated and introduced by the Howard Rose Company of Hemet, California, Lilibet makes a lusty plant with leathery foliage, bronzy when young, but gradually changing to a deep, glossy green tone. The charming double flowers, occasionally borne singly but mostly in graceful clusters, start as deep pink, almost red, buds; but as they open, they take on various clear pink shades which, from a distance, give an overall mass effect of delicious soft pink.

Want good rose-growing advice? The U. S. Department of Agriculture's new *Home and Garden Bulletin No. 25* on "Roses for the Home" can be had free from its Office of Information, Washington 25, D.C. It is a revision of *Farmers' Bulletin 750*, first issued in 1916, of which some 2,700,000 copies have been distributed. How's that for rose interest in America?





Little Dinner for Friends

- Blanquette of Veal
- Frito of Artichokes
- Poached Pears Avocado
- Demitasse



Oscar Wilde it was who said: "To get into the best society, one has to feed people, amuse people, or shock people." Certainly Oscar was first-rate at shocking people, and did amuse them, too. But how much easier it is to feed them! And it's feeding them well when your dinner is built around a Blanquette of Veal—one of the most delicious meat dishes in all the world, in my opinion. It is not only delicious, it has snob appeal as well, for so rarely does it appear anywhere but on the menus of the hoity-toity eating places. Why, I'll never know. It is no more difficult than any other stew, yet how rich and elegant! And do you know what? It's made of breast of veal—the cheapest cut of veal there is, I guess. Figure four pounds of breast of veal for six generous servings (it's very, very rich, you know) and compare it with the cost of double French lamb chops—and what he-man ever feels well fed on one lamb chop, French or double? If the recipe looks long and complicated, just sit yourself down and read it all the way through, calmly and carefully. It's veal, mushrooms, onions, and seasonings—plus an easy sauce. Is *that* difficult? Now look at the picture again—isn't it a glamorous dish, fittin' for high society? I don't aim at high society, so in my house it's for friends and family. Remember—it's breast of veal, not leg, loin, nor rib of veal at purse-shattering prices.

With it, a conversation piece—for few who ate our dinner here in my kitchen knew *what* the vegetable was. They liked its slightly bitter taste which offset the richness of the blanquette. They liked its crunchiness with the blandness of the veal—but what was it? That low-caloried, easily digested vegetable—the artichoke. And again a plus. You can buy the tired, browned artichokes for less than the perfect green ones, and we don't care about pristine green leaves—we use only the hearts.

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Good Victuals



Formal Dinner, 1953 Style

Finding it hard to get going on those first autumn parties? Well, outfit your table smartly, and one big hurdle will be pleasantly passed. To inspire you—and prod you, we hope—we present herewith not just one, but five table settings.* Hie yourself for a look at the new linens—as exciting and every bit as style conscious as the latest Paris frock. Check your silver, your glass, your accessories. And while you're at it, take stock of your china, and remember that Grandma's old formula of only two sets ("everyday" and "Sunday") is as dated as her Model T. These days when even inexpensive dinnerware is so handsomely designed, most of us can afford the spice of variety.

You don't need a footman to have a table as engaging as the one at your left: formal dinner, 1953 version—not stuffed shirt. The china, banded in copper and gold, is set on a gold-shot cloth, perfectly washable and nontarnishing. The flatware is sterling with an 18-kt. gold trim; the crystal, hand-blown and cut; the candelabra, downright princely.

For your last outdoor "do," or a young-in-heart party anywhere, anytime, try the ingredients below: good folk-art design decks the semivitreous china; the smart flatware is stainless steel with sturdy plastic handles; the glasses, two-toned and given a third, just for fun, by the napkins; the cloth, dark and sturdy, is *chic* as all get-out; the edible centerpiece can be doubly enjoyed by the eye, thanks to a mirror plateau which reflects it before you pass it around.

**In New York City you can see these settings at the United States Potters Association exhibit, National Homefurnishings Show, at Grand Central Palace, Sept. 17-27, 1953*

FOR MORE TABLE SETTINGS, PLEASE TURN TO PAGE 66



See "Where Credit Is Due" on page 146

Place and Show

GERTRUDE BRASSARD

Young-In-Heart Party





Discover all the extra ways to enjoy Tomato Soup!



ANNE MARSHALL
Director Home Economics
Campbell Soup Company

Your very favorite soup is also delicious as a pour-on sauce...and as a cooking ingredient

BY Anne Marshall

Here's how everybody who loves tomatoes can really *revel* in that wonderful garden-ripe flavor! I'm sure you often serve tomato soup as *soup*. Bright and zesty, made with water. Or creamy smooth, combined with milk.

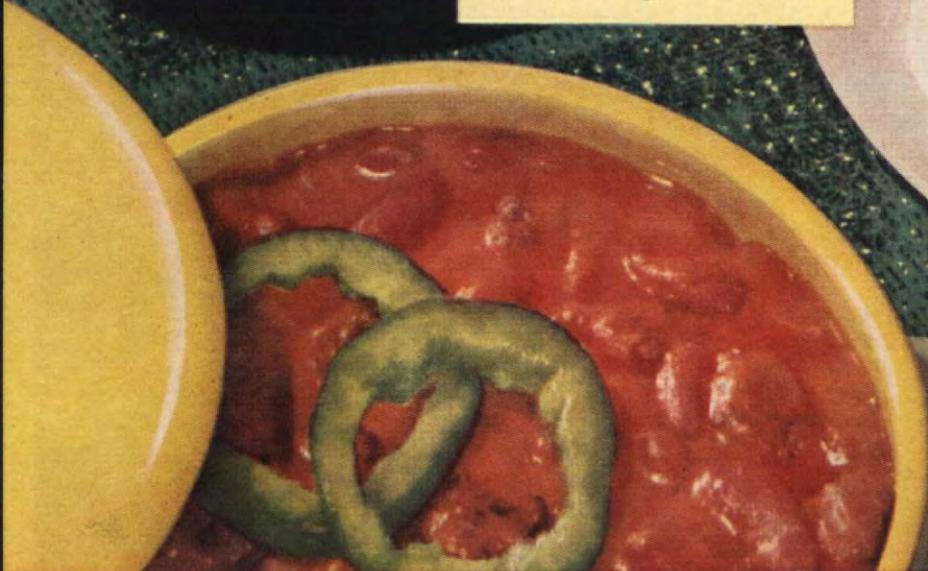
But discover the delicious *additional* uses for this favorite soup. Use it as a

pour-on sauce. It makes dozens of dishes more tempting in color and taste—meat loaf, for instance. And *cook* with tomato soup for added richness and flavor, as in chili con carne. To get these recipes and many more, send for the booklet, "Cooking with Condensed Soups." Just drop a card to me at Campbell Soup Company, Camden 1, New Jersey.

OCTOBER SUGGESTIONS FROM *Campbell's* SOUPS



Two delicious ways to make tomato soup. Blend with milk for the extra nourishment and richness of Cream of Tomato. Or just add water for bright red color, tangy tomato flavor.



Good cooks keep a full soup shelf



Place and Show (Begins on page 64)

Informal Luncheon

The setting above makes the excellent point that "unlike" things may be mixed if you have an eye for color and a sense of proportion: the china is fine and rather formal, but it takes with perfect poise to a modern printed cloth; the flatware, silver plate with very good detail, couldn't be more traditional; the crystal is completely modern.

Even old, old pets have new flavor, as you can see at your right: the beloved rose on a pottery plate, modern in shape; the sterling flatware, a traditional pattern so simple it always looks new; the crystal, rose decked; the dainty cloth, good old linen. As background for a buffet, a striped cloth which looks hand-woven (at a price which shows it can't be); gay, beflowered pottery plates; stainless steel flatware elegantly turned out; milk glass for a cool, fresh accent; and a sumptuous three-section server which keeps victuals hot—or cold.

See "Where Credit Is Due" on page 146



Sumptuous Supper



JEANNIE WILLIS

Sweet talk is all very well, but you're a rare gal if it can get you out of having to prepare desserts for your family. Let the gourmets say what they will about wanting only cheese or fruit to wind up some delectable menu lightly. Let the nutritionists preach on about the unwisdom of overindulging in starches and sugar. It's a cinch that they aren't faced with a hungry family whose first question as they enter the door is: "What's for dessert, Mom?" Let us remember, instead, that our main courses do not normally consist of the rich ingredients nor the elaborate sauces on which gourmets thrive. And while none of us will argue with the soundness of good nutrition, we all know full well that it is a lot easier to get our family to eat a fruit dessert if there are some larrupin' good cookies to go with

PLEASE TURN TO PAGE 68



• molasses cookies

• south seas steak
(a cheapie)

Preparation time: 15 min.
Marinate: 3-4 hrs.

- | | |
|--|-------------------------------------|
| 1-2 lbs. lean beef (chuck, sirloin tips, etc.) | 4 tbs. green onions, finely chopped |
| 1/2 cup salad oil | 1 clove garlic, minced |
| 1/2 cup vinegar | 1/2 tsp. salt |
| 1/4 cup sugar | 1/2 tsp. pepper |
| 2 tbs. soy sauce | 4 tbs. sesame seed |

• Place meat in bowl or flat dish you can cover. Mix remaining ingredients and pour over meat. Be sure meat is well covered with sauce. Let stand a few hours or overnight in refrigerator. When ready to broil, drain off surplus sauce. Baste with sauce while broiling. Use any form of beef desired—even cut-up stew beef works well.

Serves 4-6 558-542 cal. per serving Source of vitamin B

Tested in THE AMERICAN HOME KITCHENS

AMERICAN HOME

Family Food

• apple custard pie



• chocolate pumpkin cake



● molasses cookies

Preparation time: 20 min.
Chilling time: 2-4 hrs.

- | | |
|----------------------|---------------------------------|
| 1 tbs. soda | 1 tbs. ginger |
| ¼ cup hot water | 1 tbs. cinnamon |
| ¾ cup sweet milk | 1 tsp. salt |
| 1 cup sugar | 1 cup melted shortening |
| 1 cup light molasses | 5 cups sifted all-purpose flour |
| 1 egg | |

• Dissolve soda in hot water. Then add milk. Mix all of the ingredients together and put in the refrigerator for a few hours or overnight. Roll and cut in squares with a floured knife. Bake at 375° F. for 12-15 min. Store covered to keep crisp.

Makes 10-12 doz. large cookies

46-38 cal. per cooky

Source of vitamins A, B

Tested in THE AMERICAN HOME KITCHENS

Submitted by Mrs. Lillian R. Goldberg

brown. Watch those apple-pie-faces go after this one!

Like a real honest-Injun chocolatey spice cake? Then be sure that you try the cake recipe we have this month. It's called Chocolate Pumpkin Cake, for that is just what it contains. The frosting recipe is excellent, and note that it is one of those rarities, a recipe which calls for egg yolks. A thin frosting, this, the pouring kind, glossy and good.

South Seas Steak is a Cheapie recipe from the Far East. It is a way to take the less expensive—also tougher—cuts of beef and tenderize by marinating in a most unusual sauce. And it's then broiled. That is news—to be able to broil the tougher cuts, and it is a joy to all those who like their beef not-well-done. Usually you have to cook such meats to a fare-thee-well, and for those who like it rare or medium, that is no good at all. But this does the trick, and to judge by the way it was eaten up around here when we tested it, there's no loss of appeal to the masculine appetite due to what is a downright exotic South Seas sauce!

Family Food (Begins on page 67)

it. Sure, we can easily salve our conscience by using good healthy fillings, and adding some wheat germ to every crust whenever we do serve those "indigestible pies." Yet the fact remains that pies we do eat, and cakes and cookies, too. No sweet talk, certainly no health lecture, will substitute. So let's look at some new ideas for desserts this month.

Molasses cookies, good old-fashioned ones, top our list, but with a gimmick. Instead of the everlasting rolling and cutting, cutting, cutting out of cookies, take a hint from the "boughten" ones and merely roll and cut in squares. They taste every bit as good as the fancier shapes when stolen from the cooky jar, yet save a lot of time. Incidentally, these are the kind that don't puff up when baked, and you may want to remember them for Christmas.

Apple Custard Pie offers something a bit different in the way of a pie filling. It is made with applesauce, and a custard poured on top, then coconut toasted to a golden



● south seas steak (a cheapie)



● apple custard pie

Preparation time: 30 min.

1 pie shell, slightly prebaked

- Filling: 4 cups applesauce
½ cup sugar
1 tsp. cinnamon
2 tbs. butter
1 tsp. lemon juice (optional)

- Topping: 1 egg
½ cup evaporated milk
Pinch of salt
½ cup sugar
2 cups shredded coconut

• To make filling, sprinkle applesauce with sugar and cinnamon. Dot with butter. Bake 25 min. in 425° F. oven. Meanwhile beat egg slightly, add evaporated milk, salt, sugar, shredded coconut. Mix well. Then pour over baked pie. Put it back in oven and bake 20 min. at 375° F. until golden in color.

Makes 10-in. pie

463 cal. per serving

Source of vitamins A, B, C, D

Tested in THE AMERICAN HOME KITCHENS

Submitted by Mrs. Edith Dixon

Preparation time: 25 min.

- | | |
|----------------------|--------------------------|
| 1¾ cups cake flour | ½ cup cocoa |
| 1½ cups sugar | ½ cup soft shortening |
| ¼ tsp. baking powder | ½ cup pumpkin |
| 1¼ tsp. baking soda | 2 tsp. pumpkin pie spice |
| ¾ tsp. salt | ½ cup water |

3 eggs

• Sift together the cake flour, sugar, baking powder, baking soda, salt, and cocoa into a bowl. Add shortening, blend. Mix together pumpkin, pumpkin pie spice, and water. Add half of this to the first mixture and mix well. Add eggs, one at a time. Then add remaining pumpkin mix. Beat well for 2 min. Pour into 2 greased 8-in. layer cake pans and bake at 350° F. 35-40 min.

Submitted by Mrs. Donald Reynolds

CHOCOLATE EGG ICING

- | | |
|--------------|--|
| 5 tbs. milk | 2 sq. bitter chocolate |
| 1 cup sugar | 2 egg yolks or 1 egg yolk + 1 tbs. evaporated milk |
| Dash of salt | 1 tsp. vanilla |

Cook milk, sugar, and salt over low heat for a few minutes. Add chocolate. Stir until melted. Place over hot water. Beat egg yolks, then stir into sugar and chocolate mixture. Add vanilla. Keep hot until ready to frost cake. No need to spread with a knife. Pours easily if hot and runs over the cake. Coats to a shiny gloss. Makes enough for an 8-in. 2-layer cake or 1 doz. cupcakes.

Serves 8

510 cal. per serving of iced cake

Source of vitamins A, B, D

Tested in THE AMERICAN HOME KITCHENS

Take it easy! You needn't worry about over-moistening, over-handling or over-rolling the Crisco way!



Crisco ends pie crust failure



You get flaky, tender pastry every time!

CRISCO'S CHERRY PIE

party-fied with a lacy, cut-out crust . . .

CRISCO PASTRY: Today Crisco—and only Crisco—has a wonderful new "Recipe Roundup" label—a tiny cookbook in itself! On it you'll find the easiest, surest way in the world to delicious, mouth-melting pie crust. Follow the 2-crust recipe or double the 1-crust recipe.

CHERRY FILLING: Boil together 1¾ cups sugar, ¼ cup flour, ½ teaspoon cinnamon and ½ cup cherry juice. Brighten with a few drops of red coloring. Mix with 4 cups drained sour pie cherries.

DECORATION: With small cookie cutter, cut decorations on top crust. Put crust on filled pie, bake at 400° F. 40 minutes.



No fooling . . . this is for sure! Just change to pure, *all-vegetable* Crisco and Crisco's pastry method and you'll get flaky, tender pie crust every time!

You'll find Crisco ends the water problem . . . tells you exactly how much water to use. And if you have to re-shape or re-roll your pastry once or twice, don't worry! Wonderful Crisco acts to keep your pie crust tender and light.

There's just no other shortening like the one and only Crisco. It's made differently—creamier than any other leading vegetable shortening. It works differently, handles better. Use it—for the flakiest, tenderest pies that ever slid out of an oven!

use **Crisco** *IT'S* **DIGESTIBLE!**

Take a Can of SOUP

CATHERINE NISSLY

Diamonds or no, a gal's best friend can be a can of soup—and not, mind you, only in emergencies, nor only as a sure-fire, speedy, first course. Soup can make a quick sauce in the real gourmet class, often fully as good as the time-consuming kinds based on venerable recipes. Did you know that, in addition to saucing poultry and fish, cream soup makes an excellent mustard sauce, that tomato soup improves salads as well as stews? Here's a field for real improvisation!

MORE RECIPES ON PAGES 75-78

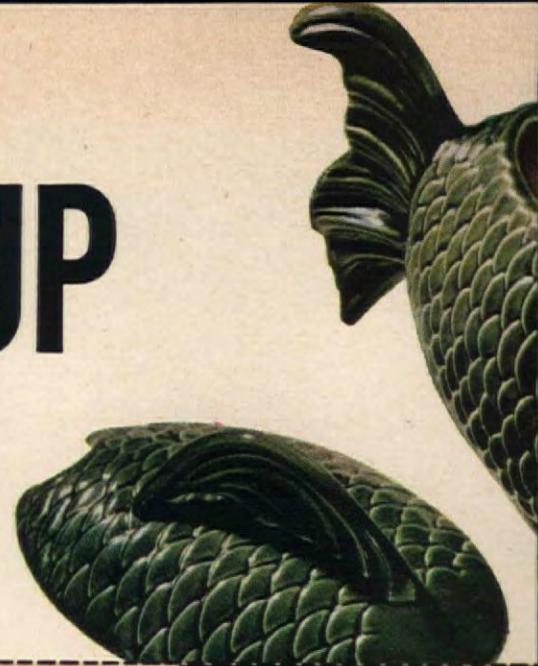
GOOD HARVEST SOUP



SHRIMP BOMBAY



BARBECUE RIBS WITH KRAUT



• all-American chowder

Preparation time: 10 min.

3 slices bacon
 1/2 cup minced onion
 1 7/2-oz. can minced clams, drained
 (reserve clam liquor)

1 cup cubed potatoes
 1 can condensed cream of celery soup
 1 1/2 cups milk
 Dash of pepper

• Cook bacon in saucepan until crisp; remove and break into 1-in. pieces. Brown onion in bacon fat. Add clam liquor and potato; cover and cook over low heat until potato is done (about 15 min.). Blend in bacon pieces, minced clams, and remaining ingredients; heat but do not boil. (Bacon pieces may be reserved for use as garnish.)

Serves 4 188 cal. per serving Source of vitamins A, B, C, D

Tested in THE AMERICAN HOME KITCHENS

• good harvest soup

Preparation time: 5 min.

2 thinly sliced frankfurters
 1 tbs. butter or margarine
 1 can condensed green pea soup

1 can condensed vegetable soup
 1 can milk
 1 can water

• Brown frankfurters in butter in large saucepan. Add soups. Use empty can to measure milk and water; add to soups. Stir until smooth. Heat, but do not boil. Float "frank" slices on top.

Serves 4 265 cal. per serving Source of vitamins A, B, C, D

Tested in THE AMERICAN HOME KITCHENS

• barbecue ribs with kraut

Preparation time: 15 min.

1 large or 2 small sides spareribs
 1/2 tsp. salt
 Dash of pepper
 1 can sauerkraut, drained
 1 tsp. dry mustard
 3 tbs. brown sugar

1 tsp. paprika
 1/2 cup chopped onion
 1 tbs. Worcestershire sauce
 1 can condensed tomato soup
 1/4 cup vinegar or lemon juice

• Wipe spareribs with a damp cloth, rub with salt and pepper. Place sauerkraut on half the ribs, fold over other half. Combine remaining ingredients and add. Bake in moderate oven 350° F., for about 1 3/4 hrs. or until brown and tender. Baste with sauce occasionally.

Serves 4 306 cal. per serving Source of vitamins A, B, C

Originated in THE AMERICAN HOME KITCHENS

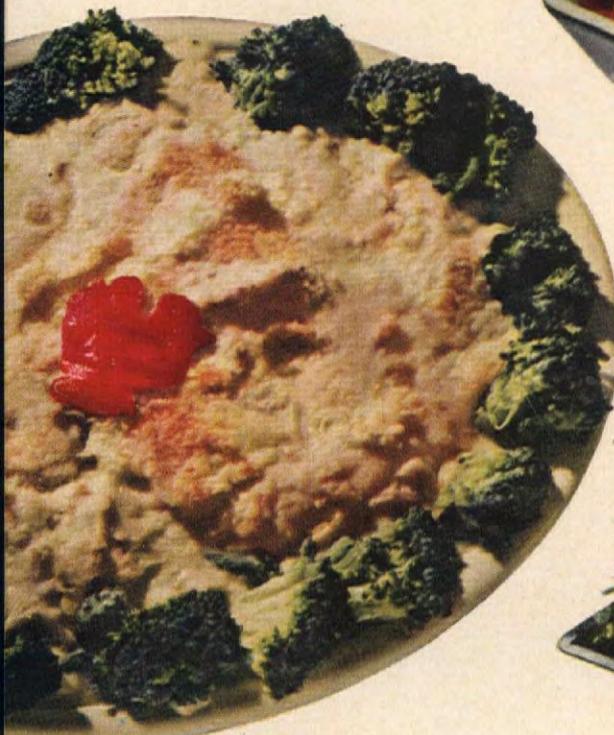
ALL-AMERICAN CHOWDER



TOUCHDOWN FRANKS



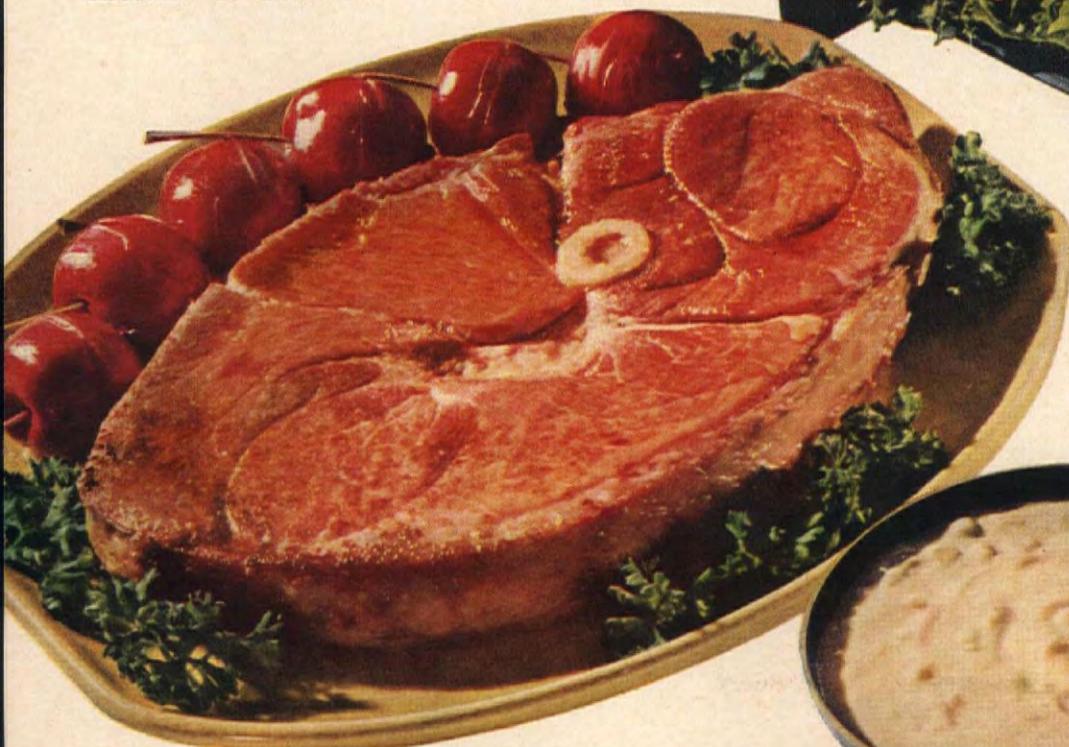
LAMB STEW IN THE PINK



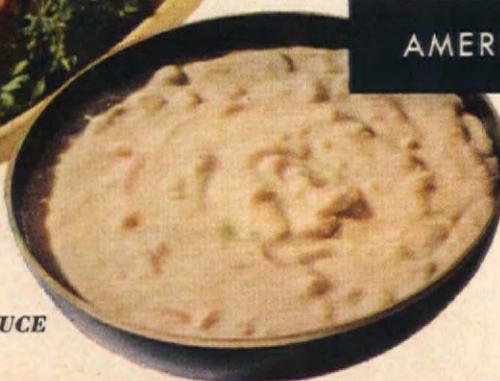
CHICKEN CONTINENTAL



1-MINUTE DRESSING
OCTOBER SALAD

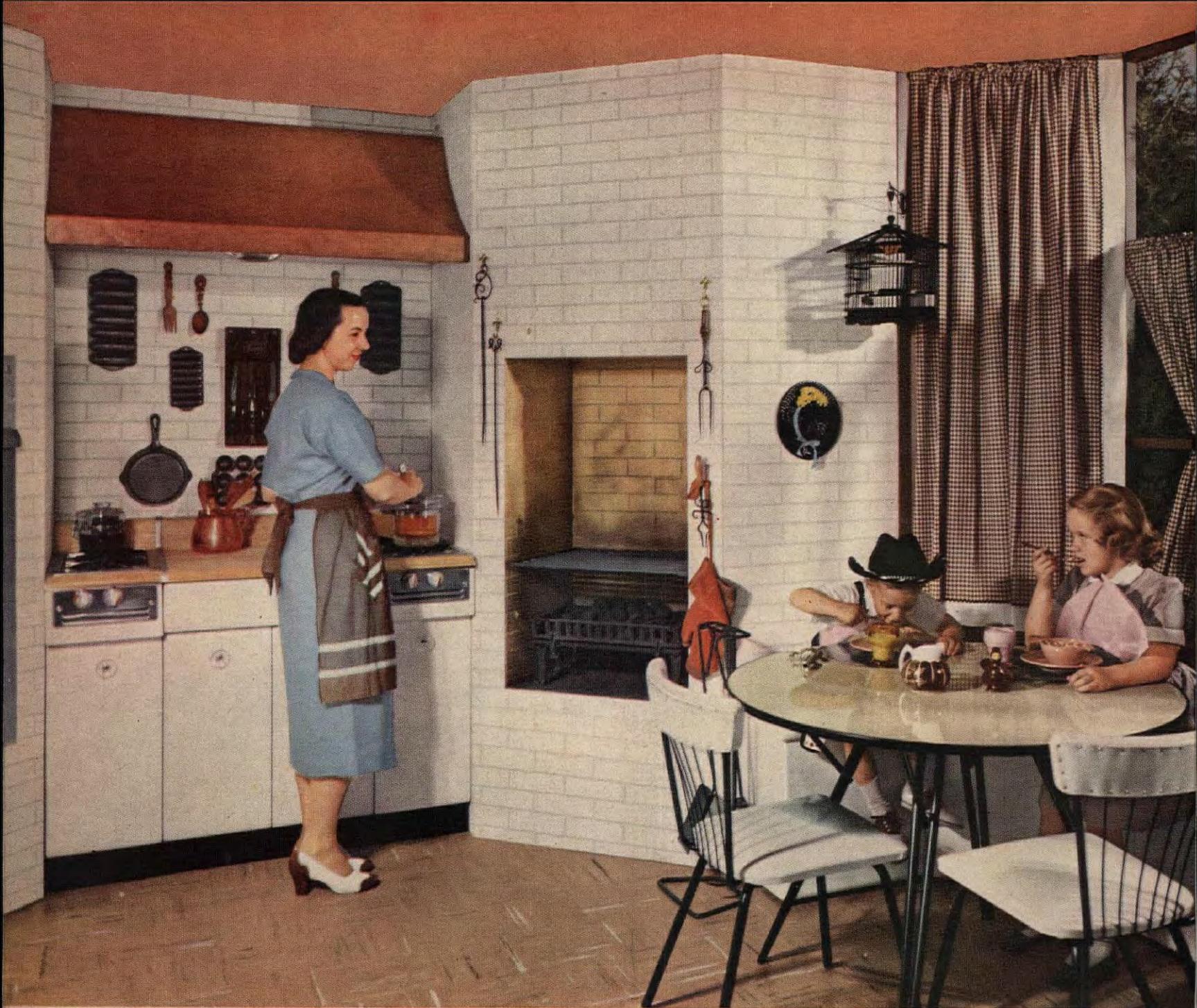


BROILED HAM WITH QUICK MUSTARD SAUCE



AMERICAN HOME QUICKIES

See "Where Credit Is Due" on page 146



Part Brand New—Part Tried and True

-
- ↓
- IT'S A MODERN LIVING KITCHEN
 - WHITE HELPS TO MAKE IT COLORFUL
 - ITS PLAN MAKES GOOD CAPITAL OF CORNERS
 - IT HAS A COOKING FIREPLACE
 - ITS WINDOW SEATS ARE WALL CABINETS
 - REFRIGERATOR MAKES SELF-EJECTING ICE CUBES
 - THERE ARE TWO TABLES INSTEAD OF ONE
 - INEXPENSIVE COPPER-BY-THE-YARD COVERS HOOD
 - WOOD DOORS ARE LOUVERED
 - ELEGANT BRASS AND IRON PAIRED WITH GINGHAM

-
- ↓
- IT'S A GAS KITCHEN
 - THE MODULAR RANGE MEANS NO BENDING
 - IT HAS A DISHWASHER AND DISPOSER
 - FLOOR COVERING IS RESILIENT VINYL
 - VINYL COUNTER TOPS ARE QUIET AND DURABLE
 - LAMINATED PLASTIC TABLE TOPS TAKE ABUSE
 - THE EXHAUST FAN IS UNDER THE HOOD
 - CABINETS BUILT TO RECEIVE FLUORESCENT LIGHTING
 - PLENTY OF OUTLET STRIPPING FOR APPLIANCES
 - A SERVICE CART NESTS UNDER A CABINET



When we set out to design this AMERICAN HOME kitchen,* we determined to incorporate not only the *latest* in kitchens, but the *best*—while we made it downright beautiful. So we took careful stock of the tried and true along with brand-new ideas. We borrowed from Great-Grandma the concept of the big family kitchen—but this is a sophisticated, city-wise version, as heartwarming as any country kitchen. We used the pure white metal cabinets which made such exciting news for Mother in the '20's; but to remove the "clinical look" an all-white kitchen sometimes has, we evolved a high-style contrast of dark tones with light ones to show what life white can have as a color. Old-time country kitchens inspired the fireplace, but we raised ours to a convenient level for open-fire cookery. Then we had a look at the innovations of the past decade, new to most kitchens, but already tried and true. Among those included here are the modular gas range which permits you to have your surface burners in one place and your oven, waist-high, in another; and of course, there are the blessed dishwasher and garbage disposer. We used a silent gas refrigerator of a new type which deposits an unlimited supply of ice cubes into a basket to free you from bother with trays.

PLEASE TURN TO PAGE 88



EDITH RAMSAY

*You can see it at the LaClede Gas Co., St. Louis, during October and November, 1953



COMFORTABLE, CONVENIENT, AND COMELY—elegant enough for any gal, not too frilly for the boys, and a pleasure for all generations. Surface burners are flanked by built-in oven at left and by cooking fireplace at the right

CART CAN TRAVEL ALL OVER THE HOUSE After serving the built-in oven, it's ready to roll into the living room with the mixings for drinks—including an unlimited supply of ice cubes from the new refrigerator. When not in use, it nests under a counter

More Pictures of This Kitchen on Page 86

Look what a difference a shiny cake pan makes

Compare the two cake layers shown. Both were made from the same batter, baked in the same pan at the same time. But look at the difference! One is high, light, tender. The other is humped, heavy, difficult to frost. What's the difference? *Not* the recipe, *not* the ingredients, *not* the recipe! The pans were different! The pan that baked the failure was dark and dingy on the outside from improper care. The pan that baked the perfect layer was shined bright with an S.O.S. Magic Scouring Pad. Pans that shine on the outside reflect heat, so cakes bake evenly. Pans that are dark on the outside absorb heat, making cakes bake too fast. So remember—to bake a better cake, always shine your aluminum cake pans both *outside* and *inside*—with S.O.S.



Shine your cake pans with S.O.S

To bake a better cake you need a shiny pan—say baking experts

"All the authorities agree that to bake a better cake you need a shiny pan."

— THE AMERICAN HOME

"We recommend using shiny pans with all our Pillsbury Cake Mixes. In our Ann Pillsbury Kitchen we find shiny pans result in more uniform, evenly browned cakes."

— ANN PILLSBURY, PILLSBURY MILLS, INC.

"For high volume and tender, uniform crust, only shiny pans assure the best results. For loaf and square layer cakes be sure your pans are shiny clean."

— PACKERS OF DROMEDARY CAKE MIXES

Here is what famous range manufacturers say in their instruction books:

"Use smooth, bright, shiny pans . . . They give more even browning . . . do not absorb heat as quickly as . . . dark colored pans."

— CROSLLEY

"Warped, unevenly darkened, oversize pans cause uneven baking and browning."

— FRIGIDAIRE

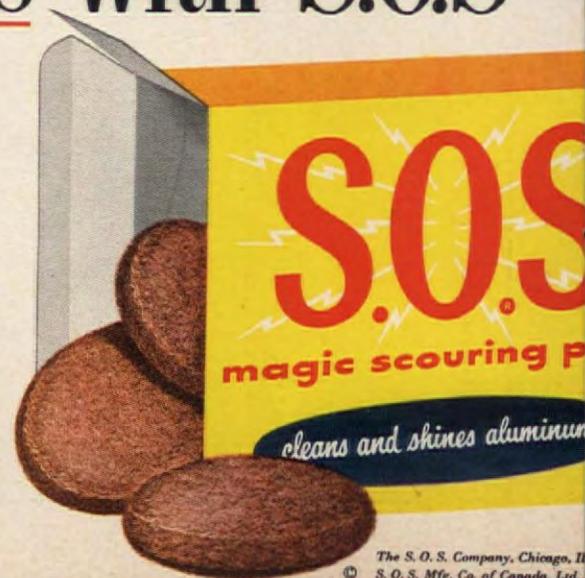
"...Warped and discolored pans result in uneven baking and browning."

— KELVINATOR

"Baking problems (burning on bottom): Black pans will cause this."

— TAPPAN

IMPORTANT: be sure to shine the outside of the pan, as well as the inside.



The S.O.S. Company, Chicago, Ill.
© S.O.S. Mfg. Co. of Canada, Ltd.

American Home Recipes

(Take a Can of Soup, pictured in color on page 70)

• chicken continental

Preparation time: 15 min.

- 1 bunch broccoli or 1 pkg. frozen broccoli, cooked
- 2 cans condensed cream of mushroom soup
- 1/2 cup milk
- 1 tsp. Worcestershire sauce
- 1 6-oz. can chicken or 1/4 cups sliced chicken
- 1/4 cup grated Parmesan cheese

• Arrange broccoli on baking platter or in shallow baking dish. Combine soup, milk, and Worcestershire sauce. Pour half the mixture over the broccoli. Sprinkle with half the cheese. Top with sliced chicken, remaining soup mixture, and cheese. Bake in moderate oven 375° F. about 15 min., or broil to heat through and lightly brown cheese.

Serves 4 325 cal. per serving Source of vitamins A, B, C

Originated in THE AMERICAN HOME KITCHENS

• lamb stew in the pink

Preparation time: 15 min.

- 2 tbs. flour
- 2 tsp. salt
- 1/4 tsp. pepper
- 2 lbs. lamb, cubed
- 1 small clove garlic, mashed
- 2 tbs. shortening
- 3 cups water
- 1 can condensed tomato soup
- 6 small onions
- 6 small carrots
- 1 tsp. vinegar or lemon juice

• Combine flour, salt, and pepper; roll meat in this mixture. Brown meat and garlic in shortening in a heavy saucepan. Add water; cover and simmer 1 1/2 hrs., stirring occasionally. Add soup, onions, and carrots; cover and cook 15 min. or until vegetables are done. Add vinegar. Serve with noodles, rice, or mashed potatoes.

Serves 6 237 cal. per serving Source of vitamins A, B, C

Tested in THE AMERICAN HOME KITCHENS



Some stains
just
happen!



...but you can prevent

SCREEN STAIN



You can avoid dark, disfiguring stains on your light sills and siding—by insisting on screening of Alcoa® Aluminum.

Leading weavers make this screening from tough aluminum alloy wire, specially developed by Alcoa. You can get it now in wood or metal frames, tension-type screens, or in combination screen and storm window units. Or, if your present screening is worn out, replace it with aluminum.

To prevent screen stain, look for the Alcoa label—and eliminate all screening worries.

ALUMINUM COMPANY OF AMERICA,
1925-K Alcoa Building,
Pittsburgh 19, Pennsylvania.



In Tension-Type Screens



In Better Combination Units



In Wood or Metal Frames



By the Foot—at your Hardware Store

Alcoa
Aluminum
ALUMINUM COMPANY OF AMERICA

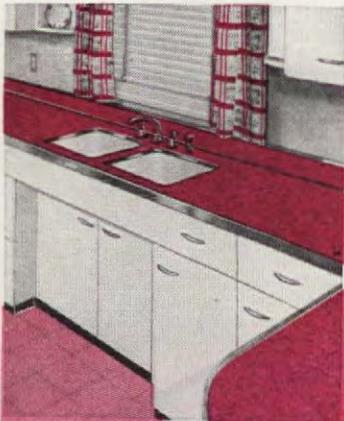


You're Sitting Pretty in a **CAPITOL KITCHEN**



Most of your kitchen hours are spent at the sink—either preparing meals or cleaning up after them. That's why the Capitol Kitchens sink is designed to help you make your work easier. A recessed front gives plenty of knee space that enables you to actually sit at the sink *comfortably*. What's more, Capitol sinks and cabinets are built of sturdy, heavy gauge steel with a baked-on enamel finish that's easy to wipe clean.

This is just one of the reasons why you should shop carefully when you're buying your kitchen. Be sure to have the benefit, too of a kitchen planning service—be sure to see your Capitol dealer—he's a kitchen planning expert who can tell you how to get the most convenient, efficient and attractive arrangement in *your* kitchen. Have him show you, too, how easy it is to sit at the sink.



Feature for feature you'll like **CAPITOL**

Continuous counter-tops—a Capitol continuous counter-top joining all your base cabinets eliminates unattractive metal strips and cracks that can catch dirt, crumbs and dust. And here's the place to add harmonizing color to your kitchen at no extra cost—your choice of scores of designs and colors in linoleum or Formica.



PLUS-

1. Floating action roller drawers
 2. Wall cabinets with platter grooves, cup hook racks
 3. Insulated doors deaden sound
- AND plenty of helpful accessories

CAPITOL KITCHENS

ROSELLE, N. J.

Please send me your Kitchen Planning Book for which I am enclosing 10¢ (in coin) to cover cost of handling.

Name _____

Street _____

City _____

State _____

Cabinets of Steel for Lasting Appeal

AHR-2

CK114

American Home Recipes

(Take a Can of Soup, pictured in color on page 70)

● shrimp Bombay

Preparation time: 10 min.

1 can condensed cream of chicken soup ½ cup undiluted evaporated milk
¼ tsp. curry powder 2 cans shrimp, drained

● Combine soup, curry powder, pepper, and milk in saucepan. Add shrimp. Heat to serving temperature.

Serves 4 142 cal. per serving Source of vitamins A, B, D

Originated in THE AMERICAN HOME KITCHENS

● broiled ham with quick mustard sauce

Preparation time: 5 min.

1 slice ham, 1 in. thick 1 tbs. water
1 can condensed cream of celery soup 1 to 1½ tbs. dry mustard

● Place broiler about 3 in. from heat. Broil ham for 5 min., turn to broil other side. Serve with Mustard Sauce: Stir water into dry mustard and add to soup. Heat over low heat to serving temperature. Stir occasionally.

Serves 4 432 cal. per serving Source of vitamin B

Originated in THE AMERICAN HOME KITCHENS

Good Victuals (Begins on page 62)

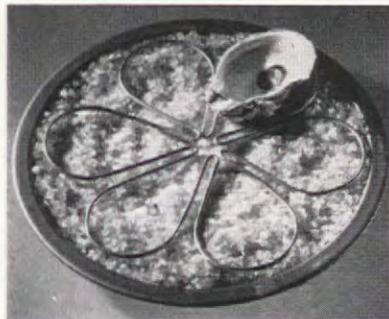
cooked in lemon juice, dry white wine, et cetera, then fried in deep, hot fat. If you've never had artichokes this way, please do try them. Pears are in season, and pears are good now. Poach them in a simple syrup. Cool them, sprinkle them with soupçon of lime or lemon juice and raçao. Chill—they must be icy cold. Serve as is—or garnish with whipped cream and sieved avocado. Rich, of course. But when I serve this dinner—and it's one of my favorite dinners—there is nary an extra anything. Just three dishes, including dessert. A demitasse—and you've had it.

As an alternative, I sometimes serve the Caramel Lemon Sponge. It is light—but the caramel gives a sticky get-your-teeth-in sensation that makes the curse off plain lemon sponge—and men do object to the plainness of plain lemon sponge, as you know. Now I can't promise that you will get into the best society" with this dinner menu, but I will promise that your guests will leave your board well-fed and happy, and come back—as often as you ask them.

Two such good recipes I give to you this month. Oysters, the like of which you've never eaten—if you haven't had them cooked this way on

rock salt! They stay hot, hot—no matter how gay the company in the living room. You can serve a few as a first course. Eight of them make a fulsome main course—and my pet use for them is as a little meal before a concert or the theater. I'm usually a purist—and a rather tiresome one about my sea food staying far, far from heat—but this is one of the exceptions that break my rigid rules. You just can't conceive what a bit of butter, mayonnaise, and curry powder a sprinkling of parsley, chives, and freshly grated pepper can do for an oyster. Since cheap tin pie plates are no longer cheap, or even available, I did them in a pan. No sooner had I taken the color pic-

PLEASE TURN TO PAGE 78



American Home Recipes

(Take a Can of Soup, pictured in color on page 70)

October salad

Preparation time: 5 min.

1 small head raw cauliflower
1 onion, thinly sliced
2 carrots, cut very thin
1 red pepper, sliced

Chicory
Lettuce
Water cress

• Separate cauliflower into flowerets. Arrange in salad bowl with onion, carrots, red pepper, chicory, lettuce, and water cress. Serve with 1-Minute Dressing.

Serves 6

152 cal. per serving
(including salad dressing)
Originated in THE AMERICAN HOME KITCHENS

Source of vitamins A, B, C

1-MINUTE DRESSING

3 parts soup (1 can condensed tomato soup)
2 parts salad oil (fill can 2/3 full of oil)

Preparation time: 1 min.

1 part vinegar (add vinegar to oil until liquid comes to top of can)

Pour soup into shaker or mixing bowl. Add oil and vinegar mixture to soup. Shake well or beat with a rotary egg beater or electric mixer.

Smaller amounts can be made with leftover soup using 3 parts soup, 2 parts oil, and 1 part vinegar.

Makes 2 1/2 cups salad dressing 1419 cal.

Submitted by Mrs. S. C. Cameron

Tested in THE AMERICAN HOME KITCHENS

A gift that serves 2 ways ...yet costs only \$16.95!*

*Manufacturer's recommended retail or Fair Trade price.



