Adhesive Sealex the modern money-saving linoleum now brings you Personal-ized Floors ... a thrilling new idea in floor decoration

A new design era is born — Personal-ized Floors of Sealex Linoleum. Exclusive custom-effects you design yourself! Enticing, decorative Sealex Insets have been ready-cut from, and color-correlated with, the gorgeous colors in Sealex Inlaid Linoleums. Flowers, ships, discs and many others — and a galaxy of accenting Feature Strips and Borders — are now available to “personalize” your new linoleum floor. First, choose your floor of Adhesive Sealex Linoleum. Then arrange Sealex Insets, Feature Strips, etc., on it to suit your own individual taste. You’ll find your “Personal-ized Floor” delightfully inexpensive. Savings up to 20% are effected by patented* Adhesive Sealex Linoleum — with factory applied adhesive on the back. See your dealer for further news about Sealex “Personal-ized Floors.”

Boundless are the “Personal-ized,” decorative effects you can create with the help of the new Sealex Insets! Priced within the reach of everyone, they are inexpensively “set” in your new Adhesive Sealex Linoleum floor. See them all — at your Sealex dealer’s. He’ll gladly tell you more about Sealex “Personal-ized Floors.”

Also, send 10c for our new decoration book, “Match your Rooms to your Personality.” Dozen of color illustrations. Address Congoleum-Nairn Inc., Box 1062, Kearny, N.J.

Here’s a spirited Personal-ized Floor! Sealex “Disc” Insets in 3 colors emphasize the engaging texture effect achieved with the Sealex Veltex pattern, “Malaga,” A7234. Walls are also decorated with sanitary Sealex Linoleum — Jade Green. Doors are White Sealex.

The Modern Floor is a Personal-ized Floor of Sealex Inlaid Linoleum
Wallace Silversmiths offer you... infinite variety designs that are utterly of today. Some are beautifully expressive of the past... others reflect just the right note of contemporary art in their dignified simplicity. Portrayed are seven leading patterns... there are more. Stradivari with its magnificent effect of hand carving... is new; Sir Christopher... massive, but graceful proportions mark it as a design of the ages and of the age; Rose Point is as exquisite and elegant as the finest rose point bridal veil; while Antique definitely carries a feeling of beauty mellowed by time. But see all these creations at your sterling galleries. All are distinguished by those qualities which endow Wallace Silverware with lasting distinction and charm. WALLACE Silversmiths, Founded 1835, Wallingford, Conn.

MEMBER OF THE STERLING SILVERSMAITHS GUILD OF AMERICA
Because we didn't find damasks in the market, in glorious, old authentic colors...we set out to have them made. At the Metropolitan we found ancient fragments whose exquisite first-colors still held true...rich, mellow tones that harmonize more flexibly with a room-scheme, and instantly "key" a room with pedigreed age. We carried the precious colors to Italy, where master-dyers dyed hand-loomed silk damasks to our exclusive order...a wine heavy with implications of purple...a subtle citrus yellow...a lush, vibrant green—colors you rarely see outside museums or heirloom chests. They're in, and ready, at the thoroughly attainable price of 5.98 a yard...They're incredibly beautiful—but they're only a tiny fraction of the 381-odd decorative fabrics, in some 1782 shades, which constitute the assortment on the seventh floor of New York's most magnetic store...at 34th Street and Broadway.
USE THEM WITH CLASSIC SILVER—USE THEM WITH MODERN SILVER

MACY'S CONTEMPORARY CHINA AND GLASS "GO" PERFECTLY

It's a nice tribute to the intrinsic beauty of such patterns as our china "Prince of Wales Feathers" and our crystal "Flash", that they take on an air of traditional formality with classic silver... while they assume a character brusquely and chastely modern when used with severe modern silver. All Macy's Contemporary is designed to do that sort of thing—to be as accurately versatile as a hostess whose adaptability amounts almost to genius... Macy Contemporary will "go" with your heirlooms and your wisest moderns—in furniture and linen and silver—with equal urbanity; it will add real distinction to your table; and not least of all, it will make your pocketbook feel very comfortable indeed. You will be glad to know that we guarantee to keep both "Prince of Wales Feathers" and "Flash" in open stock until at least 1942. Our new collection of Contemporary is on the eighth floor; the silver is on the street floor at 34th Street and Broadway in New York.

"Prince of Wales Feathers" china dinner plate, 79c. "Flash" Swedish crystal, 59c.
Are You Planning to Build a Home?

Would you like to have a book full of ideas and information about reliable, up-to-date home building materials, equipment and furnishings? Send for Home Owners' Catalogs — no cost — no obligation — if you comply with the conditions specified in the application below.

Windows are the "eyes" of the home. Important to exterior design and essential to interior satisfaction — windows and their treatment deserve most thoughtful consideration. You will find many delightful suggestions in Home Owners' Catalogs.

Appropriate and well-placed lighting fixtures make every room in your new home.

Of prime importance is a good roof. It should complement the exterior of the house. It must be strong and durable — to resist the fury of the elements. Roofing materials are widely discussed in Home Owners' Catalogs.

The bathroom offers unlimited opportunities for delightful planning. Equipment and fixtures combine with wall and floor treatments to produce fascinating loveliness — if you know how. Home Owners' Catalogs illustrate many possibilities.

A modern, well-planned kitchen makes housekeeping a pleasure. The many ideas as to equipment and color schemes to be found in Home Owners' Catalogs will help you to achieve your ideal kitchen.

Enjoy a warm, comfortable home in winter — and a cool, pleasant home in summer. Home Owners' Catalogs will help you decide upon the type of heating and air conditioning system most suitable to your needs — and your pocket book.

Of prime importance is a good roof. It should complement the exterior of the house. It must be strong and durable — to resist the fury of the elements. Roofing materials are widely discussed in Home Owners' Catalogs.

These Prominent Firms

Present the Stories of Their Products in Home Owners' Catalogs

- American Brass Company
- American Lumber & Treating Co.
- American Radiator Company
- Architectural Decorating Co.
- Armstrong Cork Company
- Babcock & Wilcox Co., Inc.
- Barber-Colman Co. of Mass.
- Bartlett Tree Expert Co., F. A.
- Bell & Fletcher, Ltd.
- Bennett Fireplaces Corporation
- Bryant Heaters Corporation
- Burnham Boiler Corporation
- Carey Company, The
- Champion Fireplaces Corporation
- The Chambers Distributing Co., Inc.
- Chase Brass & Copper Co.
- Colonial Fireplaces Company
- Crane Co.
- Davey Tree Expert Co., The
- Delco-Radial Air Conditioning Div.
- General Motors Sales Corp.
- Detroit Steel Products Company
- Dudley Brothers Company, The
- Ekel Metal Cabinet Co., Inc.
- Fitglaboons Boiler Company, Inc.
- Florida Louisiana Red Cypress Co.
- Fox Furnace Company, The
- Gay Wood Industries, Inc.
- Heatlites Corporation
- Herman Nelson Corp., The
- Illinois Brick Company
- International Heater Co.
- Johns-Manville Corp.
- Kerner Incinerator Co.
- Libbey-Owens-Ford Glass Co.
- Lightbulb Company
- Littlefield-Wyma Nurseries
- Majestic Company, The
- Masonite Corporation
- Metal Lath Manufacturers Association
- New Haven Copper Co.
- New York Telephone Co.
- Overhead Door Co., Inc.
- Pittsburgh Plate Glass Co.
- Reliance Company
- Stahlkraft Company, The
- Sloane, W. & J.
- Stanley Works, The
- Streamline Pipe & Fittings Division, Mueller Brass Co.
- Tile-Tex Company, The
- Trane Company, The
- Truscon Steel Co.
- Waterman-Waterbury Co.
- Wayne Iron Works, The
- Webster, Warren & Co.
- Westinghouse Electric Co., The
- Western Pine Association

Applications of the above firms' catalogs are included in each edition of Home Owners' Catalogs.
"You'd be surprised!" So many of the things that have made trouble in our old house could have been prevented. This new booklet from Revere, "The House You Live In," is just full of suggestions I want to talk over with our architect.

"Seems to me we've just been living from leak to leak. Always patching the plaster. Now I know it costs less to use copper or brass piping, and we'll get rid of rusty water, too."

"Thank goodness for that. And while we're at it let's put in a rust-proof hot water tank. Just look at this water. I've had to tint all my lingerie so the rust stains wouldn't show."

"If we stayed in this house another year, we would have to replace all these rusty gutters, downspouts and flashings. We'll use copper on the new house and never replace it."

If you are going to build, buy or remodel, be sure to get a free copy of Revere's new booklet... "The House You Live In." It is full of suggestions that will save you money... give you more comfort and convenience. 32 pages of non-technical information for the home-owner. Send the coupon now.

Revere Giftwares... Paul Revere was famous as a silversmith long before the "Midnight Ride." Revere giftwares express the modern spirit in design and craftsmanship as truly as the Founder expressed the Colonial tradition. Illustrated catalog gladly sent on request.

Revere Copper and Brass INCORPORATED

EXECUTIVE OFFICES: 230 PARK AVENUE • NEW YORK CITY
PROTECT YOUR FULL

with this Better
that begins with

Sun-Like Radiant Heat from new-style radiators
warms living levels!—increases P. C.*

No one is comfortable with cold feet. No room is comfortable
with cold floors. Fresh, clean circulating air can't make you
feel right if you don't have a heating system that stops cold
drafts from windows—and delivers extra warmth at floor levels!

Only the newer air conditioning systems based on radiator
heating give this superior P.C.*... and only concealed radiators
like the new-style American Radiant Convectors give extra
heat at living levels... because only such radiators give you
an active source of sun-like RADIANT HEAT identical with
heat rays from the sun!

Installed under windows to halt cold floor drafts at their
source, these radiators complete the modern window ensemble...
... shut out the cold with a curtain of rising warm air!

A party in full swing—smoke filled rooms—
P. C.* may call for lots of fresh, circulating air—but very little heat!

The new American Radiator Conditioning Systems—with
ducts for air circulation and radiators for heating—enable you
to have constant circulation of air between the periods when
the thermostat calls for heat!

This feature of constant air circulation also prevents stratifi-
cation of air (cold air to the floor—hot air to the ceiling)
between heating periods.

In short, these new systems give you the complete flexibility
and accurate control which spell comfort, satisfaction and
economy under all living conditions. They are as far ahead of
ordinary air conditioning systems in performance as today's
streamlined automobiles are ahead of pre-war Model T's!

* PERSONAL COMFORT

LISTEN IN! American Radiator Fireside
Recital... every Sunday 7:30 P.M.
E.S.T. WEA-NEC Network.

New AMERICAN RADIATOR

BRING IN FRESH AIR. ADD HUMIDITY. CLEAN THE AIR. CIRCULATE THE AIR. GIVE
SUN-LIKE RADIANT HEAT. WARM EVERY ROOM EVENLY. SUPPLY YEAR-ROUND
DOMESTIC HOT WATER.
HOME INVESTMENT!

Air Conditioning
Radiator Heating

Perfect P.C.* for you—every room has balanced
heat, and new thermostats eliminate "cold 70"!

Wherever perfect heating balance in every room must be as-
sured (skyscrapers, de luxe hotels, etc.) radiator heating is spec-
ified. Now you can have the thrill of this same perfect heating
comfort in your own home... with better air conditioning!

The new American Radiator Conditioning Systems also give
you a comfort miracle through revolutionary new thermostats
that maintain air temperatures within one sixtieth of one degree
... and give you constant RADIANT HEAT by keeping new-
style radiators always warm. This eliminates "cold 70" — which
is what engineers call that chilly period just before ordinary
thermostats start up the heating system. Every room just right!
— P.C.* conditions always perfect! No other system gives such
radiant living!

P.C.* needs constant hot water at lowest cost—
these new systems can save hundreds of
dollars on hot water and heating.

Dollars saved each month in hot water costs — tens of dollars
saved each year in fuel costs — and perhaps hundreds of dollars
saved in replacement costs are bedrock reasons why these bet-
ter air conditioning systems are by far the most economical to
OWN even when they cost a few dollars more to BUY!

AMERICAN, IDEAL
RADIATORS & BOILERS
as part of the system mean more dollars for you if you ever
sell your home! You can name a better price with those names!

No cash required. Small monthly payments enable you to
get American Radiator Heating NOW — you can add Arco
Air Conditioning now or later! Phone your Heating and
Plumbing Contractor! Mail the coupon!

AMERICAN RADIATOR COMPANY
44 West 40th Street, New York, N. Y.

Send me your free booklet about Better Air Conditioning

Name:
Address:
City or Town:
State:

CONDITIONING SYSTEMS
EASILY INSTALLED WITHOUT WEAKENING FRAMEWORK OF TWO-STORY HOUSES.
SUMMER COOLING WHEN DESIRED. ARCO AIR-CONDITIONING CAN BE ADDED TO
ANY GOOD RADIATOR HEATING SYSTEM.
The accelerator at the tip of your lower finger, working in harmony with the two contacts shown above opens and closes the exclusive Accelerator circuit, giving Acratherm the power actually to sense indoor temperature changes before they occur, and prepare your heating system to meet them. The result is new automatic comfort... Stabilized Heat, possible only with Acratherm...

Send for this book...It's free

Every home can now have stabilized heat, but only when its heating plant is under the precise and exacting control of the Minneapolis-Honeywell Acratherm. The Acratherm, because of its Accelerator, outmodes all conventional thermostats and revolutionizes temperature control. It actually senses temperature changes before they occur and speeds up the heating system to meet them. It literally irons out heat fluctuations in any modern heating system by automatically adjusting the length and number of burner operations to supply heat in response to the changes of outside weather. Short, frequent burner operations in cold weather, less frequent operations in mild weather produce Stabilized Heat. No thermostat without the Acratherm Accelerator can do this. Therefore, when you install Automatic Heating or modernize your present equipment, insist that it is Acratherm Controlled... Minneapolis-Honeywell Regulator Company, 2790 4th Ave. South, Minneapolis, Minn.

**SUMMERIZE**

Your home for winter comfort with **AUTOMATIC HEATING** and **AIR CONDITIONING**. See your dealer now!
GIVE YOUR ROOMS CHEERFULNESS, COLOR AND LIFE WITH

Paint and Glass

by PITTSBURGH PLATE GLASS CO.

It's a simple matter to decorate your rooms with beauty, to give them the freshness, glamour and style which mark them as modern and supremely livable, when you use the magic powers of Pittsburgh colorful paint and gleaming glass. The scores of ways in which these materials can be employed to make your home more attractive are fully described in our free booklet.

If you desire to have definite assurance of high quality in the glass and paint products you buy, it's a good plan to look for the "Pittsburgh" name. There is a Pittsburgh Product for practically every purpose... conveniently available to you through our 74 branches and thousands of Pittsburgh dealers.

SEND FOR FREE BOOK

A new, fascinating book on home improvement and decoration, fully illustrated and filled with practical suggestions to fit your budget. Whether you own, rent, or plan to build, be sure to send the coupon for your copy of "Practical Suggestions for the Interesting Use of Glass and Paint in Your Home." This book is free.

PITTSBURGH PLATE GLASS COMPANY

PITTSBURGH PLATE GLASS COMPANY

2664 Grant Building, Pittsburgh, Pa.

Please send me without obligation our new book, "Practical Suggestions for the Interesting Use of Glass and Paint in Your Home." 

Name

Street

City

State
IN KEEPING WITH THE GRACIOUS SETTING OF THE SOUTHLAND, BUT AS UP-TO-THE-MINUTE IN CONSTRUCTION AS YOUR 1938 CAR.

CONCRETE BUILDS
ENDURING, FIRESAFE, ECONOMICAL HOMES

A CCEPTING old fashioned methods of construction in today's home is as unthinkable as buying a brand new car with a 20 year old engine!
Make your new home thoroughly up-to-date— with concrete. For it offers so much that you want, and should have: gracious charm and beauty... snug comfort in winter, coolness in summer... immunity to the attacks of fire, termites and decay. And concrete homes are forever free from the annoyance of sagging floors and misfit doors and windows.
The cost? The advantages of concrete usually cost you little or nothing extra! The few dollars added to your monthly payments are more than repaid by savings in the form of much lower upkeep, slower depreciation and higher resale value.
Concrete is the safest and most permanent investment for your building dollars. Let us send you our interesting booklet of design ideas.

PORTLAND CEMENT ASSOCIATION, Dept. 10-20, 33 W. Grand Ave., Chicago, Ill.
A national organization to improve and extend the uses of concrete through scientific research and engineering field work.

HOW TO GET A CONCRETE HOME
• Get the right builder. Ask a local concrete products manufacturer or a concrete contractor to name builders, realtors and architects experienced in concrete. Tell them that you want concrete floors (any floor covering you wish), concrete walls and a fire-safe roof.
• Buy your home as you would buy a new car— on a basis of advanced construction and sound value as well as appearance—and your home will be concrete, the fastest-growing type of accepted home construction.

These views show the home of Warren R. Winn, Orlando, Florida. Walls and floor are of concrete. Maurice E. Kressly, architect; A. W. Spinney, Inc., builder.
WINS A $12,000 HOME!

To enter this contest all you need do is write 100 words on the

Electrical Standard of Living

If there are growing children in your family, and you need a larger, smarter home... If you're contemplating marriage and would like to step into an electrically equipped house... If you're approaching middle age, want the comforts and conveniences of a New American Home... this contest is your opportunity.

No investment is required to enter this contest. All you do is write 100 words, or less, on why the electrical way of living appeals to you. And what is the Electrical Standard of Living? It's the fun of letting electricity step in and do your work—the washing, ironing, cooking, cleaning. It's the comfort of automatic heat and the convenience of electric refrigeration. It's the knowledge your lights are right; they protect and save your sight. It's the luxury of countless convenient electrical servants that work for you for a few cents a day.

This contest gets under way right now. All you need is the entry form provided in the special FREE contest folder. You can obtain your copy of this folder "Invitation to Participate" from local Electric Service Companies cooperating with the contest, or from your General Electric dealer or distributor. Read it thoroughly. Then mail your entry. Every one of these prizes is worth trying for.

• • •

1st prize... $12,000 New American Home
2nd prize... $8,000 New American Home
Plus... 10 prizes, each worth $200, every week for ten weeks — total, 100 prizes — $20,000

A grand total of 102 prizes $40,000

First contest opens Oct. 2, 1937—weekly thereafter until Dec. 4, 1937. First and second grand prizes will be selected from weekly winners. Awards will be announced over G-E "Hour of Charms" NBC Red Network, Mondays, 9:30 P.M., E. S. T.

Full Details in this Folder

You need this folder to enter the New American Better Living Contest. And you'll want it. It's full of helpful ideas. It tells the story of the Electrical Standard of Living. It contains the rules and the official entry blank. It's free. Get a copy from Electric Service Companies cooperating with this contest, or from your local General Electric distributor or dealer, or write General Electric Home Bureau, Contest Division, 570 Lexington Avenue, New York City.

Home Builders—Attention!

If you have started to build or modernize since February 1, 1937, and will be finished prior to October 31, 1937, write the General Electric Home Bureau, 570 Lexington Ave., New York City, for "New American Home Building Contest" booklet, and give the name of your local Electric Service Company. Valuable information, substantial awards!

GENERAL & ELECTRIC

THE BETTER THINGS OF LIFE COME WITH THE ELECTRICAL STANDARD OF LIVING
House & Garden

will feature

a Comprehensive and Authentic
picture Story of famous

Colonial Williamsburg

in Virginia

offering for the first Time, a complete Analysis and Interpretation of the true decorative
and architectural Meaning of the Williamsburg Restoration

A Handsomely Illustrated 40-Page Portfolio Presenting:

Thirty exclusive full-colour Camera Studies of
Williamsburg's Public Buildings, Dwellings and
Gardens, including hitherto unpublished interior
Views.

Designs for three new Houses in the Williamsburg
tradition, by Perry, Shaw & Hepburn, the
Architects of the Williamsburg Restoration.

A detailed Analysis of the Restoration, describing
its Influence upon present-day Architecture,
Housefurnishings, Decoration and Gardening,
by Richardson Wright.

Practical Information on how to interpret the
Williamsburg Style in Colour Schemes, Furni­
ture and Furnishings, for your own Home.

Also many other distinguished Features

Published with the Official Sanction of the Williamsburg Restoration

On Sale, October 25th, at all good Newsstands, and priced at 35¢
invitation to a delightful home... we mean Progress House, of course, now redecorated and re-opened for the fall season. And very grand it is, with an elegance which dips into both past and future with equal dexterity... and interprets them in terms of present-day living.

but, more than this, we invite you to partake of the same ability and artistry in planning your own home. What the Altman decorators have accomplished with Progress House is a foretaste of the beauty and originality they hold in store for you.
Travel

The American traveler in Europe suggests itineraries, estimates costs, and shows how to save much time for pleasure by booking steampship reservations, airway tickets and such details in advance. American Express Co., Dept. G-10, 65 Broadway, N. Y. C.

Paris International exposition of 1937 is the title of an elaborate booklet that shows sketches of the buildings of the exposition by a French artist and gives an informative story of the exhibits. Frenche Line, Dept. G-10, 608 Fifth Ave., N. Y. C.

The mild southern route. Consult the U. S. Navy weather map (via this booklet), study the record of mid-Democrat route, and plan time to travel in mild weather in all seasons, by the southern route. Frazzle Line, Dept. G-10, 625 Fifth Avenue, New York City.

Saratoga Spa is the place for vacation plans even for what-alls-you? This is the story of how the State has created at Saratoga, one of the fine spas of the world. It also lists hotels (with rates). Saratoga Spa, 661 Saratoga Springs, N. Y.

The Jamaica Bulletin is the official source of facts and information about Jamaica. For general information, send for Bulletin No. 1. For outlines of tours, and facts about sports, write for Bulletin No. 2. The Development Board of Jamaica, Dept. 10, 238 Park Ave., N. Y. C.

Gardening

Bobbink & AtkInns' new Fall catalog features the new Brownell Roses, which include the H. T. Break of Day, among the best varieties of these fine instruments—gives some specific facts on the temperature-relative humidity in the garden. You'll find expert help in the booklets reviewed here.

Write, to the addresses given, for any you'd like to have.

Bulbs from Holland is a 64-page catalog from the Wayzado Gardens, elaborately illustrated in color. It lists Tulips of all types, including the new Gentlemen, Daffodils, Dianthus, and smaller bulbs; hardy rock plants, Roses, and Oriental Poppies. Wayzado Gardens, Dept. G-10, 57th St., New York City.

Stump & Walter's Fall Catalog features a full line of Tulips and Daffodils, with many illustrations in natural color and a great variety of sketches. Lilies and other bulbs. It also includes treated and U.S. bulbs for forcing. Stump & Walter Co., Dept. H, 132 Church St., N. Y. C.

Espalier Fruit Trees, deaunched, trained, permit you to plant necar- trees, peaches or apples from your walls. This folder, with its pictures and prices, will be of interest to those who would like a special Old World charm. Henry LeFranc, Dept. G-10, King St., Port Chester, N. Y.

"America's Trees Are Worth Saving." The Bartlett tree experts introduce you to their research laboratory and school, and to the brilliant work of their graduate "dendricians" in the study of trees. This booklet is bound in a special Old World charm. The Bartlett Tree Expert Co., Dept. G-10, Stamford, Conn.

Schlins Bulbs gives first place to Red Emperor; "king of the Tulips." Also, a complete listing of Tulips of all types—both new and familiar varieties—and the National Tulip Association gives a complete set of information and tips for bulb planting. Max Schlins Seeds, Inc., Dept. G-10, 148 Madison Ave., N. Y. C.

In My Garden is a sprightly story of how one gardener turned a sandy quagmire into a flower garden that grew finer flowers, vegetables and grass. It's a story of heat moss and how to travel in mild weather in all seasons. H. T. Bower, Dept. G-10, Troy, Ohio.

Van Bourgondien's colorful Fall catalog flatters all the brilliant new Tulips and Daffodils in their natural tints—a complete collection from their nursery at Hillington, Holland. Added to these are selected varieties of all the best bulbs for planting now—Hyacinths, Lilies, rock garden bulbs and others, all in color. Van Bourgondien Bros., Dept. G-10, Baylon, L. L. N.

Rain for the Asking is a new booklet on irrigation, reprinted from photographs of Skinner planned systems in Ohio, suggesting the solution for every type of watering problem. It includes a complete catalog of the valves and systems of any size and any cost. The Complete Penetrating rain for lawns, gardens and vineyards. Nuttall N. & W. Construction Co., Dept. G-10, Troy, Ohio.

Vases, urns, settees is a cata log of ornamental ironwork to beautify your garden. Barlow Bros. Co., Dept. G-10, Cincinnati, O.

Gardening

October brings a flood of things to be done—of plans for new homes—for Winter comfort—for Spring bloom in the garden. You'll find expert help in the booklets reviewed here.

Write, to the addresses given, for any you'd like to have.

Building and Remodeling

Concrete Improvements Around the Home is a booklet of ideas for making walks, drives, walls, porch foundations, gutters, drains and other home constructions. SCHILLING & STUMPP & WALTER Co., Dept. G-10, 919 N. Michigan Ave., Chicago, Ill.

Hard Maple Flooring will guide you to a better understanding of hard maple, and will show you how to judge and select a floor for your homes. It shows how three different grades of maple look—when finished, solid or in other materials. Schilling Bros., Dept. G-10, 1799 McCormick Bldg., Chicago, III.

Don't Deny Them... gives you some specific facts on the temperature-relative humidity in the garden. You'll get from this all-over-insulation suggests a simple insulation test that you can try yourself. REVERE Copper & Brass Co., Dept. G-10, 300 Fifth Ave., N. Y. C.

Hard Maple Flooring will guide you to a better understanding of hard maple, and will show you how to judge and select a floor for your homes. It shows how three different grades of maple look—when finished, solid or in other materials. Schilling Bros., Dept. G-10, 1799 McCormick Bldg., Chicago, Ill.

Insulation Glass Block discusses the advantages of architectural glass that saves heat and preserves clear vision in modern homes. It goes throughly into constructions and shows the effective applications of glass bricks in a present-day home. OWENS-ILLINOIS GLASS Co., Dept. G-10, Toledo, Ohio.

Western Pine Camera views show how the old Pines—beauty of texture and grain—become bauble in a modern home. Western Pine Camera Views, Dept. G-10, 1425 W. Adams St., Chicago, Ill.

Bettter Windows is a booklet about the modern Light Sealair Windows, with solid aluminum or bronze frames that will not rust, warp, swell, shrink or rot. It lists many forms of glass, and their applicability show, they fit with beauty into any type of modern home. KANKEE Co., Dept. G, NILES, Mich.

NU-Wood interiors, photographed from actual installations, suggest a score of ways to use this interesting texture. NU-wood is that hard material that takes the place of plaster and plaster in new rooms, or goes over old walls. It installs Wood Conversion Co., Dept. G-10, WYOMING BLDG., ST. PAUL, Minn.


PRACTICAL SUGGESTIONS for the Interesting Use of Paint and Glass in Your Home. This is a helpful, colorful booklet that shows how to use modern transparent and colored windows—ideas for the use of mirrors—beautiful woodwork—cabinets—and stylish interiors that use color cleverly, and exteriors effectively painted. PITTSBURGH PLATE GLASS Co., 2346 Blake Ave., PITTSBURGH, Pa.
CHRYSLER'S AIRTEMP

HOME HEATING ...

Before you decide on any Heating or Air Conditioning Equipment...
Read these facts:

CHRYSLER'S AIRTEMP

WINTER 1 AIR CONDITIONER

COMPLETE WINTER AIR CONDITIONING AT THE COST OF HEATING ALONE!

CHRYSLER'S AIRTEMP presents the greatest heating and air conditioning unit ever built for private homes...the Airtemp Winter Air Conditioner!

Filters, humidifies, circulates and heats the air...at the cost of heating alone!

Available in oil and gas burning models. Four sizes—for homes from $5,500 up. Mail the coupon for more details.

1. Automatic Humidifier adds correct amount of moisture to the air...for better health, greater comfort!
2. Oversize Filters remove dirt, soot, pollen, from the air you breathe.
3. Extra-Surface Heat Chambers extract all heat from all the fuel.

CHRYSLER'S AIRTEMP

THRIFTY 2 OIL BURNER

UP-TO-DATE HEATING PLUS BIG SAVINGS!

THIS GREAT Airtemp Burner brings you modern automatic oil heat at the lowest cost!

It's designed to get all the heat from every gallon of fuel...to cut operating and upkeep costs to the bone...to give long service!

It's suited for new or existing homes. Ideal for converting old-fashioned heating equipment. Mail coupon for full details!

2. Whirlwind Oil Mixer—Mixes oil and air for best combustion.
3. Automatic No-Waste Carburator—Prevents wasteful “after-drip” at nozzle when burner shuts off.

CHRYSLER'S AIRTEMP

THRIFTY 3 WATER BOILER

JUST LOOK AT THESE ECONOMY FEATURES

2. Heat Economizers—Vertical and horizontal flue passages which extract the last usable heat unit from fuel.
3. Quick-Heat Water Passages conserve fuel...heat your house in a jiffy.
4. Boiler and Burner Completely Enclosed in an attractive, heavy steel cabinet.
5. Special Lining of indestructible asbestos prevents loss of valuable heat.
6. Sealed doors and sections assure air-tight construction...for greater dependability and economy.
7. Built-In Hot Water Coil supplies plenty of hot water...the year round.

BUDGET PAYMENT PLAN

Easy terms arranged. Ask your Airtemp dealer about this convenient plan.

MAIL THIS MONEY-SAVING COUPON

AIRTEMP INC (Dept. HG.10)
Dayton, Ohio

Gentlemen: Please send me the details on (check which)

☐ Airtemp’s Oil Burner
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☐ Gas Burning Boiler
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Rest assured—it won't slip, this luscious comforter of crush resistant washable velvet, filled with finest white lamb's wool. All colors, $59.50. Blanket cover, pillow case to match. 920 Park Ave., N. Y.—816 Madison Ave., N. Y. and Greenwich, Conn.

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(PERIOD ABOUT 1760)
SOLID MAHOGANY Inlaid with Satinwood. Size: 36 in. in diameter when open; 18 x 36 in. when closed. Hand rubbed dull finish. A fine table for hall or living room.

SPECIAL PRICE $40.50

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Designed to add taste to your salads. Here are crystal oil and vinegar bottles set in a stand of ebony. The bottles have nice heavy tops. Since these cruet stands are coming into use more and more, this is but an integral part of a more complete buffet set. Cruet stand $10.00 and it comes from Pitt Petri, at 501 Madison Avenue, in New York

This iron will smooth out a lot of traveling troubles. In fact, it's the answer to a long unanswered prayer for a sensible and not too bulky travel iron. Flat and foldable, yet heavy and serviceable, it irons so well that many use it at home. It is encased in a maroon suede cloth jacket. $8.95. Dennison's, 411 Fifth Avenue, N. Y.

Williamsburg Replica
The original of this aristocratic table is to be found in the Raleigh Tavern at Williamsburg, Virginia. The scrolled top is distinctive. The legs are dovetailed into the pedestal. $29.75

Height 27 1/2"—Top 19 1/2" x 19 1/2"

Delivery charges prepaid out of the Mississippi for cash with order

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If you are interested in any of the things shown on these pages, kindly send your checks or money orders directly to the shops. In each case, for your convenience, the address is listed in full.

**Y**ou'll rack your brain a long while to find a better magazine stand than this one. A series of chromium bands are the sole method of keeping your magazines intact, and demonstrating a spirited design. It stands about 15 inches high, and costs $9.95. You can get it from Hammacher Schlemmer at 145 East 57th Street, New York.

**B**ound to bloom effectively on your table is this petal bowl of Italian pottery. It is a rich yellow color, 9½ inches in diameter and about 4 inches tall. To be used for fruits, salads, desserts or flowers. You can also get it in turquoise. It may be obtained for $4.00 and comes from John’s Decorations, 535 Madison Avenue, in New York.

**L**ook carefully at these scenic pillows and you may be able to fathom all the quaint designs that were done by Tony Sarg. They are printed in hand-blocked linen in a multitude of bright cheery shades appropriate for sun or children’s rooms. 6 different motives. Pillows 11 by 17 inches. $4.75 each. Eleanor Beard, 446 Park Avenue, New York.

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**Substantial Log Holder**

- of solid brass, 23" x 15" x 9" high.
- $7.50

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- 18 inches high
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Be sure to have a set of these new, hand-painted tin plates, in assorted patterns—our very latest exclusive feature.

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<td>Cheese Tray</td>
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are these graceful cast brass andirons, hand tooled and finished by the most skilled craftsmen of our time.

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Beautiful hand-blown rock crystal urns, having all the grace and beauty of past centuries. Just right for the buffet, server, table or fireplace mantel. Can be used any number of ways. Stand 9 1/2" high. Especially priced at $7.50 each.

Write for Catalogue "G"

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613 LEXINGTON AVE.-N.Y.

Italian Sandwich Plate 14" diameter
Flower decoration in soft red, blue, yellow and green, $3.50 postpaid. Also available, 7 1/2" Italian plate, sloped edge, fruit decoration in yellow, green and plum, $3.50; matching bowl of same fruit decoration, $2.75; two pieces, $6.00. All Postpaid.
Illustrated folder of unusual wood, leather, glass, pottery and jewelry pieces sent upon request.

THE JOSSELYNS
125 Mt. Vernon St., Boston, Mass.

SHOPPING

Chinese pillows, these vases are called, because they're made in the shape of old Chinese pillows. These are pottery jars with a porcelain glaze in green, blue, cream, white, orange or yellow, and serve as excellent settings for modern flower arrangements. Height 7", $1.75 apiece, Gunn & Latchford, 323 Fifth Avenue, New York.

Naturally this picture is designed to make you hungry. But the pâte de foies gras is contrived to appease the most demanding of appetites. What's more, it is imbedded in a special pie crust. The foie gras is from Strasbourg, where the art of blending livers with truffles is unsurpassed. $3.00 the lb. Vendome, 18 East 48th Street, New York.

The season for seasonings is unlimited. Here are a salt and pepper combination designed after Colonial and old Georgian themes. Substantial solid silver bodies practically guarantee long and useful service. Open salts are priced at $12.00 the pair. Peppers cost $20.00 a pair. George C. Gebelein, 79 Chestnut Street, Boston, Mass.

Although no well-mannered baby should kick at an arrangement like this, still it's a kicking pad made expressly for the benefit of obstreperous youth. The washable terry cloth pad is backed with a detachable rubber sheet lining, for reasons unexpressable. Pink or blue. $5.75 with pillow. Maison de Linge, 290 Park Avenue, New York.

THE "RICHMOND"—hand made, wool yarn, fast colors. Background of pale grey blue. Flowers are pastel shades of peach, yellow, blue, rose, apricot, with light and dark green leaves. Framed in a scroll of cedar, fawn and beige. Mail orders filled promptly.

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Send for booklet "A" showing other designs

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Intensive training in the selection and harmonious arrangement of period and modern furniture, color schemes, draperies, wall treatments, etc. Faculty composed of leading New York decorators. Cultural or Professional Courses. Also two-year course in Design. Day or Evening Sessions.

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THE HOUSE OF HOOKED RUGS
515 Madison Avenue, New York
Send for booklet "A" showing other designs
**AROUND**

These fine old fellows are effigies of Chinese Buggers originally sculptured in the Tang Dynasty—a long long time ago. About 7 inches tall, they are finished in a part-glaze in green and beige color. Splendid for figurine or lamp bases. Priced at $17.50 the pair, they may be obtained from The Pagoda, 65 West 46th Street, New York.

Bound for a home run itself, is this pitcher with its exquisite simplicity of design. Has a two quart capacity, and holds lemonade in the summer, hot chocolate in the winter, water ad infinitum. The Kensington metal won’t tarnish, and comes in a smooth finish like old silver. $10.00. Personality Decorating, 142 East 57th Street, New York.

Excellent for Scotch, these plaid cocktail napkins. A package of 6 of these authentic clan Tartan plaid in gingham come packed in Celophane for $2.00. Use for the Bonnie Prince Charlie, Royal and Dress Stewart, Colquhoun, Malcolm, and Black Watch also included. W. & J. Sloane, Fifth Avenue and 47th Street, New York.

Due for a voyage into many lucky homes is this globe, if it’s properly appreciated. To begin with, it’s a serviceable worldly map, but above all it’s made of glass which lights. Effective as well as instructive at night. Remember this for a boy’s Christmas. Bronze stand, $16.50. Modernage Furniture Co., 162 East 33rd Street, New York.

**Sheffield Reproductions—Silver on Copper**

Stunning champagne cooler or flower holder. Note the interesting detail work. 9½" high and 10½" across top. $27.50.

Salt and Pepper set with lion’s head feet. Salt has a blue glass lining. Pepper is 5½" high. $7.50 pair.

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Write for new catalogue of fireplace equipment and Sheffield reproductions.

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103 Allen Street, N. Y. C.
MODERN MARTINI SERVICE
Cut crystal Martini Mixer with silver-plated top and muddle; 1½-quart size with or without frosted three-letter monogram, $15.

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Entertaining takes on added smartness with the warmth of richly figured Bentwood Trays. Genuine wood throughout, in many shapes and a variety of rare woods. Strong, light weight, washable. Will not warp—spill and stain proof. Sold at good stores and smart gift shops. Look for the Bentwood trademark.

Hartwell Walnut Bentwood Tray No. 170, 15½" diameter, illustrated.

S. E. OVERTON CO.
SOUTH HAVEN, MICHIGAN

Floral Printed
CREPE BLANKET COVERS
Beautifully lace trimmed and fully tailored, they lend a note of luxury to the bed and protect the blanket as well. Trimmings on three sides and two insertions are of Breton type lace. Corners are hand-mitered with exacting care. Colors: Peach, Maize, Pink, White.

Single Size
$8.75
Double Size
$9.75
Distinctive 16-inch, three-letter monograms in round, kite or diamond designs... $2.50 additional.

Mail and phone orders receive prompt and careful attention.

McGibbon
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SHOPPING

News is good news, in this instance. This little rack takes care of your early morning paper in the most cheerful manner—regardless of the actual news. Fashioned in silver plate and sturdily made, incidentally, it saves leaning the newspaper on the coffee pot. $3.50. Abercrombie & Fitch, Madison Avenue and 45th Street, New York.

Knock, Knock, who's there? James Madison of course written right on this brass door knocker. So his name, or yours as the case will be, enables callers to be sure of their locale, and you to be greeted with only your own guests. Colonial reproduction, Seven inches long, $2.75 from Art Colony Industries, 51 West Third Street, New York.

Modern with a capital M in the case of this desk set, although the initial it will have will be your own. It's made of cork combined with walnut, and seems especially suitable for a boy's room, or library. Pleasant indeed is its surprising price of $5.00. It comes from The Modern Home, 65 Chestnut Street, Boston, Massachusetts.

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CREWEL EMBROIDERY
On Imported English Linen Damask

Unusual, distinctive wedding gift; Portfolio or desk pad on blue, copper, gold, green, white. Original design 14" x 19". $35.00 complete. Materials for making, with instructions, $9.50. Mounting $16.60.


Samples, sketches, estimates for other crewel pieces and needlepoint. Turkey work for rugs sent upon request.

MILDRED MOWLL
Designer—Needleworker—Decorator
15 Fayette Street Boston, Mass.

LEAVES that are due for a very good Fall when they decorate these colorful hand towels. Made on ivory linen, the leaves come in Turkish red; navy blue; two tones; peach or dunrobin and gray; gold and brown; two tones of green. Certainly one of these will add to your bathroom scheme.


No small fry is this shallow pan. It's of genuine French earthenware that can be used as a baking pan or casserole dish and served at the table. The handle is especially easy to carry. Fry eggs with it, steaks, or chicken. 8½ inch size $8.75, 9½ and 10 inch sizes, proportionately priced.

Razan Français, 666 Fifth Avenue, New York.

DUE to sleep soundly is the baby who rests his head on this lovely pillow and case. The case is a luscious pale pink crêpe de Chine, hand appliquéd, and embroidered. The pillow inside is covered with satin and filled with the softest of white down. Set complete $16.50, from Grande Maison de Blanc, 746 Fifth Avenue, New York.

Photo Frames

Photographed and priced:

— 70 antique solid silver, four piece, tea and coffee service of Georgian, Victorian, Early American and French origin priced from $200 to $750. Photographs on request. We specialize in Antique Silver of every description for the home; also Sheffield; China; Furniture; Jewelry, and Weapons.

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To fill in your inactive and obsolete patterns of flat silver. We have arranged more than two hundred of these patterns, such as:

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This silver has been refinished and is offered in first-class condition and material under the price of new silver.

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We have imported stainless steel and Sheffield plate, as well as antique and new Sheffield.

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ICE CUBES— 
AT YOUR SERVICE
Dispense with the old ice tray trouble. No holding up parties when you have a CHROMIUM THERMOS ICE BOWL. You can load it with enough cubes for a double-barrelled evening of entertainment. And—they're always on tap in tip-top shape!

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Erkins Garden Ornaments
Knowing how hard it is to find figures in pairs, we had this dancing boy especially made to go with the dancing girl that is so popular. It makes a most attractive pair and comes in either lead or bronze.

