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Plastic floor is Armstrong Terrazzo* Corlon, Style No. 6208.

new outlook for an old dining room

This remodeling job started as a plan to hide an unsightly view. But one good idea led to another, and soon the whole dining room took on a new look. A big window opens up the view into the tiny classical fountain garden. A striking charcoal gray floor, inlaid with pink chips of color, helps blend room and garden into one. The lovely floor is Armstrong Terrazzo Corlon—a fine example of the wonderful new materials science is developing for your home. Its smooth, plastic surface is delightfully easy to take care of. And Terrazzo Corlon has no cracks where dirt can hide. The floor in this room does have one seam—but it's so closely fitted you'll never guess where! Terrazzo Corlon is available now in 15 of the smartest color combinations you've ever seen—to go with any decorative scheme. Before you build or remodel, be sure to see Armstrong Terrazzo Corlon, the modern plastic floor for every room in your house.

Send for free book, "Plastic Floors of Armstrong Corlon." It includes a sketch plan and list of furnishings for this dining room. Just write Armstrong Cork Company, 5607 Pine Street, Lancaster, Pennsylvania.


*Trade Mark



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They put up beautiful new ceilings that muffle the sounds of children and appliances. You can, too, for as little as \$25 a room.



A more relaxing kitchen atmosphere was a surprise benefit for the Hills, after they installed a new ceiling of Armstrong Cushiontone. Mr. Hill bought Cushiontone while looking for a repair material that would eliminate the mess of replastering. The Hills expected some relief from noise, but were amazed at the wonderful way Cushiontone softens kitchen clatter.



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Send for free booklet, "Quiet Your Home with a new Armstrong Ceiling." It's full of helpful information and photographs. Write to Armstrong Cork Company, 5607 Clark Street, Lancaster, Penna.

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Surprised at the new look on our cover? We emphasize the word HOME more than ever because of the warmth it expresses—because it represents love, comfort, cheer, family, and wholesome living—and because it so wholly encompasses the concept of our magazine. • What makes a house a home? Little touches help, like these cheery flower carts that welcome friends to the Walter Brieden home, Birmingham, Michigan. Cover photograph by Kranz Studio, Inc.

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THESE SPECIAL FEATURES WILL HELP YOU TO BRING "OPERATION HOME IMPROVEMENT" TO YOUR HOME AND NEIGHBORHOOD

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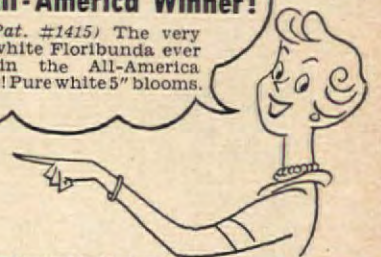
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"OPEN LIVING" IS DYNAMITE

After reading "What's Wrong with Walls?" I must speak up in defense of open living. We learned the hard and expensive way what is right for us. When my husband, an Army officer, retired, everything we saw looked good to us. We settled on a sprawling ranch-style house with a big yard, and hardly ever saw each other. My husband toiled outdoors every waking moment, while I was laboring inside.

We finally got out of that house and into this one, but what we demanded with our newly-acquired understanding of our needs comprised an overwhelming list. We wanted a tiny house that would be easy to maintain; my husband, employed full time, is taking a full-time program at U.S.C. as well. . . . I teach, am working for my doctorate and am writing a textbook. Free hours are few indeed, and we want to enjoy them. We wanted a sense of being together . . . feeling of spaciousness . . . facilities for entertaining many people . . . big patio . . . study . . . guest room . . . kitchen with free communication to the living room, and, of course, plenty of storage space, and little floor space. All this we wanted for around \$12,000. We got it—and an atmosphere of *un-restriction*. From our hillside, in almost any part of the house, we can see sky and distant mountains.

—MARGUERITE L. ALSTROM

Our house is exactly like Evelyn Bowen's, and we felt like she did when we moved in. Model homes look so neat and compact, but at times (and they are very frequent) you could take those "living areas" and give them back to the architect. Unless a small "open" house is dusted, vacuumed, really put in apple-pie order every day, it looks like a cyclone hit it by nightfall. I iron, just where Evelyn Bowen does, in the living room. Watching television *does* help.

How many people that talk up this "living area" have tried it on a small scale? She's not alone in her thoughts. And in her dreams of having a larger home some day. There are times I'm glad to have my dreams—they keep me going. —MRS. GERALD W. KEANE

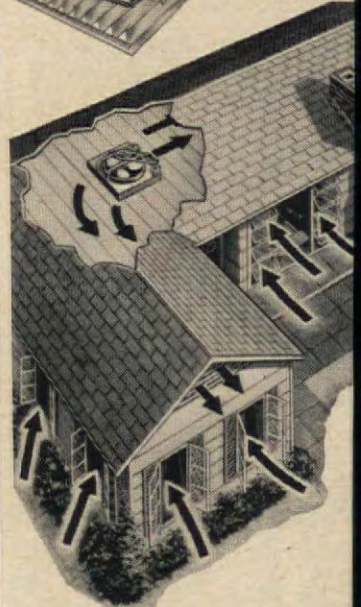
CONTINUED ON PAGE 8

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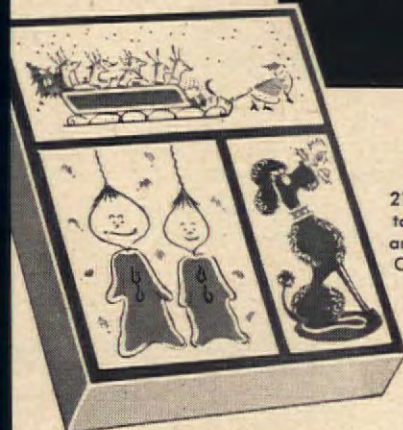
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Letters

(Begins on page 6)

Unless I miss my guess the pictures are of a "Levittowner." We've lived in one for four years, have taken your magazine the same length of time, and like both. Hence this letter. Some suggestions for Evelyn Bowen: Why not use the ventilator fan to keep the odor of the roast from the living area? Why not close that curtain between kitchen and dining area? Why do the wash on week ends? Because grandma had to iron in the kitchen to heat her flatiron doesn't mean we can't iron in the bedroom. I do, am never upset when unexpected guests arrive.

With a little imagination and fewer old-fashioned ideas, I'm sure anyone would find this house comfortable and designed for today's informal way of living. —MRS. H. A. RUMPLE

I agree with Mrs. Bowen 100%. The need for walls, old-fashioned parlors and dining rooms are a "must" when raising a good-sized family. To be perfectly honest, my "all-on-one-floor" house is more work than any two-story house could ever be.

—MRS. E. R. JENNINGS

I am of the opinion that your magazine owes one of the largest builders in the country an apology. Contrary to the author's description "of moving into an architect's dream," she is living in a very carefully planned house that is a tried and proven design for mass-produced low-cost housing, and, I might add, this house contains features that no other builder could hope to duplicate and keep in the price range it is sold for:

—JAS. MAYES

Hurrah for Evelyn Bowen and her article. Our ancestors moved out of one-room houses years ago for obvious reasons. Why move back to them because of a fad?

—MRS. A. JACK EDEN

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THE AMERICAN HOME, JULY

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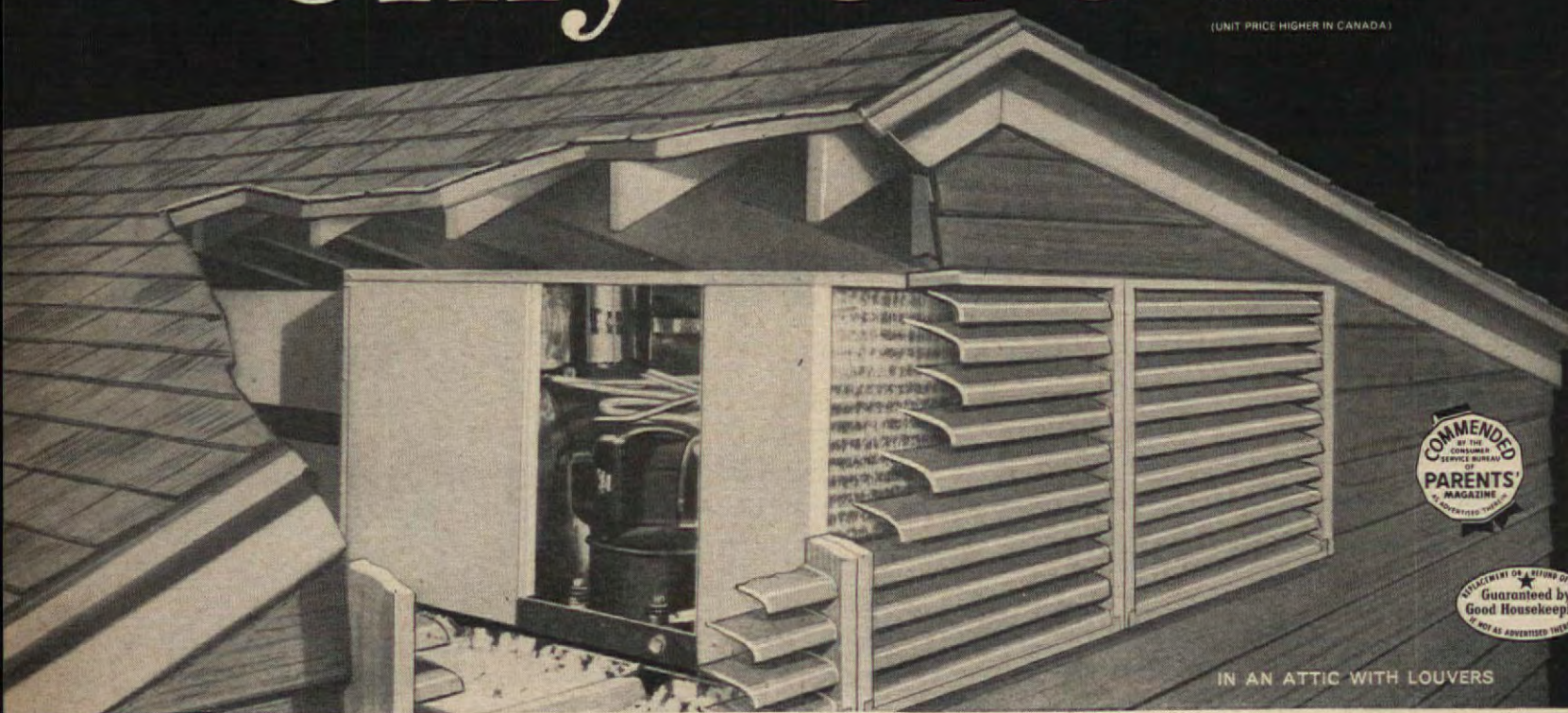
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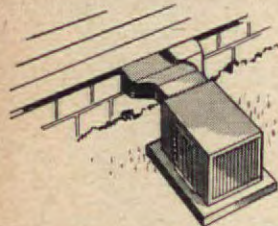
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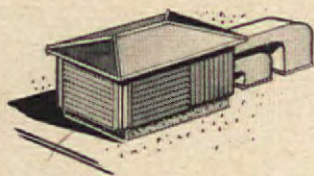
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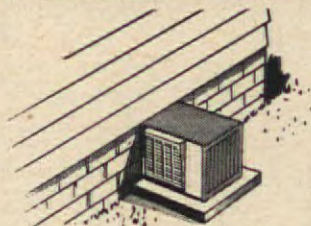
IN AN ATTIC WITH LOUVERS



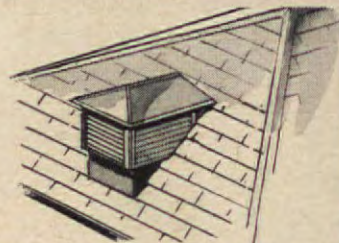
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ON A FLAT ROOF



IN A BASEMENT WALL



AS A HIP ROOF DORMER

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BUY NOW ON THE EASY PAY PLAN!

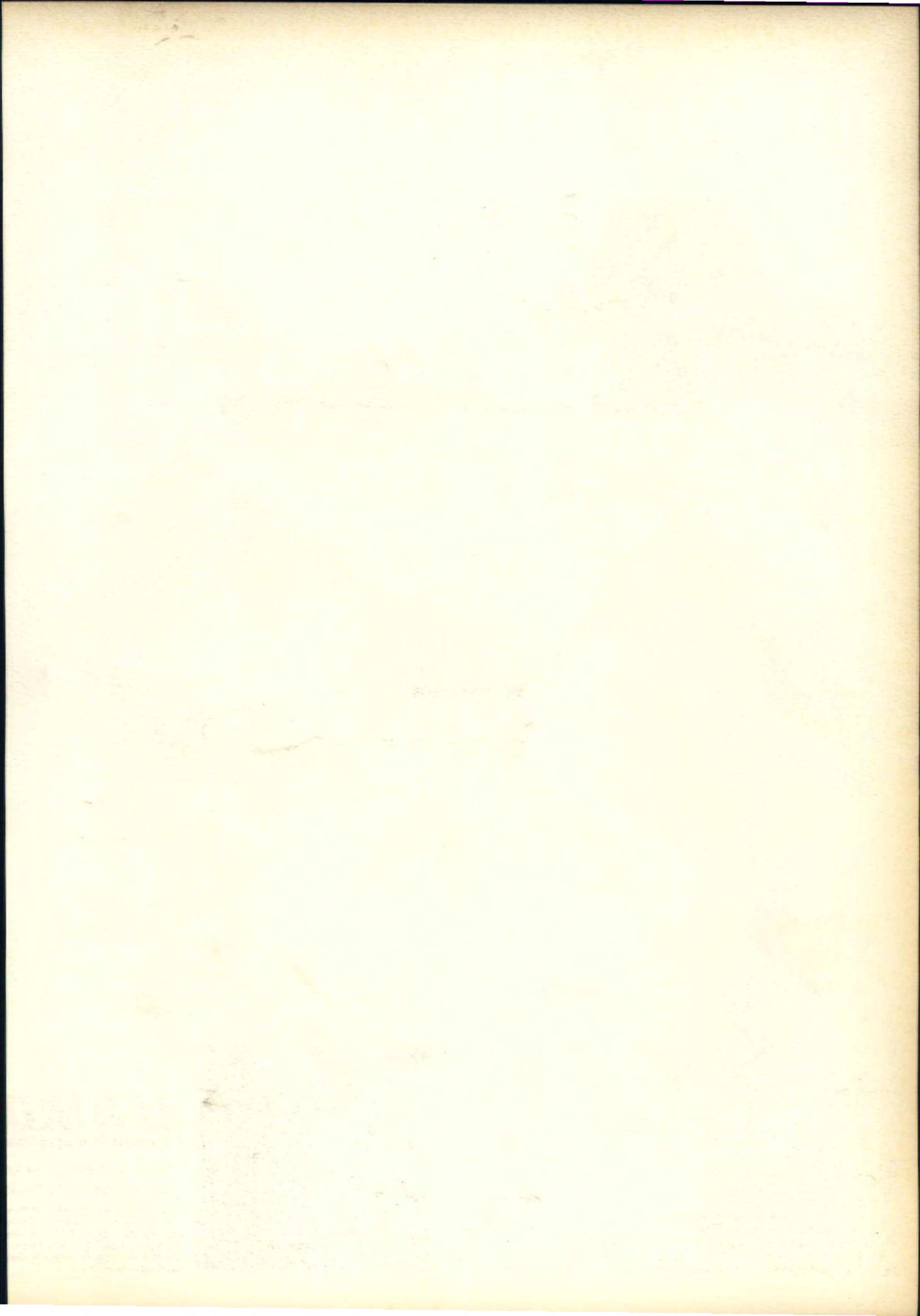
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We are reproducing these paintings from specially-commissioned originals by Arthur Singer, whose valuable work is widely acclaimed for its beauty and incredible accuracy of detail. Prepared expressly for framing and printed on special paper, the series will appear in your future issues of The AMERICAN HOME.

Whether you are one of the innumerable collectors of fine prints, or whether you use them purely for decoration, we know this truly fine art will be a welcome addition to your home.

In this, the first of the series, we show the cardinal, official bird of seven states. The official flower of each of these states is also pictured and is identified by both scientific and popular name. Our next print will present the eastern bluebird (New York and Missouri) and the mountain bluebird (Idaho and Nevada), with their respective state flowers.

Flowers and birds are close to the hearts of all of us, and we of The AMERICAN HOME are understandably proud to present this distinguished series.



A ROOM AIR CONDITIONER

You'll find it easy to buy a room air conditioner right now, but hard to select one. There never was a better time to buy—and never more reason to consider the facts before you buy just because there is such a big selection.

You *can* buy the right room air conditioner at the right price. Here are the main points to consider:

What does a room air conditioner do?

All room units affect the three basic weather factors—heat, humidity, and motion of the air. They throw cooled air into the house, take out moisture, and circulate the air.

Room units also take out dirt, soot, and pollen that may be planning assaults on your health. Hay fever sufferers and heart patients often are more comfortable in air-conditioned rooms. (Incidentally, if a doctor recommends a room unit, you can now take a deduction on your income taxes.)

What size units are available?

You can buy room units ranging from $\frac{1}{2}$ hp to 2 hp. Manufacturers no longer offer $\frac{1}{3}$ hp units, and many have cut down on the number of $\frac{1}{2}$ hp sizes this year. Most popular size for homes is $\frac{3}{4}$ hp.

Units are sometimes rated by “tons” of cooling capacity. A one-ton unit theoretically has the same cooling effect as you would get from one ton of ice melting over 24 hours. But actually the unit gives about 20% less cooling than one ton of ice would. The same goes for $\frac{1}{2}$ and $\frac{3}{4}$ hp units. They give less than $\frac{1}{2}$ and $\frac{3}{4}$ tons of cooling effect. In other words, tons and horsepower are *not* the same thing. Most room units, being air-cooled, lose some effectiveness as outdoor temperature rises.

All of this means, says the National Better Business Bureau, you should not buy a room cooler on its ton rating. The Bureau says cooling capacity should be expressed CONTINUED ON PAGE 16

"There's a good reason why they put this in every new Hamilton Automatic!"



YES, TIDE'S INSIDE—HAMILTON KNOWS TIDE GETS CLOTHES THE CLEANEST CLEAN POSSIBLE!

The people who make Hamilton take a lot of trouble to make their automatics as fine as they possibly can. Naturally, it's important to them that their washers work perfectly . . . give you the cleanest clothes possible. And these automatic-washer experts know that the right washing product plays a vitally important part. That's why they put a box of Tide in every new top-loading automatic they make . . . just as so many other manufacturers do.

And how right they are! In these machines, no leading washday product made, *nothing* can beat Tide for getting clothes clean . . . including the sudsless products.

Take a tip from these men who really know automatic washers and what's good for them. Take a tip from the millions of women who swear by Tide (more women use Tide in automatics than any other washday product made!)—use Tide in your automatic.

THE CLEANEST CLEAN POSSIBLE
IS **TIDE-CLEAN**

THE MAKERS OF 25 AUTOMATICS RECOMMEND **Tide!**

SEE THE NEW 1956
HAMILTON AUTOMATIC
WITH TOUCH-AND-GO
CONTROLS!



- Touch for temperature selection and automatic Suds-Saving!
- Touch for a choice of two separate completely automatic washing cycles!
- Lets you set for any washday job in seconds. Just touch and away you go!



*"It's almost like a real visit,
son. Call again soon"*

Two people—you and the person you call—get a lot of satisfaction out of a telephone visit. Yes, it's almost like a real visit—as if you were there in person.

And the cost is so low, you can afford regular telephone visits with your out-of-town family and friends.

Why not try it tonight? Call your mother, father . . . sister, brother . . . son, daughter . . . husband, wife . . . sweetheart, friend.

And you, too, will say, "It's almost like a real visit. I'll call again, soon."



LONG DISTANCE RATES ARE LOW

Here are some examples:

Philadelphia to New York	40¢
Dayton to St. Louis	80¢
New Orleans to Dallas	95¢
Detroit to Boston	\$1.10
Los Angeles to Washington, D.C.	\$2.00

These are the Station-to-Station rates for the first three minutes, after 6 o'clock every night and all day Sunday. They do not include the 10% federal excise tax.

Call by Number. It's Twice as Fast.



Room Air Conditioner

(Begins on page 14)

in terms of B.T.U.'s per hour according to rating based on the standard established by the Air-Conditioning and Refrigeration Institute. B.T.U.'s mean British thermal units. . . . 12,000 B.T.U.'s equal one ton of cooling capacity. A $\frac{3}{4}$ hp room unit can remove about 7,500 B.T.U.'s an hour, a 1 hp unit about 10,000, a $1\frac{1}{2}$ hp unit about 14,000.

What size do you need?

This depends first on how and where you expect to use the air conditioner. Four out of five families put their room air conditioners either in the living room or a bedroom. A $\frac{1}{2}$ hp unit is big enough to air-condition the average bedroom, especially if you use it only for night-time cooling. If that is all you want a unit for, you will probably find it safe to buy a $\frac{1}{2}$ hp unit—no matter where your bedroom faces or how well insulated it is.

But chances are that you expect *more* from your unit than comfortable sleep in one bedroom. In that case, you must have the facts well in mind before you even consult your dealer. And the first thing to know is how much space different size units will cool. Here is a rule-of-thumb table—to be used with care—when 24-hour cooling is desired:

Unit Size (in hp)	Area Cooled (in square feet)
$\frac{1}{2}$	100 to 300
$\frac{3}{4}$	200 to 400
1	300 to 500
$1\frac{1}{2}$	450 to 700
2	600 to 900

CONTINUED ON PAGE 94

YOUR MOST IMPORTANT BUY NEXT MONTH: OUR AUGUST REMODELING ISSUE

THE AMERICAN HOME

SERVING OVER 3,000,000 HOMEMAKING FAMILIES

AUGUST • 25¢



44 PAGES LOADED WITH REMODELING IDEAS





Colors shown above are: Capri Blue and White Tweed with Feature Strip. Brown Kencove Wall Base. Capri Blue KenFlor on Countertops.

The loveliest floor is easiest to clean

Unsurpassed in fine floor elegance, beautiful KenRoyal vinyl comes in "crown-jewel" colors ideal for your proudest rooms. It's glowing, greaseproof, wearproof vinyl from the satin-smooth top clear through to the back of each rugged tile! You'll love its extra-resilient, step-comforting beauty; its exclusive glare-free luxury finish; its easy-to-care-for loveli-

ness that stays fresh, new looking for years. Remember, grease, dirt, grime wipe right off this non-porous vinyl. See KenRoyal now at your Kentile Dealer's. He's listed under FLOORS in your Classified Phone Book.

It costs less than you'd dream to self-install KenRoyal ...an average 8' x 10' floor in economical Standard Gauge KenRoyal costs approximately \$46.25.

KENROYAL
TRADE MARK

VINYL TILE

by the makers of
**KENTILE
FLOORS**



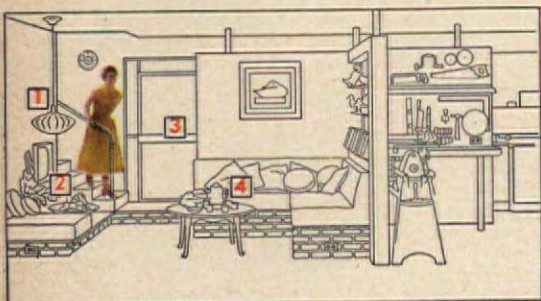
Something wonderful happens
when you begin to

LIVE BETTER

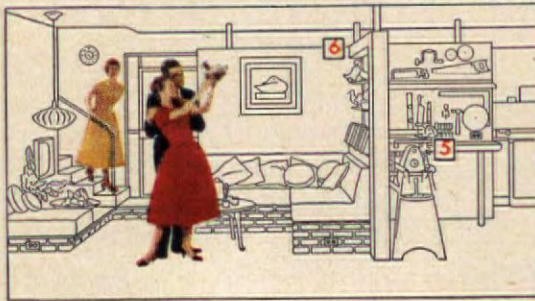
Ever notice the pride a family takes in that special room they've built themselves? *Your* home can have a family work and hobby room, too, almost anywhere in the house! You'll want to make it an all-electric center, of course, because electric power helps you live better so many

ways. And for help in planning your own special room you can talk to your electric utility company or electrical contractor. For a host of ideas on how you and your family can live better . . . electrically, send for the big, new, illustrated book described on the opposite page.

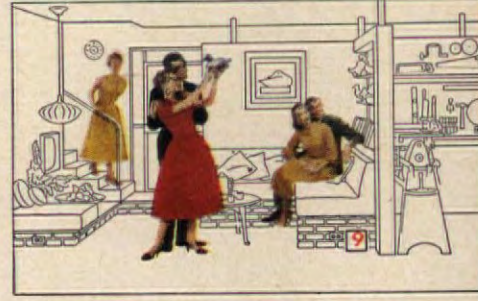
SEE HOW ELECTRICITY BECOMES A PART OF ANY ROOM TO MAKE YOUR LIVING BETTER



Family fun in a family room! No wonder Dad's so proud — he built it himself! The TV corner has pleasant light **1**, and the set's built in **2**. An electric heat pump **3** means ideal indoor climate all year. The clock says it's coffee time **4**; Dad will boast that decoys are duck soup



when you have a complete electric workshop **5** — it started this wonderful room in the first place! See how the shelf section divides work and play areas. Fluorescent lighting **6** provides cheerful atmosphere and proper working light, too. Low-cost electricity runs the automatic



water heater **7**, the automatic washer **8** and dry Mom loves, and convenience outlets **9** make other trical servants easy to use. You'll want these comi your home, when you begin to live better . . . elect For more ideas, see the book shown on the opposit



Electrically



Where would you like to start
in your home right now?



NEW! Big 72-page book, *New Step-by-Step Ideas to Help You Live Better . . . Electrically* shows how to begin in any room in your home. Endorsed by leading magazine editors. Over a hundred full-color illustrations, ideas, installation tricks, new trends. Covers the house inside out. You'll want to *keep* this book as you plan *step-by-step* to live better . . . electrically.

Get your copy at your local electric utility company office or mail coupon below with 10¢ to cover cost of handling.

MAIL THIS COUPON TODAY!

Live Better . . . Electrically 7-903-3
P. O. Box 505
Great Neck, Long Island, N. Y.

Send me my copy of *New Step-by-Step Ideas to Help You Live Better . . . Electrically*. I enclose 10¢ in coin to cover cost of handling.

Name _____

Address _____

City or Town _____ Zone _____ State _____

New G-E Wall Refrigerator-Freezer puts all foods at your eye level!

This big new 11-cubic-foot General Electric Wall Refrigerator-Freezer is *the most convenient of all refrigerators*, because it puts all foods within easy reach.

You just reach out and pick the foods you want. No need to bend or stoop for foods because everything is at eye level and can be seen at a glance. Even in the true, zero-degree freezer, shelves are easily accessible.

What's more, it gives you more room in your

kitchen. With your refrigerator on the wall, extra floor space is gained for the addition of base cabinets and counter surface.

See this luxurious new General Electric Wall Refrigerator-Freezer at your G-E dealer's. Ask about the easy terms and generous trade-in allowance most G-E dealers are offering. Look for his name and address in your classified telephone directory. General Electric Company, Appliance Park, Louisville 1, Kentucky.

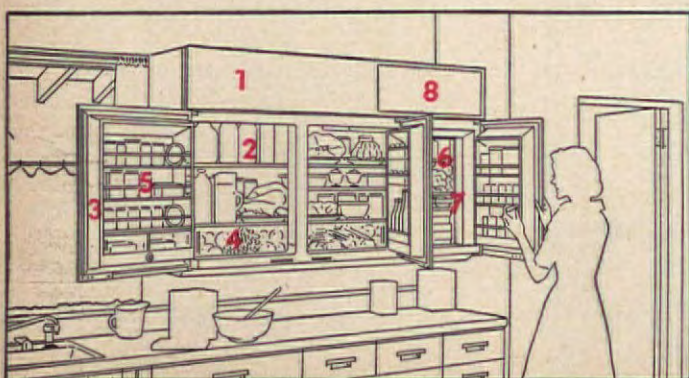


Hangs on your wall like a

It's so easy to install! There's little or necessary. Cabinet is hung on a sturdy mounting bracket which is fastened secure. Can be hung at any height to suit yourself.



Magnificent new G-E comes in these Mix-or-Match colors: Canary Yellow, Turquoise Green, Petal Pink, Cadet Blue, Woodtone Brown—or



So much room for all your foods

1. 11 cubic feet of space. 2. Big automatic-defrost refrigerator section. 3. Permanent General Electric Alnico Magnetic Doors provide sure seal... close silently. 4. Separate vegetable and fruit compartments. 5. Adjustable door shelves for small jars and cans. 6. 2-cubic-foot

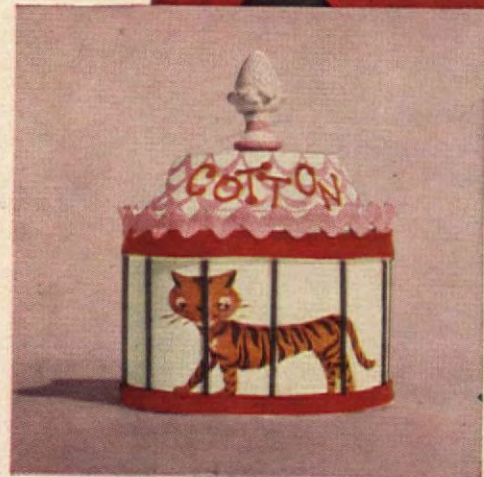
true zero-degree food freezer holds up to pounds or 83 packages. 7. New-style Mini-C ice trays. 8. Dependable and whisper-quiet sealed-in General Electric refrigeration system. 9. Complete unit is 64 inches long, 39½ inches high, 17⅞ inches deep.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

CANNY CONCOCTIONS

You can be pretty crafty with empty cans. Paint a butterfly on a coffee can, punch holes in this design, then tie up the can with a wire coat hanger. It's a closet container for moth crystals. Make coffee-can circus cages to house cotton swabs and talcum in the nursery. Top cans with inverted pie tins, decorative lamp finials. Trim a coffee can with button "berries" and shiny oilcloth "leaves" and put it right back in the kitchen. Three decorated coffee cans stack up to a slick canister when you add a big knob to the one lid you use. Walnut or peanut cans, with inverted funnels as roofs and chimneys, can make a whole city of fun for kids; will hold toy soldiers, crayons. These canny concoctions are vacuum-tight storage units, except for the de-mothing can.



Before you decorate cans, wash them in warm, soapy water. Then rinse and dry. If you plan to paint the cans or to glue material to them, use a base coat of flat white spray paint. Other paints and glues will stick better to flat paint than to a glossy surface. Now get out some oil paints and decorate each can. Let your imagination take over and you'll come up with some very gay designs. Finally, when oil paint has dried, spray the entire concoction with plastic spray so you can wash the can when necessary. It's as simple as that, and will cost you next to nothing!

"I considered my coat ready for the incinerator. NOW I have a STUNNING NEW FUR CAPE, thanks to Morton's fur wizards," says Mrs. E. Linder, Baytown, Texas.

SEND MORTON'S OLD FUR COAT WE MAKE IT INTO A NEW

FREE
12 PAGE
STYLE
BOOK



Cape, Stole or Jacket

\$22.95

Your old fur coat may seem worthless to you, but Morton's has worked marvels with old furs: created thousands of stunning new capes (many from coats worn 20 years and longer)! We'll remodel your discarded fur coat, add new lining, interlining, monogram it, then clean and glaze it to lustrous new beauty. Morton's work praised by Harper's, Glamour, Mademoiselle, others. Let us make your out-of-style fur coat into a glamorous new cape!

SEND FOR BIG 12 PAGE CATALOG

of 27 new styles, many including free fur hat, tote bag or muff. Or, to order style pictured, mail us your coat, state dress size and height. Send no money.

**MORTON'S, Dept. 21-J,
312 Seventh St., N.W. Washington 4, D.C.**

Chinese Scroll Wall Hangings



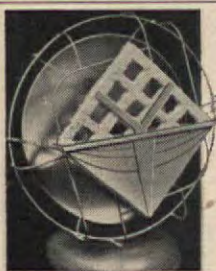
Captured with all the delicate artistry of the far East, the "Butterflies Indignant" by Ilya Sue are HAND PRINTED on snowy parchment. Butterflies glow with radiant color. 9½" wide x 24" long, they are framed top and bottom. Lovely pieces to pair up on a wall, over a lamp, buffet, in the den, etc. Each \$2.00. Set of 2 (each different) \$3.95 ppd. Order several for gifts. Money back guarantee.