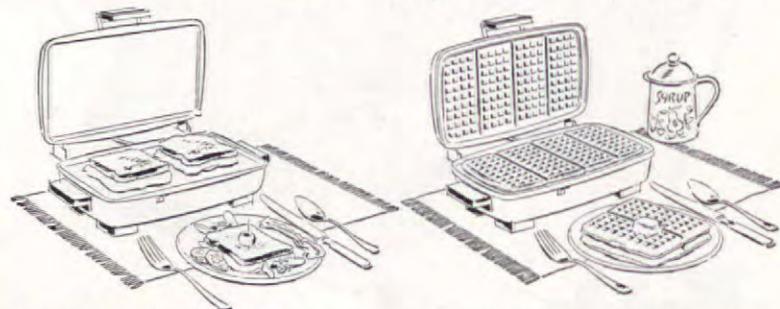
**Combination
Sandwich Grill
and
Waffle Iron**

Here's a smart, modern gift with gleaming good looks . . . and a long and double life of usefulness.

Think of it! Hot sandwiches grilled to perfection, right at the table. And relays of wonderful waffles, without ever having to move from your chair.

See this G-E "dining-room chef" at your G-E dealer's now: \$16.95.* (Also available in automatic model: \$22.95.*) General Electric Company, Small Appliance Division, Bridgeport 2, Conn.

Service to order—right at the table!



SIZZLING SANDWICHES! With its big grill plates in position, it serves up delicious grilled sandwiches . . . or even bacon and eggs.

GOLDEN-BROWN WAFFLES! With its aluminum waffle grids inserted, it keeps crisp waffles coming fast . . . four sections at a time.

GENERAL ELECTRIC

See how much better they are ...

FLINT Gifts by EKCO

Looking for a gift? Here are two wonderful choices! Two sets of gleaming stainless steel Flint Kitchen Tools ... the only kitchen tools so good they're guaranteed for 15 years.

Either set makes a beautiful lasting gift she'll use every single day. See Flint Kitchen Tools wherever fine housewares are sold—and see how much better they are!



4-PIECE FLINT KITCHENETTE TOOL SET ... three basic kitchen tools, with a stainless steel rack to hang them in sight...and in easy reach. In colorful gift box \$5.95.

Gift packaged Flint Kitchen tools, strainers, and wall racks—all in stainless steel—are available individually from \$1.75 up.

7-PIECE FLINT DELUXE TOOL SET ... to brighten the kitchen and lighten her work. Hang on wall in sight ... and in easy reach! In colorful gift box \$13.95.



FLINT
EKCO® ... the greatest name in housewares

EKCO PRODUCTS COMPANY • CHICAGO 39, ILLINOIS
Also sold in Canada by Ekco Products Company (Canada) Ltd., Toronto

Good Victuals (Begins on page 62)

ture than Gertrude Brassard, our Tablewares Editor, flounced in with the most heavenly pans to do this recipe in. They are a lovely iridescent green, and the little wire works fit in to hold six or eight bivalves—I show one on page 77 so that you may serve these divine oysters in the glamorous way they deserve.

Now tripe is like finnan haddie or kippered herrings. When you like them, you like them very much. And when you don't—well, I'm writing to those who do like them. I know people who have traveled miles and miles, just to eat finnan haddie at the old Ritz—the way Louis Diat did it. Include me in. Include me in for this tripe recipe, too. It's not a quickie, heaven knows. Vera, my right arm, who does not like tripe, called it my "57 Hour Gourmet Quickie"! Now you don't stand there cooking tripe for days on end. It's a serial story sort of thing which you start, leave, and come back to. The recipe comes straight from Marseilles. Monsieur Maurice Moyal, residing at 45 Avenue Camille, Pellatan, Marseilles, France, sent it to me, stating that he would like to write for my esteemed publication, in a light and entertaining way, about Genoese cook-

ing. "Tripe Shallots," wrote the French-born writer and gourmet, for Cordon-Bleus only. This dish must be baked over three days, by its perfume, unique flavor, and mildness make it a great delicacy. And Monsieur Moyal did not exaggerate! I never have enough time to cook all the old favorites, much less fuss around with new ones. But Tripe Shallots is no longer "new"—it's a ready favorite with Mrs. A.

Now have you been wondering what all the "fixin's" at the top page 62 were? Well, they're new recipes. They are there merely to remind you—yes, goose you—in remembering that this is practical—the last call to put down some of the good fruits and vegetables that are on the market now and very short will be available only in jars with very fancy prices attached thereto. One skinny little jar of watermelon pickles, ditto pickled pears or braided peaches, on your grocer's shelf can—and will—shock you when you read the price tab. Boughten chili sauce is good—but it can't stack up to homemade chili sauce. So I'm not heckling you to steam and stew—you don't have to. But don't say I didn't remind you!

American Home Recipes

(Take a Can of Soup, pictured in color on page 70)

● touchdown franks

Preparation time: 20 min.

1 lb. frankfurters (about 8)
8 slices bacon

2 cans condensed tomato soup
1 lb. elbow macaroni, cooked
½ lb. Cheddar cheese

● Combine tomato soup and macaroni in 2-qt. baking dish. Cut 8 slices from cheese, reserve. Grate remaining cheese and stir into tomato soup mixture. Slit frankfurters, insert cheese slices, and wrap with bacon slices. Arrange over top of macaroni. Bake in moderate oven 350° F. about 1 hr.

Serves 8 553 cal. per serving

Source of vitamins A, B, D
Originated in THE AMERICAN HOME KITCHENS

National[®]

HOMES EQUIPS THE BEAUTIFUL NEW

"PACEMAKER" HOUSES WITH

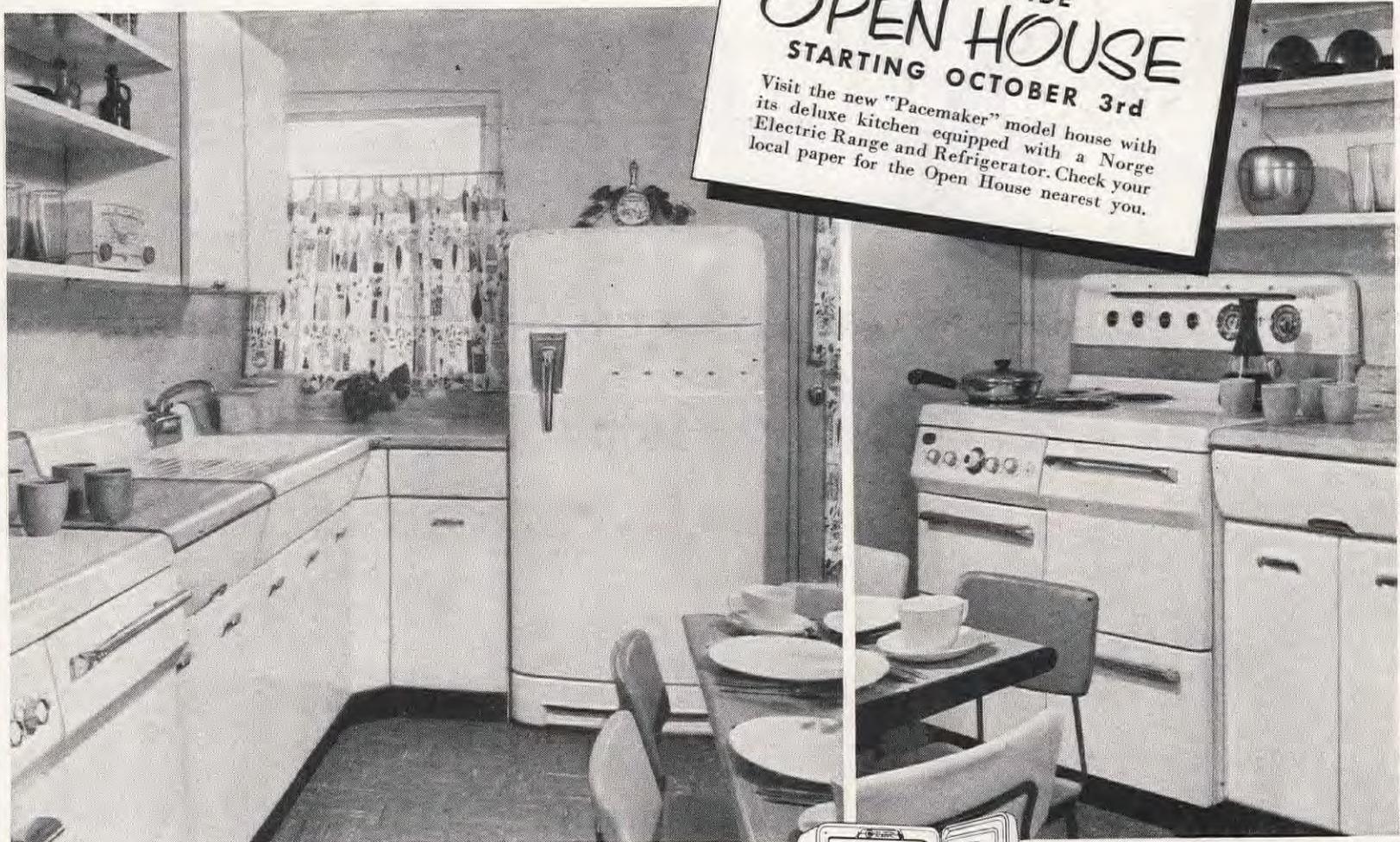
NORGE Ranges and Refrigerators

No wonder National Homes has installed Norge appliances in the new, prefabricated "Pacemaker" houses now open for inspection. For "Pacemakers" are designed to bring you *fine-home features at prices within your means*. So what could be a more logical choice in appliances than *Norge!* Norge Ranges and Refrigerators are offered as optional equipment in every 1954 Pacemaker Home.



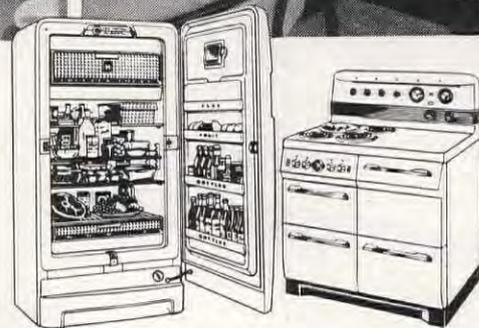
NATIONWIDE
OPEN HOUSE
STARTING OCTOBER 3rd

Visit the new "Pacemaker" model house with its deluxe kitchen equipped with a Norge Electric Range and Refrigerator. Check your local paper for the Open House nearest you.



A refrigerator that defrosts itself—The famous Norge Jet Self-D-Frost model—deluxe in every way. Defrosts automatically—so fast even ice cream can't melt. Has movable, adjustable shelves, a roast-deep Meat Saver, and a space-adding door with shelves and a 4-temperature Butter Bank. Model 1116, photographed in a "Pacemaker" kitchen.

A range that cooks automatically—This beautiful Norge Electric Range cooks and bakes while you're out—turns itself on and off automatically. Exclusive Tele-Speed lights show which surface heat speed is on—even across the kitchen. Blended Heat Oven bakes with *electricity off 3/4* of the time. Model E-88B, shown in the kitchen of a "Pacemaker" home.



All Norge home appliances bear the Good Housekeeping seal of approval.



NORGE

The value-line of home appliances

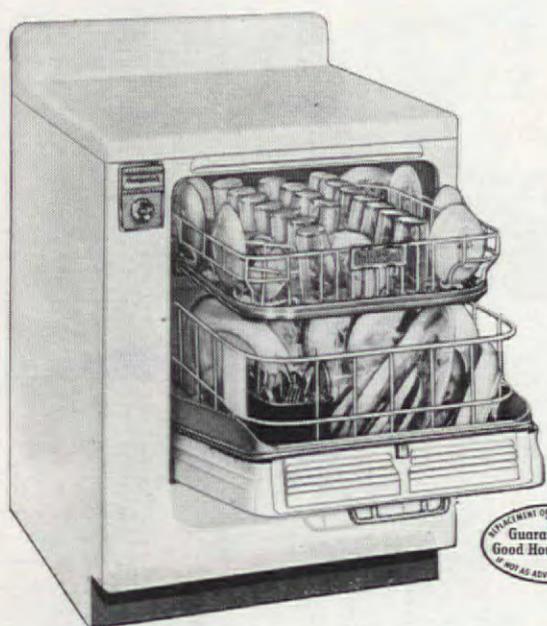
Division of Borg-Warner, Merchandise Mart, Chicago • Addison Industries, Toronto

NICE PARTY...

WASN'T IT?



...And To Think It Costs Just 10¢ A Day* To Enjoy A **Hotpoint** AUTOMATIC DISHWASHER



THE FUN IS ENDED, but the dirty dishes linger on. And what a headache they are when you're yawn-y and ready for bed!

But even a "mountain" of dishes is no problem with a Hotpoint Automatic Dishwasher. Just turn a dial and the job's done!

The only dishwasher that washes and rinses everything twice, Hotpoint also electrically dries every plate, glass, pot, pan and piece of silver to a gleaming sparkle. *And it does all this for less than 10¢ a day more, over the years, than doing dishes by hand—including purchase price.

†Dealers are listed in most classified directories.

installation, electricity, everything!

See this finest of all dishwashers at your nearest Hotpoint dealer's.† He has three models from which to choose—under-counter, free-standing (shown at left) and deluxe combination sink. All are reasonably priced—with easy terms, if desired. Special pump-drain feature makes installation easy and inexpensive in both new homes and old. Hotpoint Co. (A Division of General Electric Company), Chicago 44, Ill.



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Automatic Washers • Clothes Dryers • Rotary Ironers • Cabinets • Dehumidifiers

Tune In! —Both TV and Radio!
The Adventures of
OZZIE and HARRIET
Every Friday—see paper for time and station

• blanquette of veal

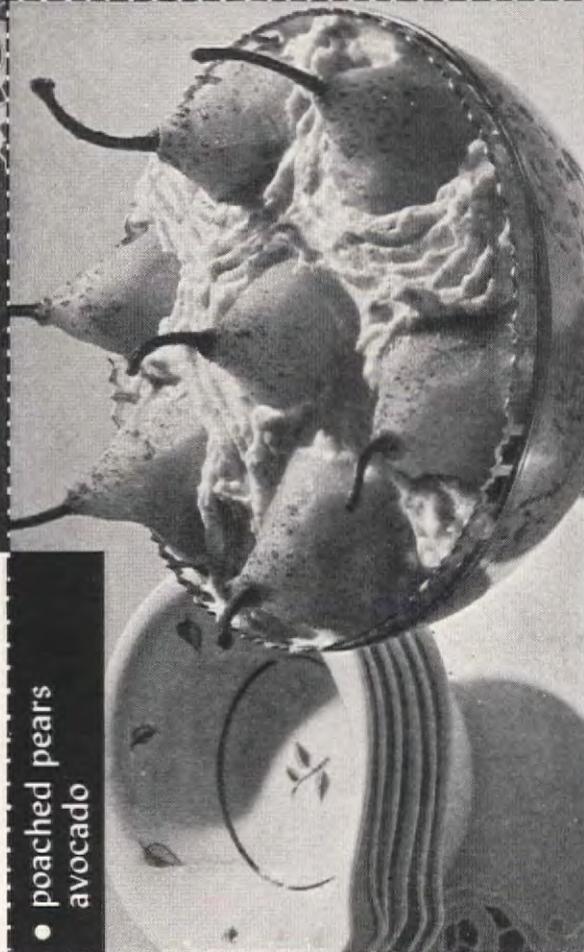
(BEGINS ON REVERSE SIDE)

While the veal is cooking, clean and cook the mushrooms in 1 tbs. water, 1 tsp. butter, ½ tsp. lemon juice, salt, and pepper, for 5 min. Use this mushroom juice in the sauce, and add the mushrooms to the veal and onions in the saucepan.

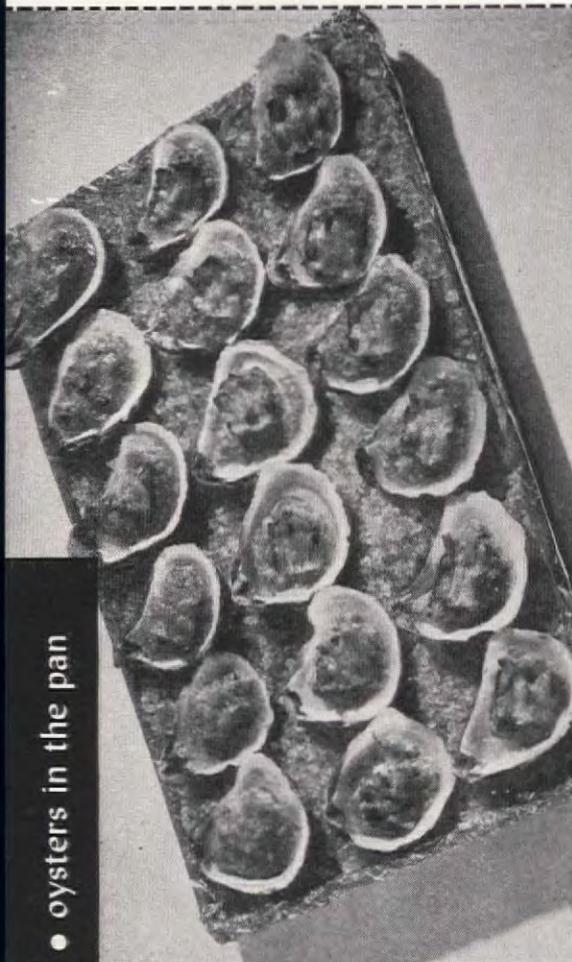
Complete the cream sauce by adding the egg yolk mixed with the cream. Bring just to the boiling point, but do not let boil. Correct the seasoning, and pour the sauce over the meat, onions, and mushrooms. Sprinkle finely chopped parsley over it.

Serves 4-6

• poached pears
avocado



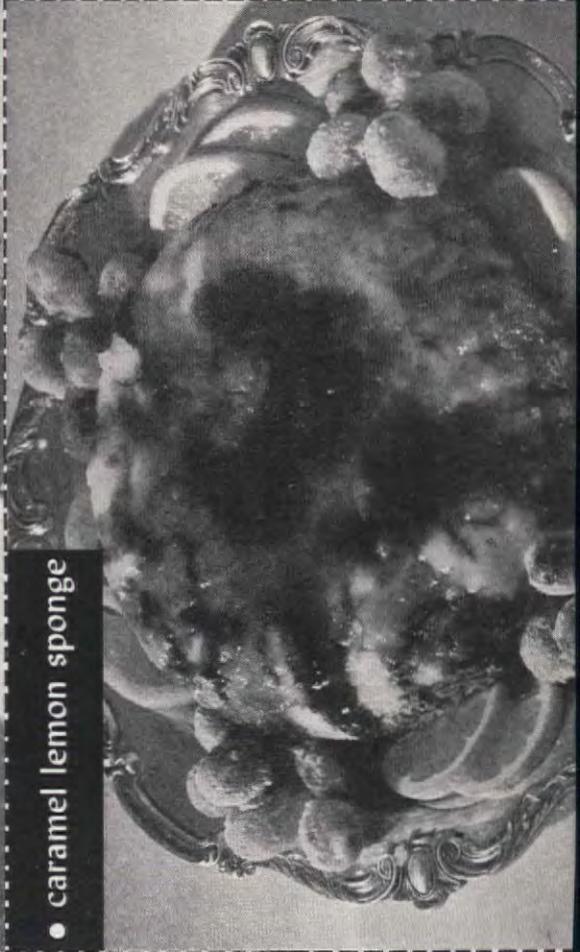
• oysters in the pan



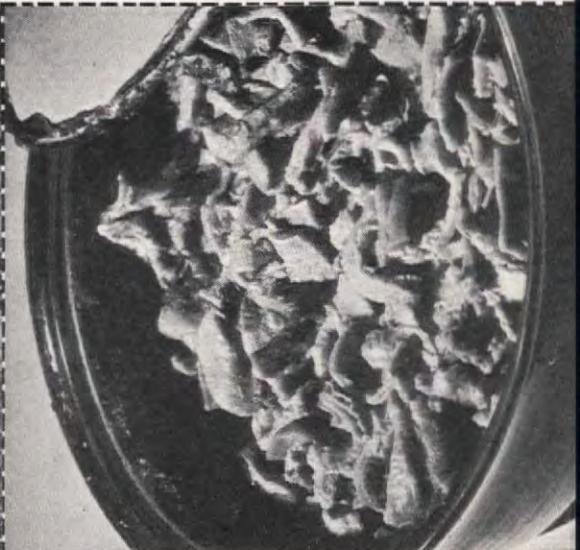
• frito of artichokes



• caramel lemon sponge



• tripe with shallots



(BEGINS ON REVERSE SIDE)

bacon, carrots, few grains of nutmeg, 4 kinds of spices to taste; season with salt and pepper. Cover with second square of cheesecloth. Bring to brisk boil, reduce heat, put on a close-fitting top, and continue to bake in slow oven 6 hrs. Allow to cool, let stand 18 hrs. Bake again for another 6 hrs. in slow oven. Let stand another 18 hrs. Bake another 5 hrs.

Discard bouquets and squares of cheesecloth. Remove tripe, calf's foot, carrots to heated dish. Skim most of fat off sauce; reduce, if need be.

For variety, you may add 9 oz. tiny mushrooms, cooked 20 min.

Serves 10 generously

● caramel lemon sponge

1½ cups milk
3 tbs. flour
¾ cup sugar
¾ tsp. salt
3 eggs
3 tbs. lemon juice
½ grated lemon rind

Scald milk over hot water. Mix flour, sugar, and salt and add to beaten egg yolks. Gradually add the scalded milk, stirring constantly. Add lemon juice and rind. Fold in stiffly beaten egg whites. Pour into an ungreased 8-in. casserole or baking dish. Set in a pan of hot water and bake in a moderate oven (350° F.) for 30 min. Cool and place on serving dish. Pour Caramel Sauce over top of pudding. Garnish with slices of orange and Frosted Grapes. This is a particularly good dessert to serve with fish.

CARAMEL SAUCE: Melt ½ cup sugar in heavy pan over slow heat until golden brown. Add ½ cup boiling water gradually. Boil a few minutes. Pour over pudding.

FROSTED GRAPES: Beat an egg white with 2 tbs. water until white is well broken up, but not frothy. Immerse grapes, a few at a time, into egg white, then coat well with fine powdered or confectioners' sugar. The powdered sugar gives more sparkle to the grapes than the confectioners', but either may be used.

Serves 6

● poached pears avocado

Pare and core 6 ripe pears. Poach until tender but still firm in a syrup of 1 cup sugar and 2 cups water.

When cool, arrange pears in serving dish, pour syrup over them and sprinkle with 2 tbs. lime or lemon juice and ¼ cup curaçao. Chill. Must be very cold when served.

Garnish with 1 cup whipped cream mixed with ½ cup confectioners' sugar, ⅛ tsp. salt, and ¾ cup sieved avocado.

Serves 6

● blanquette of veal

4 lbs. of breast of veal
cut in large pieces
2 lbs. mushrooms
2 dozen small onions

Make a Bouquet Garni with:
2 sprigs parsley
4 branches celery
½ bay leaf
Pinch thyme

Put the meat in the saucepan, cover with cold water, and parboil; then wash the veal under the cold water faucet. Return the saucepan with the veal to the stove and just cover with water. Add the Bouquet Garni (tied in cheesecloth), the onions, and a little salt. Cook about 1½ hrs.

When the meat is tender, remove the cheesecloth with its contents. Using the butter and flour, make a cream sauce in a second saucepan, utilizing the cooking liquid. If the cooking liquid is too much to make the cream sauce thick enough to coat the meat, reduce it by half, or as required.

CONTINUED ON REVERSE SIDE

● tripe with shallots

6 lbs. tripe
2½ cups stock
9 oz. breast bacon, cut in
10 thin slices
3 medium carrots
4½ oz. butter
12 shallots
½ cup onions
11 oz. dry white wine
6 oz. brandy or fine
champagne
6 sprigs parsley
4 leeks
4 whole cloves
2 sprigs thyme
2 stalks celery
2 bay leaves
1 large calf's foot,
cut into pieces
1 tbs. salt
Dash of pepper
Few grains nutmeg
4 kinds of spices to taste

Recipe must be cooked over 3 days. Make 2 bouquets, each consisting of 3 sprigs of parsley, 2 leeks, a celery stalk, a bay leaf, and a sprig or pinch of thyme, and tie together firmly. Wrap the onions, shallots, and cloves in 2 squares of cheesecloth.

Select cleaned honeycomb fresh tripe, wash thoroughly in hot water, wipe, cut into 2½-in. pieces. Cook bacon in thin slices until golden brown.

Put butter and tripe in ovenproof bean pot, cook 15 min. in hot oven (400° F.) but do not allow to color. Remove tripe so as to place a square of cheesecloth at bottom of beanpot. Add a bouquet and replace tripe. Pour on the brandy or fine champagne. Moisten with stock and dry white wine. Add second bouquet and calf's foot.

CONTINUED ON REVERSE SIDE

● frito of artichokes

Roll six artichoke bottoms with little leaves, in lemon juice. Cut each of them in six parts. Remove chokes. Cook with lemon juice, dry white wine, olive oil, thyme, bay leaf, and seasoning for about 25 min.

Make a light paste with 1 cup of flour, 2 ounces of olive oil, 1 cup of beer, and a little salt and pepper. Leave for 1 hr. in a medium warm place, then add 4 whites of egg well beaten.

Remove all artichokes from cooking stock. Dip each one in paste and sprinkle with chopped chives. Fry in small quantities in deep fat.

● oysters in the pan

Allow 6-8 oysters in the shell, per serving. Have them shucked and delivered to you with both shells (for better flavor). When ready to cook, lightly cover bottom of cake pans or 1 large pan with rock salt and place in hot oven until salt is very hot.

Leave oysters on deep half of shell and place on salt. Sprinkle each with lemon juice. Spread each oyster with the following:

¼ lb. butter
1 cup mayonnaise
½ tsp. salt
¼ cup finely chopped parsley
¼ cup finely chopped chives
1 small grated onion
1 tbs. curry powder
½ tsp. salt
½ tsp. pepper
½ cup cracker crumbs

Moisten with tarragon vinegar to spread easily. Place small piece of bacon over each. Put in hot oven until oysters are plump and bacon is crisp. Serve in pans in which they were cooked and garnish with water cress and lemon wedges.

Spectacular-looking, yet simple to make—
and it tastes marvelous with the pineapple with

balanced flavor[★]

★ true-to-the-fruit goodness because DEL MONTE Pineapple is picked only when tartness and sweetness balance perfectly



FIRST, we start with our own selected strains of pineapple — magnificent fruit by anybody's standards. Then, at harvest time, we follow the

principle that gives you the true-to-the-fruit flavor people like so much in DEL MONTE Pineapple.

Right when natural tartness and sweetness balance perfectly, our fruit is picked. It's a troublesome business but that's the price we pay to bring you DEL MONTE quality. Taste the difference, in this

PINEAPPLE-STRAWBERRY ISLAND

- | | |
|---|-------------------------|
| 1 No. 2½ can DEL MONTE Pineapple Slices | 1 tablespoon cornstarch |
| 2 packages strawberry flavored gelatin | ¼ teaspoon salt |
| 2 cups milk | 2 eggs |
| 4 tablespoons sugar | 1 teaspoon vanilla |

Drain DEL MONTE Pineapple Slices (or use DEL MONTE Chunks if you prefer). Set aside to chill. Prepare gelatin according to directions, using the pineapple syrup as part of the liquid. Pour into 8" square pan to chill. Scald 1½ cups of the milk in double boiler. Combine sugar, cornstarch, and salt with remaining cold milk. Add slightly beaten eggs. Stir into hot milk, stirring constantly about 10 min. or until thickened. Add vanilla. Pour into a 10 to 12-inch shallow serving dish. (Cover with a damp cloth about 1 hr. to prevent film from forming.) Chill. At serving time overlap DEL MONTE Pineapple Slices down center of custard. Cut gelatin into ½ inch cubes and pile all around fruit. Serves 6-8. Garnish with mint if desired.

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THE BRAND YOU KNOW PUTS FLAVOR FIRST

From San Francisco, famous for good eating, comes the newest of new recipes . . . a dish that truly sings with California flavor

"Ripe Olive Macaroni Surprise"



Surprise!

the fresh, new flavor-lift that Ripe Olives bring to Macaroni and Cheese

Surprise!

the hearty-eating that costs about 15¢ per serving

Surprise!

the top-stove cooking that takes 1/3 the time of casserole baking

"Ripe Olive Macaroni Surprise"

1 1/2 cups elbow macaroni
1 can ripe olives (No. 1 tall)
1 1/3 cups undiluted evaporated milk
1/2 teaspoon Worcestershire sauce
1/4 teaspoon dry mustard
1 1/2 cups grated American cheese

Cook macaroni in boiling salted water until tender. Meanwhile, cut olives into large pieces or use whole olives. Drain macaroni thoroughly. Add milk, Worcestershire sauce and mustard and heat thoroughly. Stir in cheese and olives and cook over very low heat until cheese melts. Serves 4 to 6.

For other tasty recipes, write for free booklet, "Elegant but Easy Recipes with California Ripe Olives." Olive Advisory Board, Dept. A-10, 24 California Street, San Francisco 11, California.

ripe olives
make meals that sing
with California flavor

Look for the "Ripe Olive Macaroni Surprise" display now at your grocer's.

Keep them Ignorant...



NANCY LOVE

After five years of marriage I've learned the secret of making hamburgers my husband likes: I just don't tell him how they're made. The first year we were married he was very tactful, and just said not to make hamburgers too often—he liked other things better. Finally the truth came out. He loved hamburgers—but not mine.

We analyzed them. I told him I made them with plain chopped meat and salt. "No," he said, "you need more seasoning." I told him I broiled them. "No," he said, "try frying them. I like them crisp on the outside. And make them flatter. They're too thick."

I grated in lots of raw onion, hammered the patties flat, and fried them crisp. "Did you cook the onions?" he asked after the first taste. I admitted they were raw. "That's what's wrong. You have to cook the onions. And they're a little dry." He'd heard that grated raw potato would keep them moist.

Well, the next time they were moist. But who likes the taste of raw potatoes? "And that's not all that's wrong," he made sure to tell me (we had been married two years at that point), "they fall apart because you need an egg to hold them together."

The egg hamburgers were tough. Hamburgers disappeared from our table for a year. They reappeared, though, after we ate hamburgers my husband liked at a friend's house. I got the recipe and went to work. He chewed the first bite slowly. "They're not like Martha's," he said. "What did you do that was different?" I'd made them the way she did, but hadn't broiled them, because I remembered how my husband had insisted upon fried hamburgers. The next hamburgers were *exactly* like Martha's. I settled into a happy rut of hamburgers like Martha's. Then one night that tactful look came into my husband's eyes. "Darling, you're such a good cook," he said, "but you never make hamburgers the way I like them." I told him I thought he liked them the way he was eating them, the way he'd been eating them for over a year.

"Oh, they're all right. But I think you could do better." The familiar analysis of ingredients and preparation began. My husband's conclusion was that I should have the meat ground twice. Where he, who didn't know a poached egg from a shirred egg, got so many ideas about hamburger preparation, I don't know. My reaction was to give up. I'm not a culinary artist, but I've mastered more challenging dishes



than hamburgers—I couldn't give up on something so simple! I did some research and served up the results.

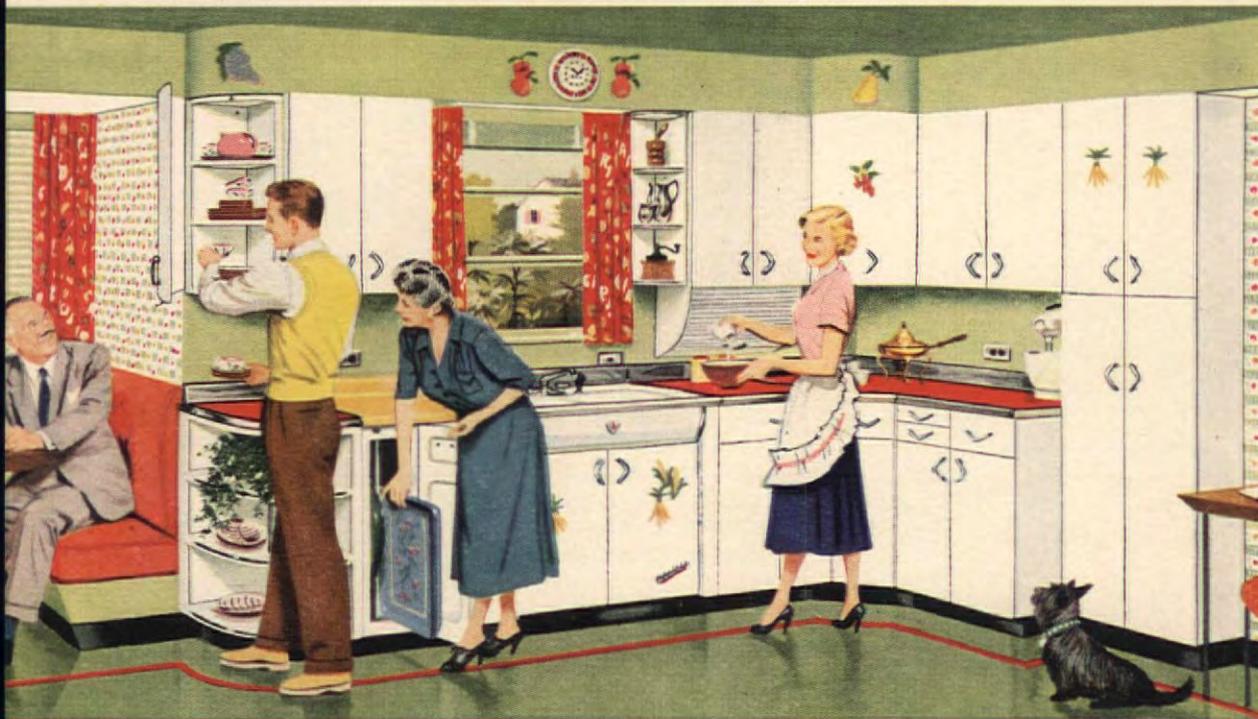
"Delicious!" my husband said, "what's in it?" I wouldn't tell, just nodded my head as he guessed. Finally I divulged one ingredient he hadn't named. Chopped chicken. "That's what does it," he said.

The next time I wanted to make hamburgers, I had no leftover chicken, and I knew that I usually wouldn't. I took a chance. After his third, my husband beamed and said, "You know what makes the difference? It's the chicken!"

That was a year ago, and he's still delighted with my hamburgers with(out) chicken. This theory of keeping husbands happy by keeping them ignorant can be extended to other areas of life, if you think about it. Women since Eve have done it. In fact, I think I'm probably the very last to learn.

New Diana-style Youngstown Kitchens

A step beyond your kitchen dreams!



New, Diana-style Youngstown Kitchen features new style, new beauty, new units and exclusive *Controlled Color Kitchen Decorating*.

NEW Diana-style Youngstown Kitchens are gorgeous beyond compare . . . functional in design . . . built from an entirely new concept that actually increases kitchen-planning possibilities and at the same time gives a distinctive built-in look so long sought after by homemakers and kitchen planners alike.

It's the greatest advance in kitchen design since the cabinet was put under the sink.

There never was a better time than now to plan *your* kitchen. Here's a true made-to-measure look — years-ahead Diana-style beauty—and planning flexibility beyond all your expectations.

You'll save time . . . save work . . . save steps. You'll get storage space and counter surfaces aplenty, all at a modest-budget price. And beautiful, all-steel Youngstown Kitchens units are rugged, built to last a housetime.

Pictures and words alone can't do it justice. See the completely new Diana-style Youngstown Kitchens . . . with beautiful new units like the cutlery base cabinet, 9-inch tray cabinets, mixer-grinder cabinet and quarter-round wall cabinets, and smartly styled *Easy-V* handles . . . at your nearby Youngstown Kitchen dealer's, *right away!*

MULLINS MANUFACTURING CORPORATION
WARREN, OHIO
World's Largest Makers of Steel Kitchens



NEW Diana ensemble sink, 24-inch model . . . another example of the increased planning flexibility that allows you more kitchen features than ever before in any given space.



NEW Diana ensemble sink, 36-inch twin bowl model. Streamline design contributes graceful lines that flow unbroken through adjoining base cabinets in matching stainless steel back-splash and trim.



NEW Diana ensemble sink, 42-inch single bowl models, drainboard right or left. One-piece, acid-resisting porcelain-enameled steel top as on all Youngstown Kitchens Diana ensemble sinks and Diana-style cabinet sinks. Stainless steel trim front and back.



NEW Diana ensemble sink, 42-inch twin bowl model. Double-terraced rim keeps water from splashing over. Notice that Diana ensemble sinks have recessed toe and toe spaces for easier standing. All finishes wipe clean easily with a damp cloth.



Youngstown Kitchens

For the name of your nearest dealer, consult the yellow pages of your telephone directory under "Kitchen Equipment — Household," or "Kitchen Cabinets," or Call Western Union, Operator 25.



Youngstown Kitchens, Mullins Manufacturing Corp.
Dept. A-1053, Warren, Ohio

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I plan to build a house

I plan to buy a house

I plan to modernize

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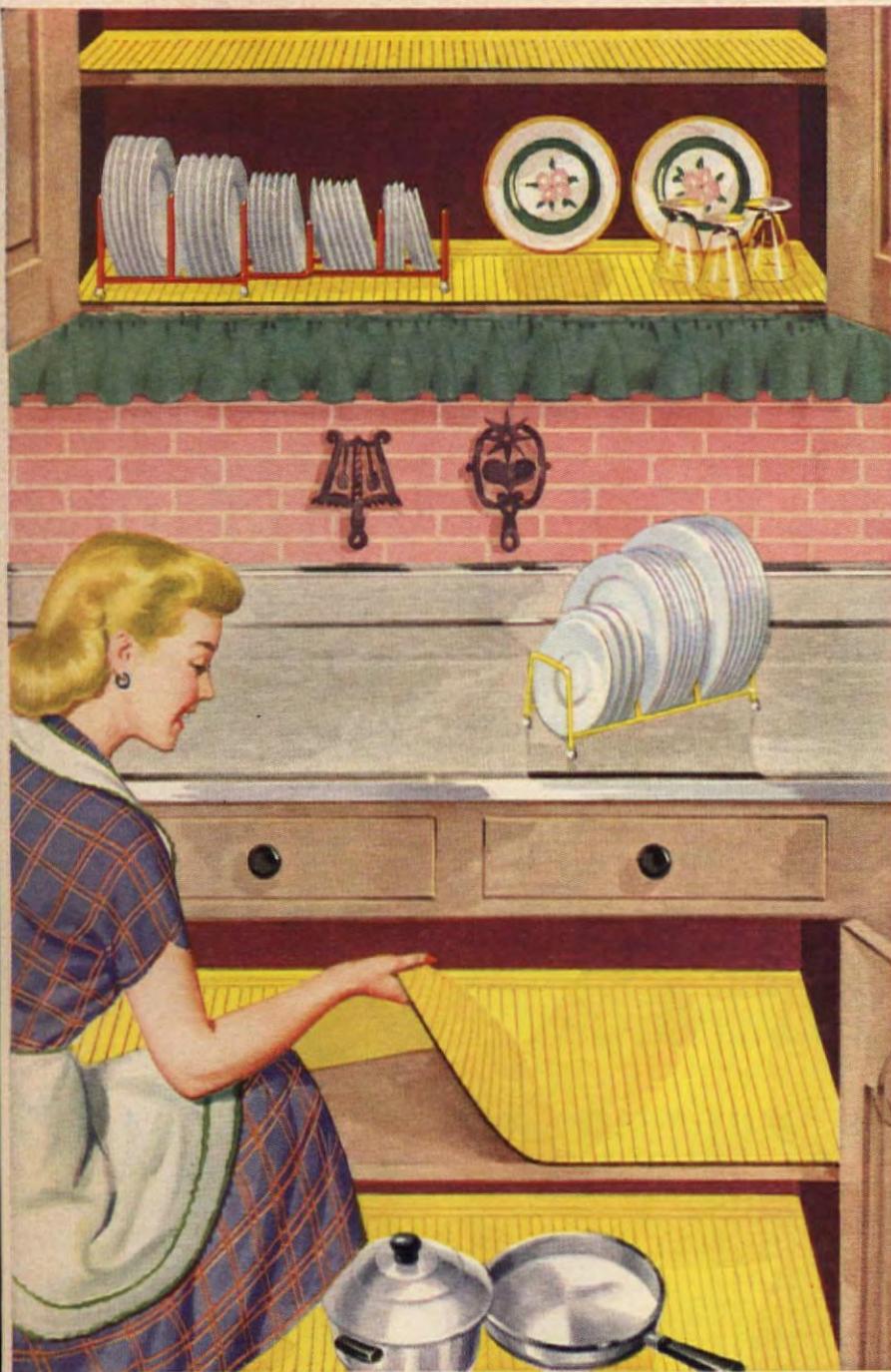
COUNTY _____

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"Decorator's Handbook," introduces *Controlled Color Kitchen Decorating*, with exclusive new patterns and colors in wall coverings, draperies, decals and cabinet tops. See it at your Youngstown Kitchen dealer's.





Quick tricks for cupboard care —Rubbermaid, of course

So Easy! So Smart! You can make your kitchen cabinets brighter, neater and easier to care for with these popular Rubbermaid ideas.

Instead of old-fashioned shelf linings, try wonderful, permanent Rubbermaid Shelf-Kushions. They protect both dishes and cabinet shelves . . . wipe clean, never need to be replaced. Plate rail holds stand-up dishes . . . ribbing keeps glassware from fogging. Get these rubber shelf-liners in gay colors, in sizes to fit both base and wall cabinets.

Instead of stacking your dishes try keeping them neatly in space-saving Rubbermaid Plate Racks . . . makes dishes easy to get out, easy to put away.

You can get these Rubbermaid helpers wherever housewares are sold in the United States and Canada. Write for free folder showing all the Rubbermaid products.

Be Sure
It's Genuine **Rubbermaid** HOUSEWARE



Guaranteed by
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THE WOOSTER RUBBER COMPANY, Dept. A-33, Wooster, Ohio

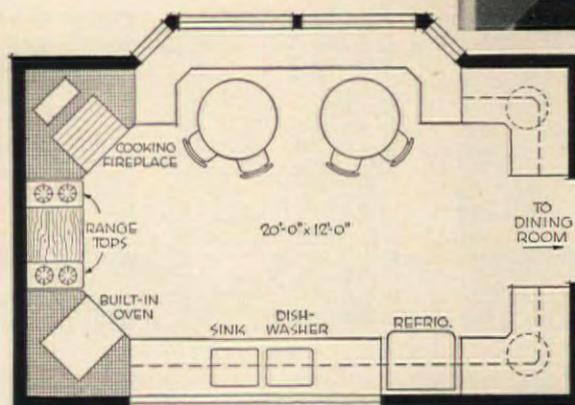
Part Brand New

(Begins on page 72)



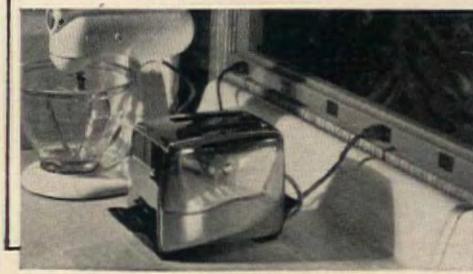
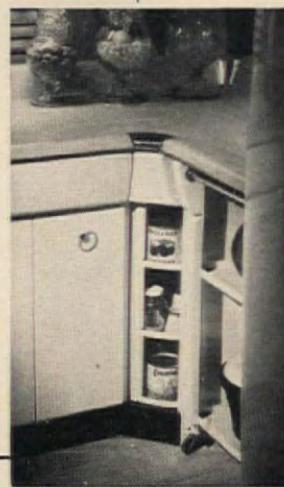
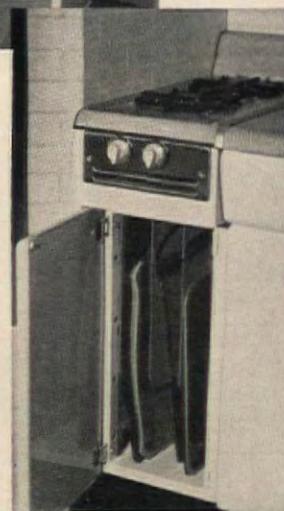
WALL CABINETS make window seat in the twin-tabled eating area. Cabinet next to the fireplace serves as a charcoal bin, and shelves of other cabinets are handy for seldom-used items, for household account books—or for your mending. Foam-rubber cushions, plastic covered, make sitting here soft

PLATTERS AND TRAYS are filed under the surface burners and next to the oven. Between burners, a good, big cutting board doubles as a counter top



U-SHAPED PLAN puts every task in its place, and leaves window wall free for eating area. There is practically no cross-kitchen traffic to hinder your easy steps from refrigerator to sink, to the modern automatic cooking center

LAZY-SUSAN SHELVES in base cabinets mean that no corner space is wasted in this kitchen. A twist of the wrist brings things from remote recesses right to your fingertips. Such convenience is available in wall cabinets as well



OUTLET STRIPPING which may be connected to several circuits lets you plug small appliances in where you want them, without overloading the line



MATCHES! Just turn on the gas to bake, broil or broil. Throw away your matches when you own a Caloric range. TriSet burners give a thousand and one cooking speeds for every purpose—from boil to simmer. You control your range . . . it doesn't control you.