Prices
In Lead
21"—$50.00 each
16"—$25.00 each

In Bronze
21"—$95.00 each
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Ready to Serve DELICACIES
Fresh Russian Caviar

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Fresh Turkey

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Stuffed or Unstuffed

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Fresh Flowers

When ordering, please state the number needed.

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The Importer-Center Specialists
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123 East 24th St., New York

**SPECIAL WEDDING GIFT OFFER**
The new Bride will adore the exquisite pattern in BATES rayon damask luncheon set. It washes beautifully and the colors are fast.

54 x 54 with 6 napkins...$4.10
54 x 72 with 8 napkins...$4.60
72 x 90 with 12 napkins...$6.50
Choice of Blue, Rose, Green, Gold or all White.
Attractively Boxed
Send check or money order
Postage paid.

TIDE MILL TAVERN
SOUTHPORI, CONN.

PINEAPPLE is commendable in more ways than one. This deviation from the general trend of pineapples shows a charming white glass-covered jar, to be used for pineapple slices, compote or whatever, depending upon your imagination. Stands one foot high, $8.95. Comes from the Decorative Galleries of Neiman-Marcus, Dallas, Texas.

SOLID WALNUT or MAHOGANY
COLONIAL NIGHT TABLE
Special Price
In Solid Maple, only $20.00

Simplicity, Distinction and Value characterize this Colonial Style Night Table. Size of top, 18 x 13 in., height, 29 in. Beautifully made and finished. Shipped promptly.

SPRING DALE
P. O. Box 325, CHESTER, S. C.

Here's to a clean sweep on wash day. Each packet of this Jalma will softly wash a sweater, gloves or lingerie. And it takes out ink, lipstick, oils, Grand for personal laundering at home or on route. Box of eight washings, 25 cents. Larger box of fifty washings, $1.00. Lewis & Ginger, 6th Avenue at 45th Street, New York

Fireset—all set. For a good winter at least. If you can use this attractive group of fire tools. Entire combination costs $37.50. Separately, the solid brass andirons 22" high, cost $19.50; the space-saving fireset to match, $9.50 complete; and the fender 42" by 12½" deep, $20.00. Express extra, Adolph Silverstone, 21 Allen Street, New York

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116 N. Morris Street
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**LAWSON DAVENPORT**
Correct Lines in Solid Comfort
IN PLAIN
RED, BLUE, GREEN, OR TAUPE
$70.00
AROUND

VERY saucy indeed is this distinctive gravy boat. It is double lipped, easy to manipulate, and made with a mahogany handle to keep out accumulated heat. Beautifully trimmed with a fine gadroon edge, it is 5 inches wide, and 3½ inches deep and formed of English Sheffield silver. Priced at $15.00. Olga Woolf, 569 Madison Avenue, New York.

Some perk to this coffee pot! Not to mention its purely practical facility for enabling you to determine coffee strength effortlessly. A very handy gift commendable for a bridal kitchen shower perhaps, or for yourself. This is a four cup size, and costs $2.75. Clover Leaf Crystal Shops, 58 East Monroe Street, Chicago, Illinois.

No use getting into a jam when it comes to your preserve supply. Hence this grand lineup of household sweets. And far-famed is the delicious flavor of the brandy peaches and cherries ($1.75 each); spiced figs and crab-apples, fresh Green Gage plums; and fresh sugarless pears ($1.25) each. Dean's, 73 East 57th Street, New York.

MARY, Mary, how does your garden grow?—answered charmingly in this outstanding volume devoted to new gardens. Ten different, specially drawn plans are included, besides ideas on planning, planting and furnishing the garden—not to speak of lovely garden photographs. $4.50 and worth it. The Studio Publications, 381 Fourth Avenue, N. Y.

THREE SITUATIONS...and how to save them


CANT FIND THE RIGHT TIE? Use this Tie Rack! Displays up to 36 of your ties in the sweep of an eye. Hinges flat against door or wall, and pulls out to reveal your choice. 22 inches wide. Chrome, $3.95.

SLIPPING IN THE TUB? Use a Sav-A-Fall Mat! Protects against dangerous falls and broken bones. 56 suction cups anchor rubber mat in tub. Blue, green, white, peach or maize, $2.50. Hand-grip, $1.50.

LEWIS & CONGER
New York's Leading Household Store
45th Street and 6th Avenue, New York, N.Y.
Vanderbilt 3-0571

“TILOWEB” Bath Sets
(May be ordered by mail)
PEACH NILE MAIZE BEIGE
POWER BLUE WHITE
TURQUOISE
5 piece monogrammed bath set $14.75
15 piece monogrammed bath set $35.00

A simple and inexpensive way to freshen and change the whole appearance of your bathrooms this Fall is to utilize the almost magical effect of a “TILOWEB” Bath Set. The individually designed monograms add a further color note to complete your color ensemble.

The beauty of color and weave in TILOWEB is matched by their practical qualities—a friction surface, high absorbency and liberal size, that give a quick, invigorating finish to the bath.

“TILOWEB” Bath Sets
(May be ordered by mail)
PEACH NILE MAIZE BEIGE
POWER BLUE WHITE
TURQUOISE
5 piece monogrammed bath set $14.75
15 piece monogrammed bath set $35.00

Transformation Scene

A simple and inexpensive way to freshen and change the whole appearance of your bathrooms this Fall is to utilize the almost magical effect of a “TILOWEB” Bath Set. The individually designed monograms add a further color note to complete your color ensemble.

The beauty of color and weave in TILOWEB is matched by their practical qualities—a friction surface, high absorbency and liberal size, that give a quick, invigorating finish to the bath.
Service by Spode, bright flowers, brown bands. Dinner plates, $19 a doz.; crystal goblets, $16 a doz.

Royal Cauldon service, gay flowers, crimson band. Dinner plates, $17 a doz.; crystal goblets, $15 a doz.

English service, with platinum lustre band. Dinner plates, $41 a doz.; soup cups and saucers, $55 a doz.

A Besse Cooper production in rust or green color. Dinner plates, $12 a doz.; crystal goblets, $6 a doz.

China and Crystal

Ovington's is the gathering place of the loveliest and newest china and crystal from the world's celebrated potters and glassmakers.

Ovington's
Fifth Avenue at 39th Street - New York

Blanket Cover de Milan — The soft lustrous splendor of this Lace and Satin Blanket Cover harmonizes gracefully with the quiet luxury of the boudoir. Entirely hand-sewn and bordered with the finest ecru Milan lace, this exquisite piece comes in peach, ivory, white, blue, maize, ecru. Special shades upon request.

Single Bed $49.75 Double Bed . . . $59.75
Matching Pillow Case 19.75

Leron
745 Fifth Avenue
New York City
Newport
Paris

SHOPIING

Tisser springlike maidens bloom under titles of "Melissa" and such about 8 and 9 1/2 inches tall, they hold in their skirts tiny sprigs of flowers. Formed of Grecian so enameled in such pastel colors as turquoise and yellow, pale pinks, blue. Choice of several designs. Use them for tablecenterpieces. $5.00 a piece. Gerard, 48 East 48th Street, N.Y.

For the benefit of those goodly folk who harbor birds which are not to be poached upon, here is a Bird Sanctuary sign. Besides its softly colored, weatherproof design in terra cotta, it carries a refillable suet bar for the feeding and perching of birds. $10.00. Malcolm's House & Garden Store, 524 North Charles Street, Baltimore, Maryland

Possibly this shell will start you on a buying wave—or at any rate give you an idea for a wedding gift. It is large enough for candies or nuts, its diameter is 9 inches, and could also be used for cocktail tidbits or ashes, despite its stateliness. Fine silver plate, $10.00. Julius Goodman & Son, 43 South Main Street, Memphis, Tennessee

English Bone China

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DOGS OF EUROPE

Half the world spends its energy persuading the other half to change its mind about its politics or its fashions and in some instances, about its dogs. But aside from any desktop arguments that may be advanced to the contrary, the case of the Poodle, as a companion and show dog, rests upon his almost human intelligence, his versatility and upon the style and beauty of his movement in the ring. No one can take these things away from him.

Four years ago, we spoke of coming interest in the Poodle in this country, of his capabilities for training; we held fast to the slim threads of his triumphs in the show rings that year, and we summed up with an appeal for a better understanding of the background of the dog and of his part in the scheme of canine things. In the light of events during the intervening four years, our belief in the Poodle at that time seems to have been substantiated. People no longer dismiss the breed with a shrug; they are more willing to discuss his marvelous showmanship, his soundness and, above all, his remarkable tractability.

If figures mean anything, it might be noted that at the 1928 Westminster Show only three Poodles were entered in competition as against the figure of fifty-nine years later. The winning of a Non-Sporting Group by a Poodle four years ago was considered a precedent. In 1936, Poodles were placed Best in Show nine times. In glancing through the Poodle registrations with the American Kennel Club for this year and last, we are struck with the increasing number of kennel owners and pet buyers who are evincing a new and very definite interest in the breed.

What the recently organized Obedience Training Classes have done to foster this interest cannot be accurately estimated. But it is safe to say that with attention focussed on...
An old-fashioned breed comes back into style and regains its place as a fine family retainer with a special flair for brain-work on this type of work at shows, the public is coming to realize more and more, that behind the artistic trim of his coat, the Poodle is perhaps the most amenable to the rigors of training. He shows a flash, an understanding of what the work entails and brings an intelligence and a nice sense of discrimination to the fore.

The very thing that is most interesting in Poodle history—the reason for and the methods of coat trimming—seems to have exerted a strong influence in the wrong direction as far as the popularity of the breed is concerned. People are prone to regard it as a ludicrous affectation, a remnant of the “gilded-cage” era, without realizing that the reason for the coat being clipped in the first place was to afford the dog greater freedom in water retrieving work. They don't realize the Poodle’s early background.

His was not the role of a fashion plate, and the clipping was designed primarily for utility purposes. When his fame as a “duck dog” became well known throughout the provinces of France and later on spread to the English countryside, the intricate clipping mode came into being. As in all things, Poodle owners went to the limit—the family crest or coat-of-arms being often worked out on the coats of their Poodles by means of careful clipping.

Today, however, there are two standardized patterns of clipping, the Continental where the hind quarters are bare with rosettes on the hips and hocks, and the English or saddle clip in which a short clipped blanket of hair covers the hips. In the final analysis, the contention of the practical Poodle man is that the clipping process is one of ancient tradition;

(Continued on page 30)
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it facilitates the movement and agility of the dog and enhances its dignity and style.

When we come to the origins of the Poodle, we have to contend with varieties of opinions and innumerable theories, for it has only been within the past fifty years that any kind of scientific research has been made on the beginnings of the recognized breeds. It is the belief of many that the original home of the Poodle was the desert-swept country around Algeria and Morocco and that he was brought to Greece and Rome countless centuries ago. It is all a mixture of much legend, little fact and individual choice. "You pay your money and take your choice."

The general consensus of opinion, however, is that the Poodle is strictly a German breed, for the word. "Poodle," is a derivative of "pudel" applied to the breed because of its ability in water retrieving. Because of the popularity of the Poodle in France both as a sporting dog and a circus performer, it was conceded for a time that his background was strictly a French one. This was discarded in favor of the Teutonic theory as to his origin by a majority of English and American breeders.

Be that as it may, It still remains that the Poodle has retained all the unique characteristics of his breed for many hundreds of years. It is only necessary to study the painting, "Laying Down the Law," by Sir Edwin Landseer, executed a century ago, to realize the truth of this statement. There is the wise, sagacious look, the remarkable resemblance between the white, dark-eyed and black-nosed Poodle and our present-day champions.

What Peter Scheithin wrote in 1840 about the Poodle is such a true representation of the dog, his ability and his character that in speaking of Poodle traits and disposition, it comes instinctively to mind:

"All that is clever and brave in a dog is united in the Poodle. Renowned for his power of scent and memory, true to death, he has skill in art, in learning what the master wishes, and is very good at play. He teaches himself, he imitates man, he has moods, and in one of his moods he will learn nothing and behave as if he were dull and stupid, quite good at acting boredom; at other times he is active and curious, some-
times he will run to your help, he will feel compassion, will laugh and cry, pour out tears and jump for joy. In him all is psychic; in all other dogs the instinct commands; in him there is more intelligence. It is perfectly useless to chastise him, as a beating fills him with anguish and you get nothing out of him. Children are specially fond of him as he is tolerant of all childish tricks."

When we come to the physical characteristics of the Poodle, it must be remembered that next to soundness and intelligence the most necessary attribute of the breed is style. This is produced by a natural liveliness of action, and the proportions of the length and height. He should be a grand, elegant-looking dog, well built and with a fine, proud carriage that is accentuated by the spirit and litheness of his stance and movement. It is the belief of a German professor that the outstanding features of the Poodle's brain are the combination of the great extension from the eye to the back of the neck, and his high arched forehead. All in all, the Poodle must be stylish and beautiful to look at, sweet tempered and intelligent to live with, and strong enough to be used for outdoor or sporting purposes.

Coming back to the question of coat, there are two varieties, the corded and the curly. The coat of the corded Poodle is allowed to grow to an abnormal length and is care­fully cultivated to that end. The coat of the curly is kept short (Continued on page 32)

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Next to soundness and intelligence, the most necessary attribute of the Poodle is style. Carillon Bon Cœur and Carillon Celeste, the winning Non-Sporting Brace at the 1937 Westminster Show, Mrs. Whitehouse Walker.

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At pet, drug, dept. stores.
outlasts 2 ordinary cakes.
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the greater comfort and
beauty it gives, always
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free from doggy odors. Kills
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shine, his hair a silky soft­
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will be healthier, better-looking and more abundant if you use
FLEA OFF
regularly. Start now and continue all winter. It's the best all-year-round coat-
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BETTER
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w ith the 6 Use
dog soap that

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With only one coat
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ful. That's why I like Marco. It's not
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contains Kelp. You know, Kelp is the
sea vegetable that contains organ­
ic iodine—and that's what gives
my coat its lustre and brilliance.
Sold at all good groceries

MARCO
Dog and Cat Food
CONSGNATED COMPANY
5th and Gray's Ferry Rd., Phila.

Just now these white, unclipped Poodle puppies aren't worrying too
much about show or obedience test triumphs, though they will undoubt-
edly chalk up future wins for their owners, Mr. and Mrs. J. W. Gress
and is combed out, which explains the fluffy appearance. The
two varieties are identical in the shape of the head, body,
properties and legs. They are further subdivided by size
and color. In the corded Poodle, the coat has been cultivated
to such an extent as to render the movement of the animal
almost impossible. As a matter of fact, it is doubtful whether
many Americans have ever seen this type of Poodle out-
side of the few kennels in Switzerland, Germany and England,
where it is still to be found.

The Miniature Poodle, with a maximum shoulder
height of just under fifteen inches, is a replica of his larger
brother, is equally intelligent, takes up very little space, and
is a delightful companion for the small apartment, being very
clean in the house and perfectly behaved. Soundness and
activity are every bit as important in a Miniature as they
are in the Standard. The difference, really, is purely a matter
of physical size.

The attractive physical features of the Poodle are a
dark and keenly intelligent eye, long clean-cut head, short
body, well-balanced frame, and beautiful straight forelegs.
Every movement of the dog reveals unmistakably his sym-
metry and a coordination of his moving parts, naturally
required in a dog capable of unlimited activity and cat-like
agility. In the matter of color, the Poodle can be any solid
or even color. The white, the silver, the blue, the cream or apri-
cot should have dark or black eyes, lips, nose and toe-nails.
The brown and the red should have dark amber eyes, dark liver nose, lips and toe-nails.

The chief points to look for in a puppy of two to four months old, whether standard or miniature, are dark eyes, narrow skull and great length of head, a short back and well-sprung ribs, good, clean neck and shoulders and absolutely straight forelegs. The faults to be avoided are full and well-sprung ribs, good, clean neck and shoulders and too, in addition to companionship and Iraclability. And in four months old, whether standard or miniature, are dark liver nose, lips and toe-nails.

The brown and the red should have dark amber eyes, dark in which they are so prominent.

all these traits and qualities, there is perhaps no other breed popularity of the Poodle in this country during the next decade. The deciding factor is diminutiveness. Ceiiir-v nf Miss Miriam Hall I in: Miniature Poodle. Ch. Cartlane Bricolfur. Soundn-ess and ai-

Right now, it is unsafe to make any predictions on the popularity of the Poodle in this country during the next decade. It is unsafe not because the Poodle lacks any of the characteristics demanded in the ideal dog; but rather he is blest with an abundance of them. We are more and more reverting to utility in our dogs. We want beauty and style, too, in addition to companionship and tractability. And in all these traits and qualities, there is perhaps no other breed in which they are so prominent.
A NEW SHOP of eleven inspired rooms... eye-filling proof that smartness at small cost is no myth! Each of the rooms is the size you get in the average small house... decorated in lovely, unprecedented color harmonies and furnished with pieces knowingly selected for design and proportion. All are so refreshingly new you'll want Sloane decorators to work with you over your particular furnishing problems. And all, we repeat, have been done with an uncompromising eye to the cost. Above is an 18th Century living room... typical of Sloane distinction and quality at limited cost. But should your life be in terms of forty-foot drawing-rooms, remember that at Sloane's you'll also find rare antiques and reproductions. For whether it's smartness on a budget or the finest in furnishings, SLOANE DOES BOTH.
Cover design by Edna Reindel
85. Booklets for the asking
10. Shopping around
24. House & Garden’s real estate
28. The dog mart
37. The bulletin board
38. An American rug in Paris
39. Planning the minimum home
42. J. P. Morgan’s iris garden
44. Town house
46. The pageantry of fall
By W. H. Oliver
47. Autumn oaks
By George Inness
48. Fabric trend
50. For fall festivities
52. We shall have music
54. Grow your own wildflowers
By S. Judson Ewer
56. New assistants for your home
58. Special collection for convenience
60. Hampshire House
62. New wallpapers
63. Questions and answers
64. Furniture highlights
66. Air conditioning analyzed
67. A stable in Washington Mews
70. Some like it—hot
72. New garden in old Chelsea
74. Pine barren beauty
By Louise B. Wilder
76. The gardener’s calendar
106. House & Garden’s travelog
110. The garden mart

and in November...

- Colonial Williamsburg, first capital of Virginia, restored today to striking magnificence, will be the feature of the November issue. In addition to regular departments, forty pages, many of them full color photographs, will be devoted to Williamsburg, showing the decorating schemes, furniture arrangements, and the charming gardens.

From the inspiring cover to the last line of interesting and authoritative text, the November issue will be more fascinating in content and luxurious in presentation than any single issue in House & Garden’s history.

RICHARDSON WRIGHT, EDITOR • ROBERT STELL LEMMON, MANAGING EDITOR
MARGARET McELROY, ASSOCIATE EDITOR • JULIUS GREGORY, CONSULTANT
For generation after generation, brides have thrilled at the luxurious thought of starting housekeeping with a complete stock of Wamsutta sheets and pillow cases.

In piles as white and smooth as snow, Wamsutta Supercale makes the loveliest of trousseau presents...and the most practical because it launders so perfectly and wears so amazingly long.

You will find that the salespeople in the Wamsutta sheet departments are old hands at helping to select the right sizes and quantities. They'll be glad to advise you about all sorts of trousseau requirements, large or small, and to show you Wamsutta Supercale sheets and pillow cases in as many hemstitchings, colors, and styles as any bride could wish.

WAMSUTTA MILLS, NEW BEDFORD, MASSACHUSETTS
Since 1846 - The Finest of Cottons

WAMSUTTA Supercale SHEETS
REG. U. S. PAT. OFF.
Our Next Ideal House

The design for House & Garden's 1938 Ideal House, which we announced for publication in this number, has been unavoidably detained, so to speak. Mr. Perry S. Duncan, first-prize winner in our Architects' Competition this year, is hard at work on the plans—but you can't attain perfection overnight—or even over two nights. So, with your permission, we crave indulgence and, in the same breath, promise the new Ideal House in the earliest possible issue.

Little notes

Probably there is nothing we can do about it. Italy and Paraguay are two countries that have no national flower. In the Garden of Peace of La Plata in the Argentine, forty-six other countries are represented. Maybe you didn't know it, but in that garden the United States is represented by the Wild Rose. . . . In a recent showing of furniture at Grand Rapids, forty-two new finishes, bleaches and tones on wood were counted. . . . An architect is known by the skill with which he makes his clients conform their wishes to his taste. . . . A Middle-West hostess, entertaining a large group of gardening ladies, gave them a terrific thrill by decorating each of her rooms with a different flower arrangement and had all her hangings and slipcovers dyed to match. . . . Woman's eternal alibi on a shopping tour abroad is "So many times you want something like that." . . . Moles and field-mice dislike the odor of Crown Imperials. Consequently if you want to protect a Tulip border from the depredations of mice, plant a few Crown Imperials near them.

Butterscotch filling

For several years now we have been on a still hunt for the recipe of the butterscotch filling we once tasted in a tart. Here is how it goes: five tablespoons of granulated sugar, one cup of milk, two tablespoons of brown sugar, two egg yolks, three tablespoons of cornstarch or flour. The milk and the granulated and brown sugar are cooked first in a double boiler. Then beat up the egg yolks with three tablespoons of sugar, adding cornstarch as you beat. Pour this over the hot milk and continue heating. When you have it all well mixed, set it aside to cool.

Beetle battle

Public service, it seems, does not always bring its own reward—at least, not in this slightly woozy world. We are thinking of the devoted (and wealthy) gardener who, to do his bit in ridding the neighborhood of the destructive Japanese beetles which were beginning to invade it, purchased a large number of special traps and hung them at intervals about his broad grounds. The bait, of course, was a scent peculiarly seductive to the Nipponese marauders, and they hastened thither from far and near—ye gods, how far and near! In no time at all the whole place was swarming with beetles, and since they couldn't all get into the traps, the damage they did to flowers, shrubs and fruit made the estate look like the Argoine Forest after the Armistice. A lot of them naturally spilled over into adjacent gardens, and that didn't help a bit.

There is a moral in the tale. Don't set out on a beetle trapping crusade unless all the neighbors will do the same thing. Community action will help, but lone-hand effort is a headache.

A Night in Autumn

I cannot be certain. . . . While I slept
The pine, reluctant, may have bent.
Even as I dreamed I wept
The wind her warning may have sent.

Birids may have dropped in distant lakes
With weary wings and cold with flight—
I think about them and it makes
Me restless through the Autumn night.

Leaves may have loosened, flowers died
With no one there to watch or weep
And who love the mountain side,
Each tree, each bird . . . how can I sleep?

HELEN E. MURPHY

Against the sun

Paris is bursting out with amber-colored Celophane show-window shades. These cut off the rays that would bleach objects in full sunlight and still allow passersby to see what's displayed within. These might be applied to sunny rooms in houses where sun glare is objectionable and yet light is highly desirable.

Serious information

With the world at sixes and sevens and Spaniards shooting each other and Orientals doing likewise and the United States government going deeper and deeper into debt, we stub our toe and fall flat before a newspaper item that solemnly informs a weary civilization that "white starched crochets makes square or round photograph frames; the effect obtained is similar to the Victorian lace-paper or luncheon doily".

Canine compliment

The question of why dogs "take" to certain people is often one of the least explicable of mysteries. One encounters it generally among adults, but occasionally it is demonstrated by very definitely juvenile members of the genus homo. Just the other day we saw such a case—a particularly notable one, because it revealed a mutual sympathy bordering closely upon hypnotism. A very small boy of our acquaintance, frequent visitor in a household ruled by a typically dour brindle Scottie, is the genius of the play. No sooner does he arrive and seat himself on the top one of the verandah steps than the normally reserved terrier squats beside him and begins a thorough ablation of the small adjoining cheek with an amazingly Long and skilful tongue. Within a minute both heads are nodding gravely in unison set by the lingual stroke—a wholly unsanitary but evidently enjoyable condition which continues until some horrified grown-up notices it and shrieks, "Arthur! don't let him do that!"

Palms for Parmentier

With a not too decorous rattle of knives and forks, the French people this year are celebrating the 200th anniversary of the birth of Antoine Augustine Parmentier. On menus the world over Potatoes Parmentier has been an accepted dish for many decades, and it was only right that it should be so named. Parmentier, whose life span extended from 1737 to 1813, besides being a botanist and gardener of note, popularized the Potato in France. Before this time the French were a little wary of the humble spud. He even showed them how to make flour from Potatoes. For all of which they are deeply grateful.
AN AMERICAN RUG IN PARIS  Gustav Jensen designed it, Karagheusian made it and the Paris Exposition displayed it as an outstanding example of an American machine-made floor covering. The rug has an asymmetric design bordered on only three sides. The ornamental or rug unit can be placed wherever the furniture requires, the plainer border fitting the rest of the space. It inspired this Contemporary Classic room with furniture designed and executed by Joseph Mullen
O NLY a few years ago the truly small home—what we may call the minimum home—was seldom the subject of enlightened architectural study, and then only in such special cases as would afford us but slight example. For the most part, those homes which comprised simply a living room, a kitchen, two bedrooms, and a bath were about as blunt a statement of shelter as could well be imagined.

What has happened to change this condition is that more and more people have wanted homes either for week-ends or for year 'round living which should satisfy the requirements of their good taste yet remain within the limits of strict economy. They have enlisted the help of some of the country's leading architects in planning homes which could be built and maintained at a cost not much exceeding the rental of a small apartment. The minimum home became a new problem in design, with implications of far reaching significance. As it stands today, subject though it is to still further improvement and development, our minimum house has not only won acceptance in the field of distinguished architecture but has set new and important precedents in that field.

When the architects tackled the problem of designing this smallest practical home, they had to reexamine quite a number of traditionally accepted notions, questioning every decision they made, being sure that in their designs every part had a legitimate function and fulfilled it, and that no part was wasted. Being thus challenged, it is not altogether surprising that their solutions soon began to take the form of something new, something with character and individuality—without exaggeration, a different conception of home design. When one has to work within the confines of strict economy, there is room only for logic, skill, and the art which makes beauty out of utmost simplicity.

Perhaps you had not realized that the planning of a very small home demanded so much. But any good architect will assure you that it is more difficult to design a small home than a large one; and, we may add, the demands upon the client's intelligence are proportionately greater, as this article will attempt to make clear. The important point is that it has become possible to build and own a home which will not exceed the practical minimum in cost and upkeep, yet which will be in every sense a home—practical, enjoyable, and a good investment. Here we suggest an intelligent approach to building such a home.

In the first place, don't assume that by hiring an architect you will have transferred all responsibility and need concern yourself no more until the time comes to move in. We doubt that you could have better insurance for your investment than a good architect (whose fee in the case of a minimum home is considerably less than what he will save by shrewd planning and skilful design) but we suggest that your first step be to inform yourself thoroughly of the aims of the minimum home so that you will have appreciation both for those things which it contains and for those things which are wisely omitted. You and your architect will then work together with greater enthusiasm and with far greater assurance of success.

In essence the problem of planning the minimum home is a matter of reducing requirements to the essentials, and then organizing these essentials into an efficient, comfortable, and attractive place to live. Therefore, put away for the moment all preconceived ideas of what a home should contain and think rather in terms of what you actually need. You will not have given this much study before you find yourself thinking in terms of normal family activity, which is the perfectly sound approach. We need living space, sleeping space, bathroom, and kitchen space, storage space and a place for heating equipment.

When we have got our minimum requirements fairly well in mind we are in a position to discuss them with our architect (the best architect we can find is not too good for the exacting work of designing this house) and submit to him the problem of organization. It is not unlikely that we will find our minimum requirements are not as practical as they seemed, nor as easy on our bank balance as we had hoped. But, after a period of adjustment and compromise, and some skilful juggling on the part of the architect, we may expect our house to emerge with adequate provisions for all our activities and rather the better for having been shaken down to fundamentals.
This modern interpretation of the small home was designed by the distinguished New York architect, William Lescaze. While the scheme departs a little from strictly minimum requirements, it conforms admirably to the economical yet attractive planning which should characterize small home designs. The study is provided with a large closet and a lavatory and will serve adequately as an occasional guest room. Partial separation of the dining room from the living room is accomplished by a glass brick panel.

It is not our intention here to be specific about how many rooms a minimum home should contain, because minimum in the case of a family of four might be a bit large for a family of two; similarly, the cost of such a house will vary according to the individual's practical requirements. But we do want to suggest certain items which have helped to make the very small home as satisfactory and enjoyable as it is. Starting with the minimum home as a basis, what we have to say applies not only to the smallest practical home, but to plans which have had certain essential additions made in the same careful manner.

The first consideration is the plan. In the small home the plan must be economical not only in the sense that it is reduced to a minimum but also in the further sense that it is as flexible as possible, giving to each part the widest possible field of usefulness. Thus, in the space devoted to living and dining room it is usually advisable to adhere to a rather open plan which will permit these two rooms to be used as one when the need arises. This may be accomplished by omitting the dining room, as such, and using part of the resulting large living room as the dining area. Or such part of the living room may be more specifically set apart as a dining room by the judicious placement of some piece of built-in furniture such as a low book case or other large piece of furniture set at a right angle to the wall. Or folding panels may be installed which will alternatively afford a complete separation of the two rooms or permit their being joined in a single uninterrupted space. It is often possible to make a study or library adaptable as a comfortable guest room, thus eliminating the criticism that a guest room is waste space during the intervals when it is not in use as such. Needless to say, the pantry may be combined with the kitchen plan as may also any necessary items of laundry equipment.

The objective in this kind of planning is twofold: first, to secure from every square foot of floor space the greatest possible return in actual usefulness; and second to prevent any unnecessary subdivision of the limited area contained in a small home. It is extremely desirable that the rooms in a small home should be of congenial and attractive proportions. This must be accomplished by keeping the plan as open as possible, avoiding the indiscriminate use of partitions to create rooms which, whatever their special function, must fail somewhat in that function because of their necessarily limited size. Nor is function the only consideration that makes the open plan desirable. From the point of view of attractive appearance and livability it will be found that even the smallest home needs a living room of ample size. We may expect an adequate return from such sacrifices as may be necessary to provide such a room.
While the plan of the house is taking shape we must not forget the great importance of outdoor living space. During a considerable part of the year, such space, well disposed, will materially increase the enjoyableness of the house and will, in effect, provide additional room at no great expense. A covered porch, a terrace, or even a good lawn planned in pleasant and convenient relationship to the house will be a great asset and should be considered as an integral part of the scheme. We should always try to secure maximum privacy in the disposition of these areas.

Proceeding to the actual form and substance of the house, once the plan has been satisfactorily solved, we will find that a thoroughly attractive architectural design will be fostered by adhering to a simple and direct expression of the plan, avoiding any affectations intended to make the small house look larger or more imposing. The simple character of the small house is one of its greatest charms and should be assiduously protected. If any detail of the minimum home is much more elaborate than its function demands, then we have increased the cost of the house without adding either to its usefulness or to its beauty. Such details as entrance door, windows, cornice, etc., may, of course, be permitted some departure from absolute simplicity but should, nonetheless, be designed with great care and discretion. Fortunately, we have many examples of small buildings delightfully designed in the early American and Colonial tradition. (See the forthcoming November issue of HOUSE & GARDEN, devoted to the restoration of Colonial Williamsburg.) These demonstrate conclusively that even the smallest house, well proportioned and nicely formed, needs no elaborate adornment to be in fact an architectural gem.

We will, of course, carry this same attitude into the design of the interiors and even into their furnishing and decoration. Built-in furniture may not serve every need; but where it will serve it will also save floor space and help in the creation of harmonious and restful decorative schemes. The small home offers a large opportunity for careful selection and discrimination in furnishing.

The practical side of design will be most forcibly felt in choosing structural materials and equipment. Here we shall find it advisable to examine not only the traditional materials but also the new ones which may have escaped our notice. In this category are such items as steel structural units, large panels for exterior wall surfaces, (Continued on page 89.)
J. P. MORGAN'S IRIS GARDEN  Iris time on the Morgan estate is featured by massed blooms of these perennials along turf walks. With colors carefully chosen and arranged for harmonious effects, and surrounded by deciduous trees and conifers whose green wall forms a perfect background for the garden proper, the deep, broad beds are an unforgettable picture of loveliness.
Throughout the garden, as is fitting in the case of one who loves flowers as Mr. Morgan does, the chief emphasis is on the plants themselves. Consequently, the artificial furnishings are few and chosen with the greatest care for their appropriateness—a comfortable white bench strategically placed at the edge of the trees at one end of the garden, and facing it the blended rings and pedestal of the armillary sphere
METAMORPHOSIS: An 1880 brownstone becomes Town House—1937. The brownstone front that, sixty years ago, bespoke elegance and eminent respectability in a city of bustling hansom, bustles and bowlers, is skillfully transformed into the modern home of Mrs. Arthur Cowen. The Georgian façade and charming interiors are nicely suited to Twentieth Century living. Above, and on the opposite page, is shown the living room.

RIGHT, the gracefully curved foyer in Mrs. Cowen's house. A half-round Regency sofa upholstered in green and white stripes is placed against one wall. Regency armchairs stand at each side of the doorway, while two Nubian figures serve as tables. Bronze torchieres fill the two niches.
Two views of Mrs. Cowen's living room are seen above and on the opposite page. Old scenic paper covers two of the walls; the woodwork and overmantel space are painted with a green antique glaze. The mantel itself is yellow-veined black marble, and the rug is an Aubusson in faded greens, yellows and mauve. A tortoise-shell Regency sofa is covered in oyster white damask with mauve and yellow stripes, and curtains are oyster white silk voile with green taffeta valances. The Westport Antique Shop, decorators.
The golden road to Samarkand? Surely that is it, that avenue of Norway Maples with the October sun lighting up the yellow leaves—a golden road leading out to the Oriental brilliance of the forested hillsides of a northern Autumn.

This burst of splendor is Nature's grand finale, a climactic curtain which is dramatic in its appeal. Too few of us realize that it can be carried right into the garden, with the same careful planning and planting for its spectacular climax that is given to the floral overture of Spring. No plea of lack of space can justify its absence. For it is largely a question of economics, rather than of space—of getting the most out of each dollar invested in trees and shrubs, since the selfsame trees that cast their welcome shade in Summer will, if rightly chosen, brilliantly light up Autumnal days, and many of the shrubs that bloom in Spring and provide their protecting wall to one's outdoor living room take on hues of red and gold with each recurring Fall.

There is much speculation as to the whys and wherefores of Autumn color, and each Fall the question calls anew for answer. One thing is sure: frost is not a controlling factor. But cold nights—below 45°—with warm, sunny days are ideal weather for particularly brilliant hues. It is suggested that the wasting away of the green coloring matter (chlorophyll) of the leaf may be due to the accumulation of waste products, and that this reveals the presence of other pigments heretofore masked by the chlorophyll. It is likewise suspected that the diminishing intensity of the sun's rays as Autumn progresses may have some bearing on this subject. However, for our purposes, it is enough that we recognize that this colorful stage is inevitable in the annual cycle of plant life.

As in occasional other characteristics, trees seem to have individual habits in the matter of Autumn color. There is no uniformity in the tendency of the White Ash, for example, to turn purple; indeed, some are a clear yellow. One Pin Oak out of an avenue-ful may show a definite and beautiful red; or there may be one wine-colored White Oak in a row, while all of its neighbors, under what appears to be the same environment, simply turn from green to brown and finally dry up without having made any display at all.

It seems too much to say, in the light of present knowledge on the subject, that you could definitely paint your Autumn color scheme by selection, in the Fall, of individuals of superior color trend. However, since some other traits are quite definitely inherent, as, for instance, the blue of the Blue Spruce or the red of the Red Japanese Maple, certainly you should avoid plants of a poor color tendency.

In the Autumn color ensemble there is no discord, no color clash. The purple shades of White Ash and Sweet Gum may harmoniously adjoin the brilliant Scarlet Oak. In Nature, a wooded hillside may display a mixture of reds and purples, browns and oranges and golds in careless abandon, yet with a complete beauty and accord. You may, by giving thought to the arrangements, so group the colors as to emphasize, in a measure, the shades of coloration they possess, as Scarlet Oaks with Beech, or Ginkgos, but the flare of color that comes from random selection and groupings may be as strikingly effective as any method of planned groupings. The thing to be sure of is that trees and shrubs which do not color well, as Buttonwoods or Mockoranges, should have introduced into their groupings, or in close proximity to them, the more Autumn-favored species so equally available for our use.

In wood and field, and on our lawns, the greatest blaze of Autumn glory comes from trees. Chief among the colorful subjects in this class are the Maples, the Beech, Ginkgo, the Hickories, the White Ash, Sweet and Sour Gums, the Tulip-tree and the Oaks. In the North it is the Maples—Swamp (Acer rubrum) and the Sugar (A. Saccharum)—that are chiefly responsible for the flaming brilliance of the early October countryside. Farther south the yellow tends to prevail in the foliage of these trees and the potential ruddy hues are evident in relation to favorable temperature and sunshine. Norway Maples are a golden yellow, as are Ginkgos, Tulip-trees and Hickories.

The Gums, in the Middle Eastern states, with the Scarlet Oaks, furnish the dependable arresting display in the shade tree group. As a matter of fact, the shiny, oval, blood-red leaves of the Sour Gum or Tupelo (Nyssa sylvatica) often provide the overture to the color symphony, ringing up the curtain in early September. For a full month these picturesque trees can be depended upon for a lively action. Along the watersides, where they are particularly at home, they lend themselves to rich reflections on still days, and their drooping leaves "make (Continued on page 111)
This picture by George Inness—one of the greatest of American landscape painters—now in the collection of the Metropolitan Museum of Art, is a characteristic canvas by a master who gave long and devoted attention to painting the Autumn scene in America, particularly New Jersey and Massachusetts, where he spent the better part of his painting years.

Inness at fourteen began his career by engraving maps, and thereafter set about the task of becoming a self-taught painter. A friend finally sent him to Italy for a period of fifteen months' study, which he passed in Rome, to return with his style still unformed. In 1851, when he was 26, he spent a year in Paris, where he was profoundly stirred by the French landscape masters who later comprised the Barbizon school—Corot, Daubigny, Rousseau, Troyon and Diaz. Very particularly he admired Corot, and in Inness' painting there is a pronounced suggestion of this great master, though the scheme of color is naturally higher because of the more intense reds, browns and yellow in American Autumn scenes. The canvas shown here—20 by 30 inches—was painted about 1870.
1. Texture continues to hold its important place in fabric news. Here, for example, is a heavy hand-woven material carried out in an effective mixture of silk and wool.

2. In keeping with a strong demand for fringed materials is this deep blue fabric with its heavy cotton threads forming an attractive group of fringed stripes.

3. Another member of the fringe clan. This time the background is a brown and white cotton damask enhanced by row upon row of dark brown fringe.

4. Forming the fringe trim of this particular material is a series of loops worked on a single-toned, all-cotton fabric which comes in various subtle shades.

5. The textured weave of this attractive fabric forms a rather unusual design which is deftly carried out in white nubby cotton woven on the green background.

6. Holyrood cloth is the name of the silken material here which depends for interest in its lovely interweaving of silk and cotton. Its sandy pink tone is noteworthy.

7. Silk comes into its own once again, with the general trend toward luxury and fine materials. This is a modern design in a neatly checked brocatelle.

8. Striking indeed is this wide satin stripe, a material especially suitable for modern and classic interiors. Other unusual color schemes are available.

9. Coin dots on this pale blue background form a fabric that is both modern and old in its general adaptability to all types of interior design.

10. New and distinguished is this lovely silk and satin striped material. The shirring is especially unusual, and may start a definite trend for puckered fabrics.

11. A luscious damask that is surprisingly soft and light in weight. It is a good example of the finer type of silks now available for decorative use.

12. Combining the subtle tones of citron and amaranth, this damask displays the very popular soft dull plum shade to be found in many of this season’s fabrics.

13. Since no fabric page is complete without a new assortment of patterns, here are some of the best. First, a rayon and cotton stripe in an upholstery material.

14. Brand new in the line of sheer materials is this charming print fashioned after the manner of French voiles. Excellent for either glass- or over-curtains.

15. A practical mohair pattern that is especially adaptable to country homes in the early American style. The brown field typifies the prevalence of dark backgrounds.

16. Unique in material design are these gentle doves. They are of a sort of frosty flecked yarn worked on a background of rayon and cotton mixture.

17. Seashells and beads in a fanciful chintz. They are carried out in the ever popular dull mauve, plum and soft gray colorings now in demand.

18. Set off by its dark background is this large floral motif, printed on a pre-shrunk, washable material. For further information, please turn to page 78.
BRIGHT HARVEST FRUITS SOUND THE COLOR KEYNOTE FOR AN INFORMAL OCTOBER DINNER-TABLE
INDIAN Summer is here. It brings still, warm noons, a blue and golden haze on the hills, and in the chill, star-frosted evenings, zestful dining at a table glowing with all the rich colors of the harvest.

A whole orchard of fruit centers the table. Purple grapes and brown pears, peaches and blue plums, almonds, ripe figs and apples spill in colorful abundance from two white and gold porcelain compotes: The Mayhew Shop. This appropriate arrangement was composed with the aid of the Federated Garden Clubs of Connecticut. The Gribbon cloth and napkins from Leron, Inc., are of dark brown linen, the latter monogrammed in white; and the crystal ash-trays are from Carole Stupell. Around the table are old Directoire fruitwood chairs with green and gold decoration in the backs: Lavezzo, Inc.