**JEAN WILLIAMS, 15047 Devonshire,
Dept. AH, San Fernando, Calif.**

THE AMERICAN HOME

Market

ON A SOUTH WALL place this *Vertical Sundial*, where it will be a timely discussion for everyone in the neighborhood. Like ourselves, most people won't have seen one before. Pieces are rustproof cast aluminum in black. Sunburst at top is 8½" across with 9" gnomon. The 13 Roman numerals can be placed to cover any size area. \$12 ppd. Garret Thew, Westport 42, Conn.



98¢ AIR CONDITIONER

That's right! 98¢ buys this air conditioner that fits over any electric fan in a jiffy. Cools the hot air like a sea breeze. Large-capacity styron tank holds water; specially-designed sponge assures cool air circulation. Fits warm air outlets for use as humidifier in winter. Stop sweltering right now; we ship your air conditioner in 48 hours. Your money back if it doesn't keep you cool and comfortable!

Only 98¢ Postpaid

WALTER DRAKE & SONS

497 Drake Building Colorado Springs 2, Colorado

DON'T BE FAT!

If you just can't reduce and have tried dieting, pills and tablets—try relaxing, soothing SPOT-REDUCER, a massager that's tested, and has U.L. approval. Lose weight where it shows most! The relaxing soothing massage helps break down FATTY TISSUES, helps tone the muscles and flesh, and the increased awakened blood circulation helps carry away waste fat—helps you regain and keep a firmer and more graceful figure. When you use the SPOT REDUCER, it's almost like having your own private masseur at home. It's fun reducing this way! Lose pounds and inches quickly, easily, safely without risking health. For aches and pains due to over-exercise. Also used as an aid in the relief of pains for which massage is indicated. Sold on MONEY BACK GUARANTEE! Reduce or NO CHARGE! (FIRMS FLABBY TISSUE!)



Restores elasticity to sagging skin.
STANDARD MODEL only \$9.98
AMAZING DELUXE MODEL only \$12.98.
(Save 90¢ postage. Send payment with order)
send to **BODY MASSAGER COMPANY**
318 Market Street, Dept. B-338, Newark, New Jersey

Clever New "Onion" OIL AND VINEGAR SET



4 PIECES—Oil, Vinegar, Salt and Pepper

This whimsical set has four matching pieces, each fashioned to look like a garden vegetable. They're made of highly glazed porcelain in colors of rich burnt orange, green and cream. The expressions are hilarious: Pepper and Vinegar "cry" and Salt and Oil "laugh"! Bottles for oil and vinegar have cork stoppers. **ORDER TODAY AT THIS LOW PRICE**
Satisfaction Guaranteed or Money Back
Send for free catalog

Foster House 430-K7 S. Jefferson St., Peoria, Illinois

GOOD EGGS will be the most popular thing on buffet tables all summer long. Devil them in your favorite way, then place twelve halves in a circle around the edge of this plate and they'll look as good as they taste. 9" white plate is topped with its own half an egg in natural color on a green lettuce leaf. \$2.39 plus 25¢ post. Market Combers, Box 8115-F, Atlanta, Ga.



SUMMERTIME is swimming and outdoor movies, supper on the porch, and long evenings with fireflies lighting up the backyard—and tall ice cream sodas wherever you are. Make "black cows" with sarsaparilla and ice cream, or use ice cream, flavoring, and soda water, but make them in tall, 12-oz. soda glasses. 6 for \$4.50 ppd. Wits' End, 221A Bellevue Ave., Upper Montclair, N.J.



DON'T FRET or nurse a grudge if the postman is late, the butcher gives you a tough steak, or a neighbor buys a hat like yours—put a hex on the pest with a do-it-yourself Voodoo Kit. Of course, you can work good hexes, too. All the folderol and hilarious directions right from the jungles of Haiti. \$1.50 ppd. Greenland Studios, 5858-A Forbes Street, Pittsburgh 17, Pa.



Deluxe A 21½" x 31"

BURNS TRASH SAFELY OUTDOORS

Burns damp, green, dry refuse outdoors safely. Ends fire hazards and neighbor-annoying nuisance of blowing burning paper and sooty ash. Scientific draft design minimizes smoke, smell—burns to fine ash. Simply tilt hood—load—ignite paper—close—forget. Sturdily made of rust-resistant aluminum bonded to steel. Over 150,000 satisfied users. Approved by Fire Depts. Standard 2 bushel model A sent disassembled, prepaid \$13.95. Deluxe A with ash pan base and grate sent prepaid assembled \$22.95. For 3 bushel capacity add \$4.00 to standard and deluxe prices. Money back guarantee.

ALSTO CO. Dept. AH-7, 4007 Detroit Ave., Cleveland 13, Ohio

So Colorful - So Festive -



**TWO FOR
Only 1.25**

Postpaid

JAPANESE LANTERNS

You'll think of a dozen uses for these colorful and authentic Japanese lanterns. They're ideal for outdoor parties, for recreation rooms, for sun decks! They're handmade of solid colored paper over a fine bamboo frame. Collapsible for easy storing. Approximately 8½" high and 9" wide. Holds a candle or may be slipped over a low wattage light bulb. These lanterns come at an ideal time; when outdoor living is at its peak! Order today. Six for \$3.25. Satisfaction Guaranteed or Money Back
Send for free catalog

HELEN GALLAGHER 413-K7 FULTON ST. PEORIA, ILLINOIS

1000 NAME & ADDRESS LABELS \$1



Mrs. Arthur H. Robinson
1035 Thormal Avenue
Rochester, New York

Your name and address (choice of 3 lines) on 1000 fine quality gummed labels. WITH PLASTIC BOX, only \$1 postpaid. Any six orders for \$6. THIS IS A SPECIAL OFFER. Use on stationery, checks, books, greeting cards, records, etc. Ideal for gifts. Satisfaction guaranteed. Time Saver Labels, 701 Jasper Building, Culver City 1, California.

IMPORTED from IRELAND



1488 - THE ORIGINAL - 1488 SHAMROCK CANDLES
These beautiful candles by John G. Rathborne Co., Ltd., of Dublin, Ireland established 1488, oldest candle makers in the English speaking world. With each pair of gift boxed 12 in. Shamrock candles will be included a pair of candle grippers.
\$2.00 per pair 3 pairs \$5.00
Postage Paid
Send check, money order, or cash. No COD's Please. Postages insured.
ORDER TODAY.
HARRIS OIL COMPANY
(Candle Div.)
202 Commercial St.
Portland 6 Maine

PICTURE YOUR HOME on top of a 4 x 5½" white ceramic cigarette box and give it to dad for his office desk, or use one with your summer cottage or boat on the coffee table. Any good negative or picture, plain or colored, regardless of size, will do for reproduction and is returned. Finished photograph is black and white. \$5.95 ppd. Ceraphotos by Bridges, Dept. AH, Box 244, Westminster, Md.



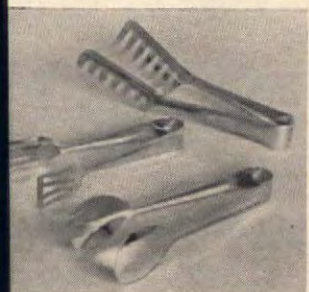
Place

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

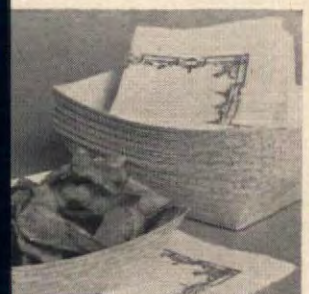
HELEN DE MOTTE



HAND-ENGRAVED EAGLES on tankard-type pitchers are typical of the beautiful, fine-quality appointments you want enough for your home to save the "butter-and-egg money" for. As gifts they will be indicative of your good taste. For anything from posies to lemonade, 16 oz., 32 oz., or 90 oz. are \$6.95, \$9.50, and \$12. Ppd. from Jenifer House, Dept. A, Great Barrington, Mass.



PERFECT PICKUPS are solid brass from Italy and equally bright for serving at a dolled-up dinner or a backyard barbecue. We think them elegant "finds" for gifting a hostess, bride, or yourself. 8" forked tongs to handle spaghetti, asparagus, corn, and lots more, or 8" meat and vegetable tongs, \$2.50. 6½" cake tongs, \$2.00. Ppd. Alba Products, Dept. AH, 550 Fifth Ave., N. Y. C. 36



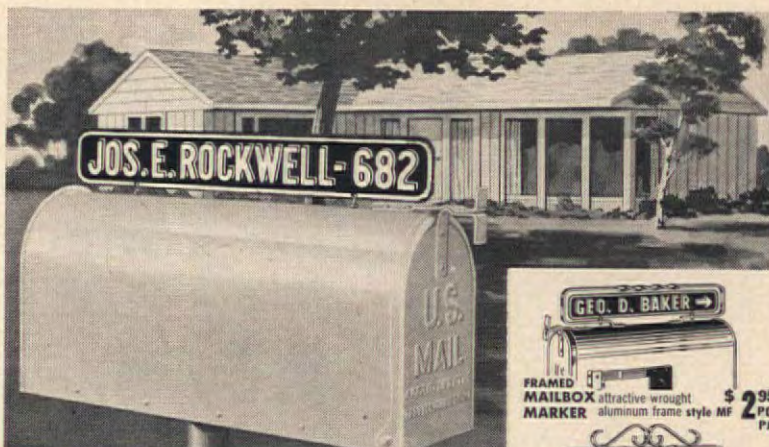
NEWS IN PAPERS. Deep dish throw-aways are decorated with a gay green basket design and have paper napkins to match. Better yet, they are big enough (5 x 7") and deep enough (2") for anything from popcorn to chicken-in-a-basket, and the non-absorbent interior keeps juices from sinking in. 50 for \$1.75 ppd. RMS Interiors, Dept. AH, 11146 So. Michigan Avenue, Chicago 28, Ill.



A BREEZE OFF THE WATER is the effect this Air Climatizer gives you when the summer heat's on, because that's just what you're getting. Fill container with water, it purifies, deodorizes air, filters out dust, dirt, and pollen all year round. Conveniently portable, no dials to set, just plug into AC outlet. \$39.95 ppd. Damar, 722 Damar Building, Newark 5, New Jersey.



ANGLING FOR A FISHERMAN? Gift him with a *Fishin' Buddy* Rod Holder and you may make a big catch. It clips on to his belt, leaving his hands free between strikes to light up smokes, change lures, or photograph his hooked fish, and holds fly rods as well as bait and spinning rods. He'll thank you with fresh fish. \$2.25 ppd. Bodine's, 501 E. Preston St., Baltimore 2, Md.



MAILBOX MARKER style M fits any mailbox install in a minute

present your name attractively...

GUIDE YOUR FRIENDS—BEAUTIFY YOUR HOME

with
DAY-N-NIGHT MARKERS

PERFECT FOR GIFTS
ANY WORDING YOU WANT*

Your name gleams in permanent reflector letters on your **DAY-N-NIGHT** Marker—shines brightly in headlights, softly in moonlight! It helps your friends find their way—helps the doctor, mailman and delivery men. Its graceful proportions and quiet good taste make your home more attractive.

The letters are treated with the same material that makes highway signs shine in your headlights, and they are permanent because they are embossed in the background plate.

Shine bright at night

Easy to read **DAY-N-NIGHT**

2-sided; raised letters on both sides

Rustproof—lifetime aluminum throughout

Permanent embossed lettering—raised in solid plates

Baked enamel finish—black background—white reflector letters

Attractive size—nameplates 2½"x18", number plates 2½"x7"

Any wording you want, up to 17 letters and numbers on nameplates, up to 6 on number plates. Same on both sides.

SATISFACTION GUARANTEED OR YOUR MONEY BACK!

THE PERFECT GIFT FOR

Birthdays

—or any occasion
because
it's personal!

On request we send a smart vellum gift card, inscribed with your name or nickname, to announce your gift.

WE-SHIP WITHIN 48 HOURS

Make \$60 Extra This Month!

Make money, bonus and prizes for your club, your church or yourself this pleasant, easy way! Take orders for nationally advertised **DAY-N-NIGHT** Markers, Name Medallions and Medallettes. Mrs. E.T. averages over \$170 a month the year around for part-time. As a beginner, you can make up to \$60—\$75—even \$100 in the next 30 days—and more later! Write **today** for complete information—we'll rush you everything you need to get started at once.

Spear ENGINEERING COMPANY—
368 Spear Bldg., Colorado Springs, Colo.

Spear ENGINEERING COMPANY—
368 Spear Bldg., Colorado Springs, Colo.

* ANY WORDING YOU WANT ON ANY STYLE MARKER	STYLE	WORDING—Any wording you want, up to 17 letters and numbers on large plate, 6 on small. Show punctuation but don't count it.	PRICE
	TOP		
	BOTTOM		

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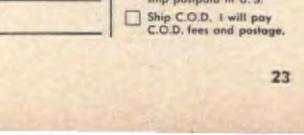
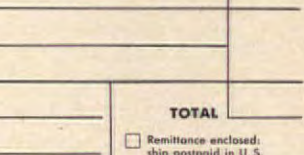
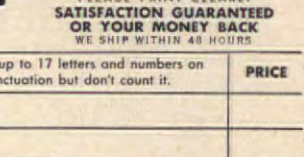
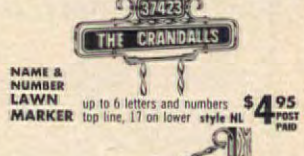
ADDRESS

CITY

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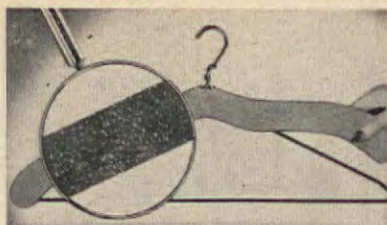
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Rid Your Home of Flies!—\$1

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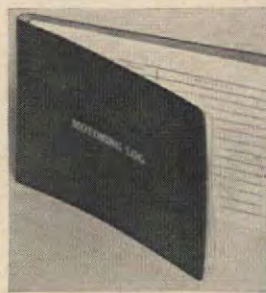
COME AND GET IT. Hang this *Spun Brass Ranch Bell* near your doorway, and in addition to peeling out a merry call to dinner or barbecue, or a "children-come-home" call to be heard around the block, it will signal Lady Luck to camp on your doorstep because it is mounted on a real 6" black horseshoe. \$1.95 plus 25¢ postage. **Foster House**, 430-AH South Jefferson, Peoria, Illinois.



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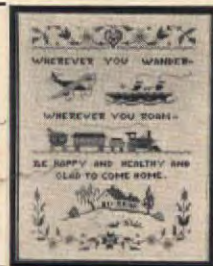
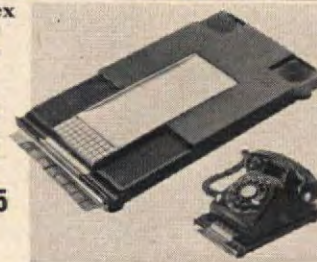
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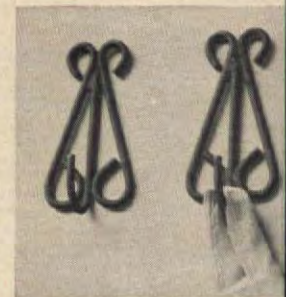
SEE-WORTHY. *Mates Chair* for the Mate of the Captain of the house is a Colonial reproduction of solid birch or maple, sanded smooth, and ready to paint, stain, or lacquer. Perfect for a "country kitchen" type dining room. Seat 17 x 16 1/2", over-all height 28 1/2". Completely assembled. 2 for \$15.95 shipping coll. Meadowbrook Ind., 2268 Bellmore Ave., Bellmore 17, N. Y.



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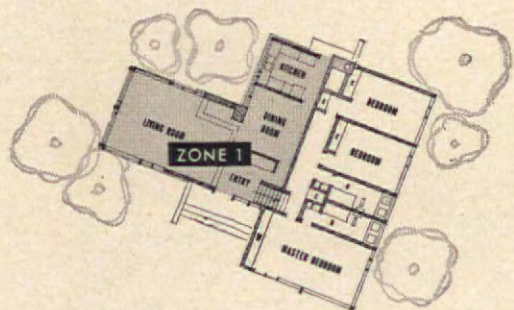
RAVE NOTICES about your party fare or the dish you took to the church dinner are always followed with special requests for your recipes. Jot them down on blue and white 3 x 5" *Pet Recipe Cards* printed with your name so the girls can tuck them right into their own files and not forget where credit is due. 50 for \$1 ppd. Miles Kimball, 126 Bond St., Oshkosh, Wisconsin.



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QUICK TRICKS SAVE LIVES

It's time for a "dip" in the water. Time to lie on a sandy beach in the sun. It's swimming time from Maine to California. And time for boats, aquaplanes . . . *all* the fun of water sports.

You have no desire, of course, to witness any accidents. But aside from motor-vehicle accidents, drowning is the leading cause of accidental deaths in the United States for persons from five to 44 years old. This grim statistic includes swimming accidents, boating accidents, and falls into the water.

What would you do if you saw someone drowning? Could you act swiftly to help the victim—and guard your own safety—without panicking? Yes, you could, if you planned in advance what to do. You can help save a life even if you can't swim. Many drownings or near-drownings happen near shore, where you can use simple rescue skills.

Even if you *can* swim, you should never attempt a swimming rescue if a safer kind will do the job. The danger of a struggling victim taking you down with him is always present, even if you are trained in lifesaving work and know how to avoid strangleholds. The good swimmer knows this. He doesn't

resort to a spectacular rescue if a simple one will do. He only swims to rescue when a drowning person's beyond other reach and no boat is handy.

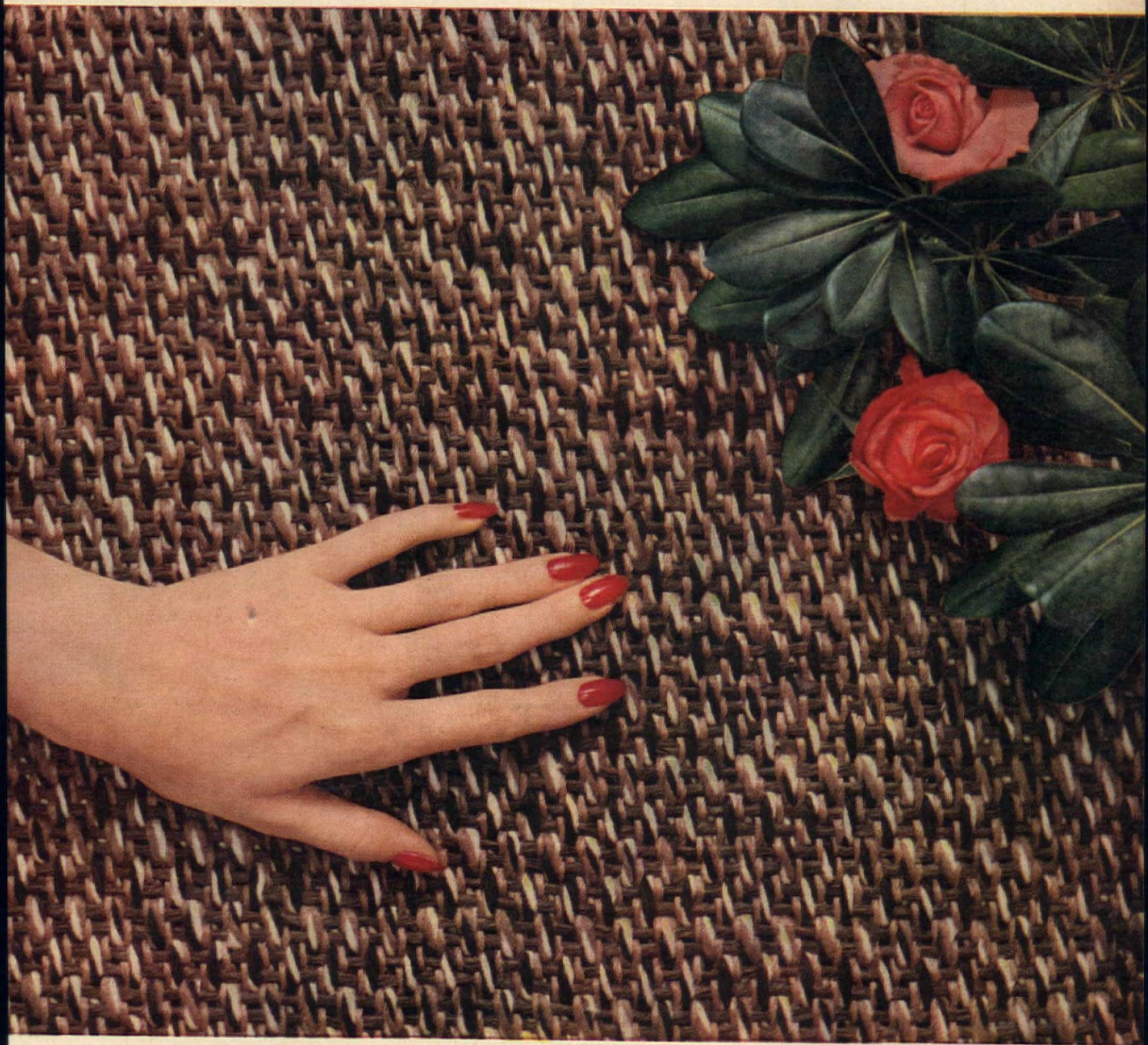
Many times you can rescue a person in trouble standing shoulder-deep in the water and extending a pole or paddle for the victim to grasp while you haul him in to a point of safety. Sometimes you can save a life from a dock, by extending a tow pole, or other available item to person in trouble. Or four to six people can lock wrists and form human chain to rescue a person in shallow water. If you fall out of a boat or it swamps, grab it. It is not likely to sink. But if the boat is drifting in a dangerous situation, shed your shoes and outer clothes rapidly under water, and if it's a long way to shore, use a long, slow swimming stroke.

Know the kind of rescue for which you are fitted without endangering your own life.

If you can swim, it's a wise idea for you to take a good lifesaving course. You'll learn all the best ways to help save a life while you guard your own personal safety. You will be prepared to help, and the day may come when you must act.

See "Where Credit Is Due," page 28

see and feel this totally new rug texture...



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Don't wait till you see the delicious colors and feel the wonderfully heavy, rich texture of these new Deltone rugs by Deltone. Better still, *don't* wait to see them today! You'll recognize at once how superbly adaptable they are to your décor—how simply fabulous at these prices! In seven exquisite colors and a wide range of sizes, or in standard widths cut the length you require. Deltone rug shown is Chestnut Brown (pattern #151-2).

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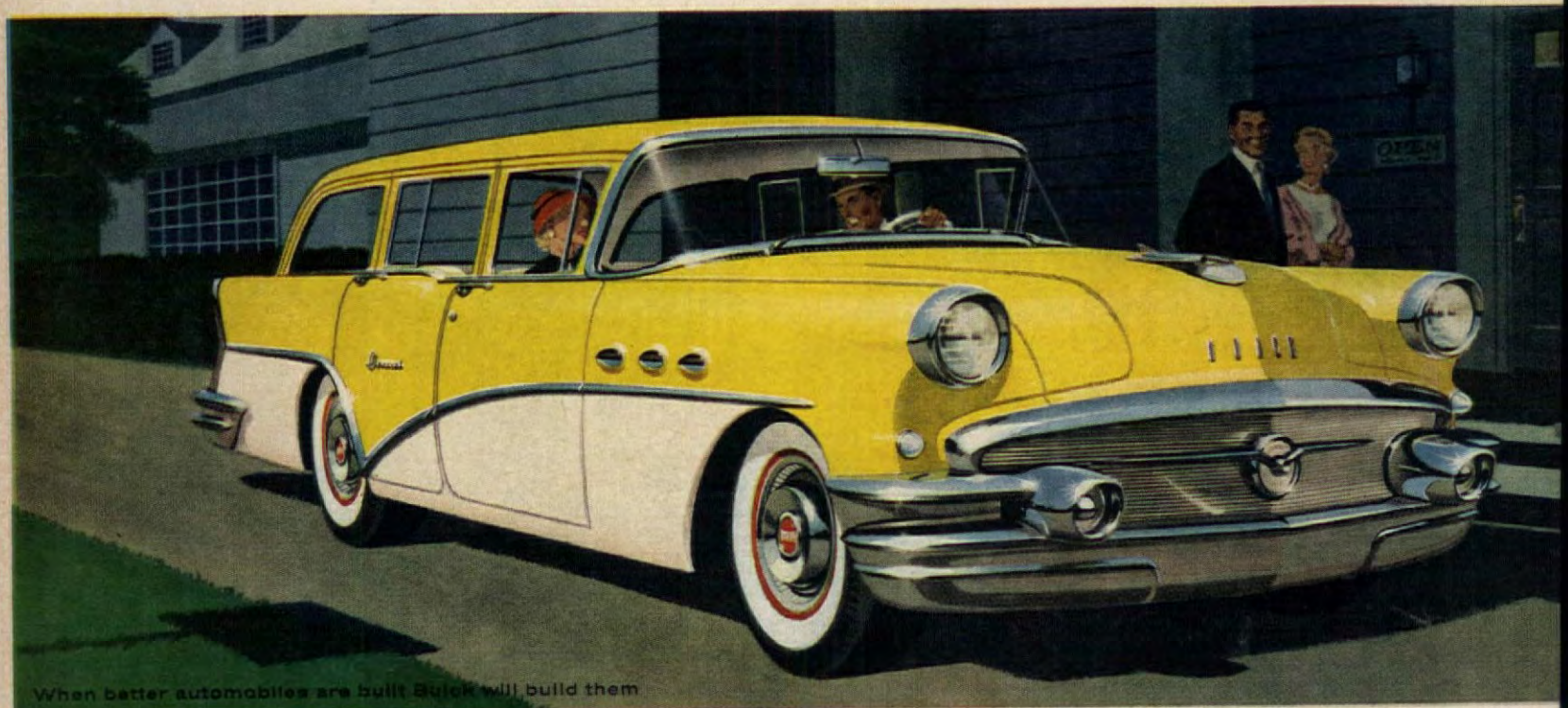


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THIS ONE's a Cinderella, with a difference. It's a hard worker, but *always* dressed up and ready to dazzle them at the ball.

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Take performance. Well — this is a *Buick*. Way up thataway in horsepower. Way up in torque. And with *the* transmission to get the best out of both.

That's Dynaflow, of course. Variable Pitch Dynaflow.* With a wad of a wallop even at the first thrifty inch of gas-pedal pressure.

And when you need a safety-surge of extra power, you tromp the treadle and switch the pitch. Man—you're Dynaflying! It's a wonderful feeling—whether you're simply joy riding, or carrying cargo.

Speaking of cargo—just name the load, and (short of an elephant) an Estate Wagon has room for it.

You pull down the tail gate — flip the rear seat over — and you've uncovered 94.4 inches of lugging space from the driver's seat back. More than 79 *cubic feet* of cargo space altogether.

But come work, come play, you want *comfort*. And here's one wagon where you get it. Estate Wagons, we repeat, are *Buicks*. With the same leveled, cradled, cushioned ride that's yours in a Riviera. You can't do better than that.

As for lines—well, really now, isn't she gorgeous? Perhaps in that picture you can't tell much about the custom-finished interior—but come see one. It's worth the trip. Real

luxury, yet practical. Five interior combinations to choose from.

Now—here's the real bombshell. Its blue-jean workability and smartness—this handsome honey is substantially *reduced in price* this the CENTURY Series, it's way down grabbing distance for most folks the SPECIAL — it's right down close price level of the small-car wagon. Your Buick dealer will try to save you to see—but hurry!

BUICK Division of GENERAL

*New Advanced Variable Pitch Dynaflow is the only I builds today. It is standard on Roadmaster, Super optional at modest extra cost on the Special.

Best Buick yet

SEE JACKIE GLEASON ON TV Every Saturday E



THEY GAIN
7 MONTHS
IN **5 WEEKS**



NOEL WICAL

Imagine 1,000 boys and girls voluntarily going to school these hot vacation days! It's happening in Cleveland, Ohio, where elementary pupils are working hard in special reading classes so they can do better and be happier in school this fall. These are children who, for one reason or another, have dropped behind in reading. They are willing, even eager, to catch up. They attend the summer classes voluntarily.

Best of all, in just five weeks these boys and girls bound ahead an average of *seven months* in reading progress! Some go forward as much as two years. These accomplishments are proved by dramatic performance in nationally standardized tests.

"Reading is improved so easily, it is almost unbelievable," says Superintendent Mark C. Schinnerer of the Cleveland public school system. "All we are doing is mixing old and new methods of teaching reading in the right proportion. This way, reading improves immediately for these youngsters."

This is the sixth summer that Superintendent Schinnerer has directed the project that he helped develop. To be selected, pupils must be lagging six months or more behind where they should be for their age and mentality. They aren't "retarded" pupils. Some have IQ's of 125 or higher. All are of at least normal intelligence. Each morning, Monday through

CONTINUED ON PAGE 32

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the one best
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Low cost Corktone Kentile gives floors new luxury look

Here's the distinguished look of fine cork flooring in America's favorite floor tile. Styrene-fortified Corktone Kentile does wonders for rooms whether installed in traditional random style . . . checkerboard effects . . . or with any of 4 cork-like shades making a luxurious expanse of one subtle color on your floors. Its smart cork-texture look seems to hide soil and footprints . . . stays clean-looking longer . . . gleams with easy no-rub waxings. See Corktone Kentile with its long-wear guarantee at your Kentile Dealer's. He's listed under FLOORS in your Classified Phone Book.

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See all 3 styles in Kentile Asphalt Tile: gay Carnival Kentile; colorful Marbleized Kentile; Corktone Kentile.

*REG. U. S. PAT. OFF.

They Gain 7 Months

(Begins on page 31)

Friday, the kids and their teachers concentrate on just one thing—reading. Two important features make this summer school different. Classes are small, never over 20. The rooms are filled with words and sentences, charts, word games to speed pupils' learning.

"This business of learning how to read by only one method, as some would have us do, is the bunk," says Superintendent Schinnerer. "A good teacher uses all methods in teaching reading—word recognition by sight, and phonics, and variations of each method."

Superintendent Schinnerer asserts that it is practically impossible to give adequate instruction in reading—to meet the needs of every pupil—in the regular school term. Today's school program is too crowded and full of distractions, he says. He is convinced that the only way to help the child who has reading difficulties is to teach him that one skill in intensive doses. THE EN



Brian Chase, 10, Cleveland school pupil, trains himself to recognize instantly 240 basic "sight" words. Brian achieved ten month progress in reading in five weeks of intensive summer-school study.



Miss Helen Stolte, an assistant elementary school principal during regular terms, gives Brian basic training in phonics. Sounding out words helps Brian "attack" new ones. So does teacher's interest.



Blanket insulation by L·O·F Glass Fibers Co.

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in your insulation....fill them with

Thermopane
INSULATING GLASS

For the same good reasons you insulate the walls of your home, you need to insulate your windows—all of them. *Thermopane* makes your windows self-insulating, for the life of your house. *Thermopane* gives you:

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Cooler rooms in summer	" " " " " "
Savings in heat bills	" " " " " "
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Quieter rooms	" " " " " "
And no seasonal work — it's permanent window insulation; stays in all year	" " " " " "

Whether you buy, build or remodel your home, insulate completely—use *Thermopane* in every window. Read the column at right for *Thermopane* facts.

Thermopane INSULATING GLASS

LIBBEY • OWENS • FORD ... A GREAT NAME IN GLASS

Thermopane FACTS



Thermopane puts two panes and a sealed-in blanket of air between you and outdoors. Rooms are more comfortable, especially near windows. *Thermopane* reduces drafts, deadens outside noise to keep rooms quieter. And it reduces chances of steamy windows.

Heat loss through *Thermopane* is about half that through single glass. That saves fuel. In summer, it cuts air-conditioning costs. All this, without the bother or expense of storm sash.

Two kinds of Thermopane

1. Made of plate glass for greater clarity. Best for all uses, and a "must" for picture windows and window walls. Units are $\frac{1}{2}$ " or 1" thick, depending upon the thickness of glass used.
2. Made of sheet glass for economy. Units are $\frac{1}{2}$ " thick.

Sash for Thermopane

Windows of every type—fixed or ventilating—are available in proper thickness to take *Thermopane* insulating glass. Also sliding doors for insulated, transparent walls.

What does Thermopane cost?

About the same as single glazing plus good storm sash in most areas. In the average home, its cost adds only one or two dollars a month to mortgage payments, as compared with single glass. And your windows are insulated all year—for the life of the house!