EASY TO CLEAN! Burners, grates, splash pans . . . all lift out for quick, easy cleaning. Their smooth porcelain enamel finish wipes clean in a jiffy. Just lift a handle to whisk out the oven bottom. Of course, the seamless oven has no grease-catching crevices.



STURDY CONSTRUCTION! Husbands appreciate the sturdiness of Caloric ranges. The door-spring and all burners are guaranteed for life. And the frame is heavy gauge porcelain enameled steel. In fact, you can depend on Caloric ranges to last for a lifetime.

Cook Caloric—it's automatic



WIRE BROILER COMES RIGHT OUT! Just lift the side latches and the entire broiler can be removed for easy cleaning at the sink. These, and many other features, have earned for Caloric the undisputed title of "America's Easiest Ranges to Keep Clean"



DETACHABLE DECORATOR HANDLES! Now you can match your kitchen color scheme with colorful, detachable handles. Pick any one of these 12 colors. And remember these handles—like the valve handles—are quickly removable for easier cleaning.

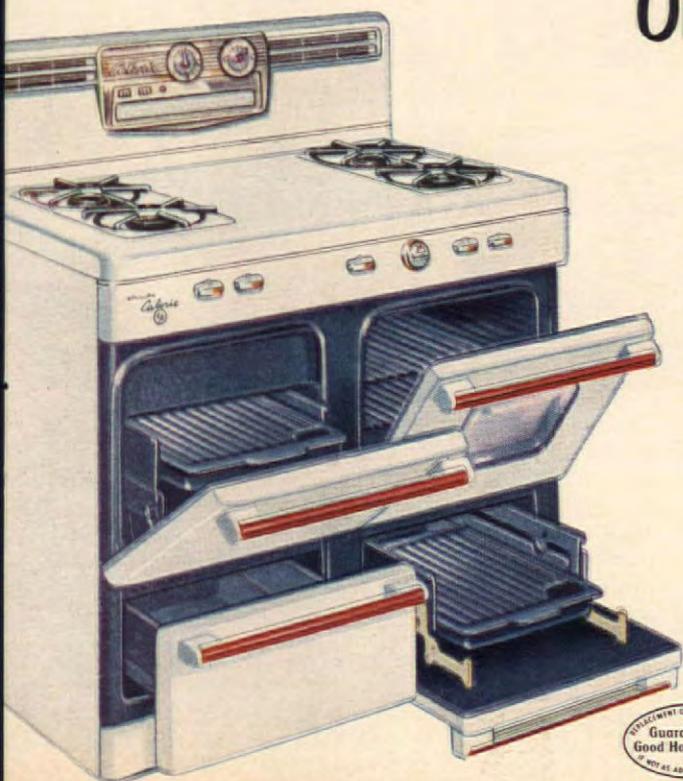


COMPLETELY AUTOMATIC! Oven clock control starts and stops oven meals. The electric clock and 4-hour timer give a warning signal when time is up. Appliance outlet automatically starts your radio or coffee-maker. A fluorescent lamp lights cooking surface.

Only Caloric does so much with gas!

Housewives who *know* say "yes" to Caloric cooking. And no wonder! Caloric gas ranges, America's easiest ranges to keep clean, have the completely automatic features—so simple to use—that every housewife wants. Colorful and detachable handles, instant heat that YOU control, complete insulation for cooler cooking—these are only a few of the many truly modern features in America's most modern range. Look in the classified phone book under "RANGES" for the name of your nearest Caloric dealer and visit his store today. You'll be amazed to see how much easier cooking can be when you —COOK CALORIC.

All models available for "Pyrofax" Gas or other LP-Gases (Bottled Gas).



Ultramatic

Caloric®



CALORIC STOVE CORPORATION • TOPTON, PA.

Weekend Remodelers... YOU TOO

can easily install this wall and floor tile



Brighten your bath and kitchen with the sparkling colors of CORONET PLASTIC WALL TILE. Designed for easy installation by you, the Weekend Remodeler, CORONET gives you new wall beauty that will not wear or scrub off... and puts an end to wall washing drudgery. Spread the adhesive, put each tile into place and enjoy new low cost walls. The water seal flange on CORONET insures safety for use in tub enclosures and shower stalls.

Practicality and beauty are built into this all purpose vinyl floor tile. Don't fret when the family spills grease, food, drinks or tracks in outdoor dirt. An effortless once-over with a damp mop restores the original beauty of VINYL FLEX. In a matter of hours, you can easily install this inexpensive, gay, attractive floor tile that will take the toughest family punishment and retain its LIKE-NEW loveliness and brilliant color with an occasional waxing.

Your HAKO dealer can furnish you installation instructions, or install CORONET and VINYL FLEX for you.

SINCE 1903

HACHMEISTER-INC.
PITTSBURGH 30, PA.

OTHER HAKO PRODUCTS
NEW PASTEL AND ASPHALT TILE FLOORING
POLY-KROME AND PARQUETRY FLOOR TILE

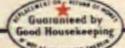
Dept. AH-1

Please send me How-to-do-it booklets and full color idea brochures. Enclosed is 10c to cover cost of handling and mailing.

Name _____

Address _____

City _____ Zone _____ State _____



Part Brand New

(Begins on page 72)

Over the sink, we placed a low, wide window to give you pleasant light and a view, but we left plenty of space above it for wall cabinets so that dishes can go from washer to shelf without any steps on your part. And notice that the cabinets hang in a double row, the upper ones for harboring seldom-used things.

We didn't forget that file for trays, nor yards of outlet stripping which permit you to use many small appliances at any counter, because the outlets can now connect with several circuits. Other strictly mid-century features include wall cabinets equipped for the fluorescent lighting of all work areas, and an excellent exhaust fan under the range hood. Under foot, and for the counter tops, we used the comfortable, colorful vinyls which smile at rough treatment and retain their composure for a lifetime.

Our plan, an excellent one for a kitchen of this shape (see page 86), solves the common problem of wasted kitchen corners: at two of them, the modular oven and the cooking fire-place flank the surface cooking units. At the other two corners, lazy-Susan



Here's why two tables can be so much better than one. A kitchen this agreeable makes a fine home office for Mom, and a workshop for sewing, mending, and the like. With two tables, the things that you need for such tasks needn't be cleared away when it's time for lunch or for snacks. But when the whole family assembles for a meal, the two tables together give you comfortable seating space—and to spare



"Hurry Mama!"

"Just a minute." That's all the time it takes to sprinkle Sani-Flush in the toilet bowl. In a short while, the bowl is disinfected and cleaned thoroughly. Sani-Flush removes the invisible film found in all toilet bowls. Simply follow directions on the familiar yellow can. At all grocers. The Hygienic Products Company, Canton 2, Ohio.

Sani-Flush



PERFUMED with a mild, fresh fragrance

ZUD GUARANTEED MONEY REFUNDED IF NOT SATISFIED
Removes RUST and STAINS from BATHUBS, SINKS, COPPER POTS, AUTO BUMPER, TILE
FREE SAMPLE: Give names of your dealer ZUD is sold at Grocer Hardware, Dept., 104 Store RUSTAIN PRODUCTS, 240 E. 152 St., N. Y. 51

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Highest Cash Paid Immediately For Old Gold, Jewelry, Gold Teeth, Watches, Rings, Diamonds, Silverware, Spectacles. Write For FREE Information. Satisfaction Guaranteed.
Rose Smelting Co., 29-AH East Madison St., Chicago

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

TIGHTEN LOOSE PARTS



Screws, fixtures and handles, whether in wood, metal, plastic, or tile, can be made TIGHT with Smooth-On No. 1, the iron cement. It hardens like metal, expands as it sets, makes repairs that last. Buy it at your hardware store. Keep it handy—it will not deteriorate.

FREE REPAIR HANDBOOK
48 pages, lots of illustrations, simple directions, for time and money saving repairs you make yourself. Write for your copy. 8038

SMOOTH-ON MFG. CO., Dept. 77
572 Communipaw Ave., Jersey City 4, N. J., U.S.A.

SMOOTH-ON

PLENTY OF
HOT WATER

Plus Easiest Installation Ever!



Installs in your kitchen! This new G-E Table-top Water Heater supplies all your appliances with oceans of hot, hot water! *Installs easily under your counter top.*



Installs in your garage! Install a G-E Water Heater anywhere you wish, and get economical, instant hot water! You can depend on your better-built G-E Water Heater!



Installs in your attic! *Installs out of sight . . . stays on the job!* And G-E Water Heaters are really safe! There's no pilot light to go out . . . no dangerous fumes to worry about!

A G-E Exclusive! G. E.'s electronic process provides joints stronger than the tank itself. Prevents corrosion . . . means longer life!

AUTOMATIC ELECTRIC WATER HEATERS
You can put your confidence in—
GENERAL ELECTRIC

Part Brand New

(Begins on page 72)

cabinets provide fingertip storage.

But in addition to things you may have seen before, we thought up some tricks all our own. At the eating area (plan, page 86) two tables, please, instead of just one, so Mom can sew, keep accounts, and write letters at this agreeable spot without clearing her work from the table when snack time comes. At a wall of pertly curtained windows, a window seat is an obvious asset—we made ours the more so by using, as the seat, a row of short wall cabinets, which double as storage space, and we topped them with plastic-covered foam-rubber cushions. And to make this whole setting as agreeable by night as by day, we lighted it well with a ceiling fixture you can push up or down.

For just plain beauty, we covered the range hood in inexpensive paper-backed copper sheeting. We painted the ceiling a strong color to act as a foil for our beautiful expanses of white; we used pecky cypress finish for the louvered doors you can now buy ready-made in many sizes; we matched small areas of wallpaper to the cypress; and garnished the whole with cast iron and glints of gold.

Idea!

Wouldn't these butterfly curtains give a good new point of view to your kitchen, dining area, or bath? They are equally handsome in checked gingham, dotted swiss, dimity, or chambray, with a shiny "patent leather" belt, pearl-buttoned, accenting their gathered midribs. They're not at all hard to make—and full, easy-to-follow instructions are included in our Pattern 1492

SEE PATTERN ORDER FORM ON PAGE 145



On America's
Smartest Tables...



Makes up to ten cups
\$29.95

UNIVERSAL

Coffeematic

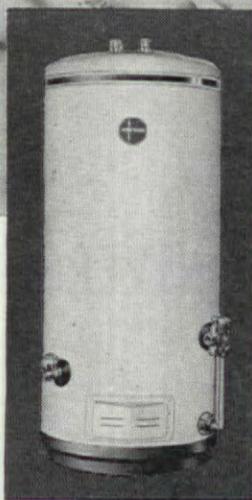
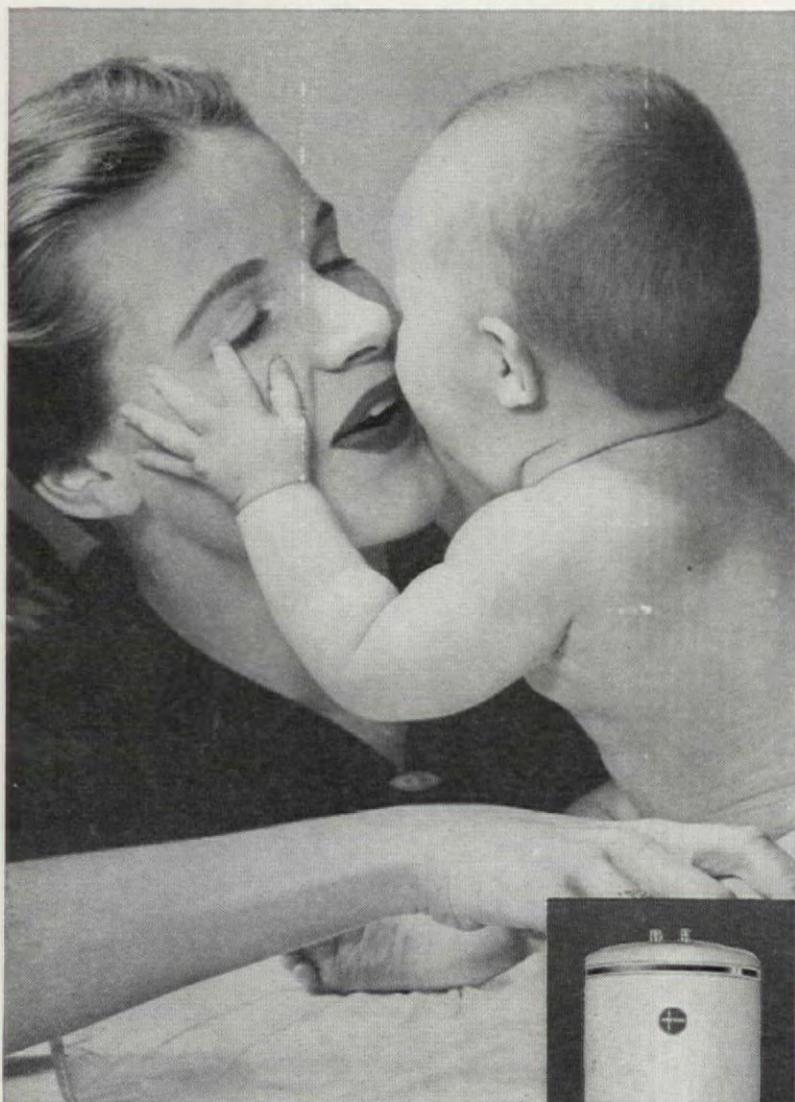
More and more, people who enjoy fine coffee are choosing the Universal Coffeematic. Why? Because here's the fastest way to make good coffee. You simply set the Flavor-Selector to the strength you prefer. Coffeematic then automatically brews to perfection, signals when ready, and keeps your coffee at ideal serving temperature without increasing the strength.

Universal Automatic Coffeemakers are available in four models—two to ten cup capacity.



UNIVERSAL
LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

When a new baby **doubles** the laundry . . .
**how's your
hot water supply?**



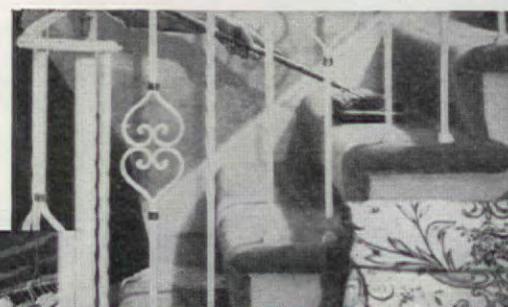
If your washing machine treats extra laundry coolly, chances are your water-heater just isn't fast enough to give it all the hot water it needs. What a difference a new automatic Gas water-heater makes! It's so fast a 30-gallon tank gives *more service* than an 80-gallon tank run by any other all-automatic fuel. And it costs less to buy, install and run!

only Gas 
automatic water-heaters give you
tankful after tankful of hot water
3 times faster!

GAS—the modern fuel for automatic cooking...refrigeration...water-heating...house-heating...air-conditioning...clothes-drying...incineration. AMERICAN GAS ASSOCIATION

Between serious cleanings, a light daily "do" with your carpet sweeper does for your home's grooming what a comb does for your own. No matter how clean floors may be, stray bits of thread, crumbs, and blown ash can spoil the effect. The clean sweep is easy, for the sweeper's rubber bumper protects furniture

Clean Sweep



This little fellow, made as a toy, has won a warm place in Mom's heart, for it's perfect under low furniture, in such small areas as stair treads and narrow passages in the kitchen, and for whisking the floor of your car. It makes a brush-up near the table after meals an easy matter, too

See "Where Credit Is Due" on page 146



Maybe you haven't thought of it, but you'll find your sweeper mighty handy for taking up the surface dust and dirt that collects oh so fast, even in closed storage closets and attics

The word "carpet sweeper" is too limiting, for it does a super brush-up on any floor—wood, tile, linoleum, or masonry. Here it takes a quick, efficient swipe at a bathroom floor and rug. No attachments to assemble, so it's always ready for you to use



THE ALL-NEW EASY Spiralator* AUTOMATIC



**with the washing action
2,000,000 women like best!*



You've never seen clothes washed so clean as in this all-new Easy Automatic Washer. It's the only Automatic in the world with Spiralator...the washing action 2,000,000 women like best.

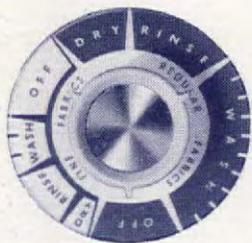
The Spiralator is completely different from all other washing actions. Its patented curved vanes travel clothes in a one-way spiral path, thoroughly washing *all* the clothes in *all* parts of the tub *all* the time, with no "loading" at the top, no over-scrubbing at the bottom.

Spiralator Rinsing too—combined with a Deep Overflow Rinse that thoroughly loosens, then flushes suds and soil *up* and *over* the tub—never through the clothes!

See this all-new Easy in action now. We believe it's the automatic *you* want at a price you'll like. Easy Washing Machine Corp., Syracuse 1, N. Y.



FOR FINE FABRICS



FOR REGULAR FABRICS



MASTER-MIND DIAL gives you two separate completely automatic washing cycles

There's a washing cycle for *regular* fabrics . . . another one for *fine* fabrics, with a shorter washing, rinsing and damp-drying period. You can skip or repeat . . . lengthen or shorten *any* part of either washing cycle. Just set the dial once and walk away!

GREATER VALUE, GREATER CONVENIENCE!

Positive Fill! Before Spiralator starts, tub automatically fills to right level regardless of water pressure in your home.

Saves Hot Water — Water-Temp Switch offers choice of Hot or Warm wash water on Regular cycle.

Porcelain Enamel Tub inside and out. Self-cleaning, too!

Work Area Table Top—A full 550 square inches of *usable* space.

Sediment Rejector—Automatically traps, then expels heavy soil waste.

Easy Terms. About \$3.65 per week after low down payment. See your dealer for details.



GET EASY'S MATCHED PAIR!

New, improved Automatic Clothes Dryer dries clothes "the way you want" . . . with exactly the right heat and drying time for regular or fine fabrics. You get fluffier, sweeter-smelling clothes every time! Gas or electric models. Washer and Dryer are made for each other!

it's the best...
it has **PENN**
controls

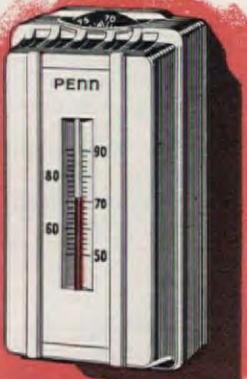


You, too, can do something about Hot-n-Cold living in your home. You can stop "Teeter-Totter" heating with room temperature first too high, then too low... making everyone in your home uncomfortable.

And, it's really very simple and costs less than you may think. Control your automatic heating system with the modern PENN heat-anticipating room thermostat... the thermostat that stops Hot-n-Cold living. This better room thermostat holds room temperature within 1° regardless of outside weather conditions!

See your heating dealer. Whether you buy a new heating plant or modernize your old one... be sure you get PENN Controls and you'll be sure to get lasting comfort!

Penn Controls, Inc., Goshen, Indiana.



ENGINEERED COMFORT
PENN
AUTOMATIC
CONTROLS

Selected by leading manufacturers
for over 30 years

FOR HEATING, REFRIGERATION, AIR CONDITIONING
PUMPS, AIR COMPRESSORS, ENGINES, GAS APPLIANCES

Gas Range

(Begins on page 54)

towels or pot holders; but whatever it is, it will be handy, so use it.

Pilot lights give instant ignition to surface burners, and if you've been concerned about the cost of this tiny flame—don't be. Kitchen matches will cost you about as much, without half the convenience.

Automatic oven ignition is another plus. And did you know that new ranges have safety devices that will either relight the oven, or turn the gas off completely in case a gas flame should be blown out? If the electricity should go off when the oven is operating on the automatic clock, the clock will stop, and the gas will shut off.

Appliance outlets are found on most of the better new ranges. Any household appliance can be used on these outlets. Some deluxe models are so designed that the electric timer will automatically operate any appliance plugged into the outlet. For instance, you can set the timer, plug in the coffee maker at night, and have coffee ready for that first wonderful cup when you get up in the morning.

THINGS YOU CAN "FIX" YOURSELF

Replace burned-out top panel light. If it is a fluorescent lamp, you may have to remove some screws from the range panel before replacing the tube. If it is incandescent—replace as you do any household bulb.

Replace burned-out oven light in the same manner.

Relight top burner pilot by applying a match to the pilot.

Relight oven pilot, if your range is equipped with one. Read the directions in your range instruction book.

Level your range—if you don't, your cakes will be lopsided.

CALL A SERVICEMAN TO:

Adjust pilots if they go out too frequently.

Adjust oven or broiler burners.

Adjust anything on clocks or timers.

Adjust oven heat control.

Adjust oven hinges, unless the instruction book tells you otherwise.

Make adjustments if the flame isn't behaving—this happens rarely. Gas flames are clean and odorless when properly adjusted. The flame should be a bluish green, it should come directly from the ports, and its tips should just touch the bottom of a pan when the flame is turned on full. If the flame seems to be "floating" aimlessly, the gas mixture is too strong. If the flame sputters, there is too much air in the mixture. If it has a yellowish-orange cast, the adjustment is faulty, and you'll find sooty deposits on your pans. All of these require a serviceman's attention.

And when you call the serviceman, be sure to give him the model and serial number of your range.

The THRIFTY WAY to Condition Your Home Water Supply

The Evis Water Conditioner alters the mechanical behavior of water passing through it. In many types of water the results are unbelievable. Let your plumber install an Evis and enjoy the many improved qualities of your home water supply.



• HOME OWNERS PRAISE THIS GREAT NEW METHOD OF CATALYTIC WATER CORRECTION

EVIS IS NOT A SOFTENER

The EVIS catalytic principle may prove to be the surprise invention of this decade!



Improves the taste of many types of water
Easier, cleaner dishwashing
Improves COFFEE and TEA FLAVORS

Simple, low-cost pipe line installations. No maintenance or renewals.

Simply wonderful in the house and in the garden!

Gives super-special benefits on many types of domestic raw water.

Ask Your Plumber or Home Appliance Store TODAY!

Larger sizes available for Commercial and Industrial uses.

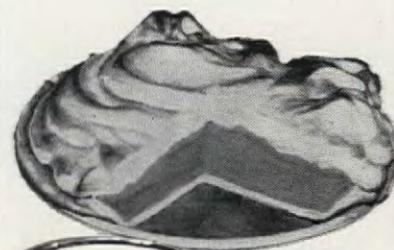
EVIS MANUFACTURING CO.

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"MAGIC LEMON PIE"

MADE IN MINUTES!
(no cooking)



28 PAGE FULL COLOR RECIPE BOOK



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New York 46, N. Y.

I enclose 10¢. Please send one copy of "Borden's Eagle Brand 70 Magic Recipes."

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Address _____
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Are you a new Eagle Brand user? Yes
No

A TIP IN TIME

ELECTRIC FRYER: Though you can dunk an electric fryer in water, there is an easy way to keep it scrupulously clean. After each use, wipe out the excess fat with absorbent paper towels, fill the fryer with hot suds, scrub the sides and bottom with a soft brush, rinse, and dry. The basket can go right into the dishwasher with the rest of the pots and pans.

FREEZER INVENTORY LIST: Jog your memory about what's where in your freezer with a freezer inventory list. It will keep you mindful of what needs to be replaced, too. Work out a simple check list, suited to your special needs, and keep it right up to date, noting deposits and withdrawal as you make them.

GLEAMING SILVER: Don't discredit your silver polish if you've been forgetting to team it with hot soap water. Treat smudgy silver to a bath in hot suds, then apply polish, follow with a thorough rinsing. Even the best polish can't do the job alone.

RUG BEAUTY TREATMENT: Use the blower attachment of your vacuum cleaner to speed up the drying of a rug after a "shampoo." This beauty parlor technique does well by newly sudsed upholstered furniture, too.

FOIL WRAPPING: Potatoes (lightly brushed with butter or cooking oil), corn, and other vegetables usually boiled in water, are delicious when oven-baked in a tight wrapping of household metal foil. Serve right in the foil wrappings so they'll stay longer. Wrapping fresh vegetables—lettuce, asparagus, spinach, watercress, etc.—snugly in foil before storing in the refrigerator is a good bet, too. They'll stay fresh and retain their vitamin content much longer since air and moisture are excluded.

See "Where Credit Is Due" on page 14





Look They're

101

QUICKIES
MEATS
CAKES
PIES
SALADS
CASSEROLES

NEW!



SO NEW, they're just off the press! . . . AMERICAN HOME MAGAZINE'S wonderful new series of cook booklets!

SO SENSIBLE, you wonder why no one ever thought of it before! Each little jewel of a book, 3" x 5" in size, is devoted exclusively to one kind of food—meats, cakes, pies, salads, casseroles, quickies. Each cook booklet contains 101 of the editors' favorite recipes, tested and retested in AMERICAN HOME'S own kitchens so you know they're absolutely foolproof.

SO EASY TO USE! Every recipe not only lists the ingredients and tells you how to combine them, but also tells preparation time, number of servings, the vitamins you'll get, and how many calories per serving you can expect. (Except in the cake cook booklet—who wants to count calories *there!*) Each book is printed on heavy paper with a tough washable cover. The spiral binding lets you open the book flat when you're working, and it takes up so little counter space.

SO DIFFERENT! Every single recipe is illustrated! You won't be cooking a pig in a poke with these cook booklets! Right next to the directions on the facing page there's a handsome photograph showing you exactly what the food looks like.

SO HURRY! You can order one or the complete set—sent postpaid anywhere in the United States for only \$1.00 each. Get them for yourself and think what a wonderful gift for the beginner or your friends for Christmas.

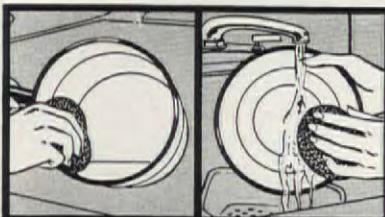
THE AMERICAN HOME, Dept. CB, American Home Bldg., Forest Hills, N.Y.

Please send me the following AMERICAN HOME COOK BOOKLETS. I enclose \$1.00 for each booklet checked. (Please do not send stamps.) Postpaid anywhere in U.S. Add 3% tax in New York City

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| <input type="checkbox"/> 101 MEATS | <input type="checkbox"/> 101 CAKES | <input type="checkbox"/> 101 PIES |
| <input type="checkbox"/> 101 SALADS | <input type="checkbox"/> 101 CASSEROLES | <input type="checkbox"/> 101 QUICKIES |

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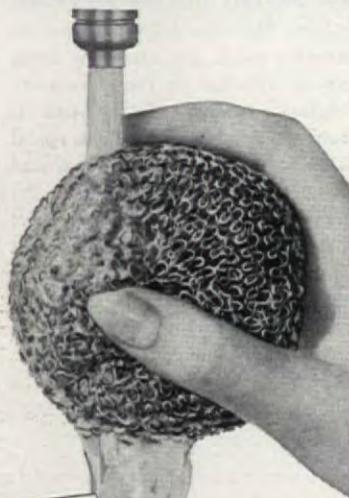


When food sticks

Eggs, macaroni, mush, potatoes, rice, gravies, sauces, pudding, batter, casseroles... any of the foods that stick, TUFFY cleans right off.

Cleans pots and pans, china and silver, pyrex, baking dishes... anything food sticks to, TUFFY cleans but never scratches.

TUFFY® cleans it off then rinses clean itself



smells clean stays clean



U.S. PAT. NO. 2,001,771

© THE S.O.S. CO., CHICAGO; TUFFY OF CANADA, LTD., TORONTO

Stop that FIRE



JUNE TOWNE

Fire, under control, is one of man's oldest and most useful servants. But on the loose, it's a dread enemy. So treat it with respect, and keep it in its place. The fire chief of your town and, most of all, your physician, know the often tragic toll it can take, as the result of plain carelessness around the kitchen.

Poof! What was once an innocent pan of bacon becomes a roaring monster—because you let the fat smoke too long. It takes just a split second for the pot holder, designed to protect you, to become a mitten of flame—just because you looked away from your work instead of at it. Your ironing-board cover and best cotton dress can become a raging inferno—just because you left the iron flat on the board when you went to answer the telephone or door bell.

What to do? Where to turn? The worst of it is, as your fire chief will tell you, that the first few minutes, when you are apt to be panicky, is just the time when you must act, and quickly, if you want to avoid serious trouble. So be prepared in advance, learn what to do.

KNOW YOUR FIRES

Like all Gaul, a fire has three parts, and without all three, you won't have a fire. One part is heat, one fuel, and the third, oxygen. Take any one of these away, and the fire is out. Smothering (which is removing the oxygen) is the most effective method you can use in controlling most kitchen fires.

The grease fire, originating in

DON'T LET THIS HAPPEN TO YOU!

Learn why there are no tack marks with

Smoothedge®

tackless carpet installation

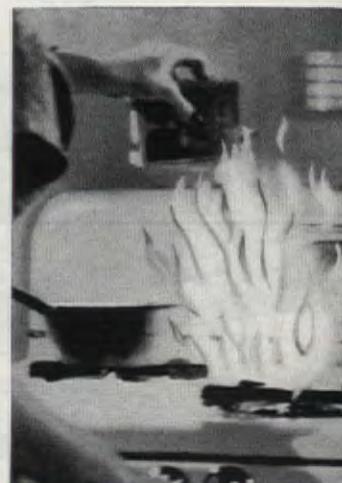
Send for **FREE** booklet illustrated in full color—tells how to get your money's worth in carpet.

It also explains about weaves, colors and how to choose the proper type of carpet

THE ROBERTS CO., Dept. AH 310
1536 N. Indiana St., Los Angeles 63, California
Please send me my free copy of "How I Got My Money's Worth in Carpet."

Name _____
Address _____
City _____ Zone _____ State _____
NOTE: In Canada write Box 129, Weston, Canada

Stop Fires



A grease fire is frightening, but not uncontrollable if you think, and act, quickly. Slam a lid on the pan, or throw a handful of baking soda or salt on the fire. It's a sound idea to keep a box of soda or salt near your range

ovens, broilers, frying pans. They flare fast, but can be curbed if you know what to do, and if you douse them with water which spreads grease fires dangerously. If the fire is in a pan, slam a lid on it quickly, no air, no fire. If you have no lid or if the fire is in the oven, throw a handful of salt or soda on it—carbon dioxide that the sodium bicarbonate will smother the flame. As of course, always turn off the burner when a fire starts. Grabbing the door in an attempt to rush out of doors to the sink is an invitation to a very bad burn. Be careful!

Paper or cloth fires—A soaking towel, which both cools and smothers, is an effective weapon. Be generous and use two or three. If some carebooby slips a lighted cigarette, match into your wastebasket, or y cleaning and polishing cloths suddenly spurt up because they have been tossed in a corner or in a under the sink—use water, and plenty of it.

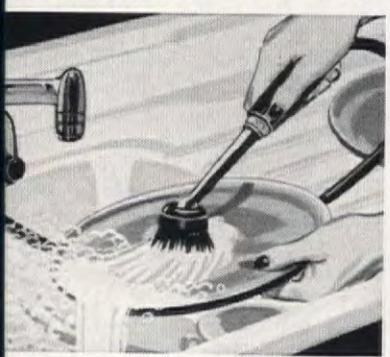
Electrical fires—these are real bad boys in the conflagration world because often you can't see the point of origin. But here are a couple of do's and a couple of don'ts that will help you master them. Don't use water or any type liquid extinguisher—you might be badly shocked. Shut off the current instantly, even if you have to pull the main fuse switch. Don't think the fire is just because you stop the current insulation may be burning. Watch closely for some time.

A good fire-underwriters'-approved extinguisher is a must in every modern kitchen. It's a sound investment. But above all—when that fire gets hot—you, dear lady, keep cool.

GROW ORCHIDS AT HOME
BIG PROFITS!! SPARE-FULL TIME

World's most thrilling hobby—profitable home business. Single Orchid plant may multiply into many—each as valuable as the first. Successful home grower shows you how! Raise gorgeous Cattleyas, Cymbidiums, Epidendrum, on living-room table. Big-profit plants come from friends, neighbors, florists, etc.—also Mail orders. Illustrated secrets of the experts in simple "show-how" language AND blooming-size Orchid plant sent at NO RISK. Includes plan for starting your own home business. FREE—full details—SEND NO MONEY. Write today. TROPICAL FLOWERLAND, Dept. 18A, 4622 Wilshire Blvd., Los Angeles 5, California

Washes Dishes in "SCRAPING TIME!"



Only Dishmaster removes food waste... washes dishes with aerated suds... rinses with clear water... all in one continuous motion!



Only \$49⁵⁰

DISHMASTER
the Push-button Dishwasher
Over 300,000 now in use

Now get dishes, glassware, silver, pots and pans sparkling clean—in no more time and with no more effort than it takes just to prepare dishes for the bestly automatic machines! You'll find the sensational Dishmaster at leading department, hardware, plumbing and appliance stores. See it today!

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Dept. AH-103, 10 S. Superior St., Toledo, Ohio

Gentlemen: Please send free copy of "Dishwashing the Easy Way."

NAME _____
ADDRESS _____
CITY _____ COUNTY _____ STATE _____

A well-planned built-in can take over a multitude of tasks in a minimum of space. This one has two ventilated tip-out bins—used here as hampers, but good, too, in a pantry for vegetable storage; a commodious shelved cabinet; a stainproof counter top augmented by a pull-out shelf



VERSATILE BUILT-IN

Data: Louise Price Bell
Home of Mr. & Mrs. G. F. Tyson



There is no end to the wonders that can be done with random oddments of space, if only you view them with an enterprising eye. This wall area between two doors in a service room seemed unpromising until a handy husband envisioned it "built-in." Now its aerated hamper bins store soiled clothes, its cabinet holds flower arranging wherewithal, laundry staples, bottled drinks and empties. The top, counter-high and impervious to stains, is supplemented by a hidden shelf which pulls out flush with it to provide an ample surface for sorting rough-dry and finished pieces. A multipurpose unit like this one would do wonderfully well in a bath or upstairs hall, too.

Imagine!
SOFT WATER
from every faucet
in your home—just
like magic!

This new home water conditioner
PERMUTIT
Electro-Matic[®]
removes hardness,
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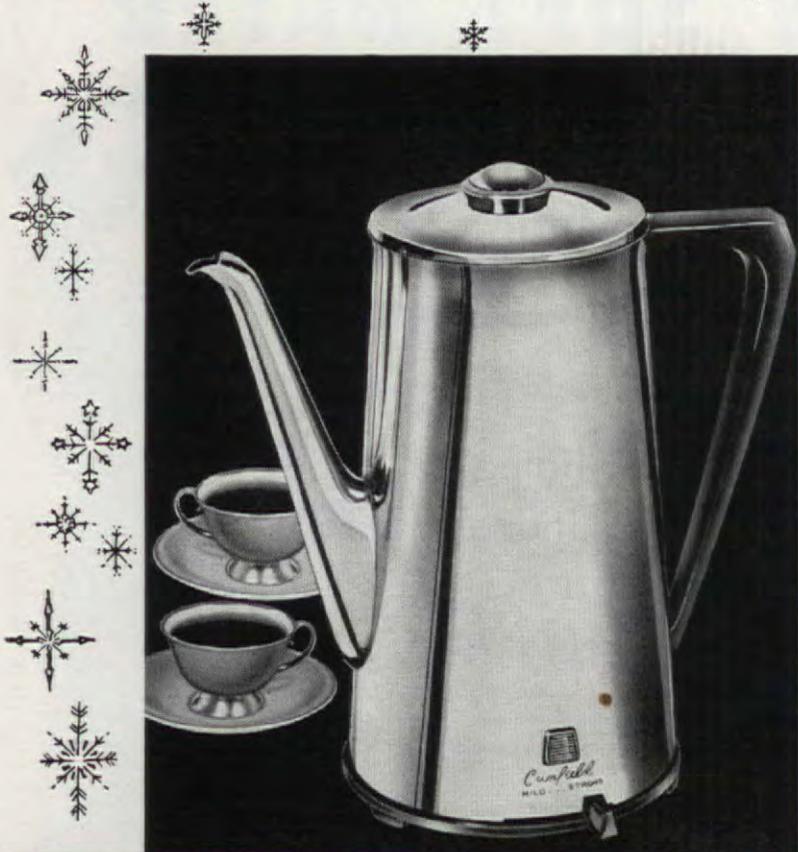
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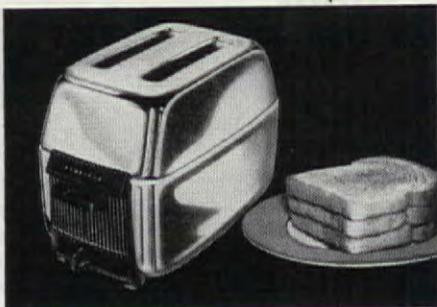
CAMFIELD



HERE IS THE PERFECT ANSWER to the coffee-making needs of small families, bachelors, career girls—the new Camfield "Princess" Stainless Steel Coffee Maker! It brews as few as *two* or as many as *six* cups of delicious coffee, quickly and automatically! Designed by Florian, with its high-lustre finish, the "Princess" has all of the quality features of the famous 4-to-10 cup Camfield "King" Coffee Maker: Strength Selector, Ready-Light, Keep-Hot Action! If you want perfect coffee every time, you're sure to want the "Princess." Only \$24.95 ("King," \$29.95) at your Camfield dealer's!

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The only toaster with complete controls at each end, this beautiful new Camfield lets you "dial" toast as light or as dark as you like, from either side of the table! Sparkling, lifetime chrome finish. See it soon . . . only \$23.95!



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These Camfield Products are also available in Canada.

YOUR HOME MAY NOT

You young couples starting out with dreams of a couple of lovely children and a pretty little home with maybe even a rumpus room—ha! What you really should be looking for is a Victorian mansion with front and back parlors, four or five bedrooms and a maid's room—that for yourselves, of course.

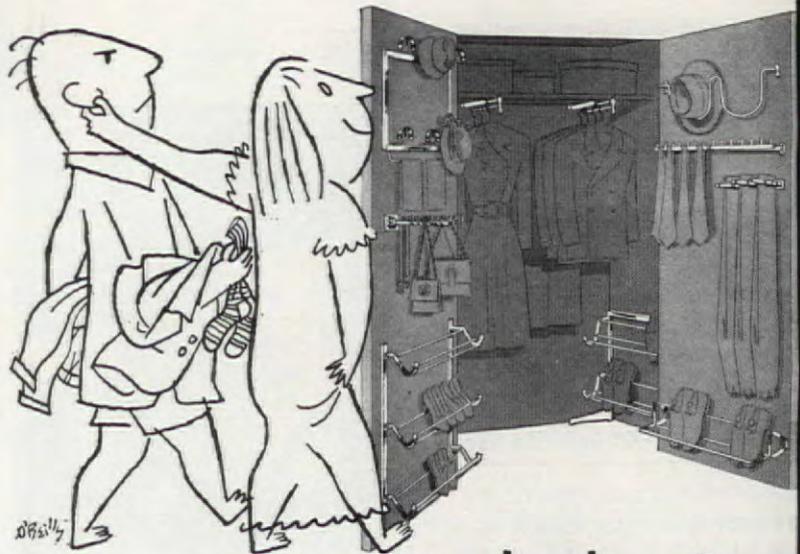
When we were married, my husband and I promised ourselves two children and a cozy little cottage, and solemnly shook hands to bind the bargain. Now some twenty years and four children later, we realize how naive we were.

We could see, even before our eldest started junior high school, that our ancient seven-room house was bulging at the sides and spreading at the seams, and that two lots, even with dirt to dig in and trees to climb, didn't begin to offer enough occupation for our three boys and a girl. And besides, Mother came to live with us. So, when the war ended, we bought, with the assistance of a GI loan, a five-acre tract with a big brick barn, and some chicken sheds—

but no house. That had burned down leaving a big front yard with a deep hole and a few scattered bricks.

To cut a long, expensive, and sometimes disheartening story short, our barn divided up into eleven nice rooms. I began to think, gratefully that we had plenty of space at last. But I was wrong. We had, for example, a rumpus room—but it turned out to be the only place we could put the piano. It was also the only place a relative could store *her* piano when she moved. So it has become the "music room," and the boys' trumpets and music racks fill the odd corners, while sister's sousaphone stands in the middle of the floor. We "rumpus" elsewhere.

My laundry was as cheerful as my husband could make it. We planned lots of counter space and long, open shelves to hold our vases and flower-arranging equipment. But our two older boys discovered the fascination of chemistry and, thanks to test tubes and beakers, Bunsen burners and ring stands, my handsome laundry is now a professional-looking laboratory.



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BE BIG ENOUGH

MARJORIE REYNOLDS

The boys' room—we call it the room—is big enough to hold all their things, and it does its best. But we've just about run out of wall space, what with pennants and 4-H ribbons. From the ceiling hang so many B-36's and its and helicopters that it's downright unwise to wander sleepily through the room in the dim dawn. Some months ago my grandmother's furniture was offered to me. I did want a few especially handsome pieces, but when our oldest saw all even rooms' worth of Grandma's Victorian best, he was delighted and insisted that we bring home everything. Then he took off happily for a year's schooling across the continent, leaving me to dig through the years of varnish and the dust of generations. After weeks of refinishing, considerable beauty stood revealed, and I put aside my dreams of modern and decided that, after all, those dressers did hold a lot, and we did need extra chairs. Grandmother's furniture looked fully well in our dining room, and the china cabinets were just the thing

to hold my mother's large collection of cut glass. What's more, we could even get in there to eat.

We had a space problem in the living room, though; every day or so some one of us would bring home a book we'd "needed for a long time," and even wall-to-wall shelves haven't solved that problem. We have room for three or four volumes more, and then I fear they'll start pyramiding from the floor.