SILVER is Watson's "Juliana" pattern and is obtainable at Brand Chatillon. The long, straight shaft is accentuated at either end by raised detail—a rich design well-suited to an Autumn table. Dinner service is shown opposite, and a sandwich plate and bowl are at top on this page.

GLASSWARE was designed by Fostoria. It is a crisp modern pattern, the sharp-cut stem pleasantly contrasting with the smoothly curved bowl and base. It comes in a complete line of stemware, of which sizes for water and two different wines are shown here.

CHINA, by Wedgwood, is a bright combination of green and white—a wreath of English Ivy leaves and berries on a plain ground. Service plates are on the table, and on this page, right, are a cream soup bowl and plate, and a generous tea-pot and cup and saucer: Olivette Falls.
1. Straightforward modern in a new grand piano designed by Donald Deskey, and first shown in the Paris International Exposition. Here illustrated in bleached walnut, it comes in nine additional finishes. In the modern room below its background is a tall group of windows hung with floor-length curtains and Venetian blinds.

WE SHALL HAVE MUSIC

with pianos and organs,
both small and large,
for a cottage, for a castle

We Americans are incurable pursuers of novelty. Faced in the prosperous Twenties with a shining array of new refrigerators, new washing-machines, new and absorbing wheels to watch go 'round, we ran pell-mell after them and, like excited children, forgot the old toys for new ones.

Radio, however, newest and brightest of the toys, turned our thoughts back to one of the oldest and most fascinating of pleasures—that of creating and listening to fine music. Called at first the nemesis of the piano, radio has recreated the desire for musical self-expression, a desire which passive appreciation of the finest concert can never entirely satisfy. So the piano came back into its own. For it is a most satisfactory instrument, being solo and accompaniment in one, and it is one of the easiest to play.

A large, long room requires a grand piano. Its perfect functional design speaks of centuries of study and tradition. It adds the cachet of elegance to a charming room, and its beauty gives it a leading role in the planning of a gracious home.

But how to fit a dignified grand piano into the abbreviated machine for living which is the modern apartment? Besides being hard to handle from a decorative standpoint, a grand piano can create a degree of volume which is to a great extent wasted in a small room. Designers' ingenuity solved the problem, and the miniature piano came into being. Cleverly limited in size and volume, these instruments are superb in quality and range. There are two main types: the first, like a small upright, has vertical strings; in the second, as in the old-fashioned spinet or square piano, the strings run horizontally.

The miniature organ has only recently come into the home. It has manuals, stops, clavier and swell pedal, as does the traditional pipe organ, and a similar technique is employed in playing. The tones, however, are created by (Continued on page 85)
2. The SpinetGrand is a direct descendant of the old-fashioned square piano. Combining compactness in size with the fine construction of a grand piano, it is noted for its exceptional sweetness of tone. Above, it stands against a long wall, topped by simply framed prints. A tall window and a tube light over the music rack provide illumination.

3. The organ below occupies no more space than a miniature piano, and is as easy to install. Its tone range is almost limitless, far exceeding that of the ordinary organ. At right this instrument is shown in a Victorian scheme, lighted by a fringe-curtained window and by candelabra. For further information on these instruments turn to page 78.

4. This Chippendale Musette need not confine itself to a perfectly matching decorative scheme. Its simple, graceful lines would fit equally well in a modern room, although it is an authentic Chippendale design. It is here placed between two windows with an inviting wing chair nearby. Tube lighting is again used for an evening concert.
OUR native wildflowers have come into their own. Almost every home garden has its nook or corner in which at least a few wildlings are persuaded to bloom. Sometimes these are arranged by themselves, or sometimes they are mixed promiscuously with plants of the cultivated garden—a haughty horticultural variety flaunting its gaudy color beside some modest wild blossom from the woods.

But there are gay and brilliant wildflowers as well as modest ones, and in many instances we may question where to draw the line between "cultivated" and "wild", and how long a plant must be grown before it falls into the category of a true garden variety. The majority of our plants are still "wild" at heart, and this wildness becomes lessened only as they become more and more the pets of man, trained and developed according to his whims and fancies.

It is not, however, with plant origins that this article deals, nor with arrangement in the formal garden, nor even with wild gardens in the conventional sense. It is concerned, rather, with the growing of wild plants in their natural environments and in accordance with Nature's own methods. Although this type of gardening is not open to all, to many (an ever-increasing number), it unfolds with tremendous scope both as a fascinating personal exploit and as a means for plant conservation.

On my many hikes along the back roads of New England I see old houses fast falling to decay, with sagging roofs and tumbling sheds and barns. These are pitiful sights, and yet more and more such wrecks are being taken over by people who, either through personal desire or from necessity, are seeking relief from the oppression of blank city walls and canyon streets. Here in the country these people are repairing and rebuilding the old places, reclaiming the land, and bringing back once again into respectability that which was passing hurriedly into oblivion.

And yet, it seems to me, many are missing a truly great objective. In seeking the rehabilitation of the old farm lands they forget momentarily where they are, and the results of their efforts culminate in the transfer of a bit of city atmosphere into a rural setting. Man-made landscapes, modeled along the lines of the city park, surround the lovely old-fashioned houses, and trimmed shrubs of exotic species ornament the grounds. Surely these have no association with the native Spruce and Fir that range over the hillsides in rank after rank of pointed spires against the sky, or with the tangle of Goldenrod and deep purple Asters that stretches across a nearby meadow. There is incongruity instead of harmony, and the beauty of formal line and carefully placed plantings is a product of man's mind and not of Nature.

To the reclaimants of the abandoned farms and the builders of country homes there comes the challenge to carry out a more natural form of gardening and one more in keeping with the woods and fields, the hills and valleys among which they have come to live. Theirs is the privilege of preserving the fast diminishing wildflowers and shrubs, of saving rare species from extinction, and of keeping a continuous succession of bloom that will delight the eye from earliest Spring until the killing frosts of Autumn.

Each section of the country has a flora of its own, and the first duty of one who would make of his rural home a haven for wild plants is to become acquainted with the native species characteristic of his locality. Studies should begin by taking account of stock, an inventory if you will, of the trees, shrubs and herbs growing naturally upon his own land. Many (Continued on page 112)

Tulips are not wildflowers, but...

- By way of contrast with the naturalistic effects in which the majority of wildflowers excel, the May-flowering Tulips are clearly sophisticated. The border of them on the opposite page, shown by courtesy of Oregon Bulb Farms, demonstrates this basic difference
• Turn the crank and this Curley-Q will convert all your vegetables into endless spirals, rosettes and all manner of fancy shapes for garnishes, salads or deep fat frying.

• The large, handsome pear, hand carved in natural wood, is hollowed out so that it will hold a standard size jar of preserves or marmalade on the modern breakfast table.

• Cocoa, made and served in this heat-proof pottery jug, will be delicious if the wood paddle stick which fits through the cover is twirled constantly while cooking.

• Ibiiies weight and simple house design recommend this modern kitchen scale. The kitchen clock can be set like an alarm clock to buzz a warning when food is cooked.

• Macaroni, spaghetti, potatoes, noodles and other foods which need lots of water can be thoroughly cooked and easily drained in this basket cooker in enamel finish.

• Grind your own seasonings in the best French manner. These imported grinders turn out fresh pepper, fruit peel for marmalades and poppy seeds to top off your rolls.

• This cake board and cover are equally at home on a buffet supper table or the pantry shelf. The transparent featherweight cover is ventilated and bound with bright metal.

• Individual packages of ice can be easily removed, one or two at a time as required, from these standard size trays. The covered cups keep ice fresh and free from odors.
This free-wheeling kitchen table takes up very little floor space and has a linoleum top and wooden drop leaves which are good for cutting and chopping all manner of foods.

Any fish short of a whale can be-boiled intact in this aluminum boiler. The cooked fish is removed easily and in one piece by lifting the rack, thus eliminating culinary tragedy.

The accuracy of a beam scale makes this bathroom model particularly desirable. It is well designed in size and appearance for use in well-appointed modern bathrooms.

These stainless steel cooking utensils are truly stainless, free from chemical reactions and easy to clean. They give long satisfaction in ordinary or heavy duty cooking.

This shaving stand is worth its weight in chromium. The well-placed light and reflectors eliminate shadows. An outlet for an electric razor is located below the mirror.

Small but powerful and efficient, this hand-size whirlwind vacuum cleaner will also moth-proof your very best draperies and upholstered furniture with the greatest of ease.

Sufficient ice cubes for prolonged festivities of a liquid nature can be kept without melting in this large vacuum jug of chromium with shapely walnut handle and knob.

The electric deep fat fryer automatically keeps the right frying temperatures for different kinds of foods. The fat can be stored away in the container when not in use.

FOR FURTHER INFORMATION PLEASE TURN TO PAGE 78
THE TRAY SET at the top of the opposite page provides for informal snacks: a new automatic two-slice toaster, cutting board with knife, relish dishes and individual lap trays. Walnut or mahogany tray with folding stand to match. Toastmaster Hospitality Set: McGraw Electric Co.; Ovington

ELECTRIC ROASTER, upper right, for practical magic. It holds sixteen quarts or a sixteen-pound turkey for roasting. The thermostat maintains any heat from 150° to 550°. The cooking well, finished in vitreous enamel, is acid resistant. Hotpoint Automatic Roaster: General Electric Co.; Bloomingdale

GLASS COFFEE MAKER. With coffee, some like it hot, some like it steaming, but none like it tepid. This new device has a special control which can be set to keep the brewed coffee miraculously at just the right temperature without the usual loss of flavor. Anyheet Control Silex: The Silex Co.; B. Altman

ICE CREAM FREEZER. The aluminum cylinder at the left makes old-fashioned stirred ice cream in the freezing unit of a mechanical refrigerator. Connect it to any electric outlet; close the refrigerator door over the cord. Hamilton Beach Iceless Freezer: Hamilton Beach Co.; Hammacher-Schlemmer

COFFEE SERVICE. Modern electrical convenience plus the gay charm of bright colored pottery makes an interesting coffee service. Eight cups of good coffee can be made in the glass pot which sets on the electric heating unit. Fiesta Coffee Set: Westinghouse Electric Co.; Ehr Electrical Supply Co.

PERCOLATOR. The trim, shining percolator in the center of the page has a simple dial which can be adjusted to brew the coffee automatically to any desired strength. The stream-lined spout and handle are specially designed for dripless pouring. Airline Automatic Percolator: Samson United Corp.; Macy's

ELECTRIC IRON. This electric iron may be set to hold the right heat for different kinds of clothes—no more testing by hand and scorching by mistake. The cord is permanently connected and a heel-rest is attached. "American Beauty" Electric Iron: American Electric Heater Co.; Lewis & Conger

THE SPHERICAL URN which gives dignity to the coffee set at the right of the page is actually an electric 12-cup percolator. An automatic control keeps the coffee fresh and hot. Capacity can be increased to sixteen cups by removing the inside parts. Harmony Coffee Service: Manning, Bowman & Co.; Macy's

WAFFLE MAKER. The china top on the red-headed waffle maker is heatproof and the color deepens for a warning when it is ready for batter. The tempting variations on the waffle theme include chocolate, gingerbread, spice waffles and many others. Royal Rochester Waffle Maker: Robeson Rochester Corp.; Macy's

TOASTER. The satin finish on the two-slice pop-up toaster will make it particularly desirable to many people. With the adjustable heat controls it is possible to turn out perfect dry Melba toast for lunch, as well as the softer varieties for breakfast. Proctor & Schwartz Electric Co.; Lewis & Conger

THE CHAFING DISH with white handle is more than beautiful. It broils, fries, stews, boils and bakes without fuss. Rarebits, casseroles, broiled steaks, pancakes, baked potatoes and delicious hot biscuits are just a few of its easy possibilities. Electric Table Chef: Chase Brass & Copper Co., Inc.; Stern Bros.

TWO MIXING BOWLS. The clear modern colors which mark these new mixing bowls delight the eye and their curved shape makes all kinds of stirring and beating easier than with the older types. "Fantasy" Mixing Bowls: National Enameling & Stamping Co.; Gimbel Bros. (Continued on page 38)
New Electrical Gadgets Serve You with Efficiency
New York's newest apartment hotel offers a wealth of bright and colorful ideas in decoration

The rooms shown on these pages are in Hampshire House, New York's newest apartment hotel overlooking Central Park. Decorated by Dorothy Draper, this building is a gold mine of decorating ideas, particularly in color. Below is a bedroom showing a brilliant use of pastel tones relieved by vivid accents. The background is a smart wide-striped pink-and-white wall paper. Curtains are raw silk, the chair covering an English nosegay chintz. In striking contrast are the beds upholstered in green leatherette.

Above is the great hall leading to the restaurant. Walls are white with white plaster fruit and shell decorations in the manner of Grinling Gibbons but over-scaled and contemporary in feeling. Indirect lighting concealed in the fruit and flower clusters gives a translucent quality. The ceiling is pink, the floor black and white marble. Doors are maroon lacquer with chunky white moldings and crystal hobnail molding trim. Furniture consists of carved Georgian banquettes in white, upholstered and tufted in crimson velvet.
Above is a dining room in one of the entertaining suites—a gay friendly room with a contemporary Victorian flavor. Walls are hung in flowered chintz topped by a painted tin valance concealing lights. The Queen Anne chairs in tufted red velvet are delightful with the modern black lacquer commode. Accessories are mainly Victorian.

Left. The dining room at Hampshire House has a striking scheme of maroon walls, white damask curtains lined in pink, a flowered carpet in maroon, pinkish-gray and white and Queen Anne lacquer chairs tufted in parlor pink. The antique Georgian marble mantel is set in sheet mirror ornately framed in gold.

Right. This very attractive sitting room is in one of the private suites. Here, as in the bedroom shown on the opposite page, the note of bright green gives character and zest to the scheme. Walls are white, ceiling pale pink, the floor mauve-gray carpet. Bright green taffeta, unlined, makes the soft, full curtains. The lamps are crystal hurricane globes with pleated book muslin shades. Accessories are mainly crystal and 18th Century English silver.
NEW WALLPAPERS

MODERN. Top, refresh a modern room with plain washable paper, which comes in lovely colors. For more dramatic effects, try the wide stripes below.

EARLY AMERICAN. Top, plum color, effective as background for a Connecticut Meeting House. Bottom, “Village Street”, another grand Colonial design.


FRENCH PROVINCIAL. The gauzy bird’s nest design shown at top is also available on a red ground. Bottom, these trim bouquets suggest old flower prints.

BAROQUE. That romantic period which grew out of the Renaissance inspired this paper with its exuberant scrolls. For further information see page 78.
Damp Basement Walls. My house was built last Summer on a well-drained site, and no water came through the walls or floor during the heaviest rains thus far. But this Summer the basement play-room walls and furnishings broke out with mildew. I realize that a fan will circulate the air and prevent mildew from forming on the furnishings, but what about the walls? I'm very disappointed in the results so far.

Cutting Branches. Several shade trees around our house have grown so large that some of their branches will have to come off. I am told that I should use a medium-size, crosscut saw with wide-set teeth so as not to bind in the green wood, and I have read that the open wounds should be painted with a standard preparation to keep them from bleeding and sapping the tree's strength. But what is the proper way to saw large branches so as not to do irreparable damage to the tree?

Dark Room. Please suggest colors for a guest room which has a northwestern exposure—it is the darkest room in the house because it gets no sun until late afternoon. I want to paint the furniture. What would you suggest for walls, rug, furniture and furnishings?

Moving Boulders. Is there any way of moving large boulders without dragging them on a stone-boat, or having them moved with a tractor? I have several, about 2 feet or so thick, which I want to move a few yards, but the plantings are such that there is no room to rig up any hoisting machinery. The boulders have weathered a beautiful grey, and I don't want to use chains because I tried that several years ago and the whitish scratches still show. The ground is nearly level, and it seems there should be some simple, ingenious solution.

Spring Bulbs. This Fall I intend to plant a good many Spring-flowering bulbs of different kinds, and since my garden is a new one I am especially anxious to do everything just right. The soil is excellent, I have been told—quite rich, well-drained, sunny. What puzzles me most is the depth at which the different kinds of bulbs should be planted. Is there any general rule I could follow? Also, how far apart should each species be placed in the border? I don't want a straggly effect nor do I want to overcrowd the bulbs.

As a rule, hardy bulbs should be planted about 2½ times as deep as their own height. But because there are variations we suggest following this chart, both for depths and distances apart.
Two interiors from the Maryland Group, which includes replicas of American and 18th Century English furniture such as would have been found in the fine old homes of Maryland, Virginia and the Carolinas. Included above are a high secretary, and a George Washington armchair.

RIGHT. A guest bedroom of the Maryland Group has a spiral twist four-post bed made from an original discovered thirty years ago in Williamsburg. The sideboard with its eagle marquetry inlay is also Williamsburg, probably originally by the Early American, Shearer.

FURNITURE HIGHLIGHTS

Blond as to wood, and gaily covered in leather, are the modern card table and chairs at left. Distinctive is the sofa pictured above, built for comfort, designed for sophistication. Faintly Victorian in inspiration, its unusual lines would lend smartness to a variety of ensembles.
On the left, the mahogany credenza and chair form part of an open stock dining group that permits a varying choice of combinations. The chair is a particularly fine example of the grace and classic purity so characteristic of 18th Century design and adds to the dignity of the room.

Suave dignity and restraint pervade the Georgian dining room shown below, with its authentic reproductions in mahogany of 18th Century English pieces. The walls of the room are finished in a deep blue and the drapes are cedar, accenting the warmer tones of the wood.
AIR CONDITIONING ANALYZED

The authors, Thomas R. Byrley and Meredith F. Foster, use a small home in Washington, D. C., as a yardstick

Several months ago a young Washington couple bought a wooded lot overlooking a picturesque lake in nearby Maryland and prepared to build the home of their dreams.

Realizing that air conditioning is an essential part of the truly modern house, they postponed building operations until they could select an efficient and economical system which could be installed at a reasonable cost. Because they were anxious to secure definite, impartial and non-technical information, they decided to make a complete survey of the present air conditioning market for the purpose of securing a yardstick by which they could make an intelligent comparison of the different systems now in existence.

The first step was the preparation of plans for a two-story, six-room house typical of those being built and sold throughout the country today. Blueprints were submitted to eleven air conditioning distributors. Each was requested to submit an estimate covering the cost of installation, the cost of the unit itself, approximate operating costs, and any other information of importance.

While the estimates were being prepared, several days were spent inspecting representative installations of the companies in question and interviewing home owners who have used the systems for a full season or more.

Finally the entire set of proposals and all data collected was analyzed and submitted to a consulting engineer for technical approval. The equipment covered by the eleven proposals is representative of today’s market, ranging from a simple hot air furnace to a complete winter air conditioning system designed by some of the country’s leading experts and installed under the supervision of competent engineers.

It is not necessary, however, for the home owner to take a course in air conditioning engineering or forego the luxury of an air-conditioned home. Any man sufficiently interested in his financial investment and personal comfort can readily determine, through intelligent research and inquiry, the type of installation best suited to the home he proposes to build or buy.

The most important single factor in the selection of a conditioning system is the reputation of the company which makes the equipment and the responsibility of the company that installs it. Greater purchasing power, adequate engineering facilities and assembly line methods of production enable the larger companies to offer a greater measure of value and confidence than their smaller competitors. These manufacturers are usually represented by factory branches or local distributors of unquestionable reliability. The small, poorly financed agent will frequently be found handling a brand which he can sell only because of its low cost, and only to the man who is more interested in initial price than in operating economy and competent installation.

Air conditioning can be defined as the automatic control of temperature, humidity, air cleaning, and air circulation by mechanical equipment. It consists of a heating plant, a conditioning unit, a condensing unit in the case of cooling, a sheet metal duct system to carry the conditioned air to the rooms, and, in the case of radiator systems, a piped distribution system which supplies controlled heat independently of the flow of conditioned air through the ducts. The complete basement plant provides facilities for carrying out all or part of the following functions:

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Over ninety per cent of the residential plants provide for winter conditioning only. A few are designed for the future addition of summer cooling.

Most of the large manufacturers are offering special furnaces and boilers, designed for automatic firing with oil, gas, or stokers. These are more efficient than the converted types which have the automatic firing apparatus installed in a heating plant designed for hand-fired coal.

After a satisfactory unit has been selected, the next step is to check up on the local representative. It must be remembered that most conditioners are sold outright to the distributor, and that the buyer is absolutely dependent upon him for installation, service and guarantee, although reliable manufacturers generally offer an engineering service as well. How long has the local representative been in business? How long has he been selling this line of equipment? How many brands has he sold in the last five years? This will give some idea as to his honesty and reliability. Does he maintain twenty-four-hour service? Investigate his credit rating if necessary. Secure a written statement covering all guarantees, warranties and service policies. The reputable dealer will be delighted to give such a statement, and it will prevent any future misunderstandings.

While radiator distribution systems are pretty much standardized, so many factors enter into the design, manufacture and installation of a warm-air duct system, that it is impossible to set any definite rules applicable to all houses. The most objectionable effects of a poor duct installation are drafts and noise. The first is caused by improper selection of register locations, while the second is chargeable to faulty design and construction of the basement duct system.

Sketches on pages 90 and 92 show the results of different register and grill locations on the flow of conditioned air through the room. The room in fig- (Continued on page 89)
There is an alley in Manhattan’s Greenwich Village called Washington Mews. Seventy-five years ago it was a row of two-storied stables, belonging to the proud old mansions that faced nearby Washington Square.

Now it is a private thoroughfare connecting Fifth Avenue and University Place, and the stables have been converted into individual studio apartments which are in competitive demand by artists, sculptors, musicians and nostalgic Londoners who like to be reminded of their own quaint mews.

Here lives prominent New Yorker Grover Whalen. His butler greets us at the door, lower left, and we are invited to inspect his charming apartment which is shown on the next two pages.
French Provincial and Modern are here used with skill and success

Above are two views of the master bedroom in Mr. Whalen's house. Twin beds are built into one wall. Opposite them, drawers and cupboards are compactly ranged under the windows. Walls are in soft pink-beige and blue; the bedspreads are of quilted French percale. Pink and white chintz curtains carry out the colors in the French Vue d'Optiques from Mrs. Whalen's collection of old French prints.

At right is the entrance hall leading into the library, a pleasant room with French Provincial furniture against a modern background. The cocoa wallpaper is figured with white leaves and chartreuse and watermelon-pink flowers. The rubber-tiled floor is brown with a white inlaid star. A French Provincial bench is upholstered in brown and cream striped raw silk.
The upstairs living room, shown at left and directly below, is modern in feeling, carried out in tones of whites, browns and pinkish beige. The rug, in rich, warm brown, strikes the darkest note.

A tall wide window fills one wall; transparent glass-panels soften but do not hide its modern square glass panes. The linen over-drapes have a green ground and a swag design in cocoa brown and dusty pink. A large sofa is upholstered in brown and tan rough linen tweed. Two armchairs are covered in a wide brown and white stripe. Rebecca Dunphy and Grace Hutchins, decorators.

Below at left is the library, a restful room deriving its color scheme from the browns, whites and yellows of old prints. Bookcases reach to the ceiling, and the walls are cocoa color. The beige rug is textured and hand-tufted, and a small sofa is upholstered in beige velour. Inviting chairs are slip-covered in brown linen with a white Tiger Lily design.

Grover Whalen at home in his charming modern apartment — which was once a private stable where proud hackneys pranced in their stalls.
80°-95° Nassau...

Hot enough for anyone. Nassau, new mecca for sun-tanner and beach-idler, is very gay, very British. Its complete store of pastimes—social and athletic—permits you to do everything or nothing. Ferry to Hog Island and its brighter side, Paradise Beach. Chances are you've never seen a thatched roof bar before. The rum is tempting. Don't mix it with too much sun. Peeled oranges on swizzle sticks eaten lolly-pop fashion the latest thirst-killer. A change from swimming, join an eavesdropping tour in a glass bottom boat and heckle the local octopi. Be gay in the evening at the British Colonial, newest and swankiest of hosteries. To be original, rent a thatched roof hut, and throw your own party.

70°-90° Bermuda...

Bring your slacks or tennis dresses. Shorts on a bicycle are not comme il faut. Stay in Hamilton (make your reservations early) to be in the thick of it. Otherwise the guest houses in Paget, Somerset, or St. Georges. For sports: golfing is best at Mid-Ocean, tennis on the courts behind your hotel, swimming at Coral or Elbow Beach. For matrimonial malcontents there are sand spits by the lighthouse, deserted except for the grotesques of sea-worn coral. Best fun is your own Cook's tour to St. Georges. Train out, cycle back. Make the White Horse Inn for lobster luncheon, Swizzle Inn, or Tom Moore's, for rum coolers and fascinating atmosphere. If you linger, you'll find your bike has a will of its own. Between five and six you'll find everyone and his brother at Roddy Williams' Twenty One Club. Then dance under the multi-mirrored chandelier that revolves in the Bermudiana's ballroom.

85°-98° Cuba...

Historic tradition beside modern boulevards overrun with half-naked children pleading for coppers in a cockney accent. A few dollars will conjure up a car, a talking-machine driver, and a ride through the native quarter. And if you don't see a barnyard cock-fight you've been swindled. After your quota of sun and sand, Sloppy Joe's, the Plaza, Climax—Sans Souci, marble dance floor, palms, tango, soft music.

70°-90° Jamaica...

High powered color schemes. Ebony faces, native huts, hibiscus, all backed up by great blue mountains. You swelter on the shore, shiver in the uplands, Kingston is not a one-night stand for cruise ships. Its charm belongs there, inherent in the great houses, in the soft mist of the mountains. You'd make them your home if you could.
60°-75° Mexico . . .

Paradox of the torrid zone, a delightful climate, air-cooled by the Sierra Madres. The hottest thing is the food, and . . . tequila, the native pain-killer. In deference to digestion drink bottled water, and don't buy tidbits from street vendors. 7,000 feet up in Mexico City you'll see the models of Rivera's frescoes, stolid peons in red sarabandes, haughty matadors, Mayan craftsmen whirling clay into graceful vases, Poinsettias and tabachines flame in the background. Try Sanforid's or the Ritz for a less peppery cuisine. And remember there's still Mazatlan and Guadalajara.

55°-65° New England . . .

There's still time for Nantucket, and maybe a civil war. Only a few months ago natives talked of secession. That's typical of the salty, Billy-be-damned place where convention is something you read about in books. For color and quiet—the Berkshires. Any town will do. The frost comes early, turning the hills into vast murals by a modern who works in great splashes—red, orange, and brown.

20°-65° Canada . . .

Be sure you like it cold. East coast or west temperatures vary, which usually means they go down. Once you leave Montreal or Quebec, the spaces are wide open. There's no such thing as "accommodations". You take what the one hotel in town has to offer, and like it. Your best friend will be a set of woolies. No matter how you get to Canada—car, boat or train—once you're there the car is the real gadget for seeing the country. For austere scenery head for the Laurentians. For atmosphere the Gaspé. Bleak houses huddle close together around the church. Grizzled Vikings in high rubber boots flecked with fish scales spread their nets over the hillside to dry. Don't talk "fish" to the natives. They have to eat it 365 days a year. The nearest thing to a hotel can be found in New Richmond or Percé.

Canada, west coast, is the happy hunting ground for those restive individuals, happy only when hob-nailing their way up some glacier a million miles from nowhere. Vent your energy on the hills around Banff or Jasper Park. Golfing is tops at Banff, but you may trade your golf clubs for a good mount. The local horses know the trails. All you have to do is take in the grandeur, towering pinnacles of snow, great forests of spruce, strings of lakes, patches of green and blue spotted with snowy reflections. Hotels here, long since geared to modern travel, are excellent. Get a room facing (Continued on page 106)
SEMI-CIRCULAR PAVED STEPS LEAD UP THROUGH THE GARDEN
THE gracious dignity and unique charm of Dr. Lindley Scott's London garden leaves little further to be said for its distinguished architect-designer, Mr. Oliver Hill. Of more than ordinary interest, too, are the problems and various histories concerned with its making. For here on this site once flowed the Westbourne Stream, dividing the Grosvenor and Cadogan estates of old Chelsea. Today, this little river courses its way through an underground culvert, and Dr. Scott's narrow strip of land above has been reclaimed to form this unusually attractive garden.

The task was not an easy one, and many yards of waste river-bed, stretching a good twenty feet below the level of one's house, are certainly not very encouraging material for a garden. But that was ten years ago. Now, with the levels built up and the garden completed, one may step out of any one of the handsome French windows of the house and into one of the loveliest garden retreats in the Chelsea district.

Much of the exceptional charm and grace of Dr. Scott's garden lies in its unusual and varied paving designs, carried out in the forms of circles and half-moons through a series of lovely low terraces. But the uncommonly beautiful layout of the garden is by no means its most interesting feature, for here are successfully grown more than fifty different kinds of trees, including such specimens as the Catalpa, Judas, Ginkgo, and Tulip trees—certainly unusual species in London. Dr. Scott is particularly fond of weeping trees (Continued on page 102)
The first of two articles about a strange region in New Jersey which has long been noted for its solitude and for the beauty and rarity of its native plant inhabitants

by Louise B. Wilder

BEAUTY in the Pine Barrens? Yes, assuredly it is there in full measure, though when one first enters this aberrant territory one is less conscious of the beauty than of the barrenness, the gray and white desolation. It requires a little time for eyes accustomed to sleek farmlands to see that the small stumpy Pines bristling with squat cones, the gray-white sand, the dark still ponds, the winding amber streams, even the frequently encountered burned over areas, compose into pictures that possess a beauty none the less authentic because so strange. We resent the limitless flatness and the ceaseless reiteration of the black-white-green color scheme.

And then there is the stillness, a stillness that is almost tangible, a silence that is not repose but of something restless held in abeyance. In all that bright May day we did not meet one human soul or hear a sound save the curious whispering of the Pines, that characteristic music of the district, and the distraught cry of a Phoebe frightened from its nest under a bridge as we rumbled over it.

At six o'clock on the afternoon of the first day of May the photographer and I met the Professor in Moorestown, New Jersey, and though the light in the sky had begun to fade we at once set off along a smooth concrete road that ribbons through flat, well-kept farmlands and blossoming orchards toward that strange area known as the Pine Barrens.

These Pine Barrens, let me say here, may be roughly defined as covering an enormous tract of land in southeastern New Jersey, from above Lakewood on the north to almost as far as the Cape May Peninsula on the south. On the west they extend from the Maurice River northward and east to the coastal plain. It is the largest tract of forest land adjacent to any large city (Philadelphia) where anything like primeval conditions still prevail. The flora of the region is exceptional and the Barrens have long been a Mecca for botanists from all parts of the world. If the district could be made into a national park and preserved for study and recreation nature lovers and students of botany would be well served. As things are now vandals are despoiling it of its treasures, and civilization is making slow but steady inroads upon its arid isolation.

To the Professor the Barrens are as a well-connected book, and so on that Spring evening we set off with some assurance of finding what we sought—a bog where grew the so-called Swamp Pink, *Helonias bullata*, a characteristic Barrens plant. After a time we
drew up opposite the quiet waters of Atco Lake and scrambling down a steep bank found to our delight several large clumps of the Helonias in full bloom, its long fresh leaves and sturdy scapes arising triumphantly above the intricate tangle of last year’s withered bog growths. The marshy ground sloshed under our feet and the disturbing thought of snakes mingled with our pleasure in finding the plant.

The Helonias is one of the earliest plants to get under way in the Barrens, for it begins to show color as soon as the stalk emerges from the rosette of narrow spatulate leaves, but it loses no time and is more than a foot tall at the height of its flowering season. So we saw it, its dense heads of pinkish lilac blossoms with their bright blue stamens, conspicuous in the gathering twilight. We lingered long over this beauty of the hot and then made our way to a small town where we ate a belated supper and found beds for the night.

The next morning we left the concrete road to continue its imperturbable way to Atlantic City and turned into one of the innumerable sand tracks, that cross and recross the Barrens in all directions. Many of these all but disappear in the thickening forest and the crowding brushy growths scratch the sides of the car as you push your way through.

One thing that cannot fail to impress all who visit this region is the suddenness with which you pass from fertile farmland into the grim territory of the Pines—the Pines, as they are locally called. The demarcation is almost as sharp as from black to white. One moment you are speeding past pleasant farmsteads, gay with flushing orchards and rich in the long furrows of well cultivated fields; the next you are encompassed as far as eye can reach by the dark little Pines. The pace of your car is slowed by the deep white sand of the narrow track, there are sheets of water the color of old brandy, there are sinister-looking bogs reaching back among tall White Cedars. You seem suddenly to have entered an alien land.

As we followed along one sand trail and another, pushing deeper into the Pineys, we came now and again upon one of the anomalies of the Barrens—a small trim farmstead neatly fenced and containing an orchard all pink with enthusiasm, a strictly tilled field or two, patches of flourishing vegetables and small fruits, a small house, sometimes a mere shack, surrounded by bushes of Flowering Almond and Bridal Wreath. These widely spaced oases, that have been literally wrested from the wilderness by the untold labor and patience of land-loving Italians, are seemingly beaguered by the threatening Pines that press close to the fences. One thinks that given a lapse from vigilance of a few months they would be over and into the orchards, seizing the painfully fertilized land, returning to the jealous forest what was once its own. One cannot but tremble for these hard-won homes.

Many were the abandoned home sites that we passed. Usually the dwelling, which may have been the heart of a large estate, has quite disappeared, only a gaping cellar hole left to mark its one-time situation. Sometimes even this evidence has been erased by the shifting sands, mounds of which are held in place by thick bindings of Poverty Grass (*Hudsonia tomentosa*) not yet turned to gold with its profuse flowering. But vanished homes are easily identified by the alien trees and shrubs that still keep guard over them. Here there will be found gree not native to the Barrens, the remains of Apple, Pear and Plum orchards, gone half wild but maintaining a certain air of civility, the inevitable thickets of pink Almond and Bridal Wreath, and in one place a great colony of Yuccas, from tiny seedlings to plants of blossoming size, flourishing contentedly in the sand.

In the 18th Century and for some time thereafter the Pine Barrens were fairly well populated. Stage coaches rumbled along the sand tracks, stopping at the many taverns to allow the soldiers and the hoop-skirted and knee-breeched passengers to pause for rest and refreshment on their way to the sea. And more than one important industry flourished in this wilderness. Chief among these were the iron foundries that utilized (Continued on page 108)
FLOWER planting in the hardy border is in
order during October. Practically all perennials,
with the exception of Chrysanthemums, can be set
out now if their clumps are of fair size . . . Before
the sharp frosts come, move into the coldframe all
seedlings which are to be wintered there. . . . Don’t
plant your hardy bulbs in poor soil; they need
good conditions, the same as other plants.

The stalks of hardy flowers can be cut down
as soon as their leaves begin to wither; take them
off close to the ground with stout shears . . . Put-
ing soil for the great majority of indoor plants
should be a rich loam, well supplied with humus,
with which coarse sand has been thoroughly mixed
to insure good root aeration.

TREES should always have plenty of soil
around their roots while being moved. Their roots
may appear coarse, but close examination will dis-
close countless tiny feeding fibres which must not
die before to dry out . . . Better wait until Spring
be allowed to dry out . . . Better wait until Spring
to move evergreens, unless the work is done by a
good nursemann.

Tree pruning can be done at almost any season,
unless it involves the removal of large branches.
However, Autumn and Winter are really the best
times for nearly all species . . . When planting
in windy locations, pay special attention to staking.
lest the trunk be blown out of alignment . . . It
is a good idea to look over the trunks and such
branches as can be reached for cocoons.

SHRUBS should always be selected with an eye
to their ultimate size and form, as well as the color
of their blossoms. Otherwise, your plantings may
be highly disappointing a few years hence . . .
Many of the old-fashioned shrubs have been greatly
improved by the hybridizers, and their modern
varieties are well worth searching out.

One of the best native shrubs for a moderately
damp location is the Summertree (Clethra alis-
folia). It grows to 10 in height, needs an acid soil,
and has intensely fragrant little spires of cream-
white blossoms in July . . . Unless you are willing
to sacrifice next Spring’s blooms do not prune the
carbohydrate shrubs in the Fall; their buds are
already formed.

GENERAL overhauling of the garden is an ex-
cellent October activity. It should include the dig-
ning in of cover crops and other materials to im-
prove the soil texture, root-feeding, and of course
the turning over of all new ground intended for
next year’s planting.

Adequate provision for drainage is an important
consideration in sloping gardens, to avoid serious
washouts. Better attend to this before Winter, if
your grounds need it . . . All outdoor water pipes,
containers and connections (except deep Water-
lily pools) should be drained before freezing
damages them . . . Outdoor frames heated by
electricity are being used more and more as people
come to know how worthwhile they are.

"T’'s allus been a sort o' con-vic-tion o' mine—an’ many's the Sat'd'y night we've argy'd
'bout it 'round the wood-burner in Ellen Ashley's store over to The Corners—thet
one o' the great troubles with the world is thet us humans think we're a dern sight smarter
then we really be. If'n we wasn't so all-fired stuck up we'd larn somethin' from some o'
the critters thet know how to git along without eternally scrappin' an' gen'ly carryin'
on amongst theirselves.

"Now, ye take ducks, for instance. There ain't no intelligenter thing around a farm
than a duck, nor one thet hes more character, as ye might say. Ducks can be as independent
as a hired man when they've a mind to, but the minute anythin' starts to go wrong they'll
stand together same as sheep. A flock o' 'em goin' down to the hoss-pond in the mornin'
 marches along in a line as good as any soldiers ye ever see, but once they git to the
water an' start feedin', each one of 'em takes care of hiself an' don't ask no odds o' no-
buddy. Then, come evenin', they all git together ag'in an' march home single-fie like one
peaceful big fambly. A duck never gits uppity, an' he never gits brow-beat. He's just a
good, common-sense critter thet gits along good with other folks, an' there's a lot we can
larn from him."

—OLD DOC LEMMON
At parties, and at family tables everywhere, women (yes, and the men, too) are saying that never before have they tasted a mushroom soup so smooth and so exquisite in flavor.

They agree that Campbell's Cream of Mushroom is truly "to the manor born", a soup that gives a touch de luxe to the most formal dinner, or a delightful party touch to a family lunch or supper. Yet however enthusiastically they praise it, they agree that tasting beats telling, every time—that you must taste it yourself to know what a sumptuous soup it really is.

So, tomorrow, why not serve Campbell's Cream of Mushroom (with special emphasis on "mushroom", as well as on "cream")? As you enjoy it, ask yourself if you ever before reveled in such deep mushroom richness, blended with double-thick cream—cream so thick it will hardly pour. You'll enjoy the generous garnish of sliced mushrooms, too. And it's worth noting this soup de luxe is ready for the table in just a few minutes.
Royal Copenhagen Porcelains have been gracing the homes of kings and the common man, alike, since 1779. If they are used on the dining table or if one single lovely figurine is chosen as the focal point for an entire room... that room and that home are richer indeed. The Royal Copenhagen potters have made their porcelains unmistakable by exquisite colors, a rich lustre and an excellence of detail. Figurines may be had from three dollars, while lamps with specially designed shades are available from thirty dollars. We would be happy to write you of the Royal Copenhagen collections now being displayed throughout the United States. May we send you our book of gifts?

**FOR OUR READERS' INFORMATION**

The items shown on the editorial pages of this issue of the magazine are sponsored by the following firms:

**Fabric Trend, Pages 48 and 49**

**Silks**
1. Schumacher silk from Dunphy and Hutchins
2. Kent Bragaline material at Smyth, Urquhart and Marek\n3. Sealander Silks, Inc. brocatelle; Ruby Ross-Wood
4. Johnson and Faulkner material from W. & J. Sloane
5. Cheney Bros. damask at Bell and Fletcher
6. Schumacher damask; Dunphy and Hutchins

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7. Johnson and Faulkner cloth at Louise Tiffany Taylor
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16. Orinoka Mills material from Miriam Stevenson
17. Schumacher chintz at Dunphy and Hutchins
18. Winton MeGaugh chintz cotton print from James McCutcheon

**We Shall Have Music, Pages 52 and 53**
1. Modern grand piano designed by Donald Deskey: Steinway & Sons
3. Hammond organ: Hammond Organ Studios
4. Chippendale Musical; Winter & Co.

**New Assistants for Your Home, Pages 56 and 57**

**Page 56—top row, left to right:**
- Pear jar: Bellette, Inc., Chicago
- Kitchen scale: R. H. Macy & Co.
- Kitchen clock: B. Altman & Co.

**Bottom row, left to right:**
- Basket cooker: Columbian Enameling & Stamping Co.
- Cake board and cover: Bellette, Inc., Chicago
- Ice trays: Conicer, Centroid, Inc.

**Page 57—top row, left to right:**
- Beam scale: Fairbanks Scale, John Wanamaker
- Stainless steel cooking utensils: B. Altman & Co.

**Bottom row, left to right:**
- Shaving stand: John Wanamaker
- Whirlwind vacuum cleaner of Landers, Frary & Clark
- John Wanamaker
- Vacuum jug of American Thermos Co.; John Wanamaker
- Marion Electric Deep Fryer; Rutenber Electric Co.

(Continued on page 80)
Jean started her piano lessons today. Did splendidly. She is delighted with the new Steinway (as we all are) and, we think, shows great promise."