Delivery of *Thermopane* has been accelerated by expanded glass-making facilities. Standard sizes are stocked by L·O·F Glass Distributors and Dealers (listed under "Glass" in the yellow pages), and consequently are more readily available than special sizes made to order.

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608 Madison Avenue, Toledo 3, Ohio

Please send me a copy of "Self-Insulating Windows of *Thermopane*".

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with **CLOROX**... *whiter...*
brighter...sanitary, too!



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CLOROX in germ-killing efficiency!

Clorox *disinfects* as it bleaches, brightens, deodorizes and removes stains. So your Clorox wash not only *looks* cleaner and *smells* cleaner, it's *hygienically cleaner*... *safer* for family health! That's why it's so important to Clorox

your color-fast cottons and linens as well as your whites... and use Clorox every time you launder white 100% nylon, rayon, *Dacron*, *Orlon* and *Dynel*, too. The more of your wash that you Clorox, the *safer* it is for health!

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you protect family health!



Clorox-cleanliness in your home is a health safeguard, too! In routine kitchen and bathroom cleaning, Clorox removes stains and odors... and provides a type of disinfection recommended by hundreds of public health authorities.



YOUR GUIDE TO EUROPE can be this edition covering every phase of travel and giving shopping tips. \$4.50, from Ottenheimer Publishers, 23 Howard St., Baltimore, Md. Or: Booklets on each of eight countries are \$1.50 from TWA, Dept. H8, P.O. Box 1460, Grand Central Sta., N.Y.C.



GOING SOMEWHERE?

LOOK...IT'S NEW!

ALL PRICES ARE APPROXIMATE.

SQUEEZE A DRINK! Pressure on the red bulb atop this insulated jug dispenses hot or cold drinks through convenient spigot. In gallon or half-gallon sizes; one gallon is about \$9. Hamilton Metal Prod. Co., Hamilton, Ohio.



TAKE TV PERSONALLY, it's so light and easy to carry. The weight is only 32 lbs., but reception is equal to larger models. About \$100, General Electric Company, Syracuse, N.Y.



HUNTING FOR URANIUM? This portable radio features a Geiger counter to help find the uranium, and a sundial and a compass. Sells for \$64. Sylvania Electric Prod. Inc., 1000 Huyler, Teterboro, N.J.



TIP TO TRAVELERS: Pack a supply of this fine cold-water soap. One package is enough for a sweater or pair of wool socks. Carton of 20 is \$1. Honey Harbour Co., Ltd., 50 Madison Ave., New York, N.Y.

CONTINUED ON PAGE 3

THE AMERICAN HOME, JULY,

Only **Delsey** is clean-cut
to tear evenly



Delsey won't shred
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Ends waste, saves money



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**REMOVES
RUST & STAINS**
from sinks and
bathtubs, without
harming the enamel.
Delete also shines copper
pots, pans, stainless steel,
chrome car bumpers.

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Look . . . It's New!

(Begins on page 34)

BRIGHT BANDAGES in four colors for kids. Like ordinary ones, these are plastic, water-proof, and medicated for cuts and bruises. Tin of bandages costs 39¢ in stores. Curads, Bauer & Black, 309 W. Jackson Blvd., Chicago 6, Illinois.



TAKE IT OR LEAVE IT. Disposable and portable grill with stand has built-in charcoal and fire starter. Just touch a match to get 60 minutes of hot coals for smaller broiling jobs, such as hot dogs, hamburgers, or chops. Disposable grills are under \$1 each. Winro Inc., 8830 W. McNicholas Road, Detroit 21, Mich.



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When you plan your new home or modernize the wiring of an old home, be sure you end *forever* the nuisance of blinking fuses. Be modern; install a Cutler-Hammer Unit Breaker. Then when lights blink out because of an overload, you will only have to reset a little lever that has snapped out of position . . . and service will be restored. Nothing to place, nothing to hunt for, nothing to buy. So easy and so safe; even a child can do it.

The Cutler-Hammer Unit Breaker is so good looking you need not hide it. Have it installed in the kitchen or wherever it will be most convenient. Be wise; have your wiring plans figured out the right way, with fuses and with a Cutler-Hammer Unit Breaker. You will be amazed at the slight extra cost of this modern convenience. Write today for free booklet "Goodbye to Fuse." **CUTLER-HAMMER, Inc., 1395 Paul Avenue, Milwaukee 1, Wisconsin**



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Send facts on the Minwax Method of wood finishing, with color card of authentic wood tones and address of nearest dealer.

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FREEZER**
stores 640 pounds

Beautiful Mix-or-Match colors: Canary Yellow, Turquoise Green, Petal Pink, Cadet Blue, Woodtone Brown and White. Available with either right- or left-hand door.

G-E "Book-Shelf" Freezer puts twice as much food within easy reach as a chest freezer!

Compare this General Electric Freezer value to any chest of comparable quality and size.

Looks on a shelf—that's how General Electric's new 18-cubic-foot freezer displays your food. You can reach everything quickly.

You get all the convenience features you want: handy ice dispenser... 2-gallon ice cream conditioner... wire basket, plus new straight-line design that creates a clean look without remodeling expense.

Compare! You'll agree that here truly is big convenience at a record low price! The big G-E Freezer, plus 13- and 11-cubic-foot models are available at your General Electric dealer's today. General Electric Appliance Park, Louisville 1, Kentucky.



Easy as taking books off a shelf. No bending, rummaging or lifting with this convenient storage door holding 88 lbs. of food.



8 fast-freezing surfaces... not just 4 "cold" walls. That's why this new G.E. gives you more capacity for quick freezing.

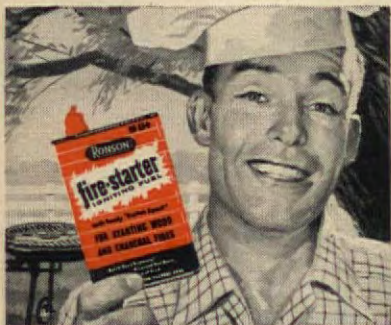


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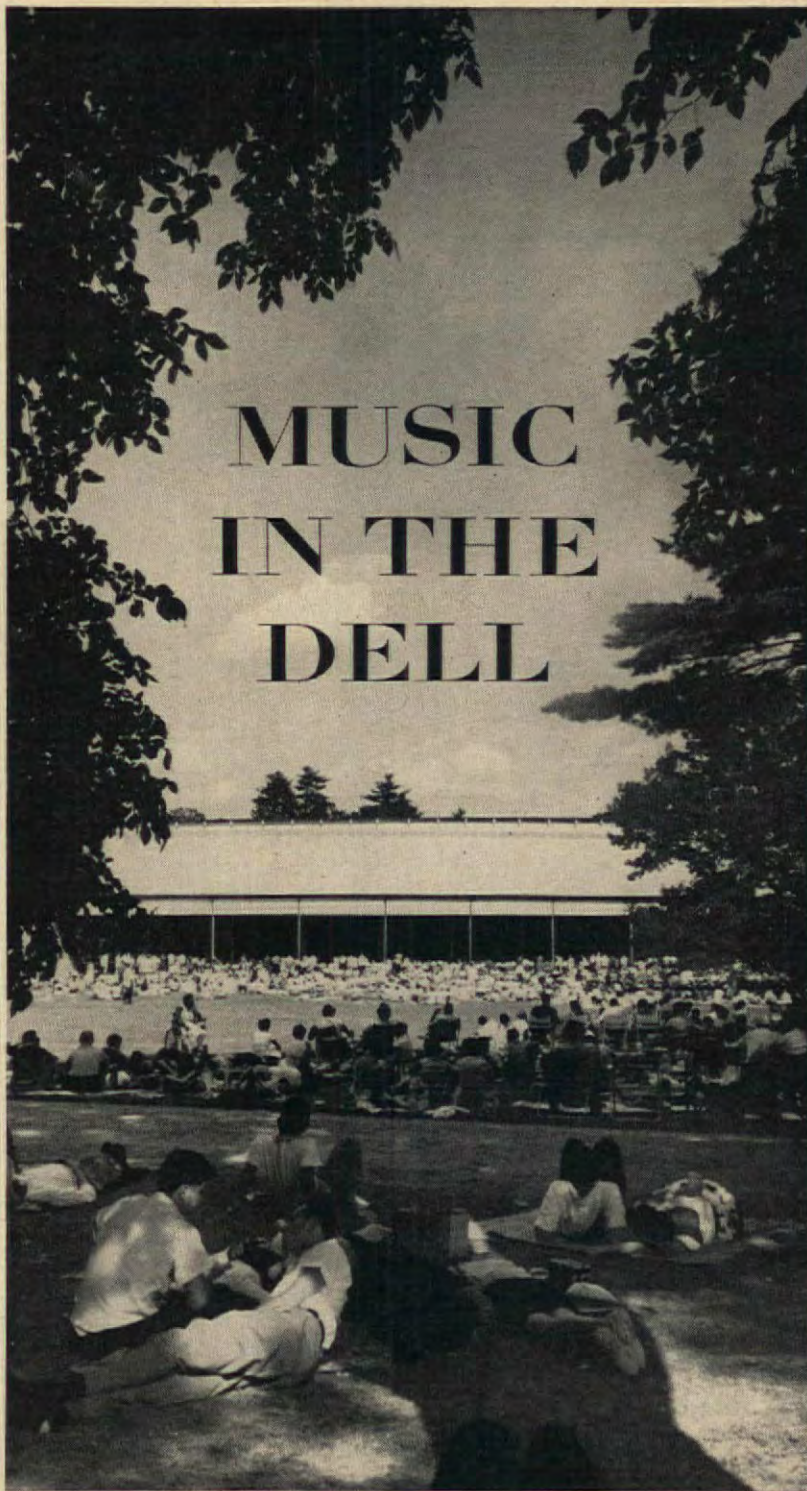
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MUSIC IN THE DELL

ARTHUR H. WALLACE

Summer's the time for mixing musical enjoyment with a deep breath of fresh air. And you can do just that, these days. You can find the kind of music you like at more than 100 outdoor places from now through mid-September.

Band concerts in the park or on the village green. Music for longhairs on a breeze-swept hillside. Open-air jam sessions for the "cats." All these have become fixed parts of America's summer landscape. And for those who simply want an old-fashioned tune or two, there's a whole string of pop concerts, operetta and musical comedy performances, in wooded groves and tree-lined dells stretching from one end of the country to the other.

Before fall moves in, more than 10 million Americans will take in at least one performance of music under the sky. Some will hear music at popular summer resorts. Some will visit the parks of cities and towns, maybe their own. And some will make pilgrimages to the off-the-beaten-path centers that are rapidly becoming native musical shrines.

In Cincinnati, it's grand opera at the Zoo Pavilion. St. Louis and Kansas City both excel in light opera and operetta beneath the stars. Denver stages

CONTINUED ON PAGE 40

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edges with real wood**



New flexible Weldwood Wood-Trim

Avoid unsightly edges in any plywood project—tables, desks, cabinets, etc. Give the "pro" finish with Weldwood Wood-Trim. So flexible you beautify any edge—straight, curved, angled. In handy Wood-Trim is a cinch to use. No clamps, nails, hot iron. Just use Weldwood Co. Cement or Presto-Set @ Glue.

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Trim lamp shades with Wood-Trim! Decorate picture frames. Smarten coffee tables, clocks, baskets, etc. 8 ft. rolls 1" Oak, African Mahogany, White Birch, Fir, Korina.

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Permanently stops water pipe "sweat" in one easy, effective application! 100% effective against moisture and vapor. Not found in porous, loose-fitting insulation. Because NoDrip Tape will not come loose, or lose its insulating properties, the perfect way to convert waste basements into valuable work, storage and play space.

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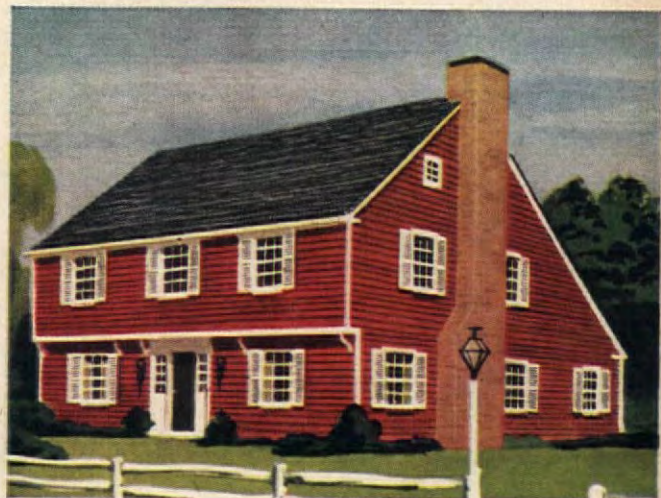
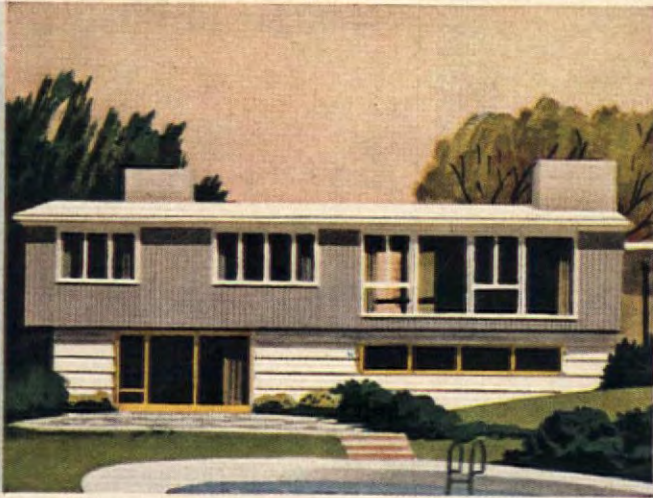
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THE AMERICAN HOME, JULY

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Wide new range of modern Pittsburgh Maestro Colors® invites you to give your home a distinctive and smart new color plan.



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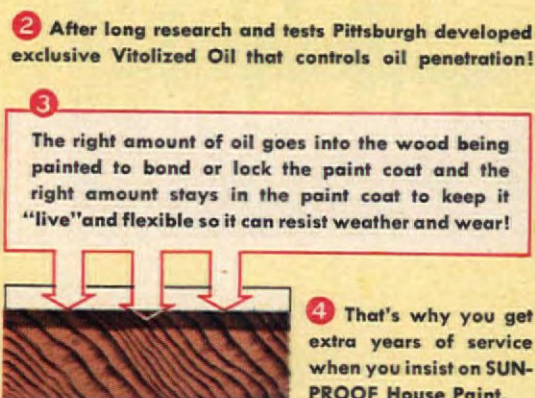


Over 100 colors also available in new CEMENTHIDE® Rubberized Masonry Paint. Cuts painting time in half, gives years of protection and beauty to homes of stucco, brick, concrete block and cement-asbestos shingles.

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Music in the Dell

(Begins on page 38)

an annual summer music festival in Red Rocks Park, Central City, Colorado, specializes in opera in a setting recalling the frontier days and the lives of the pioneers.

Perhaps the prize for ingenuity should go to the sponsors of Omaha's Starlight Pops series. At Peony Park Royal Grove where the concerts are played, they've placed a dance floor between the Omaha Symphony's shell and the tables and chairs occupied by the audience. During each concert a waltz or two is played and the management invites the concert-goers to try the floor. After the concert dancing continues until one o'clock in the morning.

But the larger cities are not the only places for summer musical entertainment. This month, for instance, the town of Carmel, California, will hold its 19th annual Bach Festival. Interlochen, Michigan; Lake Chautauqua, New York; and Blue Hill, Maine, are some of the other far-spread communities where music is made on a relaxed and informal basis every July and August. And now there's also Brevard, North Carolina, in the Blue Ridge Mountains. This began as a camp for music students and blossomed into the site of a major annual orchestral and chamber music festival.

In fact, combining summer music schools and principal festivals has become popular practice in recent years. Blue Hill, Lake Chautauqua, Interlochen, and Falls Village, Connecticut, all grew into summer music centers because well-known musicians and music teachers went to these places, and others like them, for the season—and their students followed along. Work gave way to play. Passersby were invited to drop in and join the fun. So what began as a closed "family-like" affair soon turned into cooling entertainment for all comers.

No doubt the nearest things to real summer music shrines in this country are the Berkshire Music Festival at Tanglewood in western Massachusetts and the Aspen Festival, high in the Rockies of central Colorado. The Berkshire Festival ranges from opera to symphony concert to chamber music and jazz. It has the advantage of having a fine musical organization on tap: the Boston Symphony Orchestra. Aspen, on the other hand, attracts many of the country's most dependable performers and teachers. And at both centers these outstanding musicians are on hand all summer long to instruct those who want to be taught and to entertain thousands of others interested in hearing topflight performance in refreshing settings.

Yet even these well-established musical centers are finding up-and-coming competition. New York State, for instance, now runs a rival to the Berkshire Festival at Ellenville in the Catskill mountains. And each summer some new group of enterprising citizens tries to add its community to the outdoor music circuit.

In Santa Barbara, California, you may now settle down in the sunken garden of an old Spanish courthouse while Leopold Stokowski interprets music of today and yesterday. At Newport Rhode Island, you can join thousands of jazz enthusiasts while the best in the business let go with sizzling hot licks. And at Fis Creek, Wisconsin, the menu is plain orchestral music, well done.

So as you ponder the heat and pleasant ways to combat it, remember that wherever you are this season you may find enjoyable musical relaxation in a nearby dell. It's waiting for you! THE EN



★ Ease Up!

★ Speed Up!

★ Brighten Up!



NEW INSTANT BAB-O WITH BLEACH!



NEW!

Today's most modern
cleanser in a
new modern package!



DOUBLE the "BRIGHTENERS" of any other leading cleanser!

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the easiest, quickest way ever!**

The pleasure is all yours when you see how Bab-O's double "brighteners" act instantly to clean away stains in your sink—give it a brightness never before possible. Even crusty grease in your roasting pan just foams away. No hard rubbing!

Delightfully clean, fresh fragrance makes new Bab-O the most pleasant cleanser to use. Ease up! Speed up! Brighten up! Get new Instant Bab-O with bleach!

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When he thinks of you he'll think of nice things.
Of the luxury of Lees Carpets all through the house!
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Carpets clean and glowing! Of practical things!
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Everybody's ready on time... now that we
have two **AMERICAN-Standard** bathrooms!



Everybody gets dressed at the same time when you have two bathrooms. The men of the family take over one bathroom, and the women and big sister the other.

Room for two bathrooms? Of course! A complete American-Standard bathroom can fit into an amazingly small space. If you are remodeling, turn a closet or the end of a hall into an extra bathroom. If you are building, an extra bathroom adds convenience and value to your home.

How much do they cost? Less than you think! \$4.26 a week* for the American-Standard bathroom above, and \$2.43 a week* for the space-saving bathroom to the left.



Monogrammed faucets that personalize your bathroom are a smart, new American-Standard exclusive. Handles come in clear or one of these five colors.

See these new bathroom fixtures at your American-Standard retailer. He's listed in the Yellow Pages of your phone book under "plumbing fixtures" or "plumbing supplies." Or mail the coupon to the helpful booklet, **AMERICAN-STANDARD PLUMBING AND HEATING**, 40 W. 40th St., New York, N. Y.

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See American-Standard products on NBC-TV's programs: **TODAY**, starring Dave Garroway, **HOME**, starring Arlene Francis.



This space-saving extra bathroom features the cast-iron Restal bath which snugles into a corner... provides full bathing area... is ideal for showers.

The most beautiful bathrooms are
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*We invite YOU on a tour
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lovely homes and gardens*

• Kansas City, Missouri, is a friendly place, a city of hospitable home owners. From early spring to late fall, people entertain often and informally at home, and the center of entertainment is the terrace or patio. No two "outdoor living rooms" are alike . . . each is as individual as its owner's thumbprint. Come along with us and learn about Kansas City's outdoor living.

MACKIE & ROARK, AIA, ARCHITECTS



Meet the Harts

But you won't find them in the house. If weather allows it, Mr. and Mrs. Creighton Hart and sons Creighton, Jr.

and John probably will be on the terrace. When the Harts of Kansas City were planning their terrace, one point they stressed was that the finished job shouldn't have too set a pattern. And yet they wanted it to be in keeping with their Georgian home. Surprisingly, they found the answer to their problem in several lengths of ordinary garden hose.

It was this hose, manipulated by the architect of their home, David Mackie, AIA, of the firm Mackie & Roark, that helped the Harts settle on just the kind of terrace they wanted. As architect Mackie explains it, "We experimented with links of hose, and threw them about in curves to get a visual outline of where the bricks would begin and end . . . much better than a blueprint. We made the bricks come up to the sunporch steps, so the terrace is connected with the house. This makes it convenient for

CONTINUED ON NEXT PAGE

groups outdoors

No. 1



serving kitchen-cooked dinners on the terrace when the movable charcoal grill isn't being used."

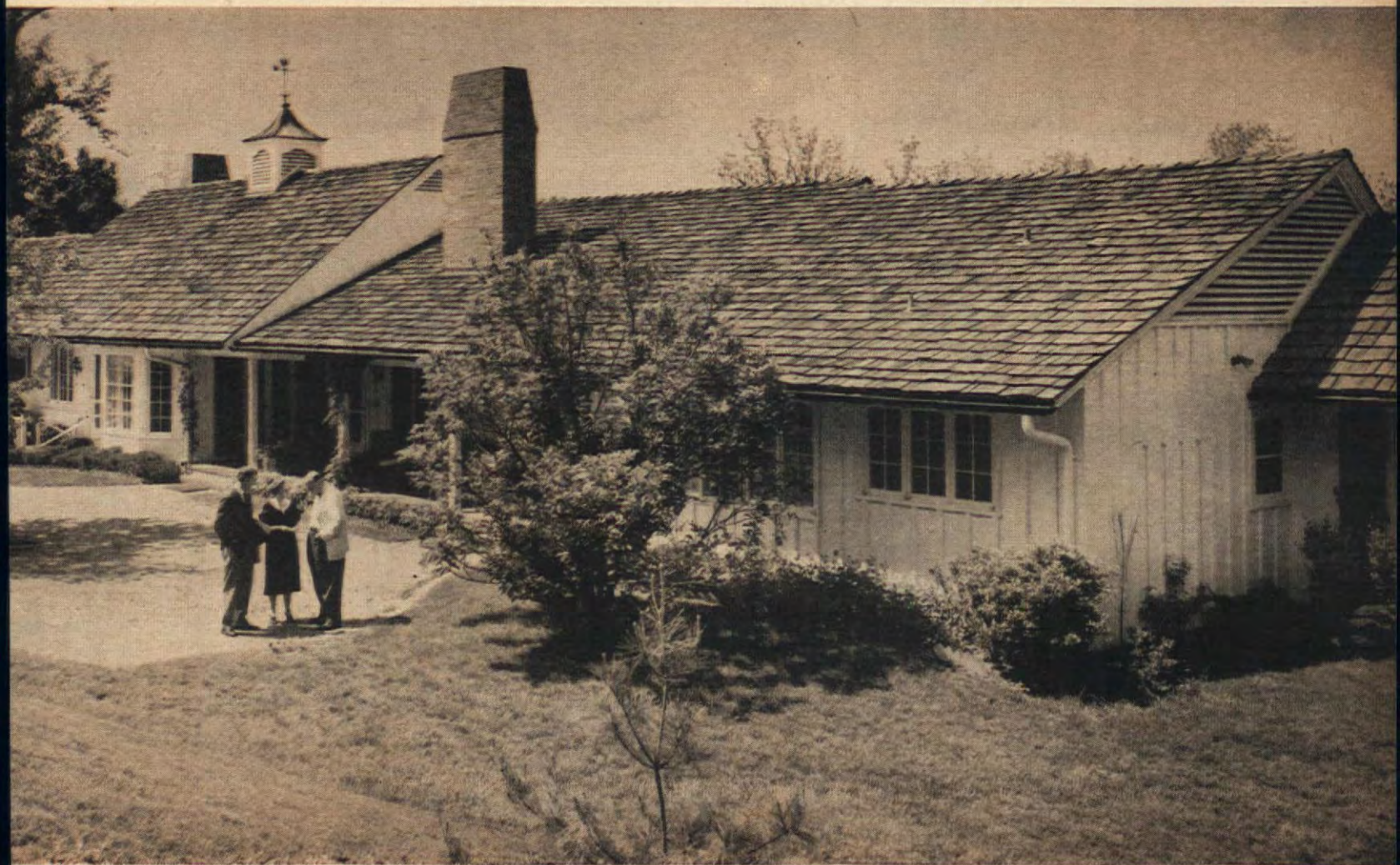
The terrace is centered on an old elm, which gives shade and shadows. And to tie the terrace in more closely with the house, and at the same time to gain privacy, a high whitewashed brick wall was built adjoining the house and paralleling the street.

The sloping lawn is a bit higher than the surface of the brick terrace, so this called for a dry-laid stone retaining wall between the two. The attractive wall was built do-it-yourself fashion by Mr. Hart and his two sons, and then was planted by Mrs. Hart. Elsewhere about the Harts' two acres of sloping hillside is continual, colorful evidence of Mrs. Hart's way with flowers . . . in the tulip beds that bloom early, then roses, and right on through chrysanthemums. Near a tulip bed, beneath a rosebud tree, stands a lead figurine that is the key for the gray used in terrace furnishings, which contrast so effectively with the pink sailcloth cushions. Here, truly, is a terrace built with fine architectural taste as part of the house, and planted and furnished for elegant outdoor living.



*The Marvin Marshes like to entertain big
their house plans started with*

Must"—Terrace



ANN PEPPARD

It seemed we thought about our terrace almost before our house," says Mrs. Marvin Marsh of Kansas City, Missouri. "We decided it should be large enough for entertaining groups of people formally and without crowding, and should have an entrance from the hallway, and should be convenient to the kitchen. We wanted it to be part of the house—not an addition—and to be equipped with a permanent barbecue oven."

And so right from the start the large, sunny terrace at Mr. and Mrs. Marsh's home was in the plans drawn up for them by Morton Payne, their architect. "When we first saw our lot on this high hill overlooking Brush Creek," says Mrs. Marsh, "I just wanted to sit and look at the long view across the treetops. We felt we would spend many summer hours on the terrace."

Quite aside from the interesting manner in which the house and terrace were designed to complement each other, the house is a most striking example of how well the fine traditions of French Provincial architecture can be

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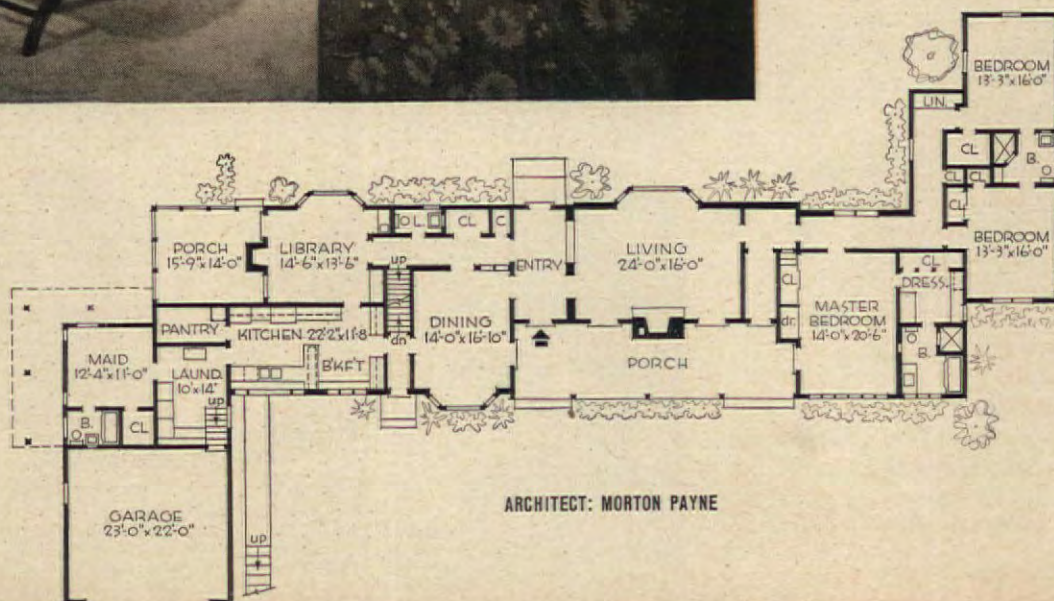
combined with the more basic trends of contemporary design to produce a home that is outstanding in both appearance and comfort. This is an expensive house that doesn't conform to the school of design often used in smaller houses, with open planning necessary for a feeling of spaciousness. The Marsh home has an ample number of good-sized separate rooms for all sorts of indoor activities, and yet it has a definite feeling of spaciousness.

The ground-hugging appearance of the exterior of the house has a certain contemporary air. Yet this design is well accented by the French Provincial touches—the chimneys, cupola, and weathervane.

The happy blending of the new and the old extends to the interior decorating and furnishings: The living room is gay with tailored chintz slipcovers, and yet there is a distinct, traditionally formal English feeling. The antique furniture seems to belong to the room where it is used every day. Much of it was imported from England. The high secretary desk is 18th century.

Across the room from the fireplace, high bow windows permit a view of the terrace and trees. The pillowed sofa has its back to the sun and is a cheery place to sit. Long orange-colored curtains on traverse rods can be drawn at evening.

Over the simple fireplace is a painting bought from a country estate in Yorkshire, England. It is softly colored and appropriate for the narrow mantel. The small sofa on one side of the fireplace is backed by a drop-leaf table and a tall white alabaster lamp, placed just the right height for reading. Indoors or outdoors, the Marshes enjoy good living because their house and their terrace were designed to go together.



ARCHITECT: MORTON PAYNE

The FRENCH PROVINCIAL Trend in Kansas City



Architect Morton Payne here discusses and sketches French Provincial details.

MORTON PAYNE



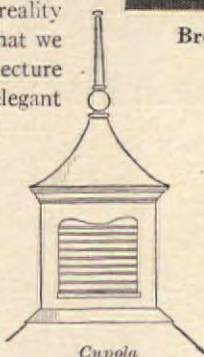
"Balcony"

Prospective clients come in our office and say they like French Provincial houses. We soon discover that clients often mean any house that has a fairly steep

roof—a hip roof, preferably—and a front door that has some curved molds.

It is surprising how the term French Provincial architecture denotes to most people a simple farmhouse of the Provinces. Yet in reality we are using details today in what we call French Provincial architecture that are taken from the elegant palaces of Louis XIV; from the formal houses of the French Regency; from the elaborately curved paneling, mantels, and doorways of the drawing rooms of Louis XV; and from the slender classic feeling of the Directoire style. Many such details did find their way to the more elaborate houses built by the wealthy middle class in the Provinces, and so today we can adopt these for our own use and properly call the result French Provincial.

But not all the ideas came from the court via the Provinces, for the farmhouses of the Provinces contribute directly. In them we find the pleasing roof lines that are often asymmetrical but usually have a balance that architects could well study. These farmhouses combine gable roof



Cupola

with hip roof with sloping shed roof, often using a square building with hip roofs ending in a cupola to dominate the composition. Other details we often use from these farmhouses are the doors and panels of simple boards with X-crossed boards for strength.

During certain periods of history, people build entirely for shelter. But at other periods man has had the freedom of spirit, the creative urge, and

also the prosperity to back his desires. These periods have produced houses of great charm with many architectural details having qualities of line and proportion that make them just as desirable today as they were several hundred years ago. Such a period existed in the 17th and the 18th centuries throughout the Provinces of



Typical window

France. And from the simple farmhouses to the houses of rich merchants and the chateaux of the landed nobility, an architecture was evolved that could be simple, or graciously elegant.

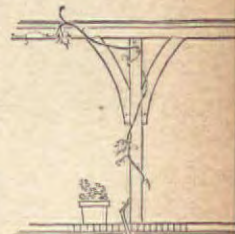
To combine the simple with the elegant, properly restraining the elegant, has always produced the most sophisticatedly pleasing result. A study of French Provincial architecture gives us an opportunity to achieve such a result. And by combining a few rich details of court architecture with simple

roof lines and well proportioned masonry areas of the farmhouses, we get a type of house that looks good with the foliage and color of summer and with the colorless background of winter, as well.