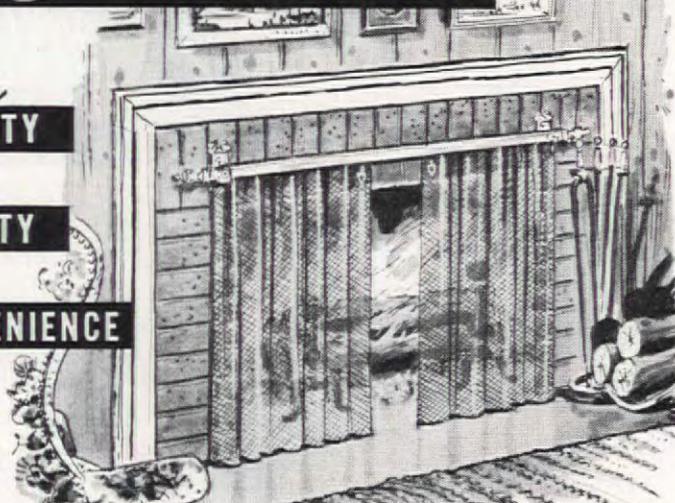
Our kitchen is a nice size for one or two to work, and there's nothing old-fashioned about it except a Chinese dinner gong and a few prized pieces of ironstone. Of course, little businesses, like the avocado seed I'm trying to sprout and the wishbone the boys are soaking in vinegar to see if it will get rubbery, take up a bit of space, but I really don't feel cramped till it's 4-H Foods Club day, and four pairs of my little "Flour Girls" get in there making muffins—then I think about tearing down walls and adding an extra stove or two.

Does anyone know of a nice institution-type house for sale?

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draped. The lovely Colonial design (above) is just one of many easy-to-install Flexscreens you may choose... Prices begin as low as \$15.75; so there's no need to accept anything less than the true Flexscreen. Write for free catalog.

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4. Regina sands traffic spots—refinishes worn spots. Sandpaper discs are optional equipment.



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IS IT WORTH A BABY SITTER?

MARY EDITH BARRON

Is the use you make of your time away from home worth what you pay to a baby sitter and the effort it required to find a reliable one? Is the money you pay a teen-ager to keep your two-year-old in bounds giving you valuable returns?

You owe it to yourself as well as to your family to go out occasionally. That housework you've been fretting over will be there when you get back. Dirt has a way of sticking around patiently, and anyway your family will bless you for leaving a few things undone in order to refresh your spirit. Of course, the clever housewife arithmetically apportions her hours of freedom between evenings out with her husband while the children sleep, and days away from the routine while they are awake.

Once you are out, and you are sure that your sprouts are in responsible hands—forget about them! Make that time out a refreshing experience rather than a physical drain. A day away from home has the power to send you singing through the week.

Don't make the mistake of going out too often, even if you can afford a flock of baby sitters. It's just as bad to be restless with your hat off as it is to feel uncomfortable with it on. It's almost impossible to be out and active every day and still keep a pleasant disposition and a happy family.

Learn to evaluate your time. Decide what kind of lift you need to keep homework from becoming a monotonous routine. Choose the thing that means most to you, enlivening your life and providing a feeling of accomplishment as well as relaxation.

A day out should make you love the days in. Check up on the way you're spending time away from your children. Is it worth a baby sitter?

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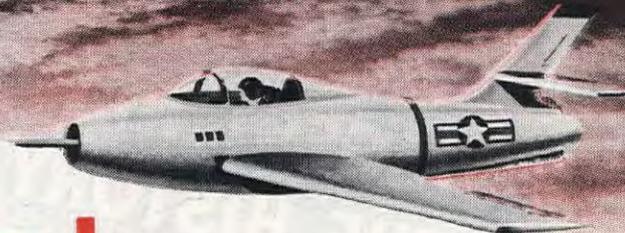
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IS FLIGHT-TESTED...

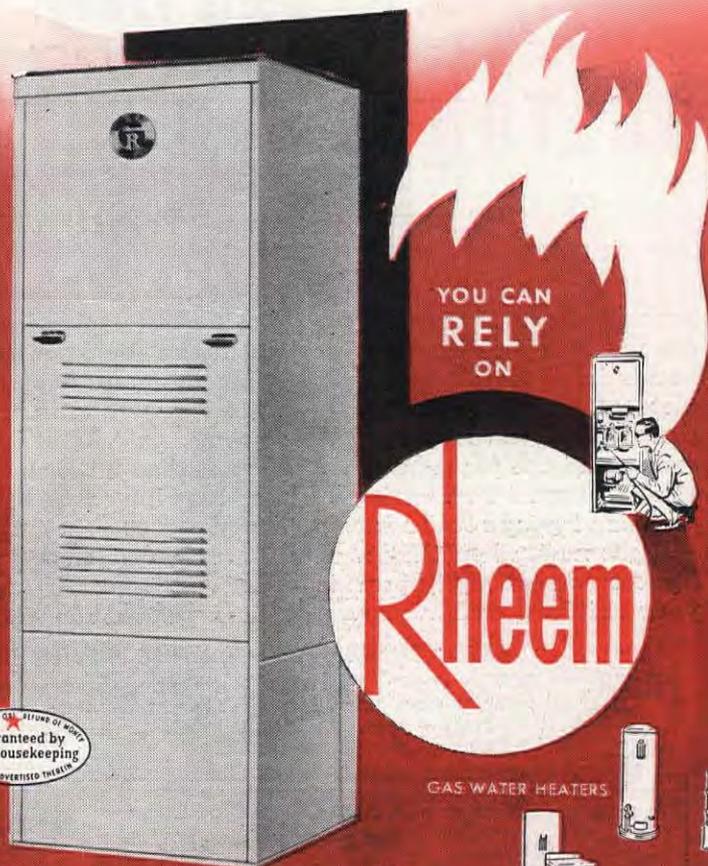


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GAS WARM-AIR FURNACES

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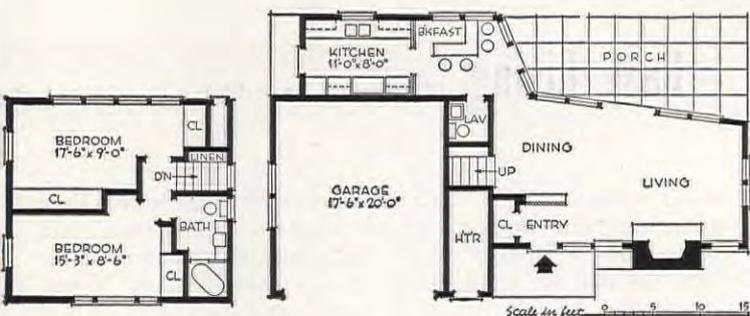
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ETHEL McCALL HEAD



EASY LIVING FOR THE MIDDLE YEARS

Said Mrs. Schreier: "Positively minimum housekeeping." "Practically no garden nor maintenance problems," said her husband Otto, thinking of those leisurely days ahead of him. With the Schreiers as with others, there had come a period in family life when, for the first time in many years, the house seemed too big. The Schreiers, now that their years of child-rearing were over, yearned for a really simple little house. There was no longer a need for bedrooms for the young and their visiting guests, no longer a need for a library where parents could keep comfortably out of the way of teen-age doings.

So the Schreiers decided to build for themselves a house—complete with pool—containing no more than they needed for comfort for two. And Mr. Schreier decided to take a hand in designing it himself. The contour of the lot, a gentle slope, determined the placing of the garage—it's close to the street and to one side. The house is at a slightly higher level and the stairs which separate its two floors are the sort that wouldn't frighten anyone—in fact with the bedrooms over the garage, the effect is more split-level than two-storied.

Let's see how well the house meets Mrs. Schreier's qualification—minimum housekeeping. She wanted to take care of it herself, but still have plenty of time for all the other interests she's developed over the years—and their good planning has made it possible to do just that. Downstairs, there's really just one big room. The living room, which has a fine spot for dining, flows into a charming and unusually ample breakfast bar (here the Schreiers do all their noncompany dining) and this area in turn proceeds to a trim, galley-sized kitchen which manages to be both close enough for conversation and out of sight of guests. The cork

PLEASE TURN TO PAGE 100

BIGGEST NEWS IN THE HISTORY OF ENCYCLOPÆDIA BRITANNICA



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Easy Living (Begins on page 99)

floors are unrugged, and their handsome surface needs very little attention. Furniture is simple and comfortable and there's not too much of it; drapery fabrics are the kind that stand up to the sun. The wall behind the dining counter is of glass, and beyond its door lie the Schreiers' paved terrace and the wonderful pool which fills most of the garden area. Forethought like this makes meals outside easy affairs. There are no doors between downstairs areas, but a handsome partial partition of bookshelves and fluted obscure glass shields the entry. In the two bedrooms upstairs the theme of simple living is carried out with built-ins—in fact there's almost no movable furniture—and a wealth of carefully planned storage space. One whole wall in the Schreiers' charming bedroom is given over to the marshalling of wardrobes and linens. The guest room is equally compact and just as practical-minded, with its own gay and sturdy washables.

As for Mr. Schreier's requirement: "Practically no garden maintenance," well, if a swimming pool fills most of your back yard, and ivy instead of grass makes your lawn, there obviously aren't many outdoor chores to be done.



No hint that corners have been cut intrudes upon the pleasure of living in this house, because they haven't been. There's a nice carefree air about it, but nothing slack or unconsidered. Space in plenty, a calculated sparseness in the furnishing, and a well-projected plan for leisurely living make this a house perfect for the years when the child-rearing is over. There are no skimpy compromises here, just good sense and the ability to turn aspiration into accomplishment



Peace of mind in the night . . .

Suddenly you're awake, and you wonder why. Was it that siren you hear in the distance? Gives you cold shivers just to hear a fire truck at night. That's why it's good to know you're fully protected by insurance!

Or perhaps you were awakened by the slap of a loose screen downstairs. A burglar? Maybe. But there's no need to risk your life. You're protected against loss by insurance!

Is that a storm coming up? Wind can do a lot of damage, maybe cost you a new roof and ruin your furniture and other personal possessions. All this could add up to a pretty penny. But you've really got nothing to worry about! Your insurance takes care of that, too!

Or maybe you're thinking about that nasty fall your guest took. If you are liable, it could cost you plenty. But again, insurance steps in and takes trouble right off your hands!

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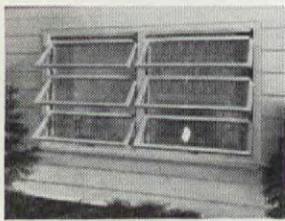
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Get set for lifetime window satisfaction when you choose Curtis Silentite wood casements. Their smooth-working operating hardware locks them at any opening. Insulating glass and pre-fit screens make your comfort complete.



The new Curtis Silentite Awning Window comes in twelve sizes and offers many revolutionary improvements in awning window design and construction. It's completely weather-stripped and all hardware is concealed. Easily cleaned from inside. Available with single or double glazing.

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CLOSET CLEANING WITH GOOD WILL

SARAH SHIELDS PFEIFFER

If you're a mother, you know what happens when you clean up your young fry's quarters—and do a bit of cleaning out of accumulated unuseables at the same time. "Now I can't find anything," is the usual, and perhaps natural, response to your interference with a youngster's beloved possessions. Putting the responsibility on *their* shoulders usually isn't effective either. You seldom get results from repeated requests to "please clean your closets," or "throw out that junk."

Closet and room tidying in our house was always done with great reluctance, if indeed it was done at all. When I issued an ultimatum that clean-ups must be instituted, the children and I would work together without harmony. The objects they had collected were far less valuable in my eyes than in theirs, so we argued over discarding each item. Then, suddenly, a solution occurred to me. I searched for pleasant ways to suggest that rooms and closets be pruned of unuseables. And I tried to teach a little lesson in unselfishness at the same time. I suggested that others would get pleasure from possessions each of us had outgrown. I asked Jack if he would like to add his stone collection to the pile Dad was using in the construction of our terrace. He obligingly carried them out. When I told him that his closet looked much neater, he nodded without affront. It was timely to suggest that he put in our "good will" bag an old pair of shoes and an outgrown belt. A few minutes later his closet was neat.

The same emphasis on sharing worked with Peggy. She packed up her old picture post cards and sent them to the children's hospital. Outgrown dresses and other articles went into the "good will" bag, as we talked about helping others. Children will be pleasantly co-operative if you point out that they are growing into new interests, and that their discards will be prized by others.

HOW TO SLIP COVER A SOFA

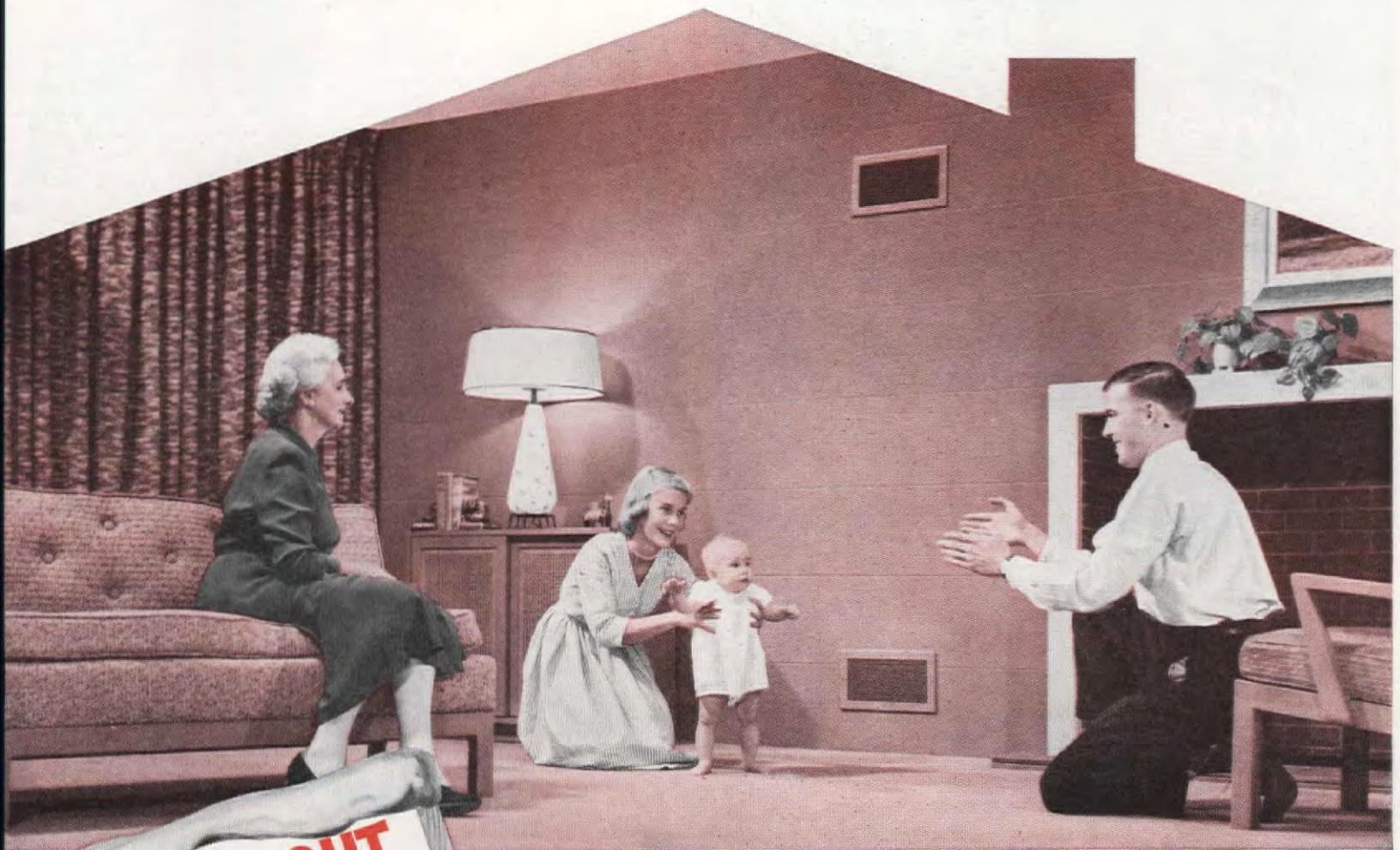


1485 This step-by-step picture pattern will instruct you in the intricacies of measuring, cutting, fitting, and sewing a first-rate slip cover for a sofa. If you accept its knowledgeable guidance, we don't see how you could possibly go astray

SEE PATTERN ORDER FORM ON PAGE 145

SEE ADDITIONAL PATTERNS ON PAGES 29, 89, 118

Now... your heating comfort **guaranteed...**
\$1,000.00 Bond backs Coleman Blend-Air!



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 Enjoy real comfort
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This revolutionary "comfort insurance" means you can be sure of healthful fresh warmth once Blend-Air is installed in your new or old home. Coleman can furnish this Bond in *your* name covering *your* installation, because its Magic Blenders provide a new kind of warm air circulation that conditions each room of your home for health as well as comfort.

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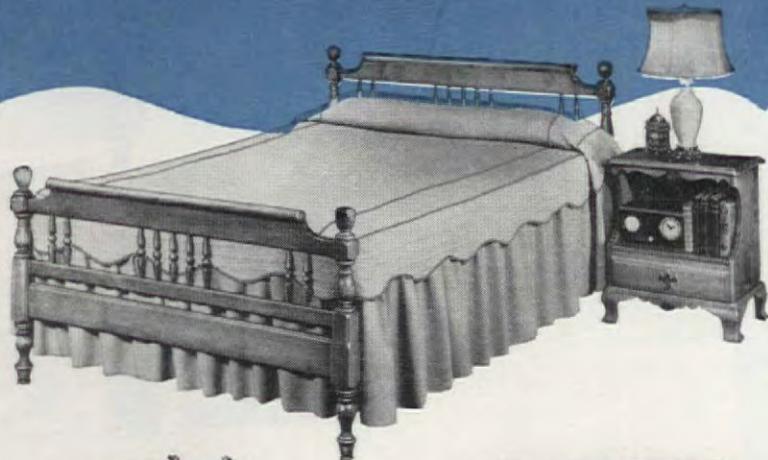
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Autumn Tan. And the fine workmanship and skill of Kling cabinetmakers make Olde Orcharde an outstanding value in SOLID maple.

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KLING MEANS

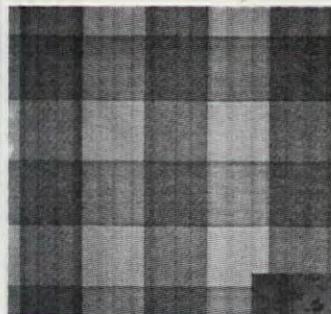
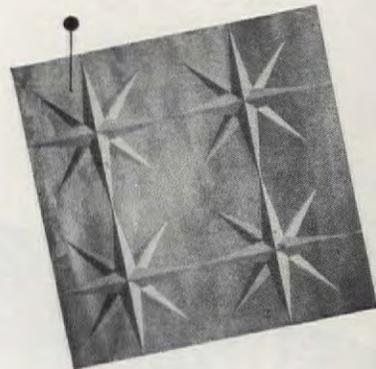


MAPLE • MAHOGANY • CHERRY

31 Ways

(Begins on page 38)

What a charmer on a ceiling—especially in a bedroom if you use the blue colorings! But it is smart on any wall, and in any one of its five colors, (See bed canopy, page 38)

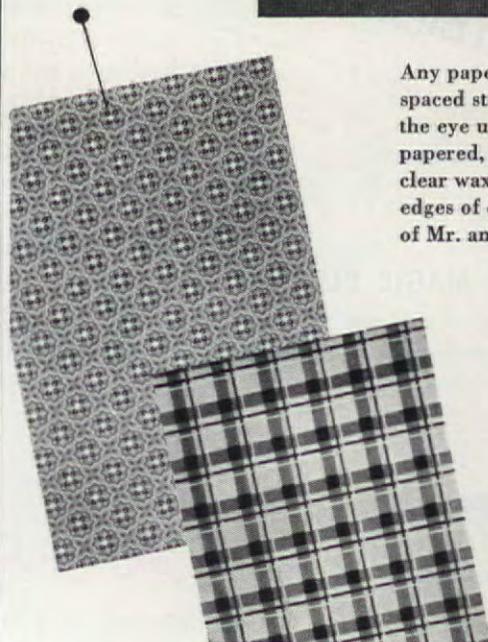


It has all the smartness of a plaid, but it is so delicately drawn and colored that you could use it in rooms in which most plaids wouldn't look well. Good in practically any room but a formal one. Comes in five colorings

FOR MORE WAYS
TO FRESHEN UP
SEE PAGE 107



Any paper could do it, but the well-spaced stripe in this one carries the eye up nicely. Chest was papered, then waterproofed with clear wax. Finger grips on lower edges of drawers act as pulls. Home of Mr. and Mrs. Alexander Ripley



Small all-over pattern comes in wide color range. Excellent in any provincial room—or in a closet. Combines well with pine paneling. Small, but clearly defined plaid is good in scale for small room. Try it in an alcove, or use it to give a grown-up air to your young sprouts' headquarters

PLEASE TURN TO PAGE 108



Money saved on heat built this room!

DO you need more room to live in... but wonder how you'd ever pay for it?

Do this. Add the extra room you want in your unused attic space or unfinished second floor. While you're doing it, insulate the top floor of the house with Gold Bond Rock Wool. The money you save on heating the whole house will soon pay for the entire cost of the new room, including all Gold Bond Rock Wool you install.

Cut Heat Bills 25%! You can cut your fuel bills as much as 25% just by insulating your top floor with fireproof Gold Bond Rock

Wool. Besides keeping winter heat *in*, Gold Bond Rock Wool insulation keeps summer heat *out*. You'll have a cooler, more comfortable home... and a safer home, too. Gold Bond Sealed Blankets, made with fireproof rock wool, increase the fire-resistance of walls up to half an hour!

An Easy Job to Do! Gold Bond makes it easy for you to do the insulating job yourself. Gold Bond Rock Wool Blankets are rugged, need no "babying". Heavy-duty nailing flange makes application fast and simple. Mail coupon with 10¢ for a fact-packed book on

Gold Bond insulation... how and where to apply it; ventilation tips; how to compute fuel savings; and other helpful information. See samples of Gold Bond Rock Wool at your Gold Bond lumber and building material dealer's now! He'll give you complete details and even help you with financing.

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I enclose 10¢ for the illustrated,
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For every room
in your home

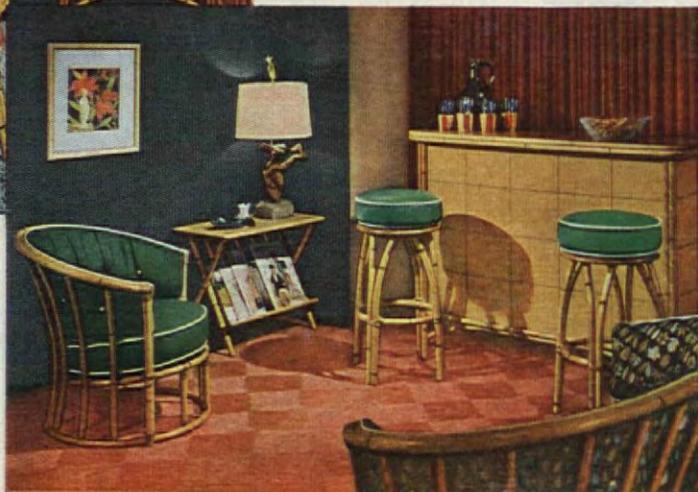
and your porch, too...
colorful, economical
Ashcraft furniture



For your living room—A casual, comfortable grouping from the large selection of Ashcraft furniture available for this most popular room in your home. Like all Ashcraft, these pieces are made of finest quality, *solid* Birch and Ash, steam-bent to assure the permanence of their graceful shape. As practical as it is handsome, Ashcraft is sturdy and durable, yet lightweight for easy moving; and its glass-smooth finish prevents snags in stockings and apparel.



For your dining area—Ashcraft space-saving drop-leaf table, extends to seat six comfortably, folds down to console size. The dual-purpose utility server and its hutch top (which can also be used as book case) would be equally at home in any of your other rooms.



For your playroom—The Ashcraft portable bar has wear-defying laminated plastic top that is heat, stain and scratch-resistant. And a great favorite because of its unusual comfort, the big, roomy tub chair with its reversible spring-filled cushion.

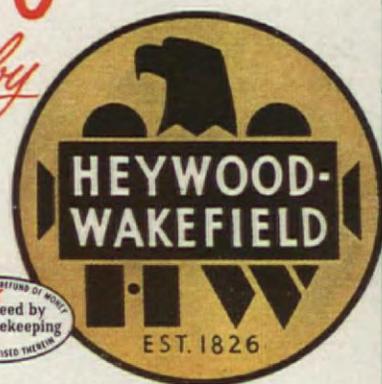


For your bedroom—Properly scaled to fit today's living areas, this Ashcraft furniture is as versatile as it is attractive. The Mr. & Mrs. dresser offers maximum storage room, takes up little space. Single chests and dressers round out the bedroom.



Ashcraft

by



For your enclosed porch—Lightweight, easy to move sectional furniture to arrange any way you wish. All seat and back cushions are spring-filled and reversible. See Ashcraft at your favorite furniture or department store or, for free illustrated folder, write Heywood-Wakefield Company, Dept. AH-26, Gardner, Mass.



Heywood-Wakefield, also makers of Modern and Old Colony furniture

31 Ways

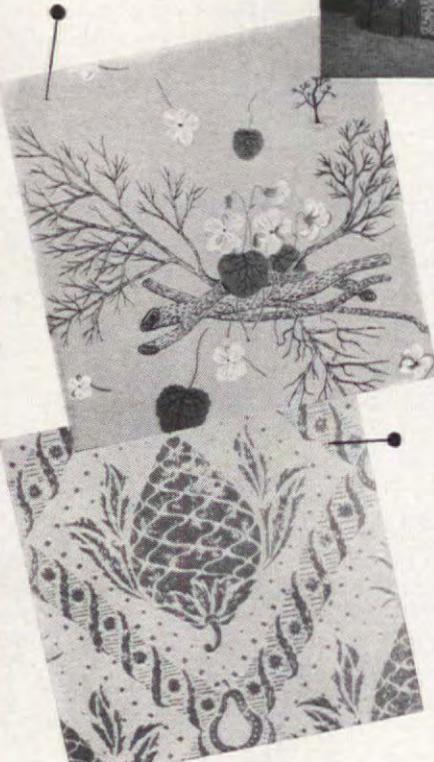
(Begins on page 38)



Traveling artists used to stencil designs like the one at your left on the walls of prosperous Colonial homes. Now they are available on a wallpaper which reproduces the look of the hand-done originals. Colorings are subdued, would look well in a hallway, a dining room, or one wall of a living room



Does a large closet stick out like a sore thumb in your bedroom or hall? Then here's another good wallpaper trick. Conventional doors and frames, contrasting with the walls, might cut up the space badly—but covering flush doors with wallpaper makes them all but disappear. A pattern this large in scale must be carefully used, but any good pattern would do



At your left, an engaging number with an Oriental look. The well-drawn motif is printed in black and pale tones on fields of soft colors. It would be a restful background for a dining room, used above a dado painted in one of the colors of the paper

Another stencil copy—a proud pineapple, exquisite in two tones of a single color. A rich and distinctive paper, right in period for American antiques or reproductions, and timeless enough to do very well by the light and airy types of modern

PLEASE TURN TO PAGE 108



Actual color photograph: Ceiling, 16" x 16" Celotex Smooth White Tile Board. Walls, Celotex Ripple Blend Finish Plank; 8, 12 and 16 inch widths in random arrangement.

Carefree room for a boy, his hobbies and pals

Build it with Celotex for only \$56*

Every boy needs a place where he can relax and romp to his heart's content without getting under foot. So why not do that youngster of yours a favor and build him a room like the one above! Building beautiful rooms of every sort is simple with Celotex Insulating Interior Finishes! They go up quickly and easily, and the cost is low.

Celotex Insulating Interior Finishes build, insulate, decorate—all at one cost. To build new rooms in the attic, basement or other unused space, you simply staple or nail them to wood framing. To

modernize existing rooms, just apply over old walls and ceilings. No painting or papering—they're *pre-decorated!* Choice of smart, interesting textures—beautiful, unusual colors—available *only* in Celotex Insulating Interior Finishes.

And remember, these are the only interior finishes made of tough, interlocking Louisiana cane fibres—and protected by the Ferox® process from dry rot and termites. See them at your Celotex dealer's. If you can't locate him, write us for his address. Mail coupon for new 32-page remodeling book.

Insist on Genuine

CELOTEX

REG. U. S. PAT. OFF.

INSULATING INTERIOR FINISHES

MAIL COUPON for new, colorful Celotex remodeling book. Tells how to build new rooms or "do over" existing rooms at low cost. 32 pages of practical ideas on modernizing your home, inside and out, for new beauty, comfort, value. Send today!

*Approximate cost of Celotex Interior Finish materials for walls and ceiling of average 10' x 14' room.



The Celotex Corporation, Dept. AH-103
120 S. LaSalle St., Chicago 3, Ill.

Send me the new 32-page Celotex modernization book, "97 Ways to Improve Your Home." I enclose 25c in coin for postage and handling.

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Tweedy—
with a twinkle!

It's the
exciting new

Starfrost
pattern

Du Pont's latest

Fabrilite®

SUPPORTED VINYL PLASTIC
UPHOLSTERY

What a wonderful decorating idea! Starfrost—a new pattern in Du Pont's "Fabrilite"* plastic upholstery—combines the rich, deep-pile texture of luxurious tweed with the shimmer of twinkling stars! And the tiny flecks of metallic glitter that give new Starfrost its subtle charm are processed right into the material. So you get the washability and durability you *know* you can find only in plastic. Starfrost "Fabrilite" comes in seven striking colors to complement *any* décor—traditional or modern. See Starfrost at your favorite store.

*"Fabrilite" is Du Pont's registered trade mark for its fabric-supported vinyl plastic material for upholstery



DU PONT

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BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

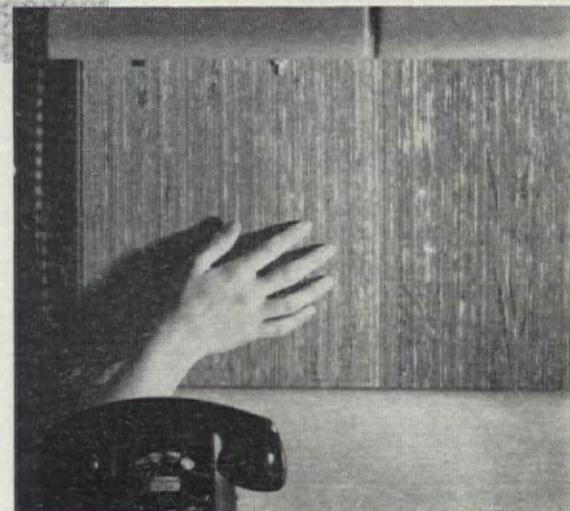
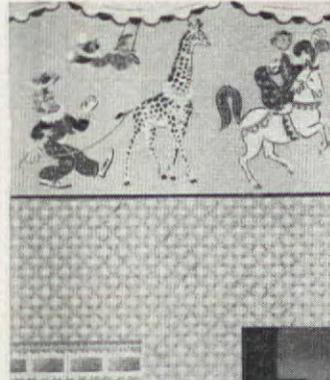
31 Ways

(Begins on page 38)

The great ancient Chinese art of line painting inspired this pattern of ducks and grasses which can be imaginatively used in many kinds of settings



Pretty nursery wallpaper in soft colors can be finished with your choice of border: the jaunty circus pattern shown at your left, or a dainty narrow ribboned border



A new heavy wallpaper which has the look and the feel of wood paneling and can be hung with any good paste. This one (which we used in our model kitchen, page 73) is the "double" of pecky cypress, and you can get an equally good oak pattern, too

See "Where Credit Is Due" on page 146



You can hang the jaunty border above in the usual way at the top of a wall—but we love it in a child's room hung as an entertaining dado at a young sprout's own eye level

Very masculine in appeal is this sturdy coated-fabric wall covering. Would please Dad in his den, or a son in his bed-sitting room. It's the kind of pattern, too, that makes a fine decorative screen



MENGEL

Catalina

A new group of Mengel Furniture that will be at home in a California Ranch House, a New York Penthouse . . . or any house . . . anywhere at all!



So simple and fine are its lines that Mengel's new Catalina group will fit into any home . . . any decorative scheme. In a modern setting, Catalina looks beautifully efficient. In a traditional background, Catalina looks simply beautiful . . . while being efficient. Note the smooth, sweeping surfaces. Not even a drawer-pull to interrupt your admiration, or your dustcloth. Catalina is crafted, in Mengel fashion, of Limed Oak or Danish Walnut to bring you years of happiness . . . and is priced, in Mengel fashion, to keep your budget smiling.

Choose Mengel Catalina for your bedroom, as shown above, and for your dining room, too. Catalina's delicious simplicity and "china-plate" finish makes life easy-as-pie for the homemaker.

MENGEL



*Springlike colors
that last!*

Johns - Manville
Smoothgrain
Asbestos Siding



*Never needs paint
to preserve it!*



You can add charm and lasting protection to your home with Johns-Manville Smoothgrain Asbestos Siding and save money. This beautiful asbestos siding has the endorsement of leading builders and discriminating homeowners all over the country.

Made of asbestos and cement, Smoothgrain is fireproof, rotproof, permanent as stone. The lovely pastel colors and rich texture come from ceramic granules, deeply embedded. This siding will last and last!

You can select from a wide range of colors . . . light pastel shades to autumn hues. See it at your Johns-Manville dealer.

J-M Asbestos Siding is economically applied right over existing sidewalls—will add new character and beauty to your home.

Johns-Manville, Dept. AH-10, Box 60, New York 16, N. Y.
(In Canada, write 199 Bay Street, Toronto 1, Ont.)
Please send me booklet about J-M Asbestos Siding.

Name _____
Address _____
City _____
County _____ State _____

You Can Buy Plans

(Begins on page 46)

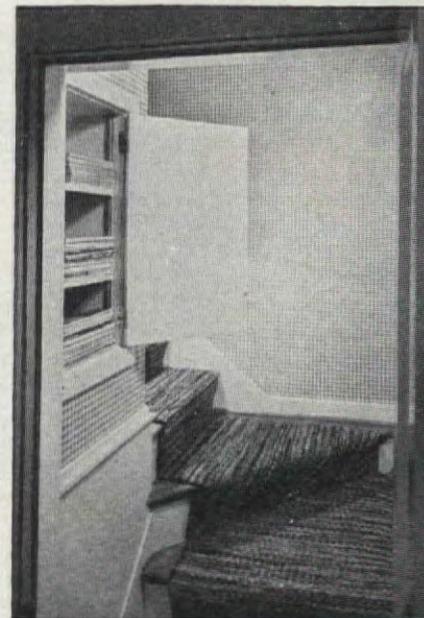


A well-planned small dining room is the answer to those who want the blessings of a separate dining room without squandering space. Drop-leaf table and corner cupboard permit an airy arrangement in this one. Yet, when occasion demands, the table opens up to seat guests in comfort.



A Dutch door, shown closed above, and with upper part open at the top of the page, separates kitchen from dining room without necessarily isolating the cook. Small drop table by the door is handy for snacking or as an adjunct to serving, and can drop out of the way when you don't need it.

An infinite saver of steps is a cupboard such as this one by the stairs—things to go up, and things to go out, can rest here tidily between trips. Even with a one-story floor plan, such a temporary cache could be a great boon near the kitchen.

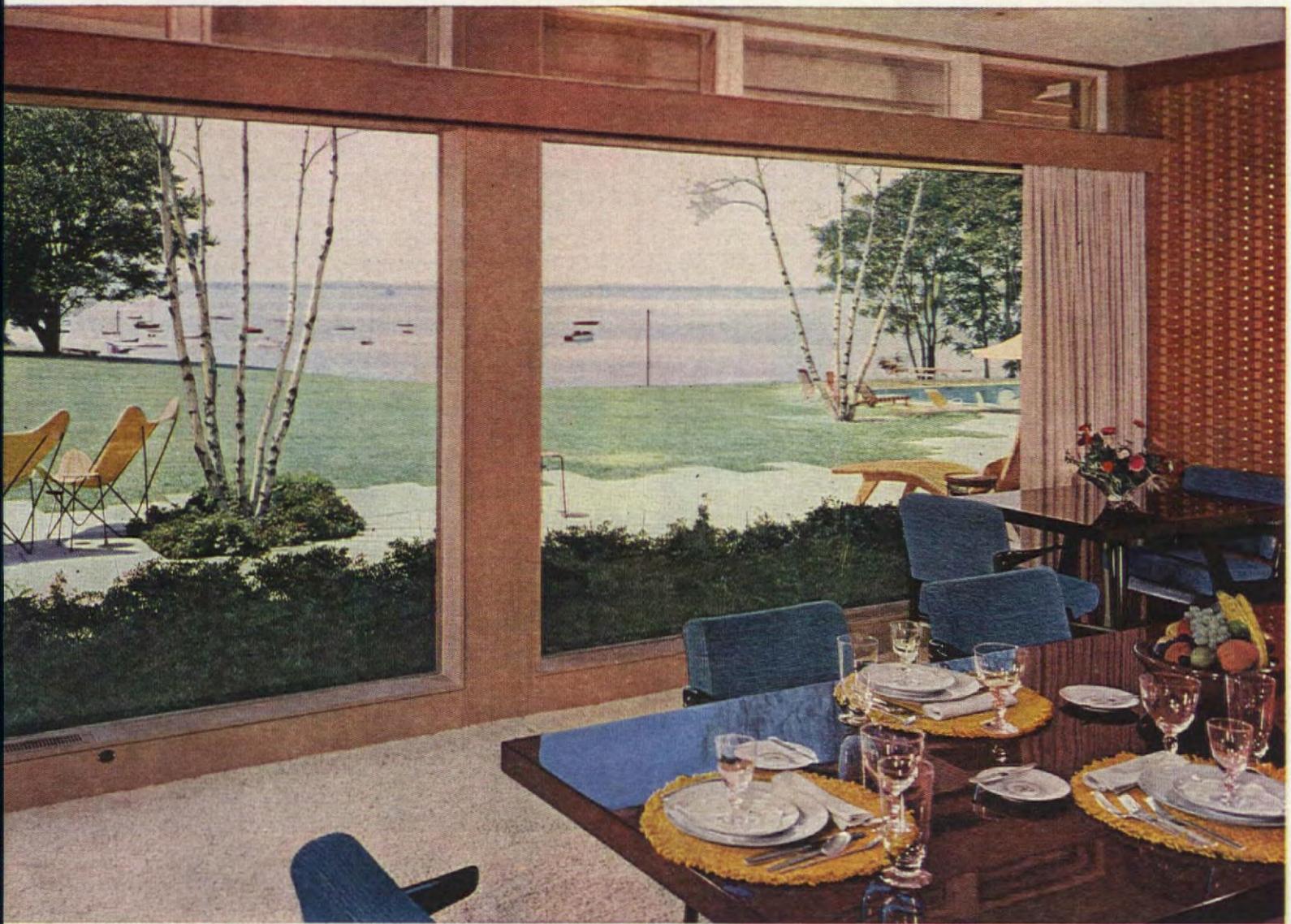


Free Mail the coupon for a free booklet that shows all the springlike colors of Johns-Manville Smoothgrain Asbestos Siding.



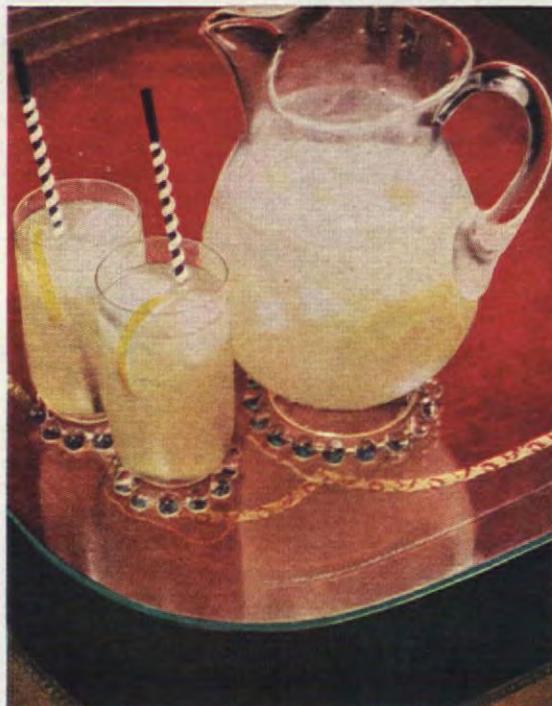
Johns-Manville

It's always "open house" with GLASS!



WINDOWS OF PITTSBURGH PLATE GLASS open your home to the greater enjoyment of the outdoors from indoors, the year round. That's because Pittsburgh Plate Glass has a flawless, polished surface . . . permits clear, undistorted vision. This makes it ideal for framing a lovely vista like the one shown here . . . or any favorite view. And when you select Twindow, "the window with built-in insulation," or Solex heat-absorbing, glare-reducing glass for such openings, your pleasure and comfort are increased many fold.

FURNITURE TOPS of Pittsburgh Plate Glass help you relax and really enjoy entertaining your friends. For glass tops are the best protection you can have for your fine pieces against tumbler rings, scratches, cigarette burns. What's more, they add sparkle and charm to your furniture . . . give the whole room a lift. And they reduce cleaning time. You'll be amazed, too, at how you can improve the appearance of a badly marred piece of furniture by covering it with a Pittsburgh Plate Glass mirror top. Why not give *your* furniture the lifetime protection and smart beauty offered by glass tops? The cost is exceptionally low.



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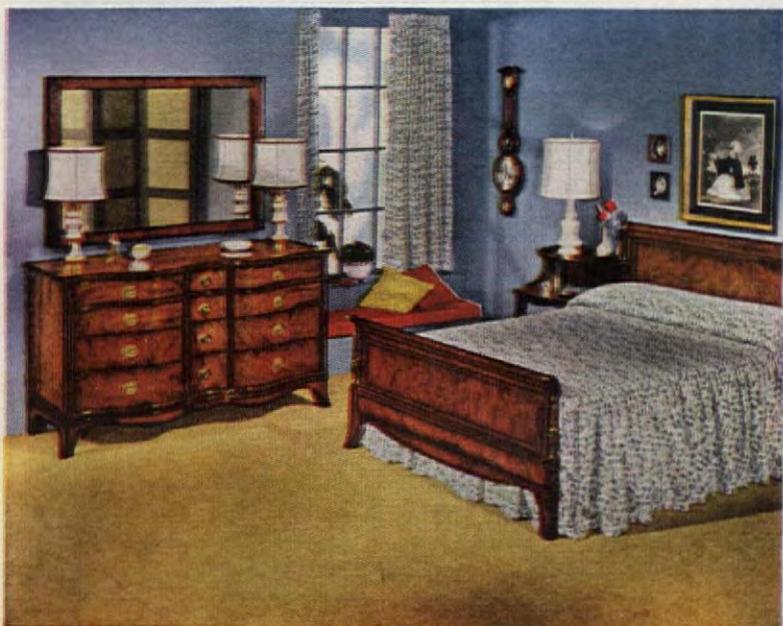
Value, Variety, Versatility,

NEW HAMPTON COURT BY DREXEL

The luxury look on a modest budget—it's easy for you with Drexel's *New Hampton Court*! There are so many moderately-priced pieces, so beautifully crafted in rich mahogany, you can't miss finding exactly what you want! Here are examples of the matchless Value, Variety and Versatility which are typical in Drexel's Golden Anniversary Year!



Typical example of the luxury look is this dining room—in lovely hand-rubbed mahogany. Ox-bow buffet and matching china, extension table, two side chairs and two arm chairs—about \$714.00.*



Luxury in your bedroom, too—yet the price is still modest! In sunny Drexeltone, as shown here, or regular mahogany finish. A capacious 12-drawer dresser with matching mirror, and a handsomely detailed panel bed (twin or double) for about \$331.00.* The 3-level night table is priced separately at \$47.00.*

See your Drexel dealer, listed in the classified section of most phone books.



Get your "Portfolio of Fine Furniture". Colorful booklets on Drexel's provincial, modern and traditional (including *New Hampton Court*). Send 25c in coin to 7 Huffman Road, Drexel, North Carolina.