All parents live two lives...their own and their children’s. Their hopes and dreams for the husky youngster, the shy and lovely girl, often are more real and poignant than those for their own future...What seeds can you plant, now, to assure your children a well-rounded, happy life? For one thing, you can train them to know and love music. Music liberates all that is deep and good within the child. It fires the heart, exalts the mind. It enriches, broadens, balances. To youth, and later life, it brings a limitless golden harvest of friendship and inspiration.

You want your children to have the right sort of friends. You want them to grow up naturally, centering their pleasures in the home, rather than in some night club or road house. You do not expect the impossible of them, but you are anxious that they should learn early to separate the real from the superficial...to enjoy the best that life has to offer.

From the moment it enters the home, the Steinway is a radiant and compelling influence on the young boy or girl. Around it gathers the romance of a long, distinguished history. Its very presence imparts a dignity to the household...unites the child’s active, modern life with the glamorous past. It is the center of the home, the meeting place of friends, the constant source of delight and pleasure.

And it is the one incomparable piano for the beginner. The young hand, the young ear, must be trained correctly from the start. Anything less than this piano of Hofmann, Rachmaninoff and Paderewski may hinder rather than help the child’s musical progress.

Fortunately, the Steinway is not an expensive piano to acquire. The superb new Steinway Grand...at the extremely low price of $885, payable on generous terms arranged for your convenience...is within the reach of the most modest income.

THE NEW STEINWAY $885 GRAND PIANO FOR ONLY

There is a Steinway dealer near you, through whom you may purchase the new Steinway with a small deposit—the balance being distributed over a convenient period. Used pianos accepted in partial exchange...Steinway & Sons, Steinway Hall, 109 W. 57th Street, New York City, just west of Sixth Avenue.
FOR OUR READERS' INFORMATION

(continued from page 78)

Wallpapers, Page 62
Modern. Top, Plain washable Duray paper from Richard E. Thibaut
Below, Yellow and gray paper—Imperial Wallpaper Co.: Wolf Bros.
Early American. Top, Purple paper called "Connecticut Valley"—Katzenbach & Warren: Diane Tate & Marian Hall
Below, Gray and orange paper—Imperial Wall Paper Company: Wolf Bros.,
8th Century English. Top, Floral design—Thomas Strahan; Westport Antique Shop, Inc.
Below, "Bamboo Lattice" pattern—Imperial Wallpaper Company: Wolf Bros.
French Provincial. Top, Bird design: Margaret Owen Below, Provincial pattern: Nancy McClelland Baroque. Blue scroll design called "Caprice": Richard E. Thibaut

Furniture Highlights, Pages 64 and 65
A. Robert W. Irwin
B. Robert W. Irwin
C. Dunbar Furniture Manufacturing Co.
D. Drexel Furniture Co.
E. Kaplan Furniture Co. (sideboard and cabinets)

BOOKLETS FOR THE ASKING

(continued from page 80)

Chrysler's Airtemp tells how this completely automatic system provides home heating and winter air conditioning "at the cost of heat alone." This booklet diagrams the installation, shows how it works and what it does for your home. AIRTEMP, INC. (Subsidiary of Chrysler Corp.), Dept. HG-70, Dayton, Ohio.

Comfort and Cleanliness in Your Home describes the Vaporaire system of heating and air circulation of the Holland Furnace, which is installed by the manufacturer, who fits the plans to your individual needs and gives you a 5-year "comfort insurance" policy. HOLLAND FURNACE CO., DEPT. G-10, HOLLAND, MICH.

Gilbert & Barker offers four informative booklets that give full facts about heating equipment made by a subsidiary of "the world's largest oil company." (1) The Flexible Flame oil burner to fit your heating plant; (2) the complete Gilbarco boiler-burner unit; (3) the Gilbarco winter air-conditioning system; and (4) the Esso hot water heater. GILBERT & BARKER MFG. CO., DEPT. G-10, SPRINGFIELD, MASS.

27 WAYS TO PLAN A BASEMENT is a book of prize-winning designs for delightful basement rooms—complete with floor plans and perspective sketches. They make clever use of space—allowing only a corner to a heating plant which includes an Iron Fireman automatic stoker. IRON FIREMAN MFG. CO., DEPT. G-10, PORTLAND, OR.

We turn on the heat explains what happens inside the automatic thermostat that controls your heating system—makes clear the difference between a conventional thermostat and the more efficient heat-accelerating type. MINNEAPOLIS-HONEYWELL REGULATORS CO., DEPT. G-10, 2790 47th Ave. S., MINNEAPOLIS, MINN.

Write to the manufacturers for any of these booklets. They're free unless otherwise noted.
NEW AND EXCITING — Grenoble

... in with exciting autumn winds and stirring up gusts of approval ... GRENoble, newest of Heirloom Plate's trinity of lovely patterns, is on its confident way to a brilliant future. GRENoble is of 1937 ... naturally its sleek, sure lines are modern. But GRENoble is of patrician stock, so its modernity is graced with a hint of traditional decoration. ... Lineage is unmistakably evident in GRENoble, as it is in Chateau and Longchamps ... also shown by Heirloom dealers. Services, starting at $32.50, may be purchased on Spaced Payments.

- ADVICE from Six Famous Stylists! Send 10¢ (mailage) for the authoritative booklet "TABLE CHARM FROM DAWN TO DUSK"—to Heirloom Plate, Oneida, New York.

ELIZABETH PEACOCK of Elizabeth Peacock, Inc. is doing really important work in the realm of interior decoration. Here she adroitly compliments the luscious Venetian table scheme with the very modern GRENoble silverware ... since in matters of taste, aristocrats of all periods can be happily blended.

"SILVER DIVIDENDS" FOR YOU
Ask your Heirloom dealer how you may secure additional "place settings" to match your service—At No Extra Cost.

Table linen by Mosse, Inc.

Heirloom Plate
HALLMARK OF THE FINEST SILVERWARE

Copyright 1937, Oneida Ltd., Mfrs.
For fresh autumn sparkle replace your faded summer draperies and slipcovers with bright, crisp Derby Crash This stunning, part-linen fabric comes in 26 decorator's colors. Easy to make because Derby Crash is Sanforized—shrunk. It can be fitted without shrinkage allowance and still fit as snugly as upholstery after laundering. Trim it with matching or contrasting Derby Crash welts, bindings or pleated edgings, or choose Conso braided fringes, braids and ball edgings at stores near you.

Free booklet "Be Your Own Decorator" full of many new suggestions for draperies and slipcovers. See coupon below.

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Please send me a copy of "Be Your Own Decorator"

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State:

Write to the Manufacturers for Any of These Booklets, They're Free unless Otherwise Noted.

CONSOLIDATED TRIMMING CORP.
27 W. 23rd St. New York City

Air Conditioning Systems for the Home explains the "parlor magic" by which two tiny automatic manufacturer on the market! Its simple diagrams explain the exclusive engineering advantages of the Consolidated Trimming Co., Dept. G-10, Detroit, Mich.

REVITALIZED AIR answers rather fully the question of what air conditioning is for home and health—and explains how the gas-fired Janitrol—silent, simple and fully automatic—takes care of the whole job of humidifying, filtering, warming and circulating air. SURFACE CONSTRUCTION CORP., Dept. G-10, Toledo, Ohio.

AUTOMATIC COSY COMFORT HEAT takes apart a modern oil burner—easily is soundproofed, heat-insulated, automatically controlled and all enclosed in a smart jacket—explaining why it does a much better job than your present furnace plus oil burner. BURCH BALL CORP., Dept. G-10, Irvinton, N. Y.

THE OIL-O-MATIC PRIMER lines up "interesting, dollar-saving facts everyone should know about oil heat. And its simple-as-ABC explanation of the Oil-o-matic oil burner's performance explains such features as its projected flame, metering pump and larger-liner-opening. WILLIAMS-OIL-O-MATIC HEATING CORP., Dept. G-10, Bloomington, Ill.

JUST WHAT IS A Fair Price for a Furnace? The question is asked—and answered—with some figures that give a new slant on expenditures for your home—enabling you to adjust the cost of heating and conditioning systems with your other home expenditures. METRO FURNACE CORP., Dept. G-10, 1300 S. Washington St., Pimria, Ill.

BUY HOME COMFORT explains the performance features of the Fire Tend—modern, "well-dressed" soundproofed, heat-insulated, automatically controlled and all enclosed in a smart jacket—explaining why it does a much better job than your present furnace plus oil burner. BURCH BALL CORP., Dept. G-10, Irvinton, N. Y.

CONTROLLED WINTER COMFORT describes, step by step, the various parts of the Consolidated Trimming Co., Dept. G-10, Detroit, Mich. heater's efficiency—explained in language anyone can understand, at home. You can figure the possible savings for yourself on its detailed cost—paying itself annually. HOLMES & JOHNSON MFG. CO., Dept. G-10, Indianapolis, Ind.

THE GOOD NEWS brings you up-to-date on the latest in air conditioning giving you the full details of the Arco Air Conditioner—a single unit that can be attached to your present heating system to add humidification, circulation and air conditioning. AMERICAN RADIANT CORP., Dept. G-10, 40 W. 40th St., N. Y. C.

THE CARRIER WEATHERMAKER describes an efficient heating system that "manufactures weather" for the home all year 'round. Learn from this simply illustrated booklet exactly how it works and what it does. CARRIER CORP., DEPT. 441, 810 FREEHOMES AVENUE, N. J.

YOUR GUIDE to Dependable Low-Cost Heating, Hot Water and Air Conditioning is a simple discussion of the problems involved, and an explanation of equipment performance. F折ohngens boilers for oil, gas or automatic oil. FITZGERALD BOILERS CO., INC., Dept. G-10, 101 PARK AVENUE, N. Y. C.

(Continued on page 93)

Colorful DERBY CRASH SANFORIZED-SHRUNK gives rooms new life

Heating and Air Conditioning

Kitchen and Bathroom Equipment

MODERN KITCHEN FURNITURE starts with the efficiency features of the Hoover-Ebco dishwashing sink and the latest Hoover-Ebco refrigerator. You can group them into special set-ups, and complete pride-stirring kitchens, with specifications to help you plan the room to fit your needs. HOOVER MFG. CO., Dept. G-9, NEWARK, N. J.

KITCHENS OF DISTINCTION shows beautiful ensembles of Coppes cabinets, with such clever accessories as Glide-away tables, interior and counter-top lighting, pan desks and efficient storage sections. It answers your questions—gives full specifications—lists 18 available colors! COPPES, Inc., Dept. G-10, NAPLES, Ill.

TODAY'S MODE IN KITCHEN pictures some of the special purpose units that make up the efficiency of a modern Kitchen Maid kitchen... such details as ventilated bowl racks that pull out from hidden places beneath the sink—rounded open shelves to fit into corners—special combinations of trunks and bays. KITCHEN MAID CORP., Dept. G-10, ANDREWS, Ind.

PLANNED PLUMBING AND HEATING starts with bathrooms and kitchens—their color schemes—their planning and the new type equipment to make them compactly efficient—and charming. To solve basic problems, it also shows modern showers, KOHLER CO., DEPT. G-10, KOHLER, WIS.

VITRITILE BATHROOMS and KITCHENS shows rooms with wainscoting, walls or columns of "structural" glass in stunning colors, glowing with the lustre of beauty that looks far more expensive than it is. LIBERTY-OVERS-FP GLASS CO., Dept. G-10, TOLEDO, OHIO.

THE WORLD'S EASIEST-TO-KEEP HOUSE, by Constance Holland, tells the story of the modern, drudgeless home every woman dreams of, it's packed with information on the selection of your range, refrigerator, house and water heating units, AMERICAN GAS ASSN., Dept. G-10, 420 LEXINGTON AVE., N. Y. C.

THE WHITEHOUSE LINE is a catalog of fine steel units for modern kitchens and pantries—with photographs of the many types of fixtures, Liberally illustrated. design plans—and specifications of handsome, durable metal cabinets, JAX & KITING CO., Dept. G-10, 101 PARK AVENUE, N. Y. C.

NUVOGE for the Modern Bath introduces new features of the functional design—adding beauty to your home without sacrificing inlavatories and all the fittings for a lavatory not too expensive bathroom. It shows 8 standard color schemes besides white. CRANE CO., Dept. G-10, 836 S. MICHIGAN AVE., CHICAGO, ILL.

WEISMAN CABINET SHOWS shows you how to add an extra bathroom to your home—and new zest to living!—with full information. WEISMAN CABINET CORP., Dept. G-10, ELKHART, IND.

COLOR Slides by Verichrome shows a line of one-piece portataneous enclosed cabinet slides to fit any kitchen plan—a choice of 8 pleasing greenish and white-resistant shades—also 6 sizes ranging from 25 to 30 inches—and styles to suit varying needs. G. S. ROSENBERG & CO., Dept. G-10, 410 PARKER AVE., CHICAGO, ILL.

COLOR IN YOUR KITCHEN not only brings the color-box up to date, but builds six perfect kitchens around the latest Electronics, which do everything a modern refrigerator should. The color schemes and floor plans are shown with modernized, RANKEN REFRIGERATOR CO., Dept. G-10, GREENVILLE, MICH.

(Continued on page 93)

Heat starts with bathrooms and kitchens... they color schemes—their planning and the new type equipment to make them compactly efficient—and charming. To solve basic problems, it also shows modern showers, KOHLER CO., DEPT. G-10, KOHLER, WIS.

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(Continued on page 93)

Today, insulating your home is an investment, not an expense. Red Top Insulating Wool? literally pays dividends in comfort and fuel savings as long as your house stands. It never has to be replaced. It keeps rooms more uniformly warm... helps safeguard your home against winter cold and your family against winter illness... and it does this year after year.

Red Top's efficiency is due to its unique nature. It is the same type of material used to insulate streamlined trains and to conserve heat in ranges. It is fireproof; chemically stable; moisture resistant; does not harbor vermin and will not decay. It is economical to install. Get the facts on what Red Top can do for your home; your fuel savings start the moment it is installed. Use fill in and mail the coupon today.

Red TOP INSULATING WOOL
Pays Dividends in Comfort and Fuel Savings

UNITED STATES GYPSUM COMPANY
300 West Adams Street, Chicago, Illinois

Please send, without obligation, free booklet on Red Top Insulating Wool.

Name:

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City: State:

UNITED STATES GYPSUM COMPANY

(Continued on page 93)
Now it's no extravagance to indulge in gay colors—pastels—the smart whites and beiges. If they're SANFORIZED-SHRUNK you can send them to the wash without fear of shrinkage.

Year 'Round Freshness

in your home with slipcovers and draperies

THAT WILL NOT SHRINK OUT OF FIT

- For slipcovers that are never buggy or skimpy, for curtains that never hold up after washing, there are cottons and linens, SANFORIZED-SHRUNK, in every style and price range.

- Slipcovers have become the smartest year 'round fashion now that stunning cottons and linens are SANFORIZED-SHRUNK. These can be fitted as suavely as upholstery, without bulky shrinkage allowances.

- Through this SANFORIZING machine go cottons and linens to emerge completely and permanently shrunk. It is a patented mechanical process that uses just water spray and steam.

- Unshrunk or only pre-shrunk (partly shrunk) fabrics are a waste of time and money. Look for the words SANFORIZED-SHRUNK.

- Whether you—or your decorator—or your store makes your draperies and slipcovers—specify SANFORIZED-SHRUNK for both the fabric and the welts and bindings. Then you will be sure of lasting fit.

All fabrics shown are available at leading stores.
There is smooth graciousness in an autumn crossing, well relished by those who are versed in the fine art of travel. Particularly is this true on French Line ships, where the tradition of grandeur and elegance is so exquisitely blended with the closest attention to every detail which can contribute to comfort and safety.

Here you will find spacious staterooms, beautifully decorated... food that you would have to search five or six of the noted restaurants of the world to duplicate (a sound table wine included at all meals)... seamanship that has back of it a thousand years of sturdy Breton and Norman seafaring.

For reservations, consult your Travel Agent. He will save you time and money, and his services cost you nothing...

French Line, 610 Fifth Avenue (Rockefeller Center), New York.

New York to England and France, and thus to all Europe: ILE DE FRANCE, Oct. 7, 28 • NORMANDIE, Oct. 13, Nov. 10, 24 • CHAMPLAIN, Oct. 23, Nov. 20 • LAFAYETTE, Nov. 6
FLY ANYWHERE IN EUROPE VIA AIR-FRANCE

INTERLUDE

QUESTIONs and ANSWERS

(continued from page 63)

Corner Casements. The casement windows in my living room are in the corner and open out. I feel there should be glass curtains because the outlook is not too desirable. The window sill is at such a height that curtains reaching only that far would divide the wall into unpleasant proportions. Side over-curtains would add needed color, but what should there be in the corner, and how could I hang them? If the side curtains are full-length, should the glass curtains extend to the floor too?

Answer. A simple and effective treatment consists in hanging glass curtains (made of mohair casement cloth) so they cover the windows entirely and extend right down to the floor. The over-curtains are best handled by having a single one at the two ends only. Drapery hardware is now made for just such window arrangements as yours, so that the over-curtains may be drawn across the entire windows whenever desired.

Canvas Deck. Recently I visited a friend's house which had a flat second-floor porch-deck covered with canvas. To my lay mind it seemed like a good idea because it was a "quiet" surface for the children to walk and play on. But how does it wear, and how is it laid?

Answer. Copper flashing should be carried up at least 6" against the house. The wood flooring (1/2" pitch per foot) should be painted with a thick paste of boiled linseed oil and white lead, and while wet the canvas should be laid. Copper nails 5/8" long should be used 4" apart on the under edge to be lapped, and 5/8" apart on the upper edge which does the lapping. Then one coat of paint and one of deck enamel.

Dining Alcove. I am planning to move into a one-room apartment which has an alcove at one end. The main room, not extremely large but quite sunny in the afternoon, will be used as living and bed room, while the alcove is to be used for dining. I should like to decide on the wall treatment before buying any new furnishings. What do you suggest?

Answer. Your problem is twofold: to make the living room appear as large as possible, and to give the dining alcove a related but individual character. By making the side walls of the main room dark, their apparent distance apart will seem greater, and the separation from the alcove will be more pronounced. Naturally, the colors of the alcove wallpaper should recall the color scheme which has been used in the living room.
A modern miniature designed by Leo Jiranek for Hardman Peck & Co. Corners are rounded and it is shown in white lacquer with bright metal trim.

electrical impulses, eliminating the huge bulk usually associated with the organ. The console is as small as a miniature piano, and in addition there is a sound cabinet the size of the average radio, which may be placed in the same or an adjoining room.

Both instruments are supreme examples of skilled craftsmanship. Like a fine Sevres porcelain or an exquisite ladder-back chair, they require proper position, background and lighting. The graceful curve of a grand piano should face the room. Its background should be kept very simple—it may point up the end of a long room, or stand before a tall, wide window with sheer, light curtains to the floor.

The miniature may also provide a focal point for the room. Its smaller size makes it capable of featuring in many different arrangements, some of which are shown on these pages.

Above all, nothing should detract from the beauty of the instrument itself. No elaborate cover is needed, no cases of flowers. Small shaded lamps or candelabra may provide adequate light and decoration, but detail of fabric and texture should always be carefully subordinated to the piano’s fine form and surface.

Both piano and organ need very little more care and upkeep than a fine piece of furniture. The arch enemy of both is dampness; and here modern air-conditioning, maintaining even temperature and humidity, again proves its usefulness. Pianos should be placed against inside walls; the sound travels here with little reflection or damping. If so placed, their beauty will be enhanced, and they will make for the best music.

Tuning, of course, is necessary twice a year; oftener in the case of a new piano. Pitch should also be regulated occasionally.

Moths have a passion for the felt of a piano. But you can scotch their plans by keeping a moth preventive, either in ball or powder form, inside at all times. Keys yellow both from use and from keeping the piano closed for long periods; they may be restored to their original whiteness with a cloth moistened in alcohol. The case, of course, should be treated like the fine piece of furniture that it is—rubbed and polished with a soft cloth until every trace of cloudiness is removed.

An exquisite small piano in a design reminiscent of the Louis Quinze era. Its delicate curving lines make it an ideal choice for rooms decorated in this graceful period. Knabe Piano from the American Piano Corp.

McCREERY has the honor of presenting

The Maryland Group

A collection of authentic reproductions of historic Early American and 18th Century English antiques, such as were found in the fine homes of Maryland, Virginia and the Carolinas during the latter part of the 18th century ... reproduced with rare fidelity, even to the time enriched tones of the mahogany, by one of the country's foremost makers of quality furniture ... and shown by McCreery in a colonial cottage built especially to give the furniture the proper background. If you love fine furniture, we urge you to see this collection.

SEVENTH FLOOR

JAMES McCREERY & CO.
FIFTH AVE. 34th ST. WISCONSIN 7-7000
FALL IS THE TIME TO REDECORATE

Forestall the gloom of dark winter days by redecorating your rooms in gay, charming Imperial patterns. Imperial Washable Wallpapers are given credit for the great popularity of wallpaper today. Not only are they of breath-taking loveliness in color and design, but Imperial has given them guaranteed washability and light-fastness without sacrificing the soft, beautiful tones characteristic of water colors. Yet they are priced to meet your budget. Ask your paperhanger or decorator to show you Imperial, and look for the silver label that identifies the genuine Imperial in sample books.

JEAN McLAIN will help you with your decorating problems. Her advice is free. Write to her, giving full details. She will send you samples of wallpaper and tell you the most convenient place for you to see and buy Imperial.

Address JEAN McLAIN, Dept. K-7, Imperial Paper and Color Corp., Glens Falls, N.Y.

GIVE THIS INFORMATION FOR EVERY ROOM

<table>
<thead>
<tr>
<th>Type of Room</th>
<th>Size (Dimensions)</th>
<th>Exposure</th>
<th>Type of Furniture</th>
<th>Color Scheme Preferred</th>
</tr>
</thead>
</table>

FRANCHISED DISTRIBUTORS, DEALERS AND REGISTERED CRAFTSMEN EVERYWHERE

REMINISCENT of French nursery series of a few years past is this chic paper modernized and made especially noteworthy in its use of bright red apples and green leaves on a subtle beige-pink ground. A hand print called "The Fruit" which may be ordered in any colors. From Charles Grimmer and Son.
AN ALL-YEAR RENDEZVOUS

NEW WALLPAPERS

Marigolds bloom on this unusual wall covering which is carried out on a lovely soft turquoise background. The marigolds combine bright yellow with dull terra cotta, and the leaves are dull clay color. Any color combination may be ordered. Edna B. Day

Very Victorian in color and feeling is this tremendous swirl design. The roses and swirls are in shades of red designed on a background of gray alleviated with white. This design may be obtained at W. H. S. Lloyd.

The background of this floral motif is a deep slate blue, subtle and original. To carry out its gray feeling, the floral motifs are done entirely in shades of gray and white. A very lovely and unusual paper. It may be seen at Richard E. Thibaut.

Owens-Illinois Glass Company...TOLEDO, OHIO
From the Golden Age of Furniture Design

18th Century France, unchallenged leader of the world of taste, has inspired much of the loveliest and most livable furniture of our day.

It is furniture of utmost charm—at once gracious, elegant, and supremely comfortable. Flowing line, faultless proportion, restrained and delicate ornament unite to give it a distinguished beauty.

Today, as in the Golden Age, the fine traditions of French design are oftenest and best expressed in Walnut. Now as then, the aristocrat of cabinet woods provides matchless strength and stamina, handsome figure, and appealing coloring in tones which range from ashy grays to sunny browns.

“Walnut in the Art of Gracious Living” contains interesting information on home decoration—illustrated in color. A copy is yours for the asking.

National Furniture Week—September 24-Oct. 10

SPECIAL COLLECTION FOR CONVENIENCE

(CONTINUED FROM PAGE 58)

It is easy to carry a hot picnic meal in this electric roaster with its special handle. An insulated top of stainless steel, automatic controls and a cast aluminum broiler are other features which add to its usefulness. Nesco Roastmaster: National Enameling & Stamping Company, B. Altman

This new mixer with a silvery finish has eighteen attachments and will handle small amounts—one egg or a little cream—as well as larger quantities. The beater revolves inside a stationary bowl, Model R. Food preparer: Kitchen Aid Manufacturing Company, Hammacher Schlemmer Co.

An electric roaster with a table of its own is a permanent addition to the kitchen. Roasting, boiling, baking, and broiling can be automatically controlled. The Everhot Automatic Roaster-Cooker: Swartzbaugh Manufacturing Company, from John Wanamaker

This beater and mixer which has white glass bowls and a modern black and white finish is particularly adaptable to new kitchens. It is easy to move for use at the stove. Universal Mixer-Beater: Landers Frary & Clark, Marshall Field
Three baths in a Tub!

DO YOU LIKE the quick, zesty tingle of a shower—so bracing before a long, hard day at the office; so cool and pleasant when you come home in the evening?

—OR DO YOU PREFER the soothing satisfaction of warm, soap-suds? To lie back and relax—even read—completely at rest?

You can bath all three ways in the new Kohler Metric! The ingenious recessed seat ... the one-piece construction ... the svelte, clean-cut Kohler lines ... traditional Kohler quality ... all combine to make the Metric the bath for finicky bathers.

Consult your Master Plumber. He's trained, helpful, practical. Ask him about Kohler's Time-Payment Plan—three years to pay. Interesting 4-color booklet, "Planned Plumbing and Heating" free on request. Kohler Co. Founded 1873, Kohler, Wis.

INSIST UPON KOHLER FITTINGS

KOHLER OF KOHLER
PLANNED PLUMBING AND HEATING

Have this Extra Fire Protection for the Walls of Your Home—at Low Cost

The insert at the right is a back view of Perforated Rocklath, showing how Red Top Plaster penetrates the perforations and anchors to the lath, providing an extra grip, in addition to the natural bond of the plaster to the lath.

KOEHLER OF KOHLER
PLANNED PLUMBING AND HEATING

PLANNING THE MINIMUM HOME

(continued from page 41)

similar panels for interior surfaces, roofing, siding, and shingles of fire-safe composition, new standard window and door units, the various types of insulation and countless other materials which may be found to offer substantial advantages.

Likewise in the matter of equipment, we should investigate thoroughly the many resources of the current market. Heating equipment for a small home need not be expensive, and may often be conveniently installed in an oversized closet, perhaps near the kitchen; but it should be as carefully selected and as dependable as that used in the largest house. Don't make the mistake of skimping on structural materials or equipment. The owner of the small home can afford the expense of mechanical or structural failures, and their correction, no better than anyone else. Therefore, structural materials, heating, kitchen and plumbing installations, hardware, wiring, and lighting fixtures, should be of good, sound quality, made by a reputable manufacturer, and properly installed.

It is by no means incongruous, in planning a small home, to keep the idea of resale value in the front of our mind at all times. Regardless of whether the builders are a young couple who intend some day to build a larger home, or someone who expects to make the house his permanent residence, it is always a part of wisdom to protect the investment by planning, building and equipping the house in such a way as to provide for its continuing value and appeal over a period of years.

That way, whether we sell or not, we get the benefit of our foresight.

Finally, let us not forget the importance of its setting to the little house. If we are fortunate enough to have a site which affords large shade trees, lawns, and a lovely vista, so much the better. But even if we are content with a plot of limited area there is no reason why we should not give our home the charming setting it deserves. Not all at once, of course. But, by developing a master plan to guide our efforts, the progressive work of every year will tend to bring to completion a scheme which will have unity and harmony and which will add much to the charm and distinction of our little house.

AIR CONDITIONING ANALYZED

(continued from page 66)

ure 1 has the supply register located in an inside wall at least six and a half feet from the floor with the return grill under the window in the opposite outside wall. The room in figure 2 has both supply and return registers located in the baseboard. If furniture placement does not interfere with the flow of air, this method is the most efficient during the heating season, as it takes advantage of the physical law of warm air rising and cold air descending. But when cold air is introduced during the summer, it merely floats across the floor level to the ceiling.
COSMETIC COLORS
in Lumarith Lamphades

...and more colors—Lido Beige, Nougat Beige, Iguana Beige, Direction Beige, Green Haze, Moon Mist, Crystal, Rust, Mist, White, Mottle

...LOOK FOR THIS TAG

When stylists said cosmetic colors for home decoration—they had more than home decoration in mind. These new colors in Lumarith lampshades throw a flattering light—with a subtle, glamorous effect on the hostess herself. Light, soft and mellow! Light with color...to accent the allure of your most effective make-up.

You'll like the new Lumarith textures, too—shantung, linen and nailhead. Altogether a new conception of lampshade loveliness!

Look for the Lumarith tag wherever lamps are sold. Lumarith shades always look fresh and new. Quickly cleaned with soap and water, they last indefinitely.

The new booklet, "Lampshades of Lumarith," is full of new, practical ideas on decorative lighting. Send for it today. Plastics Division, Celluloid Corporation, 10 East 40th Street, New York City, N.Y.

FOR BEAUTY—FOR SMARTNESS—FOR SERVICE

Lampshades of Lumarith

REG. U. S. PAT. OFF

AIR CONDITIONING ANALYZED
(CONTINUED FROM PAGE 89)

TO REDUCE COSTS

In the room in figure 3, the return grill has been moved to the inside wall under the supply. While this arrangement is sometimes necessitated by the location of joists and partitions, it is usually done in order to reduce the cost of installation. Warm air from the supply floats across the room, is chilled by contact with the cold walls and window, and drops to the floor. In the upper room it is picked up at this point and taken back to the conditioner. In the lower room the chilled air is forced to travel the entire length of the room at the floor level before it reaches the return. The resultant draft is more noticeable in a large room than in a small one.

Figure 4 shows a cheap basement duct system with a square elbow in the main trunk line and branch ducts cut squarely into the side of the main duct. This type of installation, unless the duct is equipped inside with a streamlining device, is used only in the poorest construction, and, with its attendant eddies and abrupt changes of direction, is responsible for most of the noise produced by the cheap conditioner.

The streamlined, tailor-made or factory-engineered system, shown in figure 5, was either standard or optional with all of the companies submitting proposals on the sample house. Several stated frankly that they recommended the streamlined installation but used the other type when it was necessary to reduce the price for the benefit of speculative builders. With its smooth contours and rounded elbows, the streamlined ductwork carries the air through the system with a minimum of noise and friction. A square elbow, such as is used in figure 4 and shown in detail in figure 6a, offers the same resistance to the air flow as thirty-five feet of straight duct of the same size, while the rounded elbow, figure 6c, offers the same resistance as ten feet of straight duct.

Wherever the ductwork is exposed to unexcavated areas, care should be taken to encase the ducts with a thick layer of insulation.

INSULATION AND CONSTRUCTION

In anticipating the initial and operating cost of residential air conditioning, it must be borne in mind that both are going to be directly affected by the amount of insulation used and the soundness of construction. The house upon which this survey was based, called for brick veneer construction with one inch of insulating board in place of the conventional wood sheathing and with 3% inches of rock wool in the studding spaces and a similar layer of rock wool overlaying the
BOOKLETS FOR THE ASKING (continued from page 82)

Fences

DUBOIS WOVEN WOOD FENCE shows fencing made in France, for garden privacy—with charm! It's made of pointed chestnut saplings in heights from 18 inches to 10 feet. Photographs suggest attractive ways to use it. DUBOIS REEVES FENCES, INC., DEPT. G-10, 101 FAIR AVE., N. Y. C.

YOUR FENCE . . . How to Choose It and How to Use It, is a very complete discussion of fence types—with photographs of trim and sturdy metal fences for all sorts of property—and detail sketches that will help you to select both the right type and the right quality. CYCLONE FENCE CO., DEPT. G-10, WESTERVILLE, OHIO.

RUSTICRAFT FENCES is a study of actual installations, from which you can choose the kind you need. It includes English hurdle fences, French picket types, red cedar pickets, and many others for farm and estate. RUSTICRAFT FENCE CO., DEPT. G-10, MALVERN, PA.

FENCING FOR SAFETY pictures typical installations of Wickwire Spenere Fences, and reviews ways in which this fencing pays dividends by preventing loss and destruction, and improving the appearance of your property. WICKWIRE SPENCER STEEL CO., DEPT. G-10, 41 E. 42ND ST., N. Y. C.

FENCE FACTS tells you what features to look for when you're buying a fence. It includes a number of typical fence installations about residential, industrial and institutional properties. PAGE FENCE ASSOCIATION, DEPT. G-10, BRIDGEPORT, CONN.

ANCHOR FENCES for your lawn and garden are of chain link, of pickets or palings. And they're easy to put up. If you have a baby—or a dog—you'll be interested in the quickly put together safety pens. ANCHOR POST FENCE CO., DEPT. G-10, 6557 EASTERN AVE., BALTIMORE, MD.

Miscellaneous

FOREIGN FOLK DOLLS is a joy and a temptation to anyone susceptible to hobby suggestions, for it's a catalog of character dolls worth collecting. The dolls made and accurately costumed by the artist in many exotic parts—from Lapland to Bombay—from Ecuador to Jerusalem and all the countries between. KINNINE DOLLS, DEPT. G-10, INDEPENDENCE, MO.

TEMPERATURE and its Relation to Health and Comfort lines up interesting facts about heat and humidity and the “zone of comfort” shows how to keep check on home temperatures with accurate Taylor thermometers and an air current Humidigrade. TAYLOR INSTRUMENT CO., DEPT. G-10, ROCHESTER, N. Y.

200 THINGS TO DO with Plastic Wood is a handy guide to unexpected and money-saving ways of putting plastic wood to work to repair everything from broken furniture and cracks in the wall to sick trees and broken chairs. And it's full of ideas for fun with toy-making and modeling. A. S. BOYLE & CO., DEPT. G-10, CINCINNATI, OHIO.

YOUR OLD RUGS, carpets and clothing can once again become grist for the rug-maker's mill. This 66-page booklet of colorful room schemes shows how inexpensively they can be re-made into reversible seamless rugs in all sorts of shades, in fine old Oriental or Early American designs. OLSON RUG CO., DEPT. G-10, 2800 N. CRAWFORD AVE., CHICAGO, ILL.

The same weight had no effect whatever on Circle Tread Ozite. The All Hair Ozite springs right back to its original thickness—stays soft and resilient under any pressure—never packs down. Note that the rug nap was not crushed.

Before you buy a rug cushion—ask what it's made of! And be wary of rug pads not made of ALL HAIR because only too often these "bargain pads" pack down in hard lumps that actually make rugs wear out sooner.

Genuine Circle Tread Ozite is guaranteed ALL HAIR—never adulterated with substitute materials. That's why genuine Ozite makes rugs wear two to three times as long—why it is guaranteed to stay soft and springy as long as you live.

Insist on Genuine Circle Tread Ozite. It is the quality you can absolutely trust—and you can identify it easily by the Circle Tread Design and the name OZITE in the fabric.

Circle Tread Ozite is made in 3 weights. Permanently Mothproofed. Oxonized. Sold and recommended everywhere.

June is a vegetable fibre and is no more to be compared with Hair than a straw mattress with a Hair mattress. Jute (also treated to look like hair) is extensively used in so-called "cheap" rug pads. Don't be misled—insist on getting an All-Hair Cushion.

This weighted chair showed in 24 hours why you should insist on an all hair rug cushion!

A weighted chair, after 24 hours, left a permanent hard spot in this Jute* Rug Pad. All cushioning action and softness has been lost—and see how the nap of the rug has been crushed.

---

*Jute is a vegetable fibre and is no more to be compared with Hair than a straw mattress with a Hair mattress. Jute (also treated to look like hair) is extensively used in so-called "cheap" rug pads. Don't be misled—insist on getting an All-Hair Cushion.
Here's what you get with out-of-date heating arrangements and tanks that rust:

Hit-or-miss hot water service.

Cool when you need it most, always demanding attention.

Dirty-looking, discolored water—unpleasant to use and bad for fences from a rust-encrusted tank.

The constant fear that something may go wrong.

A tank that rusts soon "busts".

One leak follows another. Replacing such a tank is almost as expensive as buying a new heater.

Why deprive your family of the joy and comfort of automatic hot water a week longer? The leading manufacturers of electric water heaters are now offering new models with Whitehead Monel tanks on extremely liberal terms. A few dollars down and a few cents a day brings this luxury to your home. Ask your electric light company or Electrical Dealer for prices. And for long life and complete satisfaction, make sure your water heater—no matter what type or make you buy—has a Whitehead Monel tank.

Whitehead

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You know that a sponge, even though made of waterproof material, easily picks up and holds moisture and water. Be sure the insulation which you select will not act like a sponge within the walls of your house—for moisture ruins insulation efficiency.

Balsam-Wool is DOUBLE-SEALED ... doubly guarded from condensing moisture by a waterproof covering. This covering also renders it wind-proof, and provides a positive means of application that prevents settling. And, of course, Balsam-Wool is highly fire-resistant and termite-treated. No wonder you get PERMANENT comfort and protection from Balsam-Wool!

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(Continued on page 95)
WILL THE WEATHER

WINTER MONTHS may mean snow and sleet... rain and heavy winds... days of bright sunshine and long evenings. Be prepared for the changing season. It means different clothes... different house furnishings... different habits of living... different amusements in your home. But now you will find it easier to prepare for all these changes.

NATIONAL WEATHER WEEK, from November 6th to 13th, is designed to help you. This special week is sponsored by Taylor, the oldest and largest American maker of accurate thermometers and weather instruments for the home. You can't plan successfully to meet weather conditions without the aid of Taylor Instruments. But when they tell you the weather, be prepared for it. Let National Weather Week be a last call to "Prepare Now for Winter." Check right now the things you have... the things you lack.

In the store that holds National Weather Week ask for a new and interesting booklet, "What Do You Know about the Weather?" It contains a question and answer game about the weather and information about how to keep comfortable the year round. The questions will test your knowledge. Play this game with your friends and learn another way to "Prepare Now for Winter Months." Taylor Instrument Companies, Rochester, N.Y. Plant in Toronto, Canada.

Every Taylor Instrument bears the Taylor name and a Five-Year Guarantee of Accuracy

PARIS APARTMENT

AN ELEVATED corner of the drawing room in the Paris apartment of M. and Mme. André Strauss. Over the mirror balustrade, a view of the white leather doors with gilded motifs.

ARRANGED symmetrically over the mantelpiece hang a profusion of china and jade birds on gilded wooden pedestals. The walls are white frappé velvet, the furniture Regency.

IN THE bedroom the gleaming wide bed stands out against gray walls with a delicate white border and stripes. The richly embroidered satin cover has edges that follow the line of the headboard.
Iron Fireman declared finest automatic heating

What has Iron Fireman automatic coal firing done for Mr. Evans it should do for you

Mr. Evans formerly heated his home with a liquid fuel. Now he uses an Iron Fireman—saves half his fuel bill. "In addition to reduction in heating cost," says Mr. Evans, "we have been much more comfortable as the heat has been more even."

No Coal Handling

Thousands of Iron Fireman users have learned why automatic coal firing is the fastest growing branch of the heating industry. Iron Fireman, the leading automatic coal firing equipment, is preferred for cleanliness, quietness, convenience. Iron Fireman ranks with the finest automatic heating money can buy. And when it comes to economy—low fuel cost, low operating cost, long life, steady even heat, Iron Fireman heating stands supreme.

Equally at home in large boilers developing up to 500 h.p., or in small residential heating plants, Iron Fireman's phenomenal firing achievements are soundly based on a scientific process of combustion. This process is easily understood and quickly explains how and why Iron Fireman can give you better heating for less money. Ask the Iron Fireman dealer near you for free literature. Iron Fireman equipment can be quickly installed. Q>nvenient monthly payment terms. Iron Fireman Heating stands supreme.

FALL TREATMENT OF BIENNIALS

(continued from page 93)

open season, and with the first intimation of frost is prepared for its Winter rest. It is this preparation, which has an important effect on the next year's display, that this paper is intended to clarify.

It is taken for granted that the Summer's care has resulted in a satisfactory garden of substantial, healthy rosettes of leaves, or clusters of short furred stems. As this first frost is sometimes our only warning, it is well not to wait to see how the second will turn out; that may result in a disastrous hoisting of the ground. Not that such a freeze hurts the hardy plants, but it hurts the ground hold, and tears many of the finer roots from their stocks.

The first attention demanded of the gardener is firming the ground close to the plants, converted into a cellular structure by the processes of plant growth. This job is easily and thoroughly done by pressure with the foot—enlarged with rubbers if the soil is wet—the toe toward the plant and the heel toward the outer circle of rosettes. The pressure should be gentle at the toe, but quite firm at the heel. The footprints cavities thus obtained are to be filled and slightly rounded with live humus that has a mixture of half a level teaspoonful of a reliable corn fertilizer thoroughly mixed through it. This is put on as a top-dressing, and is not to be dug in—the fertilizer being leached through the humus to the plant during the late Fall and earliest Spring growing weather—but is to be firmed into place with the foot, a trifle higher toward the centre, but not upon the plant.

When hard frosts begin, the plants should be covered loosely with a light coat of newly-fallen Autumn leaves held in place against the winds by some form of light brush—of the pea-brush type. About each individual plant a few bits of brush are to be stuck into the ground in such a way as to prevent pressure of the overhead leaf covering, even with ordinary snows.

The biennial garden is uncovered in the Spring when the perennials are cleared, and the processes of cultivation are the same as for the annuals, except that those which bloom late in the Summer need a little extra corn fertilizer about July 1st to persuade them to do their best.