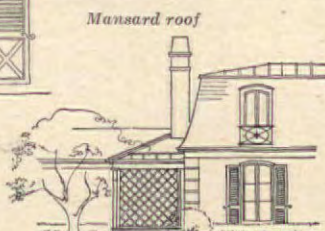
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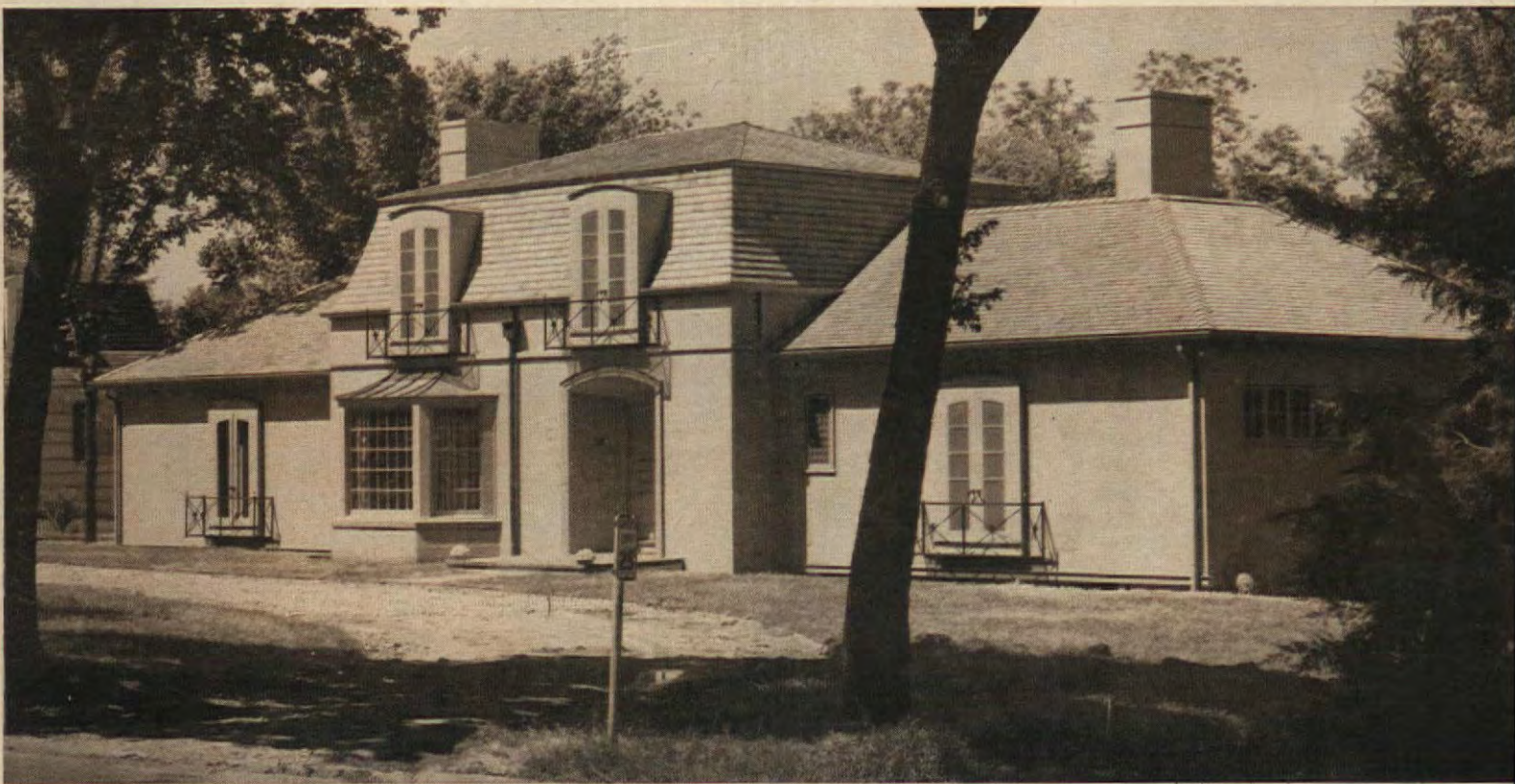
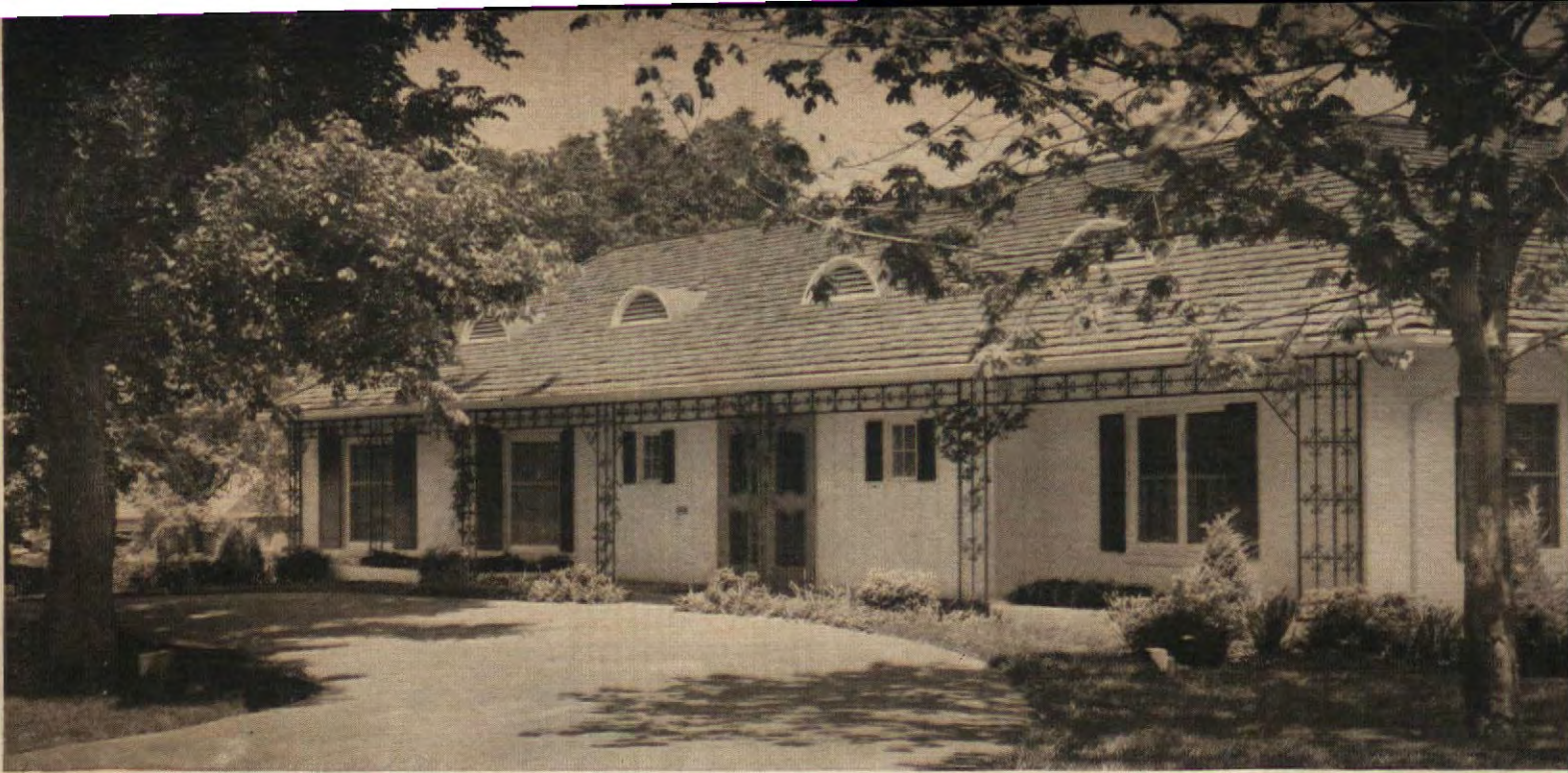
Brooks Noah house has over-all French Provincial effect, Bermuda roof. Architect, Morton Payne.



Curved braces



Mansard roof



Home of the Morris Hoffmans shows many of the points of French Provincial architecture as it is being used today in Kansas City. There's a French Provincial influence in the deep overhang across the front, and in the iron grillwork that not only is decorative in itself and makes an excellent trellis, but also produces an interesting play of light and shadows. Screen doors also have a definite French flavor with their curved tops and other curved outlines, plus generous use of molding. Planting boxes and the heavy shingles are in tradition of French Provincial. Architect for Hoffman home is Manuel Morris.

The Lawrence Earle Smiths' French Provincial home in Kansas City is of somewhat more formal architecture. Alone, or in combination with architectural features from other periods, French Provincial can be as formal or informal as desired. Typically French Provincial is this variation of the mansard roof (two slopes on each side). Hint of balcony beneath windows—and windows themselves with wide-spaced muntins plus projection through the roof—are other marks of the style. So is the deeply recessed doorway. Builder: Howard Hassett. Designer and Decorator: Peggy Sloan.

Still another variation on French Provincial theme is the home of the Arnold Sherwoods. Right wing has an informal flavor in combination of board-and-batten siding with the heavy shake shingles. Columns with grillwork at top add a decorative touch. Central portion of the house has many French Provincial features: "X" braces under windows, recessed doorway, chimney tapering on all four sides at top, cupola (partly hidden by tree). Curved moldings on front door trace ancestry back to Madame Pompadour, and are feature of French Provincial trend in Kansas City today. Architect: John Granstedt.



Meet the Mackies...

Mr. and Mrs. David Mackie and their son David French Mackie live in a brick Georgian house for which Mr. Mackie himself was the architect. In designing the house, he decided to place it at the extreme north end of the 120-foot lot, leaving plenty of space for a terrace. Then, he called in landscape architect Thomas Church of San Francisco to do the over-all design.

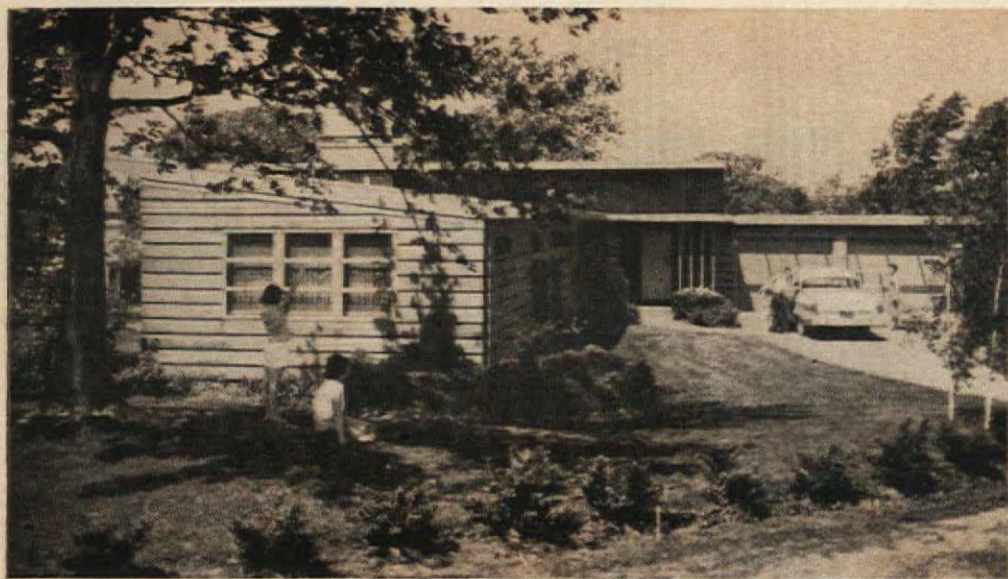
"We wanted an old-world look to our terrace," says Mr. Mackie, "so we used secondhand paving bricks of a faded pink color. They're laid in a basket-weave pattern on a solid concrete slab."

On the south side of the terrace, a rock wall was built high enough to cut off the view of the next house, and the Mackies' own house is the north boundary. The west side of the terrace has a unique retaining wall—colored pink, and brushed with a steel rake broom while still wet to produce a mottled effect. No need to close off the east side, for it looks across unfenced acres of old trees and bluegrass . . . clear over to a golf course.

PLEASE TURN THE PAGE



Some of the Mackies' friends call this a "potpourri terrace." Pink walls have a Spanish flavor, terra-cotta pineapple (symbol of hospitality) is Italian, and the copper lavabo on wall at right came from France. Japanese lobster buoy hangs from copper-roofed refreshment bar in corner. Wooden furniture, Mexican; wood carving on table, from New Mexico.



MACKIE & ROARK, AIA, ARCHITECTS

T-shaped for family living

That's about the shape of it, the Eugene Morgan home on Lake Quivira in Kansas, outside Kansas City. The Morgans wanted to get beyond the outskirts of town. They wanted a piece of land with a lot of trees and some water nearby, friendly neighbors, and a good golf course close by. Most of the waterfront lots around Lake Quivira had been sold or were not for sale. The Morgans finally settled on a hillside site with no lake frontage, but high enough to catch the prevailing breeze. The water is there to see and it's just a stroll down the hill for a swim.

The architects designed a basically T-shaped structure to take advantage of the site. A big living-dining room and the kitchen face the lake; a two-car garage adjoins the kitchen forming the top of the T. The stem of the T contains master bedroom and two others, and two baths (there's a half bath next to the entry). The master bedroom and bath are completely separated from the main living area of the house, and this bedroom has windows on three sides.

The house is of stained redwood siding, weathered to a soft toast color and trimmed in blue-green. Chimney and basement are of fieldstone, so basement will make an attractive recreation room.

The Russel

When Mr. and Mrs. Russel Luger decided they wanted a terrace to adjoin their lovely stone English Manor house in Kansas City, Missouri, they didn't have to build a high wall for privacy. Their home is on a dead-end street.

"We planned many different terraces in our mind's eye," says Mr. Luger, "and discarded them. Finally we came across a big picture of a hillside terrace, which we both agreed was exactly what we wanted... simply two huge circles of brick which overlapped."

The Lugers had part of their sloping bulldozed flat, but kept all the trees. Base of terrace is three inches heavy gravel. The bricks—Mr. Luger found used paving bricks at junk yard—are bedded in sand.

The Lugers made the terrace a family affair. "Laying the bricks says Mrs. Luger, "was a summer job. We started at the center of the circle and worked around and around, like crocheting a rug."

Every spring the Lugers buy dozens of flowering plants and put them in large earthen jars painted a lead color. They say, "Now our shady terrace is surrounded with a lazy garden. And we can relax on our handmade brick terrace, though it was inspired by a photograph."



Basic colors of the terrace are pink and gray. For accents, the Mackies fill 20 large Italian pottery jars with pink petunias, and dusty-miller which has silver-gray foliage. Trim and neat against brick of house are pears trained in the espalier manner. Barbecues call for plenty of beverages; Mackies have cooler made of gunner's bubble from bomber.

Lugers built their own hillside terrace





ARCHITECT & BUILDER: JOHN MAULTBY

STYLE AND YOURS

Looking for a house with
elbow room . . . one that goes
with modern and traditional
neighbors? Then take a cue
from the Henry Bernhards!

The Jack Slaughters overlook Lake Quivira

The Jack Slaughters also wanted a home outside of Kansas City, where beautiful Lake Quivira is the reigning favorite. They wanted a site that had a lovely view, and they wanted to make the most of that view. So they built a contemporary house on a pretty hill. In front of the house is a flagstone patio. The house is right on the lake shore road, so the Slaughters just have to walk across the road to reach the shore, where they have a boat dock.

On the lower level there is one large area, partially compartmented. It contains the living and dining areas, the kitchen, and a small bathroom, each with the necessary space and privacy for truly comfortable living. Most of the furnishings are in earth colors, to tie in with the flagstone floor on the lower level. An unusual hanging mobile of plants decorates the all-purpose area. It is suspended on bars from the ceiling. Aquariums containing tropical fish are compliment-catchers, too.

A cinnamon-colored carpet covers the stairs that wind up around a fireplace to the upper level of the house, where there are two attractive balcony bedrooms. These overlook the living area below.

From either bedroom, the Slaughters can look out across a balcony and through the great windows to see the lake. And there is an arrangement of sliding doors to close off each bedroom at will.

On the upper level, too, there's a separate room that the Slaughters use as an upstairs sitting room. You might call it a "keeping room." Originally designed as the master bedroom, it has huge windows with another superb view of Lake Quivira.

Mr. Slaughter's hobby is cars. He is a real motor enthusiast, and here's the proof: the Slaughters own four vehicles—a sedan, a convertible, a jaunty sports car, and a motorcycle. Mr. Slaughter rides the motorcycle in Shriner parades!

Smart as a whip, that's AMERICAN HOME Blueprint House No. 52. But it's not overdone. Underlying that smart color scheme of charcoal-gray and white are durable quality and rugged good looks.

The secret of this house's pleasing personality is its use of just enough contrasting building materials . . . not so many different ones that they give a mixed-up impression. Note how effectively the rugged extruded mortar joints in the brickwork contrast with the board-and-batten siding on the central section.

Then, too, the house has deft touches that make its appearance a little something extra—the Z-braced shutters in blue, the boxed window, the planter near the entry, the Dutch door. Good looks it has, and more.

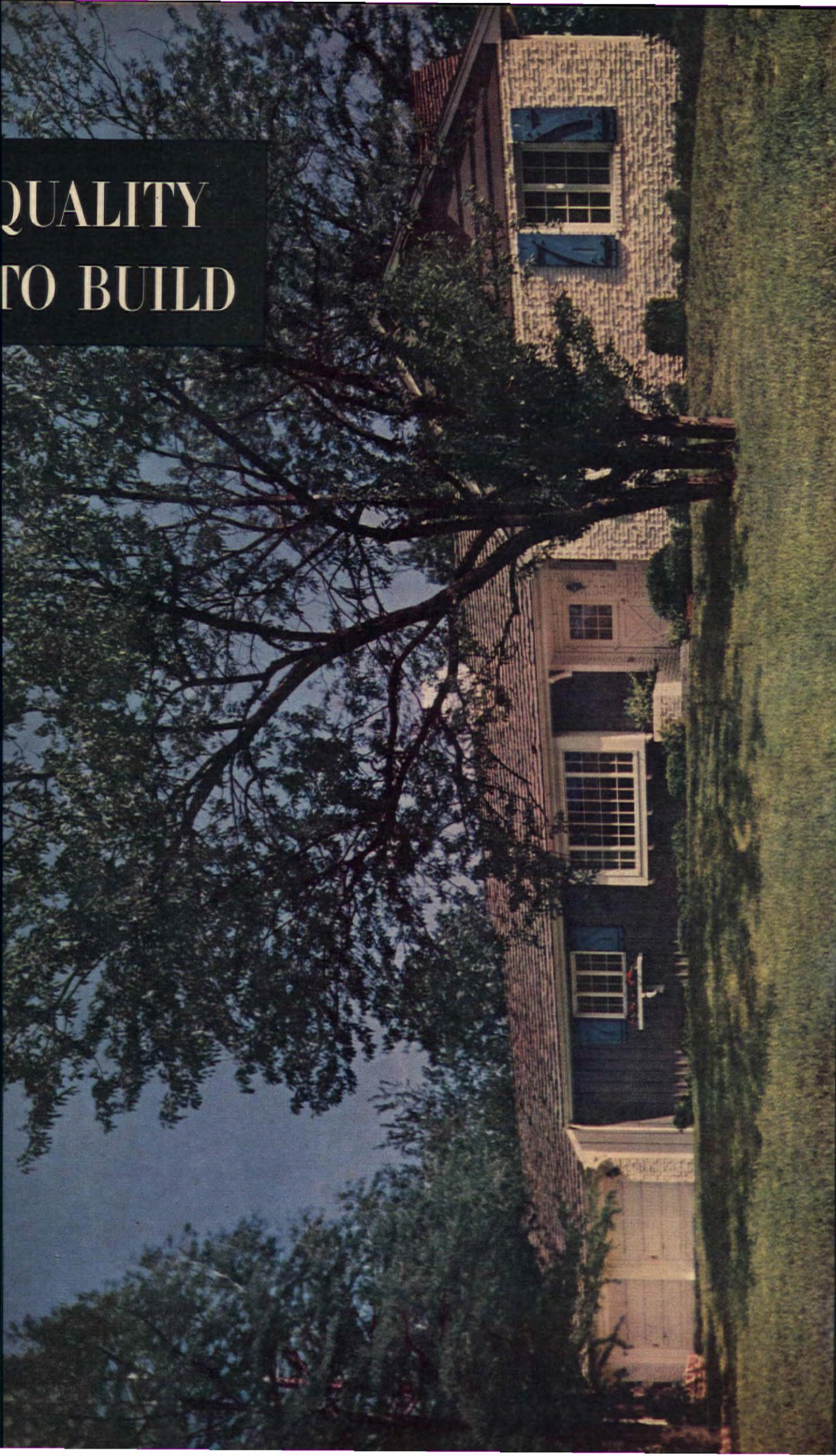
In the back, a huge picture window in the living room captures the view. Total span of the living-dining area is a good 30' plus. End to end, the house is a whopping 84' 3", and she's 31' 6" deep.

The entire plan speaks of good living . . . three good bedrooms . . . two baths separated from the living areas by a hall . . . plenty of closets, placed back to back in the bedrooms to aid in absorbing sound. Then there's the generous den at the front of the house.

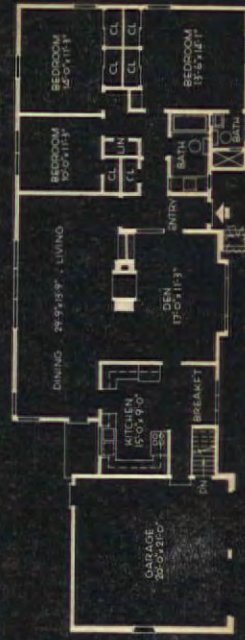
Under the center section of the house there's a basement, and don't overlook the two-way fireplace that cheers both living room and den. The kitchen has plenty of wall space for counters and cabinets, and even a small breakfast area off to one side.

Outside and inside—you'll find a lot of good living in Blueprint House No. 52.

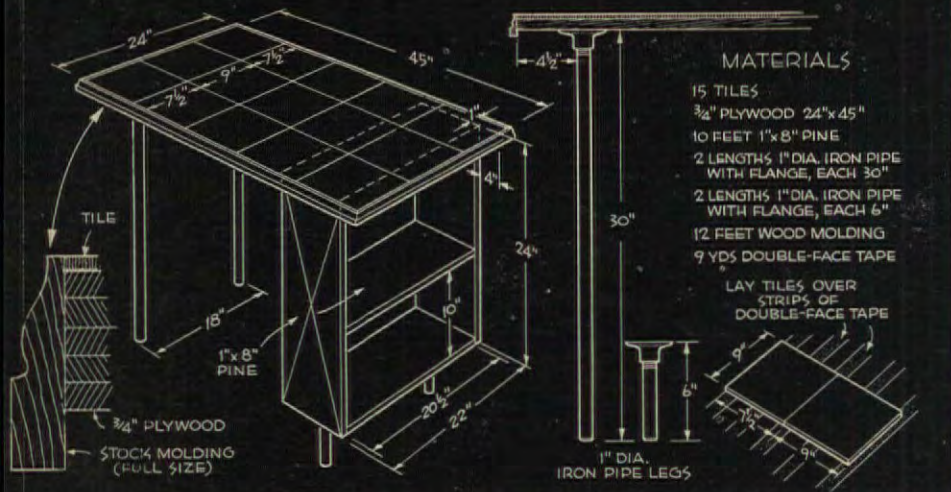
QUALITY
TO BUILD



BLUEPRINT HOUSE NO. 52 • ORDER FORM PAGE 96



DESIGNER AND BUILDER: WILLIAM URBAN, JR.



MAKE ONE

HERE ARE FOUR

MAKE THIS SLICK DESK FOR YOUR BOY OR GIRL.

With the how-to-it drawings to guide you, you can make this very attractive and practical desk in a week end. It will cost you about \$10. And wait until you see how much your son or daughter will enjoy it!

Have your lumber dealer cut the plywood top for the desk. Attach 2 pipe flanges at one end. Make the shelf unit separately, attaching pipe flanges underneath bottom of shelf. Locate the shelf unit under table top, and when it is in position fasten it to the top of the desk with 1/4" wood screws. Screw 4 lengths of threaded iron pipe into flanges to form legs.

Cover the top of the desk with 9" by 9" tiles. Work from front to back of desk as you place the tiles. Place double-face or two-way masking tape under edges and centers of tiles as shown in small sketch. This will hold them securely, yet they can be removed and replaced at any time if you change your mind, or redecorate the room and want different color tiles.

Place molding flush with tile tops and secure it with 1" brads. Paint the desk as you please—or as your youngster requests it.

GOT A TABLE-MODEL TELEVISION SET YOU WANT TO COVER?

Here's a good solution to that problem. The back of this cabinet is open—TV set merely slides in. Cabinet is simple to construct—and how it will improve the appearance of that set in your living or recreation room! Use 12" boards for sides. Door panel can be planed by hand if you don't own power tools. It costs under \$9 to make this handsome cabinet with AMERICAN HOME Construction Blueprint Pattern 2109—\$1.00.



ORDER YOUR TV-CABINET PATTERN HERE!

TO: AMERICAN HOME, P.O. Box 296, FOREST HILLS 75, N.Y.

Please send me construction blueprint pattern:

☐ 2109—\$1.00 TV Cabinet Pattern.

(If living in New York City, add 3% for sales tax)

I enclose personal check or money order for \$_____ (No stamps, please)

NAME _____ (Please PRINT)

STREET _____

CITY _____ ZONE _____ STATE _____

Be sure to keep a record of pattern number ordered for your reference.

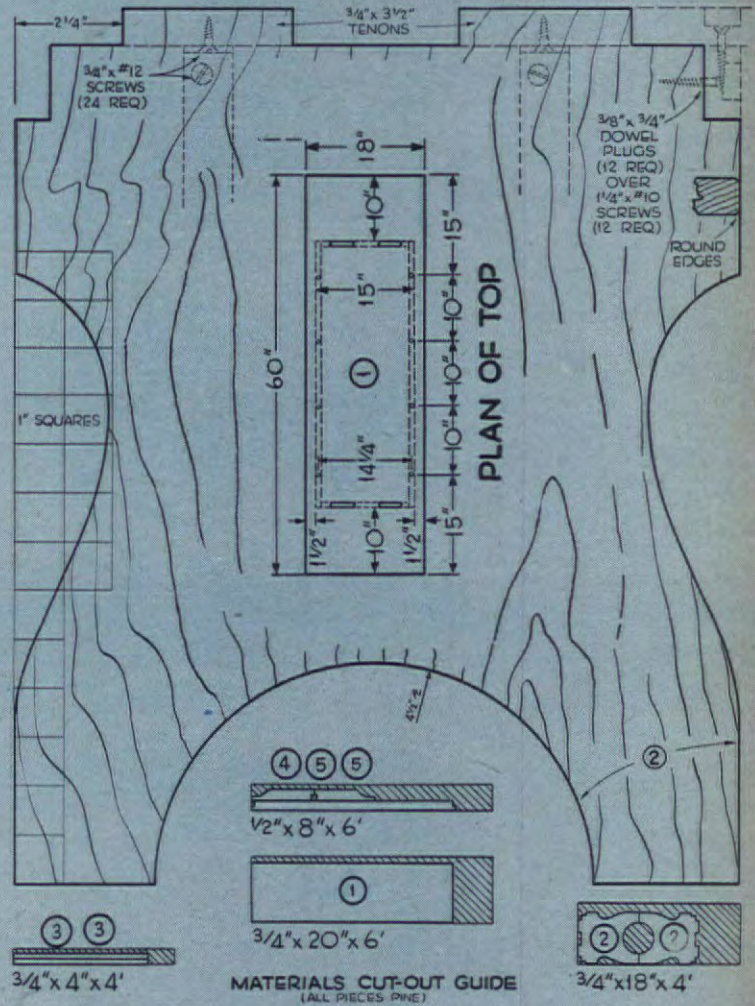
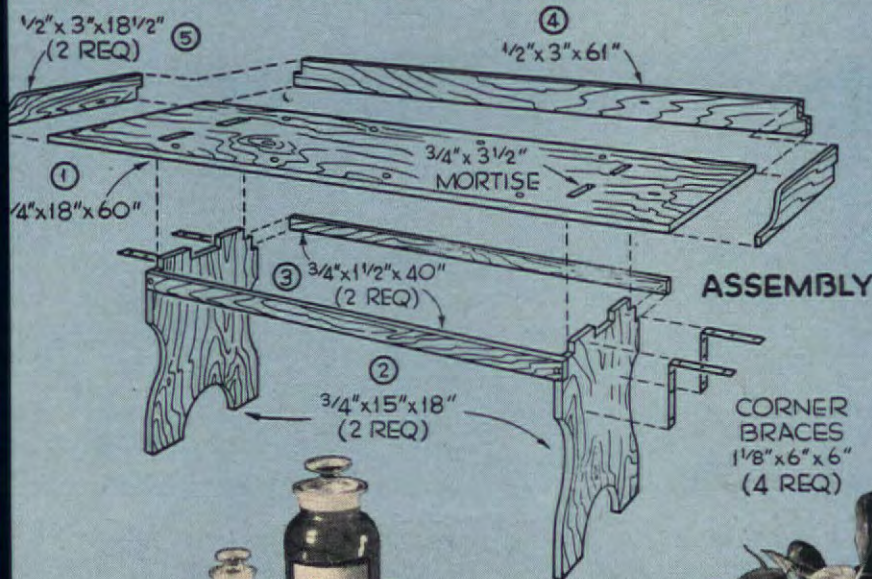
OF THESE THIS WEEK END!

PROJECTS YOU'LL BE PROUD OF

HERE'S A BIG AND BEAUTIFUL COFFEE TABLE FOR YOU TO MAKE.

If you want a large coffee table, this Early American one will fill the bill. It's made of kiln-dried pine, and so it isn't likely to warp. Kiln drying also prevents wood stains and fungus from forming in the wood, and gives it all-around serviceability. To make mortises in the top of the table, drill holes, then saw with a keyhole saw. Chisel to finish.

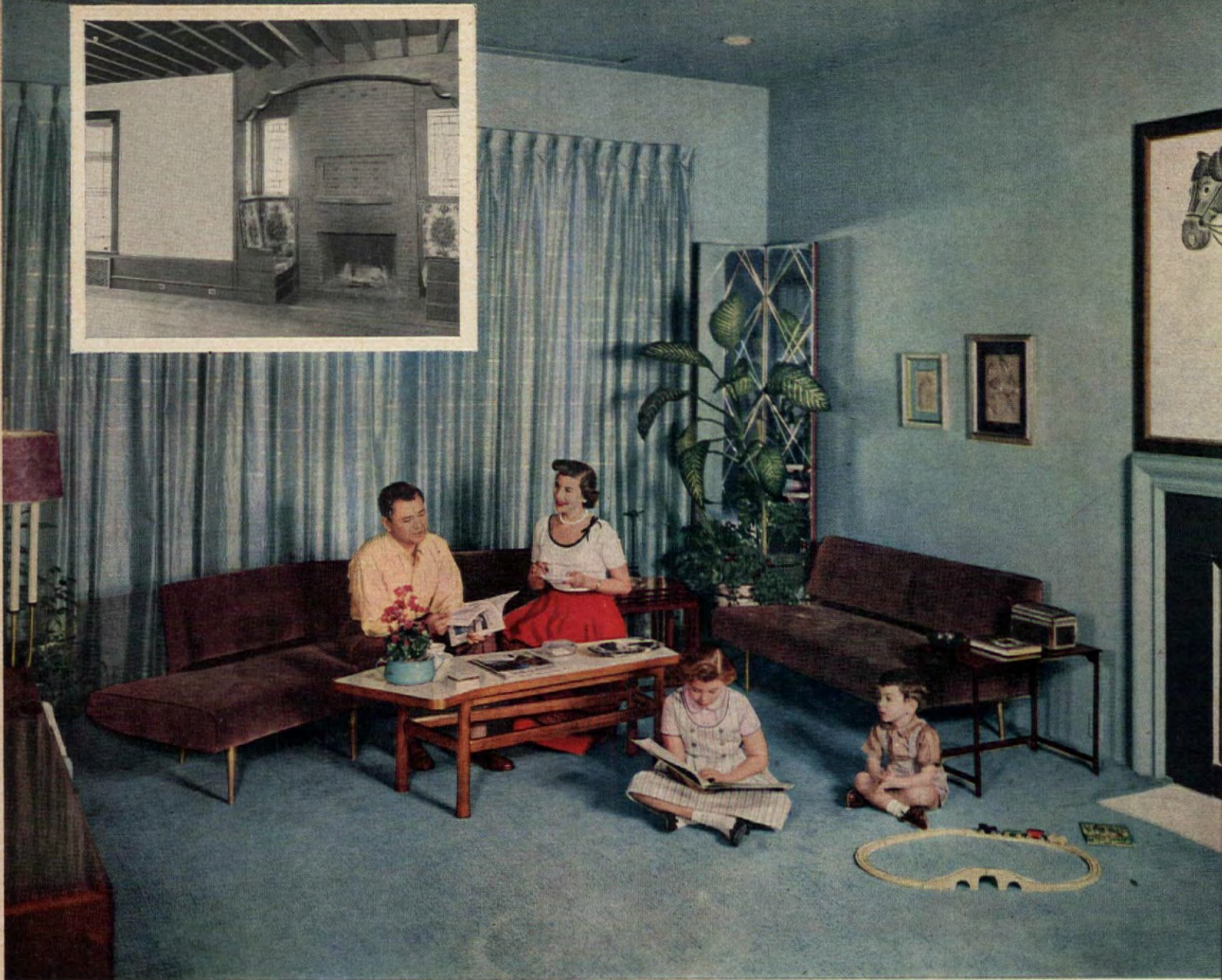
Here's a good way to finish table: Mix linseed oil and burnt umber. The amount of burnt umber you use is up to you. Apply. Then apply two coats of shellac—3 parts denatured alcohol to 1 part shellac. Shellac seals wood. Rub with a cloth moistened with alcohol. Once a week for about six weeks, apply linseed oil, let stand for one hour, then rub. Then repeat treatment once a month. This gives table a shiny finish that doesn't look varnished.