DREXEL FURNITURE COMPANY, DREXEL, NORTH CAROLINA

TV Guest Room

(Begins on page 35)

Our guest room project is two stories in one: the first, how to make a room more useful; the second, how to make a small room seem larger through carefully calculated furniture arrangement and good use of color and pattern. To begin with, we had a room 11'11" x 11'8" that looked even smaller because furniture ate up all but narrow lanes of floor space; patterned wallpaper pulled the walls in; linoleum floor covering added more pattern and color; paneled doors, window frames, and baseboard were all too heavy for the size of the room.

Expanding it in usefulness *and* in appearance required a lot of preplanning, but resulted in making a seldom-used guest room work 365 days a year as a den which doubles as a very comfortable guest room. By using sofa beds on 50" wall areas flanking one window, and by building a grill-fronted radiator cover to act as night table between them, we provided comfortable sleeping for two and seating for four on a wall which formerly held only

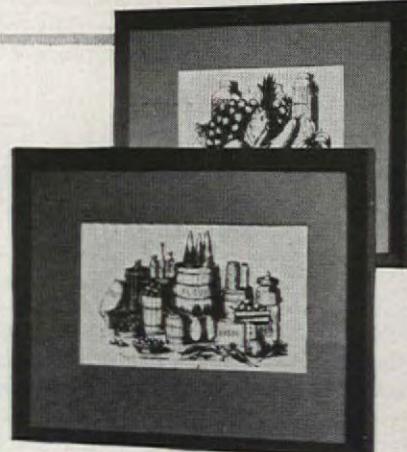


a small chest and chair. Under a second window, there is a highly accomplished table bench; when sofa beds are closed, it's a coffee table; when sofa beds are open, it lines up at the foot of one bed to receive the sofa's cushions by night; and, of course, it's an extra seat. This is all the furniture we bought, for that multipurpose wall on page 36 had to be built to order. First, there are two four-drawer chests, 18 in. deep, flanking a canny center section, 28 in. deep to hold the TV. When the drop leaf pulls up to form a desk or serving table, it reveals a wastebasket and pull-out bench which doubles as a luggage rack. At the far

PLEASE TURN TO PAGE 114

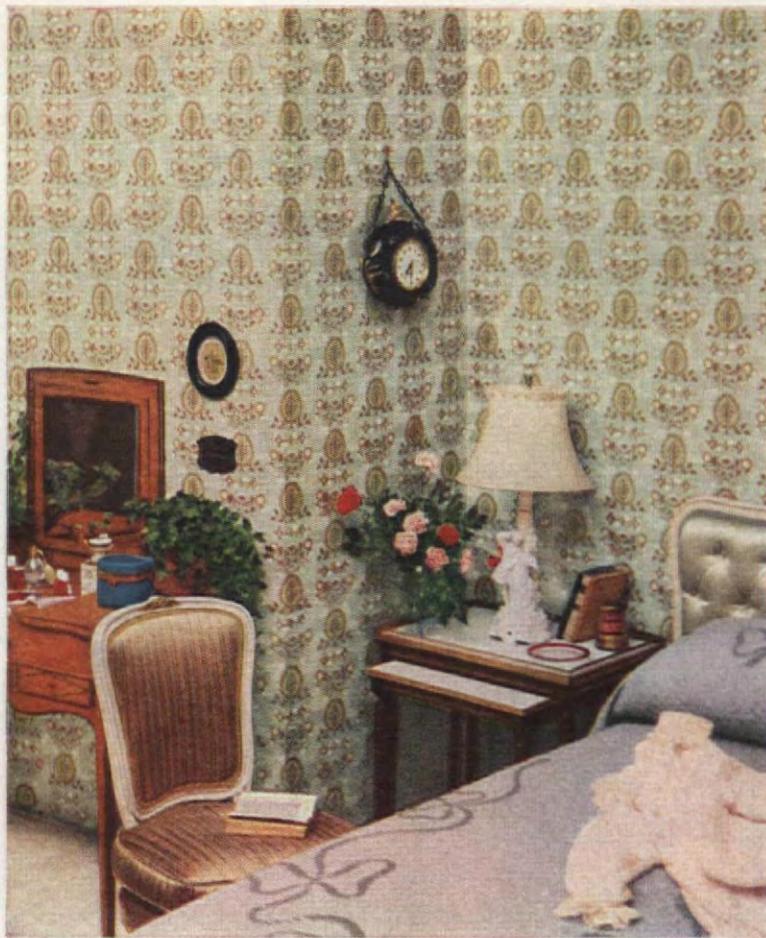
Idea!

• Anyone can capitalize on the picture idea we used over both sofa beds. In our quest for the right prints, we came across reproductions of some Early American ads. They were too small for our purpose, but any photostating firm can solve the problem by enlarging the prints (line prints are best) to the proper size, inexpensively. We matted them with paper which matches the olive green wall, and framed them in ready-made frames, painted black. The asymmetrical grouping composes well with the pull-down lamp.





Here, traditional blends with modern, and the lovely texture of Wall-Tex enriches the whole ensemble. Wall-Tex keeps its beauty year after year — and its sturdy fabric protects against plaster cracks.



For bedrooms and all rooms — dozens of beautiful new Wall-Tex patterns with waterproof surfaces that are actually scrubbable. Even steamy bathroom showers won't dim the lovely Wall-Tex colors.



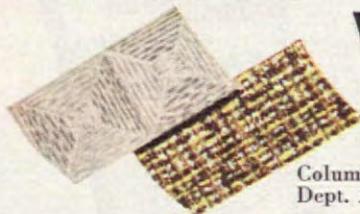
Inviting as the food itself — and so practical for dining areas, kitchens and bathrooms. Prints and solid colors in newest shades, average price about \$3 for 24-inch rolls 18 feet long.

Brand new and beautiful ! Wall fabrics by Wall-Tex

For a thrilling first-time showing of the new Wall-Tex patterns, visit your decorating store now. See the depth of color and textured beauty of Wall-Tex, something only *fabric* can offer. There's nothing like fabric to give your walls a *luxury* look. Nothing like fabric for lasting beauty. And when you compare prices, you will be surprised to find that Wall-Tex is very easy on your budget!

So easy to hang !

Anyone can apply Wall-Tex. It is pre-trimmed, ready to hang. Edges are straight and true for perfect matching. The strong fabric won't tear. Rolls are only 24 inches wide, easy to handle! If you prefer a decorator, your dealer will gladly recommend one for the job.



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More new textures!
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designs with the
rich beauty of
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when it's tagged **MELMAC!**



COLOR-FLYTE in Coppertone. Complete sets, open stock, serving pieces available.

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"Accident-proof" dinnerware made of MELMAC molding material—so easy and safe to wash by hand or automatic dishwasher... safe, too, in children's hands. Beautifully styled in four distinctive, mottled colors for every meal of the year!



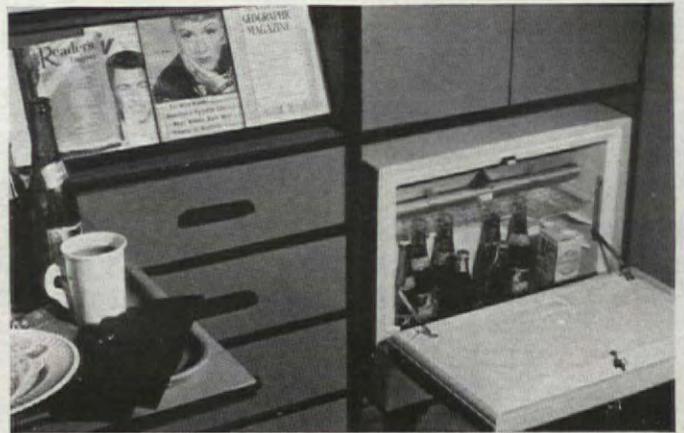
Guaranteed against breakage? yes!

Replacement by the manufacturer, The Branchell Co., guaranteed if any piece breaks, cracks or chips within a year in normal household use. Look for their guarantee—and for the tag that says MELMAC, sure sign you're getting the real thing!

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MELMAC is a registered trade-mark of American Cyanamid Company, N. Y. 20, N. Y., supplier of Melmac Molding Compounds to manufacturers who fashion high quality dinnerware in a variety of designs and colors. COLOR-FLYTE, shown here, is an exclusive design of The Branchell Company, St. Louis 10, Missouri.



TV Guest Room

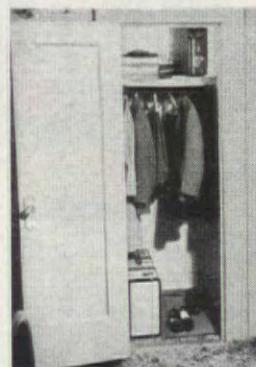
(Begins on page 35)

right, an auxiliary refrigerator for snacks and fixin's, and above it, a cabinet for dishes, crackers, and such. The cabinet is shallow, so there is a vent space behind it to assure proper operation of the refrigerator. A magazine rack and adjustable shelves complete the picture.

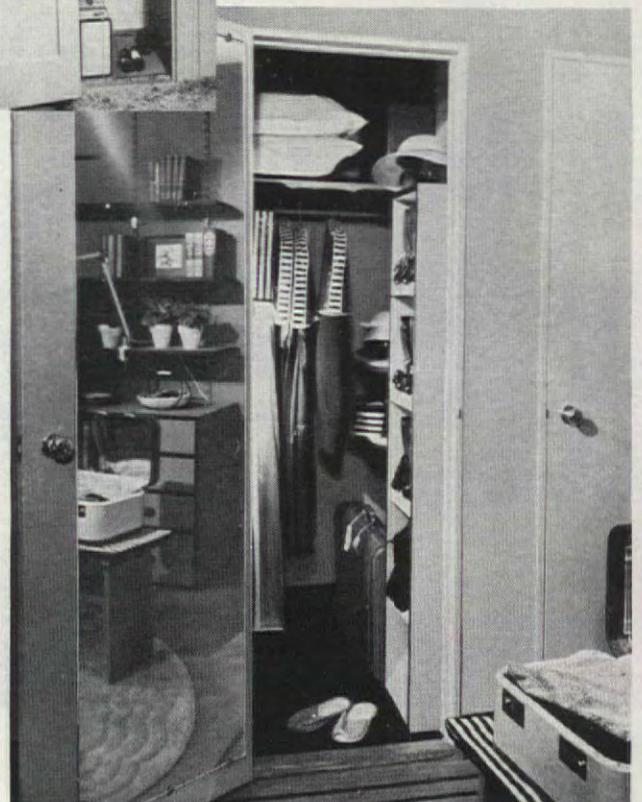
Because the room is so small, we were very fussy about the way we lined things up with each other, for strong horizontals can make a space seem wider. Chests, drop-leaf desk, and refrigerator line up exactly; the height of the TV set established the level for the magazine rack, the china cabinet, and the first two shelves; other shelves are lined up to create strong horizontals, and we were even careful about such details as lining up the first drawers with the bottom of the refrigerator.

There's a good light for every activity—and no lamps to knock over in this small room. The swivel lamp on the storage wall is good for the desk, and swings back over the TV to provide correct light for viewing. Over each sofa bed there are brass hanging

PLEASE TURN TO PAGE 116



Four ways to make space in a tiny closet: Make shoes climb unused wall space in a built-in rack. For hatboxes, add a shelf the depth of the rack, and place it mid-way up the wall—luggage stows underneath. Sized-to-door mirror, easy to attach, adds function, too. Use room-scheme fabrics to trim accessories





Lovely SUPER KEM-TONE Ramona Green accented by colorful furnishings and sparkling KEM-GLO Stay-White enamel on the built-in corner unit.

NOTHING IMPROVES A ROOM SO MUCH FOR SO LITTLE!

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...the washable latex wall paint



Easy to Use
SUPER KEM-TONE comes ready to use. No thinning, just stir and apply with brush or Roller-Koater. Dries so quickly you can use your room the same day you paint it.



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\$5.19
GALLON

(Deep Tones
\$5.45
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can really
take it—
it's
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color chart and install-it-
yourself instruction kit.

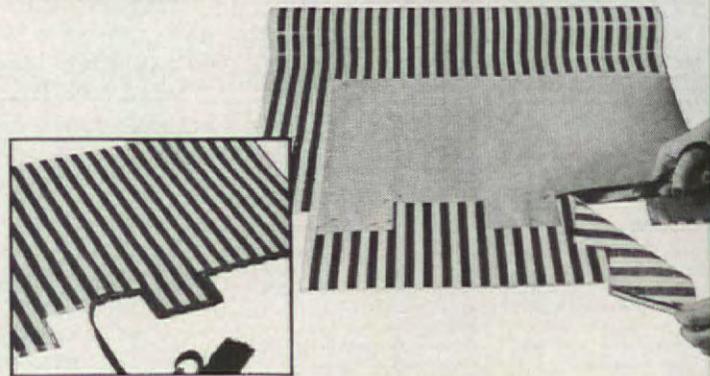
TV Guest Room

(Begins on page 35)

lamps which pull down to reading-in-bed height or push up out of the way.

We got rid of space-eating, eye-disturbing gimcracks. Flush doors replace heavily enframed ones; top crown was removed from baseboard to make it less conspicuous; window aprons were removed; windows were draped to hide their heavy frames.

For the kind of color which enlarges a room, three walls were painted a warm beige, and the "built-in" wall an olive green to make it recede. These, the black trim, and all other colors in the room were taken from the gay, fruit-patterned chintz. Chintz cornices, horizontally striped, complete the widening process and are deep enough to hide the tops of the Venetian blinds. On our beautifully refinished floor (page 129) there's room to spare for a handsome 6' x 9' oval rug. We didn't push out walls—color and arrangement made the additional space.



An easy step to closet glamor is to dress it up with crisp accessories you can make yourself. Chintz cover for a plain inexpensive plastic garment bag for out-of-season storage consists of a front panel, a back panel, and a boxing strip to go between, all cut to fit the bag. Cut them from a paper pattern, as shown. Sew front and back to boxing, leaving seams on the right side. Bind all seams with cotton bias tape. Along the bottom, fold back the raw edges and baste down. Then bind with bias tape as shown at the left. For hangers, make perforations on top of the boxing, and finish them with buttonhole stitches. The cover may be slipped on and off easily for convenience and laundering

PLEASE TURN TO PAGE

Lanolin Plus Does Wonders For Your Skin And Hair

Have The Self-Confidence That Comes With Knowing You Look Your Very Best



Just a new gown or a certain glance from someone very special makes you suddenly feel like a new person, so the wonders of Lanolin Plus work to give you a whole bright new outlook. For when you use Lanolin Plus Liquid, you'll know by the soft, wonderful way your

skin feels that you never looked lovelier. And you'll find, too, that the tiny lines you worry about will become less and less noticeable. You see, as time goes by, the natural oils of our skin become less plentiful and, in addition, are removed by sun, wind, dry indoor air and ordinary, harsh cleansing. So it's just common sense that when you replenish vital oils with Lanolin Plus Liquid, your skin becomes softer, more supple and, consequently, more youthful-looking.

Years ago it was found that the wool of sheep contains a substance known as lanolin, which, because of its rich base of beneficial esters and cholesterol, is most similar to the natural oils of our human skin. The chemists who created Lanolin Plus planned their formula to include highly refined lanolin and other skin-beautifying ingredients.

With your very first touch of Lanolin Plus Liquid, you'll discover how exquisitely soft and fresh your skin can feel. Words can't describe that feeling, but once you know it, you'll never want to lose it.

A million dollars couldn't buy a more effective beauty aid for your skin. Yet LANOLIN PLUS LIQUID costs only a dollar, plus tax, at all cosmetic counters.



* * *

Lanolin Plus Liquid Facial Gives Your Skin New Beauty and Exquisite Softness. For a wonderfully refreshing facial, try one with Lanolin Plus Liquid at night before you go to bed.

Hold a hot washcloth to your face and neck for about a minute to open pores and allow tired muscles to relax.

Warm the bottle of Lanolin Plus Liquid under hot water tap. Briskly massage into face and neck until skin begins to tingle.

After a few minutes, wipe your face petal-fresh.

Rinse your face and neck with cold water. Then gently massage a few drops of LANOLIN PLUS LIQUID into your skin before retiring. Its gentle, penetrating action will work while you sleep . . . and you'll awake next morning to find new radiant beauty in your skin.



The first time you use Lanolin Plus, you'll know by the soft, wonderful way your skin feels that you never looked lovelier!

Your Hands Will Look Lovelier ... Feel Softer

You'll never know how soft and smooth your hands can be until you use Lanolin Plus Hand Lotion. For Lanolin Plus replenishes vital oils that your hands need to make them feel and look smooth as silk.

Treat your hands to this entirely new feeling of petal-freshness and softness. LANOLIN PLUS HAND LOTION works quickly, then disappears like magic. Only one dollar, plus tax, at all cosmetic counters. Handy dispenser comes as a gift with each bottle.

* * *

Reveal Your Hair's Natural Loveliness With Lanolin Plus

LANOLIN PLUS HARD WATER SHAMPOO, containing a superabundance of Lanolin Plus, the closest duplication of Nature's own under-skin lubricants, not only helps lubricate scalp and soften hair, but at the same time lathers beautifully in the hardest water and thoroughly whisks away dirt and grime. It's economical, too—only one application is needed for each shampoo. Just one dollar. (Tax-free.)

* * *

LANOLIN PLUS FOR THE HAIR. If your hair is dull, dry and unmanageable, it will surely welcome the refreshing, softening influence of Lanolin Plus. Both men and women have found that various kinds of harsh hair treatment, water, and the drying effects that come from exposure to sun or wind dull their hair. When that happens—and even before it

happens—look to LANOLIN PLUS FOR THE HAIR to supplement precious, natural oils and bring out sparkling highlights. Only a dollar, plus tax, at all cosmetic counters.



* * *

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From the time of the early Egyptians, women who have longed for loveliness have tried to keep their skin soft and smooth with various fragrant oils. Now, for your every-day enjoyment, there is a heavenly body lotion, enriched with lanolin to keep every inch of you "petal-soft". No matter what the weather, this creamy-smooth liquid penetrates, and protects your skin from the drying effects of sun, wind, dry air and water. 12-ounce bottle only \$1.50, plus tax, at all cosmetic counters.

* * *

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The fresh, clean feel of your skin after its first cleansing with this creamy liquid will make you promise yourself that you'll never again bother with ordinary, harsh cleansing. For Lanolin Plus Liquid Cleanser penetrates your skin and softens as it cleanses, with never a drying effect. Instead, it combats drying conditions due to lack of natural oils.

LANOLIN PLUS LIQUID CLEANSER should be a "must" in your daily skin care. So economical—only one dollar, plus tax, at all cosmetic counters.

* * *

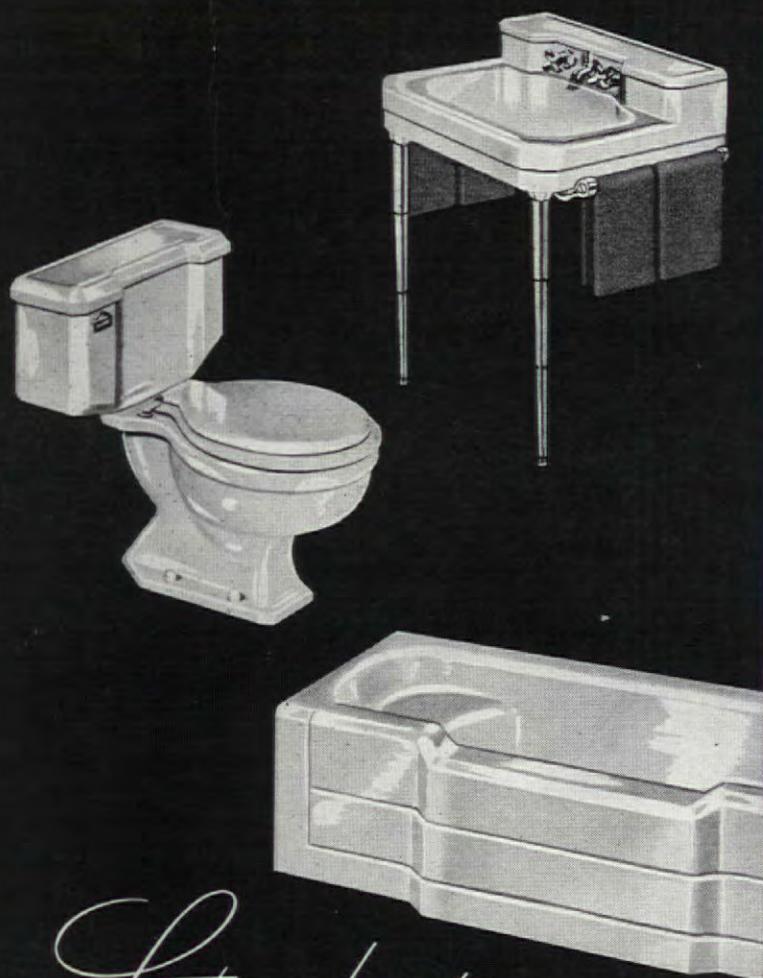
There's new softness for especially dry skin with LANOLIN PLUS CLEANSING CREAM. Time was when there wasn't much that women knew about retarding a dry skin condition that promoted premature wrinkles. But now that Lanolin Plus has come into the beauty picture, you can keep your skin softer and lovelier than you ever imagined! For it is compounded to soften your skin as it cleanses it.

If your skin is particularly dry, don't wait another day to give it the wondrous help of LANOLIN PLUS CLEANSING CREAM FOR DRY SKIN. Only a dollar, plus tax, at all cosmetic counters.

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Lustrous beauty

TO LAST A LIFETIME

For a beautiful bathroom, combining color and styling with easy, immaculate house-keeping, install Eljer's Fine Plumbing Fixtures. Whether you choose a lovely pastel shade or Eljer's snow-white, the finish *cannot* fade, become dull or lifeless. Bath-tubs have an extra-thick coating fused to a cast-iron base. Vitreous China Lavatories

and Closet Combinations resist stains and are impervious to all ordinary acids because they are *real* china. Eljer Faucets, too, are quality-built for long, trouble-free service. For free booklet, write Eljer Co., Box 192, Ford City, Pennsylvania.



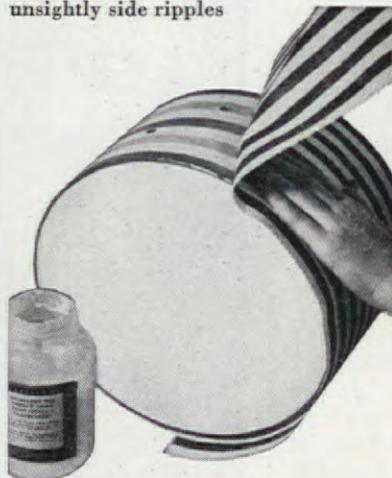
Eljer's Legation Bath has an integral end-seat and a wide, front rim-seat, only 16 inches high . . . easy to step in or out and ideal for bathing children. Bottom is flat for safety's sake. All parts are within easy reach for cleaning.

ELJER CO. FACTORIES AT FORD CITY, PA., SALEM AND MARYSVILLE, OHIO

TV Guest Room

(Begins on page 35)

To glamorize a hatbox, cut a strip of fabric long enough to go all around the box, allowing an extra inch in length for lapover at back seam, and an extra inch at top and bottom for turn-ins. Starting with one end of fabric on seam of hatbox, cover a few inches at a time by applying paste to the box and smoothing fabric over it. Keep fabric straight as you work around the box. When you meet the seam, fold under raw edge and paste down. Slit top and bottom turn-ins every inch, as shown. Paste down so they overlap to make the finished effect smooth and free of unsightly side ripples



For lid, cut a circle one inch larger than the top. Center fabric and paste down. Slit and turn over edges smoothly. Finish top with a band of ribbon pasted as shown. Top off with a ribbon tie and a bow

HOW TO SLIP COVER A

WING CHAIR



1484 The step-by-step photographs of our picture pattern show you just how to make a handsome "slipholstery" cover for your wing chair. Each step was done for us by an expert, and we've passed along her trade tricks to help you turn out a "custom" cover that's a perfect fit

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SEE ADDITIONAL PATTERNS ON PAGES 29, 89, 102

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Music

(Begins on page 8)

For its part, the NBC Television Opera has been perfecting plans for its once-a-month series of programs beginning late in October. Peter Herman Adler, musical director of the company, is always on the lookout for the novel, the unusual. So far, I must say, he has been eminently successful—without disregard of musical value. The curtain-raiser for the season will be Gruenberg's *Emperor Jones*, and the title role, once magnificently embodied by Lawrence Tibbett, should have no terrors for the fine Negro singer, William Warfield, scheduled for it.

Among the other NBC Television Opera projects are Verdi's *Macbeth*—a work, like *Emperor Jones*, highly regarded, yet unduly neglected—Richard Strauss' *Salome*, and Mozart's *Marriage of Figaro*.

SYMPHONIES ON THE AIR

The symphonic side of the picture, this season, again offers two of the nation's foremost orchestras in weekly radio broadcasts. I refer to the New York Philharmonic-Symphony Society under the direction of its regular conductor, Dimitri Mitropoulos, and the NBC Symphony with Arturo Toscanini wielding the baton. The Philharmonic's guest conductors include Bruno Walter, George Szell, and Guido Cantelli. The only guest leader with the NBC Symphony is Mr. Cantelli, a future colossus, perhaps, already spanning two networks.

Any Toscanini performance is something to hear. But his rehearsals are something else again—something to see and hear. He is intense, explosive, determined at all costs to obtain exactly what he wishes, whether that be the phrasing of a long passage by the entire orchestra or two notes by a single instrument. The thunders of Jupiter are as nothing compared to the Olympian rage of a Toscanini, and on such an occasion I happened to be present. This, if you please, is a story about a Toscanini mistake.

The orchestra was rehearsing the *Seventh Symphony* of Shostakovich. At one point Mr. Toscanini stopped abruptly, looked up, and said sharply: "We go back—to before bar fourteen." The players dutifully turned pages and waited. Down came the beat, and with it the musical sounds. The conductor stopped again, rapping his desk. "Before bar fourteen!" Same ritual, same results, Mr. Toscanini shouting this time: "No! No! Before bar fourteen!" The entire business was repeated once more, and once more dissatisfaction. A flood of imprecations in well-chosen Italian, then momentary calm, and one musician asking him apologetically: "Maestro, do you mean before bar fourteen or after bar fourteen?" Mr.

PLEASE TURN TO PAGE 120

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Music

(Begins on page 8)

Toscanini stared at him fixedly for an instant, then a puzzled expression crossed his features, as he seemed to be racking his brain for something. Finally, in a whisper, almost shyly, a contrite look on his face, he put out his hands to the musicians and said: “Yes, excuse me, excuse me, after bar fourteen.”

Sudden tempests, sudden calms. All that in rehearsal, and out of it emerges the Toscanini perfection.

ON THE RECORD

The phonograph recordings which I most value—of this year's issue at least—are of such extraordinary compass interpretatively that comment, excepting about special aspects, can properly be reduced to essentials. RCA Victor, for example, put on the market a handsome album of all nine Beethoven symphonies, played by the NBC Symphony and Arturo Toscanini. The works were not recorded in one batch—each emanated from a different point in the conductor's career with this orchestra. This limited-edition album is no longer available, but there is nothing to stop one from buying the symphonies separately.

As far as my own preferences go, I have always had a special affection for the Columbia LP version of the Beethoven *Third Symphony*, the *Eroica*, performed by the Philharmonic-Symphony under Bruno Walter. I play it more often than the other for the sake of its human charms, the beauty of its sound, its glowing spirit.

Among modern works, there is a superior recording of Honegger's dramatic oratorio, *Jeanne d'Arc au Boucher (Joan of Arc at the Stake)* released by Columbia. In this performance, Vera Zorina speaks the lines of Joan compellingly, and is beautifully companioned by a group of soloists and two fine choirs. Raymond Gerome is the excellent narrator, and the Philadelphia Orchestra lavishes upon this movingly dramatic work its most glorious sounds under the direction of Eugene Ormandy.

Operas? Well, you will find many fine performances on records. The Cetra catalogue, now taken over by Capitol, offers a whole cosmos of operatic recordings. Just to mention a few, there are Cilea's *L'Arlesiana*, Ponchielli's *La Gioconda*, Rossini's *La Fille du Regiment*. Rewarding, too, are RCA Victor's *La Boheme* of Puccini, with Arturo Toscanini and the NBC Symphony, and *Der Rosenkavalier* by Richard Strauss, with Lotte Lehmann.

Of chamber works, I relish particularly the Columbia album presenting the Budapest String Quartet playing Debussy and Ravel, whose *Quartet in G minor, Op. 10*, and *Quartet in F major*, respectively, are rendered just deliciously, that's all.

Vintage MILK GLASS

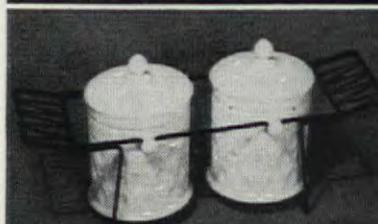
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Book-Jacket Walls are Good Fun

ROBERT WEST HOWARD

Don't throw away those colorful jackets from new books. They'll work wonders as wallpaper in transforming one or more walls of a study, child's room, or a den into a lively and livable conversation piece. We don't suggest that you treat all four walls of a small room in this way, lest too much pattern seem to crowd you in, but panels of jackets from cookbooks and Epicurean treatises give a splash of color to the dining room or breakfast nook, and garden houses and rumpus rooms respond glowingly to the same simple—and inexpensive—technique.

We know it works because the paper jackets from books, plus some built-in shelving, transformed the sooty old kitchen area in our home to a favorite lolling place for family and guests. The only equipment needed was a bag of wallpaper paste, a brush, a pair of scissors and a quart of clear varnish.

One rainy afternoon, we organized the family into teams and set to work. Broken by doors, staircase, and pine paneling, there were six plaster areas in the room, so we decided to devote each area to a subject of family interest: "The Story of America," "Food and Diet," "World Travel," "Children," and "Education," and "Health" were the topics which best suited us.

While some of us outfitted a wooden crate with tab index folders, the rest of us stripped the jackets from all the books in the house and trimmed off the flaps. The trimmed covers were divided into the six categories and filed in the index folders.

PLEASE TURN TO PAGE 122



*She's 6 years old
...and so are the
Hathaway Nylon curtains!*

After six years of wear in many homes all over the country, HATHAWAY NYLON curtains are still giving excellent service... still looking luxurious and beautiful.

Six years ago, it was HATHAWAY who made the first nylon marquisette available for curtains! In these six years, many millions of yards of HATHAWAY NYLON have been decorating American windows, and not one yard has ever been returned because of damage by sunlight!

HATHAWAY NYLON with its high thread count has *everything* you want (and need) in a curtain fabric. It is easy to wash, quick to dry, beautiful, strong, non-inflammable, heat-resistant. It shrinks less than 1%. Its wonderful properties are "sealed in" by an exclusive HATHAWAY process.

So, look for the label "HATHAWAY 100% NYLON MARQUISSETTE" when you shop for curtains. Feel HATHAWAY NYLON curtains, hold them to the light... *see* the difference! *Buy* them, and *know* the difference! Always ask for HATHAWAY NYLON!

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When you buy any item of drapery hardware, always ask for Kirsch by name!

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For any item of drapery hardware, “Depend on Kirsch!”

Kirsch
 DRAPERY HARDWARE

Book Jackets

(Begins on page 121)

Groundwork out of the way, we began the actual pasting. This, too, required teamwork. An old magazine was laid on the kitchen sink beside the bowl of wallpaper paste. A book jacket was faced down on the magazine. Its wrong side was daubed with paste and scooted by one of the children into the long room where a friend perched on a stepladder beside the wall. Then the paster flipped over a page of the magazine and obtained a fresh, dry surface for the next jacket daubing.

Meanwhile, our “paperer” laid the book jacket flat against the wall and rubbed it carefully with a soft-bristled brush. And that was that. The next jacket fitted flush beside it.

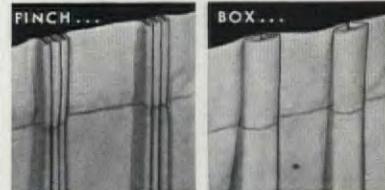
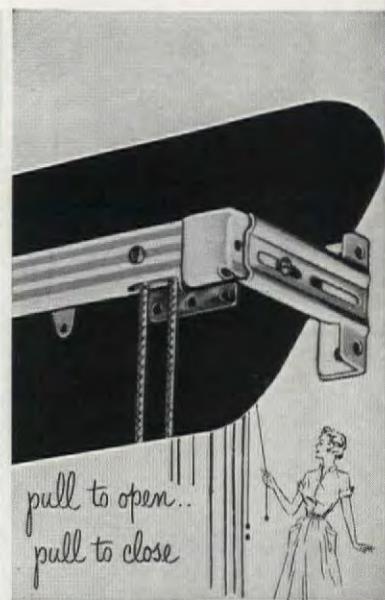
Since jackets aren’t all the same size, we found that we had to do some patching. So, we clipped individual figures and patches of solid color from some of the jackets and pasted them in to fill bare spots. This led to some unusual effects. The jacket of *Just Like David* on the “Children’s Wall” shows two boys playing in a tree and grinning down at the grass and flowers. An unattractive strip of wall lay between the bottom of the jacket and the wainscoting. One of the children regarded it reflectively, turned, and pulled the jacket of *Snow White* out of the file. There in the corner a fox, raccoon, rabbit, and squirrel sat in a semicircle gazing up from green grass. The result is an appealing panorama of the boys in the tree and the animals below giving each other “the once over.”

The final step in the book-wall comes a day or two after the jackets have been applied. It’s the simple process of daubing them with a coat of good clear varnish. It’ll dry in a few hours and gives a slightly glossy but washable finish to your wall.

The colors and general pattern of our jacketed walls blend well with natural wood, and we like living between them—we know though, that if we tire of them we can put on a conventional paper or a coat of paint.

You don’t have to do it with books, of course. A friend papered his tool-room with seed catalogues. Another did his bathroom in magazine covers. A neighbor papered his living room with the handmade paper that once lined boxes of Chinese tea.

Book jackets, magazines or tea-paper, your room will be cheerful, homey, and different—fun to do and fun to live with.



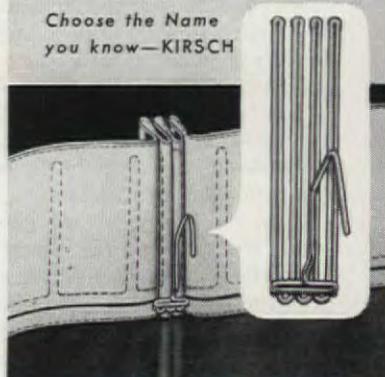
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 THROUGH YOUR
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A fine planning desk, with ample cupboards and slotted files above, and a good roomy drawer below, render menu making, ordering, household accounting, and the other chores of the kitchen exec lots easier. This one makes maximum use of a small amount of space between serving and laundry rooms, is bolted to the wall for an uncluttered look and so its legs don't get in the way of yours. Home of Dr. & Mrs. Blair Glennie

Data: Louise Price Bell



2 ideas for the

HOME OFFICE

Data: Max Tatch



There's efficiency and style in this utilization of an otherwise "lost" corner in a den for a home office. Desk drawers are file-deep and commodious, and a handsome built-in ledger cabinet above stows fact, figures, adding machine, and the other accoutrements of "homework" in an orderly and accessible fashion, so they won't be disrupted by anybody's tidying hand. The alcove effect suggests a feeling of privacy and, in fact, pleasantly isolates the desk's occupant from the rest of the room. Home of Frank Nimmer

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NO. 3-150 HUDSON TABLE



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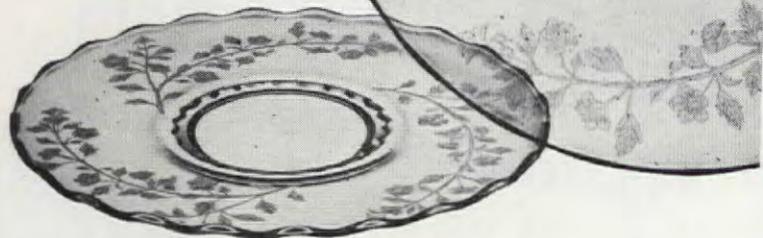
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by Candlelight



VIKING'S *Rose of Sharon*

Delicately, superbly etched, to gleam and glow and sparkle. . . . See the 14" plate, shown here, and all the other pieces in this pattern, at your good Viking dealer.



Treasured American Glass

VIKING GLASS COMPANY
NEW MARTINSVILLE, WEST VIRGINIA

Creators of
"The Quality-Crowned Crystal"

Extensole

HAS Concealed Extension Features

BECAUSE OF

ONE-PIECE, NO-SPLIT TOP



Designed for today's living when living-dining areas are often one. Requires 24" x 42" space when closed — and is quickly, easily extended for 8 or 10 guests. Your dealer will gladly demonstrate. Or send for a

free illustrated folder and name of nearest dealer. Priced at \$115 in antique mahogany. Slightly higher in walnut, blond, and cherry . . . Other Extensole tables are priced from \$69.

(slightly higher in the west)

EXTENSOLE CORPORATION • SPARTA, MICHIGAN

ESTHER CAUDILL



We are

fewer, our leisure greater, our lives more genuinely our own. When looking forward means looking forward—when from the busy middle years, retirement looms as a peaceful Eldorado—we contemplate it with pleasure. But when it begins to crowd us, it can be a frightening prospect.

Yes—I mean it. John and I are eager to retire. We are looking forward to the day about a year from now when we will "lay down de shubble an' de hoe," both figuratively and literally, in Pennsylvania, and take them up with added zest in a new place. Because we love the North so much and have been so contented here, I should like to say in the very beginning that we did not arrive at this happy state of mind overnight. It took several years and a process of mental readjustment which was not easy. Yet the important thing for us is that we have arrived.

Of course, when we are younger, most of us look forward to the days when our responsibilities will be

John and I realized that we could make of retirement either the winding away of an old life or the beginning of a new one. We have chosen the latter. We're leaving our old life before it goes stale, and setting out to build a new one, in a very different place. We feel that life must go forward or it languishes and dies, and staying in the same place seemed to us living off the crumbs of the past.

Of course it's not easy to tear up your roots, leave your children and the friends of a lifetime, and go to a strange place. But we feel that the effort involved is productive. We will be growing, forging ahead, in the stream of life instead of sitting on the sidelines.

About ten years ago, knowing that if we both lived we were going to face this big problem, we bought land and

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Look for the *Bellmanized Ticket*

It is the one way to make sure the Curtain Manufacturer has used pure starchless crisp finish organdy—that stays crisp without mussy, sticky laundry starches.

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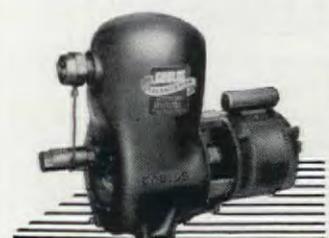
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NO TANK PUMP!

Goulds Balanced-Flow Jet—a remarkable advance in pump engineering—automatically delivers all the water you want to one or more taps at same time, within capacity. It's self-priming, self-adjusting . . . pumps fresh water directly from well. Saves you money, because there's no tank, fewer fittings to buy. Compact, trouble-free . . . only one moving part . . . no costly, bulky tank, gauges or valves to replace later . . . easy to install almost anywhere.



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Send free, 20-page booklet on Balanced-Flow and other Goulds Pumps. Also distributor name.

Name.....
Address.....

Eager to Retire

...ome in the country and said, "This
it. We'll gradually stock it with
ickens and animals, we'll condition
e soil, and when the time comes,
ll be practically self-sustaining.
th the little we make by selling our
plus, along with what we have
ved, we'll be able to get by."

And "get by" is all, I'm afraid,
would have done. But is getting
all we should desire of our declin-
g years? It seemed to us a desecra-
n of the God-given right to health
d happiness.

When we made our first trip to



orida about five years ago, an
areness that there was something
ore to old age than enough to eat
d a roof overhead flooded over us.
Why, here in the dead of winter

were beauty, color, friendliness,
warmth, a new way of life! And what
a good time those folks—old and
young—were having!

They played shuffleboard in the
bright, warm sun in February. They
fished in a clear, blue lake for their
dinner, spent afternoons at Canasta
or darts and they danced in the eve-
ning at the gaily lighted community
house, instead of eating their hearts
out with loneliness at home where
they were "close to their children and
friends of a lifetime."

To be sure, our children love us,
but they have established family units
of their own now. They have their
own friends, their own fun, and their
own baby sitters. We love to see them,
and they us, but we don't depend
upon their infrequent visits for our
happiness, as many elderly couples do.

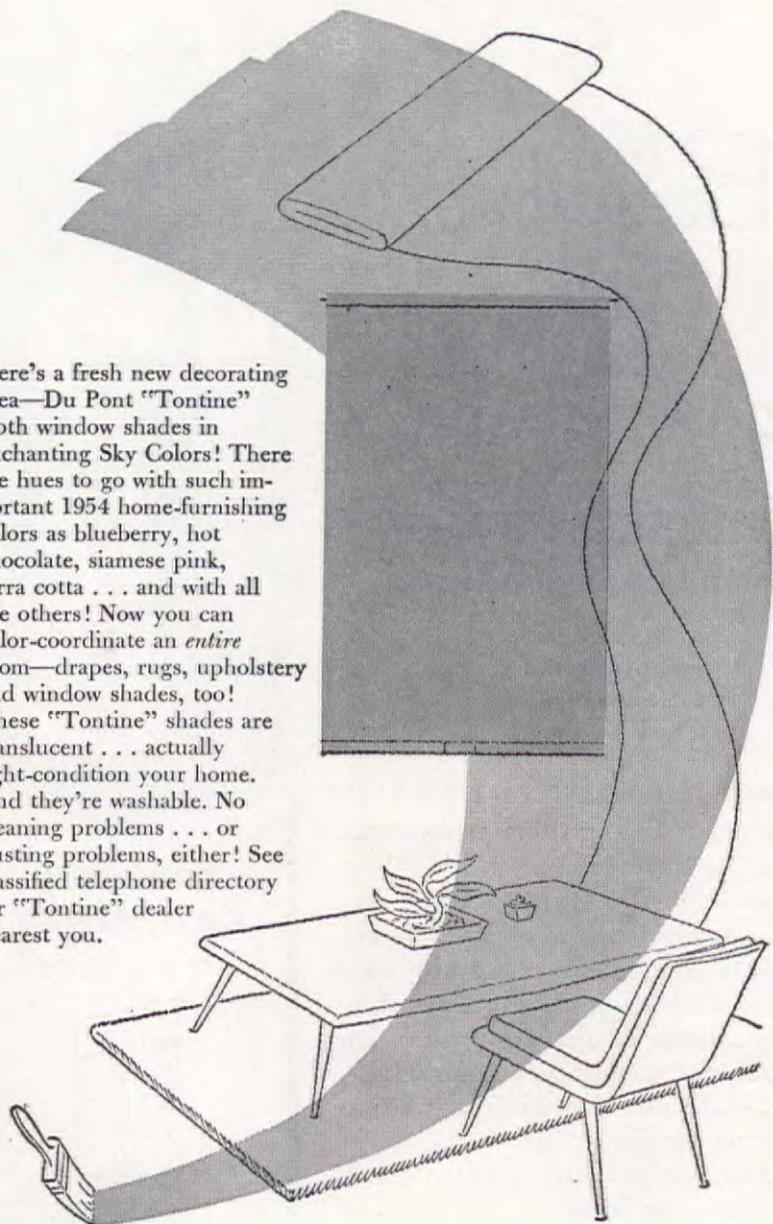
As for "the friends of a life-
time," very few of them are near us
now. Some have moved to other parts
of the country and several have died.
Of course we have made new friends
along the way because we are both
very active: my husband in business

PLEASE TURN TO PAGE 126

Now...Window Shades in Colors Keyed to

1954 Decorator Colors

Here's a fresh new decorating
idea—Du Pont "Tontine"
cloth window shades in
enchanting Sky Colors! There
are hues to go with such im-
portant 1954 home-furnishing
colors as blueberry, hot
chocolate, siamese pink,
terra cotta . . . and with all
the others! Now you can
color-coordinate an *entire*
room—drapes, rugs, upholstery
and window shades, too!
These "Tontine" shades are
translucent . . . actually
light-condition your home.
And they're washable. No
cleaning problems . . . or
dusting problems, either! See
classified telephone directory
for "Tontine" dealer
nearest you.