The following list of flowering plants includes those responding most gracefully to the additional care required by a biennial: Candelifera of several species; a number of Campanulas and Canterbury Bells; Cattaria; Coreopsis; Cynoglossum; Evening Primrose; Geranium; Gentian; Fringed; Horn Poppy; Hummennas; Onopordon; Poppies; Iceland; and "Meconopsis"; Sea-holly of many types; Stocks, of the Brompton strain; Sweet Williams; Verbascum; Wallflowers in many sorts.

A number of perennials are grown according to the rules for biennials, as it is considered they give their best flowers in their first bloom. They are then displaced by new plants.

Beautiful Smooth Walls and Ceilings

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- Replace old cracked walls and ceilings throughout the house—in attic and cellar waste space into attractive, livable rooms—this quick, inexpensive way! Patented Perf-A-Tape and Recess-Edge Sheetrock® give you an improved type of wallboard construction—one that makes possible strongly reinforced joints which may be entirely concealed by painting, papering, texturing or any decoration you choose.

- Recess-Edge Sheetrock is made of gypsum; it does not burn or support combustion. It does not warp or buckle. It shuts out wind, making a tight durable finish suited to the best type of home construction. Yet, with all its advantages, Recessed-Edge Sheetrock is not expensive. You can have strong, smooth walls and ceilings this easy, low-cost way. Ask your architect or contractor to specify USG Perf-A-Tape and Recess-Edge Sheetrock construction.

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With the "Weather Watchman" you enjoy unvarying home comfort in any weather—no chill period when outdoor temperature drops—no overheating when outdoor temperature rises. Besides thermostatic control—this compensating system, actuated from a "sentry box" outside the house, regulates fuel flow to correspond with every outdoor temperature change. Eliminates too frequent "on and off" operation. Prevents indoor air from settling into hot and cold strata.

Ask your architect about the modern Janitrol Winter Air Conditioner which circulates clean, warm, filtered, humidified air under full automatic control throughout every room. See your gas company. Write for folder "New Life is in the Air." Surface Combustion Corporation, Toledo, Ohio.

CALIFORNIA BEACH HOUSE

The beach home of architect Roland E. Coate, designed by himself at Emerald Bay, California, near Laguna Beach, is in Monterey style, has a hacienda quality with its quaint rambling structure and old-world balcony overlooking the ocean and the mountains.

To fit the triangular formation of the site, the wing containing the spacious living room is tilted at a slight angle. The garage is built on a lower level opening under the kitchen and dining room. The second floor has four ample bedrooms and two baths, the servants' rooms being conveniently placed on the first floor.

Stone steps flanked with flower pots lead up from the road to the main entrance of the house. The living room, opening on a sunny and very livable patio, blends early American and Mexican influences.
THE GARDEN CLUB AND ITS PROGRAM

By H. Stuart Ortloff

One of the greatest boons to garden endeavor in America is the rapidly increasing garden club movement. Each year, with its much-needed assistance, it reaches more enthusiastic people who would like to garden more wisely. But, like all movements which catch the public fancy and develop rapidly, there is danger that the garden club may lose sight of its original aims. The annual garden club program is, therefore, most important.

Such a program should be carefully thought out in advance, to provide the club with information on those subjects of which its members are either insufficiently informed or particularly interested. And such a program will prevent the energy of the club from being dissipated along lines which are not truly garden club aims.

Pleasant by-paths like indoor flower arrangement, or table setting, and such hazardous or uninteresting, nor should it prevent the energy of the club from being dissipated along lines which are not truly garden club aims.

A good garden club program is the one means of maintaining the high standard of helpfulness and practical arrangement, or table setting, and such hazardous from beginning to end. So that one member feels that a definite amount of knowledge has been given for each season or necessary operation in the garden, but as each club differs not only in point of view and interests, but also in the length of time that it has been organized, it is difficult to make any hard and fast programs. Of course even the oldest of clubs should consider the younger or newer members, and it is true that zone even master the subject of gardening so completely that a review is not occasionally helpful.

A garden club is not wholly a horticultural organization, a fact too often overlooked in the construction of a garden club program. Whereas horticulture is of great importance, it should not overshadow the artistic side of gardening. Better and lovelier gardens must depend upon a better understanding of the principles of landscape architecture. True gardening depends not only upon the science of horticulture but also upon the same fundamentals of expression that govern all of the fine arts.

Upon studying numerous garden club programs it is surprising to note how far afield some of them have strayed. Most programs err in several ways. The gravest error is lack of organization, no continuity of endeavor, no real program. Many fail to begin at the beginning and progress toward a definite standard of gardening. Far too many clubs have stressed flower arrangement and flower shows, or par-

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Kenmar Copper Shingles set new standards in residential roofing and re-roofing. This modern material gives you all the age-old advantages of copper—plus new ease of application, architectural flexibility and beauty. A Kenmar Copper Roof will give your home unquestioned distinction, as copper cannot be imitated. And back of Kenmar’s distinctive beauty is a lifetime of carefree, economical service and protection.

WRITE FOR NEW BOOKLET

We have just published a new booklet on Kenmar Copper Roofs—with detailed information for owners, architects, contractors, roofers. In writing for booklet, please state when you are building or re-roofing and tell us character, etc., of your house.

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the woman sees BEAUTY and her husband—ECONOMY

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More important than the external beauty of any fixture, is its internal construction. Each Speakman fixture embodies principles of internal design that assure maximum efficiency—each is the product of skilled craftsmen—your assurance of trouble-free service for years to come.

The bathroom fixtures pictured above are typical representatives of Speakman’s high standards of design and quality. In the complete Speakman line, there are fixtures of many styles and trim—fixtures to fit every need in the bathroom, lavatory, kitchen and laundry—fixtures to fit every purse.

For 67 years, the Speakman name has stood for the highest quality. The Anystream Shower Head, the Mixometer Shower and the Graceline Sink Fixture, are but a few of the items you should investigate before you build or modernize. Mail the coupon below for free and fully illustrated literature on the items that interest you.

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City: __________________________ State: __________________________
THE GARDEN CLUB AND ITS PROGRAM

(continued from page 97)

ticular flower groups and families, too
heavily, and in their enthusiasm have
completely lost sight of their own gar­
dens and the real reason for a garden
club organization. There is a place for
these side issues in every well-balanced
program, but no program should be so
arranged that preventing fads and
fancies crowd out the practical funda­
mentals of good gardening.

Here is a general program, espe­
cially for a new club or one which has
many new members and an older group
which will appreciate a review. The
degree of thoroughness with which this
program is developed depends to a
large extent upon the particular club
using it. All are not study groups, and
all do not have paid speakers at every
meeting, nor do all have members who
can prepare interesting papers on any
given subject.

THE IMPORTANCE OF INSPECTION

With such an outline as follows,
however, a program chairman with en­
thusiasm and imagination will be able
to develop an interesting, informative
program. Let the word instructive be
emphasized. That is the whole point.

The club exists to instruct its mem­
bers in the art of gardening. It should
not be primarily social or competi­
tive. Too many flower shows scattered
throughout the year vitiate the force
of the programs as a whole and foster
too strongly the competitive spirit.
Cooperation, the sharing of
knowledge, experience, plant mate­
rial, ideas and so on should be the aim,
rather than an attempt to outshine
the part of each member to outsell
her neighbors.

January: Flower Garden Design.
This meeting might well have a quali­
fied speaker who could explain graphi­
ically, or with slides, what the prin­
ciples of design are that apply to
garden planning.

February: Planting Design. A talk
in which the principles of plan design
are carried out in terms of plant mate­
rial and an explanation of the making
of a planting plan. The members can
take part in the program by making
planting plans of their own gardens,
which can be criticized and discussed.

March: Catalogues and New
Plants. An informal discussion by the
club members themselves. Their
experience with this or that plant, or
seed house. Where to use certain types
of plants.

April: Soil Preparation and Plant­
ing. Another meeting in which the
members can take part, or in which a
speaker may be found valuable. A
practical meeting.

May: Garden Maintenance. How to
care for plants and gardens after you
got them. Fertilizers, fungicides, in­
secticides, and general cultural prac­
tices can be discussed.

June: Flower Arrangement and
Show. A good speaker here would
stimulate the members to more inten­
sive efforts. Neighboring clubs might
be invited, and if desired a charge
might be made for admission to raise
money for other club projects.

July: Garden Problems. An old­
fashioned experience meeting.

Get a recognized authority to tell
you the latest developments in this
important field.

September: Fall Planting. What to
plant and what not to plant. How to
divide perennials and move shrubs and
small trees.

October: Bulbs and Spring Gardens.
Planning for next season's bloom.
New varieties. How to plant bulbs and
where.

November: Winter Protection. The
best methods and materials. Which
plants to protect.

December: Christmas Decorations.
New ideas from various sources.

For a more advanced group or an
older club the subject of landscape
design might be a bit more elaborated
and thoroughly covered. In the follow­
ring program this subject has been sug­
gested for the Winter months and could
be most interestingly presented as a
series of lectures:

January: The Design of Small
Properties.

February: Flower Garden Design.
March: Planting Design.

April: Color and Succession of
Bloom.

May: Grading and Construction.

June: Field Trips to Examples of
Good Landscape Design.

July: Evergreens and Foundation
Plantings.

August: Annuals and Flower Show.

October: Soils and Fertilizers.

November: Re-arrangement of
Existing

December: Garden Appreciation.

FLOWER GARDENS ONLY

A variation of this program, one
where the landscape design is restrict­
ed to the flower garden, rather than
to the whole property, and also for the
club that is more horticulturally-mind­
ed, might be as follows:

January: Garden Design.

February: Planting Design.
March: Color in the Garden.
April: Succession of Bloom.
May: Architecture in the Garden.
June: Special Plant Combinations.
July: Flower Show.

August: Lilies and Other Summer
Flowering Bulbs.

September: Visit to Gardens of
Interest.

October: Spring Bulbs.

November: House Plants.

December: Winter Effects in the
Garden.

For a garden club that is much more
horticulturally-minded, or one which
has already considered the principles
of good landscape design and proper
planting, the following program might
be of interest:

January: Soil Improvement and
Management.

February: Shrinking and Propagation
from Hardwood Cuttings.
March: Hotbeds, Cold Frames, Seed
Sowing.

April: Spring Maintenance, Divi­
SION, Transplanting.

May: Pest Control, Insects, Plant
Diseases.

Continued on page 99)
THE GARDEN CLUB AND ITS PROGRAM

(continued from page 98)

June: Trips to Nurseries. Visit growers who specialize in particular plants or groups of plants rather than general nurseries.

July: Trip Through Members’ Gardens.


October: Bulbs for Spring.


An alternate for the last program which is still quite horticultural in spirit might be as follows:

January: How to Get Particular Effects with Plants.

February: Novelties for the Coming Year.

March: Spring Shrubs and Bulbs.

April: Narcissus and Tulip Growing.

May: Iris and Peonies.

June: Helichrysum and Ibe-.

July: Japanese Iris and Hemerocallis.

August: Phlox and Lilies.

September: Fall Perennials and Dahlias.

October: Chrysanthemums.


The more seasoned garden club member may be astonished at the limited attention given to flower arrangement and flower shows in the foregoing suggestions. The slight was intentional. This is one of the many by-paths that are being followed too far by many groups. They need to be returned to good garden design. Granted that flower shows can be interesting and that they do encourage enthusiasm among members, a garden club, however, should foster good gardens and not be overly concerned with interior decoration or the winning of prizes. As Mrs. Francis King, one of the founders and leaders in the garden club movement, has said, it is better “arranged” and not to give up flower shows for at least a year or limit themselves to one decent show, and live more closely with their gardens. She thinks that more interesting shows will be the result and without a doubt the gardens will benefit. Mrs. King does not mean the great shows like the International or others of like importance, but rather the small ones that take so much time, effort and result in little or no advance in the knowledge of gardening.

Flower arrangement is a pleasant accomplishment, and one that every gardener should know something about, but as nine-tenths of us continue to “put flowers in water” rather than to arrange them for everyday use it would seem that a greater stress on plant arrangement in the garden would not be amiss. The garden is with us every day and it can be much more effective in the everyday life of the family and friends if it is better “arranged” and made a better artistic expression.

Flower arrangement has come to mean arranging bouquets for interior decoration or the winning of prizes. As Mrs. Francis King, one of the founders and leaders in the garden club movement, has said, it is better “arranged” and not to give up flower shows for at least a year or limit themselves to one decent show, and live more closely with their gardens. She thinks that more interesting shows will be the result and without a doubt the gardens will benefit. Mrs. King does not mean the great shows like the International or others of like importance, but rather the small ones that take so much time, effort and result in little or no advance in the knowledge of gardening.

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Flower arrangement has come to mean arranging bouquets for interior decoration or the winning of prizes. As Mrs. Francis King, one of the founders and leaders in the garden club movement, has said, it is better “arranged” and not to give up flower shows for at least a year or limit themselves to one decent show, and live more closely with their gardens. She thinks that more interesting shows will be the result and without a doubt the gardens will benefit. Mrs. King does not mean the great shows like the International or others of like importance, but rather the small ones that take so much time, effort and result in little or no advance in the knowledge of gardening.
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MEET COLD WHERE IT COMES IN... UNDER THE WINDOW

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and luxuriant by topping them once a year, and fertilizing them with tobacco stems. In the Summer they formed a proper background for the simple little garden, and in the Winter with their lustrous foliage and heavy bunches of large blue-black berries, they were beautiful in themselves.

Ligustrum japonicum is a round, symmetrical shrub of medium height. Not so tall or spreading as L. lucidum, it has a finer texture and a much more compact form. It has glossy dark green foliage, and bunches of dark blue berries in Winter. L. japonicum var. rotundifolium (listed in the catalogues as L. coriaceum) is an angular shrub with stiff curly leaves. Too exotic for general use, it is desirable only in a place where a plant with striking individuality is needed. L. lucidum is hardly to Washington, and I have read that L. japonicum can be grown in Baltimore.

L. nepalense has smaller leaves than those of the Japanese Privets. L. japonicum can be used for foundation planting against a large building, or even against a small one if it is kept pruned from the time it is planted, and never allowed to get too big. L. nepalense is better for planting around a small house. When buying evergreen Privets, plants grown from cuttings should be selected, as the species do not come true from seed.

A more choice shrub than the Japanese Privets is the beautiful Pittosporum tobira, used so much in Charleston, and hardier much farther North, at least along the coastal plain. Its characteristically square form, and the way its dark leaves cluster at the ends of the stems, give it marked individuality. Of very slow growth, it makes a most desirable specimen shrub for the discriminating and patient. It is also used for clipped hedges; I remember a very beautiful one in Charleston.

Another choice broad-leaved evergreen, desirable for its glossy foliage, is the Carolina Cherry Laurel (Laurocerasus caroliniana), native from North Carolina southward. It is a slight, graceful shrub when grown in the shade, and after many years becomes a slender tree. Grown in the open it is a well-rounded bush. It stands shearing well, and can be had in standard form for formal planting. The small, dark blue fruits are attractive but not very striking. The English Laurel, (Laurocerasus officinalis) has a much coarser texture, and is more spreading than the Cherry Laurel. It is recommended for planting in the South, but I have found it very apt to become diseased.

Burcher's Broom (Ruscus aculeatus), a curious spreading shrub from southern Europe, known in the North by the dried, artificially colored branches used in funeral wreaths, is hardly in the Mid-South. The foliage consists of leaf-like branches with spiny tips. It is a dull yellow-green, but the new growth in the spring is as shiny as if it were lacquered. The leaves are perfectly balanced resilience will give you concentrated, vitality-building sleep. Spring-Air is a revelation; just try it and see for yourself!

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Gardening within a city necessarily has certain limitations. One cannot grow everything, and for a serious gardener, this may well be a real realization. Dr. Scott attributes this to the heavy blanket of certain poisonous gases which lies close to the ground within a city, thus seriously affecting and retarding the growth of most bush shrubs. Dr. Scott gets around this grave handicap through the use of standard shrubs which rise from five to six feet above the ground level, allowing the plant the much purer and less concentrated air of a higher strata. In this way he is able to grow many shrubs which ordinarily would never flourish in a town garden—Rhododendrons, Viburnums, Forsythias—all of which continue to flower year after year in robust health.

Dr. Scott's love for beautiful and unusual garden ornaments is apparent throughout his garden. Included in his collection are such treasures as the handsome white twisted marble column, probably Egyptian, which dated back to 200 A.D. Of special interest, also, is his famous pair of lead flower vases, cast in the form of Tulips, which he found by pure chance in an old shop. These rest on either side of one of the low paved terraces, forming a setting for the figure behind them of Ceres, the Goddess of Agriculture.

**Alma Mailman**

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BROAD-LEAVED EVERGREENS FOR THE MID-SOUTH

(continued from page 101)

Small bracts growing on the branches. The red berries are said to persist during the Winter. I have several plants with berries, probably (since the flowers are deciduous) because both sexes were not planted.

Low and sprawling in habit, Butcher's Broom rarely grows more than three feet. It is suitable for planting in front of taller shrubs, and useful (because of its sharp spines) to discourage walking up a terrace, or cutting across a lawn. It is suitable, also, for foundation planting.

The Japanese Laurels can be grown only in the South, although most of the deciduous species are hardy in the North. Of the two evergreen species, Elaeagnus pungens and E. multiflora, only the first is common in trade. Elaeagnus pungens, the Bronze Oliver, is not striking in form or texture. Its distinction lies in the foliage, the leaves being dark green and smooth on top, and silvery with brown scales, beneath. The inconspicuous creamy white flowers, blooming in January, are heavily and pervasively fragrant.

The red fruits are edible. They are not as decorative as those of the deciduous species. E. pungens fruticans is considered one of the best varieties. E. pungens reflexa is climbing. It will make a dense evergreen screen on a wire fence, and is often grown on trees. Simon's Oliver (E. pungens simonis) blooms in November, and fruits in March. The Olivers are at their best in the sun, but they grow very well in shade and under trees.

LARGE SPECIES

The Tea Olives are among the largest and most imposing of the broad-leaved evergreens. Their small white flowers are inopercular and its fruits are heavily and fragrantly fragrant. They are cool and delicate against the dark, corrosive foliage. The Tea Olives will grow in the shade, but they need to be in a sunny position to develop to their full beauty. Fortune's Tea Olive (Olea fortunei) makes a large round shrub, twenty feet or more in height, and with forcipate leaves. The dark holly-like foliage is very distinctive. It blooms both Spring and Fall. O. aquifolium is similar to the Tea Olive. The Sweet Olive (O. fragrans) has large round glossy leaves, is more columnar in form than the other two, and taller, growing to thirty feet. It blooms in the Fall, and all Winter.

Evander Wood (O. americana), native from North Carolina to Florida, is a graceful shrub, not very compact, and with foliage of a rather faded green.

Photinia serrulata is another massive evergreen, much too large for foundation planting in which it is most frequently used. It has a coarse texture, and its form is not interesting unless it is allowed to grow to its full size. Then it is a handsome shrub, especially in the Spring when it is covered with large corolls of white flowers. The scarlet leaves of the new growth make the foliage interesting.

FLOWERING KINDS

In addition to the year-round effectiveness of its foliage, so many broad-leaved evergreens have exquisite flowers. Blooming at various times during the year, there are some for every season. By planting both Camellia sasanqua, which blooms before Christmas, and C. impetigiosa which blooms after Christmas, one may have their flowers until it is time for Viburnum tinus (Laureustinus), one of the most charming of flowering evergreens. This evergreen Viburnum from the Mediterranean is often used as a greenhouse plant in the North, but is hardy out of doors in the Mid-South. It is a medium-sized shrub, suitable for small gardens in which the heavy Tea Olive and coarse Photinia would be out of scale. It is suitable also for foundation planting.

Following Viburnum tinus, one may have Zenobia, which blooms in May. It is a semi-evergreen from the southern states, hardy to Massachusetts. Closely allied to Andromeda, it was named Zenobia for a queen who is supposed to have met the fate, similar to that of her namesake, of being chained to a rock to await a monster. Since the beautiful clusters of nodding white flowers produce little nectar, its common name, Honey-cup, is equally inappropriate. There are two species, Z. pulverulenta and Z. pulverulenta var. nuda, the former being more common in the southern hills. The foliage of Z. pulverulenta is distinguished by the white bloom on the underside of the leaf. (Continued on page 104)

BROAD-LEAVED EVERGREENS FOR THE MID-SOUTH
BROAD-LEAVED EVERGREENS FOR THE MID-SOUTH (continued from page 183)

Zenia is a low shrub, from two to four feet, with arched branches. It is very desirable in cultivation, and easily grown if it is given partial shade and some moisture. Belonging to the Ericaceae, it has the same cultural requirements as Andromeda and Pieris.

Among the flowering broad-leaved evergreens, the one most frequently planted, Abelia grandiflora, is entirely too common. It has little to recommend it in form and foliage, and all that can be said of the small, pale flowers is that they bloom profusely all summer, Abellas are hardly to Philadelphia, and even farther with protection.

There are several more desirable evergreen shrubs blooming in the summer. The Cape Jasmine (Gardenia florida) is hardy, along the coast, at least, to Virginia. In North Carolina its foliage sometimes gets scalded in severe winters, but I always find baskets full of the fragrant, waxy white flowers in markets in June.

Mourning late in the afternoon in midsummer, one comes to a dip in the road where there is a sudden coolness perfumed with the illusive fragrance of the Sweet-bay (Magnolia glauca). This graceful small tree, native to our swamps, should be seen more frequently in our gardens.

Another native evergreen, flowering in midsummer, is the Loblolly Bay (Gordonia lasiantha). It is native only along the coast, but I see it listed in a nursery in the North Carolina mountains, so I think it must be harder than its habitat indicates. The flowers of the Loblolly Bay look like Magnolias, but it is a member of the Tea family. The globular white buds are as attractive as the open blossoms. It is said to be hard to transplant from the woods, but I think nursery-grown stock would grow in cultivation without difficulty.

WHITE-FLOWERED

The Tea Plant (Thea bohe) blooms in September and October. The lovely white flowers, cup shaped, with cri­pped petals and numerous yellow stamens, resemble the improved varieties of Mock Orange. They come out a few at a time, and make a charming pattern with the round buds, some nearly ready to burst into bloom and some still tight greenish balls. The Tea Plant is a graceful shrub if it is allowed to grow in its natural rather open habit, and not sheared back to a formless lump. It is especially valuable because it not only tolerates shade but thrives in it, and there are so few blooming plants for shady places.

Many of the shrubs most conspicuous for their berries are among the broad-leaved evergreens. The berries seem more brilliant against the histrionic green foliage. There is an interesting variation in the color of the berries of the different evergreens, and in their characteristic habits of growth. Some are born in heavy, terminal clusters, as those of the Mahonias, others in corymbs as on the Cotoneasters, and still others, as those of the Yaupon, cover the entire branch.

HABIT COLORING

The gay oranges and yellows and reds are in harmony with most of the Fall colors, but the berries of many begin to show color in the late Summer, and should not be planted in groups of Summer-blooming shrubs such as Grape-Myrtle or Buddleia, whose flowers are on the magenta side. One must be cautious, too, in using them for foundation planting against any but white or gray buildings. The orange berries of the Firethorns are disastrous with some shades of brick. Azaleas are fairly safe because their foliage is so heavy in proportion to the number of berries.

The Firethorns are the most striking of the evergreen shrubs desirable for their berries. In the Fall and Winter their great branches are entirely covered with brilliant orange, scarlet, or yellow berries. There are two types of Firethorns, the spreading ones that grow to a medium height, and the tall erect forms that grow to twenty-five feet. Pyracantha coccinea, the hardiest of the tall forms, can be grown in Massachusetts in sheltered positions. P. coccinea lanata is handsomer and more vigorous than the type.

The tall Firethorns may be grown against walls. P. coccinea is tenderer than P. coccinea, and handsome P. yunnanensis, a variety of P. coccinea, is the spreading type. Firethorns should be propagated from cuttings, as the seedlings are sterile. Although some of the evergreen Cotoneasters can be grown in Massachusetts (C. horizontalis) it is hardy.

(Continued on page 186)

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**BROAD-LEAVED EVERGREENS FOR THE MID-SOUTH**

Continued from page 104

A ucubus is a hardy as far North as Washington, and even farther with protection. Its wide coarsely-toothed leaves give it an exotic appearance. The enormous bright red berries are as shiny as patent leather. It is well to remember that Aucubas are vicious, if they are grown for their berries. Aucuba japonica, an erect shrub to eight feet, has foliage of a very beautiful green. The popular variegated form looks as if it had had paint spilled on the leaves. When I see it in a foundation planting I always look again to be sure that the painters haven't been careless. Aucubas need partial shade and some moisture. They are recommended for city planting as they are impervious to smoke and gas. Eonymus, perfoliatus, a luxuriant spreading shrub, loaded in the Fall with fruits showing pendant orange seeds, is hardy to Massachusetts with protection. It will climb with support. E. japonica, more erect and formal, with very dark, glossy foliage, is less desirable than E. patens because it is subject to weevil. E. radicans var. rege- tus, a useful dwarf evergreen, will also climb if given support, and may be trained against a wall. The foliage of E. radicans var. colorinus turns brilliantly scarlet in the Fall.

Mabouia japonica, one of the handsomest of the broad-leaved evergreens, has interesting Holly-like foliage—E. is a tall shrub, and is particularly valuable for the panicles of bright yellow flowers in January, followed by dark blue berries. Mabouia aquifolium is more dwarf in habit.

According to Bailey, *Hex opaca* and *I. glabra* are the only species of evergreen Hollies hardy in the North. *I. glabra*, native from Massachusetts to Florida, is called Inkberry in the North, and Gallberry in the South. Both names are appropriate, as the berries are very black and very bitter. The small white flowers are valuable for their honey. Another Holly that should be seen more often in cultivation here, is the Yaupon (*I. vomitoria*), native from Virginia to Florida. The small, translucent red berries, clustered so thickly on the branches, are all the more conspicuous because they are not hidden by the narrow leaves.

These are only the more obvious of the broad-leaved evergreens that can be grown successfully in the Mid-South. There are countless others, both foreign and native, for the gardens of those Southerners who are willing to experiment.

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SOME LIKE IT—HOT

(continued from page 71)

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Fly from Juneau to Fairbanks. The town is a bit on the log-cabin side. If the temperature gets near zero the natives talk about hot spells, but it's worth no end of frost-bitten toes to see that stretch of country from the air.

°°°

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Robert W. Carrick
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AMERICAN EXPRESS TRAVELERS CHEQUES ALWAYS PROTECT YOUR FUNDS
PINE BARREN BEAUTY

(CONTINUED FROM PAGE 75)

(A. N. Walker)

IN THE Primaeval Cedar swamps the straight trunks rise on every side like

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Fly over the Western Atlantic to the Bermudas, enchanted isles of romance. The Bermuda flying boats of Pan American Airways and Imperial Airways arrive and depart not far from these two leading year-round Bermuda hotels, which are the nearest to the airport, so within a few minutes you can begin the best part of your Bermuda visit. Both hotels have their own waterfronts, secluded private estates, away from city traffic.

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telegraph poles, which many of them resemble both in height and in diameter. Their roots are covered with masses of wet sphagnum moss and numerous shrubs and herbs, more or less peculiar to these dark retreats abroad.”

The cones that are borne in congested clusters are small and berry-like and of a light blue-green in color. Seen against the sky they give the trees a distinctive outline. The inner bark of the trees is almost pure white. In parts of these swamps a ruddy annual effect is brought about by the flowering of the Red Maple, Acer rubrum.

The Pitch Pine (Pinus rigida) is the commonest tree of the Barrens. Certainly it is the one most inured to its hardships, and where the frequent fires have raged the Pines stand while the Oaks and other trees are wiped out.

“there is a happy interval, as it were, between the fading of the Hepatica and the blossoming of the mosquito, when the woods of South Jersey are habitable for man.” But he neglects to say that this is the season of the blossoming of the gnat. Our photographer speaks of their numbers and their attentiveness in picturesque language. It was he who had to stand patiently, his camera trained upon some rare wildflower, awaiting the stinging of the gnat, who was most at their mercy. And it is to those wild flowers, of which we shall speak in another article, that the Pine Barrens owe their real beauty.

**Trials to Bear**

In his essay, *Between the Lapin and the Laurel*, which describes a canoe trip on one of the serpentine streams of the Barrens, Henry Van Dyke says, “between the fading of the Hepatica and the blossoming of the mosquito, when...”

Along the sand tracks the yellow flowers of the Sassafras are conspicuous. In the Barrens this tree is restrained to the height of a shrub and mingles with the thickest wave of Ilex, Huckleberry and *Aronia arbutifolia*. Deer tracks are plainly outlined in the white sand but we saw no animal, neither rabbit, nor squirrel, nor chipmunk, and only an occasional bird.

The Holly-leaved Oak is the typical open Pine forest one notices all along the trunks and twigs and out of the skeleton brush the indomitable amid the charred stumps of trees and Oaks and other trees are wiped out. Certainly it is the one most inured to its commonest tree of the Barrens. 

A gracious and lovely louvered doorway of the **Western Pines**

The Western Pines have given generously of their beauty to this delightful doorway.

Paneling, slatting and fluting — so finely wrought, so crisp and cameo-clear — reveal how these soft-textured woods lend themselves to the most delicate detail. And in the radiance of the enamel, the Western Pines again demonstrate the smooth luster they impart to even the lighter-colored paints.

How
It Cans the Heat
That Other Gas Boilers Can’t

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the dark waters with their beauty gay". The Sweetgum (Liquidambar styraciflua) is not so constant in point of color tone, but unless a definite, unvarying color is one of the best of the Autumn trees, it can be of the purest gold or the richest purple, almost black. It can be orange or it can be red. And more frequently it is all these colors in combination, with the lightest shades on the inside of the tree and the more brilliant and the richer shades without, producing an effect in contrast that no words can adequately describe. This, too, is a waterside tree, though, like the Sour Gum, it can thrive in drier, upland situations.

Among the Oaks, the one never failing, dependable Autumn color variety is the Scarlet (Quercus coccinea). A rich, dark red, or sometimes a bright scarlet, from the apex of its glory it gradually shades off to a leather brown. An all-purpose fence . . . ideal for large or small gardens. FENCE CO., Inc.

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SIBERIAN MAPLE (Acer ginnala) belongs in this company, too, a fine, rich red of never failing splendor. It is a bush Maple, not a tree, but does attain considerable height and spread and is well adapted for use in groups and masses for tall screens.

And, of course, the Flowering Dogwoods, pink or white, belong in the company of the elct. No word to extol their virtues need be uttered nor can any phrase overstate their value in the colorful picture of Autumn.

It has been, perhaps, many moons since praise has been given to our native Wild Cherries (Prunus pensylvanica and serotina), with their tent caterpillars and all; yet they are splendid in their yellows and oranges in November. Along streams and in wet places, and on hillsides earlier in the Fall, we find these same bright colors on the Hornbeam (Carpinus caroliniana), and everywhere in the hedge rows is the Sassafras. For early October gold, try the Sweet Birch (Betula lenta), and let Virginia Creeper (Ampelopsis quinquefolia) trail over nearby boulders, or stone or wooden fences, for the contrast of its brilliant red.

Broadleaf evergreens, in some varieties, are of value for Fall (and Winter) color and add zest to beds of the more constant colored Rhododendrons. Azaleas (except the Indica and Japanese types), in both evergreen and deciduous forms, the Evergreen Barberry, the Oregon Grape (Mahonia aquifolium) and the dainty white Rhododendron 

Amelanchier (except the Indica and Japanese types), in both evergreen and deciduous forms, the Evergreen Barberry, the Oregon Grape (Mahonia aquifolium) and the dainty white Rhododendron...
THE PAGEANTRY OF FALL

(continued from page 111)

For tints of orange and the lighter and brighter reds there are the Shad­ows (Amelanchier), Chokecherries (Aronia), and the deciduous Azaleas. Also the Barberries, the Regal and Ibeta Privets, the Sumacs, the Lace­bush (Stephanandra), the Hazelnuts (Corylus) and some of the Viburums. Notable in this latter groups are the Fragrant Viburnum (F. Carlesii), Arrowwood (V. dentatum), Wright’s Viburnum (V. Wrightii), Nanzyberry (V. lentago), Black Hawk (V. prunifolium), and the Cranberrybush (V. Opulus). Of a particularly rich and velvety red are the leaves of the Single­file Viburnum (V. tomentosum) and of the Oakleaf Hydrangea (H. arborescens) and some of the Cornels, or Bush Dogwoods. The wine red glossy foliage of the Withered (F. cassinoides) should never be omitted from the waterside ensemble and here, too, belong the Arrowwoods and the Choke­cherries.

Pinks are not common in the color scheme of Fall, yet in the Cork or Winged Euonymous (E. alatus) we have such a color, a really clear, long­lasting display for specimen use or for the shrub border. Another of this same tone is the Mapleleaf Viburnum (V. acerifolium), or, as the Indians called it, the Dockmackie. This is a valued subject for partially shaded, open woodlands and portions of shrub plantings that are under trees. Its leaves in their Autumn coloring are worthy of more than passing note. In some cases there are an almost transparent cream white, others purple, some clear pink; in fact, they run the whole gamut of color possibilities. And all of them long stemmed. The leaves are very thin and despite their woody feeling; they seem almost ephemeral in their near transparency.

Gradually, after the apex of coloration has been reached, comes the demise, the melting into the browns of Beech and Oak and the unveiling of the magnificent structural architecture of the trees. If we look right, the mere change from greens to brown will but enhance our interest in the out­of­doors. We will realize that true beauty has not “gone with the wind” that blew away the leaves.

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GROW YOUR OWN WILDFLOWERS

(continued from page 54)

popular books or more technical horticultural manuals will provide the necessary keys, pictures and descriptive material needed for identification.

It is most astonishing what such a survey will yield. Plants thought to occur only in remote localities will be found near at hand, and unrecognized species will unexpectedly make their appearance. I traveled miles to observe the common pink Moecean Flower, and then had the shock of finding it in bloom a few rods from my own door! Do not confine your attention to beautiful flowering species alone; the Ferns form an important item, and undesirable weeds should be identified if for no other reason than that they may be eradicated or held in check.

I live upon a thirty-acre farm in western New England, where variety of topography is characteristic. The land is hilly and rolling with very few level spots. There are woods and fields, rocks and ledges, swampy bits, and a brook that winds and murmurs cheerfully amid the trees and through the open glades. Upon this area over two hundred and different trees and herbs are growing naturally. Some of these are undesirable, and some even in the weed class, but the majority are wild plants of distinction that are glad to include among his garden family. There are many, no doubt, whose acres would yield far higher results. But if your plantings are penciled or mental notes of the varying habitats included in your farm garden, what is the prevailing type? Is it woodland, field, dry pasture, moist meadow, or swamp? Especially blesse are you if you have a little of all these with a brook or pond thrown in for good measure. To you almost every environmental condition is available, and

(Continued on page 113)
far-reaching are your gardening possibilities.

Having taken inventory both of the plants themselves and of the varying habitats offered, extend your range of observation beyond your own acres. Summarize the flora of your general region. Learn about the plants and where they grow. List those that you do not possess and set about to remedy the matter. Perhaps your neighbor will let you transplant a few from his property, or, preferably, you may send to a dealer and buy whatever you desire. The majority of our native plants are now offered for sale, and there is little trouble in getting the requisite plant materials. The greater difficulty is to establish them satisfactorily, but by knowledge of plant types and individual requirements, plus a thorough study of environments, success may be achieved. Study Nature herself and take her ways as the model for all your efforts. What she has practiced and found good is bound to be worthy of your duplication.

As with so many other things, wild-flower gardening becomes a matter of common sense and reason. We find in the literature many conflicting statements as to the requirements and conditions necessary for plant growth. Some hold soil acidity as paramount, others believe that soil moisture is of even greater importance. Light and shade, soil texture, amount of humus, and the presence or absence of certain nutrients are all important, and it is the proper combination of such necessities that gives a correct plant environment. A multiplicity of factors work together for the common good and form a harmony of condition in which the plant lives and thrives.

It is this harmony that we must study if we would be successful with wild plants, and the best way to do this is to observe the plants in their native habitats, noting carefully the terrain, the types of soil, the distribution with respect to light, the prevalence or absence of moisture, and the different plants that associate together to form a stable community. If one condition is found at fault, then that becomes of extreme importance—it becomes a “limiting factor” and in all probability determines whether a plant lives or dies. An understanding of all possible limiting factors of various plant environments is essential for the best results.

Practice common sense and know your plants. Do not expect woodland species to adapt themselves to a dry, sunny hillside, nor swamp Orchids to grow upon stony, barren soil. The Maiden Pink (Dianthus deltoides) will grow and thrive where the soil is dry and scarce, and where the sun blazes intolerably, but what folly it would be to plant Trilliums in a like situation! Such a case is extreme, of course, but an understanding of broad environmental types must be gained at first, to be followed later by the subtler distinctions of habitat.

There is much variation among plants in their adaptability to different environments. Hepaticas and many of the common Violets will stand a wide range of habitat conditions, while others, as the pink Moccasin Flower, the Trailing Arbutus and the Fringed Gentian, are more exacting and notoriously difficult to establish. It is possible, however, to grow such species, but not without a thorough understanding of the plants themselves and their habitat requirements as may be determined by careful field observation.

Transplanting during the dormant season is doubtless to be recommended, but the majority of wild plants are not particularly “fussy” and will stand moving even when in bloom. Some, as the Puxter (Rhododendron nudiflorum), seem to prefer transplanting at that time. Of course every effort should be made to prevent drying out and to disturb the root system as little as possible. If a considerable amount of the surrounding soil is taken, transplanting will be more successful. A sufficiency of native soil will also aid the plant in tiding over the period of readjustment to new conditions.

A lot of woodland plants such as Beech, Maple and Birch will grow the early Spring flowers—Hepatica, Spring Beauty, the yellow Violets and Trilliums. If sufficient moisture is present, there is opportunity for the Dutchman’s Breeches and its close relative, the Squirrel Corn (Dicentra canadensis), the Showy Orchis (Orchis spectabilis), Bloodroot, Canada Violet (Viola canadensis), Wild Ginger, Jack-in-the-Pulpit, Blue Cohosh (Caulophyllum) and Toothwort (Dentaria). A1 leggy hillside, somewhat shaded, (Continued on page 114)

Paint this Tulip
—golden flame against a deep brown background
—or yellow and brown flame on a pale violet ground
—or bright red with white flame on a blue base
—and other striking color combinations

and you have only a faint idea of the unusual beauty of these many-hued, picturesque Holland Tulips called

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GROW YOUR OWN WILDFLOWERS

(continued from page 113)

deserves a suitable condition for the Columbine, the Early Saxifrage (Saxifraga virginiensis), Herb Robert (Geranium robertianum), Honeysuckle, Corydalis, and the delicate Allegheny Vine (Aristolochia fimbriata). A limestone cliff means a place for lime-loving plants such as the Wing Fern (Dryopteris caryopteris) and some of the rarer Aspens, for Handel (Campanula) and various of the northern calcareous Saxifrages. If it is kept moist, it will prove especially advantageous.

A swamp affords still further possibilities. Here the golden-throated Marsh Marigold (Caltha), the sedge Orchids or the more common Pogonias and Grass Pinks (Calopogon), the Swamp Saxifrage (Saxifraga pennsylvaniaea), Aven, deep blue and purple Violets, and many rank-growing Fers— the stately Ostrich Fern (Pteridium nodosum) and the Royal Osmandra (Osmandra regalis)—will spread a varied carpet through the seasons. Here will grow the Swamp Lilac (Syringa intermedia), the Jewel Weed (Impatiens), and in the autumn hounds of Asters, Goldenrods and perhaps Gentians. At the edge of the swamp, where the limbs of surrounding trees cast their shifting shadows, the Queen Orchid or Showy Lady’s Slipper (Cypripedium speculum) may raise its great, pink-splashed blooms.

The wild Azaleas are delightful shrubs for moist spots where some shade is given; the golden-flowered Rhododendron nudiflorum), despite the name of Swamp Pink sometimes applied to it, will do well upon a dry hillside, but not its white relative, the Clammy Azalea (Rhododendron viscosum), prefers the moister places. Striking and beautiful is the brilliant Rhodora (Rhododendron canadense), a plant of cool swamps and moist mountain slopes. For the drier woodland there is no more lovely combination than the Flowering Dogwood (Cornus florida) and the Redbud (Cercis canadensis), spreading a gorgeous display of white and pink as May bursts forth into the fulfillment of the Spring.

A brookside is yet another habitat where the Nightshade (Solanum dulcamara), the Spearwort and Peppermint (Mentha), Forget-me-nots, Brooklime (Veronica americana), Moneywort and other Loosestrifes (Lythrum), Watercress (Radicula), and the bright red racemes of the Cardinal Flower (Lobelia cardinalis) add their quota of color. Perhaps there is a quiet pond with white Lilies floating on the surface, the yellow Spatter-dock (Nuphar) in the shallow water near the shore, and the Marsh Marigold (Caltha), magenta Lythrum, sweet-scented Cithora, and the Buttonbush (Cephalanthera) bordering its edge.