See the small box for pretzels or cigarettes on the coffee table? Just put a handle on a wooden cream-cheese box or clam box, or a box you make. Rub pine handle with black paint for worn look

See below how to saw and fasten end and side rim pieces to table top. Nail rim pieces to edge of table top with 6-penny finishing nails, countersink and fill holes with wood filler for most finished appearance.





MARY E. MONZE

Does It Pay to Buy a White Elephant?



A china cupboard undergoes a drastic—but far from expensive—change!

This talented radio and television couple spent less on restoring a house costs less than building one.

We weren't afraid to take a chance on an old house." So say K. L. Norris, the gal you often see in television commercials, and her husband Wilbur Stark, who is a radio and television producer. Just look at the "before" pictures of this 42-year-old house and you get some idea of what the Starks faced when they first entered it. The "white elephant" had been on the market for two years when they bought it. They knew two couples who had spurned it because it seemed to them that the aged house was hopeless!

The Starks had been looking for a house for three and a half years. They started out in a New York apartment, but when their two children came along, an apartment just didn't meet their needs. They went every week end house-hunting around New York. The Starks were in New York City, so it's necessary for them to live close by. They wanted a roomy house for pleasant family living and for entertaining. When they saw this house sitting high on a hill overlooking a lovely view

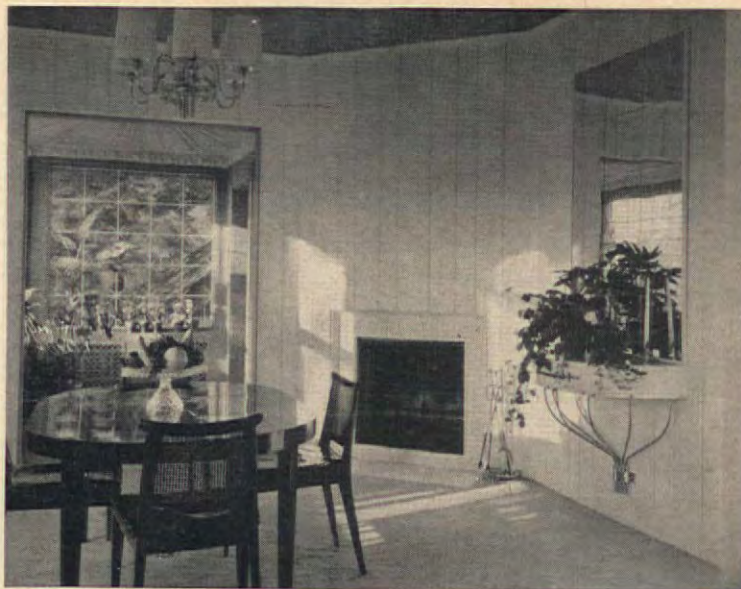
They saw the possibility of making it *their* kind of home, and bought it "on the spot."

With the help of Nancy Chase, a decorator, the Starks have made the dark, dated interior sunny and livable. The old living-room fireplace in one corner was replaced by a new one centered on one wall. The beamed ceiling has been plastered over and the whole is painted a very pleasant color.

Dining-room walls are paneled and painted white. The china closet and dining-room fireplace have been remodeled. Insulated glass replaces the stained glass windows of the adjoining sun porch, which is decorated with an iron grill.

The fireplace in the master bedroom has a modern look now. Bookshelves have been built in, and the attractive chintz that's used on the bed also covers the ceiling.

Every room reflects this charming "real living" quality—from the living room to the kitchen. For kitchen, see next two pages.



Dining room's light and glamorous now, thanks to white paint, a modern fireplace, and a mirrored shelf. New look in sunroom helps mightily, too.



Pamela Stark, nine, and her brother Bradley, three, watch favorite TV programs in their private playroom.



Bradley's bedroom is furnished to take all the wear and tear a young boy can give.

Pamela relaxes with a book in the gay chintz-covered bower of her feminine room.





The "white elephant's" kitchen was no prize package, so it, too, had to be remodeled. Now it even has a dumb-waiter!

EDITH RAMSAY

On dumb-waiter added in the remodeling, Pam sends breakfast up to Mommy.

Nifty trick, and a handy one, too—cutting board is built into the snack-bar counter where it's conveniently near sink, range.



Specially planned cabinet has sliding shelf to store silver; tarnish-proof material lines compartments. Other storage space holds trays, china, glassware.



"The back door is our main entrance . . . all our friends come in this way," says Kathi Norris. "So our kitchen's the first room they see."

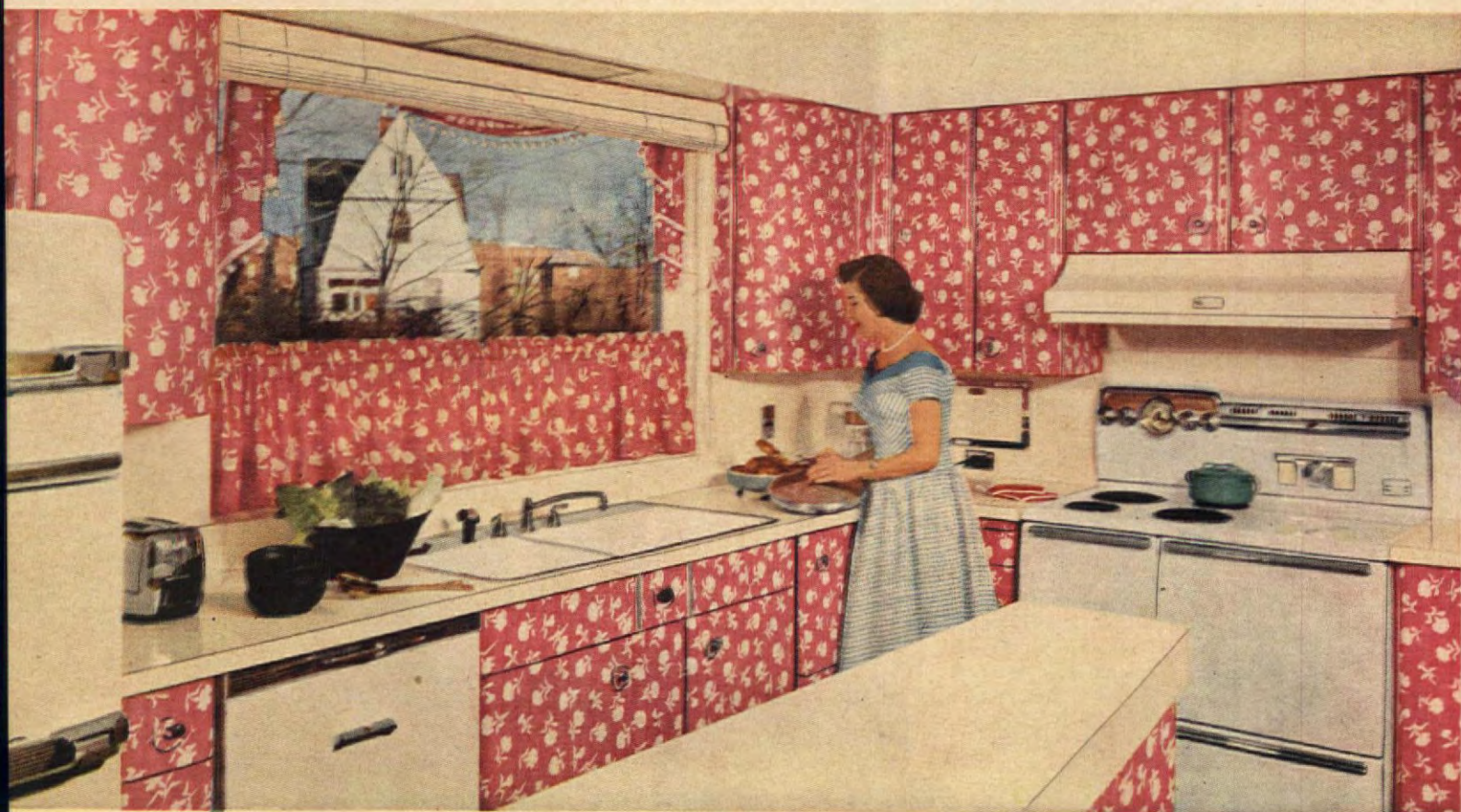
All the more reason, of course, why the outdated kitchen in the old house they bought had to be updated. The old kitchen was big enough, and had a few other good points, but it just didn't harmonize with this active family of four. So Kathi and her husband Wilbur Stark decided on a good remodeling job.

- "Shocking" pink and white of cotton curtain fabric in "carnation" pattern goes well with black accents. This same fabric is laminated onto the doors of custom-built wood cabinets for walls and under the counters. Each cabinet has a special purpose.

- Laundry, tucked away in its own nook, has good wall storage and work surface. Washer and dryer are beneath counter which has an opening cut to accommodate top of washer. Counter extends to form planning desk, where Menu Maker is at fingertips for meal planning, and shelves hold books covered in white adhesive-backed vinyl.

- Snack-bar island has space on sink side to store equipment used near cooking and cleaning nooks. (Starks use their best china and silver every day . . . not just for "company.") Kathi practices what she preaches—uses small appliances to supplement big cooking jobs.

CONTINUED ON PAGE 80





Take a

*Can
Package
Jar*

JUNE TOWNE

Beach picnics are such fun you'll want to make them a regular thing for your family. So it'll pay you to blow yourself to some gadgets—an insulated bag, for one, and a vacuum jug to keep beverages hot or cold.

You can overdo the gadgets, of course. After all, it is the food that's most important. But your pocket-book won't be flattened by the purchase of a collapsible sunshade or two and a handy portable back rest.

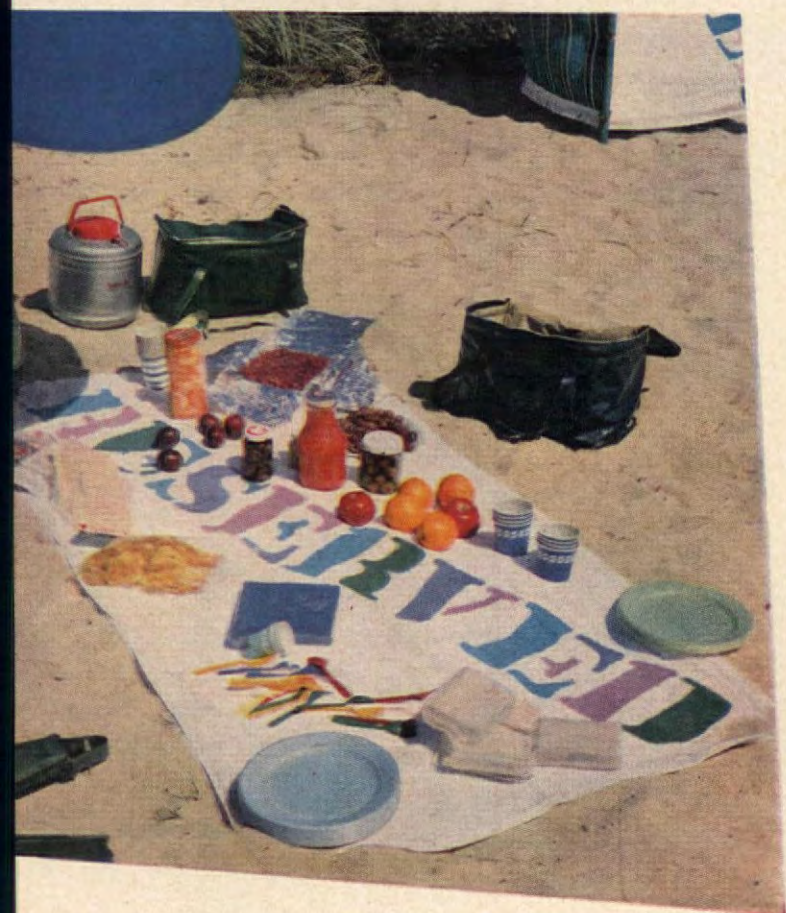
Our "make-it-yourself" cabana-dressing room is great at the beach. Cup hooks hold square top. Dowels form framework (above). Curtain clips hold beach-towel sides, flap. Posts come apart at center for carrying.



...and Take a Picnic!



For picnic appointments, see "Where Credit Is Due," page 98



If you like fresh air and sunshine, and sand in your shoes, a beach picnic's the perfect prescription. I've eaten and learned to enjoy some of the fanciest of dishes, but I have yet to find anything that satisfies like picnic food.

When I was a child, our family picnics never consisted of tired old sandwiches doled out of paper bags. Each picnic was planned. There was a menu, and the food was checked off as it was packed for the trip. Cans, packages, and jars made the whole process a cinch.

Sandwiches are the backbone of most picnics, on a beach or elsewhere. But sandwiches mustn't come out wet and soggy or dry and tasteless. Here are four BEACHCOMBER SANDWICHES—Corned Beef and Cheese, Avocado-Crab, Chicken-Almond, and Tunut-Butter-Wiches—that are impervious to the hazards of packing and traveling. Bring along lettuce, vegetable sticks, and radishes in a wide-mouthed insulated jug. You'll want pickles and olives. Maybe potato chips.

Dessert? For packed lunches, keep it simple. We find DOUBLE CHERRY CAKE, baked and transported in a foil pan liner, furnishes fruit, cake, and easy eating, all in one delicious package.

Beverages seem to be consumed by the gallon at picnics, especially by the young ones. Try our SPICY CITRUS TEA.

Soup is a delightful addition. Carry it in a vacuum jug. We recommend BEAN AND LEEK SOUP, served hot or cold.

RECIPES FOR BEACH PICNIC AND

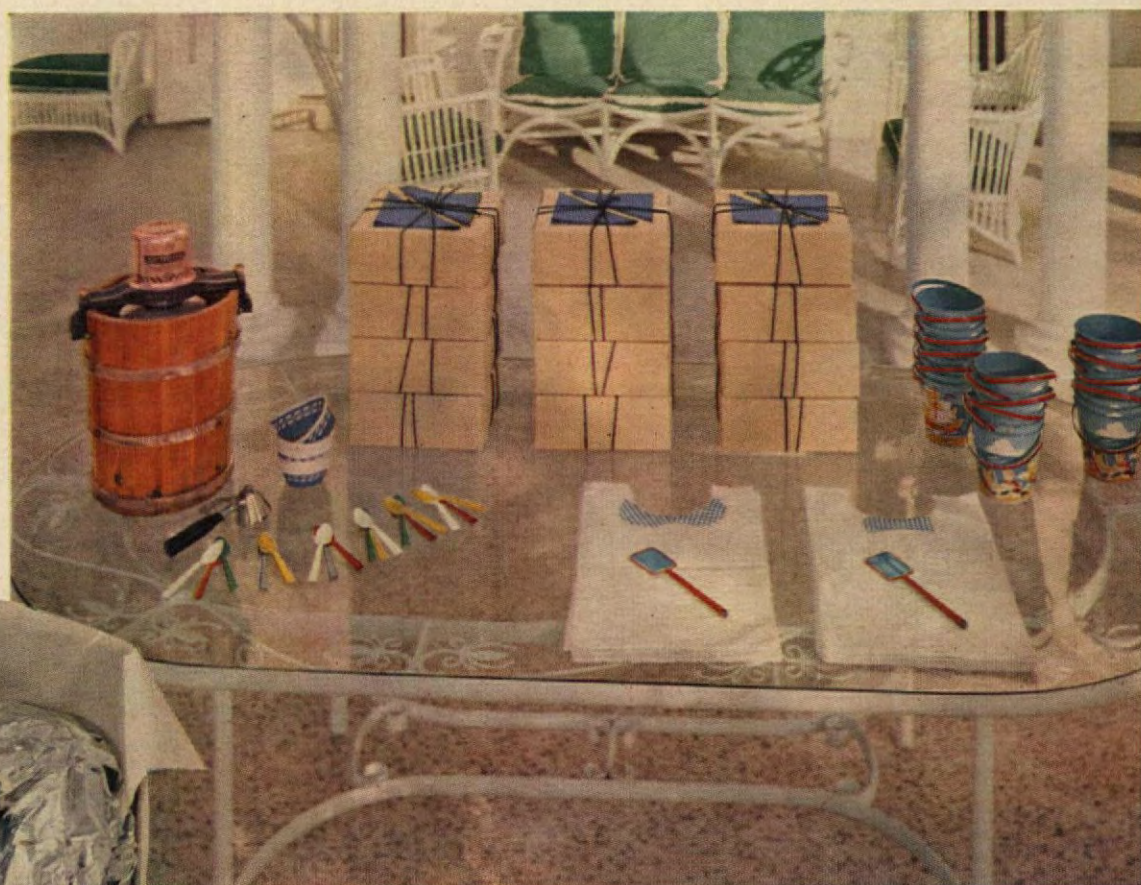
FOOD PHOTOS IN COLOR ON PAGES 75, 76

*You don't have to take to the woods to have a picnic.
Right on your own
cool lawn you can serve*

Good Victuals

JEAN AUSTIN

ALL SET UP and ready
when the guests arrive . . .
to each his own bib and little
tin pail for self service of
steamed clams . . .



UNDER THE OTHER ARM, a boxed lunch for two,
and in the box

• ASSORTED SANDWICHES:

WATER CRESS ON BUTTERED CRACKED WHEAT BREAD,
ROLLED CUCUMBER SLICES ON THIN WHITE BREAD,
CREAM CHEESE ON BROWN BREAD ROUNDS

• FRIED CHICKEN

• LITTLE GHERKINS AND SPICED CARROTS

• SQUARES OF ORANGE WINE CAKE

AND FOR DESSERT? Packed in salt, a great freezer
of homemade, old-fashioned plain vanilla ice cream to
eat with the delicately fragrant cake.

Everything, you see, pre-done and self service. Could
anything be easier? This is my favorite picnic, an annual
affair eagerly anticipated by my guests, if I do say so
as shouldn't.

CONTINUED ON PAGE 64
See "Where Credit Is Due," page 98

100 souper ways to make perfect salad dressing



Good cooks know a salad's success is in the *dressing!* Tossed greens need the tart tang of a great Tomato French Dressing... hot potato salad asks for a smooth and creamy dressing... fruit and shrimp need exciting dash. So — here's the newest way to make sure your dressings are perfect! Dressings so expertly blended somebody's bound to ask how you made them! The secret is *souper*. You start with a can of Campbell's Soup — a perfect balance of flavors. Then you add your own special touch (or ours suggested below) — and you're ready with one of the best salad dressings you ever tasted!



TOMATO FRENCH DRESSING. In a 1-quart jar combine 2 tablespoons sugar, 2 teaspoons dry mustard, 1 teaspoon salt, $\frac{1}{2}$ teaspoon black pepper. Add 1 can Tomato Soup, $\frac{1}{2}$ soup can vinegar, $\frac{1}{2}$ soup can salad oil, 2 tablespoons minced onion. Shake well. Makes $2\frac{2}{3}$ cups.



SHRIMP LAMAZE SALAD. Blend 1 can Tomato Soup and 1 cup mayonnaise. Add $\frac{1}{4}$ cup sweet-pickle relish, 1 chopped, hard-cooked egg, $\frac{1}{2}$ teaspoon grated onion, $\frac{1}{2}$ teaspoon prepared mustard, 1 tablespoon lemon juice. Serve with chilled, cooked shrimp. Makes $2\frac{1}{2}$ cups dressing.

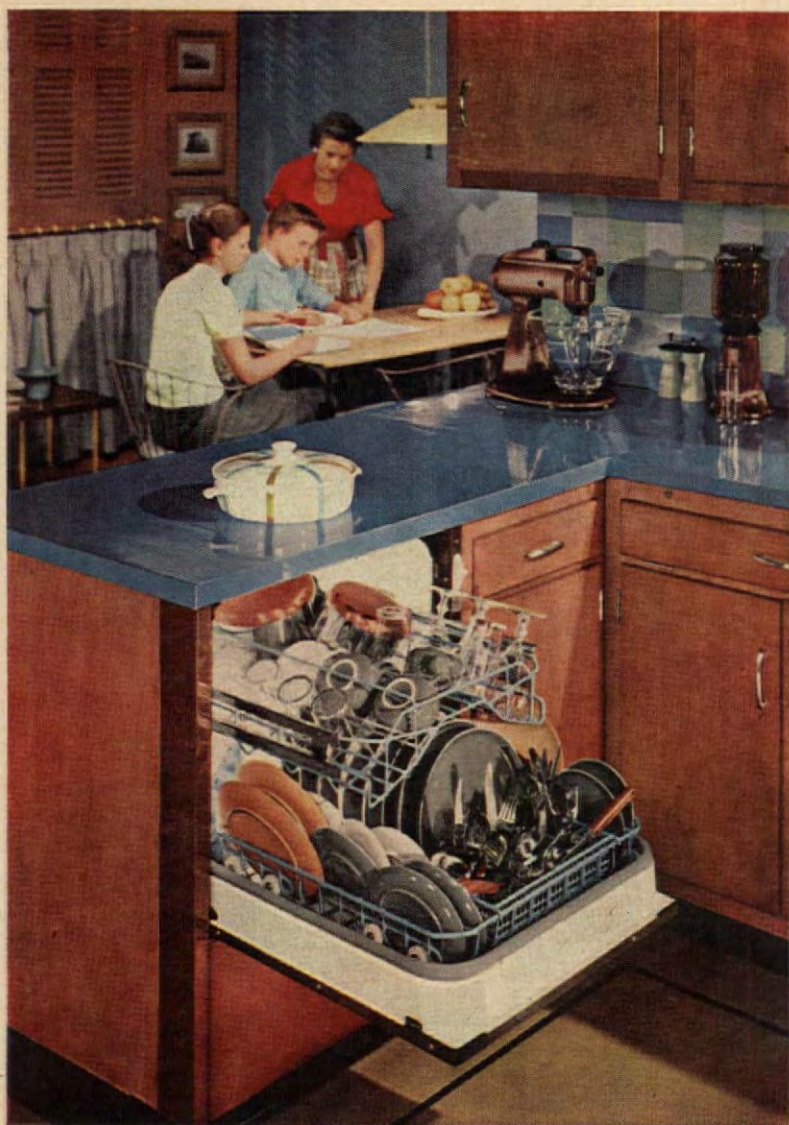


POTATO SALAD, GERMAN-STYLE. Dice and cook 4 slices bacon with $\frac{1}{2}$ cup chopped onion until bacon is crisp and onion is tender; add 1 can Cream of Celery Soup and 2 tablespoons vinegar. Blend dressing with 3 cups cubed, cooked potatoes. Serve hot or cold. 6 servings.



BEEF BROTH—LOW-CALORIE DRESSING. Combine 1 can Beef Broth, 2 tablespoons vinegar, 2 tablespoons chili sauce and 1 tablespoon grated onion. Chill and serve over crisp greens. Makes about $1\frac{3}{4}$ cups... about 4 calories per tablespoon. Add 1 oz. crumbed blue cheese, if desired.

Good cooks cook with *Campbell's Soup*



How to make your children sparkle by KitchenAid

As many a mother will tell you, a KitchenAid Automatic Dishwasher can help the children sparkle, too. Your after-dinner hour becomes the wonderful time it can be—a real family hour you share with your children instead of the dirty dishes.


Here, in truth, is the "why" of a KitchenAid. It isn't just that it lightens your work (though this alone is marvelous). More important, your KitchenAid Dishwasher *frees your hands*. You lead a richer, fuller life, take part in the oh-so-many activities for which now, somehow, "there just isn't time."

But ask a dealer to demonstrate the unmatched KitchenAid exclusive revolving power wash, the separate power-blower drying unit ...the sanitary dual strainer system. See for yourself what they accomplish: the kind of *washing* that no scrap nor soil can escape ...the thorough power drying action you want. No other dishwasher has these exclusive features.

Ask your dealer about models, styles and colors. It's then you'll make the happy discovery that there is a KitchenAid *just for you*—as much at home in your kitchen as it is in your way of life.

For information, write Dept. KA,
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Mr. and Mrs. Harold Taylor
and their daughter Marion.



Hostess Maude Daoud

Among those present:

Miss Rosie Giehler,
Mrs. Louis Brown,
Mrs. Frances Jacobs,
Mr. Sam Brown,
Mrs. Sam Brown.



Mrs. Sue Fitzgerald, Mr. Richard
Gardner, unidentified lady guest,
Mr. M. Albert Cebollero,
Mrs. Frank Morse.

Mrs. Claude Pepper, Mr. George
Taylor Ross, and his mother Mrs.
Nellie Taylor Ross, ex-Governor
of Wyoming and former head
U.S. Mint.



On each table there is a larger beach pail for clam shells, not only for convenience of removal, but enabling guests to go back for as many pails of steamed clams as they wish and no telltale mounds of empty shells beside them. On the tables too, little covered and pre-heated earthenware dishes of melted butter for dunking (your covered onion soups are dandy for this). Comes the box lunch, and then a mad scramble for the freezer and pleas to lick the dasher.

So if it's a big crowd you've on your hands, or a rather "settled" group who like their comfort and definitely do not like "ants in awful places" (as Bea Lillie sang about) here's your picnic, Good Victuals style.

RECIPES ON PAGE 76

THE AMERICAN HOME, JULY



Only Miracle Whip can make potato salad taste so good

Miracle Whip was specially created to make even the simplest salads exciting. Potato salad, for instance. You'll be really thrilled with the difference when you make it with Miracle Whip.

Miracle Whip tastes different because it *is* different. Kraft's secret recipe and exclusive beating process make it a unique *type* of

dressing, combining the best qualities of good old-fashioned boiled dressing and fine mayonnaise.

Liked by more people than any brand of salad dressing ever made, there's nothing else anywhere like the one and only Miracle Whip. It actually outsells the next 20 brands of salad dressing *combined*.

Try it, and you'll see why!



TREAT FOR WEIGHT WATCHERS

...New D-ZERTA GELATIN

Made by the makers of JELL-O desserts...so you know it's good!



D-ZERTA GELATIN makes refreshing salads and tempting desserts—yet it's absolutely sugar-free.* A portion contains only about as many calories as 4 grapes!

D-Zerta Gelatin comes in 6 famous Jell-O flavors and costs only pennies per serving!

Get new D-ZERTA PUDDINGS, too—Vanilla, Chocolate, and Butterscotch. Think of it—now you weight watchers can enjoy creamy, rich-tasting chocolate pudding with never a worry about calories!

Compare the calories in one serving	
Peach pie	406
Vanilla layer cake	309
1 Oatmeal cookie	114
D-ZERTA PUDDING (with skim milk)	54
D-ZERTA GELATIN (molded with Cottage cheese—40)	12

*Deliciously sweetened with succharin and Sucaryl® (Abbott).

D-ZERTA PUDDINGS and GELATINS

D-Zerta and Jell-O are registered trade-marks of General Foods.

PICNIC PAPERS

ROBERT W. HOUSEMAN



Stylish paper products for summertime entertaining are as practical as they are handsome. Plates and cups hold hot or cold foods in non-absorbent fashion; napkins and table covers are soft as linens.

ALL PRICES ARE APPROXIMATE

Strictly outdoor stuff is this paper mat with barbecue designs in bright colors. Packages of 45 are only 59¢—no laundering after the party fun has ended.



Nautical designs on paper place mat, and napkin to match, set the table a good old-fashioned fry with a modern toss-away dishes make easy on the dishwasher laundress! Set of 24 is \$1.25.

...FOR INDOORS, TOO

Sophisticated designs on hand towels for bathroom, napkins, coasters for the living room, round out the handsome assortment of paper products. Hand towels, in box of 26 are \$1.25, coasters, \$1.00, and cocktail napkins, package of 50, are \$1.00 in many stores.



See "Where Credit Is Due," page 66

THE AMERICAN HOME, JUNE 1966



NEW! BUTTER CRUNCH CRUST! A DELICIOUS "EASY-HOMEMADE!"

Gold Medal makes a flower of a pie!

(Because Gold Medal itself is the "flower of the wheat.")

What a delightful new idea for pie crust! A wonderfully buttery, crunchy, streusel crust—top *and* bottom! So easy... and "Kitchen-tested" Gold Medal will help you bake it better to make a "flower of a pie." For Gold Medal itself is the "flower of the wheat." That's where the word "flour" first came from. That's why dependable *all-purpose* Gold Medal helps you bake *everything* better.

BUTTER CRUNCH CRUST

- 1/2 cup butter
- 1/4 cup brown sugar (packed)
- 1 cup sifted GOLD MEDAL "Kitchen-tested" Enriched Flour
- 1/2 cup chopped pecans, walnuts, or coconut

Betty Crocker
OF GENERAL MILLS



THE
"Kitchen-tested"
FLOUR

Bake it Better WITH Gold Medal

to 400° (mod. hot). Mix all
s with hands. Spread in ob-
13 x 9½ x 2". Bake 15 min.
oven, stir with spoon. Save
topping. Immediately press

rest of mixture against bottom and
sides of 9" pie pan. Cool. Pour in your
favorite lemon chiffon or creamy pie
filling. Sprinkle reserved crumbs over
top. Chill 1 hr. 8 servings.

Good news for barbecues:

*Delicate Wesson Oil is the only one you need for **sauce**.....and for **salad**.....and **dessert***



What better helper for barbecues—indoors or out. You just *pour* Wesson Oil for Jiffy Sauce. Wesson's matchless delicacy brings out all the lively barbecue flavors. Homemade Wesson sauce *saves* money, and naturally no bought sauce could match its fresh-made goodness.



In just 1 minute you make fresh Wesson dressing—a light, bright dressing especially tempting over salads served with spicy barbecues. Combine 2 *teaspoons* salt, 1 *teaspoon* sugar, ½ *teaspoon* pepper, 1 *teaspoon* paprika, ½ *cup* vinegar, 1½ *cups* Wesson Oil, and shake well.



For flaky, tender Stir-N-Roll tarts, Wesson Oil is your *instant* shortening. It *pours* to measure and *stirs* in, no messy shortening to measure or cut in. Wesson baking is the easy modern way to old-fashioned flavor. No lighter, finer and fresher than Wesson in all the world.



WESSON JIFFY BARBECUE

- ½ cup Wesson Oil
- ¾ cup chopped onion
- ¾ cup tomato ketchup
- ¾ cup water
- ⅓ cup lemon juice
- 3 tablespoons sugar
- 3 tablespoons Worcestershire sauce
- 2 tablespoons prepared mustard
- 2 teaspoons salt
- ½ teaspoon pepper

Cook onion till soft in hot Wesson Oil. Add remaining ingredients. Simmer 15 minutes. Sear steak on both sides, then brush with sauce each time steak is turned. Serve with remaining sauce.

This fresh, flavorful sauce is excellent, too, with chicken, hamburgers, hot dogs and other barbecue favorites.