Du Pont Tontine®

Washable Window Shade Cloth

Sky Colors



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When the electricity goes off,
don't blame the fuse or cir-
cuit breaker. They protect
you from hazard. Blackouts
probably mean your wiring
is overloaded.

But you needn't put up with
blackouts, blinking lights
and unsafe, unsightly tan-
gles of cords. Learn how to
avoid these annoyances and
get convenience, comfort,
efficiency and economy from
your lights and appliances.

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From Your Home's Electric System

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155 East 44th Street, New York 17, N. Y.

Please send me the booklet about Adequate Wiring. I enclose 15¢.

Name _____
Street _____
City _____ State _____



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BRIGHT IDEAS
to brighten
your home



Beautiful,
Tall
and Terrific

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- Easily Installed
- Non-Sticking
- Low in Cost

NEW!... MODERN!... ATTRACTIVE!
Floor-to-ceiling sliding steel closet doors save space while adding wonderful convenience. You get complete access to closets . . . top-to-bottom, side-to-side. Sturdy steel construction guarantees trouble-free, smooth operation on nylon rollers. Installation is amazingly simple and economical. Cannot warp, stick, shrink or sag, *ever!* And you can easily paint to match your color ideas.

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REPUBLIC STEEL CORPORATION
1088 ALBERT STREET • YOUNGSTOWN 1, OHIO



TRUSCON
CASEMENTS
last a lifetime!



Truscon Casement Windows have beauty *plus!* They offer full ventilation, easier cleaning, simple and quiet operation. No warp, stick or rot... and can outlast the house itself!

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Name

Address

City Zone State

We Are Eager

and I in various clubs and civic affairs. But after our income stops and we have to live on a more economical scale, will we be "has-beens" and soon forgotten? We hope not, but even now we notice a gradual decrease in invitations for dinner or a Saturday evening of bridge. We are older than many of our friends, and we can't expect our popularity to increase when we are no longer financially able to entertain as much as we now do.

Enough of what "might be"! It is the future that intrigues us. Tearing up our old tired roots and planting new vigorous ones in strange soil where we will have the company of many other couples in similar circumstances is an exciting prospect.

Many of our new neighbors will be people of our own age as eager for companionship as we, and if we choose our location carefully, they'll be congenial people with interests similar to ours. We know that this is very important, and we've given it a great deal of thought and "exploration" traveling over the state, studying the various communities and the types of people settling in them.

Florida happens to be the place we

have decided upon. But it could have been any one of a number of other places. The most important thing is to move to an entirely new environment. Next in importance is that the climate be pleasant, for as we grow older the rigors of winter take the toll of even the strongest of us.

In Florida we think we'll be able to live much more economically than we do here, and yet maintain our present standard of living.

We plan to build near a lake in the central part of the state. John and I love gardening and we will have as we do here, flowers and a vegetable garden which, abetted by a home freezer, will see us through the year. It will be fun learning to garden



from scratch once more, as we most certainly will have to do, for the soil, the seasons, the planting conditions, and the bugs will all be different from the ones we are used to.

Of course we'll miss our wonderful Pennsylvania peaches and tomatoes

Charming Deceiver

In graceful innocence it brightens its corner. Then — flip go the triangular leaves! and twist goes the top — to give you a sturdy leather-faced card table. Chiseled from glowing cherry — a treasure to enjoy forever.

New FURNITURE BOOKS
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Provincial card table

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Spode
DU BARRY

Good design has no date. Your Spode will be correct and in good taste for the many years ahead. Booklet 16 offers advice on selecting the proper pattern. Write for it today.

Wholesale Distributors
COPELAND & THOMPSON, INC.
206 FIFTH AVENUE, NEW YORK 10, N.Y.

DU BARRY

o Retire (Begins on page 124)

es. But there'll be oranges and
apefruit from our own trees to take
eir place, and avocados, mangoes,
payas—many tropical delicacies
hich are hardly more than names
us now. Chickens are easy to raise
Florida, so we'll have our own
esh eggs, and whenever we want fish
e can drift out on our own lake and
el in a few.

We don't worry about not seeing
e friends we are really fond of,
ecause we already have enough book-
gs to keep our guest room filled
r years, and I've heard it said
at when you move to Florida you're
nazed at the warm friendships that
velop overnight. (Or shall we say
erwinter?)

Best of all, there are many oppor-
tunities for a man if he cares to work
while longer. My husband is still at
e peak of his powers and it would
e suicide for him to retire, and hu-
iliating for him to take a lesser
osition just because of his chronol-
gical age.

True, John would like to take it
sier than he does here, giving up
e responsibilities and the long hours
at go with an executive position,
nd he'd like some private work on

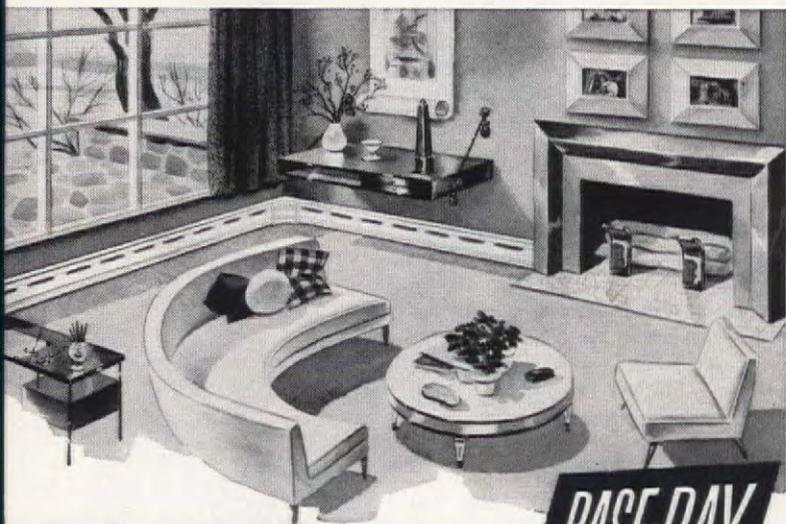
his golf and his fishing. But he wants
to keep active for a few years yet,
and he feels that our new life will
enable him to do just that, without
a loss of stature.

If we weren't kept so busy reading
new books on Florida, studying hor-
ticultural pamphlets, boning up on the
best bait to use for wide-mouth bass,
and trying to decide whether we will
have a big breezeway (to double as a
dining room) or a screened patio, we
might get down to brass tacks and
face the fact that we are growing old.

But with so many new and exciting
things to look forward to and plan
for, we simply don't have the time.
We think we're growing younger
every day just contemplating the next
twenty years!

UNITED NATIONS BIRTHDAY

This month marks the eighth anniversary of the United Nations. In celebration, a plan for sending old copies of American magazines abroad has been drafted. Address Magazines for Friendship, Occidental College, Los Angeles 41, California, for instructions and a mailing envelope.



when Warmth and Beauty are one... **BASE-RAY**
is in the picture

Millions of home owners *know* that hot water heating is the *best* heating. And tens of thousands of *these same people* have chosen Burnham BASE-RAY* Radiant Baseboard as the perfect way to enjoy the cleanest, evenest, most draft-free heat known. Pioneer in baseboard heating, BASE-RAY is made of durable cast iron to give a lifetime of trouble-free and economical service. Home owners appreciate BASE-RAY's low, streamlined design and beauty, which make possible unlimited flexibility in furniture arrangements. Yes, warmth, comfort and beauty all meet . . . in BASE-RAY. For complete details, MAIL COUPON TODAY! * Reg. U. S. Pat. Off.



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Irvington, New York

Burnham Corporation AH-103
Irvington, New York

Send new 6-page folder telling how
BASE-RAY Radiant Baseboards can add
beauty and comfort to my home.

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Address

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



Lovely in your home . . .

TROY deauville

Casual Americana



As a before-the-fireplace group . . . as a conversation setting in picture or bay window area . . . or as a gay solution for that problem corner . . . these exquisite Troy wrought iron pieces are perfection.



Shown, are Troy's Sectional Sofa with magazine-rack Wedge Tables. Fabrics are wear and dirt defying vinyl plastics in choice of texture and color. Table tops may be had in Frost-Walnut Formica or crystal clear glass.



You'll love the way deauville Casual Americana blends with either contemporary or traditional, and you can add other Troy living room, dining room, dinette or game room sets or pieces whenever you wish. See these decorator-idea pieces at leading furniture and department stores.

TROY furniture

Quality Products of the TROY SUNSHADE COMPANY, TROY, OHIO

FOR NAME OF DEALER NEAREST YOU AND A DESCRIPTIVE BROCHURE, DROP US A CARD.

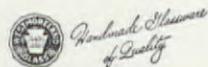


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GRAPEVILLE, PENNSYLVANIA



Treat Your Table

An added set of dishes is worth a carload of spice

That amazingly well-designed pottery they're turning out for less than \$5 per starter set will never take the place, in feminine hearts, of Sunday-go-to-meeting "fine china." But good inexpensive dinnerware in a range of prices has certainly changed our table-setting habits. An extra set or two, in addition to those we already own, can give to our table the kind of spice and variety we aim for in our cooking.

No matter how many dinnerware sets we acquire, however, the same good old buying rules apply—no matter how well priced or how handsome, don't buy it unless it will look well on *your* table in *your* room, unless its design is in keeping with your furniture, and unless its color and pattern will "do something" for your surroundings. Periods may be mixed freely, of course—but not sloppily. For example, many very modern designs just do *not* look well with elegant 18th-century furniture, and some of the best traditional patterns, versatile as they are, don't adapt themselves to the starkest of modern backgrounds.

Undecorated wares depend for their beauty upon their graceful shapes, and many people turn to them in an attempt to "play safe," to avoid conflicting patterns. They're very handsome—but not so "safe" as you think, for it takes great skill to set a table with undecorated dinnerware. So if you like decorations, don't bypass them—just choose them carefully.

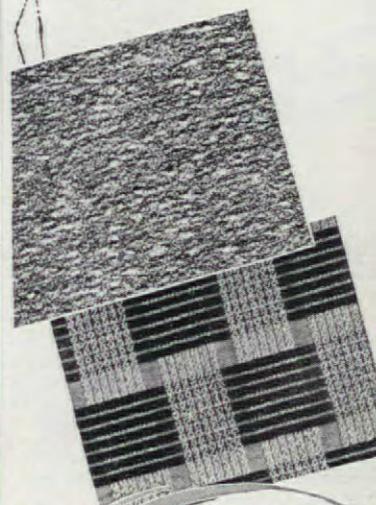
When it comes to price, you can find good design in all brackets, but you usually get just what you pay for in quality and workmanship. Difficult shapes and hand decorations add to the cost. You may find earthenware or even pottery tagged higher than wares entitled to be called "fine china," and the type of decoration is usually the clue: chances are, in such cases, that the china is plain or decorated with decalcomanias, while the usually less-expensive earthenware or pottery is hand painted. There's also the matter of "grade." All dinnerware is factory-inspected, but firms which produce the higher-priced types guard their brand reputations by screening their product so rigorously that very few imperfect pieces creep through. You would expect to pay for such rigid protection—and you do.

Poetically beautiful



Envision a sheer casement in a heavenly lime at your windows . . . an accent of persimmon slipcovering your favorite chair . . . your sectional upholstered in a toast tweed with subtle undertones of gleaming gold Lurex . . . all distinctively textured! Or create a color scheme to express YOU. You'll find just what you've dreamed of in this color-coordinated line of decorative fabrics at a cost so low it will amaze you.

so practically priced!

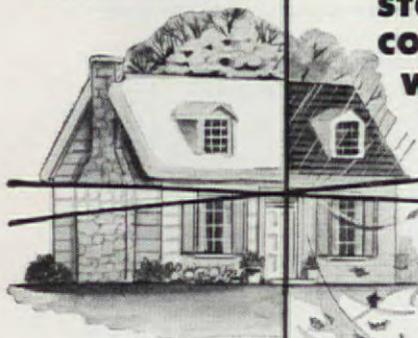


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Fincastle Fabrics
by LOUISVILLE

LOUISVILLE TEXTILES, INC., LOUISVILLE, KY

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install
JASCO
ALUMINUM SCREEN and STORM SASH COMBINATION WINDOWS and DOORS



Truly the *only* combination that beautifies your home, brings you weather conditioning every day of the year, banishes work forever . . . AND saves you money by cutting fuel bills over 30%. Compare JASCO windows and doors . . . no other make has these patented features:

- ★ Exclusive! Patented "Swivel-Action" permits simple cleaning of glass on both sides . . . from inside the room . . . without removing glass.
- ★ "Sure-Lok" locks screen on inside.
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MAIL COUPON

First step was to rip up the old soft floor covering; then we removed odd bits of floor covering, felt, and cement that remained with a power sander using 4½-grit black waterproof sandpaper. Next, with hammer and nailset, we countersank any protruding nailheads we found



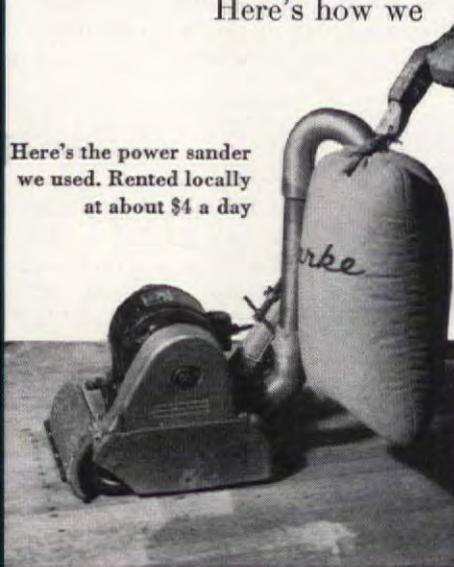
All indentations over the nailheads had to be filled in with plastic wood or sawdust (made of the same wood as the flooring) mixed with wood glue or shellac. This, of course, was applied with a putty knife



How to REFINISH OLD FLOORS

We went to work on a room which had battered covering over once-beautiful parquets. Here's how we restored them

Here's the power sander we used. Rented locally at about \$4 a day



The sander has a vacuum attachment that sucks up almost all the dust created by the sanding. We started off by using a coarse grade of paper. After doing the floor once, we went over it again with a medium and, finally, with a fine grit



For the edges of the floor, we rented a small sander, called an edger. In this, we used the same grit papers as on the large unit. Edger cost us about \$2 a day

PLEASE TURN TO PAGE 130



the rich grain and tight knots of the Western Pines* form an interesting design.

Custom Kitchen
blends
charm
and
convenience!

Western Pine paneling, built-in cabinets, shelves and drawers prove a cheerful setting for this kitchen—and a fitting frame for the separate built-in cooking units.

The glowing beauty and many practical advantages of the Western Pines* win them a welcome all through the house. Smooth and even-textured, they take stains, paints, varnishes—look handsome waxed to a natural finish as here.

Your retail lumber dealer will show you the easy-to-work Western Pines.

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Thanks to AMF engineering and De Walt® experience, the famous "Power Shop" is 12 precision power tools in 1—saw, dado, shaper, drill, belt sander, disc sander, router, grinder, surfacer, metal cutter, jig

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EASY TO OPERATE—"radial action" makes adjustment to any cut easy.

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Please send free woodworking booklet on AMF De Walt "Power Shop"—America's Greatest Precision Power Tool.

Name _____

Address _____

City _____ Zone _____ State _____

Refinish Old Floors

(Begins on page 129)



Of course, in the corners and around the radiator, etc., we couldn't use the sanders, but had to go to work with a scraper, steel wool, and sandpaper. Incidentally, when using the power sander, we swept the floor clean with a brush to remove any solid matter that was not taken up by the sander.

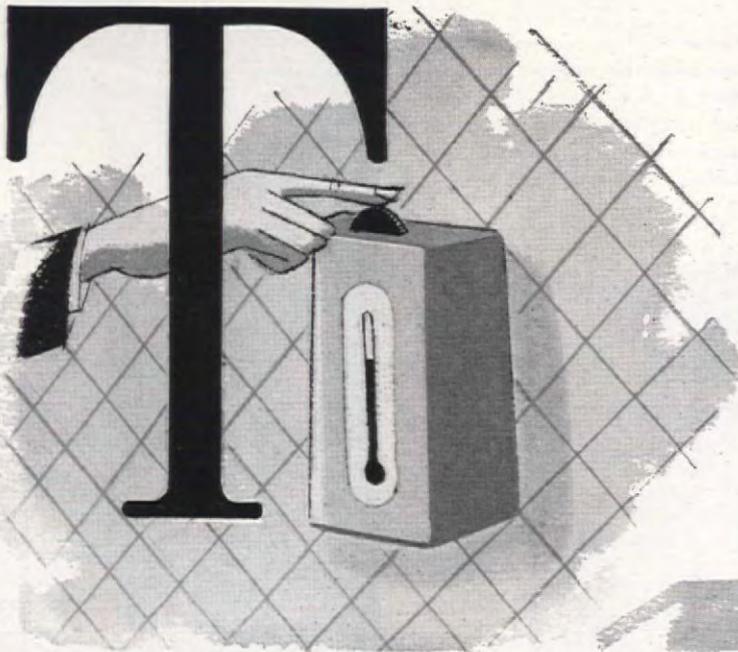


Exposed nailheads had left unsightly black stains on the floor. We had to bleach these out with oxalic acid. We used a mixture of 1 lb. of oxalic acid to each gallon of warm water, and then we applied this to the entire floor with a brush. When the acid was dry, we brushed the floor clean, and rinsed it with three applications of fresh water. After the woodwork dried completely, we gave it another light sanding to remove any of the roughness left by the water.



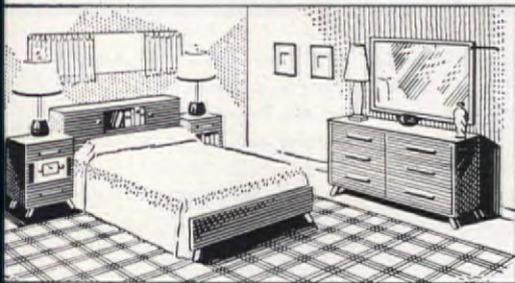
On the bone-dry floor—we waited an extra day to be sure—we applied three coats of shellac, using a 5-lb. cut of white shellac thinned half and half with alcohol. After the last coat had dried (all three can be applied the same day), we sanded the floor lightly with steel wool and dusted it. Then we applied a paste wax. Below you can see the final results.



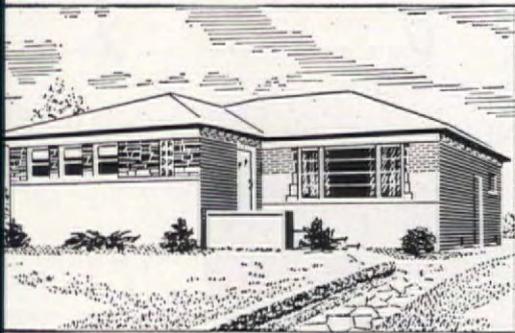


is for Thermostat

there on your wall,
with Chrysler Airtemp...
you set it...that's all!



ONE ROOM . . . can be air conditioned quickly and easily with a Chrysler Airtemp Room Air Conditioner in the window.



OR AN ENTIRE HOME . . . can be air conditioned with a Chrysler Airtemp "Yearound" system. New air-cooled models do not use water.

Just a touch of your finger and like magic Chrysler Airtemp goes to work in your home. The thermostat on the wall controls your indoor weather. In winter there's warm, properly humidified air at just the temperature you want. In summer there's cool, crisp air that makes living so much more enjoyable. All year there's less cleaning and more healthful surroundings because dust and germs are filtered out of the air that's circulated through your home.

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Comfort Zone



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Airtemp Division, Chrysler Corporation
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AH-10-53

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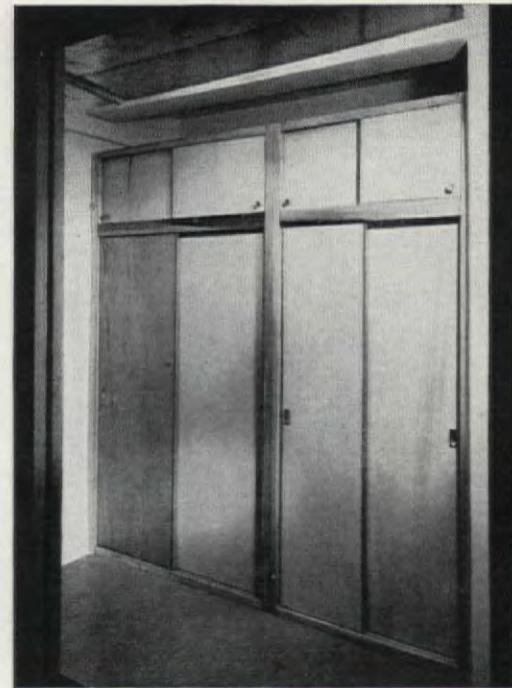
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for
Something?



FOR HOME OR
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LOOK IN THE
'YELLOW PAGES'
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Prefabricated wall closets are easy to assemble, and sliding doors on these mean that interiors are easy to reach, and no floor space is wasted. They have top storage sections, are made of plywood (southern hardwood or northern birch) with kiln-dried hardwood frames. Widths: 3 ft. to 6 ft. Paint or stain



Laminated wood paneling is increasingly popular for sliding closet door units like these of a special plywood construction. Outstanding feature is high resistance to shrinkage and warpage. Ready to put up, in standard sizes, with all framing and finger pulls provided. Pleasing smooth surface, has a mosaiclike appearance

Good things in Big Packages

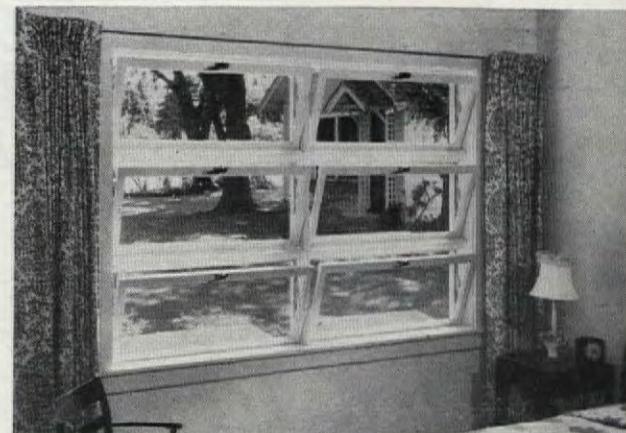
Closets, doors, windows, folding attic stairs—
packaged in complete units, ready for you to install



Put-it-up-yourself plywood paneling comes completely finished in your choice of five hardwood veneers. Simple grooved edges and special metal clips make it easy to install directly over existing walls. Packaged unit of ten panels, 16¼ in. wide, 72, 84, or 96 in. long, covers areas of from 80 to 108 square feet

See "Where Credit Is Due" on page 146

Sectional windows complete with all exterior and interior trim come in individual units, ready to hang. Make a rough opening to any of several standard sizes, set frames in and fasten to studding. Easy to operate, they provide excellent ventilation, and do not extend into a room beyond the drapery line when open



FOR MORE GOOD PACKAGES, SEE PAGE 134

Not one of
these can mar

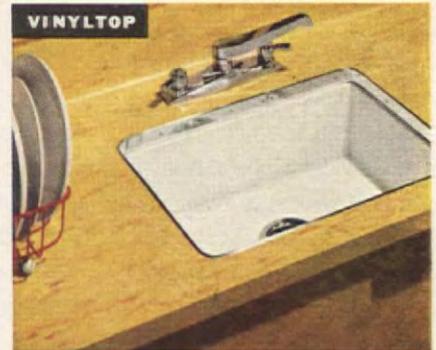
the beauty of Gold Seal Vinyl Inlaid



On the floor: VinylTile in yellow marbled and "Bermuda Hues" green; on the wall: VinylTile in "Bermuda Hues" green and tan; on the counter: VinylTop in "Bermuda Hues" tan.



You can't hurt the lay-it-yourself tile with bleach, grease,—anything you're likely to spill in the kitchen. A damp mop gets the bright surface spotlessly clean.



You can't hurt the counter-top with fruit juices, drain cleaners, abrasives. It's flexible and *seamless*, with no dirt-catching corners. And it costs only a fraction of what hard, clattery tops cost to install!



You can't hurt the floor with cleaning fluids, disinfectants or tracked-in mud. All Gold Seal Vinyl Inlaid keep their fresh look for an unbelievably long time. And they are the only vinyls that guarantee satisfaction—or your money back!

There's no end to the wonders of resilient Gold Seal Vinyl Inlaid—and the wonderful things you can do with them. Whether you put them on your floors, your counter-tops or even your walls, they outwear, outlast, outperform the same thickness of any other kind of floor covering. (In fact, on the

walls, they should last as long as the house!) They come in light, lovely, striated "Bermuda Hues," and in deeper marbled colors. Ask your Gold Seal dealer for Gold Seal VinylTile, VinylTop, VinylFlor. Find his name in your classified phone book. Gold Seal Vinyl Inlaid cost only about **33¢** per square foot.

GOLD SEAL
TRADE-MARK®



FLOORS and WALLS

CONGOLEUM-NAIRN INC., Kearny, N. J. © 1953.



"I have the walls I wanted"

...at a price I could afford"

"Jim left the decision up to me . . . and I chose the dramatic color and rich texture of *pre-stained cedar shakes*. Now our house is a *dream house* . . . looks just as we've always talked about and planned for! The nicest part of it is that we can *change* the color whenever we wish . . . simply by restaining . . . selecting our new exterior "mood" from a wide choice of smart shades. *No wonder* I'm glad we've put pre-stained cedar shakes on our house!"

"I didn't realize how reasonably priced *genuine cedar walls* could be! Now our house has the durability of pre-stained cedar shakes . . . for *less* than the cost of ordinary siding." Scientific factory color-coating saves painting cost . . . back-priming eliminates blistering. And you can apply cedar shakes *yourself*, right over your present walls . . . adding extra insulation as you go. Pre-stained cedar shakes will last indefinitely . . . with minimum of upkeep.

You'll both  agree on

PRE-STAINED CEDAR SHAKES

WHAT WIVES SHOULD DO

Send for this attractive free color booklet shown below . . . describing in detail what pre-stained cedar shakes will do for your home.



WHAT HUSBANDS SHOULD DO

See your lumber dealer for a surprisingly-low-cost estimate. Send for free booklet shown below for complete application instructions.

BE SURE OF QUALITY! DEMAND ONE OF THE FOLLOWING NATIONALLY RECOGNIZED BRANDS:
 Creo-Dipt • DriHome • Master-Craft • Never-Fade • Norshor • Olympic
 Our Own • Rainier • Redhawk • Ripple Brand • Seal O'Cedar • Shakerstown
 Square Edge • Steve Lake • Superior • Cedarwalls • Colorshakes

SEND FOR THIS FREE BOOKLET TODAY

STAINED SHINGLE & SHAKE ASSOCIATION
 4403 White Building, Seattle 1, Washington
 Canadian Address: 425 Howe Street, Vancouver 1, B. C.

Handbook
 for Successful
 Building



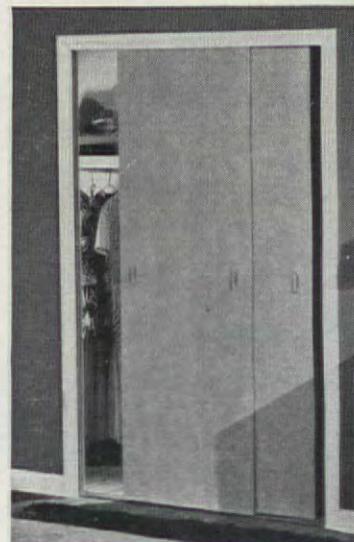
Name

Address

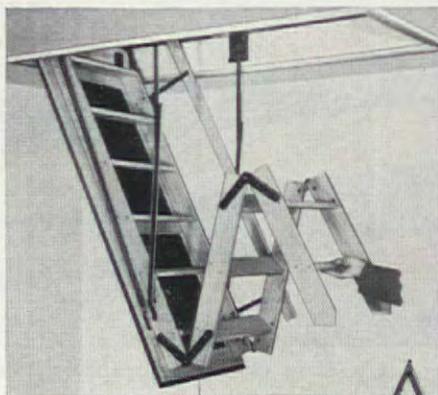
Big Packages (Begins on page 132)



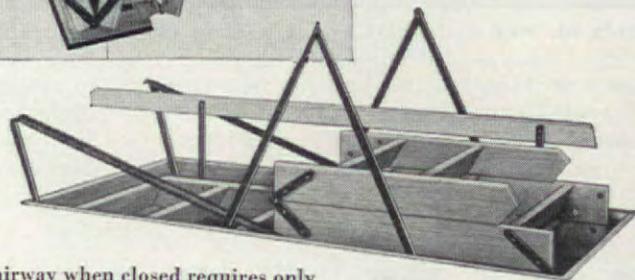
Striated panels in two natural wood tones can be nailed over the existing walls with furring strips or sheathing. Small brads will be concealed by "creases" in paneling. Squares in three sizes come packaged in combinations that cover from 25 to 120 square feet



Steel sliding closet-door units in a birch finish or primed for painting come in pairs complete with metal jambs and guides, and are fitted with finger pulls. They are ready to install in standard-sized openings from 3 to 6 in. wide. Good-looking, space-saving, they give greater accessibility to the entire interior of the closet



Folding attic stairs, with a spring mechanism that makes them easy to pivot up or down, come ready to install in rough openings of either 25½" x 54" or 25½" x 60½". They weigh approximately 70 lbs.



Stairway when closed requires only 22 in. of headroom—an excellent solution when only an attic crawl space is available. Good, too, for safe entry into a seldom-used attic. A space of approximately 6 ft. should be allowed below for a landing. Ceiling panel is clear white pine

ly **Hide-A-Bed** offers the greatest "hidden value" in the world of sofa-beds... a **Beautyrest** mattress!



Lawson style in green tweed (above), also in persimmon, brown, gold, charcoal and copper. Approx. prices, full size \$339, apt. size \$319, including famous Beautyrest mattress. With Deepsleep* mattress, \$20 less.

What good is a sofa-bed if you're not proud of its looks as well as its comfort? Hide-A-Bed* sofas are fully upholstered, beautifully tailored sofas. You can even get cushions

with famous Beautyrest* construction. More than 100 decorator-selected fabrics to choose from when you buy a Hide-A-Bed sofa—for the cost of a sofa alone!



Smart sectionals in gold antique satin and many other fashion-wise colors! Use them as shown, or put them together to make an extra-long sofa. They open into comfortable twin beds at night. Deepsleep mattress only. Approx. \$229.50 each, as shown above.



Modern, tufted-back Hide-A-Bed sofa in persimmon tweed (above) and many other colors. Full size \$349. Apt. size \$339. With Simmons famous Beautyrest mattress only \$20 more. In Hide-A-Bed you can choose from ten different styles in over 100 decorator-selected fabrics.



You may see millions of sofa beds. But only one, the Hide-A-Bed sofa, can offer you the famous sleeping comfort of Beautyrest, the mattress that's known and used the world over for the utmost in luxury rest. Beautyrest is wider and thicker than the mattress on the aver-

age sofa-bed. No rolling toward center, thanks to special Hide-A-Bed sofa base construction. Bedding folds away, made-up, ready to use again. See the Hide-A-Bed sofa at your Simmons dealer's. Prices as low as \$199 for full-size armless model. Convenient terms may be arranged.

Send today for new home decorating booklet, "14 Ways to Make an Extra Room."

Space-saving ideas from leading decorators! New, beautifully illustrated booklet includes floor plans and realistic color illustrations of rooms and fabrics. Also, your own room-planning kit with scaled cutouts and ruled paper. Get yours while they last. Send 25¢ and coupon below.



SIMMONS COMPANY, Dept. F-10
Merchandise Mart Plaza, Chicago 54, Ill.
Gentlemen: Enclosed please find 25¢ for one copy of your booklet, "14 Ways to Make an Extra Room." (Booklet includes room-planning kit.)

Name _____
(PLEASE PRINT)
Street _____
City _____ State _____

ly Simmons makes **HIDE-A-BED SOFAS**

Another quality product from the House of Simmons... the greatest name in sleep.

BRUCE HARDWOOD FLOORS



Lovely for a Lifetime

When you build or remodel, you can choose a floor that will last the life of your home...and always be lovely. Bruce Floors are made of beautiful Southern Oak, whose interesting grain and rich coloring never fade nor wear away. They are always in good style and good taste.

For a delightful combination of modern design with traditional charm, there isn't anything lovelier than a prefinished Bruce Block Floor (above). It makes any room more livable, wins admiration in any setting.

The natural beauty of oak is given unusual style and appeal in the Bruce Ranch Plank Floor (below) with its alternate widths, walnut pegs and mellow finish.

Your architect, contractor or dealer will be glad to tell you more about naturally beautiful Bruce Hardwood Floors. For booklet with room photos in color, write:



E. L. BRUCE CO., 1712 THOMAS ST., MEMPHIS, TENN.
Also makers of Bruce Floor Cleaner and Waxes



ELECTRIC DRILL: Many homeowners have 1/4-in. drills, but jobs like drilling electric conduit passages, preparing wood and metal for assembly, and boring concrete for pipelines often demand larger sizes. Rentals are about \$2.25 a day, and up, depending upon the size of the drill

Data: ROBERT SCHARFF

These you can Rent!

DISC SANDER AND POLISHER:

A sander is a versatile tool. It will blend down welds and "hammer-out" marks on cars, polish metals, and remove burrs on plaster and concrete. There are lots of other uses for it inside the house and out—as you'll speedily see if you rent one for as little as \$1.50 a day



LARGE TRACTOR: A diesel-powered crawler tractor with shovel can level your grounds for landscaping, excavate for swimming pools, dig holes for septic systems, etc. A 20' x 40' swimming pool, to take a case in point, can be dug with its help in two hours. Digging it by hand would require of an able-bodied man five days and an untold amount of determination. Tractor with operator rents for about \$8 an hour

SMALL TRACTOR: This tractor, a comparatively little fellow, designed for home use, is available at a rental of about \$15 a day. It dispatches all the ordinary agricultural and horticultural chores, of course, and in addition lends itself to snow removal, limited dirt moving, grading, leveling, and what have you. Not at all difficult to drive either

POLISHER AND SCRUBBER: This wonderful weapon will outspeed and outclass you at waxing, scrubbing, and buffing. It may be used on tile, asphalt, rubber tile, composition, and smooth cement floors, as well as on soft and hard woods. It can shine up the floors of your whole house in one evening. Rents for \$1.50 a day



PAINT SPRAYER: A fast, easy-to-handle power tool, paints house, car, and furniture in a quarter of the time brushing requires. Rents for about \$5 a day

CONCRETE MIXER: Large amounts of concrete need thorough mixing. On major jobs, mixer saves time and work too. Rental: \$35 weekly, plus possible trucking charge

ALL PRICES ARE APPROXIMATE

BULLDOZER: If you rent a bulldozer, you can count on its costing from \$6 to \$8 an hour—the fee including the services of an operator. Don't forget that an expertly manned bulldozer can accomplish in one hour the work of two men working two days. In addition to excavating for a house, it's ideally adapted for other large-scale jobs—grade leveling, tree removal, filling in low grade, etc.

PLEASE TURN TO PAGE 138



WARM INVITING COLOR FOR YOUR HOME THIS FALL

It's amazing how little time it takes to give a room fresh, clean loveliness with Benjamin Moore Paints. They're easy to apply, easy to wash and last for years.

Stop at your Benjamin Moore Paint Dealer today. He will gladly help you plan your fall painting and can recommend a reliable painting contractor.



Betty Moore

COLOR CONSULTANT

"Write to me for advice about painting and decorating. I'll be happy to send you color scheme suggestions without charge."

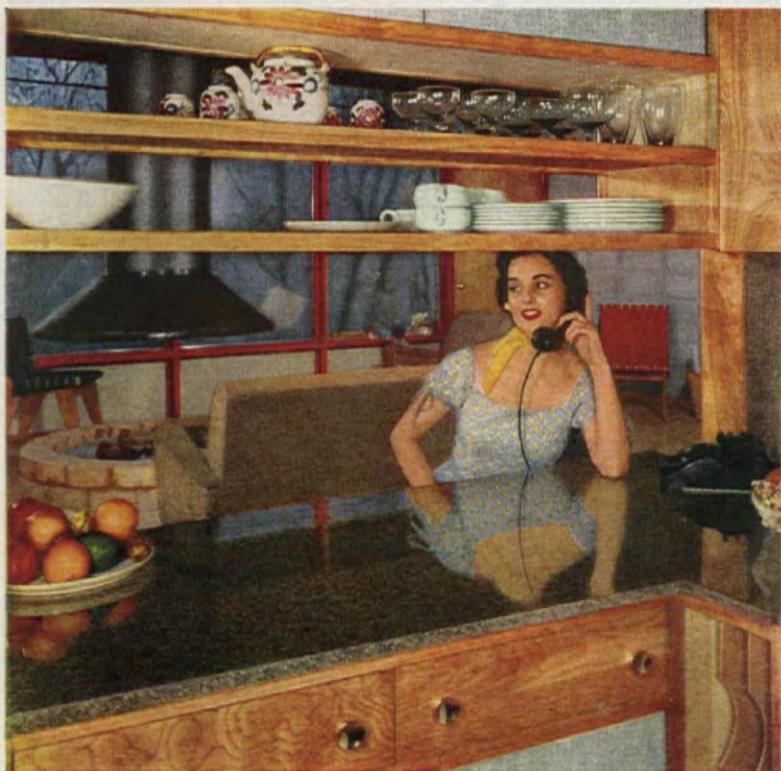
Address:

Betty Moore, 511 Canal Street,
New York 13, New York

Benjamin
Moore  paints

*Kitchen-durable,
Living room lovely*

G-E TEXTOLITE*
PLASTICS SURFACING!



"We wanted a surfacing that would wear well in the kitchen and be beautiful in the living room. We found it in G-E Textolite plastics surfacing," writes Mrs. James O. Hanley of Minneapolis, Minn., whose home was designed by architect Carl Graffunder.

The Hanleys have just built a beautiful contemporary home in Minneapolis. Mrs. Hanley says, "Our kitchen is set off from the living area only by a built-in eating bar and cabinets. So we couldn't use one of those kitchen-y plastics. We finally found the perfect pattern—Textolite Black Ming!"

Like all G-E Textolite surfacing, Black Ming is as durable as it is beautiful! It resists stains, burns, scratches, and wipes clean with a damp cloth. It has passed hundreds of durability tests, its surface remains smooth as glass, its color still bright as new. If, like the Hanleys, you want beauty with durability, see G-E Textolite at your dealer's soon!



Left, Red Ming.
Also available
in Chocolate,
Blue, Green.



**Right, Yellow Irish
Linen.** Also available
in Gray, Red, Blue,
Green, Tan.

**Free! See wide
selection of G-E Textolite
patterns in full color!**
Write for free pattern
booklet: General Electric
Company, Section
320-6D, Chemical
Division, Pittsfield, Mass.

*Reg. U.S. Pat. Off.

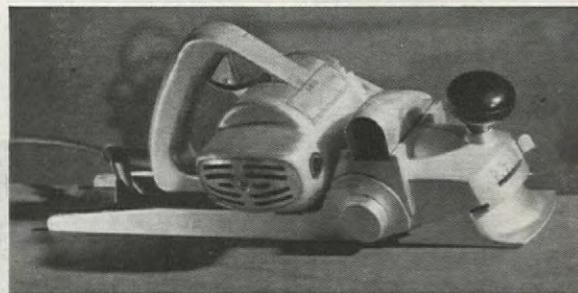
You can put your confidence in—

GENERAL  ELECTRIC

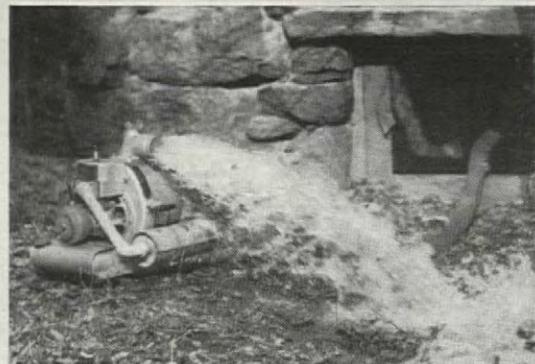
These You Can Rent

(Begins on page 136)

Electric Plane: No better substitute for elbow grease than an electric plane when you have a quantity job facing you. Easily adjusted blade depths make fitting doors and windows to size a fast and accurate process. It's also convertible to a surface plane for cabinet work and pattern making. Daily rental: about \$3



Electric Router. The finest kind of carpentry can be done with this fast work tool in your own home. Cutters are designed for all sorts of grooving: mouldings, weather stripping, wall paneling. A day of use saves many dollars with this one-of-a-kind tool. Rentals vary from \$2 to \$5 depending upon size



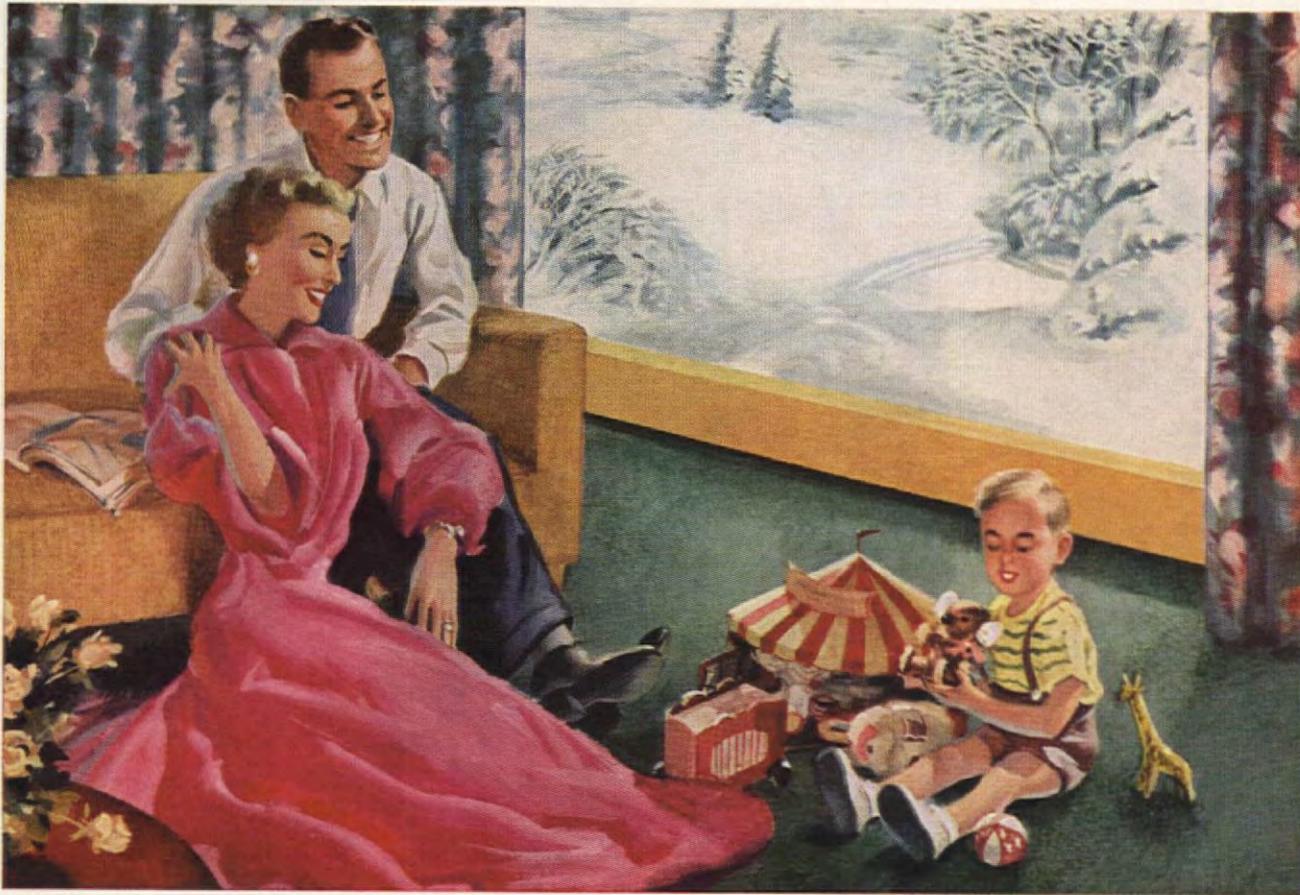
Suction Pump. Cellar flooded? Here is the portable, self-priming pump that starts emptying out any flooded area almost instantly. Pumps 15,000 gallons of water per hour (about 15 tank truck loads) without clogging. The approximate rental charge is \$3 a day.