In the northern states the evergreens form a large portion of the wildwood, and in the Spruce and Fir forests are plants typical of the northland—the Clintonia, the delicate pink and white Oxalis, Painted Trillium, Bunchberry (Cornus canadensis), the Creeping Snowberry (Chionanthus), Twiningflower (Linnaea canadensis), that love an acid soil and thrive in the deep, moist humus of the mossy woods.

Further south where there is less Spruce and Fir and more Pine or Hemlock, there are still other acid plants, and many of the Heath family find spots to their liking. In the woods’ openings are the Pyrola, the Pipisseewa (Chimaphila), and the Wintergreen or Checkerberry (Gaultheria). The club mosses (Lycopodium) are abundant. The Pinus the Moccasin Flowers raise great ribbed leaves and swing their large, pink pouches. No woodland is complete without the red flowers of the Partridge Berry (Mitchella redberry) to scent the air of early Summer, and in Autumn, to color the ground with bright red fruit.

Thus from water’s edge to sunny hilltop there are opportunities for wildflower gardening and wildflower collectors. No matter where you have your country home there are plants growing naturally with which to start.

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Giving the bride away is an ancient and honorable custom designed to give Father an opportunity to edge into the ceremony and enjoy one brief moment of the spotlight. An acknowledgment, perhaps, of the part he plays (financially) in all the arrangements.

Father and all the family are in their most expansive mood when a wedding is on the horizon and nothing but the best is good enough for the honor of the house and the dignity of the occasion.

So, Mlle. bride-to-be, you'll find when you bring up the subject of invitations and announcements and all the other items for your paper trousseau that Crane's is the choice, as it doubtless has been in your family these many generations. And you'll detect an added note of deference when you ask your stationer or jeweler for Crane's, in acknowledgment of your good taste. Crane's Kid Finish is the paper to ask for, in Naturel, a warm white shade.

It is offered in three sizes: Royalty, a generous sheet folding once and lending itself to engraving in the larger styles; Park Avenue, enclosing the sheet unfolded; and Westminster, a folded sheet of the English type. Crane's Kid Finish also affords a handsome background for the bride's monogram or address for her new house stationery.

Crane's FINE PAPERS
MADE IN DALTON, MASSACHUSETTS SINCE 1801
OPENING IN OCTOBER

HAMPShIRE HOUSE
150 CENTRAL PARK SOUTH

Ready this month—this latest and smartest addition to New York's exclusive apartment hotels—besides being a delightful place in which to live, offers a new, luxurious manner of living.

Windows and many private terraces that capture a fascinating panorama of Central Park—apartments individually planned and uncommonly spacious. Some are duplex. Larger suites have complete housekeeping facilities—with the added satisfaction of full hotel service of traditional English perfection.

Complete provision for the comfort and pleasure of guests is afforded by a charming dining room, interesting cocktail lounge and bar—intimate private dining suites.

Apartments furnished or unfurnished may be leased for year-round and seasonal residence—or are available for transient visits.

1 to 5 rooms with serving pantries
4 to 7 rooms with kitchens

(Hotel service, gas and electricity included in the rentals)

STYLED BY
DOROTHY DRAPER

MANAGING DIRECTOR
ALBERT F. MILLER

MANAGEMENT
DOUGLAS L. ELLIMAN & CO.
INC.
Renting Office on Premises or 15 EAST 49TH STREET, NEW YORK
PLAZA 3-9200
YOU'LL FIND YOUR FAVORITE
bedroom color
IN THESE NEW SUPER-SOFT
ZEPHYR BLANKETS

But color is not all you'll find in the North Star Zephyr. You'll find softness such as you've never felt in blankets before. Softness that lulls you to sleep with a gentle caress. Softness that makes you lie abed longer than you should! It's the way the fine fleece wool is woven that does it. But if you can resist this super-soft Zephyr, there are lots of other fine North Star blankets to tempt you. They come in the usual sizes and some unusual colors and patterns. They cost no more than a fine blanket should cost. Good department stores are proud to show off their new North Star Blankets.

SLEEP SERENELY UNDER
NORTH☆STAR Blankets

One of the Hampshire House bedrooms decorated on a flower print motif

Hampshire House, the new thirty-six story apartment hotel on Central Park South opening the first part of October, has been decorated, styled and furnished throughout by Dorothy Draper. The feeling in general is 17th Century English with Queen Anne influence, and all the furnished apartments in the building are individually designed.

Mrs. Draper has used imported wall papers especially designed for her in many of the rooms. A distinctive note is the use of very wide striped wall papers in various colors—blue and white, pink and white, green and white, etc. Some of the carpet colors are unusually striking, too—Hunting Coat pink, a brilliant dark green, and a mauve gray which blends in with all colors. No two apartments are alike in furniture or color. They are distinguished by quantities of English flowered chintz, lavish use of sheet mirror, reflecting the park, specially designed furniture and gay colors throughout.

The apartments run from one to seven rooms in size. Some are duplex, many have outdoor balconies, and all feature extra size casement windows. Mrs. Draper has used in many of the rooms furniture painted the color of the walls. Many British notes have been employed—hearth, grates, mantels, etc.

Upon entering the East front door of Hampshire House, the Cafe Lounge and Bar are being treated as one large room, with colorful Irish country house murals, featuring great urns of wide spreading pink and red Oleanders, alternating with scenes of vast Irish Paladian estates. The banquettes in these rooms are covered in dark green felt, deeply tufted, with gay fringe skirtings of crimson, white and green. In place of curtains, the windows are framed with floor length valances.

(Continued on page 6)
ROBBED!
while Sleeping

A BEDTIME STORY BY SIMMONS

1100 P.M. You should be dropping off to sleep now, but you're still playing that last bridge hand. Your mind keeps coming back to it. You can't seem to forget it and relax.

1000 A.M. Desk piled and you can't get started. The way any man feels A.M. after 8 hours in bed on a badly constructed mattress!

THEN HE CHANGED HIS MATTRESS

1100 You're doing a lot of tossing and turning. Can't you find a comfortable spot anywhere? The bedclothes show what a state you're in.

700 A.M. You feel as if you'd taken a beating. Your back hurts. All your muscles are stiff. Your head aches. It's a supreme effort to move.

Poor sleep robs your nerves and muscles of calcium—you become irritable, less efficient

YOU KNOW that when you sleep badly, you are likely to be tired and irritable the next day. And science has discovered the chemical reason!

During bodily activity acids are poured into the blood. This robs the nerves and muscles of calcium. You begin to lose control over your muscles . . . become irritable. And only during restful sleep can the blood return to normal and restore the lost calcium.

If you find it difficult to "get going" in the morning, you are probably trying to sleep on a mattress that won't let you relax completely. Your mattress is using up part of your calcium supply for the next day!

Simmons Beautyrest Mattress is scientifically constructed to LET YOU SLEEP. Its 837 "floating-action" coils instantly adjust to your body. You drop off to deep sleep in no time at all.

See what it's like to get up with nerves and muscles fully rested. Ask about Beautyrest at furniture or department stores. The cost is only 2½¢ a day! Simmons Company, Merchandise Mart, Chicago, Ill.

If you want to get up every morning full of energy and enthusiasm—like this—try a Beautyrest. The name, Beautyrest, on a mattress is insurance for the deep, restful sleep you need!

SIMMONS Beautyrest WORLD'S LARGEST MAKERS OF BEDS • SPRINGS MATTRESSES • STUDIO COUCHES • METAL FURNITURE
of green felt outlined in white wood bolection moldings. The bar is of teak-wood with pewter moldings set against huge panels of mirror reflecting the Oleander trees of the murals on the opposite wall. This will give a great effect of spaciousness and out-of-doors. Silhouetted against the black marble floor are very severe white armchairs upholstered in crimson. The lighting is indirect and designed to spotlight the murals.

The small vestibule which opens on to the cafe lounge and bar is a part of the main corridor but is treated as a separate decorative scheme. The gray and white marbleized walls alternate with two huge mirrored niches, against which are set carved wood lion console tables of white above which are hung large scale crystal wall chandeliers.

Proceeding further down the main corridor the floor becomes dramatic with huge squares of alternating black and white marble. The walls are dead white, punctuated with a number of huge ceiling-height maroon lacquer doors with chunky white moldings and crystal bolection door trim especially designed for Dorothy Draper. The walls are decorated with bold, deeply carved white plaster Grinling Gibbons fruit and flower swags with indirect lighting ingeniously worked into the design. These carvings are lighted from below by huge wall candelabra. Architectural wall pedestals hold large Wedgwood busts. Elaborately carved Queen Anne banquets are tufted with crimson velvet.

The corridor leads into the restaurant lounge, the walls and floor of which are maroon. Against two of the walls are placed colossal white lacquer breakfront cabinets lined with crimson damask and filled with Crown Derby china. From the lounge one looks down into the main dining room, separated only by a railing of crystal combined with plaster rococo scrolls and topped by a crimson velvet hand railing.

The main dining room again features maroon walls and carpet. Three floor length windows are separately hung with rough white damask lined with pink velvet. Indirect lighting in the windows brings out a soft pink glow in the room and casts a warm light on the white undercurtains of crisp muslin. Worked into the specially designed ceiling decoration are four huge plaster shells from which light is cast upon a very large crystal chandelier.

On one wall of the room is placed an antique English black and white marble chimney piece framed in sheet mirror and heavily carved bold bolection molding. The Queen Anne chairs are of black and gold lacquer, upholstered and tufted in English flowered chintz of pink roses. Service plates, specially designed for this room, have wide borders of pink, framing charming flower bouquets. The main center chandelier is held by a rope of turquoise velvet which forms the color accent of the room, and is repeated in the after dinner coffee service, also especially designed for Dorothy Draper.

Looking through ceiling-height white marble columns at one end of the main dining room, one can see the Garden Dining Room. Two walls of the Garden Room are entirely sheet mirror, against which are placed enormous white tin orange trees with indirect lighting placed in the trees in such a way that light is diffused throughout the room without betraying its source. Again the floor repeats the pattern of black and white marble squares. Specially designed Queen Anne white wire furniture is used in this room and is upholstered in turquoise fur cloth. One entire wall consists of a bow front window twenty-seven feet wide, opening on to the English walled outdoor garden. Douglas L. Elliman & Co., management agents.
Luxurious indoor comfort is no longer limited to such elaborate structures as the Rambagh Palace of India—or to palatial homes in this country. Carrier's new, home air conditioning developments bring the same year 'round comfort into average modern homes!

Whether you plan to modernize your present home or to build a new one—Carrier equipment meets every need. In your new home, for example, a simple, compact Carrier unit provides uniform heating, healthful humidification and positive circulation of clean, filtered air all winter long. An equally ingenious Carrier development transforms the automatic heating plant of your present home into a true, winter air conditioning system. All or any portion of the home can now be air conditioned quickly and easily, thanks to the flexibility and adaptability of Carrier's new equipment. And, with any arrangement of Carrier Home Equipment, summer air conditioning affording relief from heat and humidity can easily be provided.

Created by the same engineers that installed air conditioning in the Rambagh Palace, a Sultan's Harem, the Parliament of the new Egyptian King and hundreds of other world-famous homes and buildings, the new Carrier Home Equipment truly brings "the luxury of kings" into your home. Learn how easily you can enjoy this "luxury" by calling your Carrier representative today.

CARRIER CORP., Desk 541, Syracuse, N. Y.
Without obligating me in any way, send information on: Carrier Winter Air Conditioning; Carrier Home Furnace (gas, oil); Carrier Oil Burner.
Name:
Street:
City:

COMPLETE UNIT ... provides heating, humidification, circulation of clean filtered air, and domestic hot water—automatically! Note small space required.

HOME FURNACE ... for oil or gas. Available in two sizes to meet requirements of large and small homes. Attractively finished in two-tone baked crackle enamel.

SUSPENDED UNIT for use with present automatic heating systems. Suspended from ceiling, this unit permits ample head room. Reels in appearance.
The St. Regis offers unusual rooms and suites at moderate rentals by the year, by the month or by the day. Many are air-cooled during the Summer months.

FIFTH AVE. AT 55TH STREET
NEW YORK

Newlyweds about to embark on the sea of domesticity may well consider a dependable and well-equipped craft. It won't ever do to have forgotten the rudder, or to find that the anchor is missing just as a storm is beginning to brew. All this is a prelude to the very handy act that brides equipped with a husband but no furniture or any pots and pans and cook books can break into the business of marriage safely and easily in any of the city's apartment hotels. Here they can get their first taste of how an apartment should really look, for the majority of available suites are being very carefully furnished nowadays. And they won't need to start out with a lot of cooking worries, since the service of the hotel is theirs. Anyone getting a divorce after a year of this sort of life is just plain unreasonable.

Well worth staidous cognition is the Ambassador, if you want to start right in with a superbly planned and furnished apartment. This hotel, at Park Avenue and 51st Street, concentrates on comfortable and permanent living, and has accordingly conceived numerous furnished arrangements that have a veritable home-like atmosphere. As an example, here in this instance, home-like infers chic.

Suites run from 2 to 7 rooms include large nicely furnished living rooms, adequately sized bedrooms, and of course, convenient little serving pantries. If you don't wish them furnished, rent them empty and start in with your own decorating projects.

One of the pleasantest facts about this hotel is the entertainment it has to offer. The Cafe Lounge is one of the prize cocktail and supper places around town, harbors a Snack Bar where you can have lunch or dinner with tasty morsels served right at hand.

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huge and important followings to encamp on the spot. Lastly, many of the corner apartments are being remodeled, both in decoration, and to the extent of new large windows for the general betterment of your view.

Although these rooms are all non-housekeeping, there is more than adequate compensation in the dining rooms downstairs. One of them will be for general dining and formal dinners; another will be a supper dancing spot. And, of course, there will be a cocktail lounge, which, needless to say, will probably prove one of the most popular of New York's gathering places. For private parties, there are always the special Italian or Embassy rooms. Ownership management, V. C. Thorne and J. J. Atkinson.

Brides and grooms of a more energetic nature, who are already well equipped with furnishings, presents, and ideas will naturally be on the lookout for unfurnished apartments. In this case they might well try a recently re-planned apartment house at 31 East 12th Street. This is nicely situated just one block from Fifth Avenue, near countless famous old eating places such as the Lafayette, Brevort and various foreign restaurants. (Just in case there was a misprint in the cook book.) Subway and bus lines are nearby, and the location is generally convenient as well as gracefully quiet.

Apartments run mostly from 1 1/2 to 3 rooms, most of the latter having wood burning fireplaces, double exposures, large living rooms, and loyers that run around 9 x 15 feet. Closet space is ample, bathrooms and kitchens are thoroughly up to date and inspiring. The lobby downstairs emanates much cheer and welcome. Edgar Ellinger, ownership management.

Luxurious minded marrieds who require plenty of elbow room should appreciate the spacious layouts in the apartment house at 31 East 12th Street. This is nicely situated just one block from Fifth Avenue, near countless famous old eating places such as the Lafayette, Brevort and various foreign restaurants. (Just in case there was a misprint in the cook book.) Subway and bus lines are nearby, and the location is generally convenient as well as gracefully quiet.

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Suites of two to seven rooms as exquisitely conceived as in a private residence. All the rooms are outside rooms, with private serving pantry and silent refrigeration the standard conveniences of each apartment. Complete Savoy-Plaza service, long- or short-term leases. For yearly or seasonal lease.

Each of our newly created "suites of beauty," is a select and distinctive home, luxuriously appointed by world famous decorators, and designed exclusively to suit your individual preference. Suites of two to six rooms, some with terrace and butler's pantry.

The Towers of The Waldorf-Astoria Apartments available by day, month or year. 50th Street, just off Park Avenue, New York.
CAKES
FOR EVERY OCCASION!

Macaroons, Cookies, Angel Food, Chocolate Indians, Iced Chocolate Layer Cakes for bridges, luncheons, teas, dinners and suppers...elaborate Wedding, Birthday and Holiday Cakes made to order...whatever the occasion, call on Schrafft's for deliciously appropriate cakes and candies.

Wedding Cakes . . . . $4.50 to $85.00
Address inquiries to 356 Fifth Ave., New York

SCHRAFFT'S

WEDDING GIFTS SUPERB

BOWLS BY GEBELEIN
in heavy Sterling Silver

Wm. Homps, "The Honest Goldsmith" of 18th Century Boston, made a famous bowl, of which that shown in center is a GEBELEIN adaptation. Diam. 9½", Ht. 4½". $65.00

The two smaller bowls are of the same durable quality. The flaring design on 3 legs measures 6" diameter. The plain bowl at right, mounted on a straight rim base is 4½" in diameter. Price for either, $18.00

Sent postpaid direct from the shop of
GEBELEIN Silversmith
79 Chestnut Street Boston, Mass. Maker of Speciality Designed Wedding Service

Salad Set
Mailing charges collect.

BRIDAL LINENS FROM THE TROUSSEAU HOUSE OF AMERICA

Gravy— unquestionably, for the lucky couple who have this sauce boat on their list of presents. A reproduction of a George II design of the year 1750 or so, this beautiful English piece is wrought in sterling silver. Approximately 6" in length, $30.00; larger size around 8", $45.00. Robert Ensko, 602 Lexington Avenue, New York

There isn’t a person in his right mind who wouldn’t fish for this gay little oil and vinegar combination. It’s molded of clear crystal glass with sort of scale-like indentations for atmosphere, and tails for stoppers. Its very reasonable price is $2.25, and it may be obtained at Hammacher Schlemmer, 145 East 57th Street, New York

Once rug you can’t slip on, if you choose it for some happy bride and groom. Called "Cambridge", it is a reproduction of a rug in the Metropolitan Museum. On a neutral ground with gay but subtle colorings, 24" by 48", $36.00. All-wool yarn, sturdy. House of Hooked Rugs, 515 Madison Avenue, New York

Nothing like a good flip to your sherry containers, too. This decanter, for example, with intricate design of carried out in a sepia color glass. It is hand blown with a decoration applied by hand. Primarily for sherry though other possibilities are inherent. Eight glasses and decanter $10.50. Georg Jensen, 667 Fifth Ave., New York

GRAND MASSE DE BLANC
146 Fifth Avenue, New York
Head of the glass are these bookends. If you’re looking for an A-1 wedding present for the modern-minded couple these are worth considering. The center of the bookends are made of either brass or chromium finish, and form an extraordinarily chic and modern design. $25.00 pair. Rena Rosenthal, 485 Madison Avenue, New York.

Whether this pert fellow roots on your mantel or table, he’s due for a lot of admiration. As a substitute for countless plates, and end tables, bride often appreciate decorative objects such as this. Of heavy crystal, marvelous for a table decoration. Ten inches high and priced at $17.50. Olivette Falls, 571 Madison Avenue, New York.

The historical minded may be interested to know that the original of this table was imported from England by Thomas Jefferson’s mother and used as a sewing table at Monticello where it may now be seen. The solid mahogany reproduction of this fine old piece comes from The Virginia Craftsman, 222 East 46th St., N. Y. $31.00.

Wedding gift seekers may rest assured that either of these two cigarette caddies will be gratefully received. The oval one is not only sterling silver, heavy weight, but it is hand made with a flame finial and gadroon edge, $12.50. Its partner, without the finial, $15.50. 3 inches high. The Park Curiosity Shop, 536 Madison Ave., New York.

100 PIECE ENSEMBLE—$79.50
For nigh unto ninety years we’ve catered to brides. We know their needs and are prepared to supply them. This ensemble, for instance, has just about everything a new home should have, and in mood, color and contour it’s perfectly tuned to modern demands. Can be had in red, green, ivory, or white with contrasting color. Shipments prepaid within 100 miles of New York.

Write for home furnishing booklet “G”.

Hammacher Schlemmer
145 East 57th Street Since 1848 New York

HISTORIC REVOLUTION
Double bed... late Egyptian period
Beautyrest Twins... the 1930’s

The overwhelming acceptance of Beautyrest Twins... Simmons Twin Beautyrests attached to a single head board... has started a bed revolution! Head boards (period or modern) are custom upholstered in satin, taffeta, quilted velvet or chintz; Beautyrest mattresses, at Hale’s, are custom-built, firm, medium, or soft, as you desire.
LINEN DAMASK
Dinner Sets
A large dinner cloth and matching napkins are a "must have" for the bride's formal dinners and family gatherings. This satin-stripe white cloth is two by two-and-one-half yards, is hemmed by hand and laundered ready for use. The dozen napkins are twenty-two inches square. Both the cloth and napkins lend themselves to monogramming. Third floor.

$45 set
Stearns
Boston

This is a rough sketch of the lovely cashmere sweater I'm bringing you from Trimminghams'. The color is Cornflower Blue, a heavenly shade for your eyes, and the name of it is "Castle Harbour". I couldn't resist the sweet little collar, nor the price, which was only forty shillings ($10), so I'm bringing along the cardigan to match. It was fifty-two shillings ($13), all of which leaves me enough to buy some swell neckties for Tom. See you soon.

Dear Sally,

TRIMINGHAM'S
ESTABLISHED 1844
BERMUDA

A nini's bouquet that is endowed with unusually lasting qualities. The sectional group of five ½ ounce bottles goes to the bride, individual bottles for the bridesmaids. Lily of the valley, orange blossom, white orchid, gardenia and jasmine scents. $5.50 apiece, $22.50 group of 5. Elizabeth Arden, 601 Fifth Avenue, New York

Original minded wedding present donors might like these two very large coffee cups for those who don't want to quibble about their coffee drinking. Of Crown Derby porcelain in Chinese red and white, gold edge. Heavy design for the man, fragile one for his wife. $4.75 each. Wm. H. Plummer, 7 East 35th Street, New York.

If this sets your heart on fire now, wait until you see it on the hearth in its more practical guise. The little stand, which is only about a foot high, holds a miniature tongs, brush and poker, sturdy and dependable despite measurements. $12.50. The set is of shiny brass, imported by Wm. H. Jackson Company, 16 East 52nd St., New York.

There's no bride who wouldn't cherish a special portfolio all of her own. And these can be used on her desk or while traveling. The covering is lovely—imported Oki brocade in graceful mixtures of white, turquoise, peach, green, etc. Blotter and paper space inside. Priced at $12.50 apiece. Yamanaka & Co., 680 Fifth Avenue, New York.

The Bride will find inspiration while writing her Thank You notes at this Pembroke Table Desk—also Lamp Table.

Mahogany—Satinwood Inlay—Drawer on each end
Top 14" x 26" Height 34"

Miriam Stevenson
400 EAST 37TH STREET, NEW YORK
ROOM BY
B. ALTMAN & CO., New York
Designed by Miss Elma Hillyer, who selected "Westminster" Sanvale print for the formal window drapery. Besides the French Blue shown here, "Westminster" may be had in ground shades of... Brown... Green...
Canary... Shell Pink... Wine... Natural

Congenial formality

ACHIEVED WITH BEAUTIFUL SANVALE FABRICS

Sanvale Fabrics are veritable wizards at accomplishing the exact effect you and your decorator have in mind. In this 18th Century room, the colorful, formal window drapery sets the tone and tempo of the entire furnishings.

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Section 2. October 1937

HOUSE & GARDEN

Autumn Manual for Home + Bride

How to Use This Section

We present a complete manual of new house furnishings from which to choose the lovely things that will make your home gay and charming—bringing to you as well this Autumn’s new thoughts in decorating schemes. Its pages lead you first into a series of Apartments for Two, here and abroad, in which you are sure to find a number of decorative stimulants for your own dwelling place. Designed for sheer practicality is the ensuing “Portfolio of Suggestions” . . . Here are shown outstanding examples of the new furniture, china, glass, silver and linens—mattresses, lamps and clocks that are available in leading shops . . . You will find it inspiring, exciting, and an expert guide to your Autumn shopping. In addition, the articles on Housekeeping, Closets, Kitchens and Small-Space Entertaining are crammed with suggestions to smooth the path of every “lady of the house”.

Editors
Richardson Wright, Editor
Robert Stell Lenmon, Managing Editor
Margaret McElroy, Associate Editor
Julius Gregory, Consultant

Cover By Anton Bruehl
(For further information on the wedding gifts pictured, see page 50)

Brides’ Apartments
14. Living room in London
15. A portfolio of decoration
16. House for a bride in London
18. For two in Chicago
19. For two in Toledo
20. For two in New York
22. How the new bride manages her home

Brides’ Manual
24. You can take it with you
25. A manual for the bride, past, present and future
26. A primer of furniture
28. New china and glassware
30. Linens through the day
32. Bride “at home”
34. Silver at your service
36. Make your closets personal
38. What makes a kitchen go
40. Trouseau linens
44. Give a thought to mattresses
46. Lamps—traditional and modern
48. Time on your hands

This charming room is in the London house of a recent bride, Mrs. Vincent Paravicini, the daughter of Mr. and Mrs. W. Somerset Maugham. Walls are primrose, curtains striped satin in pale pinks, blues and yellows, the sofa and chair in blue silk with primrose fringe. It was decorated by Mrs. Paravicini's distinguished mother, Syrie Maugham. Other rooms in the house appear on pages 16 and 17.
In the following pages you will find a selection of brides’ apartments here and abroad. Some are small and suited to the minimum of marital expenditure. Others are created with a definite tone of elegance. The entire group has been chosen for variety in size, style and outlay, with a view toward giving the bride source material upon which she may base her own carefully thought-out decorating triumphs.

Because, of course, all things have to be planned beforehand, even to such details as the binding on the gay chintz you expect Aunt Martha to supply. And when you look at it sensibly, decorating really isn’t so much of a problem. So begin planning now. Notice in these pages the different periods emphasized and the types of furniture used in each: scrutinize mantel, wall and mirror treatments, and the really original ideas in these rooms; and note the color combinations used. Your dream house may not be included—space was limited, after all—but make the best of what you find, for the rooms are very charming and full of useful information.

Just to be practical, take a good long look at the furniture used in the smaller living rooms. Regardless of period or style of actual pieces, note the intrinsic why and wherefore of each. Around the fireplace, generally a central point of interest, are comfortable chairs or a small couch. These pieces so necessary to the well-being of you and your menfolk should be among the first that you purchase. Work around them supplementing your furniture gradually, and contemplating the pieces used in the pictures in the order of their importance to you. Let these rooms work for you.

With comfort securely in mind—having married a man you should really make some effort to retain him—consider next, or simultaneously if possible, the eye-appeal. Get your pattern first. If it is a wallpaper, select it immediately, and choose your curtains, rugs and coverings to carry out its integral color scheme. The same is true if you wish your rug or draperies to have a design. Then again, if there is no special patterned effect in mind, perhaps you have long harbored or just received some rare picture, unusual flower prints, a fine old screen or vase. Carry out its colors. In other words emphasize your finest and most interesting objet d’art.

Although modern decoration with its many solid color arrangements stresses the basic decorating principle that too little design betters too much, it need not be taken too literally. This trend is primarily for the general improvement of taste, and a simple guide for beginners in decoration. Naturally one pattern in a room is the easiest to handle. But if you have a definite feeling for color and proportion, don’t fear pattern, trust yourself to the limit of your fancy.

Don’t hurry. It is far, far better to get what is honestly needed and appreciated, leaving a few bare spaces until you can afford to fill them appropriately, than to aim for glamour in the first six months. If you are in doubt about any problem, call in a decorator before it is too late. They are always glad to help on the smallest of problems, and will offset what might prove to be a serious mistake. There is plenty of time, and the more use you make of it, the more likely it is to reward you with a house as lovely as the one on the page opposite.
The living room. A corner sofa in primrose yellow velvet, with cushions of various shades of blue, matches the primrose walls. Above it hangs a mirror of dark blue Spanish glass. Rugs are honey color, mauve and plum.

The delightful rooms illustrating these pages are in a small London house in Belgravia, a joint present to a recent bride, Mrs. Vincent Paravicini, from her distinguished father, W. Somerset Maugham and her equally distinguished mother, Syrie Maugham. Her father gave her the house, her mother decorated it. The color schemes are all strong and in striking contrasts—a radical departure from the whites, off-whites and soft neutral tones made popular in this country by Mrs. Maugham. On these pages you will see Mrs. Paravicini's bedroom, the dining room, the small bar and a corner of the living room. Another view of the living room appears on page 14.

Over-mantel idea. Above the mantel in the dining room is this very decorative arrangement composed of small carved white /irai keis holding brightly colored porcelain figurines. Walls here are dazzling white.

The bar. The walls in this gay little room off the dining room are covered with an amusing paper in a design of scarlet and green flags on a white ground. The floor is made of white rubber inlaid with red stars.
MRS. PARAVICINI'S BEDROOM. Here the wall paper is soft blue and white, the carpet delphinium blue and the furniture covered in soft blue fabrics. Curtains are a bright contrast of cherry red silk over peach organza.

THE DINING ROOM. Here Mrs. Maugham has used a scheme of brilliant contrasts—white walls, an emerald green carpet and chairs covered in flame colored velvet. The curtains are white satin with scarlet fringe.
Above. Dining Room. Walls are gray with white moldings; floor, black; curtains, black, white and green chintz. Chairs, white with green cushions. The J. Railton apartment. Beverly and Valentine, decorators.

Below. Living Room. The entire scheme is in beige and brown. Walls, beige; rug, castor brown. Furniture—beige velour and quilting, brown leather. Phillipe Lederer's apartment. Mabel Schamberg was the decorator.

Above. Hall. This striking entrance in the Lederer apartment has beige walls and a brown linoleum floor with beige inserts. Console, bleached mahogany; barrel chairs, beige velour. Mabel Schamberg, decorator.

Above, Dining Room. A serene, delightful scheme of aquamarine walls, blond furniture with aquamarine leather seats, pink and cherry checked voile curtains and white rug.

Below. Library. Here's another smart scheme to think of—slate walls, white woodwork. White, red, green and yellow chintz, gray serge sofa, red pillows, cherry leather chairs.
Contemporary. A recent New York bride, Mrs. Peter Nyholm, decorated her bedroom in a smart modern scheme of gray-white walls, yellow ceiling, black carpet. Curtains, yellow chintz over cream lace net.

Traditional. White walls with blue recesses frame the beautiful old furniture in the living room below. Upholstery, blue textured with cocoa and beige stripe. Curtains, wine and gray chintz.

Classic. This bedroom in Mrs. John Hamilton Baker’s apartment has peach walls, bed in oyster white satin, dressing table in peach chiffon and Directoire furniture. Hampton Shops, decorators.

Modern. A recent bride combines this sparkling modern dressing table with old furniture in a cool scheme of ice blue walls, blue and silver striped curtains and plain beige rug. Stool is rose satin.
Dark Walls. Below is a stronger, more brilliant scheme built around 18th Century English furniture. Walls are Empire green with white trim. The chintz is yellow and green on black. Lamps, white and gold with silk shades. The apartment of Mrs. Harold Medina; Elizabeth Peacock, decorator.

Pale Colors. These rooms of two recent brides reveal interesting contrasts. Above is Mrs. Raymond de Clairville's charming 18th Century English living room in pale colors. Walls are white; chairs, white damask. A sofa is in white chintz patterned in beige and blue-green. Rug is blue-green.
Brides begin their housekeeping under pretty much the same circumstances whether it is in an apartment in a large city on the East Coast, a bungalow on the West Coast or a cottage in one of the pleasant Midwest towns, for the bride of today selects a simple background against which to flourish her first homemaking wings and to adventure in the rites of housekeeping. The problems of adjustment of two individuals who must now share the same kind of living, the planning and preparation of meals, the detailed work of keeping a house in order, and entertaining, even casually, are all the responsibility that the bride should rightly carry.

Our lives are built on routine; trains to catch, office hours to keep, appointments to be met and, though we may rebel against it, it is only by routine that this complex program may be developed into a scheme of living that allows time for work, for leisure and for personal interests.

Ask yourself at once what kind of daily routine is going to give you and your new husband the greatest amount of satisfaction and comfort. Will it be a breakfast with one eye on the clock or a second-cup-of-coffee meal; will it be dinner at a certain hour every night, unless you are dining out, or the casual sort of dinner hour that demands menu-planned around a casserole dish and a salad because the hot dish can cook for an extra hour without spoiling and the salad can be tossed together in five minutes? Also face squarely the problems of regularly providing fresh clothes and household linens. Are you going to send them to the laundry or have a woman in by the day, or will you supplement a part-time worker and take care of your own fine lingerie and linens, or will you launder it all yourself? Then, who is to do the everyday and special cleaning, and when are the routine jobs of marketing, dishwashing and bedmaking going to be done? Time to get out a pad and pencil and figure all of this out on paper!

The week is the best unit of time around which to build a housework plan. Make a list of the special jobs. Perhaps it will read like this: clean silver; wash, iron, send clothes to the cleaner; clean apartment thoroughly; special cooking and entertaining. At the beginning of each week determine on the important jobs to be done and then strike out the non-essentials. Don't do housekeeping that is not necessary just to keep busy; life is too short for that.

Plan your meals by the week and end the discussion on "what are you going to have for dinner?" Business experience has taught many a girl that arriving at definite decisions on a matter of detail eliminates confusion both in work and mind. Write out your menus and make a market list. Have one day a week, not Saturday, when you order all the staples, cutting the everyday ordering down to meats, vegetables and fruits. With fresh supplies in the market each day, there is little advantage in buying fruits and vegetables in quantity, unless you find an economical purchase. There is more than just the advantage of
definiteness in having a complete market order made out for the week. By using published prices as a basis for figuring costs, money for food can be anticipated and controlled.

It is difficult to quote figures, but in cities on the Atlantic seacoast, materials for delicious meals for two people can be purchased for nine dollars a week. This will not buy porterhouse steak at the present market prices for beef, but it will allow a wide variety of fish, poultry, lamb, veal and pork and the less expensive cuts of beef, fresh vegetables, in season and out, and fresh fruit. Spending more than this for food puts you in the luxury class and, unless this is the level you can maintain, your food costs will be out of proportion to your other expenditures.

When the food supplies arrive from the market, perhaps coming in under your own arm, spend approximately half an hour getting them in shape for quick action. Put the sugar and flour in the bins or jars, the tea and coffee in containers with air-tight covers, wash the lettuce and other greens and put them in the hydrator, unwrap meats and put them on a tray, wash the cream and milk bottles and put the cream, milk and butter in the coldest part of the refrigerator. This preliminary work will make the meal-preparation hour less strenuous. Do not put paper bags in the refrigerator.

Cooking as an art seems to be coming into its own and it can be fun if it is tackled with a spirit of adventure and aided and abetted by reliable recipes that give oven temperatures and accurate cooking processes. Concentrate on the fundamentals and prepare meats and vegetables over and over until you are sure of good results. As soon as you have gained experience, thirty minutes should be the maximum time spent on preparing breakfast, and you may get it down to fifteen; and an hour for dinner excepting on roast nights and then there probably will be company.

Acquire some of the tricks that make your admiring public think you spend more time than you do on food preparation. Ice box rolls will keep a week and give you fresh hot bread with little effort on your part; French dressing may be made by the pint and kept in a tightly-corked bottle; ice box cookies, a fruit mousse in the freezing tray, and a good selection of canned soups on a convenient shelf will help out at crucial times. A bride who is keeping on with her job says she has learned to cook without cooking. Roast partridge in jelly, galatine of turkey, vacuum-cooked ham, all in cans, and frosted foods make it possible for her to produce a superlative dinner with very little effort. Never be ashamed of using a can opener; just be particular about the brand of canned goods you use it on.

As soon as breakfast is over and you have had a quiet ten minutes with the morning paper, put the living room in order. The breakfast dishes may be stacked and the beds left to air and your morale will not suffer, but an untidy living room is not to be tolerated. I know that this advice is contrary to the time-honored procedure of doing the kitchen work just as soon as breakfast is over, but do try doing it this way for one week.

Begin by gathering up faded flowers, ash trays, old newspapers and magazines, straighten the desk top and empty the waste basket. Wring a soft cloth out of hot water, wring it so dry that you wonder if there is any moisture left in it, and wipe the mirrors, window sills and windows. Straighten the curtains and shades or tilt the venetian blinds till you have the amount of light that is most attractive in your room, then dust all the furniture with a dry (Continued on page 78)
If you are the lucky bride and groom about to embark on a sentimental journey, here is your luggage: A trunk covered in classic striped canvas, on rollers, and easy to move. Excellent for a man. Also the matching all-hanger wardrobe case for shore excursions. The zipper bag for overnight, and a bookcase for young intellectuals.

"Red Earth," a new color with the flush of fall, is shown in the background. Ensemble of handbag, hat and shoe box, and large travelling suitcase in tailored canvas and bound in natural leather are good companions for the bride. And to wish her "Bon Voyage," the exquisite fitted case of hazel pigskin—gift from a wealthy uncle!
Perhaps it is your very first home that you are planning this Autumn, an apartment for two like those on our preceding pages. Or perhaps, as a dignified head of a family, you have just completed the new wing of a delightful French Provincial home. You may even be collecting ideas for a castle still in the air.

Whatever the size of your home, House & Garden knows there's nothing more important to you just now than finding exactly the right things to go into it.

So, for you, we have brought together a portfolio of furnishings that we hope will help you to choose wisely and well. They have been selected not only because they are the latest and best in current designs, but also for their enduring loveliness and value.

Turn to the next pages and you will find furniture to cherish through the years, no matter how you may vary the overtones of your scheme of living. Each piece can bring a charm of its own to your home; each is practical, well-built, and designed to blend with many styles.

The china and glassware, too, can face the future with assurance, for theirs is the beauty of excellent line and restrained pattern that does not change. You will find among them a choice of traditional or modern, of sedateness or gaiety, permitting plenty of leeway for expressing your own tastes and personality.

And silver! It seems as though there had never been so much truly exciting silver to choose from, all of it created with a thought for the trend to elegance which is enriching modern life and entertaining. Beautifully ornamented period styles vie with shimmering simplicity in flatware and holloware alike. The four silver pages in this portfolio are intended as suggestions not only for your own silver but for wedding and anniversary gifts that can be given with pride and received with delight.

The linen suggestions quite naturally form a trousseau, complete with dining room linens for every meal, and with exquisite bath and bedroom linens.

Three of the most important home accessories—mattresses, lamps, clocks—are spread in a fascinating array to show you what is new and outstanding in these fields.

Kitchens come in for their share of attention with an article on kitchen planning—that science of arranging the latest equipment in such a way that meal preparation is half the work and twice the fun it used to be. The closet problem, too, is solved here with a scientific precision that provides for all your belongings.

House & Garden sincerely hopes that you will derive from this portfolio a measure of practical assistance comparable with the care with which it has been compiled.
These are the A. B. C.'s of furniture selection that every bride should know.

The ever present desk problem can be neatly solved by insisting on enduring value and design, as in this Georgian knee-hole above.

Eighteenth Century at its most graceful is this painstakingly perfect Chippendale reproduction—an heirloom of the future.

Eternally serviceable is a capacious double chest like this. Its dual purpose is especially convenient in a small bedroom.

No care is too great in buying overstuffed furniture. You'll be safe if you cling to straight ample lines like those above.

Sure the overstuffed armchair is simple, too, not bulging or freakish. Here's one with a square frame, wide, comfortable seat.

Overtones and eccentricities are out of place in permanent pieces. This is another straight-lined sofa with convenient slip cover.

Ornamental, but not too conspicuous, light, easily portable are first requisites for small tables. Here's one for tea or drinks.

Minently successful for beginning a dining room is this Georgian round-cornered table with its detachable console ends.

Occasional tables are needed in every room for lamps, flowers, books, and nicknacks. This one is a heavier pedestal type.
Your bed should be chosen with care. If your scheme is modern, you'll want one with simple planes, solid construction.

A

Another small table is never too many. Above is a sturdier, larger model, built to support a heavy lamp or radio.

O

One all-purpose commode like this will provide ample storage space in its shelves, will fit into bedroom, living room, or dining room.

R

LAN your occasional chairs to vary the scheme of your living room. Here is a high-backed comfortable modification of the wing.

I

Katherine, more graceful is the Georgian occasional chair, with curving back and legs that give elegance and dignity.

S

Straight, slender lines give Sheraton delicacy and restraint. With or without arms this model makes a charming dining chair.

P

NEVER a mistake for the dining room is an extension table. Here is a classic pedestal type, adjustable for small or large dinners.

L

Comfort is the keynote of this chintz-covered, well-cushioned solid wing chair, an excellent occasional chair.

C

LASTIC in its uses, the three-legged lamp table is a handy piece for bedroom or living room. Its frame is solid but graceful.

N

ONLY well-designed pieces like this Sheraton sideboard will stand the test of years. It's well to buy for quality in basic pieces.

T

ANY or capacious, every bedroom must have a chest of drawers. A pure classic design like the one above will go in other rooms too.

N

NOTHING could be more fitting for the period type of bedroom than the restrained simplicity of the Directoire design above.

For further information see page 50
Breakfast

1. Cheerful as the morning sun is this golden yellow breakfast service of tumbler, fruit and cereal dishes, plates, and a coffee service.

2. A blue bird appears appropriately on this lively breakfast set carried out in brilliant blue and a bright red. Other pieces included.

3. This breakfast combination has blue crossbars and little white flowers making a quaint modern design on a soft yellow background.

4. Left, the Baroque influence in a luncheon plate, bright blue and black on white. The other has its modern motif cut in an all-white plate.

5. The plate, left, gains character by its gay terra cotta fruit and bright green leaves. Beside it is a lovely plain hyacinth blue dish.

6. The bowknot at left is bright red, and it ties around an all-white plate. Its partner shows a red boat with a blue sail against green Palms.