STIR-N-ROLL FRUIT TARTS

- 2 cups sifted all-purpose flour, such as Gold Medal
- 1½ teaspoons salt
- ½ cup Wesson Oil
- ¼ cup cold milk
- Sweetened fresh or frozen fruit for filling
- Whipped cream for topping

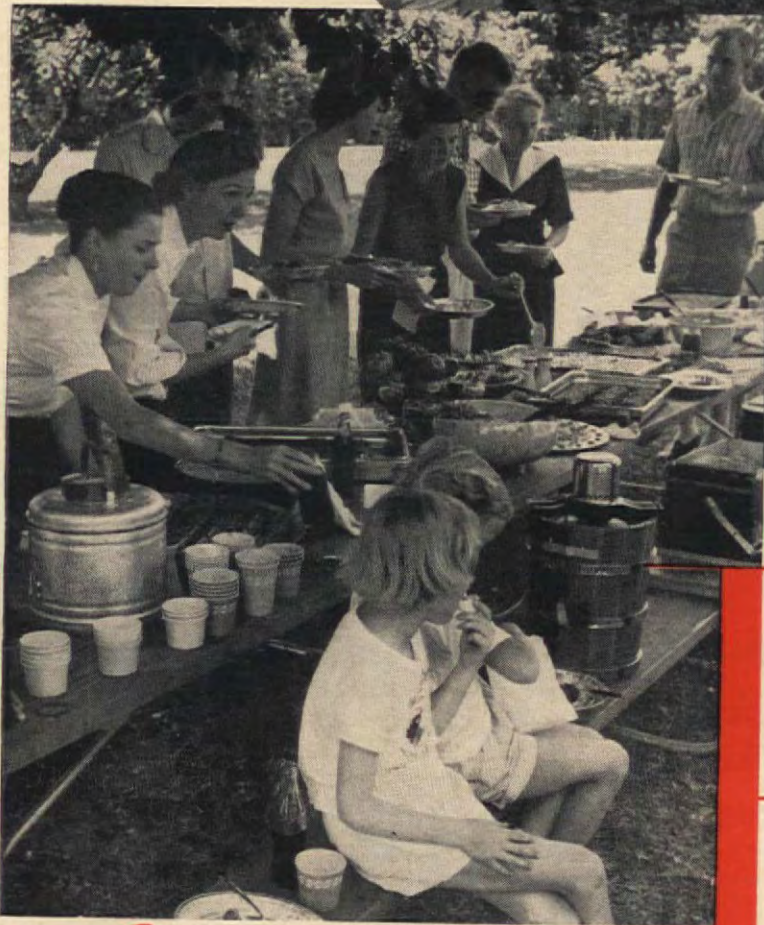
Mix flour, salt. Pour Wesson Oil and milk into measuring cup (don't stir); mix with flour. Press into ball, flatten slightly. Roll pastry ⅛-inch thick between waxed paper. (Lightly dampen table top to prevent slipping.) Cut into 3½-inch rounds. Line 12 tart pans with pastry. Trim and flute edges, prick entire surface with fork. Bake at 425° (hot oven) about 10 minutes, until a delicate brown. Fill with sweetened fruit, and top with whipped cream.

Wesson Oil

Delicate salad oil makes the finest shortening

ECONOMY NEWS: When you buy Wesson Oil in the thrifty gallon size, it's almost like getting a quart free.





JEANNIE WILLIS



Family Food

Family Reunion

Outdoor Eating Means
the Biggest Appetites!

The date for the family reunion finally was decided. The place was chosen—the lovely grounds of Viscaya, Miami, Florida. And then a dozen women drew recipe names out of a hat to decide who would bring what to the reunion picnic. After the drawing, the conversation went something like this: “I’m supposed to bring potato salad. What are you supposed to bring?”

“Meat loaf, but I’m scared! How in the world do you figure out how much to make for 25 people? Where can I get a recipe for such

CONTINUED ON NEXT PAGE

large amounts? What's the cooking time?"

"Well," said the lady who was to bring potato salad, "I'm worried, too. This stymies me every time."

This conversation struck home, because I was there, and I was in on the drawing. It was chicken rice salad for me. I don't mind admitting I did a double take, for offhand I didn't know how much chicken it takes to feed 25 hungry picnickers . . . and I didn't know the easiest way to fix that much . . . or quantities to buy.

That, my friends, is the inside story of this beautiful table of food. It's the reason why you'll find, on the next two pages, 12 recipes given in quantities for 25. They're all picnic favorites—all the good dishes we decided to serve at our wonderful family reunion.

There's BAKED MACARONI & CHEESE, and DEVEILED EGGS. And BARBECUED FRIED CHICKEN that's dredged in flour, dipped in barbecue sauce and bread crumbs, and then fried. Did they gobble that up! Then MEAT LOAF made with beef, pork, soup, and rosemary leaves.

And good, hearty MAIN DISH SALADS—the chicken salad, with rice and pineapple, and potato salad. Then there are the SUMMER SALADS—a jellied vegetable salad with green peppers, radishes, cucumbers, celery, and cabbage, and ginger peach molded salad that contains, of all things, ginger ale!

And there are luscious desserts: CHOCOLATE CAKE—the frosting's made with cream cheese, and very smooth it is—and BROWNIES. And a DEEP DISH BERRY PIE that you can fill with any fresh fruit . . . just choose your favorite.

These are the main dishes. But a picnic's not a picnic without olives, pickles, celery, and all the other trimmings, too. So on one recipe card there's a shopping list for your file.

These long-time favorite family food recipes, some hot, some cold, will be bound to reign supreme at any family reunion.



See "Where Credit Is Due," page 98

• summer salads

JELLIED VEGETABLE SALAD

- 9 tbs. unflavored gelatin
- 2 cups cold water
- 2 qts. water
- 2½ tbs. salt
- 1 tsp. monosodium glutamate
- 2 cups sugar
- 2 cups vinegar

1. Soak gelatin in 2 cups cold water.
2. Bring to boil 2 qts. water, salt, monosodium glutamate, sugar, and vinegar.
3. Dissolve softened gelatin in hot mixture.
4. Chill until slightly thickened.
5. Fold in vegetables. Chill until firm.

Serves 25-30

• meat loaf

- 2½ lbs. ground beef
- 2 lbs. ground pork
- 2 cups bread crumbs
- 5 cans (10½ oz.) condensed tomato or mushroom soup
- 4 eggs, slightly beaten
- ½ cup chopped onion

1. Combine all ingredients and blend.
2. Shape into 2 loaves.
3. Bake for 1 hr. in 350°F. oven.
4. Slice when slightly cooled.

Serves 20-25

NOTE: Meat loaf can be served with a gravy made from the same type of soup used as an ingredient in the loaf.

• brownies

- ¾ cup melted unsweetened chocolate
- ½ lb. butter or margarine
- 2 cups sifted flour
- 2 tsp. baking powder
- ½ cup raisins

1. Melt chocolate in double boiler. Add butter or margarine.
2. Sift together flour, baking powder, and salt.
3. Beat eggs until light in color and foamy. Add sugar and beat well.
4. Add chocolate mixture to egg mixture gradually and blend.
5. Stir in flour mixture.
6. Add remaining ingredients. Stir only to blend together.
7. Pour into 3 well greased 8" x 8" x 2" pans.
8. Bake 25-30 min. in 350°F. oven.
9. Cut into squares when cooled.

Yield: about 4 dozen

• buying guide for 25

BEVERAGES

- Coffee (regular)
- Coffee (instant)
- Cream (coffee)
- Cream (whipping)
- Lemon (for tea)
- Sugar
- Tea

Size serving

- 6 oz.
- 6 oz.
- 1½ tbs.
- 1 tbs.
- 1 wedge
- 1 tbs.
- 6 oz.

Amount to buy

- ½ pound
- 1 2-oz. jar
- 1 pint
- 1 pint
- 3
- ¼ pound
- 2 oz.

MEAT

- Beef: roast
- Beef: ground
- Chicken: roast
- cut up
- Ham, boned
- Lamb
- Pork

- 10 pounds
- 6 pounds
- 20 pounds (ready to cook)
- 12 pounds (ready to cook)
- 8 pounds
- 13 pounds
- 12 pounds

• chocolate cake

- 2 pkgs. chocolate cake mix.

1. Prepare mix as directed on package.
2. Pour into 2 greased 13" x 9" x 2" pans.
3. Bake as directed on package.

FROSTING

- ¾ cup melted unsweetened chocolate
- 6 tbs. milk
- 8 oz. cream cheese, room temperature

- Dash of salt
- 5¼ cups sifted confectioners sugar
- ½ cup chopped nuts

1. Melt chocolate in double boiler.
2. Gradually add milk to cream cheese.
3. Beat in salt and sugar.
4. Add melted chocolate and beat until smooth.
5. Spread over cooled cake and sprinkle with nuts.

Serves 25-30

Preparation time: 15 min.
Baking time: about 35 min.

• deviled eggs

- 25 hard-cooked eggs
- 2 tsp. salt
- 1½ tsp. dry mustard
- 1 tsp. paprika
- 1 tbs. prepared horseradish

- ½ tsp. Tabasco
- ¼ cup vinegar
- ½ cup mayonnaise
- Parsley
- Pimiento

1. Shell eggs and cut in half. Remove yolks and sieve.
2. Mix yolks with seasonings.
3. Refill egg whites with mixture.
4. Garnish with parsley and pimiento.

Serves 25

Preparation time: 20 min.



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• deep dish berry pie

Preparation time: 15 min.
Baking time: 15 min.

- 3 qts. berries
- 3 cups sugar
- 3 cups water or juice from berries
- 1/4 cup cornstarch

1. Bring berries, sugar, and liquid to boil.
2. Mix cornstarch in cold water and add to berries. Cook 2 min.
3. Stir in lemon juice and cinnamon.
4. Pour into two 13" x 9" x 2" pans or one 12" x 20" pan. Dot with butter or margarine.
5. Arrange pastry over top in lattice pattern.
6. Bake 15 min. in 400°F. oven.
7. Cut into squares when cooled.

Serves 25-30

• baked macaroni and cheese

Preparation time: 15 min.
Baking time: 30 min.

- 2 lbs. macaroni
- 3/4 cup butter or margarine
- 1 cup flour
- 2 qts. milk, scalded
- 1 tsp. dry mustard
- 1 tbs. salt
- 1 tsp. Tabasco
- 2 tsp. Worcestershire sauce
- 6 cups grated sharp Cheddar cheese

1. Cook macaroni as directed on package.
2. Prepare white sauce with butter or margarine, flour, milk, and seasonings.
3. Add grated cheese. Stir until melted.
4. Remove from heat and fold in macaroni.
5. Pour into 2 greased pans, 15" x 11" x 2".
6. Bake at 400°F. for 30 min.

Serves 25

• summer salads

INDIVIDUAL SALAD BOWLS

- 2 qts. lettuce
- 2 qts. romaine
- 2 qts. chicory
- 8-10 tomatoes, cut into wedges
- 4-6 bunches green onions

1. Toss vegetables, meat, and cheese with French dressing in a bowl.
2. Chill and serve with additional French dressing.

GINGER PEACH SALAD

- 6 3-oz. pkgs. orange flavored gelatin
- 1 3/4 qts. hot water
- 1 tsp. salt

1. Dissolve gelatin in hot water. Stir in salt. Cool.
2. Add ginger ale and chill until slightly thickened.
3. Fold in almonds and peaches. Pour into shallow pans.
4. Chill until firm. Cut into squares.

Preparation time: 20 min.
Chilling time: 1 hr.

- 1 qt. ginger ale
- 1/2 cup finely chopped toasted almonds
- 1 1/4 qts. sliced peaches

Serves 25-30

• main dish salads

Preparation time: 25 min.

- POTATO SALAD**
- 10 lbs. potatoes, cooked, diced, and cooled
- 1/2 lb. bacon, broiled and crumbled
- 1/2 cup chopped onion
- 4 cups chopped celery
- 2 cups chopped parsley
- 1/2 cup diced pimiento
- 1 cup diced green pepper
- 1/2 cup vinegar
- 2 tbs. salt
- 1 tsp. pepper
- 1 qt. mayonnaise

1. Combine all ingredients and toss lightly.
2. Chill well before serving.

Serves 20-25

Preparation time: 15-20 min.

- CHICKEN SALAD**
- 1 15-oz. pkg. precooked rice
- 2 1/4 qts. diced cooked chicken
- 2 1/4 qts. diced celery
- 2 tbs. lemon juice
- 1 qt. mayonnaise
- 2 tbs. salt
- 1 1/2 tsp. pepper
- 1 tbs. monosodium glutamate
- 2 qts. diced pineapple, drained

1. Cook rice as directed on package.
2. Mix together with remaining ingredients, toss lightly.
3. Chill before serving. Garnish with pineapple slices.

Serves 25-30

• barbecued fried chicken

Preparation time: 15 min.
Cooking time: 10-15 min.

- 5 2 1/2-lb. chicken fryers
- 1 cup flour
- 5 cups tomato sauce
- 1/2 cup Worcestershire sauce
- 1/4 cup vinegar
- 1 tbs. salt
- 1/4 tsp. pepper
- 1 1/2 tsp. Tabasco
- 1 tbs. dry mustard
- 1 1/2 tsp. chili powder
- Bread crumbs

1. Cut up chicken for frying.
2. Dredge in flour.
3. Make sauce by combining all remaining ingredients, except bread crumbs.
4. Dip dredged chicken in sauce and then roll in bread crumbs.
5. Fry in deep fat at 365°F. for 10-15 min.

Serves 25

• buying guide for 25

SALADS & RELISHES

- Cabbage (for slaw)
- Catsup
- Celery
- French dressing
- Mayonnaise
- Mustard
- Olives
- Pickles
- Tomatoes

Size serving

- 1/3 - 1/2 cup
- 1 tbs.
- 2 pieces
- 1 tbs.
- 1 tbs.
- 1 tsp.
- 2 olives
- 2 pickles
- 3 slices

Amount to buy

- 7-8 pounds
- 2 12-oz. bottles
- 3-4 stalks
- 1 pint
- 1 pint
- 1 8-oz. jar
- 1 quart
- 1 quart
- 15 medium

MISCELLANEOUS

- Bread
- Butter
- Ice cream
- 3 half slices
- 1 pat
- 1/2 cup

- 3 1-pound loaves
- 1/2 pound
- 3 1/2 quarts

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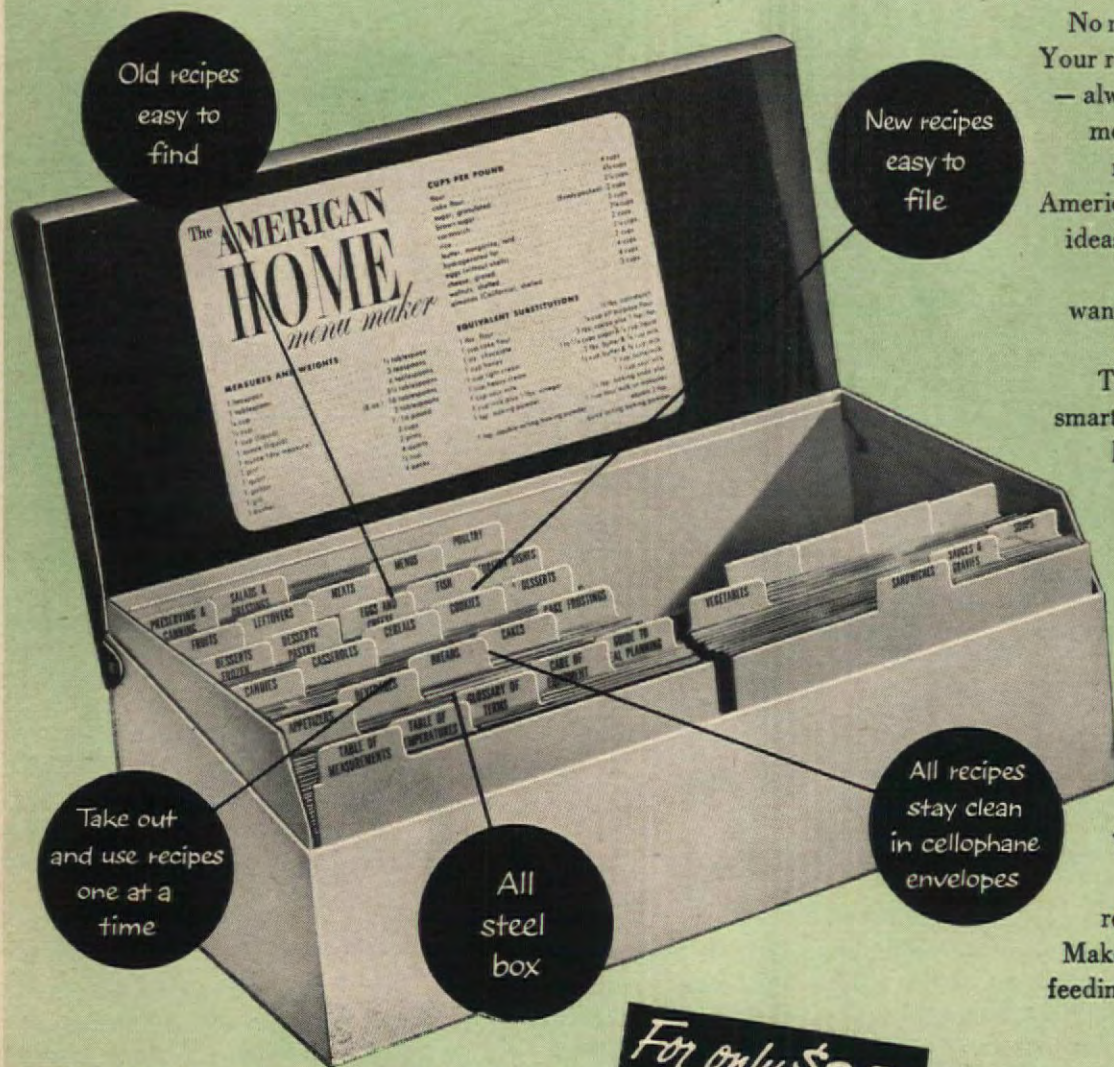
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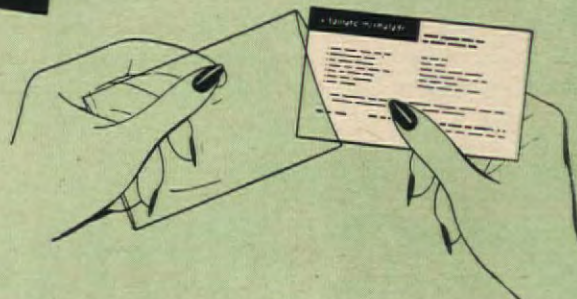
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American Home Recipes

(Good Victuals, pictured in color on page 62)
(Take a Picnic, pictured in color on page 60)

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• beachcomber sandwiches



• old-fashioned
vanilla ice cream



• spicy citrus tea



• orange wine cake



American Home Recipes

(Good Victuals, pictured in color on page 62)
(Take a Picnic, pictured in color on page 60)

• old-fashioned vanilla ice cream

Heat 1 cup milk to scalding point, but do not let milk boil.
Beat 4 eggs until light. Add $\frac{1}{4}$ teaspoon salt and 1 cup granulated sugar.
Pour mixture into a saucepan—add scalded milk gradually and mix well. Cook over hot water until mixture coats the spoon.

Add: 1 cup cold milk
 $1\frac{1}{2}$ teaspoons vanilla and
2 cups heavy cream

Pour into freezer can and freeze.

Serves 12

A GOOD VICTUALS RECIPE

WINE ICING

Mix: $\frac{1}{3}$ cup sweet, softened butter with 2 cups confectioner's sugar.
Add: slowly and beat well as much sherry (a fine sherry, please!) as needed for spreading consistency.
Score in serving portions before icing sets too firmly.
As with any cake containing raisins, fruit, or nuts, cut with a knife dipped frequently in hot water to prevent ragged edges.

RECIPE BY JEAN AUSTIN

• orange wine cake

Cream: $\frac{1}{2}$ cup butter
Add: 2 eggs, beaten
1 tsp. Orange Flower water
1 grated orange rind
Sift: 2 cups pastry flour with
1 tsp. baking soda

- Add alternately to mixture with 1 cup buttermilk.
Bake in buttered square cake pan in 350° oven, 40 minutes.
Cool on cake rack. Age several days before icing and serving.

• spicy citrus tea

3 qts. water
1 cup sugar
 $1\frac{1}{2}$ tsp. whole cloves
4 sticks cinnamon

- Place water, sugar, and spices in a 4-qt. sauce pan. Add juice and rinds of lemons and oranges to sugar mixture. Simmer together for 20 min. Remove from heat, add tea, and let stand for 5 min. Strain. Serve hot or iced.

Preparation time: 5 min.
Cooking time: 20 min.

• beachcomber sandwiches

CORNED BEEF AND CHEESE

$\frac{1}{4}$ lb. blue cheese
 $\frac{1}{2}$ tsp. Worcestershire sauce
Dash of paprika
2 tbs. butter
12 - 16 slices of bread
1 lb. sliced corned beef

- Blend together into a smooth paste the cheese, Worcestershire sauce, paprika, and butter. Spread on 6 to 8 slices of bread, cover with slices of corned beef, and complete sandwiches with remaining bread.

AVOCADO-CRAB

$\frac{1}{2}$ avocado, diced
1 $7\frac{1}{2}$ -oz. can crab meat
2 tsp. capers
 $\frac{1}{2}$ tsp. salt
 $\frac{1}{2}$ tsp. monosodium glutamate
1 tbs. lemon juice
8 slices bread

- Combine filling ingredients and spread on bread.

CHICKEN-ALMOND

$\frac{1}{2}$ lb. sliced chicken
6 tbs. toasted sliced almonds
1 tbs. lemon juice
4 tbs. butter
8 slices bread

- Whip butter and lemon juice together and spread on bread. Place slices of chicken and almonds between slices of buttered bread.

TUNUT-BUTTER-WICHES

1 7-oz. can tunafish
2 tbs. mayonnaise
6 - 8 tbs. peanut butter
12 - 16 slices bread

- Moisten tuna with mayonnaise and spread on one slice of bread for each sandwich. Spread peanut butter on the other side and put slices of bread together as sandwich.

Tested in THE AMERICAN HOME KITCHENS

• bean and leek soup

1 lb. pea beans, dried
4 cups water
4 tsp. salt
Dash of pepper
1 tbs. celery salt

1 bay leaf
1 tsp. monosodium glutamate
4 large leeks
2 cups milk

Preparation time: 5 min.
Cooking time: 1-2 hrs.

- Soak beans overnight, drain and place in sauce pan. Add remaining ingredients, except milk, and bring to boil. Simmer for 1-2 hrs., or until tender (30 min. in the pressure cooker). Purée or blend in electric blender. Combine with milk and bring to quick boil. Serve hot with chopped parsley or chives.

Yield: $1\frac{1}{2}$ qts.

330 cal. per cup

Source of Vitamins A, B, C

Originated in THE AMERICAN HOME KITCHENS

Preparation time: 15 min.
Baking time: 30 min.
Sauce cooking time: 6 min.

1 cup water or juice from can
1 cup sugar
3 tbs. cornstarch

8 cups fresh or 4 No. 2 cans
red sour cherries
1 pkg. yellow cake mix, prepared
as directed on box

- Line two 8" x 8" x 2" pans with long strips of foil. Spread 2 cups cherries in bottom of each pan. Pour $\frac{1}{2}$ of the cake batter over cherries in each pan. Bake at 350° F. for 30 min. Remove from oven and cool. Prepare topping by combining remaining cherries and liquid in sauce pan. If fresh cherries are used, cook for 5 min.; if canned, just bring to boil. Combine sugar and cornstarch, gradually add to cherry mixture; boil 1 min. longer. Cool. Pour over cooled cake. Let stand till top has set. Cover cake with the excess aluminum foil.

Serves: 18

230 cal. per serving
2,080 cal. per cake

Source of Vitamins A, B, C



Sizzling Ideas for better barbecues outdoors or IN

Discover how **Mazola® Oil** makes everything
from salad to sauce—'specially delicious!



Shish Kebabs: Quick marinating
recipe: Take a clove of garlic, $\frac{1}{2}$ cup of
Mazola Oil, $\frac{1}{4}$ cup vinegar, $\frac{1}{2}$ teaspoon
mustard, 1 teaspoon dry mustard, $\frac{1}{8}$ teaspoon
Worcestershire sauce and a dash of cayenne.
Pour over cubed meat in shallow
dish. Let stand 1 to 2 hours.

Skewer chunks of beef or lamb alter-
nately with cubes of vegetables. Brush
with marinating sauce. Place on pre-heated
broiler. Broil 10 to 15 minutes,
until tender.



Approach your barbecue with a spirit of ad-
venture. But remember, for barbecuing...
for baking...for salad dressings...nothing
gives food wonderful "golden goodness" like
Mazola Oil.

EASY-DO BARBECUE SAUCE

2 tbsp. Mazola Oil	$\frac{1}{2}$ tsp. salt
$\frac{1}{4}$ cup chopped onions	2 tbsp. lemon juice
1 tbsp. Worcestershire	or vinegar
sauce	$\frac{1}{2}$ cup water
1 tbsp. sugar	1 cup chili sauce

Cook Mazola and onions over low heat,
stirring frequently, about 10 minutes. Add
remaining ingredients and simmer 15 min-
utes, stirring occasionally. Remove from
heat. Makes about $1\frac{1}{2}$ cups.

Barbecued chicken: Brush chicken with
Mazola and place on grill or broiler rack.
Cook, turning often. Baste frequently with
barbecue sauce during cooking. Cook until
tender. Serve with hot barbecue sauce.

Hint to remember—Brush your meat or fish
with Mazola *before* you place it on the grill.
This keeps meat from sticking. Mazola
makes all meat delicious and juicy on the
inside—crusty and brown on the outside.

COUNTRY GARDEN DRESSING

(Make it right in the bowl!)

$\frac{1}{2}$ clove garlic	$\frac{1}{4}$ tsp. Worcestershire
$\frac{1}{4}$ tsp. prepared	sauce
mustard	$1\frac{1}{2}$ tbsp. vinegar
1 tsp. salt	4 tbsp. Mazola
Few grains pepper	Salad Oil

Drop garlic clove in salad bowl. Add
prepared mustard, salt and a few pep-
per grains. Blend thoroughly with
fork. Add Worcestershire sauce,
vinegar and Mazola. Beat with fork
until thoroughly mixed...now add
mixed greens and toss. For more
than 4 servings, double recipe.

New! Exclusive offer

HOLIDAY STEAK KNIVES

set
of **6** for **\$1⁰⁰** and 1 Mazola label



Wonderful new idea... 6 Quikut steak
knives with 6 assorted pastel-colored handles!
Beautiful with any setting. Handles are guar-
anteed not to come off. Extra sharp stainless
steel blades. A marvelous value. Use this
handy order form.

MAZOLA, BOX 22C, FREMONT, OHIO

I am enclosing \$_____ and _____ Mazola Oil label(s).
Please send postpaid _____ set(s) of 6 Holiday
steak knives, assorted handles. (Send \$1.00 and one
label for each set.)

NAME _____
(Please Print)

STREET _____

CITY _____ STATE _____

Offer expires August 30, 1956. Offer void in any state, territory,
or municipality where prohibited, taxed or otherwise restricted.

The Pillsbury Angels

THE NEW CHOCOLATE AND YOUR FAVORITE WHITE



CHOCOLATE ALL THE WAY



This will really fetch 'em . . . Pillsbury Chocolate Angel Food and Chocolate Ice Cream. The cake is delightfully delicate and deliciously chocolate. Everything is in the mix, including the whites of 13 country-fresh eggs. Water is *all* you add.

For the woman who puts her heart

all dolled up for summer

WITH THE WHITES OF 13 COUNTRY-FRESH EGGS



ALL STRAWBERRIED UP



Who could say "no" to a dream like this? Juicy, rosy, ripe strawberries (fresh or frozen) on Pillsbury Angel Food, the angel food that's so famously high, light and delicate. The whites of 13 country-fresh eggs are in the mix. Water is *all* you add.

These are the *Full 13-Egg*
Angel Food Cake Mixes!



to every cake she bakes

One Moment!

Are you sure it's wrapped right?

KVP is the sure, low-cost way to protect flavor

For freezer or freezer compartment. 15", 18", 24" wide rolls. Wrapping instructions in package.

Your frozen meats come out of the freezer just as bright, juicy, and fresh as when you put them in, if you wrap with KVP freezer paper. It guards against freezerburn—drying out. Easy to use—fits snugly—strips freely. Easy to write on with soft pencil or crayon.

KVP originated Freezer paper and keeps it the leader in low-cost protection. Buy it at locker plants, and in the paper section of your favorite store. Keep a box on hand for meat bargains.

THE KVP COMPANY, Kalamazoo, Michigan

Save time, save work, with these KVP household papers.

Shelf Papers • Freezer Papers • Heavy Waxed • Dusting Papers
Pie Tape • Baking Cups • Cookery Parchment • Gift Wrapping
In Canada buy KVP-APPLEFORD Paper Products



Exteriors and interiors designed by Paul Laszlo, Beverly Hills, California.



New Kind of GAS Service
makes modern homes more modern!

Now suburbs and rural areas can enjoy the luxury and convenience of clean, healthful automatic gas home heating. Yes, thanks to modern LP-Gas, the safe, dependable fuel, you can enjoy faster, more economical cooking, three-times-faster water heating, quicker clothes drying, silent refrigeration, incineration and air conditioning—*wherever you live!* LP-Gas can be easily stored right on your property. No wonder leading architects now specify GAS for more new homes than ever! Plan your home for gas now, no matter where you live!

SEND TODAY FOR FREE 24-PAGE BOOK OF 200 FACTS.

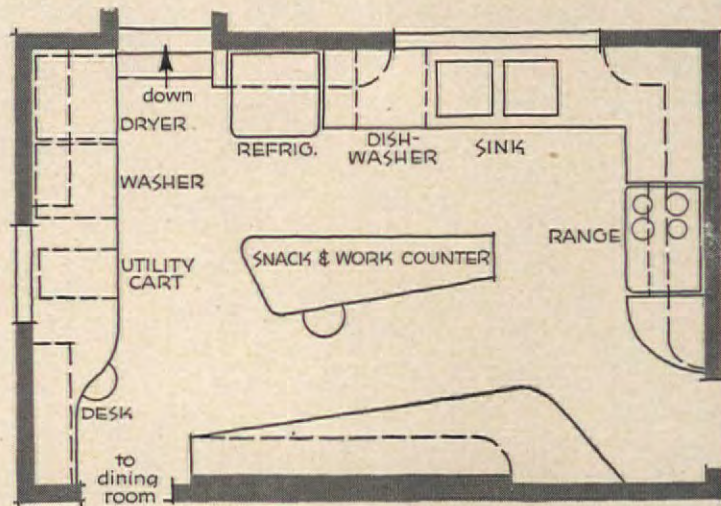
Write to National LP-Gas Council, Dept. AH-4, 185 North Wabash Avenue, Chicago 1, Ill.



"White Elephant's" Kitchen

(Begins on page 58)

Bird's-eye view of how things are arranged in the remodeled kitchen shows that it's compact, complete, and clever. Refrigerator is near to sink which sees the world through a picture window. Expanses of counter space, storage above and below... laundry equipment under counter. Island separates cooking from food service, has storage, work surface.



Kitchen in its former state helped make house a white elephant. This "before" view, with massive refrigerator and other unwanted features, shows why. Refrigerator in remodeled kitchen is to right of door, and frees far wall for laundry, planning. Air conditioner in window on the laundry wall of new kitchen makes room comfortable in the summer.



In this "before" setup, kitchen seemed to have adequate storage space but inefficient planning and arrangement were grounds for improvement. Two windows that broke up wall space were removed... picture window takes their place (page 59). And in new arrangement of equipment range on one side of sink, refrigerator on other—a step-saving triangle



Just plain wonderful! It's rich! It's fudgy! It's chocolatey! All you add is water to get smooth, home-recipe frosting every time!



"4 ways to try our brand new **CHOCOLATE FUDGE FROSTING MIX!**

—it's "lickin' good" and guaranteed perfect*!"

says Betty Crocker of General Mills

*** PERFECT!**
 Yes, all our Betty Crocker Mixes—Cake, Frosting, Brownies, Date Bars, Pie Crust, Answer Cake—are guaranteed to come out perfect, or send the box top to Betty Crocker, Box 200, Minneapolis, Minn., and General Mills will send your money back!

With grated orange rind! Stir up our new Betty Crocker Chocolate Fudge Frosting Mix—then blend in the grated rind from one whole orange. It's a tangy new ideal! Serve it swirled on Betty Crocker Chocolate Devils Food Cake!



With crushed peppermint! Fold a peppermint stick in a napkin or towel and crush fine—then mix crushed bits into prepared Chocolate Fudge Frosting Mix. Spread on Betty Crocker Yellow Cake and be ready for compliments.