Chain Saw works like "chain lightning" when cutting down the heaviest tree and slicing it up into hearth-sized logs. It's light, perfectly balanced, and you can handle it without assistance. Work of a full day of hand sawing takes an hour. Average rental: \$10 a day

PLEASE TURN TO PAGE 140

THE AMERICAN HOME, OCTOBER, 1953



Plan to have all the *extra advantages* of

B & G Hydro-Flo* Heating

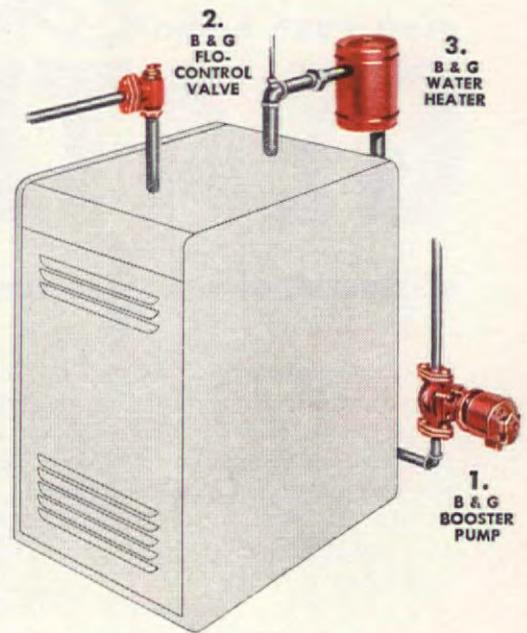
The family in the illustration above is enjoying four comfort advantages of B & G Hydro-Flo Forced Hot Water Heating.

First, *radiant sunny warmth*! Second, the area around the picture window is comfortably heated. Third, air temperature from floor-to-ceiling and wall-to-wall is virtually uniform. And finally, the *floor is warm!*

Now add this! The temperature in this home will remain at the comfort level all through the heating season. The heat supply is *automatically modulated* so that every change in the weather is met with a corresponding change in the heat supply.

The basic units of B & G Hydro-Flo Heating are illustrated here—(1) the

Booster Pump to circulate hot water through the system; (2) the Flo-Control Valve to prevent an over-ride in temperature and (3) the domestic Water Heater. These units can be installed on any hot water heating boiler—new or old.

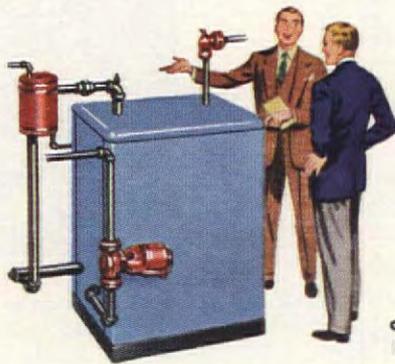


Snow melting

Another back-breaking job eliminated! Hot water from the Hydro-Flo System can be pumped through pipe coils under the sidewalks, melting snow as fast as it falls.

Year 'round hot water

An ever-ready, ample supply for automatic washers, baths and showers—at low cost.



...all on amazingly little fuel!



BELL & GOSSETT
C O M P A N Y
Morton Grove, Illinois

Canadian Licensee: S. A. Armstrong, Ltd., 1400 O'Connor Drive, Toronto

Ask your architect or heating contractor

*Reg. U.S. Pat. Off.

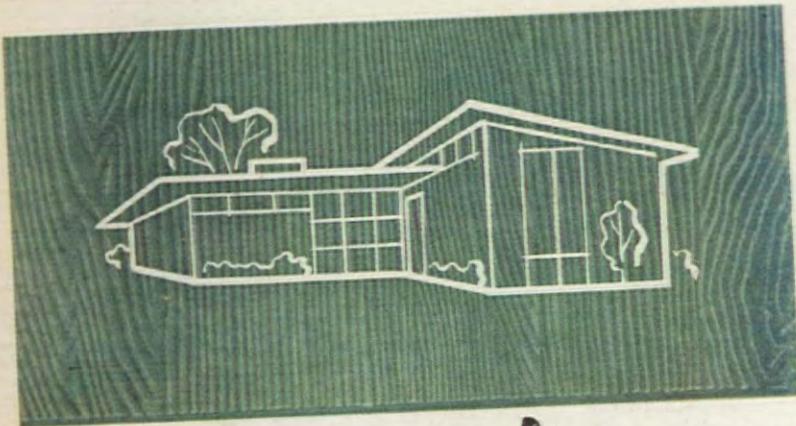
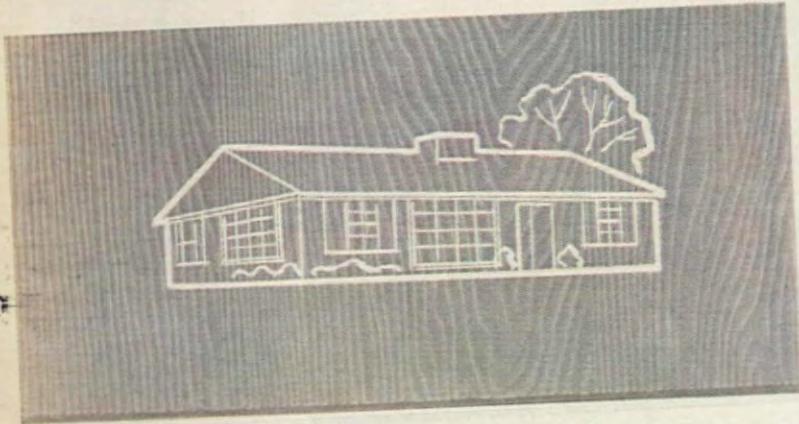
Bell & Gossett Company, Dept. DD-29, Morton Grove, Ill.

Please send your free booklet, "Capture the Sun with B & G Hydro-Flo Heating."

Name _____

Address _____

City _____ Zone _____ State _____



give your home **Color** with
GLATEX

T.M. Reg. U. S. Pat. Off.

aristocrat of asbestos cement siding

Soft-hued, distinctive colors that *stay* colorful. Whether you choose Greentone, Mist Gray or Browntone (or Satin White), color lasts the *lifetime* of your home, because it's fused into the ceramic surface. Never needs paint, washes like a china dish. Cover your present siding now—with *colorful* GLATEX! For the name of your nearest GLATEX dealer or applicator, write Dept. 142, 300 West Adams St., Chicago 6, Ill.

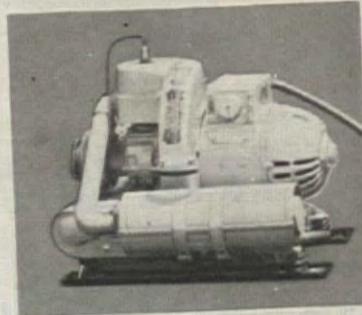
UNITED STATES GYPSUM
 the greatest name in building



You Can Rent
 (Begins on page 136)



Hedge Shear. Try the ease and speed of this newest type electric hedge shear and become a devotee. You can trim a hedge without effort now—and in a matter of minutes. It trims hedges, shrubbery, and ornamental trees in perfectly clean, graceful lines. Rental for this hedge shear is \$1.75 daily.



Generator makes it possible to use all sorts of power tools and other equipment where there's no existing electrical power. It is portable, standard 115 volt, 60 cycle, and operates smoothly without flicker or dim-outs. Fine for summer camps, etc. at \$7.50 daily, \$15 weekly.



Electric Saw: Ten times faster than hand sawing, and infinitely more accurate. Can be used on any type of quantity work. For instance, all the framing for an average attic can be cut in half an hour with a power saw against four or five hours with a hand saw. Rental cost averages about \$3 a day.

LIGHTS OUT?



LIGHTS ON!

Why tolerate the blown fuse nuisance any longer? Why hunt fuses in the dark . . . or break off in the middle 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 Unit 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 stored in the twinkling of an eye—even by a child! The average home can have this modern and safe protection for very little additional cost. Also easily installed in old homes. What are *all* the facts? Write today for our free booklet "Goodbye to Fuses." CUTLER-HAMMER, Inc. Pioneer Electrical Manufacturer, 1395 St. Paul Ave., Milwaukee 1, W.



FREE BOOKLET: Tells facts about new, better home electrical protection. Write TODAY for your copy.



Beautiful indestructible heavy-plastic ash trays. Add a smart decorative touch to any room, table or card table! . . . Safe! Cigarettes go out if forgotten . . . At most chain stores and many shops. Choice of red, green, ebony. If no dealer, send \$1 for two trays postpaid, or \$1.75 for 4 in a box, postpaid. State colors. (No C.O.D.'s please.) FRANK J. CURRAN CO., 8105 S. Main St., Downers Grove, Ill.

SHOPMASTER'S
 sensational new power tool **20 IN**
JIG SAW
 WITH Self-Contained Motor



Just plug it in →
\$39.95
 MOTOR-INCLUDED

Exclusive COMBINATION MITRE GAUGE AND RIFLE FENCE (at extra cost) make precision work easy. Full-rotating armature motor . . . 45° table tilt . . . built-in blower . . . exclusive Master-View control. Write for free catalog. **SHOPMASTER, INC.** Room 20D, 1214 S. 3rd St. Minneapolis, Minnesota

Now FABRICS in my home
always look NEW...
thanks to...

**NORANE
4-STAR®**

Like magic—household fabrics stay
fresh and unwrinkled... shed water,
resist spotting and shrinkage!

CURTAINS
keep size, shape.
Shrinkage worries
ended!



SLIPCOVERS
stay unsmussed.
Wrinkles simply
disappear.



DRAPERIES
spot, stain resistant.
Non-oily stains
wipe off.



UPHOLSTERY
is water-repellent.
Just blot it up!



Guaranteed by
Good Housekeeping

WARWICK CHEMICAL COMPANY
Division, Sun Chemical Corporation
10th ST. and 44th AVE., LONG ISLAND CITY 1, N. Y.

**DO YOU
NEED
MONEY
?**

**\$25.00
IS YOURS**

FOR SELLING ONLY 25 boxes of
JEWELS exciting new Christmas card
assortments #60 & #90. And this can
be done in a single day. Everyone buys
and sends greeting cards. AMAZING
VALUES. Box of 21 cards sell for \$1,
also 25 for \$1.25 with name on. You
make up to 50c on each box. SEND
FOR SAMPLES ON APPROVAL
and SELLING PLAN. Costs nothing
to try. Many organizations and church groups raise
money this easy way. Advise if organization. WRITE
NOW!

JEWEL CARD CO.
366 Plane St., Dept. 55 Newark, N. J.

**70 MILES PER GAL. GAS
CHILD'S AUTO WITH MOTOR**

Sturdy, Safe for kids 5
to 15 Years. Also pulls
Mowers, Carts and Power
Takeoff, drives Pumps,
Saws, etc. Write for lit-
erature. ESHELMAN,
Dept. CM-59, 110 Light
St., Balto, 2, Md. 333
N. Michigan Ave., Chi-
cago 1, Ill.



A Garden is not Impossible

ANN BEECH

For a long time I thought my thumb
was brown or yellow. Now, hap-
pily, I claim that it is, if not green,
at least a pale chartreuse. In com-
munities where most citizens have
lawns, flowers, and some house plants,
the plantless have little standing.
That fate threatened me five years
ago when I left an office job to be-
come a homemaker. The first spring,
having perused seed catalogues and
visioned our home in an Anne Hath-
away cottage setting, I shopped in
seed stores and 5-and-10's with great
expectations. And how I bought! My
husband said I had enough seeds to
plant an acre, but little did he know.
Under my cultivation, supergiants
turned out pigmies. The only real
flowers I raised were daffodils—which
were here before we moved in!

Then, reading garden books and
magazines, I found that I couldn't
blame any seed firm for my failure.
I, who try so hard to nourish my
family, including the cat, had never
given a thought to the well-being of
the plants! A neighbor came, looked,
and said: "I've lived here 40 years
and no one has ever tried to grow
anything on that soil of yours. It just
isn't fit." Apparently, it was mostly
"fill"—ashes, rocks, gravel, and clay
—designed to raise the ground level
physically, but not in productivity.
Because topsoil hauled in would have
cost \$8 a load, we felt it would be
cheaper to move to a farm than have
it moved to us. Then, learning about
compost piles, which rot leaves, grass
clippings, garbage, etc., into good rich
earth, we started one.

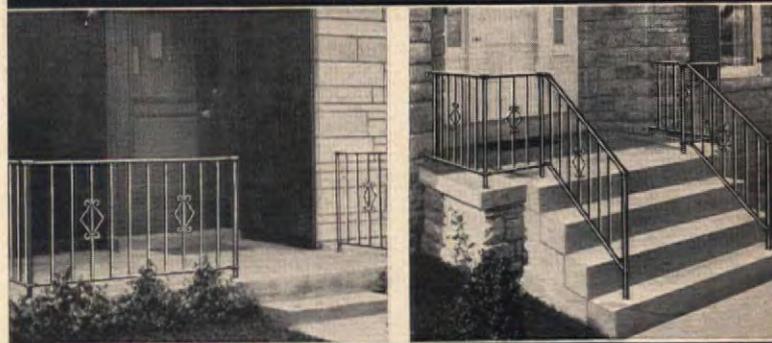
Now I no longer complain about
the way our garbage piles up, nor do
I mind when the neighbor's leaves
blow onto our newly raked yard.
(We even reach over and rake in a
few more.) We dug a pit and started
filling it with layers of all kinds of
vegetable refuse sprinkled with soil;
a depression in the top held rain
water and hastened decomposition, as
do the fishworms with which the pile
soon teemed. The wastes were being
converted into compost for our gar-
den. We are assured that soil so im-
proved will grow vegetation such as
we never saw; that little or no com-
mercial fertilizer will be needed, nor
irrigation; that we can discard sprays
and sprayers! Even if not wholly con-

PLEASE TURN TO PAGE 142

Save 1/3



BEAUTIFUL ORNAMENTAL IRON



NOW AVAILABLE AT BIG SAVINGS



write for free booklet

Write today for booklet showing how Colonel Logan ORNAMENTAL
IRON will add lasting charm to your home at surprising low cost.

These Railings and Porch Columns can be self-installed, or
installed by your contractor, as you wish. Colonel Logan ORNAMENTAL
IRON is sold by your building supply dealer or lumber company.

LOGAN CO., 412 CABEL ST., LOUISVILLE 6, KY.

Colonel Logan



ORNAMENTAL IRON



LOGAN CO.

412 Cabel St., Louisville 6, Ky.

Send free booklet illustrating beautiful
Colonel Logan Ornamental IRON WORK.

Name _____
Street _____
City _____



She's the sort of woman
who makes people exclaim:

"HOW YOUNG SHE LOOKS!"

Something may give her age away. An almost-grown daughter. Her laughing admission she graduated from college twenty years ago. But her attitude smooths the years away. She's vitally interested in things that interest "young people." She's alert and alive and wonderful.

And of course she chooses modern things for her own personal use, especially at those "trying times of the month." She uses Tampax sanitary protection, for example, because everything about it appeals to her. It does away with belts and bulky pads—it's easily disposed of—user's hands need never even touch it. Because it's worn internally, odor can't form. It can't even be felt, once it's in place.

Invented by a doctor and made of pure white surgical cotton, Tampax is compressed in applicators for easy insertion. Available at drug and notion counters in 3 absorbencies: Regular, Super, Junior. Month's supply goes in purse; economy size gives 4 times as much. Tampax Incorporated, Palmer, Mass.



Accepted for Advertising by the
Journal of the American Medical Association

Not Impossible

(Begins on page 141)

vinced of all that, we're hopeful, though the process takes time—almost a year to turn a heap into usable humus. And a 60' x 150' lot provides neither space nor raw materials for a large project.

Nevertheless, four years ago, I bought 50 purple crocus bulbs and, not trusting to haphazard planting as many people do it, I dug a trench by our three-window bay, in front of the shrubbery; mixed in some good soil and planted the bulbs in groups of five about a foot apart, following directions on the bag as to depth. The next spring I found it hard to get away from the window from which I could watch the favorable reactions of passers-by to my little planting, which by now has spread out of its original border—but it's still attractive, bravely heralding the coming of spring.

The next fall, I bought 15 hyacinth bulbs at 10 cents each (to me an amazingly low price), in white, pink, and blue, and planted them in a row where we could see the flowers from our dining-room window. Again success, an increasing bulb population, generous rewards. So then, a little "drunk with power," we sent \$5 to a bulb firm for 30 Red Emperor and 36 Keiserskroon tulips. Planted in groups of three or four in front of our bay, the Emperors (the king of tulips, I think) bloom the first half of April after which the red, yellow-edged Keiserskroons take over. In beds on either side of our front walk by the porch, I put rose-colored double and lilac Parrot tulips which bloom far enough apart so they do not clash. Though "luxury class" bulbs, I got them late in the season at a reduced price and planted them in mid-September. Already I have stakes to mark where I plan this year to put some red and yellow botanical tulips which bloom earlier than any I now have.

That doesn't mean that I'm just a "spring-flower" fan. My plot of compost-enriched soil is growing and I am going in for summer- and fall-blooming plants, bulbs, and seeds, with modest success and hopes for, in time, that green thumb. But what I want to tell would-be gardeners, whether on unlandscaped new places or the depleted soil of old homes, is that a garden is not impossible!

You can have an eye-catching splash of color next spring no matter what the color of your thumb. And this fall is the time to start. Even if you must "borrow" or even buy a few pails of good soil; even if you have only a smidgeon of room, why not invest a few dollars in bulbs? They carry their lunch box with them and won't disappoint you. With them, you can make your home, too, a little star in the gardener's firmament.

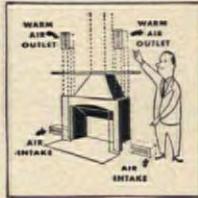
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- No. 19 (see March, '53 issue) One story, 3 bedrooms, 2 baths, living-dining room, kitchen with dining nook, roofed porch
- No. 20 (see April, '53 issue) One story, 3 bedrooms, living-dining room, bath, utility room, kitchen-laundry, garage
- No. 21 (see May, '53 issue) One-story modern summer house, living-dining-sleeping areas, kitchen, bath
- No. 22 (see July, '53 issue) One story, 2 bedrooms, big living room, kitchen, utility room, porch, bath
- No. 23 (see Aug., '53 issue) Including attic, house has 5 bedrooms, 3 baths, living room, dining room, kitchen, porch, breezeway, garage
- No. 24 (see Sept., '53 issue) Two bedrooms, bath, 2 lavatories, living room, dining room, kitchen, utility, recreation room, porch
- No. 25 (see page 46, this issue) Two story, big living room with built-in fireplace wall, dining room, 4 bedrooms, 2 baths, utility room, screened porch, two-car garage

*No plans sold for use in Queens, Nassau, or Suffolk County, L. I., N. Y.

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To visualize the colorful effect of Mr. Peterson's simple but eminently satisfactory patio-paving scheme, remember that the brick and flagstones are red, the fine crushed stone around the bird bath support is white, and the coarser stone between the flags is green. In a different setting, or to conform to another person's tastes, the materials could be monochromatic, i. e., of various shades of brown, green, or gray



Lazy Man's Patio

Data: Ethel McCall Head

As an owner of a new home, George E. Peterson, of San Gabriel, California, was confronted with the problem of a 15' x 30' garden filled with weeds a foot high and higher. The condition didn't make for enjoyment of the patio he had planned, so he decided to do something about it. He calls the solution "a lazy man's patio," but it is also a highly practical and ingenious example of what could well be called a very busy man's patio.

Realizing that modern weed killers, crushed rock, and flagstones are all inimical to weed growth (and make for minimum upkeep), he first leveled the patio area, giving it a slight slope to one side for drainage. Then he applied a powder-form herbicide over the area and sprinkled it generously with water to put it into solution so it could be taken up by the plants—as it was.

Since he wanted color in his patio as well as low maintenance, he chose red flagstones and white and red crushed rock for the paving materials to apply on the weed-freed surface. The flags ranged from 1 in. to 1½ in. thick and varied considerably in size, but none was too large or heavy for an amateur stonemason to handle. He left a circular space about 6 ft. in diameter in the

PLEASE TURN TO PAGE 144



Competing claims can make it hard for the average home owner to decide which power tool is the one to buy. But the problem needn't be a tough one. SHOPSMITH, the 5-in-1 multi-purpose tool, suggests that you see all leading makes demonstrated. Ask your dealer* to show you what each will and will not do. Only then can you tell . . .

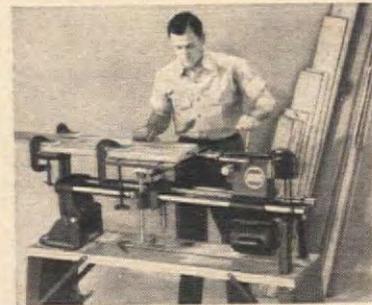
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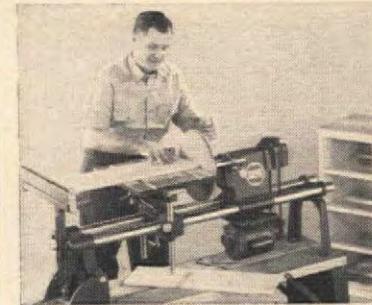
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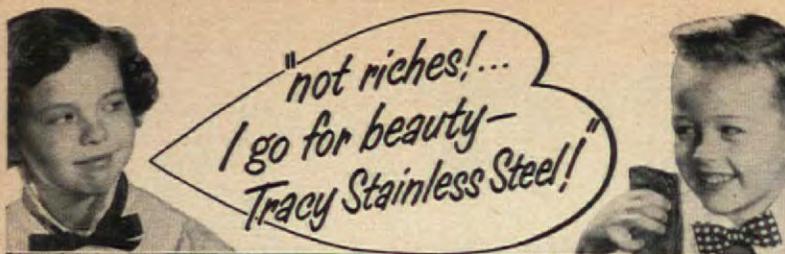
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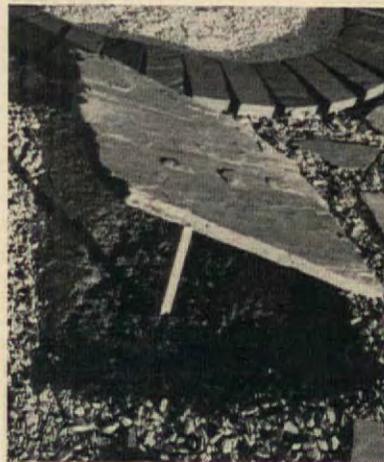
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Lazy Man's Patio

(Begins on page 143)

center, and placed there a simulated tree trunk of cement (a section of an actual tree would probably have been more effective), and on it set a large bird bath. Around the circle, he laid a fan-shaped edge of common red bricks on their sides, and between this border and the bird bath support, he poured four small sacks of crushed white rock, known in the trade as "roof sugar," which contrasted effectively with the red brick. Finally, he filled in between the flagstones—



An occasional maintenance job is to fill in under a flagstone that has settled or become unsteady. Simply raise and brace it as shown here, then spread sand beneath it, rake to proper level, and replace stone

which he laid random fashion and rather far apart—with medium-sized crushed green rock which accents the red of the flagging.

The result is a colorful white, red, and green patio with no weed control nor water problem to worry about. Even after heavy rains, water quickly drains away from the flagstones and gravel, and in dry weather a quick hosing washes down the whole patio. Should the ground settle in certain spots, one or more flags can easily be lifted, a cushion of sand provided, and the paving again made level.

Mr. Peterson says that the crushed rock cost about \$17, the weed killer, \$3, and the flagstones, \$50. It would be hard to find or think of a more satisfactory, less expensive method of covering a little back-yard area so as to insure enjoyable usability and minimize care and upkeep.

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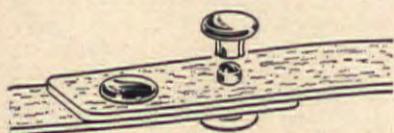
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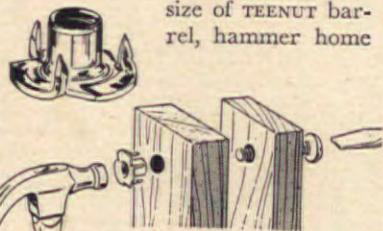


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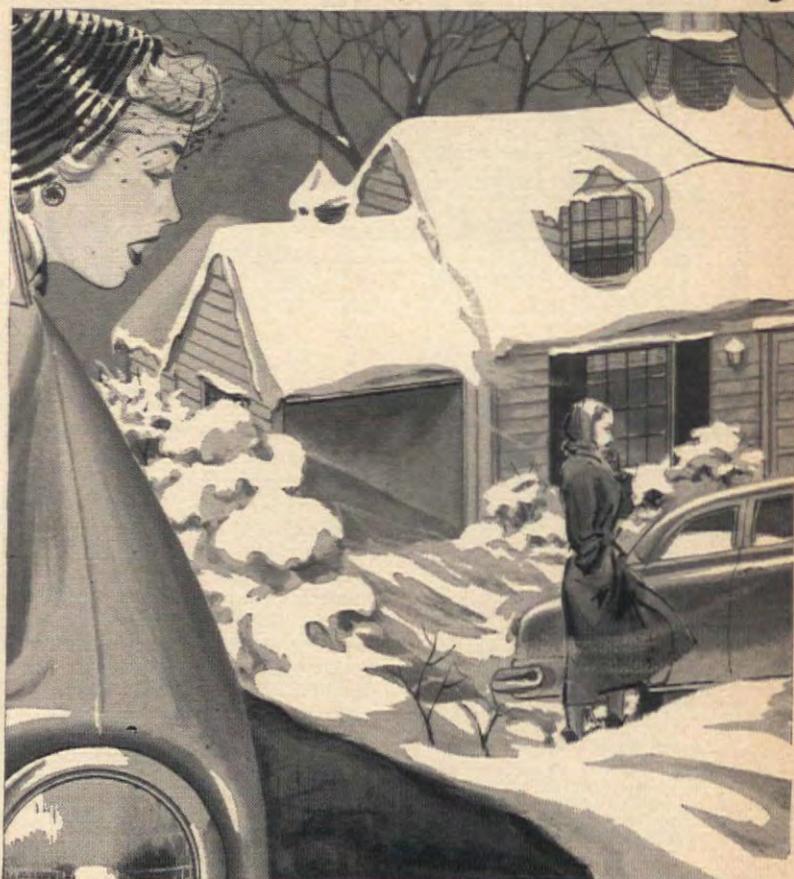
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Where Credit Is Due

REMODELED GUEST ROOM

Page 36: Carved oval rug, "Nobility," Cabin Crafts, Inc.; television set, RCA Victor; auxiliary refrigerator, Servel, Inc.; swivel lamp, ceramic sandpipers, wire musical instruments, pitcher, pencil holder, ash tray, baskets, Richards Morgenthau & Co.; figurines, William Pahlmann Assoc., Inc.

Page 37: Sofa beds, Simmons Co.; bench table, Consider H. Willett; printed chintz, "Delicious," striped "Ribband," Everfast Fabrics, Inc.; black denim, Erwin Mills; venetian blinds, Venetian Blind Assoc. of Am.; lighting fixtures, Lifecraft Mfg. Corp.; brass bowl, figurine, William Pahlmann Assoc., Inc.; ash trays, cigarette holder, clock, Richards Morgenthau & Co.; all plants, Florists' Telegraph Delivery Assoc.

Page 112: Blanket, plaid-bordered sheets, cases, Fieldcrest Mills.

Page 114: Door mirror, Pittsburgh Plate Glass Co.; flush doors, U.S. Plywood.

31 WAYS TO FRESHEN UP YOUR HOUSE

Page 38: Top picture: furniture, Paul McCobb, courtesy W & J Sloane; Lincoln record player, Liberty Music Shop; lamp, The Peppermill; "Balboa" striped fabric, Morton Sundour Co., Inc.; Blenback oilcloth, Columbus Coated Fabrics Corp.; drapery hardware, Kirsch Co.; bottom picture: furniture, L. & J. G. Stickley, Inc., courtesy Lord & Taylor; "Studded Star" wallpaper, by Marion V. Dorn from Katzenbach & Warren; bedspread, "Athena," pastel sheets, Cannon Mills; lamps, Bloomingdale's.

Page 39: Top left: "Sweet Violets" and "Bonny Plaid" chintz, Everfast Fabrics, Inc.; coverlet, Sumergrade & Sons; Fiberglas curtains, Godell's; lamp, Bloomingdale's; top right: Avondale fabrics; room setting photographed at Macy's; lower left: "Windsor" plastic lace, Elmer P. Scott Co., Inc.; pillow, coverlet, Sumergrade & Sons; "Delvogue" fiber rug, Delta Rugs; lower right: "Daisy May" chintz, Everfast Fabrics, Inc.; lamp, W & J Sloane; box spring and mattress, Simmons Co.; felt for pillows, Central Felt Co.; coverlet, Sumergrade & Sons; all shirring and pleating tapes, Consolidated Trimming Corp.

Page 40: Wallpaper books in corner, Imperial Paper & Color Corp.; tufted effect, United Wallpaper Co.; Alhambra, Katzenbach & Warren; floral "Do It Yourself," James Kimball Mills, distributed by Jean McDonald, Inc.

Page 41: Dado wallpaper, and ivy-leaf squares above, Imperial Paper & Color Corp.; gray cotton rug, Artloom; window screen papers, United Wallpaper; venetian blind, Venetian Blind Assoc. of Am.; rose cotton rug, Cabin Craft.

Page 42: Apothecary jars, U. S. Glass; utensils hanging on wall, W & J Sloane; towels, Leacock; floor tiles, Kentile; rug, Treasure Island; sink, American Standard; blind, Columbia Mills.

Page 104: Wallpaper: Studded Stars, Katzenbach & Warren; Madras Plaid, Katzenbach & Warren; Provincial, United Wallpaper; Cottage Plaid, Imperial Paper & Color Corp.

Page 107: Bird and Basket, Katzenbach and Warren; Delta (covering closet doors), Renverre Corp.; Winter Scene and Pineapple Damask, Katzenbach & Warren.

Page 108: Ducks and Grasses, Katzenbach & Warren; printed design and borders, United Wallpaper; Pecky Cypress, Timbertone Dec. Co.; deep border, Imperial Paper & Color Corp.; Tweed Day, Columbus Coated Fabrics.

HANDSOME HARDWARE DESIGNS

Page 49: Nos. 1, 2, 3, 4, 5, 6 (1st, 2d, 4th), 7, 8, 9, 10, 11, 12, 14, 15, 17, Charles A. McCarthy; nos. 2, 13, Joseph Renkel, Inc.; nos. 1, 4, 5, 6 (2d, 3d), 7, 8, 9, 10, 14, 16, 17, Elmer T. Hebert, Inc.

CLOSE YOURSELF WITH THESE

Pages 56, 57: All rooms in the Armstrong Cork Co.'s "House of Ideas", all flooring, Armstrong's linoleum; linen closet: plain linoleum, turquoise #38; telephone closet: spatter linoleum #5011; entrance closet: spatter linoleum #5011; master bedroom: floor in foreground, embossed inlaid #5850 Carpetone Series; boys' room: embossed inlaid #5431; girls' room: straight line inlaid #1613, Color-tone Series.

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New 6 oz. size **98¢**

Large economy size . . . **\$1.89**

"GOOD-AIRE is Good Etiquette!" BRIDGEPORT BRASS COMPANY

Spectacular TULIP BED

BLOOMS 6 TO 8 WEEKS!

Make your garden a brilliant showplace from late March 'til mid-May. Enchanting assortment of lovely tulips with blooming dates spaced for long, continuous parade of exciting colors.



RARE RAINBOW COLLECTION

Contains 10 bulbs each of 5 different imported varieties carefully selected to provide an ever-changing, dazzling display of exquisite blooms.

50 BULBS only \$3⁵⁰

All healthy, plump, high grade bulbs from famous tulip fields in Holland, hand picked and sorted for best blooming sizes . . . average 10 and 12 cm. around, and fully guaranteed by Kellogg's, famous for quality since 1869. If any bulb should fail to bloom, we will replace it free of charge. We pay postage on prepaid orders. Transportation extra on C.O.D. shipments. Order now for fall planting.

Obtain FREE, Kellogg's new, big catalog, FAMOUS FLOWERS AND FRUITS, a helpful guide

Send _____ Tulip bulbs as advertised. Amt. enclosed \$ _____

Ship C.O.D. Send free catalog.

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CITY _____ STATE _____

FAMOUS FOR QUALITY SINCE 1869

*"Boy, I sure love to do the dishes" . . .



Now that Mom has a

NATIONAL food waste DISPOSER



Model
535-CS

*We know that's a lot of nonsense —no boy really likes to do the dishes—but actually the NATIONAL will make his job much easier. And yours, too! It will cut the mess of after-meal-cleanup in half. Easily installed in the kitchen sink of old or new houses, the NATIONAL grinds all food waste to tiny bits—and washes it quickly, quietly, down the drain. Gone forever the messy job of wrapping garbage in a newspaper; gone forever the annoying, hazardous, trips to the outside garbage can. And the NATIONAL is safe—safe even for the tiniest tot—for the NATIONAL can't run until the safety LOK-TOP cover is in position—and turned to "GRIND". Call your master plumber today, or mail the coupon below. Learn how easily you can own a NATIONAL—the lifetime disposer.

2176

NATIONAL DISPOSERS

Mail Coupon for Free Booklet

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Akron, Ohio

Please send me your free booklet on
the NATIONAL DISPOSER.

Name _____

Address _____

Where Credit Is Due

GOOD CONTEMPORARY IS TIMELESS

Pages 58, 59: Cherry furniture group, "Transitional," by Consider H. Willett; decorative accessories, Bruce Fox Gift Collection; "screen" picture on desk, Pannel Miniatures; rug in bedroom for right, "Wunda Weve," Stewart's of Louisville.

THREE NEW ROSES FOR FALL PLANTING

Pages 60, 61: Flowers provided by: Conard-Pyle Co., West Grove, Pa.; Armstrong Nurseries, Ontario, Calif.; Howard Rose Co., Hemet, Calif.

GOOD VICTUALS

Pages 62, 63: Apothecary jar, U.S. Glass Co.; "Village Green" casserole, Red Wing; round silverplate tray, "Rochelle," International; china "Luanda," Haviland; flatware "Esplanade," Towle; Madeira cloth, Leacock; "Melon" well and tree platter, Oneida Community; Searak, Joseph Import Co.

PLACE AND SHOW

Page 64: Table 1: china "Copper and Gold" 5-pc. place setting, \$25.50, Flintridge; crystal "Southern Star" stemware, \$2.75 each, epergne, \$22, Tiffin Glassmasters; cloth and napkins "Treasure," 65" x 108" with 12 napkins, \$65, Felix Tausend; flatware "Stardust," 6-pc. place setting, \$90, salts and peppers, \$5 a pr., ash trays, \$3.25 each, match-box holders, \$2.75 each, candelabra, \$225 a pr., compotes, \$14 each, all tax included, The Gorham Co.; "Georgian Ivory" Byzantine candles, Emkay; flower arrangement, Florists' Telegraph Delivery Assoc.

Table 2: Semivitreous china "Provincial" 16-pc. starter set, \$7.95, Homer Laughlin; "Two-Tone Mist" highball glasses, \$4.50, set of 8, 16" hurricane lamp, \$7.50, W. Va. Glass; "Town & Country" cloth 60" x 90" with 8 red napkins, Paragon Art; cutlery "Ebonlite," 6-pc. place setting, \$20.85, Plascot Co.; brass bowl, \$4, Rubel & Co.; "Malibu Sands" peppermills, \$9.95 a set, Olde Thompson; mirror plateau, \$8, Conroy-Prugh Glass Co.; "Byzantine" candles, Emkay; flowers, Florists' Telegraph Delivery Assoc.

Page 66: Table 3: china "Duchess of Windsor," 5-pc. place setting, \$15, Royal Jackson; crystal "Capri" goblets and juice glasses, \$2 each, 7" square plates, \$1.25 each; hurricane lamps, \$10 a pair, centerpiece bowl, \$7.50, Fostoria Glass; cloth, "Potter's Wheel" 60" x 80", \$7.95, napkins, 59¢, Simtex; silver "Heritage," 6-pc. place setting, \$8.50, 1847 Rogers Bros.; candles "Marble," Will & Baumer; flower arrangement, Florists' Telegraph Delivery Assoc.

Table 4: China "Moss Rose," 16-pc. starter set, \$6.95, Universal Potteries; crystal "Heisey Rose" stemware, \$2 each, A. H. Heisey; silver "Pointed Antique" flatware, 6-pc. place setting, \$29.75, "Paul Revere" salts and peppers, \$15 pr., almond dishes, \$5 each, centerpiece, "Little Honeymoon" covered vegetable dishes, \$15 each, Reed & Barton; pink linen cloth and napkins, 9-pc. set, cloth 72" x 90", \$35, John Matouk; flower arrangement, Florists' Telegraph Delivery Assoc.

Table 5: Pottery "Sunny Spray" 16-pc. starter set, \$6.95, Southern Potteries; milk glass "Grape" goblets, \$1.25 each, pitcher, \$3.50, duo-mayonnaise set, \$5, Imperial Glass; Sanforized cotton cloth "Sunset," 56" x 100", \$6.95, napkins, 49¢ each, Leacock; stainless steel "Northland," 6-pc. place setting, \$6.75, Wm. A. Rogers Stainless; 3-compartment food server, \$100, Maxwell-Phillips; plastic butterflies, \$2 each, Santa Monica Products; cheese and cracker server, \$5, bird cage tray, \$15, M. Wille.

FAMILY FOOD

Page 67: Dinnerware, Spode "Florence," Copeland and Thompson; silver cake breaker, "Royal Danish," International; flatware, "Morning Star," Oneida; "Gold Finches," Stangl Pottery; steak platter, Wear-Ever Aluminum.

TAKE A CAN OF SOUP

Pages 70, 71: Soup tureen, Cemar Clay Products; individual soups "Moss Rose," Universal; "Blue Provincial" chop plate, Methox; shrimp

PLEASE TURN TO PAGE 148



SEE WHAT Modernfold Magic CAN DO FOR YOUR KITCHEN!



"Modernfold" doors make this smart breakfast bar possible . . . add utility and convenience to any kitchen.



"Modernfold" doors open the kitchen to family living . . . yet you can close it off in seconds.

Presto! And the "dead" corner behind the kitchen door is transformed into usable counter area and convenient cabinet space. A "Modernfold" door—and about 30 minutes installation time—is all it takes. You get *more* kitchen and eliminate swinging door bump and bang—with durable, dependable "Modernfold" doors.

No other folding door on the market today can match "Modernfold's" sturdy "extra steel" construction. Check the double hinge plates, both top and bottom that insure years of smooth, even, trouble-free operation. Examine the covering—finest obtainable vinyl-fabric—that washes easily with plain soap and water. See why "Modernfold" offers *more* in a folding door.

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(room)

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City County State

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* Get full value, longer-life and greater efficiency with IN-SINK-ERATOR, and only IN-SINK-ERATOR! No other make gives you all the benefits of the exclusive double-action REVERS-O-MATIC feature. So don't settle for half a disposer with a one-way action—be sure you investigate IN-SINK-ERATOR before you buy!

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FOOD WASTE DISPOSER

IN-SINK-ERATOR MANUFACTURING COMPANY
1253 FOURTEENTH STREET, RACINE, WISCONSIN

Where Credit Is Due

(Begins on page 146)

bowl, Roselane; block platter, Plastic Productions; "Fantasy" bowl, Hallcraft Co.; "Guinea Gold" platter, Denver; metal salad bowl, Florence Thomas; serving dish, Everlast Metal Products.

PART BRAND NEW—PART TRIED AND TRUE

Pages 72, 73: Cabinets, disposer, exhaust fan, dishwasher, American Kitchens; refrigerator, Serval; range, Roper; chairs, tables, Daystrom; flooring, Kenflex; telephone, American Telephone & Telegraph; wall covering, Timbertone; plugmold, Wiremold; light fixtures, Lightolier; doors, Curtis Co., Inc.; seat coverings, Mosland Duralather; clock, Seth Thomas; mixer, Kitchen-Aid; blender, Waring Products; black ironware, Griswold; radio, Crosley; covering on hood, Chase Cop-O-Top; apothecary jars, Malcolm's; dish-towels, Leacock; cutlery set, Ekco.

CLEAN SWEEP

Page 90: Data: Bissell Carpet Sweeper Co.

A TIP IN TIME

Page 92: Data: Reynolds Metals Co. and Cleanliness Bureau.

GOOD THINGS IN BIG PACKAGES

Pages 132, 134: Prefabricated wall closets, The Mengel Co.; sliding closet door units, National Door Co.; plywood paneling, Plankweld, U.S. Plywood Corp.; sectional windows, Andersen Corp.; striated plywood panels, Weldtex, U.S. Plywood Corp.; steel sliding closet door units, American Welding & Manufacturing Co.; folding attic stairs, Welbilt Products Co.

PHOTOGRAPHS

Stephen Fay: pages 35, 102, 116 (bottom), 118; Hans van Nes: pages 36, 37, 114 (lower), 116 (top); Warren Reynolds, Photography Inc.: cover, pages 46 through 48, 58, 59, 110; F. M. Demarest: pages 38 through 43, 62 through 64, 66 through 68, 70 through 73, 77, 86, 88, 89, 92, 104 (upper left), 108, 129, 130, 132 (upper right), 138 (top); Citizens Bank: pages 32, 33; Ackroyd Photography Inc.: pages 52, 53; Jack Roche: pages 60, 61 (color); Conard-Pyle Co.: page 60 (black and white); Shelly Smith Studios: page 90; Frank L. Gaynor: page 95; Nat'l. Board of Fire Underwriters: page 94; Robert C. Cleveland: pages 99, 100, 107 (right, top and middle); Robert C. Hoffner: page 134 (middle right); George de Gennaro: page 104 (center); Virgil L. Rankin Assocs.: page 121; Allis-Chalmers Mfg. Co.: page 136 (bottom); Holmes I. Mettee Studio: page 136 (top left, lower right); George E. Peterson: pages 143, 144; George Bakes: page 138 (bottom); Welch Nurseries: page 150; R. F. Donovan: pages 151, 152; Camera Assocs. Inc.: page 137 (upper right); J. H. Schaefer and Son: page 140 (bottom); U.S. Plywood Corp.: page 132 (middle left); Andersen Corp.: page 132 (lower right).