7. For either your tea cakes or your cocktail canapes come these handy metal plates. On each of them are etched gay animal designs.

8. Ready to emphasize the tea hour is this lovely floral tea set softly but gayly colored in shades of pink, blue, yellow, green natural flowers.

9. "Coronation" is the title of this rather formal new dinner plate. Its stately design is worked in gold and deep pinky red on a cream ground.

10. After dinner coffee set in gold and white—a combination to note in new dinnerware.


12. Effective in its gold and white simplicity is the plate, left. With it, naive pattern in dark blue.
1. Early morning breakfast is especially palatable with this crisp modern fruit juice and water glass. Frosted squares enhance their stems.

2. Note the indentations around the bases of this water glass and all-round useful pitcher. It marks a new departure in glass decoration.

3. In keeping with a revival for Waterford cuttings are these breakfast glasses, for fruit juices and water. From old English designs.

4. Decidedly suitable for luncheon is this semi-formal and very modern ware. Its sunburst motif carries out circular discs in the stem.

5. Serenely simple, and enhanced with the new molded indentations, these glasses serve for the most casual or most formal of luncheons.

6. An amusing idea for informal settings. These little straw-handled cups are used for fruit juices or sherbets, or at the punch bowl.

7. Newly designed dinner glassware after the manner of old-time goblets. They prove an unusually effective variation of modern design.

8. Sleek and delicate, here is a dinner set for the most formal occasion. Imported glasses, modern and classic in stately simplicity.

9. For a centerpiece, try this beautifully designed glass bowl. Of clear or frosted glass in white or a few pastel colors, 10" across.

10. The Tulip comes back into decoration as a striking motif in these serviceable glasses.

11. Imported liqueur bottle and glasses with a grooved design like the breakfast set above.

12. A highball and vichy glass in a motif especially adaptable to Colonial and country decor.
Breakfast in bed

You'll need several types of tray sets. Here is one, left, for your more informal moments. Printed linen with perky little flowers

Second, a very adaptable set for all sorts of occasions. Sheer linen in pale green or ivory, sprinkled with embroidered flowers

Third, for very special occasions, such as your first overnight guests, an exquisite set in warm blue or green with Milan insertion

Breakfast at the table

Let your breakfast cloths be bright and sturdy to withstand frequent tubbings. The one, left, combines Indian Head and linen

Second, a white yarn stitch in simple border design on a cloth of heavy linen that comes in any number of clear bright colors

Third, a linen cloth in the soft watered tones of Wedgwood blends delicately with your pastel breakfast set—or one of simple white

Luncheon linens

1. Try out all the new color combinations with your luncheon linens. For instance, this cloth with gray center and natural linen border, trimly embroidered in burgundy and gray

2. Pineapple linen, coquettish and sheer, in off-white with finely woven border and corner design. Use it with your daintiest china and centerpiece

3. Sand colored organdie, hemstitched in squares and appliquéd with an irregular linen border. Accent it with the tawny colors of autumn flowers

4. Fine white organdie, liberally splattered with gold coin dots. Bring out your gold and white china by all means when you use this smart set

5. Sheer Bisso linen, hand embroidered with double balls. It comes in any number of lovely color combinations

6. Don't forget the dependable ivory handkerchief linen set, the quiet and unobtrusive background for many of your most effective tables

7. Gray linen with rhythmic stripe design in one of the fall's newest combinations—gray, beige, pale yellow
Dinner, formal or informal

1. Here is the backbone of your dinner linens, the same today as it was in the days of your mother and grandmother. Louis XV cloth of ivory satin damask, available in any size.

2. Another type of cloth for the formal dinner, and your trousseau should include at least one of these, too. Sheer ecru linen with Milan edging and insertion. Oblong napkins.

3. The newest linens emphasize metallics. Here is a set of sheer natural linen, blocked off with shining gold threads.

4. Gray seems to be the fall’s leading color. This lovely set is fine gray linen with Milan insertion in lily design.

5. Combination of sheer and heavy materials. White organdie, crisply fresh, against a gleaming band of cloth of silver.

6. Mats of silver and Cellophane, shining and bright, and at their best when sharply contrasted with deep colored china.

Tea time

A tea cloth, left, for your more dressy occasions with appliquéd fruit motif and Point de Paris insertion. Napkins are oblong.

Second, a dainty cloth of pink batiste, hand hemstitched and appliquéd with a tiny damask fruit motif. Napkins are oblong.

For your more formal tea parties the cloth, third, will do your silver tea service real credit—ecru linen with Milan insertion.

And fourth, for the afternoons at home when friends drop in unexpectedly—sheer green linen, sprinkled with white flowers.

Cocktail hour

Left, a group of undersea cocktail napkins. This one shows a starfish—but octopus, crab and zebra fish are also available.

Second, further carrying out the deep sea interest—a group of fat little fish swimming at rhythmic intervals along the border.

Third, the classic cocktail napkin of hand drawn linen with Binehe lace. Include at least a dozen of these in your trousseau.

Fourth, white organdie, dainty and crisp, with appliquéd linen fruits in soft pastels. There are six different fruits to choose from.

Fingerbowl doilies

Left, Bouquet, printed organdie in all white. Second, linen thread, woven with silver. Third, tiny pineapples embroidered on sheer linen. Fourth, octagonal shaped organdie doile, hand embroidered and monogrammed.
Any of these sterling silver flatware patterns will give her assurance when entertaining.

**Modern**

Rich and massive in appearance, "King Edward" sterling is decidedly rococo in feeling.

The finely curved lines of "Stradivari" are derived from the rare and classic violin.

Simple beauty and restrained modernity provide the keynote of "Hunt Club's" motif.

Renaissance loveliness is reflected in this elusive pattern called "Candlelight..."

"Modern Classic" is an exquisitely chased silver fashioned in the spirit of today.

"Rose Point" is aptly named for the cluster of roses which adorns each individual piece.

Created for a princess, the design "Juliana" bears a replica of the royal crown.

The raised center panel of "Chased Classic" also carries an all-over floral offering.

Slender and streamlined, "Jubilee" is a marked departure from conventionality.

"Rambler Rose", another new silver design, has a flower garland as central decoration.

The grace and rhythm of a Longfellow poem inspired this lovely pattern, "Acadia..."

Cuddled leaf and delicate flower spray, with a long, tapering shaft, distinguish "Norse..."
The dainty beaded detail of "Maytime" is especially appropriate for bridal silver.

The new, sleek and stately "Governor's Lady" is the essence of Colonial simplicity.

"Lotus" interprets along modern lines the age-old appeal of the romantic waterlily.

Essentially Georgian, "English Shell" combines shell motif with a gadroon border.

The curving motifs on this pattern, called "Cascade", flow like cool, falling water.

"Chippendale", a recent innovation, takes its inspiration from the English master.

Simplicity in an "Antique" design makes this flatware adaptable for diverse uses.

A distinguished flatware, "Chantilly", embodies the finest of Regency influences.

"Chased Romantique" is a decorative pattern created for contemporary settings.

"Hawthorn" is true Georgian, from its feather edging to the well-known gadroon border.

Dignity and a flair for modern living combine in this new design, "Duke of Windsor".

"Edward VII" copies silver of Georgian kings. For further information see page 50.

Simple

Traditional
Sterling tea and coffee sets

The perfect complement to a Georgian setting is the lovely “Charles II” tea service, Lunt Silversmiths’ newest design. This richly embellished set will add distinction to any period table.

Sleek, bold and satiny in finish, there is a Viking quality about International’s new tea set christened “Norse”. Appropriate for modern as well as more traditional backgrounds.

Sterling gift suggestions

The low branching candlestick and accompanying compote for fruit, bon bon or nuts have been hammered out of the finest handwrought metals. Georg Jensen created the beautiful designs.

Tux smooth, plain surfaces of this sterling silver bowl from International make it acceptable for decorative and utilitarian purposes. Fruit or flowers—your choice.

New sterling trays and platters

Three smart sandwich trays: Left, Wallace’s antique copy. Center, Towle’s simple tray with narrow twist edge. Right, Reed & Barton’s selection with solid center and delicately picked out border.

A reproduction from an old Irish pattern, this attractive circular tray from Reed & Barton is notable for its shining surface finished with uneven scalloped edge.
The little coffee set for after dinner or after the theatre: Watson presents this charming three piece service with its diminutive feet—notice that it is very Victorian in feeling.

The Chippendale tea set sponsored by Towle has great style and dignity. Use it in a French or English room, or on any cherished piece designed by the great furniture masters.

Gracefully slender and brightly glistening, the after dinner coffee service from Reed & Barton has been named "Teardrop." Simplicity and modernity are outstanding features.

Two pieces the bride should have: Gorham's covered vegetable dish which is handsome for table use, and Alvin's clean-cut sauce or gravy boat with matching polished tray.

Just married—then beware the Golden Bowl and choose rather a silver one with beaded stem from Manchester; or an extremely plain, extremely smart one from Towle.

"Cocktail Hour" is F. W. Smith's suggestion for serving Manhattans and Martinis. The nut dish in sterling, curled and fluted like a pearl sea shell, is from the Gorham Company.

The middle-sized tray for general use: Gorham's "Plymouth" is recommended for a Colonial setting; Jensen's round tray blends with modern and contemporary backgrounds.

One large serving tray with handles would be a boon to any bride. Robert Ensko has this solid silver pattern which is a genuine copy of the well-known Chippendale era.

Gorham's small meat platter is also in the Chippendale trend. The accompanying piece, equally decorative in design, is Reed & Barton's. For further information see page 50.
STERNLY tailored to a man’s taste, the closet above takes its cue from the striking Imperial wallpaper with brown fawn pattern on a black ground. The carpeting is black, bordered in beige, and the specially built cabinets and woodwork are painted light brown. Boxes are simulated pigskin.

At right a group of decorative closet accessories. The transparent boxes have new firm edges. The chintz-covered box is gunmetal gray with button trim, and the lighter chintz hangers and hatracks are cleverly trimmed in rickrack.

CLOSETS don’t have to be grubby holes where you grope around in the dark and stumble over queer-shaped bundles. All brides are demanding enough closet space these days, but just as important is organizing the space you have. There are all manner of marvelous gadgets on the market nowadays to keep all your belongings separate and orderly. There are clothing carriers that slide all your dresses right out into the room in full view; tie and skirt racks with swinging arms that pull out when you need them, and when you don’t fold obligingly back against the wall. The space back of your closet door can be filled with racks that will hold any number of shoes, ties and hats. Some of the new accessories will stow away twice as much into your closet space as the helter-skelter method, and your clothes will stay in better condition.

There’s a lot of thought being given to the appearance of the clothes-closet, too. Accessories, cabinets, boxes are being better designed all the time to brighten the closet shelves. There are trim, transparent boxes, gay chintz, dignified leather, gleaming chromium and all in almost any style you need to make your closet individual.
It's a relief to get shoes off the floor with a toe-guard shoe rack. This holds five pairs of women's or four of men's shoes.

An inexpensive double hatrack will hold men's hats conveniently and securely against a closet door or wall rail.

Four pairs of trousers, or as many skirts are kept neat and handy by the swinging clamp arms of the trouser hanger.

A tie rack with three swinging arms will accommodate a full tie wardrobe, and also fits flat against the wall.

A guest and storage closet takes gray and yellow for its color scheme. The boxes, bags and hangers are covered in plain or quilted oiled silk in white over gray, bound in yellow. The first small shelf is done as a vanity shelf, the one below holds guest linens; the bottom two are for storage.

At left an exquisitely feminine woman's closet in dusty rose and silver, with dressing table shelf, special shelves for shoes. The walls are covered in quilted silver washable metallic fabric; the woodwork, bags and boxes are in dusty rose.

This colorful linen closet is lined with quilted chintz of white-striped with medium blue. The shelf ends are of blue stripe from the chintz, edged with narrow bands of deep red. The woodwork is painted white, outlined in red.
Range Center

Left: A typical range center planned for economy of effort. The work counter at the left has a convenient stool, spice boxes on a shelf, and a mixer. There is a light over the range and a pass door to the pantry (both shown in detail on the opposite page). The recessed cabinet is for pots and pans.

Sink Center

Right: A glass brick wall affords ample light to this kitchen. Glass shelves in the corner are lighted, at night, by an overhead light shown in detail on the opposite page. The double sink is the "dishpan" type, in the round compartment dishes are washed; in the other they are sprayed and dried.

Refrigerator Center

Left: Colonial in feeling, this corner of a kitchen lacks nothing in modern convenience. There is a vegetable storage bin between the sink and the refrigerator, a counter top for market baskets beside the Dutch door. A detail of the corner is shown on the opposite page. Supplies are stored in the tall cabinet.
Range Advice

In buying a new range, either gas or electric, give careful thought to the following factors:

Modern ranges offer two new sizes—the extra-capacity range and the kitchenette or cooker type. The former, approximately 45" wide, has six or eight top units, a large broiler and two ovens. One for roasting and a smaller one for pastry, for a household of six to eight persons. The kitchenette type, approximately 20" wide, has four top units and a combination oven and broiler below the cooking top. These small ranges now have all improvements and offer a solution for the very small kitchen, for a household of two or three persons.

The more familiar range sizes are: The standard residential, with four top units, one oven and broiler, for a household of four or five persons; and the large heavy-duty range, with six to twelve top units, several ovens, large broiler, grills, warming closets, etc. For large households and extensive entertaining.

The table-top style of design has been generally adopted except for the large heavy-duty ranges. The "cabinet-type," with a raised oven on either the right or left side, is still available.

The cabinet type range has an advantage in that the oven is higher above the floor. In selecting this type consideration should be given to its location in the kitchen. The raised oven can be ordered for the correct side so that it will not cut off light or be between the cooking top and the main work surface of the kitchen. The location of the broiler is important, as the disadvantages of stooping over a low broiler are obvious.

Many ranges are designed to be installed right up against the back wall. In a modern kitchen, with continuous built-in cabinets, this is particularly desirable as the range will be flush with the base cabinets.

White or light ivory are now most widely used for range colors, as they are easy to match to other equipment and can be adapted to different color schemes. Many ranges now have neat handles and trim in bright solid colors, red, blue, yellow or green.

Without insulation and oven heat controls no range is truly modern. Be sure that the oven is fully insulated—top, sides and door—and that the heat control will be tested and adjusted for accuracy.

Top units are now designed for high speed and simmer cooking. A deep-well or economy cooker can be substituted for one of the top units on many ranges. This cooker applies the old fireless-cooker principle and uses a minimum of fuel because the cooker is fully insulated. Top units on gas ranges now light automatically when the gas is turned on.

Modern broilers are smokeless and produce the high radiant heat (550° or over) which gives perfect broiling results. Drawer-type broilers are particularly easy to use and many of the new broiling pans simplify cleaning.

Among accessories, clock controls which turn the oven heat on and off automatically are excellent on many ranges. Warming compartments can be used to keep food warm when a meal is delayed as well as to warm dishes for serving. Lamps, condiment sets, and timing devices are also generally useful.

Refrigerators

In buying an automatic refrigerator, either gas or electric, here are facts you should know:

A wide range in sizes, from three to twelve cubic feet, ensures the correct size for different needs. If the refrigerator must fit a certain limited kitchen space it is well to check the dimensions of several different models because the variations in height, width and depth make it possible to use a certain size in one model when another model will not fit the space.

A safe rule on refrigerator sizes would be to select the next size larger than actually needed because the convenience and economy of ample refrigerator space is very desirable.

Most refrigerators today are well designed for a clean modern appearance. Door handles operate easily by a simple pressure and some models have foot pedals to release them. Ventilated bins below the cold compartments are useful for the storage of fruit and vegetables.

Too much stress can not be put upon the importance of having the refrigerator door swing the right way in relation to the kitchen doors and other equipment. The door-swing either right or left can be specified when the refrigerator is purchased.

Cold-controls can be set for the fast freezing temperatures which are necessary to make frozen desserts and speed up the ice cube supply. Automatic defrosting regulators are standard equipment on most refrigerators and a number of handy devices have been developed to solve the problem of frozen ice cube trays.

In the pantry a second refrigerator for salads, desserts and iced drinks will make service easier and relieve congestion in the kitchen. Small refrigerators which are installed under the work-top are most convenient here as they do not interfere with the work space.

Sink Summary

Buying a new sink today is an entirely different business from what it was even five years ago. Things have been happening in the sink world so that a kitchen sink is no longer just a plain kitchen sink. The species has developed and branched out to a marked degree, so that now there are four definite types from which (Continued on page 71)
Now that you’re about to embark upon the selection of your bed and bath linens we’d like to give one word of advice. Decide upon a color plan and stick to it all the way through. It’s much more fun now and gives lasting satisfaction through the years to come.

Above, a bath scheme in eggshell, rose and blue. You can have Empress, the white-banded bath set, left, in either rose or china blue and you may use it interchangeably with Morocco, the checked set, right, which comes in exactly the same warm color tones.

The linen guest towels, center, tie in with the color schemes of the bath sets. Top, sheer linen towel in blue or rose with Milan edging. Point de Venise monogram insert. Below it, an off-white linen towel with Point Paris insertion. Matching fingertip towel.

If your trousseau contains a monogrammed bath set in one color that harmonizes with a plain set in another, you’re practically set for life. And by bath set we mean at least two mats to a set, one dozen large and small bath towels, two dozen wash cloths.

Left, we show Tile-o-Web in a soft dusty peach, trimly monogrammed in deeper peach and gray. Right, Westminster, in French gray with self-toned border—the same gray seen in the monogram. Use them together or separately with equal effectiveness.

You’ll need lots and lots of linen guest towels—two dozen is the bare minimum. The monogrammed linen towel, center top, matches the monogrammed bath set. You can have it in peach or gray. Below it, white linen towel with peach damask appliqué.
Give your bed variety. A change of colors in sheets occasionally is just as welcome in your bedroom as summer slip covers in your living room. Above, solid color sheet in ashes-of-roses or blue and a white sheet enlivened with a tiny border of French knots.

The crocheted spread of écru lace might easily have graced a four poster in your grandmother's day. The cotton comfortable with prim little blossoms in rose and blue matches the blanket cover. The blanket, Supreme, is finished with a chenille binding.

White sheets with a touch of color echo the very luxurious fittings of this peach and gray bed. Left, fine white Supercalé with a border of French knots in peach, enclosed within two hemsstitched bands. Next, another Supercalé sheet with wide peach border.

Smooth glistening satin for modern or 18th century room. Left, diamond quilted comfortable in dusty peach. Next, Modern Regency, quilted gray bedspread. The peach blanket cover, third, is banded and monogrammed in gray. Zephyr blanket also peach.

For further information see page 50

Dusty Peach and Gray
THINK of the future when you plan your bath linens. Even if you start out with a two-room apartment and one bath, it isn’t forever. If your bath linens include sets in two colors one of them can easily be shifted to the second bath whenever it comes along.

Above, a bath scheme in beige and green and brown with bath sets that can easily be divided between two bathrooms. Pan America, left, is pale beige striped with brown, green, white. Sovereign, right, matches the green of the stripe in Pan America.

GUEST towels, center, include a liberal supply of both beige and green. Top, a damask huck towel with tiny shamrock design. In both colors, Overlapping it, a linen towel in beige and green with zigzag border in self color, darker green and dark brown.

If your tastes happen to run to things tailored, or if you want to satisfy your husband’s masculine leanings and still keep your bath and bed linens crisp and fresh, try a scheme that uses a deep color with white, as the navy and white plan, above.

LEFT, Manchester, a heavy textured bath set that would be particularly effective if monogrammed in color—in this instance with navy. The bath towel comes in an extra-large size. Right, Majestic, a bath set in navy blue with border design in navy and white.

Twin guest towels that reverse their colors are amusing and carry out the two-color plan of the bath. The ones center show a navy blue ground with gay little flower border in white which reverses into a white ground with navy flowers. Use plain white towels, too.
Beige and green bedding to match the bath. Top, white percale sheet with graduated dot border in Mignonette or Coffee Diamond. Below it, Volta, with beige border and stunning appliquéd monogram in beige and brown. Third, white sheet with green border.

You’ll sleep dreamlessly under the new electric comfortable, above. Green taffeta with thermostatic control. The candlewick bedspread, next, has tiny tufts in two shades of green. The green blanket matches its cover of green crêpe with beige insertion.

The sheets for this navy and white plan will please both of you. Above, white bed set with blue piped border, simple and trim. Next, plain color sheet in sapphire. Third, a white sheet with blocked border of gay little flowers in navy with a touch of rose.

Rums come to the fore. Left, white candlewick bedspread. Next, navy blanket, Fabrique, slightly lined. Its plain white cotton cover, ribbed also, carries a navy monogram. The reversible comfortable shows navy taffeta on one side, white corduroy on the other.

Beige and Green and Brown

Navy and White
GIVE A THOUGHT TO MATTRESSES

1. Support for the most fidgety sleeper is furnished by the floating action, sag-proof edge of this Simmons Beautyrest, with cotton felt upholstery.

2. Here’s a Simmons DeepSleep number which is both mattress and box-spring. It boasts pre-built side wall, inner roll edge, and selected felt upholstery.

3. The multipleater top pad of this Slumbernest mattress by American Auto Felt gives smoothness and buoyancy, and at the same time prevents bunching.

4. This smoothly tuftless inner-spring Supreme mattress, by Sleeper, is inexpensive and durable. It’s covered with ombre striped extra-quality ticking.

5. Sturdy stitches which form a Paisley design on the surface bind this Palmer quilted mattress and, with the patented Flexbend edge, keep it sag-proof.

6. An example of the new Smooth-Edge by Karr, which, by bringing the springs all the way out to the sides, eliminates the presence of the old roll edge.

7. This is an air-conditioned Spring-Air outer-spring by Karr, with a separate top pad which may be turned from its insulated to its non-insulated side.
8. Built for complete silence are the springs of this smooth-surfaced tuffless Perfect Sleeper mattress and box-spring. Its cotton felt padding gives it a firmness.

9. Here's an innerspring unit by Ostermooor that has all-steel springs protected by a quilted pad, and layers of cotton felt for comfort and insulation.

10. "Nukraft" is the feature of this Sealy Airlite ensemble, a patented hair and latex cushioning that prevents bunching and promotes circulation of air.

11. Wells & Co., decorators, handle this hand-made mattress and box-spring. It's built to order to suit the needs of the individual sleeper and to fit any bed.

12. The Rome Slumberon mattress from Burton-Dixie has patented insides of specially treated wire called Ortho-Flex, which distributes weight evenly.

13. Automatic metal disappearing handles, tape ties that adjust to any degree of firmness, are among the leading features which mark the Red Cross Aristocrat.

For further information on mattresses, see page 50.
1. Charming for an 18th Century English or French room is the graceful column lamp of shining silver lustre in spiral effect, holding a simple natural colored parchment shade and crystal finial. About 16 inches over all.

2. For a Chinese Chippendale scheme we have selected this white porcelain lamp with its all-over Chinese floral motif in soft greens and pinks on a teakwood stand. The simple tailored shade is white silk shantung.

3. To complement a Classic or Empire setting is this delicate white china base decorated with a Greek key motif in deep blue and gold lines. Its lovely white silk shade is trimmed with narrow grosgrain bands in blue.

4. Burnished silver over copper shell, in a lovely melon and swirl shape, forms the base of this lamp which rests on a natural wood stand. The beige silk shade has a narrow fold trim in beige and copper faille ribbon.

5. Especially attractive for a traditional living room done in tones of white is this old-white pottery jug with a raised bird and flower design. Its shade of rough white silk shantung has a decorative self-tone binding.

6. Although practical and pleasing in any scheme, this standing three-light lamp would seem to fit best in a typical Empire card or game room. Of painted tin, it is finished in black and gold. Matching oval-shaped shade.

7. The delicate Spode porcelain lamp above has a lovely floral decoration in reddish brown coloring on a natural wood base. Narrow pink and white folds border the tailored silk shade in a soft pinky copper tone.

8. A “Bibliothèce” lamp—and how fitting it is for the well-decorated library! Made of leather to simulate book bindings in reds, greens and browns, it is topped with a natural silk shade with contrasting colored bindings.
1. This delicate lamp of cut crystal on a chromium silver foot would be charming in a modern bedroom done in pale tones. The bell-shaped taffeta shade in champagne color has a small flower motif in self tone.

2. The smart note of emerald green is emphasized in this modern lamp of Sévres porcelain, set on a chromium stand. Emerald green velvet bands decorate the pale pink claire de lune shade. About 25 inches over all.

3. Distinguished both in shape and color is this terra cotta pottery lamp with its raised design of figures. Further to enhance its beauty is a lighter toned terra cotta silk shade having deep bouclé trim in off-white.

4. The striking color combination of this zebra lamp makes it an excellent choice for the modern-minded man's study. Made of black and white pottery with gray suede cloth shade; black and white grosgrain trim.

5. Any table would be proud to display this beautiful heavy crystal lamp—modern in design. Frosted on two sides, with front and back of clear cut crystal, it holds a diagonal striped silk shade in white; velvet band trim.

6. This smart cut-crystal lamp with its swirl-shape pleated ivory taffeta shade has copper silk folds at top and bottom and would be a distinctive note in a contemporary background. It measures 26 inches over all.

7. The modern reading lamp of architectural glass demonstrates a new use of this material. Shade is topped by disc of slanting metal louvers which rest on the column. Bulb and socket are concealed and light diffused.

8. For your modern brown and beige scheme is this bridge lamp with standard finished in tobacco brown on spun aluminum base, and meeting I.E.S. specifications. Beige silk shade has triple bands in silver and brown.

For further information see page 50
Because its design was taken from a ship's wheel, "Mariner" is an ideal clock for game room or man's study.

Inspired by the Gothic era, "Devere," in a mahogany case, strikes every hour as well as at half-hour intervals.

"Basque," a new living room model, has a fluted ivory case with rectangular dial carrying Roman numerals.

For the modern bride, a modern clock; and the geometric facts about this rectangular design are apparent.

Dignity and a forthright name make "Statesman" a candidate for every room boasting restraint in decoration.

So attractive are these models you'll be a clock-watcher even at home.

To complement a mantel or to blend with light woods, choose this larger timepiece encased in polished walnut.

The genuine leather case of tooled pigskin makes this folding watch a most welcome wedding contribution.

This handsome little clock, known as "Floret," has a fine mahogany case of severe and classic simplicity.

48 SECTION II
Sponsored by the wives of the governors of five states—one of whom is shown above—the breathtakingly rich simplicity of "Governor's Lady" destined it from the first to be a sensation.

Here is a singing purity of line that holds the eye enchanted...a miracle of perfect symmetry and ageless grace. It's the pattern Bach-lovers will choose...connoisseurs, artists, collectors...and the loveliest, most privileged of brides. Ask to see "Governor's Lady" at leading jewelers everywhere. Get an illustrated price list there. Or you can write The Gorham Company, Providence, Rhode Island...since 1831.
FOR OUR READERS’ INFORMATION

THE items shown on the editorial pages of this issue of the magazine were sponsored by the following firms:

Cover, Wedding Gifts

Top Shelf, Left to Right

Chromium cocktail shaker—American Thermos Bottle Co.: Saks-Fifth Avenue.
“Smartset”—modern desk or table clock—Warren Telechron Co.: B. Altman.
Terra cotta pottery lamp with travel motif. Cafe au lait chair de lune shade, trimmed in brown leather—Paul Hanson Company: W. & J. Sloane.
Golden crocodile leather jewel box: Mark Cross Company.
French pottery pheasant covered dish—Minteldorfer Strauss: Saks-Fifth Avenue.

Second Shelf, Left to Right

Modern after-dinner coffee sterling silver service.
Royal Copenhagen after-dinner coffee cup and saucer: Georg Jensen.
Heavy crystal urn: Steuben Glass Company.
Royal Copenhagen porcelain salad and fruit dishes: Georg Jensen.
Decorative crystal horseheads: Steuben Glass Co.
Simple sterling silver pitcher: Gorham Company.

Third Shelf, Left to Right

After-dinner coffee service in Spode china—“Old Gloucester” pattern.
Copeland & Thompson: Cooleys in Boston, Mass.
Hand-blown stemware—goblet and wine sizes with spiral base—Ashford-Fenton Co.: Gerard.
Chocolate brown pottery fluted vase in melon shape—Weil-Freeman: From Madolin Maplesden.
Lovely modern sterling silver gravy boat and ladle—Georg Jensen.
Gold colored French porcelain bowl with matt brown lining: Carole Stupell, Ltd.

Lower Shelf, Left to Right

Chartreuse colored china dessert and salad plates—Pitt Petri.
Double jam pot in turquoise colored pottery—Charles Hall: John’s Decorations, Inc.
Large fluted dish in azure blue glass for buffet service—Fostoria Glass Co.: Stern Bros.
Sterling silver wine cooler—urn shape with gadroon border: Reed & Barton.
Sherry decanter in clear crystal with frosted band decoration—Orrefors crystal—Black Starr & Frost-Gorham, Inc.

You Can Take It With You, Page 24


A Primer of Furniture, Pages 26 and 27

T—desk—Charak Furniture Co.
E—armchair—Berkey & Gay Furniture Co.
P—chest on chest—W. F. Whitney Company.
N—Lawson sofa—Kittinger Company.
B—overstuffed chair—Kittinger Company.
N—small Lawson—Mueller Furniture Company.
O—tip-top table—Imperial Furniture Company.

(Continued on page 56)
Every so often a masterpiece is born. We think you will agree that English Shell is one of these truly inspired creations, deserving of expression in solid silver. Consider the trim, slender lines of the handle, the richly simple shell and leaf ornamentation. Reminiscent, you note, of the distinguished English Georgian period that gave us Chippendale, Hepplewhite, Sheraton, the Adam brothers. Yet it has the smartly modern air characteristic of today's bride. Instantly she knows it to be in perfect taste with almost any dining room. In the depths of its mellow sheen she visions a treasure to be cherished for all time—a true masterpiece of the silversmith's art. You must see it in actual silver.

A Jeweler in your community is now showing this exquisite new pattern. Write us for his name, and for your free copy of "The Bride Selects Her Table Silver," picturing all of the magnificent "Treasure" patterns. Address Lunt Silversmiths, Dept. B-46, Greenfield, Mass.
A new outlook on textures...

Celanese

*REG. U.S. PAT. OFF.

A Georgian Dining Room—in brocades and marbles—Lantara satins and Chifonese

Living Room in Georgian—Damask in stripings against Celanese Crystalsheen

Bedroom—Green on file—print of Chifonese “taffeta with ivory Chifonese” Dressing table drapery

Chinese jade, turquoise, and biscuit for a livingroom of taffeta, boucle, and cordfleck

Through a Library Window—in old gold and now beige—silk taffeta and satin striped Norwich

Trimmings by Mansure

Celanese yarns, fabrics and articles are made with synthetic products manufactured exclusively by Celanese Corporation of America, 180 Madison Avenue, New York
NOT A DINING ROOM IN THE HOUSE

By June Platt

So these are the plans for your house! No dining room? Well, how in the world are you going to manage to entertain? Oh, really! Now let me see if I understand.

You are not going to build a dining room. You are going to eat in the living room. When the two of you are alone, you will eat from the little tip-top, round table silhouetted against the window. If you have only two guests, they can sit at the same table and you won't be crowded. Six people could sit at it if you used only side chairs.

What a good idea to distribute a dozen matching side chairs, the right height for the dining room table, throughout the house. Chairs which can be used instead of horrid folding chairs, and which will be a set for your dining-room-to-be.

FOUR AT TABLE

But, getting back to the round table. You have it set when the guests arrive, and don't try to hide the fact that it's there by putting a screen around it. You don't put the chairs in place until dinner is announced, nor do you light the candles on the table until you are ready to sit down. If you are going to have more than four guests, you put the tip-top table away in the kitchen temporarily and you replace it with two card tables, but not until the guests are biddenly drinking cocktails. You check before dinner to see that everything necessary with which to set the table has been gathered beforehand in the kitchen. The card tables may then be put up and set correctly with practically no confusion, the advantage being that the room has a calm and peaceful aspect when the guests first arrive.

FOR A BIG PARTY

But what do you do when you feel the urge to have a big party for twelve or fourteen guests? You abandon all pretense of formality and have a buffet party. And, pray, what is that? In this case, four card tables are set up, after the cocktails have been consumed and all the glasses removed. The tables are covered with four matching colored cloths, thereby affording a little unity to the room. You don't use white ones, because you think they have a tendency to create a caterer's aspect. If you did use them all, they would have to be of the finest possible quality.

The round table, in this case, is used as a buffet table, and on it you place silver, china, serviettes and glasses, but you leave room for the food to be served. You place a pile of small individual trays, each one covered with a paper or cloth cover, on a little side table near the buffet table. Each guest may then assemble at one time, on the tray, all he or she desires, thereby eliminating a great deal of rushing back and forth to the serving table.

You say there is no use trying to make the right people sit together? You are absolutely correct, they just don't want to, so why don't you, as host and hostess, circulate here and there instead?

And what about the cocktails? I see. You believe that cocktails for a big party should be precisely mixed to the master of the house, and then handed to the tender mercies of cook or maids to be properly iced, served in glass, brought in on a tray, a few at a time, the process repeated as often necessary.

COCKTAILS AND COFFEE

However, for a small party, you put up a butler's folding tray rack in no too conspicuous a place in the living room, with ice as measured ingredients ready for the master to fuss with as soon as the guests have assembled, thereby to breathe the air with a little activity. As coffee for a big party, you have cup sugar and spoons placed on a small console table, with a big percolator and other container of hot coffee, so that the gentlemen may have the pleasure of serving the ladies.

Do you use only candles? I see, and that is a real wood-burning fireplace. Oh, lovely! but do you really light the fire? You say no matter what kind of a party it is to be, the fire is real and you always light it. It is hot for words. How charming! Few candles are everywhere and you light them and the fire just before the guests arrive. You are very careful to have the maid empty and wash ash tray frequently during the evening and to replace those she removes with others so that the guests will always have a ash tray handy. Sometimes, you use another method of providing table space for buffet parties. You use little nests of tables and present one to each guest on which he may rest his tray.

But whatever do you serve at a buffet party? My, that sounds good! You serve soup and casserole dishes that require no carving, and a dessert. You keep the food simple, even for a small party, and you don't try to serve to many courses. Your idea of having the silver for each course brought in with the service plate where you are at the little table is grand. I don't really see any reason for not having fresh glasses too, brought with each wine, instead of trying to crowd them all on at once. Serving fresh napkins and a dessert time is frightfully extravagant but so very pleasant. The coffee and liqueurs you serve, of course, after the tables are cleared away.

FOR UNEXPECTED COMPANY

And now I'm going to make a list of all the different provisions you think one should always have on hand, just for emergencies, in case of unexpected company. Here it is:

Your favorite canned soups, especially matronile or consommé, tomato juice, salty crackers, and a few tea cakes, canned vegetables and fruits, sardines, tuna fish and salmon, lobster and crab meat, sausages, eggs and bacon, bread and butter, baked hams, potatoes and onions, olive oil and wine vinegars, condiments and spices, Worcestershire sauce, horseradish, pickles, olives and chutney, fresh tomatoes in season, lettuce, fresh or dried herbs, tagliatelle, noodles, and rice; cheese (especially Parmesan in the lump, but never grated); Italian Semolina; sugar, flour.

(Continued on page 36)
Modern living demands a new note of freshness in table appointments. This beautiful new pattern in Alvin Sterling flat silver is truly a classic among contemporary patterns. Be sure to see it at your jeweler's. Its excellent weight... fine balance and soft Butler finish... will please you.

SEND FOR ILLUSTRATED PRICE LIST

THE ALVIN SILVERSMITHS • Makers of Exclusive Silver Designs for 50 Years • PROVIDENCE, R. I.
A TIMEKEEPING SYSTEM

NOT A DINING ROOM IN THE HOUSE

(continued from page 54)

salt, baking powder; coffee, of course, breakfast and after-dinner—French or Italian variety; tea, cocoa, or chocolate, and a few cans of milk; beef extract and shallots; honey, maple syrup, jams and jellies; and, if you can afford them, English Romany crackers; if not, milk waters, which are good buttered, toasted and salted for cocktails (buttered and sprinkled with confectioners' sugar, they make a grand emergency tea biscuit); Maraschino cherries, pineapple juice, sparkling water, gingen ale, oranges and lemons; gingerbread mix, canned apple sauce, pancake makings; all the flavoring extracts; a big supply of dish towels and fresh aprons, a good can opener, of course, a good, comprehensive supply of bottles to open.

Goodness! I wish you would tell me where you get all these ideas! She did! Well, she certainly ought to know.

FOR OUR READERS' INFORMATION

(continued from page 50)

E—dining-room table—Drexel Furniture Company.
O—trioo table—Imperial Furniture Company.
Y—modern bed—Johnson Furniture Co.
A—lamp table—Imperial Furniture Company.
O—small commode—Berkey & Gay Furniture Co.
L—armchair—Kittinger Company.
S—dining-room chair—Charak Furniture Co.
N—Danbury table—Charak Furniture Co.
C—wing chair—Mueller Furniture Co.
E—round table—Imperial Furniture Co.
O—side board—Drexel Furniture Company.
T—chest—Drexel Furniture Co.
N—bed—Charak Furniture Co.

New China, Page 28

2. Orrefors crystal pitcher and glasses—A. J. Van Dugteren & Sons: Sweden House.
3. “Gloucester” pattern glasses—Pairpoint Corp.: Ovington’s.
6. Tomato juice cups with straw handles: Georg Jensen.
7. Goblet, wine and champagne glasses—Pairpoint Corp.: Ovington’s.
8. Stemware in crystal: Georg Jensen.
9. Cut crystal plate—Verlys of America, Inc.: Ovington’s.
10. Tulip pattern stemware: Fostoria Glass Co.

And Glass, Page 29

1. Breakfast set in Franciscan pottery—Justin Thar- aud: Bloomingdale’s.
2. Breakfast set in bird design—Carbone: Saks-Fifth Avenue.
5. Luncheon plates—Vernon Pottery: Carole Stuppell, Ltd.

(Continued on page 67)
New richness comes to modern hospitality in the stately grace of these regal pieces. They give to the smart hostess a living expression of a great tradition. She may see five superb designs, wherever fine silverware is sold. Individual pieces and sets are priced at from $7.50 to $56.00.
If you are being married today, or if you celebrated your golden wedding yesterday, Helena Rubinstein brings you her matchless preparations that will protect and cherish your youth and loveliness. Like a priceless heritage of beauty, Helena Rubinstein's creations are among every bride's most prized possessions. In her trousseau, on her honeymoon, during all the years that follow—these exquisite aids to beauty are a promise of lasting loveliness.

Every bride wants a house and garden of her own. And while she tends her flower beds, Helena Rubinstein's wonderful preparations will cultivate the bride's beauty, protect it against sun and wind so that it will be forever as fresh and blooming as the flowers in her garden.

So that you may always look like a bride:

**PASTEURIZED FACE CREAM**: The cream that every woman should use daily. It cleanses deeply and immaculately, softens and smooths and comforts the skin with its rich, luxurious texture. It will preserve life in the tissues, keep the complexion clear and radiant with beauty. $1.00, 2.00.

**SKIN CLEARING CREAM**: This amazing cream takes away "faded tan," that dull, lifeless, weatherbeaten look that comes from exposure to sun and wind. It awakens the skin to new life and loveliness, giving it vibrant, glowing color. $1.00, 2.50.

**TOWN AND COUNTRY MAKE-UP FILM**: This exquisitely dainty make-up foundation works for your beauty as it makes your powder blend and stay fresh for hours, with a smoothness that is sheer artistry. It soothes and protects your skin against every kind of weather . . . keeps it soft and glowing . . . gives it a romantic gleam. Also conceals blemishes. $1.50.

**MAKE-UP FOR THE BRIDE**: Lipsticks that keep lips young and sparkling, in all the famous Helena Rubinstein Reds. Red Velvet supplies a brilliant splash of color against the white of the bride's wedding gown. $1.00, 1.50, 2.00. Rouges to harmonize, for the cheeks of the blushing bride. $1.00, 2.00. Powder, as misty-fine as the bride's wedding veil. $1.00 to 5.50.

Fascinating eye make-up, 1.00.

Happy Honeymoon—with Helena Rubinstein's Stowaway Beauty Case, with youth and beauty tucked in every pocket. $12.50.

---

**HELENA RUBINSTEIN**
715 FIFTH AVENUE • NEW YORK
A HAPPY THOUGHT FOR A BRIDAL GIFT

What hostess of an afternoon or at the center of an evening gathering, wouldn't love to pour with...yes, and exhibit, too...such lovely silver plate.

The beauty of silver plate is no more enduring than its quality...these glamorous objects represent the Wallace peak of excellence.

WALLACE SILVERSMITHS
FOUNDED 102 YEARS • WALLINGFORD, CONN.
Silver Plated Flatware

It's Always Smooth Time

In Guy Lombardo's Life

... and G-E Clocks contribute their share to the quiet serenity of the Lombardo penthouse.

The pride of Mr. Lombardo's heart is his yacht "Tempo" and its model which sits by his living room desk. Beside it stands the gleaming gold beauty of the "Jason" ... the newest G-E Clock, 8 1/2 in. by 5 1/2 in. $12.00

Listen to Guy Lombardo's music — every Sunday, C.B.S.