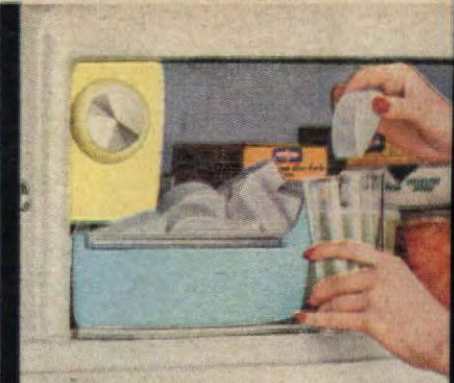
With coffee for mocha flavor! Easy! Just add 1 tablespoon instant coffee to our Betty Crocker Chocolate Fudge Frosting Mix—before you add boiling water. Then stir up and serve on Betty Crocker White Cake for an added treat!



Look what the **SERVEL** Gas Refrigerator offers you today —the most modern...dependable... only truly automatic refrigerator!

See for yourself—the new comfort and convenience you get only with the Servel Gas Refrigerator! Only this refrigerator, served by a tiny gas flame, brings you such freedom from chores—in a cool, quiet kitchen. No fuss with defrosting. Servel does it automatically. No troubling with ice cubes. Servel makes and serves them automatically. No bother about temperature. Constant balanced cold is automatically maintained at any one of 12 temperature set-

tings. Fewer steps for you, too. Trip Saver door handles open with an elbow nudge. Adjustable shelves roll out and there's ample storage room. What handsome storage, too! With new Color Balanced Styling, interior looks as fresh as the food it guards, outside handles complement your kitchen scheme. To reassure you more—only the Servel Gas Refrigerator, with its 10-year warranty, operates at such low cost through the years! **AMERICAN GAS ASSOCIATION**



YOU NEVER RUN OUT OF ICE! Only the Servel Gas Refrigerator makes and serves ice automatically. Exclusive Ice Server keeps ample supply of non-stick cubes in their roomy basket, under the automatic ice-making compartment. No matter how many cubes you use, they're automatically replaced. No trays to fill, spill, empty or forget to



Only the Servel Gas Refrigerator brings you all these important advantages:

- **A 10-year warranty**—twice as long as other refrigerator offers. Your Servel Refrigerator will operate as well in ten years as it does today!
- **Lasting dependability**—4 million Servel Refrigerators have been built to date. 3½ million are still in use!
- **Permanent silence**—because there are no moving parts to make any noise!
- **No costly upkeep**—because there are no moving parts in the freezing system to wear. You save on repairs and replacements.
- **Constant balanced cold**—at any one temperature levels that best suits your needs. Never any "on-off" fluctuation!

ONLY GAS



gives such matchless performance

See every wonderful feature of the new **SERVEL** Gas Refrigerator—on display now at your Gas company or Gas appliance store.

The modern, economical fuel for automatic cooking . . . refrigeration . . . water-heating . . . clothes-drying . . . house-heating . . . air-conditioning . . . inc.

THEY MADE THE MOST OF A "GHOST"



By the time Mr. and Mrs. John J. Mailey spotted this house in Bryn Mawr, Pennsylvania, it was called "haunted." The house was built about 1875 as a summer house. Through the years, wisteria crept up to cover its dull gray walls. The big porch got gloomier and gloomier, and the old dormers became positively spooky. In short, it was as likely a place for ghosts to gather as you could find. But the Maileys finished the "ghosts"—mainly by redoing the exterior of the house. They removed the dormers and the snub gables, installed a new roof, and popped away the big front porch. Paint and shutters completed exterior. On the inside, the problem was too many small rooms. First floor partitions were torn out to make a big living room, a dining room, a comfortable family room and a downstairs bath. An adjoining shed, remodeled, serves as the kitchen. On the second floor, where there are now two bedrooms and two baths, the Maileys added closets. The third floor now boasts a TV-play room—and a guest room and bath.

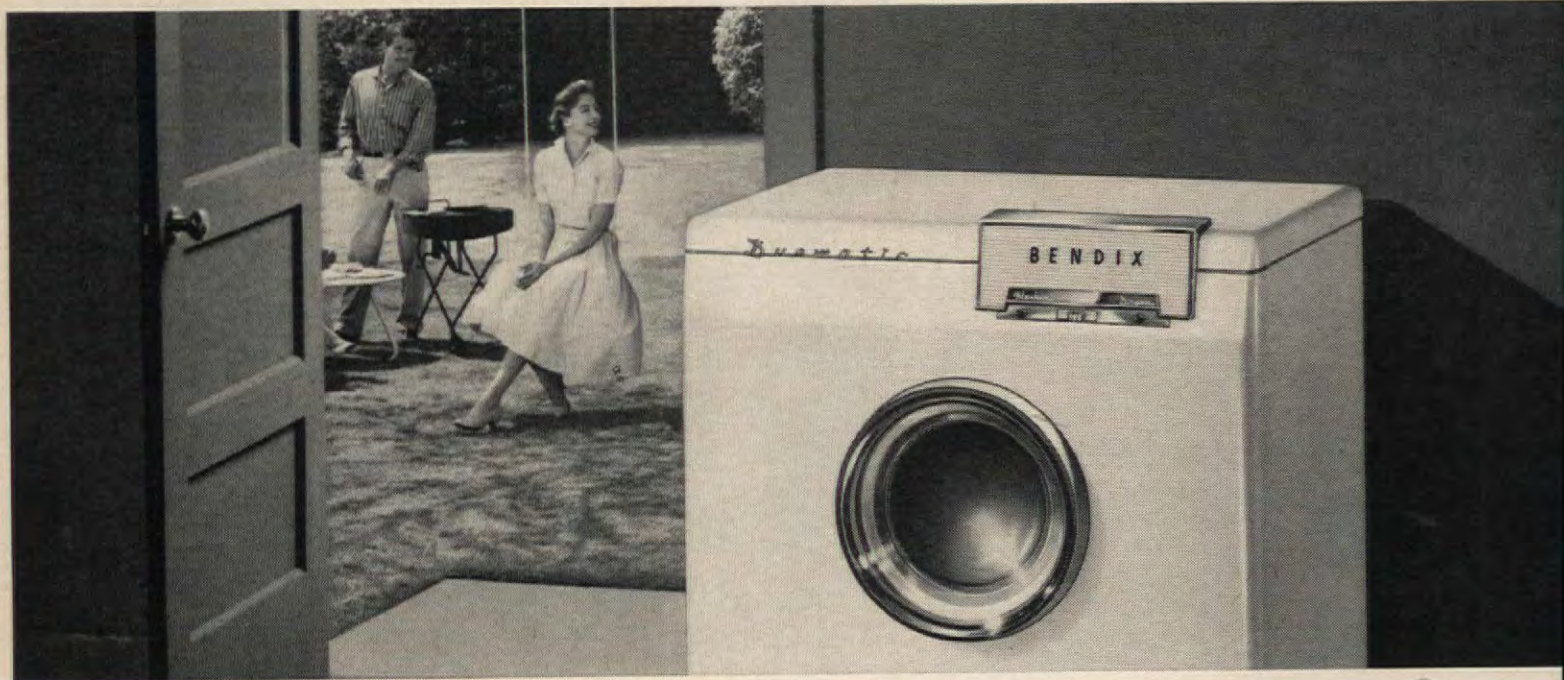


This fine house, with marble floors hidden under old linoleum, was on the way to decay when the Maileys remodeled it into a handsome, comfortable home, complete with a basement office for Mr. Mailey.

We had a backyard picnic all afternoon



while my **BENDIX DUOMATIC** washed and dried four loads of clothes



Imagine doing a big family wash and having a picnic . . . both at the same time. Here's how it's done with the first *and* *fastest* combination washer-dryer ever made.

You put the clothes in, turn a dial and that's it. In just about 58 minutes, the Bendix Duomatic can wash and dry (*completely dry!*) a whole load of clothes. In one continuous automatic operation. What's more, it will turn out four whole loads of clean, dry clothes in a morning—or an afternoon.

You'll be happy as a lark at the way the fabulous Bendix Duomatic does every part of the job. Washes and triple rinses the patent-protected Bendix Tumble-Action way . . . then fluffs and

tumbles everything beautifully, *completely* dry. What a joy this is anytime, especially in summer when the whole family lives in washables. See the Duomatic demonstration at your Bendix Home Appliances dealer soon. Just phone Western Union, Operator 25, and ask for the name of your nearest dealer. Find out how easily *you* can make a picnic out of a big summer wash.

Two models, gas or electric; installation's no problem.
Only the Bendix gives you this choice!



The new way of washing and drying you will surely come to . . .

BENDIX DUOMATIC

WASHER-DRYER ALL-IN-ONE

Crosley and Bendix Home Appliance Divisions of **AVCO** MANUFACTURING CORPORATION advanced development in Aviation, Electronics, Products for Farm and Home
In Canada, Crosley and Bendix Home Appliances are manufactured and distributed by Moffats, Limited, Weston, Ontario

1

FRENCH BEAUTIES IN GLASS

MARY E. MONZE

Thirty-two years ago, while Mr. Paul Jokelson was traveling abroad, he came upon a paperweight in a shop in Paris. He so liked the beautifully intricate design and colors of the unusual "bird in nest" piece (No. 11) that it led him to establish a fabulous collection. His weights are all French—from Baccarat, St. Louis, or Clichy factories—and each represents the distinctive taste and "know-how" of a sincere collector. Part of collection is shown here. Many of these weights are marked and dated within their slender tubes or tiny parts.

Glass paperweights were made from about 1840 to 1870 in the United States and Europe. Perhaps the finest were made in France, from 1845 to 1870. Then the art of making this kind of weight died out. It was revived by the French in 1953. Mr. Jokelson, who is now president of the Paperweight Collectors' Association, was instrumental in the revival. Today it is possible to acquire new paperweights of a quality equal to the early ones. *Paperweights shown:* 1. (At top of page), "Vegetables in glass." 2. Millefiori (thousand flowers) is type popular with collectors. 3. Enameled pheasant perches in center of floral design. 4. Dramatic crown pattern. 5. Bouquet of colorful field flowers magnified by crystal. 6. Snake is a Baccarat. 7. Butterfly in millefiori wreath. 8. Full-blown rose, dramatic in its simplicity. 9. Pansy on lacy ground wreathed in millefiori. 10. Spray of bluebells in clear glass. 11. Bird in nest is apparently unique. 12. Very rare weight has tiny roosters, dog, horse, goat, devil, elephant, and butterfly. 13. Fruit in basket centered in clear crystal. 14. Clichy mushroom with twist, flowers.

Designs You Can Follow



Work sampler right on our perforated paper pattern.



Work the Lord's Prayer on perforated paper, or do "Adam and Eve" in simple cross-stitch on linen, with an AMERICAN HOME pattern

DOROTHY BRIGHTBILL

When we were very small, we learned to say the Lord's Prayer from this beautiful sampler. It was made by my great grandfather, to "keep him out of mischief" while he was ill. Evidently someone who handled a needle very deftly directed his stitching, for it is a miracle of evenness. The colors are beautifully blended, but this can be no surprise because there always were artists in the family. The surprise is that a man did such needlework so long ago. This sampler, always a treasured family heirloom, is now my proud possession, to be shared with all of you. Do satin stitch on perforated paper; put silver foil behind the lovely sampler to "illuminate" it. Pattern 1639—75¢.

Samplers of Shakespearean England are still in existence. The intricate drawn and cut work and fine stitching on homespun linen establish the period. And a sampler is referred to in Shakespeare's "Midsummer Night's Dream," when Helena says "... We, Hermia, . . . Have with our needles created both one flower, Both on one sampler, sitting on one cushion . . ." Samplers measured a needlewoman's skill, and for centuries girls started learning the arts of sampler work at a tender age. This sampler copies a style popular in the 18th and 19th centuries. Pattern 1640—50¢.



ORDER YOUR SAMPLER PATTERNS HERE!

To: American Home, P.O. Box 296, Forest Hills 75, N.Y.

Please send me the patterns checked:

- ☐ PATTERN 1639—75¢. Lord's Prayer Sampler
☐ PATTERN 1640—50¢. Adam and Eve Sampler

(If living in New York City, add 3% for city sales tax)

I enclose personal check or money order for \$_____ (No stamps, please)

NAME _____ (Please PRINT)

STREET _____

CITY _____ ZONE _____ STATE _____

Be sure to keep a record of pattern number(s) ordered for your reference.

CROSLEY

"Fresh and Frozen Food Centers"

designed especially for Supermarket Shoppers



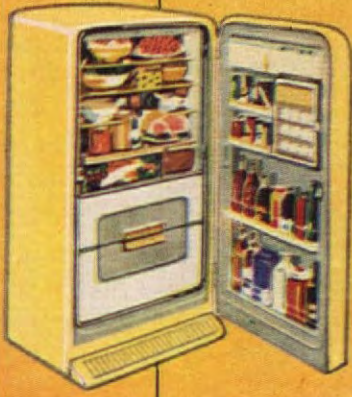
Crosley Shelvador® Twins... like a Supermarket in your kitchen

Here is the absolute ultimate in refrigeration. Custom-made for the foods you buy today. Twice as many frozen things as you ever bought before. Fresh vegetables and fruits the whole year 'round. Bottled and packaged foods that weren't dreamed of a few years back. No wonder your refrigerator is groaning!

In Crosley's Shelvador® Twins you have two super spacious, completely separate units. The "ALL" Refrigerator is ALL for fresh foods... all 14 cubic feet of it. And, because there is no freezer chest, you have 3½ extra bushels of room. And more in the deep, deep door. Look, too, at Crosley's unique Beverage Server... serves ice water right through the door!

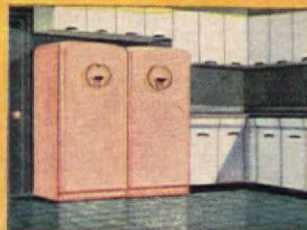
The matching Twin, Crosley's Shelvador Freezer, is all for frozen foods. Holds up to 470 pounds. Months of frozen meals at your fingertips!

*Use these Shelvador Twins side-by-side or separately
... each is only 31½ inches wide.*



CROSLEY DUO-SHELVADOR
REFRIGERATOR-FREEZER
BOTH-IN-ONE

A big 13 cubic foot "Fresh and Frozen Food Center" in a single unit. With a man-size 9.1 cubic foot refrigerator up top, and a family size 130 pound freezer below. Both refrigerator and freezer defrost automatically in minutes with Crosley's new Hi-Speed Defrost. So fast, frozen foods stay frozen, never lose vitamins or flavor through thawing. Crosley's Beverage Server is yours in this model, too.



Available in Crosley Color-Glo Yellow, Pink, Green, as well as White.



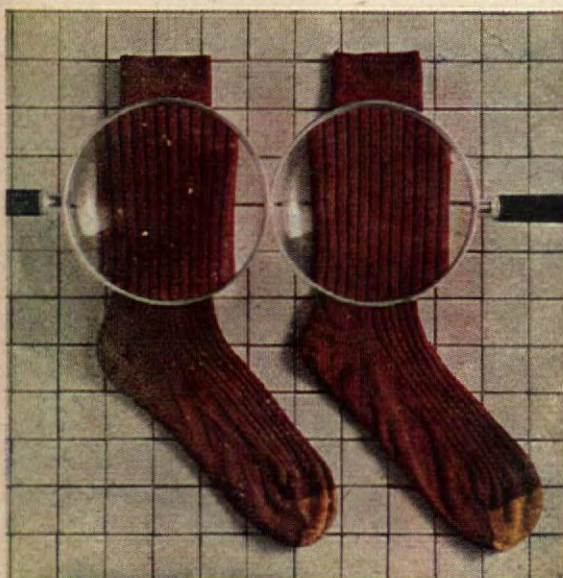
For the name of your nearest Crosley Dealer, call Western Union, Operator 25

CROSLEY

Crosley and Bendix Home Appliances Divisions of **AVCO** MANUFACTURING CORPORATION advanced development in Aviation, Electronics, Products for Farm and Home
In Canada, Crosley and Bendix Home Appliances are manufactured and distributed by Moffats Limited, Weston, Ontario.

NEW 1956 G-E FILTER-FLO WASHER GIVES YOU CLEANER, BRIGHTER CLOTHES... NO LINT FUZZ

Amazing Filter-Flo Washing cleans and re-cleans the water as you wash



Here's proof that the new G-E Filter-Flo Washer washes clothes without leaving lint fuzz! After 11 washings in an ordinary washer, socks at left were flecked with lint. After 11 washings the G-E way, an identical pair (right) showed practically no lint.



Look for Filter-Flo Washing System—today's most talked-about improvement in automatics. Full tub of wash water is filtered five times during a wash cycle without wasting water or detergent. Above, you see lint and loose threads being removed as circulating water flows through the filter.



Slips out for easy cleaning. The filter fits on the Activator top, also holds detergent, dispensing it evenly dissolved through the wash. After clothes are placed in washer, slip the filter into place. After wash is over, slip it out to empty.



Color-styled . . . General Electric Filter-Flo Washers about \$3.35* weekly. Choose from 5 Mix-4 colors: petal pink (shown), canary yellow, turquoise green, cadet blue, woodtone brown. Also white with G-E Activator® Washing Action for every budget, from less than \$200 with your old washer best buy. Also see the new G-E Dryer with Automatic Clothes Conditioning . . . at your G-E

Removes lint, sand and soap scum automatically! Never again need you put up with linty wash water that leaves fuzz on clothes . . . or soap scum that dulls colors.

The marvelous new General Electric Filter-Flo Washer circulates and filters the water at the rate of six gallons a minute to make sure clothes wash white and bright.

As the washbasket continuously overflows,

sand settles out the bottom. Soap scum away. Lint is trapped in the filter while only cleansed, sudsy water flows back into washbasket.

Big capacity. This General Electric has over 50% more clothes capacity than other automatics. Water Saver Control lets you save water on small loads. General Co., Appliance Park, Louisville 1, Ky.

*After small down payment. See your dealer for his prices and terms.



Progress Is Our Most Important Product

GENERAL ELECTRIC

Built-in desk continues as part of work surface area. Counter is lower for sit-down jobs. Desk doubles as counter space for wall oven and broiler. Telephone, Menu Maker, pad, pencils, all help to get jobs done. Drawers below are excellent for filing and supplies. And then, of course, radio is a must for many gals!

VIRGINIA THABET

Hello there, Mrs. Executive! Surprised at your title? Well, don't be. If you make homemaking an honest-to-goodness career, then we're sure you run your home like an executive. If so, then you're probably not guilty, when asked what your occupation is, of saying, "Oh, I'm just a housewife." Ever heard that before? It's wrong, my dear, for homemaking's the greatest profession in the world. You are truly an executive. And so you organize your thinking to make the most of time and money, and to find ways that your family can work together as a team to accomplish much.

We think that the kitchen is a topnotch place for the homemaker executive to set up shop. If your kitchen is well planned, your "office" need not take too much space. Here you can keep track of current bills and accounts, make out shopping lists, plan menus, clip and file recipes, and do your telephoning, make appointments, and plan for the next club meeting. Supplies on hand

CONTINUED ON PAGE 90



"Where Credit Is Due," page 98

If you're a HOUSEWIFE, you're in business,
and every business gal needs a DESK

Now you see it, now you don't! We're talking about a sewing machine. This combination desk and sewing machine suits a kitchen or utility room. When machine is in use, counter top accommodates sewing and supplies. Bulletin board holds pattern instructions, etc. In alternate position, sewing area becomes planning center.



Housewife Needs a Desk

(Begins on page 89)



"Why didn't we think of that?"

Even the kids don't mind window-cleaning chores—with Windex Spray. Swish—spray it on. Whish—wipe it off! It takes just *half* the time—and work. All glass surfaces sparkle *plenty*. And they'll stay clean longer—there's no waxy dust-collecting film.

It's thrifty to clean with Windex Spray. Get the handy 6-oz. size. Or the 20-oz. refill size. You'll find both at all grocery, drug or hardware stores—both here and in Canada.



So quick, easy, thrifty, it outsells all other glass cleaners combined!

PRODUCTS OF THE DRACKETT COMPANY, CINCINNATI, OHIO



"You're telling me! I know today is the day I put Drano in all the drains!"

Who *doesn't* know! . . . Using Drano is the surest way to knock out dangerous sewer germs (they just love the muck liquid disinfectants *can't* budge). Drano's churning, boiling action keeps drains free-running, too—observe Drano day once a week. Costs about a penny a drain—for *every* drain.

Safe for septic tanks—makes 'em work even better. Get Drano now at grocery, drug and hardware stores, here and in Canada.



There's nothing like Drano . . . to keep drains free-running and sanitary!



If you don't have space for a built-in planning desk, why not steal a little spot from one end of the eating bar? It's a swell place for planning menus, or writing letters while the cake's in the oven.

Here is a really well-organized planning center, with slots and pigeonholes for organizing work. A blackboard, small but adequate, is fine for keeping grocery orders up-to-date. Typewriter is handy.



will make the job easier . . . telephone, pencils, note pads, recipe files, books, files for bills and receipts, club records, and a typewriter. A bulletin board can be a real boon. It will help keep the family informed of upcoming activities. You can post menus there, too, and shopping lists.

We suggest you keep instructions, charts, and guarantees where you can put your hand on them quickly. Keep a list of names, addresses, and telephone numbers of people and services that tie in with homemaking. Post them in full view, where any family member can see them. A service man is often needed as a "doctor" for an appliance that needs immediate attention. **THE END**

HOUSE PAINT

For the man who buys on facts...



We use the finest ingredients known to paint chemistry



Every phase of manufacture is controlled by rigid tests



Durability is proved by nationwide weather testing



SWP® can mean extra years of beauty for stucco...



...for shakes, shingles and asbestos siding...



...for brick, concrete, all types of masonry...

*the man
with faith in
a single word...*



REPUTATION

More homes are painted with SWP House Paint than with any other brand. Why? Because of our determination that SWP will always contain the finest ingredients... be the most advanced in its formulation... and give outstanding performance on homes. If your home needs painting, don't delay... remember, decay is rapid once it starts. For the best in House Paint service, see your Sherwin-Williams Dealer. If you wish, he will give you names of reliable painting contractors.



...for every type and kind of exterior wood siding



SWP flows on easily... as if the brush were lubricated

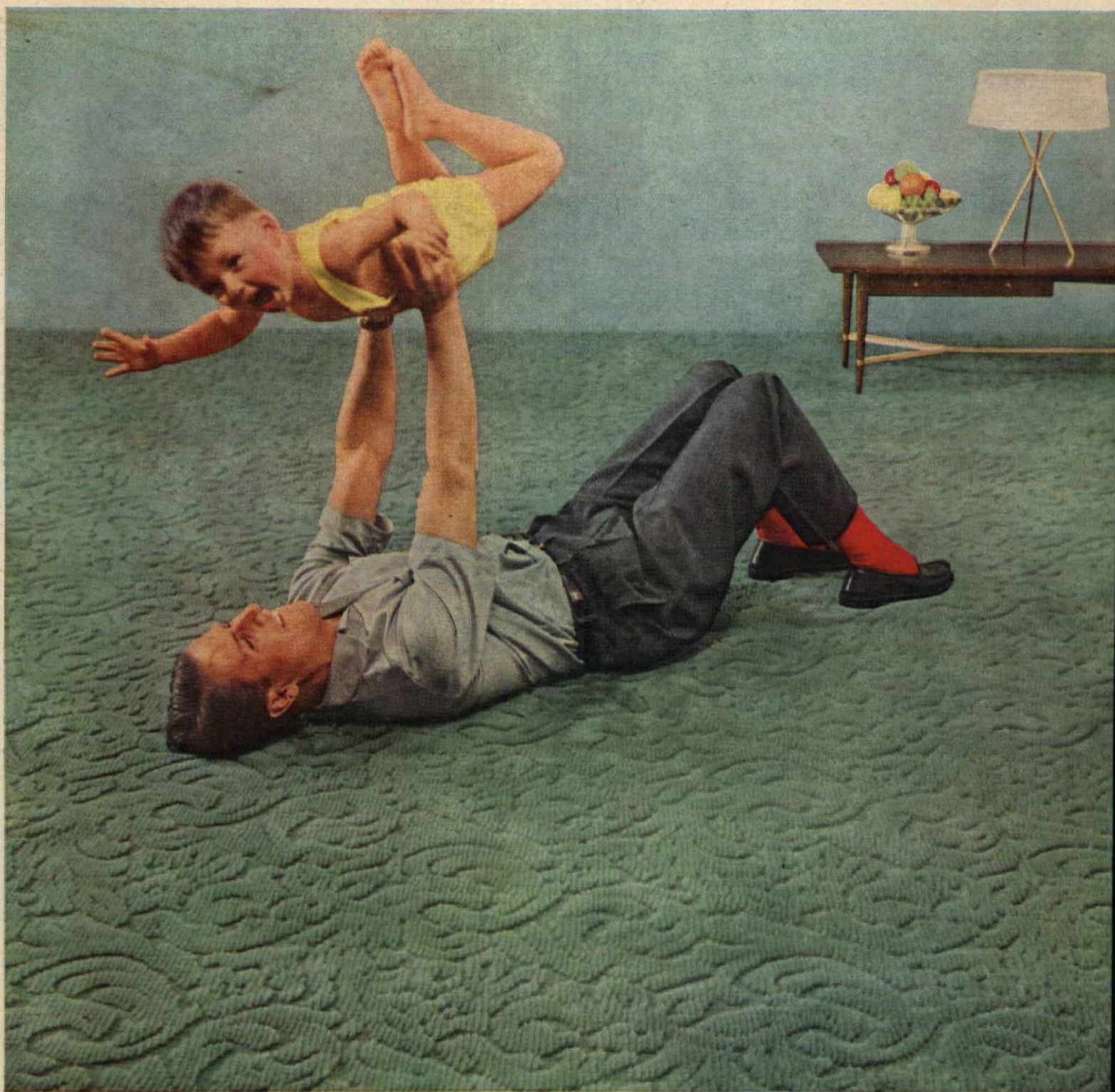


FREE... 44 pages of painting facts in the 1956 edition of The Home Decorator. Write for it: The Sherwin-Williams Co., 1289 Midland Bldg., Cleveland 1, Ohio

SHERWIN-WILLIAMS

SWP HOUSE PAINT





It could only happen on carpet

Carpet is one of the few things you can buy for your home that gives you far more than it promises.

You know it's beautiful... that it looks so soft and comfortable. But carpet doesn't just look soft — it is soft. It doesn't just look relaxing. It is relaxing because it swallows so many of the noises that make a house "restless."

And, along with the fact that there's more comfort in carpet than meets the eye, there's a lot more safety and a lot less work than

you'll find in any other floor covering. Safety because carpet provides firm, slip-proof footing for hurrying children or busy adults. And less work because carpet only takes an occasional quick vacuuming to keep it bright and lovely.

There's a world of better living waiting for you and your family at your nearest carpet store. Why not stop in — now — and see the wonderful new colors and styles. You can have the carpet you've always dreamed about for far less than you'd imagine it would cost.

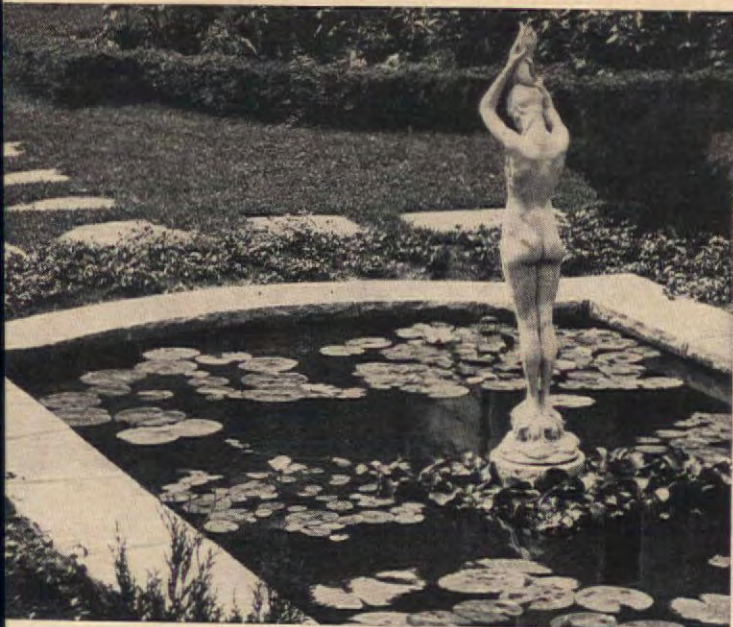
Enjoy the carpet of your dreams *while* you pay for it. Take advantage of the convenient budget terms offered by carpet retailers who represent these American manufacturers



ARTLOOM • BEATTIE • BIGELOW • CABIN CRAFTS-NEEDLETUFT • DOWNS • FIRTH • GULISTAN
HARDWICK & MAGEE • HIGHTSTOWN • HOLMES • KARASTAN • LEES • MAGEE • MASLAND
MOHAWK • NYE-WAIT • PHILADELPHIA CARPET • ROXBURY • SANFORD • ALEXANDER SMITH
CARPET INSTITUTE, INC. • 350 FIFTH AVENUE, NEW YORK 1, N. Y.

Home means more with carpet on the floor—*more comfort • quiet • safety • beauty • easier care*

2104—75¢. Construction Blueprint Pattern for building an elegant formal pool of cut flagstone with shaped ends. Add favorite fountain.



TRY A POOL FOR GARDEN GLAMOUR



5—75¢. Construction Blueprint Pattern for building an informal are-shaped, brick-paved pool with hidden pipe fountain included.

ORDER YOUR POOL PATTERNS HERE!

TO: AMERICAN HOME, P.O. Box 296, FOREST HILLS 75, N.Y.

Please send me the patterns checked:

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Enclose personal check or money order for \$_____ (No stamps, please)

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ADDRESS _____
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Be sure to keep a record of pattern number(s) ordered for your reference.

AMERICAN HOME, JULY, 1956

SURE DEATH FOR ROSE PESTS!



New End-o-Pest Rose Dust, formulated from remarkable new materials, is the most effective rose dust ever created! Just a few strokes of the dust gun container will control not only common pests like aphids and rose chafers, but also black spot, red spider, powdery mildew. It

gets every known rose insect and disease! Get End-o-Pest Rose Dust at your dealer's now, in handy, refillable dust gun or economical 3-lb. canister. In addition, there are other End-o-Pest and End-o-Weed gardening aids made to control specific pest and weed conditions in your area.

*Cures or preventive measures for control of virus diseases are not claimed, as no cure is possible today.

ASK YOUR DEALER FOR...



Vigoro, End-o-Pest and End-o-Weed are trade-marks of Swift & Company. Copyright 1956, Swift & Company.



New Tap-Lite Wall Switch With Snap-On Fashion Plate

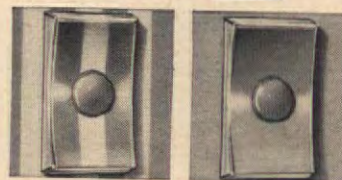
HAVE fun decorating with Tap-Lite, new kind of wall switch! Transparent wall plate makes it easy to match any wall by inserting your own wallpaper, drapery material, or one of the colored inserts provided. Simple to substitute for old switches; quiet and easy to operate. Tap—it's on! Tap—it's off! \$1.95 complete—at leading hardware, electric and department stores.

Ever see a light switch like this?

Tap-Lite by



MINNEAPOLIS
Honeywell



LILIUM
Royal
Gold



New Golden REGALE LILY

A horticultural triumph, *Royal Gold* is the first yellow Regale Lily ever offered. Large, radiant flower heads of pure gold glisten with a lustrous sheen. Hardy and easy to grow, this magnificent new golden-yellow variety possesses all the breathtaking beauty and sterling qualities of the beloved Regale Lily.

SEND FOR THE WORLD'S FINEST HORTICULTURAL BOOK-CATALOG

To get your copy of our colorful, 130 page catalog, please enclose with your request 50¢, coin or stamps, to cover postage and mailing costs of this heavy book. Wayside's catalog has no equal. It offers over 1,300 new roses, flowering shrubs, rare bulbs, trees and "Pedigreed" hardy plants especially suitable for American gardens. 130 pages with hundreds of true color illustrations and helpful cultural directions.

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Gardens
MENTOR, OHIO

Make \$50 \$75 \$100

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SHOW FRIENDS

NEW TYPE

Christmas & All Occasion

GREETING CARD

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folks are wild about



New 1956
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CHRISTMAS CARD

ASSORTMENT—

24 Tall Slim, Oblong Slim,
Square and Petite Cards

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Christmas Assortment of

VELVET EMBOSSED

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EXTRA MONEY**



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GOLD & SILVER

MESH INSERTS

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Assortment of

TALL

PARCHMENT

CARDS

Guaranteed by
Good Housekeeping

It's not an advertised feature

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EASY ORDERS—

AMAZING VALUES

New ideas in greeting
card boxed assortments, gift wrappings, home
& gift items, exclusive 50 for \$1.50 Personal
Christmas Cards bring profits to 100% plus
bonus.