DRAWINGS: Jeremiah Goodman: pages 44, 45; Harold Eldridge: pages 50, 51; Albert Pucci: pages 54, 55; Sigman-Ward: page 149.

Omission: Jack Roche took the beautiful color pictures of flower arrangements illustrating the feature, "It Was a Lovely Party," in the September issue on pages 32 and 33. We regret he was not given due credit in that issue.

BOOKLET CHECK LIST

- HOME STORAGE FOR YOUR FOOD CROPS 10¢
What to store; how to make storage pits, bins, etc.
- SHOWER THE BRIDE, \$40 40¢
Includes invitations, favors, decorations, recipes, games
- ALICE IN WONDERLAND PLAYLET, \$174 50¢
Includes costume instructions
- FUN OUTDOORS, \$41 50¢
Treasure hunt, barbecue party, recipes
- CARE OF CURTAINS, \$177 10¢
Rayon, lace, net, nylon, ruffles
- DREAM HOME SCRAPBOOK 35¢
For collecting building data

Please send order and remittance to:
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THE AMERICAN HOME BOOKLET DEPT.
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AS MUCH AS

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Weatherstrip Doors and Windows with ADJUSTO-SEAL WOOL-PILE Weatherstrip

Research proves air infiltration around doors and windows can account for more than one-third of the total heat loss in the average well-insulated five room home.

Proper weatherstripping can cut this loss—save you real money in fuel bills.

But the weatherstrip *must* fit snugly! ADJUSTO-SEAL's thousands of vertical wool fibers adjust themselves to any surface, smooth or uneven, to form a tight, draft-free seal. Also eliminates window rattles; keeps out dust. Easy to install with hammer or screwdriver.



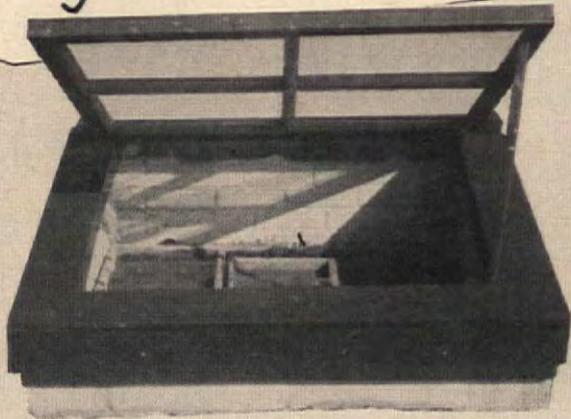
ADJUSTO-SEAL DOORBOTTOMS are made of durable wool pile, combined with a strong, attractive metal strip.



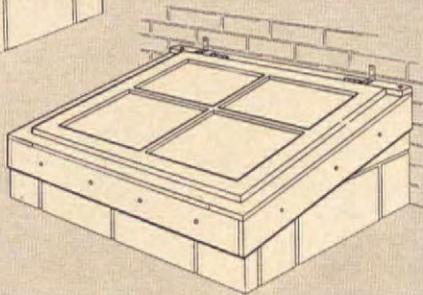
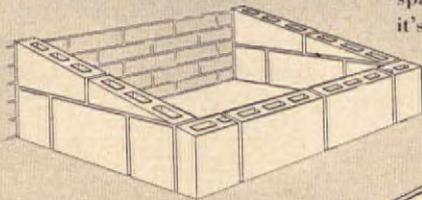
ADJUSTO-SEAL PLASTIC-AND-WOOL-PILE weatherstrip — for use around doors and windows. Available in 17' packages (enough for one average door or window), or in bulk for larger installations.



*Cold Frame
for \$9.15*



Built into a bit of vacant space to fit a salvaged sash, it's neat, sturdy, useful



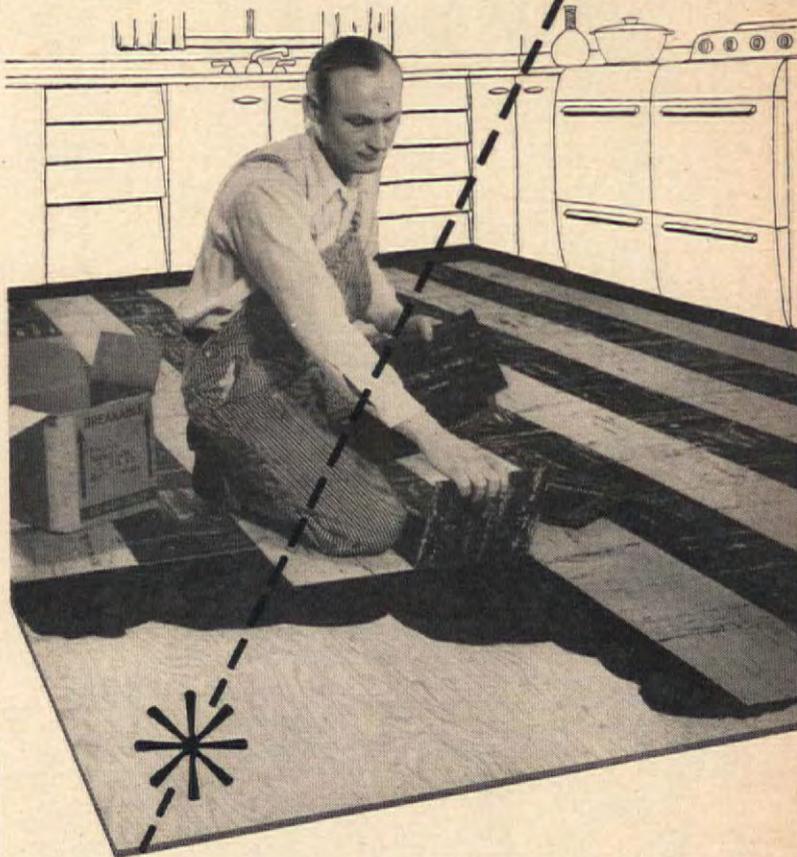
Below ground, the cold frame is one course of cinder blocks deep. These diagrams show the above-ground construction as described below, pictured above. Make one? Of course you could!

G. T. KELLOGG

You can build a substantial, permanent cold frame for less than \$10. We did it, and find ours invaluable as a place to keep plants during the winter, start seedlings in spring, etc. That cost does not include some 18 hours of work, but we charged that off to enjoyment—present and future. The base is of cinder blocks (4" x 8" x 16") at about 15 cents each—the number needed will depend on the size frame you want. Mine was determined by a 3' x 4' four-pane sash picked up at a housewrecker's yard; and that was all the space I had between the back steps and a rose trellis. I bought 20 blocks, broke one, and had 1½ left over.

I set the frame one block (8") deep in the ground, two blocks above ground against the house, and one block above in front, and cut the side blocks with a cold chisel on a slant, rear to front. All are laid on edge in a ready-mixed mortar of which I used half a sack. The framing on which the sash rests is pine shelving twice painted with a good outside green—first, in the basement when the boards were cut to size, and again when the job was finished. It is fastened to the blocks by ten 6-in. round-head bolts for which horizontal holes were bored with a masonry bit in an electric drill. The sash is hinged to a 2 x 4 fastened to both the top blocks and the brick house wall with small angle irons. Lumber, bolts, screws, and other hardware cost about \$2.25. Some hard work with paint remover, wire brush, and disc sander cleaned the sash to which I gave two coats of paint. I painted the blocks (both sides) with a green-tint masonry paint, and, after a day of drying out, the frame was ready. Recapitulation: 20 cinder blocks, \$3; used sash, \$2.50; lumber and hardware, \$2.25; ½ bag mortar, \$40¢; paint for wood, 50¢, for masonry, 50¢; total—\$9.15.

Here's Where!
Plywood adds extra value to your home



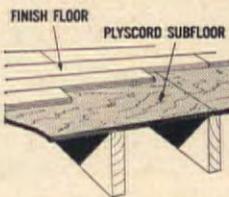
And Here's Why!

WHAT'S under your floor coverings is vital. The base or platform you choose for tile, carpeting or hardwood flooring is a permanent structural part of your home. Strength, stamina and stability are all-important.

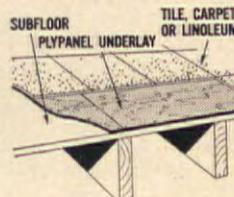
Fir plywood's unique "two-way strength" makes it ideal for this important job. Cross-lamination gives strength *across* the panel, strength *along* the panel. This extra strength means plywood *subfloors* are firm, tight, solid. Won't cup, squeak, shrink or swell. Smooth plywood *underlay* beneath tile, carpet or other wall-to-wall coverings makes them look better, last longer.

Plywood cuts costs, too. Saves up to 50% in subfloor application time. For free folder, "Look Under Your Floor Coverings" write (USA only) Douglas Fir Plywood Assn., Dept. S, Tacoma, Wash.

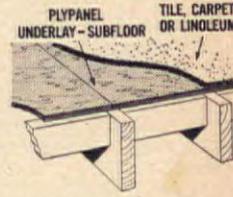
3 Sure ways to better, lower-cost floor construction



1. PLYWOOD SUBFLOORS provide a firm, solid, draft-free base for finish flooring. Won't squeak, shrink or swell.



2. PLYWOOD UNDERLAY does away with seams and ridges that mar floor covering beauty, offer points of wear.



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Extension ladders 20 to 52 feet.
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Step stools 26 inches.



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Werner Chromtrim
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WANT A RED
"VIOLET"?

Yes, "Roses are red, violets are blue," but you can now get a cousin of the African-violet that bears bright scarlet flowers above its thick, plushy, bronze-green leaves! Botanically *Episcia coccinea* (or *fulgida*), it is being promoted under the colorful simpler title, "Flame-flower." Introduced into England as long ago as 1837, it has never been well known or much grown in this country, but it is easy to handle as a house plant. It likes a loose, porous soil mixture—say, two parts each loam and leaf mold, one part each sand, rotted manure, and peat moss, and 1/4 part bonemeal. Also plenty of light (not direct sunlight), a 65° to 80° temperature, and high humidity. Water every other day in summer and in heated rooms; less often on cool gray days, especially from November to February. Do this by setting the pot in a pan of water so the soil can absorb it from below without wetting leaves or crown. Add a little soluble plant food to the water every six weeks or so. The plant shown had been grown that way for six months; since it was photographed it has sent out stolons (runners) and covered an 18-in. plastic trellis. If a stolon takes root and forms a new plant, it can be cut loose and grown separately; otherwise, leave it as part of the parent plant.

Episcias are sold by retail florists who specialize in house plants, and by at least three large mail order seed houses, one of which has trademarked the name "Flame-violet." They can be shipped safely except during severely cold weather.

CORRECTION

Two caption errors slipped through in the "Let's Go Shopping for Hollies" article in August. The top picture on page 36 was of *Ilex verticillata*, not *I. opaca*; Yaupon (top, page 37) is evergreen (as stated in text and table), not deciduous. Sorry, readers; thanks, Dr. H. Harold Hume, noted holly authority, for telling us.

FREE! New Stark 64-Page **LANDSCAPE-FRUIT Color Catalog**

Glorious Roses, Flowering Shrubs, Shade Trees... NEW DWARF FRUIT TREES!

World famous Stark Patented and Trade Marked FRUIT... plus hardy Stark Flowering Shrubs, Roses, Vines, Shade Trees... all included! Stark Bro's want you to have this giant 64-page COLOR PHOTO book FREE containing Stark's complete new Home Landscaping Planning and Planting Guide. Write today! **EXTRA!** Mention if you want to make money in spare hours

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3 to 5 year healthy select trees, 6" to 14" tall. 5 each of Colorado Blue Spruce, Scotch Pine, Red Pine, Norway Spruce, Canadian Hemlock. Postpaid planting time. For complete Evergreen Catalog write: **MUSSER FORESTS, Inc.** Indiana, Pa.

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Grows Better Plants in Soil, Sand or Water

Simply dissolve and water all your house plants, garden flowers, vegetables, shrubs and lawn. Feeds instantly. If dealer can't supply send \$1 for 1 lb. Makes 100 Gallons.

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GROW MINIATURE TREES FREE! SEED & PLAN

New fascinating HOBBY! \$ \$ \$ OPPORTUNITY! Real LIVING "Ming" Trees—Beautiful elm, orange oak, cypress—any kind! Full grown by miniature. Help us fill huge demand from Interior Decorators, Offices, Hotels, etc. **FREE** Seed and Plan write: **NATIONAL NURSERY GARDENS, Dept. A10** 9463 So. Van Ness, Inglewood 4, California

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48 idea-filled pages for every season and occasion!

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Send now for your free copy of "Candle Wonderland"—new guidebook of candle ideas, designs and colors.

See Frosty Snowball Candles with glowing red centers, Harvest Corn Candles with flexible leaves! Self-coloring Rainbow Candles! Rope... studded... frosted pillar candles, Christmas... wedding... shower... Valentine... party candles. 48 pages of new and traditional candles that transform your table or room theme in a twinkling to the spirit of any season or occasion.

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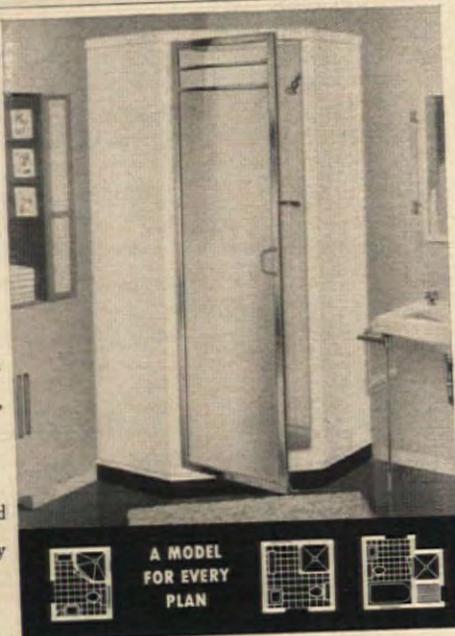
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Smart solution to your bath problem—added capacity for family bathing, economical for basement, game room, or servants' quarters—a shower priced for every purpose. Easy to ship and install for summer home, cottage, beach house, etc. **FIAT "packaged" SHOWERS** are ingeniously designed to save labor—correctly styled to look "right" at home—factory fabricated for economy. Available in gleaming white, and in colors to match other fixtures.



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and NOW for your exciting GIFT COL- EN of Hot Iron Transfers! Enclose 1.00 with your name and address for 12 Months' Subscription-Membership (only \$1.50 per year). You'll be de- Money back if not pleased with every-

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Whatever your dog eats, he needs MILK-BONE DOG BISCUITS, too! The original bone-shape biscuit.

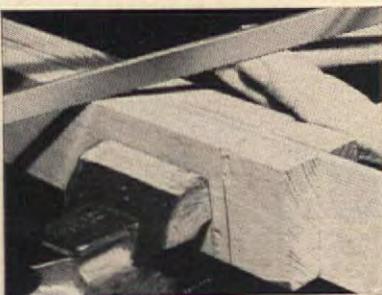
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Send me free MILK-BONE DOG BISCUITS.
Also Booklet: "How to Care for and Feed Your Dog." (Paste coupon on postcard if you wish.)
Name.....
Address.....
City and State.....
This offer good in United States only
NATIONAL BISCUIT COMPANY

Tricks with a HACKSAW

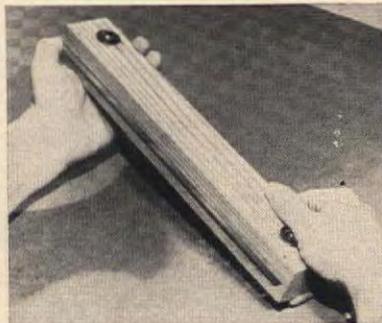


Data: R. F. Donavan

A hacksaw is one of the handiest small tools you're likely to have around the house. It comes in various sizes, tempers, and teeth-per-inch. Select a flexible 10-12-in. blade, 24-32 teeth per inch for thin metals, tubing, pipes; 18 for thicker metals, fiber, general use. Three teeth must contact work at all times. Since an ordinary hacksaw will not cut hardened metals, test first with end teeth or old file.



Support very thin metals with wood "sandwich," or cut several pieces at once this way by drawing lines on wood to guide saw. To grip round work firmly, anchor it with V-cut wood block. Make cuts as close to vise as possible to avoid flexing



Bolt blade between two 2-in. sections of 1-in. lumber to cut through thin surfaces inaccessible when saw is used in normal way

PLEASE TURN TO PAGE 152



Modern Living demands

YEAR 'ROUND

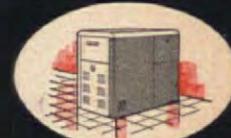
Home Comfort



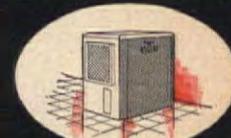
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COMFORT IS THE KEY-WORD of modern living, and it can be yours . . . all year 'round . . . for far less money than you might guess. With Eureka Williams automatic heating and cooling equipment you enjoy just-right temperatures inside your home even when it's bitter cold or blistering hot outside. Humidity is just-right, too, thanks to Eureka Williams year 'round air conditioning. Winter and summer, the air in your home is wonderfully clean, fresh, and pleasant.

And it's all so economical! Find out now how little it costs to have complete home comfort with dependable Eureka Williams products, engineered for modern living and backed by 30 years of specialized experience.

Precision-engineered heating and cooling equipment for all types of homes . . . new or old, large or small.



Williams Division

Eureka Williams Corporation, Bloomington, Illinois

In Canada: Williams Oil-O-Matic of Canada, Ltd. Guelph, Ontario

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IF IT'S OIL • Williams Oil-O-Matic with EXCLUSIVE METERED LOW PRESSURE, can save you up to 40% on your home heating costs, give you the finest in worry-free automatic home heating. Complete units and conversion burners.

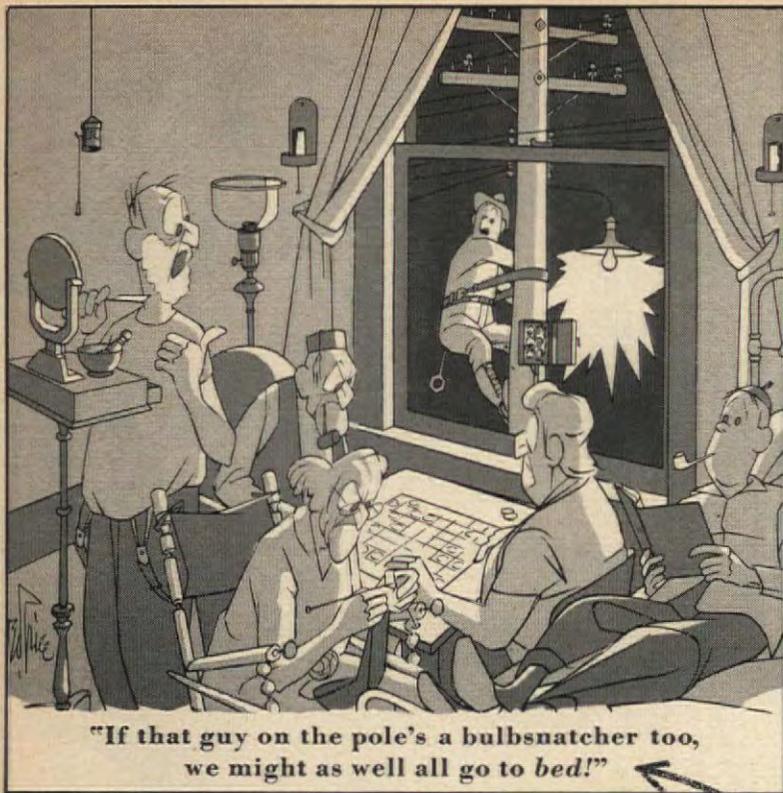
IF IT'S GAS • Williams Gas-O-Matic, with METERED FLOW PRESSURE, provides true "set it, forget it" automatic home heating from autumn to spring at low cost. Complete units and conversion burners.

WHEN TEMPERATURE SOARS • Williams Air-O-Matic brings mountain-cool, forest-fresh comfort to your entire home. In combination with either Oil-O-Matic or Gas-O-Matic, your Williams Air-O-Matic provides automatic year 'round air conditioning . . . quietly . . . economically.

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ADDRESS _____ STATE _____
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Mail Coupon Today!



"If that guy on the pole's a bulbsnatcher too, we might as well all go to bed!"

NOTE TO BULBSNATCHERS:
 G-E LAMP BULBS IN THE EASY-TO-STORE
 PACK OF FOUR COST AS LITTLE AS THIS:
 FOUR 60-WATT 64¢ plus tax
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GENERAL ELECTRIC

easy open...easy close
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ZEGERS
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Just a touch of your finger and up or down goes the window . . . if it's equipped with Zegers Dura-seal Combination Metal Weatherstrip & Sash Balance. Four spring balances do all the work for you! Dura-seal provides complete weatherstripping . . . sealing out all drafts, dirt and dust . . . reducing fuel bills as much as 30%. Plan now to have your windows equipped with Dura-seal. Your architect, builder or weatherstrip contractor will give you full information.

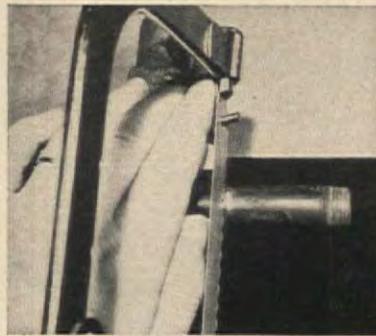
Read "Facts On Weatherstripping," a new folder that gives proof as to why weatherstripping is a "must" for today's home. Write to:
ZEGERS Incorporated
 8094 South Chicago Avenue, Chicago 17, Illinois.

Facts
 ON WEATHERSTRIPPING

a little finger
LIFTS IT!

Hacksaw

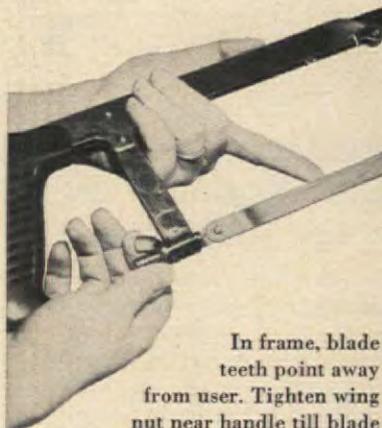
(Begins on page 151)



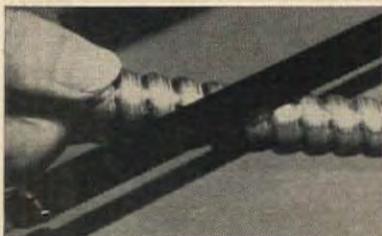
Make notch with file for easy, accurate start. If blade should break—they're easy to replace so this is no catastrophe—turn work over, begin anew on other side



If space is too cramped for saw to be used in normal position, set blade at right angles to frame, or remove altogether, use with teeth pointing toward you. Cutting on pull stroke will prevent blade's snapping



In frame, blade teeth point away from user. Tighten wing nut near handle till blade thrums when plucked. Loose blades bind; tight ones snap at holes. Use worn blades for hard metals, new ones for soft



Cut BX cable with fine saw at angle across armor. Twist to separate ends, use cutters on wires. Put dowel inside tubing to support walls

REAL HEATING COMFORT WITH

THRUSH

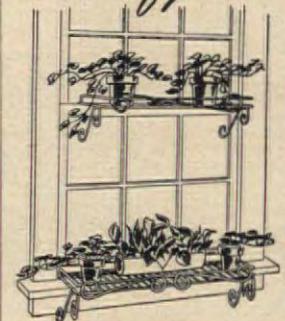


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HOT WATER HEAT

See your architect or heating man

H.A. THRUSH & COMPANY

Beautiful Windows



HELP PLANT GROW

Ryco, \$2.39
 3 for \$6.00
 Ryco Jr., \$1.6
 3 for \$4.50
 PPD in U. S.
 Money order, check acceptable
 No C.O.D.

● Use Ryco Flower Shelf on lower sill of any window 25" or more wide; Ryco Jr., with cut-off for lock, on middle (or lower) sill of windows 18" more wide. Either of these pretty, white enamel shelves permits normal window operation.

AN IDEAL INDOOR SETTING FOR PLANTS

MID-WEST METAL PRODUCTS CO.

Dept. A-10, Muncie, Indiana



Another Sterling Quality Sealer—mfgd. by Sterling Paint & Varnish Co., Malden 48, Mass.

Foot Relief

Quick-Acting, Soft Cushioning Foot Plaster

If you use Mole-skin, you'll prefer Dr. Scholl's Kurotex. It is so much softer, more cushioning, protective. Easy to cut to sizes and shapes to meet your particular foot needs. Economical! Relieves corns, callouses, bunions and tender spots on feet and toes, caused by new or tight shoes. Flesh color. At Drug, Shoe, Department, 5-10¢ Stores.

Dr. Scholl's KUROTEX

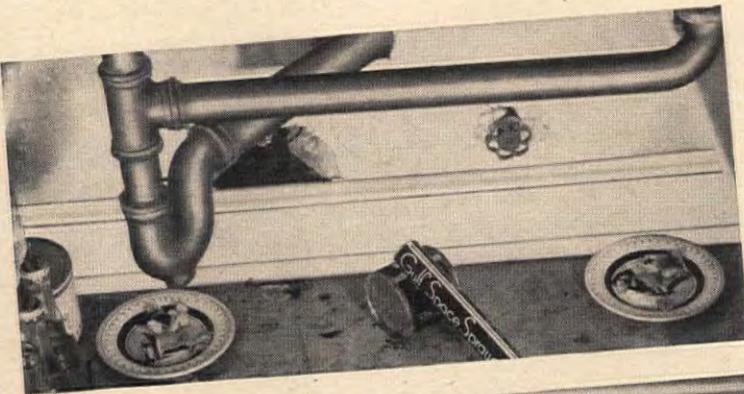
Free Book on Arthritis And Rheumatism

HOW TO AVOID CRIPPLING DEFORMITIES
 Explains why drugs and medicines give only temporary relief and fail to remove the causes; tells about a proven specialized non-surgical, non-medical treatment which has proven successful for the past 33 years. Write for this 44-page FREE BOOK today. Ball Clinic, Dept. 608, Excelsior Springs, Mo.

How to Keep Rats Outside

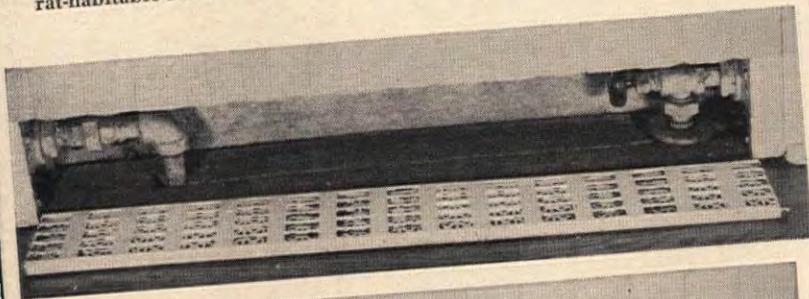


Data: Richard Gray



Rats are accomplished first-story workers, and such ports of entry as this hole left from a plumbing job brings tears of gratitude to beady eyes. If rats are around, try traps, then poison—on fresh food, out of reach of kids and pets. Before carting away the demised, use DDT to kill lice infesting them

To keep the furry fiends on the outside, seal odd openings securely. Patch any holes with a strip of metal lath or with screening and plaster. It's also a good plan to keep your grounds clear of rat-habitable rubbish. Pile lumber at least 18 in. off the ground



Rats are the "nothing ventured, nothing gained" type. They can shinny up a pipe in nothing flat and squeeze themselves through some mighty small openings at the top. These pipes, uncollared and running to a radiator, invite rat trouble. Once they are fitted with snug metal collars, though, they're proof against the rodents' siege. Remember, even if hole is too small for their bodies, rats can chew through wood

PLEASE TURN TO PAGE 154

Beauty that never grows old



MASONITE SIDING

gives you smoother, longer lasting exteriors!

How many times have you said, "Yes, I wish I could have wide lap siding—"

You don't have to hesitate any more...when you specify Masonite Siding. It's a truly superior material for the exterior of your home...new or old. Creates all the trim neatness of traditional lap siding, and gives you these long-looked-for advantages:

Smoother! A perfect base for paint. Takes less paint, holds it longer. Repainting is easier, quicker and *extra* years away.

Stronger! An all-wood hardboard, Masonite Siding is denser than wood. Has no knots or grain. Won't split, splinter or crack. Won't rot or decay. Won't push nails out.

Out-weather the weather! Sun, wind, rain, even hailstones won't bother this new Presdwood® Product. Permanent protection in all climates.

Saves you money! Every square inch the same. Packaged in convenient 8', 10' and 12' lengths. In conventional 12" width, or wider 16" and extra wide 24" widths at no premium. 5/16" and 1/4" thicknesses. Available with Masonite Shadowline wood strips.

Masonite Siding has been tested for years! Homeowners like it. Architects and builders like it. You'll like it, too. Ask your building materials dealer. Or send the coupon for complete information.

Here's News! Masonite Siding to be offered in the beautiful new "Pacemaker" home featured by National Homes Corporation. See this new home in your area beginning October 3rd. Remember, all National Homes are available with this modern durable siding material.

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"Masonite" signifies that Masonite Corporation is the source of the product

Please send me complete information about Masonite Siding and other uses of Presdwood. AH-10

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County..... State.....

Start your dog today on his way to a

LONGER PRIME OF LIFE!

Nourish every inch of him with
NEW HOMOGENIZED* GAINES MEAL

... and after just one month look for these
10 signs of sturdy health... the LIVING PROOF
of how this great new food is nourishing your dog!



EARS
Alert

ENERGY
Bounding

TEETH
Solid

EYES
Bright

COAT
Dense

APPETITE
Eager

BODY
Active

DIGESTION
Good

BONES
Strong

SPIRITS
High

*Here's what Homogenized Gaines Meal is, and what it does:

Never before has there been a dog food with such a wealth of nourishment in this easily digested HOMOGENIZED form. This revolutionary food has been developed by Gaines —and Gaines alone. All ingredients are combined into *crunchy little nuggets*. Every nugget contains all food essentials known to be needed to help keep your

dog in his prime, including more proteins of *meat, milk, and fish*. Uniform nourishment is *guaranteed*.

Great appetite appeal! Low feeding cost! Here is the dog food you have always wished for. It has an appetizing, "meaty" aroma, is easily fed and costs less to feed than any other type of dog food. And *above all*, it's a food to help prolong your dog's happiest years, when he's in the **Prime of Life**—the way you want to keep him *always!*



ACTUAL SIZE

Gaines

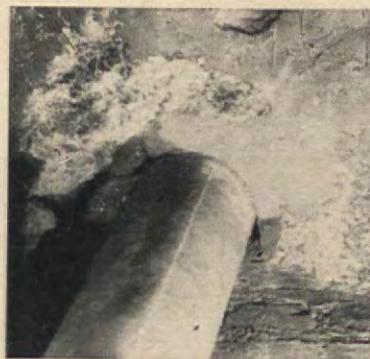
A Product of
General Foods



Nourishes EVERY INCH of your Dog

Rats Outside

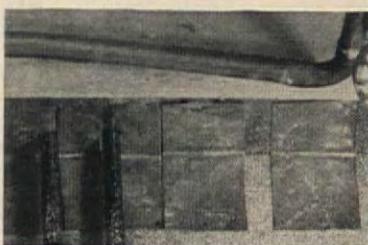
(Begins on page 153)



A hole near the sewer line in a basement wall or floor is construed as an invitation by the villain in this tale. All such should be chinked with stones or wire lath and sealed up with impenetrable concrete



Once rats invade your basement you can expect to see new faces all over the house, for from there they hie themselves into the hollow walls of your house. Spots where walls join the foundation at the sills are especially vulnerable and should be made securely ratproof with metal



A determined rat finds it no trick at all to slip through even such seemingly impassible avenues as the cracks in old floor boards. In this case "lid" them with strips of metal. Metal is an excellent material for ratproofing in general, and so is cement, since rats can't make headway through either of them

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"KEY-IN-KNOB"
CYLINDER LOCK SET
FOR COMBINATIO
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• Hand
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NOW you can lock and unlock your combination screen and storm doors from outside with this new, solid brass cylinder lock set. Designed for year-round comfort. Locks the home without shutting out Summer breezes or Winter sunshine. Completely weather resistant. Easy to install... in cases will replace your present lock without alterations.

Ask your hardware dealer for one today write us for details and the name of nearest dealer.

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Amaze friends and customers with Magic Leaf that shines silver in dishwasher instantly, automatically, safely. Show the unusual—make big cash profits quicker. Up to 100% profit on unique Christmas Card Assortments, Glo-in-Dark Ornaments, Gifts, Name-Imprinted Cards, Name-in-Skirt Notes, Secret Pal, over 150 fast-sellers. Get Magic Leaf and boxes on approval. Other Samples FREE. But hurry, write NOW! MIDWEST CARD CO., Dept. 62-S, 1113 Washington Avenue, St. Louis 1, Mo.

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MAKE BIG MONEY at HOME

Learn to invisibly reweave moth holes, cigarette burns, tears, rips (not fabric). Constant demand. Big earnings—up to \$10 in an hour at home in spare time. Details FREE in Fabricon, 8342S.Prairie, Dept. 5410, Chicago 19, Ill.

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Includes Triangles, Early United States—Animals—Commemoratives—British Colonies—High Value Pictorials, etc. Complete Collection plus Big Illustrated Magazine all with approvals. Send 3c for postage.

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WIZARDS WITH WOOD

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WELDWOOD®
PLASTIC RESIN GLUE
Makes joints stronger than the wood itself! Use it to mend or make things. Highly water-resistant... easy to use.

Make unpainted furniture look expensive with
WHITE FIRZITE®
Produces magical "woody" effects — on hard wood or soft, plywood or solid lumber. For light or solid tones, tint with pastel tones, tint with Colors-in-Oil. (On fir plywood stain jobs, tame wild grain with Clear Firzite.)

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REDWOOD PRESERVATIVE acts to maintain the original natural color of redwood. Used inside, one coat of "Dry Redwood Liquid Raw-Hide Color-Fix #9," followed by one coat of "Raw-Hide Clear Finish" will keep redwood looking its natural best. Used on exteriors, two or more coats of the "Clear Finish" will do the job. "Color-Fix #9," \$1.85 per qt. "Clear Finish," \$1.65 per qt. Linseed Oil Products Co.

NO PAINT ODORS while painting with the new "Dulux" and "Duco" paints just developed by the E. I. Du Pont De Nemours & Co. Interior painting, always a problem due to unpleasant paint fumes, is practical now, even in winter. Odor-free finishes are available in flat wall, semigloss and gloss enamels.

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FREEZER-WRITE PENCIL writes on all packaging or wrapping materials used by home-freezer owners—waxed paper, cellophane, metal, glass, and foil. This automatic pencil uses a special black lead which writes distinctly on packages that go into the freezer. Available with refills, 39¢. Listo Pencil Corp.

GLUE FOR FASTENING PLASTIC bathroom and kitchen fixtures to the wall now comes in convenient capsules called "Glue Bombs." Snip off the applicator tip, use whatever glue is needed, the remaining glue seals the opening. Six "Glue Bombs" for 25¢. Semrow Plastics Co.

REFLECTING HOUSE NUMBERS glimmer brightly after dark when any light is shown on them. In brass or silver, these weatherproof numbers are guaranteed against the elements. 3½ in. high, packaged with screws for mounting. 25¢. Reflexite Corp.

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GREEN BAY, WISCONSIN. Mrs. Harold Lavin, 510 N. Webster Avenue, says: "We are thrilled with our Delco Oil Conditionair unit installed by the Northern Metal & Roofing Co. Over a period of three years, our fuel bill averaged only \$128, which was far below our \$128⁰⁰ wildest expectations for our six room and bath home."

Pay low, low fuel bills with DELCO-HEAT

FROM coast to coast come more reports every day of sensational monthly fuel savings being pocketed by Delco-Heat home owners. Multiply these savings by just a few years and you can see why many owners claim Delco-Heat soon pays for itself.

Put the magic of General Motors engineering to work in your new home or modernizing program—insist on continuous, even-comfort, low-cost Delco-Heat. Whatever the heating method—whatever the fuel—Delco-Heat and Delco-built synchronized controls make your fuel dollar go farther now and for the life of your home. For FREE Heating Survey, see your nearest Delco-Heat distributor. Or mail coupon today!



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Oil-fired forced warm air. Extra compact, low in height. Delco "Quick Action" stainless steel heat transmitter. Replaceable spun-glass filter. Fiber-glass insulation backed with aluminum foil. All combine to deliver more clean, even heat to rooms, and waste less up chimney. Modern, quiet in operation.



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- Please send your Delco-Heat engineer for FREE heat survey.

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“If you can fix a faucet, you can insulate your attic with KIMSUL* — it’s easy as ABC!”

You don’t have to be a carpenter — you need no special tools or equipment — to install Reflective KIMSUL insulation in your home this weekend! KIMSUL is the easiest of all insulations to apply, and complete attic coverage of the average 5-room home costs less than \$70! Simply carry the rolls home in your car, cut each blanket to proper length and tack or staple in place. It’s easy, easy, *easy!*

KIMSUL employs the world’s most effective barrier to heat loss: *thick fiber blanket plus reflective aluminum cover plus positive vapor barrier.* That’s *triple protection* — designed to reduce winter fuel bills up to 33% and keep room temperatures as much as 15° cooler on hottest summer days!

Start enjoying the exclusive advantages of America’s finest insulation *now.* Look for the KIMSUL dealer who displays Mr. “Do-it-yourself” (shown below), or write to Kimberly-Clark Corporation, Neenah, Wisconsin.

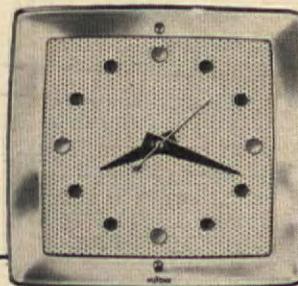


A Product of
Kimberly-Clark

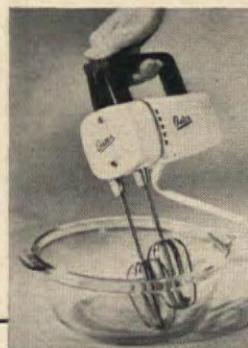
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Look...it's new!

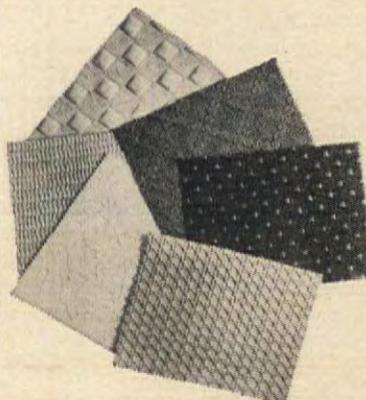
DOOR CHIME TELLS TIME! Chime and clock combination operates on 16-volt transformer; can be recessed into the wall, or surface mounted. In white and chrome, the clock face can be painted to match any color scheme. 8" sq., \$19.95. NuTone, Inc., Cincinnati 27, O.



KNEE ACTION of this portable mixer permits the two beaters to adjust automatically to any angle or contour. Three-speed action is controlled by dial on handle. Tapered beaters prevent splashing. AC-DC, \$19.95. John Oster Mfg. Co., Racine, Wisc.



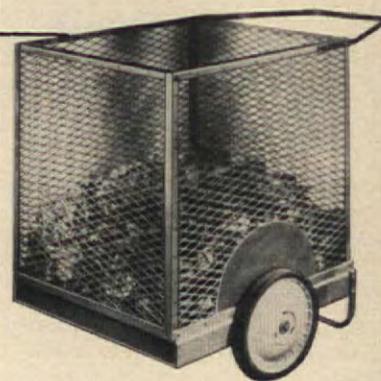
TEXTURED PATTERNS and gay colors abound in these 19-in. plastic squares which are easy to make into seat covers. Excellent for kitchen chairs, they come with full instructions. 8 patterns, 7 colors. \$2 each. Alliance Mat Corp., 244 5th Ave., N.Y.C.



THREE-SPEED record player has three speakers for good tone reproduction, and five-tube amplifier. Comes in mahogany, \$150; or in blond, \$160. Webster-Chicago Corp., 5610 W. Bloomingdale Ave., Chicago, Ill.



LAMP SHADE KIT with frames, parchment or silk shade material, plastic lacing, paints for making two 8-in. lamp shades. Includes directions for painting designs on shades, and knitting box they come packed in. Silk shade, \$1.98; parchment, \$1.49. Shades Inc. 547 W. 27th St., N.Y.



PORTABLE LEAF BURNER eliminates carrying and piling, burns leaves or refuse on the spot. Of heavy-gauge steel, with rubber-tired wheels, it can be disassembled for storage. Ashes are emptied by tilting handle. 8 cu. ft., \$24.95, 12 cu. ft., \$29.95. Gardening Prod., Inc., 519 Forest St., Arlington, N.J.

ALL PRICES ARE APPROXIMATE



Now we stay at home . . . and like it!

ONE NIGHT a few weeks ago, I dropped my semiannual hint to Don about getting dressed up and going out dancing.

Don hedged a little. "That would be nice, honey," he said, "but you know we can't go out nights and put money aside to fix up the basement at the same time."

He was right, of course. The children really needed a place to entertain their friends. But a basement playroom hardly seemed a substitute for an evening out . . . yet was that really the way to look at it? If I expected the children to have their good times at home, perhaps Don and I should set the example.

"Don," I said thoughtfully, "maybe we could fix up our basement so we'd enjoy it, too. Now if we put the record player downstairs . . ."

Don saw the idea coming. "You mean we'd dance in the basement?"

"Why not?" I said. "We could even give it a supper-club atmosphere."

"You know, that has possibilities," he said. "The kids would love it." Don wasn't fooling me a bit. I knew it was the stay-at-home idea that appealed to him.

At first I thought getting a good basement floor for dancing might be a problem, but then I went to see Mr. Kane, the man who sells Armstrong Floors.

"This is the floor for your basement room," he said, handing me a piece of Armstrong's Asphalt Tile. "The moisture in basement concrete ruins most floors, but it won't hurt Armstrong's Asphalt Tile. It's rugged and easy to care for, yet it's not expensive."

When I felt the smooth surface, he didn't have to say any more. It was smooth enough for a waltz! There was a whole range of lovely

colors, and Mr. Kane helped me work out a smart gray and white floor design that would play up the color scheme I had in mind.

Don and I are having a few friends in for our first party tonight. It's wonderful wearing an evening dress again. And guess what—after all these years, I can still tie Don's bow tie!



Because it's laid block by block, Armstrong's Asphalt Tile makes it easy to create original floor designs. The exclusive swirl marbleizing of Armstrong's De Luxe Asphalt Tile enhances its beauty, gives it greater strength.

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Photographed in Rike's
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and chairs . . . \$812.00*.

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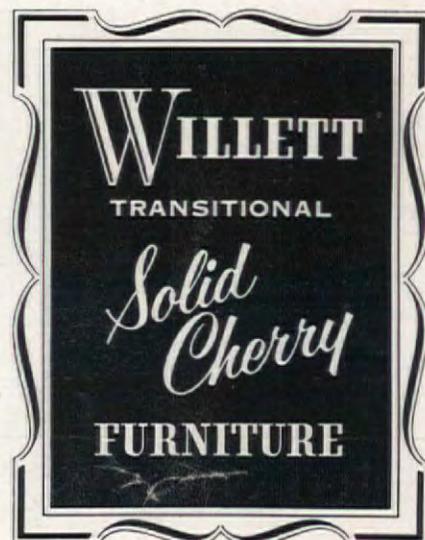


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