Start a Greeting Card & Gift Shop At Home

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MAKE FRIENDLY SOCIAL CALLS

Sell unusual sewing aids, salt & pepper sets.
Make cash quickly in spare time for new
clothes, furnishings, your group treasury. No
experience needed.

NEW FUND RAISING and PARTY PLANS

Make up to \$1.00 per box!

ONE MONEY MAKER SAYS:

"I have been selling your cards for
almost two years and I have made
enough money to buy a lot of things
I have wanted."

—Diane Carey of Illinois



Write today for **FREE TRIAL** Outfit of
EVERYTHING YOU NEED
to get started at once!

SEND NO MONEY

Rush your name and ad-
dress for Feature boxes on
approval. If outfit does
not make money for you
in a jiffy, return it at
our expense.

NEW ENGLAND ART PUBLISHERS
North Abington 72, Mass.

Mail Coupon Now

NEW ENGLAND ART PUBLISHERS
North Abington 72, Mass.

Please send me at once Feature assortments
on approval, free samples Personal Christmas
Cards, Stationery, free Catalog, Selling Guide
and details of your wonderful extra money
plan.

Name _____

Address _____

City _____ State _____

☐ Check here if writing for club or church
organization interested in raising funds.

No Risk On Your Part

Room Air Conditioner

(Begins on page 14)

The lower square footages are for
rooms facing the south or west with
average window area and little or no
insulation. The high figures usually
apply to north and east rooms with
walls well insulated and windows
shaded.

Obviously, other factors than room
size, wall insulation and direction
have an effect on a unit's capacity.
For example, some TV sets throw off
about 25% as much heat as can be
taken out of a room by a ½ hp room
air conditioner. A ½ hp unit may just
about offset the heat thrown off by
four people playing cards in a small
room, yet cool adequately for two
people reading in a larger room.

Are room units noisy?

All room units have fans and all
fans make some noise. Some units are
better sound-proofed than others and
therefore are quieter. Before you
choose a unit, listen to several to
compare them for sound. (Some
cheaper units may get noisier with
use.) Noise, however, is less of a
nuisance than you might at first sus-
pect. You get accustomed to the hum
and after a while scarcely realize it
is there, the way refrigerator hum is
accepted by most people.

What about in-the-wall units?

Several companies have recently
introduced new room units that fit
snugly in the wall rather than the
window. (Very few console models
are being made now.) The new in-
the-wall units range from 12" to 16"
deep, so they can fit almost wholly
within a wall. They don't jut out into
a room or take up valuable window
light space. Wall units are usually
sold through home builders, and you
may have trouble finding them in
your area. Even if you are building
a new house, think it over before you
install a wall unit. The builder won't
be able to service it though he may
arrange for service with his supplier.

What about portable units?

Last year portable units were intro-
duced and no doubt will gain in popu-
larity in 1956. Several companies offer
these units, which can be wheeled
from one room to another on metal
tables. They can be raised or lower-
ed for different window heights. Be-
fore you decide on one, remember
that a 250 or 350-pound room air
conditioner is not easy to wheel about,
especially on rugs.

Is your wiring adequate?

Most rooms will take a ½ hp or a
¾ hp unit. Some of the ¾ hp units
require 240-volt electricity instead of
the usual 120, and units from 1 hp up
almost always require 240 volts.

The average old home has a 120-
volt, 30-ampere service coming into

to grace your lifetime...

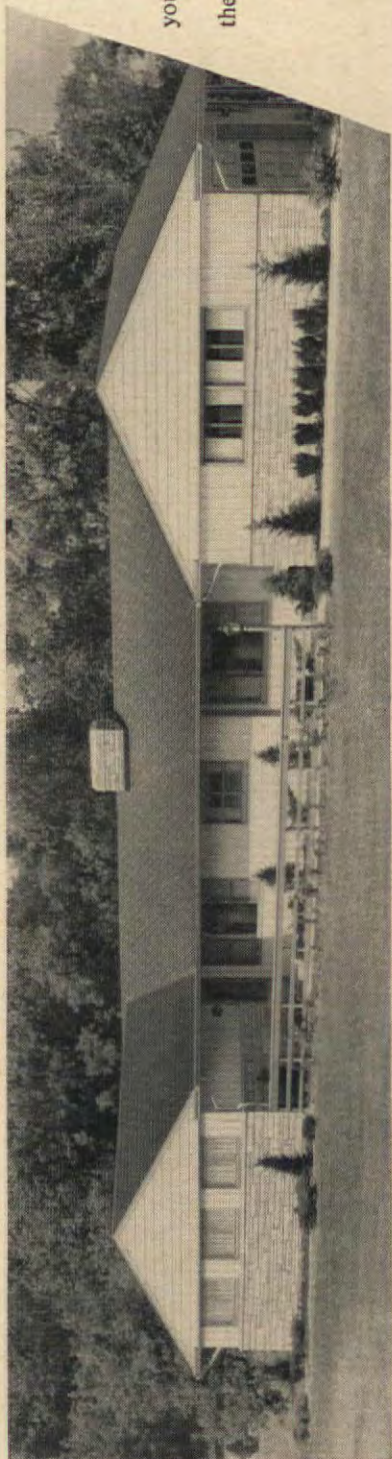
Personalized to your style of living... fashioned to
your family's needs... built within your budget... a distinctive

Pease Home. New 72-page full color Catalog has all
the facts and prices on the complete line of 2, 3 and 4-bedroom

Pease Homes. Write for a free copy.

PEASE HOMES

PEASE WOODWORK COMPANY • 902 Forest Ave., Hamilton, Ohio



the house from two wires. Each
provides 15-amp service, or
watts at a maximum. A ¾ hp
air conditioner uses about
watts. A TV set uses about
400 watts. You can see that if
of these operate off the same
at once, the remaining current
little for much else. Certainly if
120-volt wiring is already
down with appliances, you will
new wiring at a cost of any
from \$35 to \$150—sometimes.
Most dealers, or your local
company, can test your out-
advance with a special plug-in

What about low-current models?

Some companies offer special
els that use less electricity than
ard units. They are called low-
models and are available in 1
¾ hp sizes. They draw about
less current than standard units.
example, the low-current ½ hp
draws about 7½ amperes, while
standard ½ hp unit draws about
amperes. The chief advantage of
low-current model? It may
without blowing fuses in a house
marginal wiring capacity, where
standard model may not.

It's an open question in the
conditioning industry whether the
current units are as efficient as
standard units of the same
power ratings.

Air exhaust

Some units have reversible
that will enable you to pump
stale air, smoke, and odors. Ho
relatively little room air may
hausted, depending on the unit
the cooling function usually de-
operate while the exhaust is on
you can probably accomplish
much by bringing in fresh air
This is done by means of a
outside-air control, called a dam-
switch, that some brands have
open the damper control and
air is drawn in through the unit
ventilate the room. Moreover,
outside air can be brought in
when the unit is cooling; cooling
ventilation are provided together.

CONTINUED ON P. 15

**IT MAY BE
A RACKET!**

**BEFORE YOU INVEST...
INVESTIGATE!**

**BETTER
BUSINESS
BUREAU**

**American Business Support
BBB for your protection.**

THE AMERICAN HOME, JULY



How you can set your family up for house-keeping!

**New York Life's low-cost
MORTGAGE PROTECTION
PLAN gives heirs cash to pay
balance due on your home.**

Your home is usually the most important phase of a man's life. It's the possession he chooses with the greatest care . . . the one he wants most to protect for his family's present and future welfare.

That's why so many men today are taking out New York Life's insurance plans designed especially for mortgage cancellation. If he should die unexpectedly, such a plan assures a man that his family will immediately receive enough cash to pay off the mortgage remaining on his home. Yet the cost per month of this vital protection is very small.

For example, you're age 30 and have

a 20-year mortgage for \$10,000. You can buy a \$10,000 Mortgage Protection policy at a premium cost of little more than \$5 a month. And dividends after the second year could be used to reduce premium payments. If you died the first year, your family would receive the full \$10,000. If you died later and mortgage payments had been kept up to date, they would receive at least enough cash to pay off the unpaid balance. During the last 5 years the amount would remain constant at \$3,500. And after 20 years, the policy would terminate without value. This is *decreasing term* insurance.

An alternate plan combines decreasing term insurance with *permanent* life insurance. While premiums are somewhat higher, this plan builds cash values which can be used for your own retirement. Or you can continue life insurance protection *after* you've paid off your mortgage.

Ask your New York Life agent about this low cost protection that can keep your home in the family—and your family in their home. Or mail the coupon today!

The New York Life Agent in Your Community
is a Good Man to Know

NEW YORK LIFE INSURANCE COMPANY

Dept. AH-1, 51 Madison Ave.
New York 10, N. Y.

(In Canada: 320 Bay Street, Toronto, Ontario)



Please furnish me, without obligation, your free booklet, "There's Money In Home Maintenance."

NAME _____ AGE _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Don't be home-bound when you should be beach bound!

The lame excuses, the *you-run-along's* and *count-me-out's* are as dated as the flapper dress. Today's smart girls never let time-of-the-month interfere with a beach party. They rely on Tampax internal sanitary protection.

You know, of course, that you can go swimming with Tampax. But you don't have to, if you don't feel like it! The main advantage of Tampax is that it's completely invisible under either a wet or a dry bathing suit. You can simply sit on the beach, and no one will guess your secret.

Tampax has many other advantages that keep you feeling secure. It prevents odor from forming. Never chafes or irritates. Is easy to dispose of. In fact, in every way, it's nicer, daintier, more fastidious. Get your choice of 3 absorbencies (Regular, Super, Junior) at any drug or notion counter. Tampax Incorporated, Palmer, Mass.



Air Conditioner

(Begins on page 14)

What extra features are useful?

Heating. Two kinds of auxiliary heating features are offered. One is a heat pump type, in which the refrigeration system is reversed and warmed air comes into the room instead of cool air. It is useful on a chilly spring or fall day. Since this system extracts heat from the outside air, its efficiency drops off sharply when outside temperature falls below 40°. Auxiliary heat is also offered with resistance heating units like regular electric heaters. This type is not affected by outside air-temperature drops, but even so, the heater is not designed to generate enough heat to keep a whole room warm in winter.

Thermostats. A thermostat is a desirable feature that costs only about



"Why, no! I thought
you turned off the furnace"

\$15 extra. It automatically turns a unit off and on to maintain a pre-set temperature, especially convenient in keeping a bedroom at desired temperature while you sleep. Some brands have a temperature modulation control which keeps a room at an even more constant temperature.

Figuring the size you need

Even the most reliable dealer cannot help you select the proper room air conditioner unless he knows these things about the room you want to cool: total floor area; total length of walls exposed to sun; whether room is well insulated; total length of shaded or inside walls; square feet of window on each side of the room, and whether each window area has inside shades, awnings, or tree shade; width of doors kept open to other rooms; total wattage of lights and other electrical equipment in the room, and the number of people using the room.

A reliable dealer can take the information you give him and estimate very closely how big a unit you need. His rating will likely be based on B.T.U.'s. Your dealer will figure how much heat has to be removed per hour from your room.

Buying from a reputable dealer is very important. You get the right size unit for your needs and you are assured of reliable service. THE END

Start Your New House for \$500

That's all it costs you to get started toward the AMERICAN HOME Blueprint House, pages 52 and 53. For \$5 you'll get a material list, large-scale blueprints of the floor plan, foundation plan, exterior and interior elevations, sections, and all other important details. Give them to your builder and he can start building.



Please PRINT name and address in coupon. Check quantity desired. Clip coupon and send with check or money order (no stamps, please) to:

THE AMERICAN HOME, Dept. BP
American Home Bldg., Forest Hills, N. Y.
Please allow 3 weeks for handling and mailing

AMERICAN HOME Blueprint House #52

See pages 52 and 53 for color photograph, details, and floor plan.

- ☐ One complete set of blueprints, \$5.
- ☐ Three complete sets of same house, \$10.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

THESE TREES WON VOTES

Which are the best shade trees to have? And the best flowering trees? Well, 55 landscape nurserymen, who ought to know, took on the matter at a Midwest conference of the National Landscape Nurserymen's Association. Here are their votes tally:

• **BEST SHADE TREES.** oak (51 votes), sugar maple (46), thornless locust (46), soft maple (34), Norway maple (32), sweet gum (25), American elm and red maple (both 23), American sycamore, European birch and ginkgo (both 19), green ash (19).

• **BEST FLOWERING TREES.** Flowering crabapples (55 votes), Washington hawthorn (47), magnolia (44), redbud (40), dogwood (32), flowering plum, amelanterior and flowering cherry (both 24), tree lilacs (22), mountain ash (19), Amur maple (15).

So if you're thinking about a shade tree or flowering tree to plant, these are types that will very likely give you great satisfaction for your investment. With fall planting not too far off, it's wise to think about which trees you'll

TAKE-A TOWEL

All the stores listed below are featuring the "Reserved" cabana as shown on pages 60 and 61. Many of them, you will be able to see the cabana as shown on our page one of the stores listed is located in your shopping vicinity, pay it a

Atlanta, Ga.—Rich's
Baltimore, Md.—Stewart & Co.
Boston, Mass.—R. H. Stearns
Buffalo, N.Y.—Flint & Kent
Chicago, Ill.—Marshall Field & T. A. Marshall
Cleveland, Ohio—The Halle Co.
Dallas, Texas—Neiman-Marcus
Denver, Colo.—Daniels & Co.
Detroit, Mich.—The J. L. Hudson Co.
Hartford, Conn.—G. Fox & Co.
Los Angeles, Calif.—Bullock's Department Store
Miami, Fla.—Jordan Marsh
New York, N.Y.—Lord & Taylor
Philadelphia, Pa.—John Wanamaker
Pittsburgh, Pa.—Kaufmann's
Richmond, Va.—Thalhimer's
St. Louis, Mo.—Famous-Barr
San Francisco, Calif.—The Emporium
Washington, D.C.—Woodward & Lothrop

You Can Depend On STRONGER Yet SAFER ANACIN to relieve PAIN

Won't Upset The Stomach
Anacin® not only gives stronger, faster relief from pain of headache, neuritis and neuralgia—but is also safer. Won't upset the stomach and has no bad effects. You see, Anacin is like a doctor's prescription. That Anacin contains not just one but a combination of medically proven, active ingredients. Scientific research has proved no single drug can give such strong yet safe relief as Anacin. Buy Anacin Tablets today!

EXTRA MONEY

\$50 TO \$100 OR MORE
For Yourself or Group
With Big Value

\$1.00, \$1.25 and \$1.50 Assortments of
CHRISTMAS and EVERYDAY
GREETING CARDS
GIFT WRAPPINGS, GIFTS, GADGETS

Show leading 21-card Christmas
"Stamps", Religious, All Occasion
Assortments, Stationery, novel
Salt and Peppers, No Experience
Needed. Profits to 100%. Bonus
plan. Write for SAMPLES ON
Approval. FREE Album Deluxe
Imprinted Christmas
Cards, Free \$1.00 Gift
Offer, Catalog, details.

HEDENKAMP
361 Broadway, Dept. AH-21
New York 13, N.Y.

24 Christmas
Cards, 10¢
Size \$1.25
FREE
ALBUM
IMPRINTS
FOR
PROMPT
ACTION!
21 Card \$1
Album
Assortment
— All Red
Envelopes

Shrinks Hemorrhoids New Way Without Surgery

Science Finds Healing Substance That
Shrinks Hemorrhoids
The first time science has found
a healing substance with the
fishing ability to shrink hemor-
roids and to relieve pain—without
surgery.
Case after case, while gently
relieving pain, actual reduction
(shrinkage) took place.
Amazing of all—results were
so thorough that sufferers made
fishing statements like "Piles
ceased to be a problem!"
The secret is a new healing sub-
stance (Bio-Dyne*)—discovery of
a famous research institute.
This substance is now available in
ointment or ointment form under
the name Preparation H.* Ask for
it at all drug counters—money back
guarantee.
*Reg. U. S. Pat. Off.

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THE COOPER PRODUCT

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Scholl's Foot Powder quickly relieves
tired, tender, perspiring,
sore feet. Eases new or
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terials. World's Largest, Complete
Dresses, Suits, Mix & Match Sep-
arates, Girdles, Lingerie, \$2.98
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CRAWFORD'S
8015 Wornall, Kansas City 14, Mo.

FRESH LETTUCE ALL SUMMER

RUTH R. SPIRA

What goes into a really tasty salad?
First of all, tasty greens. And in
that category you can't beat the
new looseleaf lettuces, endive (chic-
ory), and escarole.

Not only are these non-heading
greens tastier than head lettuces, but
they're much more nutritious—con-
tain up to 40, yes *forty*, times more
Vitamin A. And, what's more, you
can grow them in the heat of summer,
which you can't do with old varieties
like Iceberg. So they've really made
salad history!

My own favorites are Salad Bowl,
Slobolt, Grand Rapids and Romaine
lettuces, plus Green Curled endive
and Deep Heart escarole. Why not
try two or three, or more?

A packet of seed will sow from 20'
to 50' of row, so if you sow 4' or
5' of each kind every couple of weeks
you'll have a continuous supply.

To be crisp and succulent, lettuce
has to grow vigorously and fast. That
means good soil and plenty of mois-
ture. Dig the soil thoroughly, adding
ground limestone and a high-nitrogen
lawn fertilizer, and rake the surface



smooth before sowing the seed.

Sow the seed thinly in shallow
furrows, covering it with only 1/4" to
1/2" of soil, and sprinkle it lightly if
the soil is dry. Keep it moist, too,
from the time seed is sown till the
last greens are picked.

Start thinning out the seedlings as
soon as they're 2" or so high, leaving
more and more space between the
remaining plants until they're 10" or
12" apart when fully grown.

And, of course, you make salads
from the thinnings. They're scrump-
tious!

Sprinkle lawn food alongside the
rows when the plants are about 3"
high and at the same time start mulch-
ing them with lawn clippings, buck-
wheat hulls, chopped straw, or other
non-acid mulching material. This will
eliminate weeding and help conserve
soil moisture.

Luscious salad greens are that easy
to grow!



Stark Bro's
1956 Fruit Tree and
Landscape Catalog

FREE

IT'S NEW...
All in Color!

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Exclusive Leader Varieties!

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DWARF TREES in our famous
varieties. Grow giant size, super
quality fruit on a shrub-size tree. Ideal
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borders. See catalog for details.



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our new 64 page Stark Landscape and Fruit
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color pictures of famed Stark Bro's Roses,
gorgeous Flowering Shrubs, lovely Vines and
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Planning guide. Stark Bro's now in our 140th
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Stark Bro's will help you turn spare
time into welcome extra cash. Our plan
makes money for many ambitious
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\$11,340.66 last year! Let us show you
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Check coupon for full details... FREE!

FREE CATALOG—Mail Coupon Today

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Town of Louisiana, Missouri

AM 7-56

Please send me FREE the big new STARK 1956 COLOR
PHOTO LANDSCAPE-FRUIT CATALOG... con-
taining valuable Home Landscape Planning Guide.

☐ Send me your special offer for early orders.

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STARK BRO'S
Nurseries and Orchards Co.

Dept. 277, Louisiana, Mo.

STOP PAIN INSTANTLY
COMBAT INFECTION-PROMOTE HEALING
WITH ANTISEPTIC
Campho-Phenique
(PRONOUNCED CAM-FO-FIN-EEK)
WHEN
USED ON MINOR BURNS, GUTS
SCRATCHES, ABRASIONS

Quick! Apply Campho-Phenique at once to minor
burns from hot cooking utensils, hot water or steam
... stops pain instantly, promotes rapid healing. The
same thing happens when you use it on minor cuts,
scratches and abrasions. Campho-Phenique is highly
antiseptic. Wonderful for fever blisters, cold sores,
gum boils; to relieve itching and to guard against
infecting insect bites. Used on pimples, Campho-
Phenique helps prevent their spread and re-infection.



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 par-
ticular foot needs. Economical!
Relieves corns, callouses, bun-
ions and tender spots on feet
and toes, caused by new or tight
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\$50 On Just 40 EXCLUSIVE
CHRISTMAS CARD
Assortments

Yes, you make \$1.25 cash
on every SUPER-36
DELUXE Assortment.
Easy to sell 50 boxes
and get a magnificent
brown-dyed genuine
Marmot Fur Stole on our
BONUS offer. Have ex-
tra cash from the big
profits on rest of huge line! Newest,
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While they last, get factory surplus \$1.25 boxes
for 50¢ and \$1 boxes for 30¢, others. No ex-
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new boxes on approval. List of Bar-
gains. For Offer, Color Catalog and Im-
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Full Address _____

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... so to be satisfied most ...

I always get Brands that have made a Name for themselves"

WHETHER it's 10 heads or 2 to feed, clothe, shelter, transport or whatever ... make every dollar buy you satisfaction—buy brands of quality. To help you do that, advertisers in this magazine are good names to know. They're proud of their brands—'cause they satisfy so.

FOUR WAYS BRAND NAMES SATISFY YOU MOST

1. **BUY WITH TRUST!** Spend *confidently* on known quality. Brand Names wear best, work best, taste best, are best.
2. **SHOP WITH EASE!** Spend *efficiently* on proved value. Brand Names save time "puzzling" over labels, models, prices, etc.
3. **ENJOY MORE CHOICE!** Spend *shrewdly* among widest selections. Brand Names offer the most in sizes, types, colors, flavors, etc.
4. **GET THE "LATEST"!** Spend *smartly* on up-to-date products. Brand Names keep improving, modernizing, introducing new things.

"I made it!" "I sold it!" "I bought it!"



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DEALER



CUSTOMER

BRAND NAMES FOUNDATION, INC.
437 FIFTH AVE. • NEW YORK 16, N.Y.

Where Credit Is Due

QUICK TRICKS SAVE LIVES

Page 28: Data—The American National Red Cross and The National Safety Council.

"WHITE ELEPHANT" KITCHEN

Pages 58, 59: Cabinets—Wooster Kitchens; Flooring—Robbins Vinyl. Range, refrigerator, washer, dryer, dishwasher, air conditioner, small appliances—General Electric. Built-in paper dispensers—Marchand. Vent and hood—Stanthony. Glasses—The Jeannette Glass Co. Turquoise Casserole—Koben-style—Dansk Designs. Information: Mary L. Ritter.

TAKE A PICNIC!

Pages 60, 61: Blue and green stripe "Kashmir" towels, "Reserved" towel tablecloth, front cabana panel—Martex (For stores handling these towels, see page 96). Brass drapery rings—Ottavia. "Sun Square," "Back Rest" and terry-covered "Sun Lounge"—Jiffy Join, Inc. Paper cups and plates—Dixie Cup Co. Green "Outing Jug"—Thermos Bottle Co. Green and blue insulated "Woodland" bags and aluminum "Feather Flite" insulated jug—Polaron Products, Inc.

GOOD VICTUALS

Page 62: Ice cream scoop—Ekco Products Co. Aluminum foil—Aluminum Goods Mfg. Co. Paper cups—Dixie Cup Co. Ice cream freezer—Chicago Electric, Division of Silex. Paper napkins—Dennison's.

PICNIC PAPERS

Page 66: Red check plates and cup—Paper Art Co. Nautical mat and napkin—Contempo Paperware. Hand towels, coasters, and cocktail napkins—Sopps.

FAMILY REUNION

Page 69: (On Bench) Copper-bound "handy-freeze" ice cream freezer—Chicago Electric. "Sportsmaster" ice chest—Columbian Enameling & Stamping Co. Picnic hamper—Leipzig & Lippe. Aluminum insulated "Feather Flite" jug—Polaron Prod. Inc. (Top of table) Paper cups—Dixie Cup Co. Brass-bound ice bucket—Plas-Tex. Covered casserole and "Contemporary Spruce" salad bowl—Redwing. Aluminum foil divided plates—Ekco Products. Buffet server with chicken—Dansk Designs. "Profile" stainless tableware—Oneidacraft. "Outing Jug"—Thermos Bottle Co. Setting, courtesy of Viscaya, Miami.

A HOUSEWIFE NEEDS A DESK

Page 89: Cabinets—Geneva. Typewriter—Royal. Chairs—Howell. Telephone—Bell System. Radio—General Electric. Sewing Machine—Singer.

PHOTOGRAPHS

F. M. Demarest: pages 14, 54, 55, 56, 57, 58, 59, 66, 78, 85, 89, 90. Otto Maya: pages 22, 26. American Red Cross: page 28. Noel Wical: pages 31, 32. Gus Manos for The Berkshire Festival: page 38. Hugo Harper: page 40. Warren Reynolds: pages 43, 45, 46, 47, 48, 49, 50, 51, 52, 53. Hughes Rudd: page 44. Kranzten Studio, Inc.: pages 60, 61, 62 (upper right), 64, 69, 70. Arthur Fishelle: page 80. C. V. D. Hubbard: page 83. Stephen Fay: page 86. Frank Javor: pages 99, 100.

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No limit to design choice for garden, patio or kitchen. All metal unit serves as masonry form. Ends guessing! Efficient. For charcoal or wood. Low cost. Durable. Units from \$24.95. See your dealer or write.
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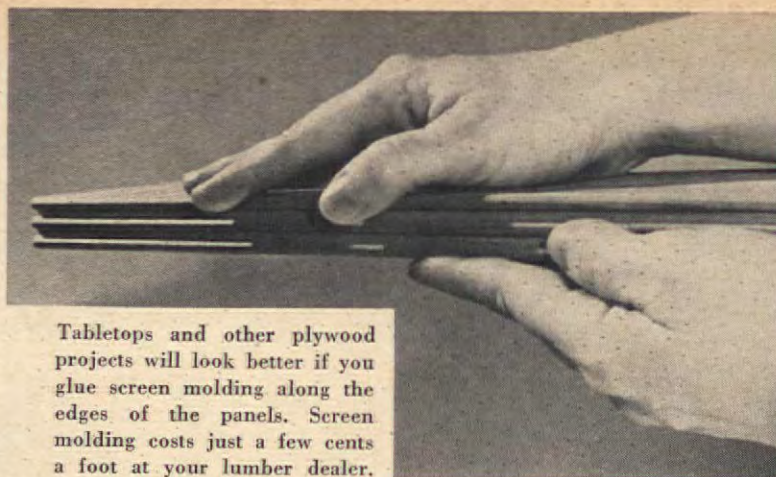
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Protects trees, shrubs, white-wall tires, trash cans. Harmless to vegetation. Long-lasting effectiveness. Satisfaction Guaranteed!
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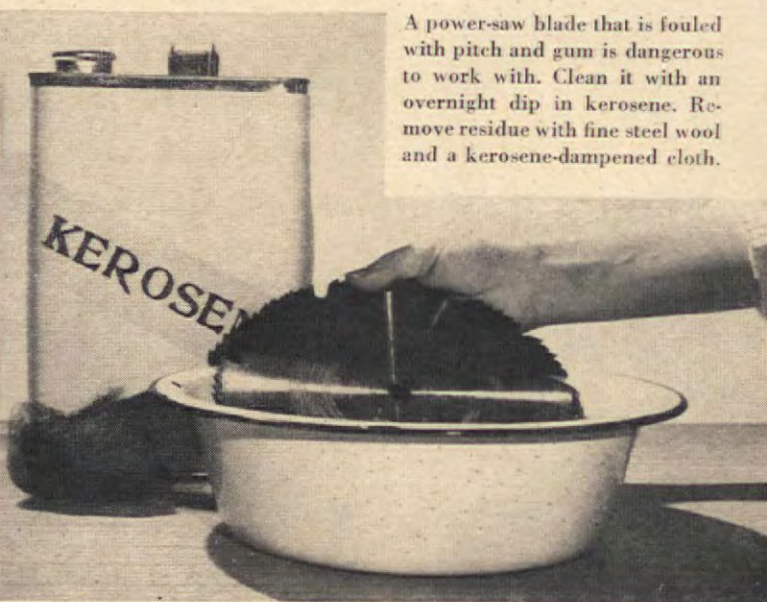
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Please send money-making kit of 5 boxes on approval, FREE Personalized Samples and FREE offers.
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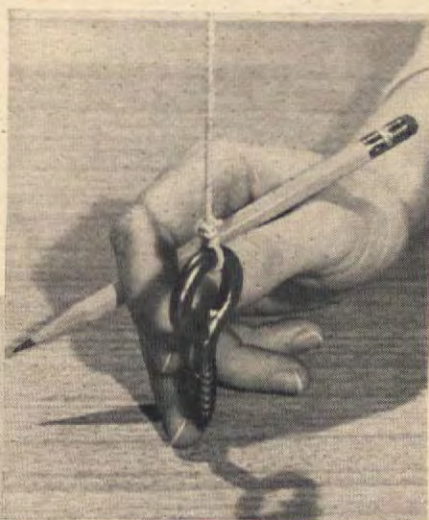
Tabletops and other plywood projects will look better if you glue screen molding along the edges of the panels. Screen molding costs just a few cents a foot at your lumber dealer.

HANDYMAN HOW-TO'S



A power-saw blade that is fouled with pitch and gum is dangerous to work with. Clean it with an overnight dip in kerosene. Remove residue with fine steel wool and a kerosene-dampened cloth.

When you want a straight vertical line from a point on a horizontal surface you need a plumb bob. Make your own by tying a string to the top of a large eye ring. Let it hang until all movement stops.



Wood paneling that's dirty can be cleaned with a soft cloth dampened in turpentine. When dry, seal wood with clear shellac. Rewax with thin coats of a high-quality paste wax. Beauty of wood grain will be renewed.

CONTINUED ON PAGE 100

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DAMPNESS DEMON
damage your
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FREE BOOK tells how to save hundreds of dollars... drive out the Dampness Demon!

Learn the danger signs—the sweaty pipes, musty odors, warped floors, mildewed clothing and rust! They point straight at the Dampness Demon... at work in your basement. Amazing new Kelvinator Dehumidifier gets rid of this demon... makes damp areas dry and pleasant... takes up to 3 gallons of water from the air every 24 hours! Plugs into any 115 volt AC outlet; runs for pennies a day. Write today for FREE booklet.



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You get a real sense of comfort from the telephone. Keeping in touch by telephone helps you feel better about a lot of things—

- ... your husband off on a trip
- ... children away from home
- ... family and friends near and far

For, with the telephone close at hand, you're never really alone.



Night and day the telephone is always ready, always helpful. It serves to lighten your work and brighten your thoughts—and just having it there brings a feeling of security. Which is why women often say, "I don't know what I'd do without the telephone."

BELL TELEPHONE SYSTEM



Handyman How-To's

(Begins on page 99)



Here's handy hardware "Geiger counter" for you. When you're looking at a house or buying hardware, you can tell if hardware's solid brass or plated steel. Test it with a small magnet. It will stick to the hardware if it is steel, not if it's brass.

Want a quick trick to rid your wood furniture of small nicks and scratches? Ordinary paste shoe polish is a ready-made combination stain and wax, and you can get it in almost any color that you'll need to touch up your furniture.



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so easy! 50% more jelly...and fresher flavor

because you boil only 1 minute with **SURE-JELL** or **CERTO**!



homemade plum jelly. Crush plums. Simmer 10 min., cover with water. Squeeze through cheesecloth layers. Mix 5½ cups sugar, 1 box Sure-Jell in saucepan. —recipe on bottle.)



Bring to boil, over high heat, stirring constantly. At once, stir in 7½ cups sugar, bring to boil again. Boil hard 1 min., stirring constantly. This short boiling time gives you fresher flavor! And less juice boils away, so you get up to 50% higher yield!



Remove from heat, skim off foam and pour into glasses. Paraffin at once. Yield: 12 medium glasses, at mere pennies a glass! And you're sure of perfect results with all kinds of fruits—when you use powdered Sure-Jell or liquid Certo!



Sure-Jell and Certo are brands of pectin... the fruit substance that causes jelling. The amount of pectin in fruits varies—so Sure-Jell or Certo takes the guesswork out of jam and jelly making. Recipes with package and bottle. Products of General Foods.



“Window Test” proves blue Cheer washes so white you can see the difference!

Reason: only Cheer has the Blue-Magic whitener!

How often have you done what this mother is doing—taken something to a window to see how it really looks?

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If you judge your wash by whiteness—it's got to be Cheer in your automatic!