Do ticking clocks disturb your slumber? Follow Mr. Lombardo's example and put the "Cloudifier" beside your bed. 5 1/2 in. high by 6 1/2 in. wide. . . . . . $7.50

The mellow chime of the G-E "Lafayette" so intrigued Mr. Lombardo that he had to have this clock in his home. Have you, too, investigated the merits of this mid-day timepiece? 22 inches long . . . . . . $40.00

1. In the spirit of French finesse is Oneida's new Heirloom pattern called "Grenoble." Wm. A. Rogers division: Bloomingdale.

2. The dainty beaded detail of R. Wallace's "Lady Alice" design has a decided feminine touch. From R. H. Macy & Company

3. Pomp and circumstance combine in the ornate decoration of Oneida's recent Community Plate flatware, "Coronation." Macy

4. Simplicity, and the curved sweeping surface of Gorham's "Lady Caroline" make this pattern denote table service

5. Distinctly modern, Reed & Barton's flatware called "Maid of Honor" has the refreshing, clean-cut appeal of a young girl

6. A restrained ornamentation marks the appearance of Holmes & Edward's "Lovely Lady." Designed by International Silver Co.
"In sickness and in health, Thomas is always able to put on a smile and a purr the moment he touches Mohawk Percale sheets...they're so soft and silky. White as snow...As for wear! Well, you'll find Mohawk Percale sheets are just like me—born with nine lives."

Only a Few Cents More Than Muslin Sheets

You only have to look at Mohawk Percale sheets to see why they are becoming America's most popular luxury bed linen. Their sparkling white sheen gives your beds new smartness. Their soft-as-silk texture gives you a new idea of restful sleep. Yet Mohawk Percale sheets cost only a trifle more than ordinary muslin sheets.

Mohawk Percale sheets bring you year-after-year economy, too. Although they are woven 40% finer than ordinary sheets—to assure long wear—they are much lighter in weight. At average pound rates, they reduce your laundry bills about $5.35 a year for each bed. Or make home laundering much easier.

New Laundry-Saving Package—To make them all ready to put on your beds, Mohawk Percale sheets now come in sealed, dustproof cartons. Two sheets or four pillow cases. You save first laundering cost.

FREE "SNOWY" GIFT

Cambridge brings you Pristine...chaste crystal of exquisite simplicity. Its pure form, marked by the unusual use of hand-cut edges and bottom surfaces in combination with unbroken curves, creates a design of perfect balance...in harmony with either modern or period settings. Pristine, an innovation in glassware design, gains its gleaming richness and clarity from the perfect and brilliant color of the famous Cambridge Crystal...recognized for more than a generation as the finest in hand-made glassware.

This patented original design is available in more than 100 items, either plain, hand-cut or delicately etched...at prices reasonably moderate. At better stores, ask to see Pristine, latest and loveliest of a series of famous creations by The Cambridge Glass Company, Cambridge, Ohio.

This handsome Tom and Jerry set is one of more than 100 varieties of Pristine, available in Cambridge Cut Rock Crystal...each piece individually hand cut by artisans skilled in this craft of delicate precision. When you see the Cambridge trademarks on any piece of Cut Rock Crystal, it is your assurance of perfection, certified by a third of a century of fine craftsmanship and single supervision over every step in its production.

If you have an eye for the delicate tracery of hand etching in fine crystal, ask at the better stores for Hand-Etched Firenze by Cambridge. Available in the entire Pristine line, it embodies the high degree of craftsmanship which has made Cambridge Etchings famous. Exclusive, patented designs, executed in a crystal of lasting brilliance, recommend Cambridge creations to all who choose glassware for permanence.

This Black Beauty is a treasure with combs and brushes for grooming your hair, and exquisite bottles to hold favorite lotions for refreshing facial or rub down. Fitted with cosmetics which will give you that sleek and spirited feeling, this de luxe box is now on display at the Elizabeth Arden Beauty Salon.

A luxurious travel case with splendid array of cosmetic preparations
WHEREVER SHE GOES

Natural rawhide leather finished like a fine shoe with hand-sewn seams sets off this stunning Mark Cross overnight bag, hat and shoe case, and woman's wardrobe. In Wheary's "Aviatrix" case, eight dresses hang on separate hangers which snap out of their box and into the closet, keeping frocks fresh and smooth: Altman

Hartmann's striped canvas wardrobe trunk boasts an improved modern interior, and secure lock which opens to the left if you can swing it: Bloomingdale

Natural rawhide leather finished like a fine shoe with hand-sewn seams sets off this stunning Mark Cross overnight bag, hat and shoe case, and woman's wardrobe. In Wheary's "Aviatrix" case, eight dresses hang on separate hangers which snap out of their box and into the closet, keeping frocks fresh and smooth: Altman

Hartmann's striped canvas wardrobe trunk boasts an improved modern interior, and secure lock which opens to the left if you can swing it: Bloomingdale

Strikingly beautiful, stylistic Eighteenth Century wallpaper. The marvelous contrasts in light and shade suggest the depths of a wood carving.

THOMAS STRAHAN
Company

ESTABLISHED 1886 • Factory: CHELSEA, MASSACHUSETTS
Showrooms:
NEW YORK: 417 FIFTH AVE. • CHICAGO: 6 NORTH MICHIGAN AVE.

Strikingly beautiful, stylistic Eighteenth Century wallpaper. The marvelous contrasts in light and shade suggest the depths of a wood carving.
Stop being a Jumping-Jill hostess. You know the kind. "Excuse me a minute, please." And then a skedaddle to the kitchen. Put some poise into your parties! Do your cooking at the table with the aid of Chase Table Electrics. These eight well-mannered electrical servants, sticklers for form, will put you in your place and keep you there. And your place, dear hostess, is at the table with your family or your guests.

**TABLE ELECTRICS by Chase**

Finished in ever-brilliant Chromium

---

**Electric Coffee Urn—** Two heats. An percolator, makes 10 cups. As seen, $19.95.

**Electric Warming Oven—**Keeps rolls, toast, and many other foods hot and crisp. $14.95.

**Electric Tea Kettle—**Holds 1½ quarts, boils quickly and pours perfectly. $7.95.

**Electric Hot Plate—**Cooks or keeps food hot. Two heats, 5½" in diameter. $4.95.

**Electric Snack Server—**Keeps 3 kinds of food piping hot indefinitely. Two heats, $15.95.


**Electric Percolator—** Makes 7 cups of coffee at the table. $8.95.

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All manner of devices for easier tuning crop up in the season's radios. General Electric's console above sports two rows of eight buttons for "Touch Tuning", thirteen for station selection. You pick the thirteen stations you like.

New

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At right one of the fanciful designs in armchair models Zenith is sponsoring this year, equipped with "robot dial"—you press a button and the needle spins...
Crosley’s springing up consoles this year with modernighter finishes. Their contribution to easier tuning is the “Mirror Dial”; the background is a mirror.

A small, compact table model from General Electric offers in the interest of visibility, the tilted horizontal “Louver” dial.

Radios

Table radios can be decorative accessories as well, thinks Kadette, who offers this diminutive “Clockette”, right, in blue marble.

RCA console models this year are equipped with push button electrical tuning, boast remote control and a new foreign dial. The bands run horizontally.

Leading Stores
Bring Williamsburg to You

For ten years the restoration of Colonial Williamsburg has been in the making... recreating buildings, gardens, interiors of rare beauty... collecting old furniture and furnishings that offer unsurpassed inspiration. Now, for the first time, approved, authentic copies of these fine antiques are offered for sale.

Comfortable wing chair, exactly copied from one made by Chippendale circa 1765 and now in the Gaming Room of Raleigh Tavern.

Graceful mahogany tripod tip-top table authentically copied from an old one now in the Apollo Room of Raleigh Tavern.

For your protection, all reproductions made by licensed manufacturers and approved by the Restoration bear this hallmark. If they do not bear it, they are not authorized reproductions.

You need not visit Williamsburg to see or purchase these lovely reproductions as the following stores are showing them in Raleigh Tavern rooms:

Boston  Jordan Marsh Co.
Buffalo  The Wm. Henger Co.
Chicago  Marshall Field & Co.
Cincinnati  The A. B. Closson Jr. Co.
Cleveland  The Halle Bros. Co.
Detroit  The J. L. Hudson Co.
Indianapolis  L. S. Ayres & Co., Inc.
Los Angeles  Bullock’s
Newark  L. Bamberger & Co.
New York  James McCutcheon & Co.
Philadelphia  Strawbridge & Clothier
Pittsburgh  Kaufmann’s Department Store, Inc.
St. Louis  Scruggs-Vandervoot-Barney, Inc.
Washington  Woodward & Lathrop

Williamsburg  The Craft House

WILLIAMSBURG CRAFTSMEN, INCORPORATED
Williamsburg, Virginia
You've already heard so many flattering compliments paid to Rayvoile by leading decorators. Now, in a smartly distinctive Beehive Motif, you'll find new charm for your windows. This exciting "ORIGINI TESTED Rayon Fabric is transparent, but not flimsy. Rayvoile Beehive diffuses sunlight, is luxurious to the touch and keeps its color. And the NEVA-WET Process Finish keeps them clean, fresh and crisp longer—water and moisture-repellant, also perspiration (hand stains) resistant.

Now being shown by leading stores . . . finished, ready to hang, 2½ yards long by 144" wide to the pair, with tie-backs, (specially suited to Venetian Blinds and Casement Windows). In White, Eggshell and Beige. Also available by the yard.

Created by
BARTMANN & BIXER, Inc.
339 FIFTH AVE., NEW YORK CITY

Rayvoile is woven of "ORIGINI RAYON and bears the mark of "ORIGINI TESTED quality that means the fabric has been laboratory tested and approved for Fabric Construction, Dry Cleanability, Color Fastness and General Wearing Qualities.

American Viscose Corporation
World's Largest Producer of Rayon
200 MADISON AVE., NEW YORK CITY

Here is news in rose colored glass! A General Electric clock equipped with alarm movement called "Eldorado" has ivory stick numerals. Also in blue glass with white lettering: R. H. Macy

The pioneering spirit of "Daniel Boone" is the history behind this hall clock from the Colonial Manufacturing Company. A reproduction of an antique. May be ordered at W. & J. Sloane's

Warren Telechron's "Buffet" kitchen or bathroom model is a self-starting electric clock with black characters on a light cream ground. Another version features a white case: Bloomingdale
FOR OUR READERS’ INFORMATION (continued from page 56)

8. Tea set in Spode china—Copeland & Thompson: Macy's.
9. Dinner plate in Community china—Oneida Community, Ltd.

Linens Through the Day, Pages 30 and 31

For Breakfast in Bed

Left, printed linen tray set from Grande Maison de Blanc.
Second, embroidered tray set from James S. Sutton.
Third, tray set with Milan insertion from Mosse.

Breakfast at the Table

Left, Indian Head and linen breakfast cloth from Dinkelspiel: R. H. Macy.
Second, breakfast cloth with yarn stitch design from Gribbon: Stern Brothers.
Third, Fieldcrest breakfast cloth in Wedgwood colorings from R. H. Macy.

Luncheon Linens

1. Cloth of natural and gray linen from McGibbon.
2. Pineapple linen luncheon set from McCutcheon.
4. White organdie with gold coin dot luncheon set from Maison de Linge.
5. Hand embroidered Bisso linen set from Fallani & Cohn: Leron.
6. Ivory handkerchief linen 17-piece set from James S. Sutton.

Tea Time

Left, ecru tea cloth with Point de Paris insertion from Grande Maison de Blanc.
Second, pink batiste tea cloth from Grande Maison de Blanc.
Third, ecru linen tea cloth with Milan insertion from Mosse.
Fourth, embroidered green linen tea cloth from Bournefield.

Cocktail Hour

Left, Undersea cocktail napkins from Clem Hall: W. & J. Sloane Bar Shop.
Second, fish cocktail napkins from Clem Hall: W. & J. Sloane Bar Shop.
Third, linen cocktail napkins with Binche lace from McGibbon.
Last, organdie cocktail napkins with fruit appliqué from James S. Sutton.

Dinner, Formal and Informal

1. Louis XV cloth from Mosse.
2. Linen cloth with Milan edging from Grande Maison de Blanc.
3. Natural linen runner set blocked off with gold from Maison de Linge.
5. White organdie 17-piece set with appliqué silver band from Maison de Linge.

Everybody needs a clock

And of course there is one clock that stands all by itself—a Seth Thomas, now celebrating its 125th Anniversary. Every case has been styled by a famous designer. There are many models to choose from—electric or eight day, time only, strike, ship’s bell or Westminster chime. The movements are renowned for their lasting quality. And this is true of electric movements as well as key-wound. Seth Thomas Clocks, a division of General Time Instruments Corp’n., Thomaston, Conn.
Choose Your Reed & Barton Sterling

in the pattern that speaks for you

You'll live with your Reed & Barton solid silver—just as you live with your personality. That is why we urge you to choose, quite carefully, the just-right pattern for you. You're frankly and gaily romantic? Or, perhaps you're discreetly domestic. Whatever you are, let your silver say it.

And so—some day real soon—do plan to visit your jeweler's. You're sure to find there—among the many lovely Reed & Barton designs—your "own-personality" pattern. You'll know it as soon as you see it—this pattern you'll want for your own. And your dining will never be dull while your sterling speaks for you.

Fascinating Book on Entertaining

Brides-to-be—and all other women—will be interested in Reed & Barton's new book, "How to Be a Successful Hostess." It's just full of recipes, menus, party ideas and pictures of smart table settings. This convenient coupon brings it to you.

Reed & Barton, Silversmiths
BOX 990 TAUNTON, MASS.

Enclosed find 10c in stamps or coin, for which you will send me promptly your interesting new book on more gracious entertaining, entitled, "How to Be a Successful Hostess."

Name
Address
City State

FOR OUR READERS' INFORMATION

(continued from page 65)


Finger-bowl Doilies

Left, Bouquet from Clem Hall: W. & J. Sloane Bar Shop.
Second, linen with silver from Maison de Linge.
Third, finger-bowl doilies embroidered with pine-apples from Leron.
Fourth, octagonal organzine finger-bowl doily from Bournefield.

Bride at Home, Pages 32 and 33

Modern:
2. "Modern Classic" from Lunt Silversmiths: Ovington.
4. "Jubilee": Reed & Barton.
6. "Norse": International Silver Co.

Ornate:
1. "King Edward": The Gorham Co.
4. "Rose Point" from R. Wallace & Sons: Macy.

Simple:
1. "Maytime" from The Alvin Corp.: John Wanamaker.
2. "Lotus" from The Watson Co.: Brand-Chatillon.
5. "Chased Romantique" from The Alvin Corp.: John Wanamaker.

Traditional:
1. "Governor's Lady": The Gorham Co.
2. "English Shell" from Lunt Silversmiths: Ovington.
5. "Hawthorn": Reed & Barton.

Silver at Your Service, Pages 34 and 35

Tea Sets:
2. "Norse": International Silver Co.
3. Three piece coffee set from The Watson Co.: Brand-Chatillon.
5. "Teardrop": Reed & Barton.

Gift Suggestions:
2. Dish: International Silver Co.
4. Gravy boat from The Alvin Corp.: John Wanamaker.
5. Bowl from Manchester Silver Co.: Park Curiosity Shop.

(Continued on page 69)
FOR OUR READERS’ INFORMATION (CONTINUED FROM PAGE 68)

Bowl from Towle Mfg. Co.: Ovington.
“Cocktail Hour” tray from F. W. Smith: Upland & Balou.

Trays:
1. Tray from R. Wallace & Sons: Macy.
2. Irish tray: Reed & Barton.

Make Your Closets Personal, Pages 36 and 37

Page 36
1. Men’s closet—shown through the courtesy of Hammacher-Schlemmer.
2. Transparent boxes, square and round—Celluloid Corp. of America: W. & J. Sloane.

Page 37
8. Tie rack—Campbell Products Co.
12. Woman’s closet: Lord & Taylor.

Trousseau Linens, Pages 40-43

Eggshell, Rose and Blue

Bath Linens
Empress bath set from Martex: B. Altman & Co.
Morocco bath set from Martex: B. Altman & Co.
Linen towel with Milan edging from Maison de Linge.
White linen towel with Point de Paris insertion from Grande Maison de Blanc.

Bed Linens
Solid color Supercale sheet from Wamsutta: James McCutcheon & Co.
Sapercale sheet with border of French knots from Wamsutta: James McCutcheon & Co.
Crocheted bedspread from Quaker Lace: B. Altman.
Flowered comfortable with matching blanket cover from Carlin Comforts.
Supreme blanket from Kenwood Mills: John Wania maker.

Dusty Peach and Gray

Bath Linens
Tile-o-Web bath set from Mosse.
Westminster bath set from Martex: B. Altman & Co.
Monogrammed linen towel from Mosse.
Linen towel with damask applique from Grande Maison de Blanc.

Bed Linens
Sapercale sheet with French knot border in triangular design from Wamsutta: James McCutcheon.
Sapercale colored border sheet from Wamsutta: James McCutcheon & Co.
Diamond quilted comfortable from Mosse.

DISTINCTIVE OLD COLONY FURNITURE

Old Colony furniture has a quaint, distinctive character which you will always enjoy and which your guests will admire. Old Colony pieces are ever so practical and comfortable, too. They retain all of the charm and symmetry achieved by early American Craftsmen . . . and they add only the luxury and comfort of modern upholstering and easy-operating devices. Old Colony pieces are regularly available in Priscilla maple finish . . . a warm, mellow color which is secured by hand-blending of the finest obtainable materials. There’s a splendid variety of Old Colony designs . . . suited to every room in the home. Most of the better furniture and department stores everywhere, show Old Colony groupings.

HEYWOOD-WAKEFIELD GARDNER, MASSACHUSETTS FINE FURNITURE SINCE 1826

(Continued on page 70)
Sterling inlaid
WAS CREATED BECAUSE SILVERWARE LEANS ON ITS ELBOWS

ELBOWS AGE FIRST—To keep your elbows as smooth as your arms is difficult. Elbows are points of wear. They age quickly. Silverplate, too, has elbows that require special protection. The back of the bowl, and back of the handle!

STERLING SILVER WHERE IT'S NEEDED—In Holmes & Edwards, the most used pieces are sterling inlaid before plating. (1) Blocks of Sterling go into recesses at backs of bowl and handle. (2) The blocks are melted. (3) Finally, the entire piece is plated.

HOLLYWOOD BEAUTY—You've never seen lovelier patterns! For obviously the best designs go with Sterling Inlaid. Here's beauty you'll enjoy a lifetime! Left to right: First Lady, Masterpiece, Napoleon, Lovely Lady, Guest-of-Honor, Century.

AND HERE'S THE biggest surprise of all! Sterling Inlaid is not expensive! Most Authorized Dealers will deliver the 61-piece set for $5, with monthly payments of about $5. The 26-piece service for six (the starting set) costs only $34.50. Just $2 more than ordinary plate. Sterling Inlaid is so easy to buy, there's no need to wait. Choose your pattern now!

Each piece is stamped with this quality mark ® of the International Silver Co., Meriden, Conn.

FOR OUR READERS' INFORMATION (CONTINUED FROM PAGE 69)

Modern Regency bedspread from American Needlecrafts: B. Altman & Co.
Monogrammed blanket cover from Bournefield.
Zephyr blanket from North Star; James McCaughren

Beige and Green and Brown
Bath Linens
- Pan America bath set from Cannon Mills: Lord & Taylor.
- Sovereign bath set from Cannon Mills: R. H. Macy.
- Damask huck towel from Gribbon: Lord & Taylor.
- Bordered towel from Gribbon: Lord & Taylor.

Bed Linens
- Graduated dot sheet from Pepperell: B. Altman & Co.
- Volta bed set from Mosaic.
- Green bordered sheet from Nashua, distributor.
- General Electric comfortable from Palmer Bros.: Lewis & Conger.
- Candlewick bedspread from Bates Fabrics: Macy.
- Green blanket from Kenwood; Bloomingdale Bros.
- Satin blanket with lace, from McGibbon.

Navy and White
Bath Linens
- Manchester bath set from Martex; Gimbel Bros.
- Majestic bath set from Martex: B. Altman & Co.
- Twin guest towels from Mosaic.

Bed Linens
- Piped border sheets from Utica: B. Altman & Co.
- Solid blue sheet from Pepperell: R. H. Macy.
- Flowered border sheet from Bournefield.
- White candlewick bedspread from Bates Fabrics: B. Altman & Co.
- Fabrique blanket from North Star: B. Altman & Co.
- Monogrammed blanket cover from Bates Fabrics: B. Altman & Co.
- Reversible corduroy and taffeta comfortable from American Needlecrafts: Maison de Linge.

Give a Thought to Mattresses, Pages 44 and 45

3. American Auto Felt Co.
4. Sleeper, Inc.
5. Palmer Brothers Co.
7. Charles Karr.
8. Sleeper, Inc.
10. Sealy, Inc.
12. Burton-Dixie Corp.
13. Red Cross Mattress Co.
14. Palmer Brothers Co.
15. Elbow Pillow Products Co.

All mattresses and pillows are nationally distributed and available from retailers throughout the country, except Wells & Co.'s hand-made mattress available through decorators.

Lamps, Pages 46 and 47

Traditional
1. Silver lustre lamp: Dunphy & Hutchins.
2. Chinese floral lamp: Bell & Fletcher.

(Continued on page 71)
FOR OUR READERS' INFORMATION

(CONTINUED FROM PAGE 70)

3. White china base with Greek key design—Abels Wasserberg Co.: Ovington's.
5. Old white pottery jug lamp—Bell & Fletcher.

Modern

1. Cut crystal and chromium base lamp—Lightolier Co.: Ovington's.
2. Siervres porcelain lamp—Abels Wasserberg Co.: Clair de Lune shade; Celluloid Corporation: James McCreery.
5. Heavy crystal lamp—A. J. Van Dusen & Sons:
6. Cut crystal lamp—Mary Ryan: Carole Stupell, Ltd.

Time on Your Hands, Page 48

1. "Mariner" from The Chelsea Clock Co.: Abercrombie & Fitch.
4. "Floret" from Seth Thomas Clock Co.: B. Altman.
5. Walnut clock from The Sessions Clock Co.
6. Folding clock from Waltham Watch Co.: Hammacher-Schlemmer.
7. Modern clock from The Hammond Clock Co.: may be ordered through Abercrombie & Fitch.
8. "Devere" from The New Haven Clock Co.: B. Altman.

WHAT MAKES A KITCHEN GO

(CONTINUED FROM PAGE 39)

Dunbar's conception of Contemporary furniture will appeal to those who wish their homes to be fresh and new — to breathe the spirit of the times in which we live. Carefully and honestly built and moderate in price, Dunbar Modern furniture retains the livable comfort of tradition. Write us for the name of the dealer nearest you where Dunbar furniture may be seen and for our new sixteen page booklet, Decorating the Home of Today, illustrating interiors in Modern, Transitional and Period styles.
How welcome is the gift you give?

AND FOR HOW LONG?

- Do they open the package saying "How lovely!"... will they prize your present for years and years?

Genuine beauty, like that found in Kensington, is always welcome. Discriminating people recognize an authentic elegance which does not stale. And they appreciate this new metal, a recently developed alloy of Aluminum with a lustrous finish. Choose your gifts from the scores of interesting Kensington pieces which you will find at the better stores everywhere. The prices are moderate, ranging from 50c to $20.00.

Prices slightly higher on Pacific Coast and in Canada. Prices subject to change without notice.

[Image of various Kensington products]

**For the Bride**

Help yourself to helpful booklets. Just write to the addresses given, for any of the two score or more reviewed on these pages.

**Silver**

THE BRIDE SELECTS Her Table Silver answers dozens of questions brides have asked in their letters to Lunt Silversmiths... What pieces of flat silver do I need first?... "Can I buy one piece at a time?"... "What is the etiquette of marking silver?"... "How much does engraving cost?"... and many others. LUNT SILVERSMITHS. DEPT. B-40, GREENFIELD, MASS.

ALVIN offers folders picturing their newest patterns in sterling, with a complete price list to help you plan your flatware service. There's one on the very new Mastercraft, a contemporary pattern; and others on the popular Bridal Bonnet, Maytime and Chased Romantique designs. ALVIN SILVERSMITHS. DEPT. G-10, PROVIDENCE, R. I.

HOW TO BE A HOSTESS is an exceedingly interesting booklet of fully 60 pages of drawings, diagrams and helpful suggestions on gracious entertaining—very useful to a young bride or anyone else, for that matter. Send 10c. REED & BARTON, DEPT. G-10, Box 990, TAUNTON, MASS.

**Enjoy your Silver.** You'll refer to this booklet for sketches of correct table settings, ideas on entertaining—information on the care of your silver—original suggestions for using silver with flowers. It shows the lovely Georgiam sterling, to help you select your patterns. Send 10c. THE TOWLE SILVERSMITHS, DEPT. G-10, PROVIDENCE, R. I.

**How to Plan your Wedding... and your Silver** is a valuable "life-saver", with its jottings of things to be done in the last three months before a wedding. It shows some of Towle's loveliest patterns in sterling. Send 10c. THE TOWLE SILVERSMITHS. DEPT. G-10, NEWBURYPORT, MASS.

(Continued on page 73)

**SAVORY LOW-BOY**

From the ANTIQUE GALLERIES OF THE EDISON INSTITUTE

This authentic reproduction of a genuine Savory Low-boy recreates the glory of old Philadelphia furniture for your own home. It is typical of the finest craftsmanship of the great cabinetmakers, Savery, Gostelowe, and Randolph, who lived and worked in Philadelphia between the years 1760 and 1777. Originally made to serve as a dressing table for the bedroom, this Low-boy in time became a great cabinet for the dressing table to a formal dinner—harmonizing beautiful patterns in Heirloom Plate with related designs in china, silver and glassware. Send 10c. ONEDA LITH. DEPT. G-10, ONEDA, N. Y.

**A Splendid Reproduction of Original in Edison Institute**

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**SEND TODAY!**
BOOKLETS FOR THE BRIDE

(continued from page 72)

MORNING, NOON AND NIGHT is a little book on the etiquette of correct table setting, worked out with pictures of smartly served meals—photographed course by course—at noted hotels. It includes close-ups of the fine Wallace flatware with which the tables are set. Send 10c, WALLACE SILVERSMITHS, DEPT. G-10, WALLINGFORD, Conn.

"ONLY STERLING IS CORRECT" says Watson, in an interesting series of 8-booklets in one on the care and understanding of silver. Each folder pictures a different pattern, gives its history, and uses it in a smart table setting. T. R. WATSON CO., DEPT. G-10, ATTLEBORO, MASS.

SMART TABLE TALK gives you little pointers on table setting and service, sets four charming tables for you, and lines up many of Towle's loveliest patterns in sterling for your choosing. TOWLE SILVERSMITHS, DEPT. G-10, NEWBURYPORT, MASS.

Clocks

CHELSEA CLOCKS will give you some new gift ideas. Some of the clocks illustrated use the ship's wheel design, in bronze—others have a ship's bell strike—or a twin set of clock-and-thermometer. Others are smartly modern with no flavor of the sea at all. CHELSEA CLOCK CO., DEPT. G-10, CHELSEA, MASS.

THE TIMELIEST GIFT is a shopping guide to two dozen handsome G-E clocks—models to blend with every type of decoration. Another folder shows electrical grandfather clocks, with chimes. GENERAL ELECTRIC CO., DEPT. G-10, BOSTON, CONN.

China, Glass and Gifts

THE ROMANCE OF VENETIAN GLASS is a history of this exquisite glass, illustrated with stemware for all purposes—cases at $2 to $50—and the charming Venetian glass figures that have become so important in today's decoration. CARISILNE, INC., DEPT. HG-10, 342 BOWESLTON ST., BOSTON, MASS.

ORREFORS shows exquisite Swedish glass—some of it delightfully and humorously engraved—all of it lovely! From this booklet you can choose your usual crystal tableware in dozens or whole matched sets. A. J. N. DAVISON & SONS, INC., DEPT. G-10, 1107 BROADWAY, N. Y. C.

WRITE TO THE MANUFACTURERS FOR ANY OF THESE BOOKLETS. THEY'RE FREE UNLESS OTHERWISE NOTED.

TELECHRON says, "the perfect gift is time." And to help you select the perfect timepiece for every room, their pocket-size booklet shows more than 20 different electric clocks—all accurate timekeepers—to suit all sorts of decorative schemes. WALLACE TELECHRON CO., DEPT. G-10, ASHBURN, MASS.

FOR ALL TIME is a book of Colonial grandfather clocks, masterpieces in mahogany, made to last for generations. It shows many models, outwardly the same as 200 years ago, but greatly improved by modern invention. It tells the story of grandfather clocks, and the meaning of their chimes. COLONIAL MFG. CO., DEPT. G-10, ZELAND, MICH.

SET THOMAS CLOCKS presents the 1938 models of this famous clockmaker, in celebration of the company's 125th anniversary. The fifteen models shown include self-starting electric clocks—ships' bell and other chime clocks—traditional and modern designs for every room. SETH THOMAS CLOCKS, DEPT. G-10, THOMASTON, CONN.

GLADDING,McBEAN & CO., LOS ANGELES,
FRANCISCAN WARE'S distinctive beauty is enhanced by striking hand decorations that tone in with solid color FRANCISCAN dinner services. MANGO, illustrated, has a wide border and fruit motif in brilliant Ming Yellow, with bandings and accents of deep brown.

CHELSEA VANDERBILT

Chelsea Clocks

Chelsea Drake

QUEENS-TRAY

This ingenious tray is "all-metal"—the top is one piece with recessed panel—spilled liquids cannot seep through—rounded corners facilitate easy cleaning—simple to operate by "quarter-turn" of handles—stands securely—also on uneven ground—

16 by 24 inches
22 inches high

- For cocktail, tea or buffet dinner-
- practical modern design and finish-
- chromium with beautiful enameled panel or enameled all over with line-decorations—choice of 12 different colors—

at leading gift and department stores

- if not on display in your favorite store—write us—we will arrange for demonstration—queens products, bolton, n. y.
Pride of Possession

Only that gracious hostess who loves fine things can appreciate the glow of pride attendant to the knowledge that her dinnerware is by Theodore Haviland.

Nicolete (above) is one of several new and charming patterns now obtainable in Theodore Haviland American made china. (Illustrated folder sent upon request.)

THEODORE HAVILAND & COMPANY
INCORPORATED
26 WEST 23RD STREET, NEW YORK

BOOKLETS FOR THE BRIDE

SPODE’S LOWESTOF T is a fascinating brochure, by an eminent authority, on the origins and history of this beloved china of the past—and the future. It pictures many of the old patterns that are enjoying a revival today. Copeland

& THOMPSON, INC., DEPT. G-10, 206 FIFTH AVE., N. Y. C.

A RETURN TO ELEGANCE shows Syracuse china in keeping with the trends of today—patterns that are modern, yet at home with traditional appointments. To learn how this genuine china is made, send also for “The Potter and His Art” (Oswego Potteries Co., Dept. G-10, Syracuse, N. Y.)

TABLE ARCHITECTURE works out a clever idea in crystal, with lovely, simple bowls, flower-holders and candlesticks that can be arranged in an endless variety of tasteful settings. Other Cambridge folders show exquisite designs in stemware and crystal dinner services. The Cambridge Glass Co., Dept. G-10, Cambridge, Ohio.

GIFTS 1937 is a catalog of carefully chosen gifts, to make your reputation as a giver of something useful, exciting, different. Everything from Mediterranean baking sheets and sizzling platters to ski skates and weather forecasters—things to use and wear and enjoy. Robert W. Kellogg Co., 72 Hillman St., Springfield, Mass.

MONOGRAMMED GLASSWARE catalogs the attractive offerings of a shop that makes a specialty of engraving monograms on crystal. It shows smart stemware, cocktail glasses, and dozens of gifts in glass, made impressive and personal by monogramming. Clover Leaf Crystal Shops, Dept. D-10, 58 E. Monroe St., Chicago, Ill.

Ovington’s BOOK is the newest version of this store’s very complete catalog—a mine of ideas for gifts of distinction—a source-book of suggestions for new appointments for your own home, whether it’s new, or due for a refurbishing this fall. Ovington’s, Dept. G-10, 437 FIFTH AVE., N. Y. C.

GIFTS FROM GEORG JENSEN—exquisitely wrought silver and china designed by the Danish artist. Starting as low as $5 they include charming baby gifts, things for men as well as women, and the famous “Sufficient Service” with which a bride can set a table for. Georg Jensen, Dept. G-10, 667 FIFTH AVE., N. Y. C.

A THE HISTORY OF A NAME is the story of the famous Haviland china, from its origin in limoges a century ago to its present-day manufacture in both France and America. It helps you identify this fine ware, shows many of its lovely patterns, tells how it is made. Theodore Haviland & Co., Dept. G-10, 26 W. 23rd St., N. Y. C.

BEAUTY THAT ENDURES illustrates sixty charming and extremely practical gifts in Kensington metal—everything from an ash tray to a complete coffee service—for every home, and for every bride and hostess on your gift list. Kensington, Inc., Dept. G-10, New Kensington, Pa. (Continued on page 73)

REPUTATIONS ARE ENTRUSTED TO LIGHTOLIER

To the architect and decorator, the illumination of the home for beauty and comfort is a matter of first importance. Consequently, Lightolier equipment, designed both to please and to protect the eye, has long enjoyed the endorsement of the country’s leading architects and interior decorators.

Inspect America’s most complete collections of lighting fixtures at our own displays; or visit a Lightolier dealer. Learn at what reasonable cost you can secure fixtures of authentic period design, lifetime-quality and true lighting efficiency—to make your home lovelier to live in. Plan Your Lighting When You’re Planning. Write Dept. 410 for free copy of “The Charm of a Well Lighted Home”, a complete guide to more effective home illumination.

LIGHTOLIER

11 EAST 36 ST., NEW YORK

CHICAGO • LOS ANGELES • SAN FRANCISCO
BOOKLETS FOR THE BRIDE

(Continued from page 74)

Decoration

THE ROMANCE of Modern Decoration is a complete and delightful primer on one phase of interior decoration—your walls. It will help you to diagnose your house, to cater to the physical features of each room, select color and pattern and choose the right motif for period effects. Send 10c. Address JEAN McLAIR, DEPT. K-7, IMPERIAL PAPER & COLOR CORP., GLENS FALLS, N. Y.

HOW TO TAKE CARE of Your Rugs and Carpets lists lots of practical pointers—tells how to remove spots and to prevent moth damage, with photographs and scientific tests, how cushioning with Oriste prolongs the life of a carpet and adds to its luxurious softness. CLINTON CARPET CO., DEPT. HO 107, MERCHANTS MALL, CHICAGO, III.

MATCH YOUR ROOMS to your Personality... shows how to design linoleum floors that incorporate your own decorative ideas—how to get custom-cut effects at ready-made prices, with new insets, feature strips and borders. It also shows the decorative possibilities of wall linoleum. Send 10c. CONGOLEUM-WYTHE, INC., DEPT. HG, KEARNY, N. J.

LAMPSHADES of Luminarh "Clair de Lune" discusses new trends in lamp shades—shows, in attractive room settings, lamps arranged by periods and styles. The Palmer Hearths Company, 577 FIFTH AVE., N. Y. C.

THE SECRET OF EXTRACTING LIGHT places importance on the ensembling of lamps, and their skilful placing. Leading decorators help you solve this problem with diagrams of rooms and pictures of more than 100 lamp arrangements, arranged by periods and styles. LIGHTOILER CO., DEPT. 45, 11 E. 36TH ST., N. Y. C. (Continued on page 76)

Spode dinnerware adds that final detail of perfection which makes your intimate luncheon or formal dinner a success.

From the many patterns of Spode, choose yours at your local jewelry, china or department store. Or write direct for illustrated booklet No. 38.

Selco Agents and Wholesale Distributors

COPELAND & THOMPSON, INC., 206 Fifth Avenue, New York, N. Y.

TUFTS ON PAJAMAS WOULD BE SILLY

...but tufts on mattresses are uncomfortable too!

Quilted Mattress

The Palmer Quilted Mattress and the lamps and hollows of the ordinary tufted mattress. The Palmer has no hard tuft-buttons, no dust-collecting wells. Instead, four luxurious quilts give it a satin-smooth surface. In place of tufts, thousands of tiny stitches hold the downy filling permanently in place. The specially designed, nontufted coil unit of the Palmer is 100% free acting, $39.50 at your department or home-furnishing house or write Palmer Bros. Co., 230 Fifth Avenue, New York City.

Quilted Features

2. Special stitching makes extra comfort.
3. 100% free action long-lasting unit.
4. Four luxurious quilts for softness.

YOUR HOME RECAPTURES OLD COLONIAL CHARM

with Sunny Whitney Maple

This new Duncan Phyfe group is in keeping with the Whitney tradition of reproducing only the finest of Early American styles. The 18th Century grace and delightful Whitney finish gives a new appreciation of charm in a maple group. The satin-smooth Whitney finish begins with the purchase of select northern hardwood lumber. Only on the choicest maple free from defects can Whitney cleanness be produced.

Whitney's sunny maple brings cheer and charm to any room in your home.

No. 7012 Buffet, $119; No. 7013 Mirror, $41; No. 7014 Table, $84; No. 7222 Chair, $27.80; No. 7223 Armchair, $38.80.

(Prices slightly higher, Denver and West.)

W. F. WHITNEY CO., INC., 230 Fifth Avenue, New York City.

South Ashburnham, Mass. Please send me a copy of "How to Furnish Any Room with Whitney Maple." I enclose 10c.

Name

Address

City

State

*WHITNEY*
SYRACUSE Shell edge

China of such high artistic merit it was exhibited in the Metropolitan Museum...has won international acclaim by art critics. Exquisitely thin, lovely as a flower. Three designs incised like a jewel for the bride's table. For sea food, fruit and dessert courses. Inexpensive, too. Write for folder.

SYRACUSE True CHINA

by the Onondaga Pottery Company

SYRACUSE, N.Y.

 мягкий внешний вид и продуманное исполнение. Вы можете заранее увидеть, что ожидает вас в своем интерьере, благодаря мастерству и утонченности каждой детали.

FURNITURE

GRACIOUS LIVING with Mueller Masterpieces is a miniature catalog of selected pieces. It explains the importance of correct design in upholstered furniture, shows examples of five popular types, and tells why it is a good investment to buy furniture of recognized value. MUELLER FURNITURE CO., DEPT. 110, GRAND RAPIDS, MICH.

WALNUT in the Art of Gracious Living is a brochure of distinguished rooms, interpreted by a decorator. Many are shown in full color. There's also a chart of the leading decorative periods and their characteristics—and detailed information about the beauty and quality of walnut. AMERICAN WALNUT MFG. CO., DEPT. G-10, 616 S. MICHIGAN AVE., CHICAGO, ILL.

DECORATING THE HOME OF TODAY is a 16-page booklet illustrated with complete room settings and individual pieces by Dunbar, in Period, Modern and Traditional styles. Interesting, too, is a page of Do's and Don'ts in Decorating. DUNBAR FURNITURE MFG. CO., DEPT. G-10, BIRMINGHAM, ALA.

THE CHARM of Traditional Colonial Furniture is beautifully illustrated with views of restored Williamsburg, Monticello, and other famous 18th Century rooms, in which many of the authentic furniture pieces have been reproduced by a guild of Virginia craftsmen who carry on an old tradition. THE VIRGINIA CRAFTSMEN, INC., 224 E. 49TH ST., N. Y. C.

OLD COLONY MAPLE FURNITURE poses some decorative problems—and solves them. Heywood-Wakefield pictures charming rooms and groupings of Colonial furniture to show how livable a home you can make with maple! Send 10c. HEYWOOD-WAKEFIELD, DEPT. G-10, GARDNER, MASS.

HOW TO FURNISH ANY ROOM with Whitney Maple suggests interesting furniture groupings and charming color schemes, telling you the points to look for in selecting maple furniture, and showing excellent examples of fine Colonial pieces. Send 10c. W. F. WHITNEY CO., DEPT. G-10, SOUTH ASHBURNHAM, MASS.

COLONIAL REPRODUCTIONS shown in this booklet are historically authentic—copied (with Henry Ford's permission) from pieces in the Edison Museum—or from masterpieces in other museums and private collections. Send 10c. COLONIAL MFG. CO., DEPT. G-10, ZELIENOPLE, PA.

ENGLISH AND AMERICAN Reproductions in Maple and Mahogany is a compact catalog of nearly 100 pages—virtually an authoritative little handbook on fine 18th Century English and Colonial furniture. Price 25c. GEORGIAN FURNITURE CO., DEPT. G-10, 237 MAIN ST., GARDNER, MASS.

(Continued on page 77)
RARE TREASURES from Museums and Art Collections including photographs of authentic masterpieces by distinguished 19th Century designers. It gives the history of originals which Imperial has faithfully reproduced. Send $1.00 for a catalog to: DEPT. G-10, 45TH ST. & 66 AVE, N. Y. C.

HOMEFURNISHINGS

HOUSEHOLD NEWS is the Fall edition of Lewis & Conger's catalog—packed with important household accessories—with equipment for smart closets—bathroom and kitchen wares—adds for Fall cleaning-things from the Sleep Shop—and a grand collection of usable gifts. LEWIS & CONGER, DEPT. G-10, 45TH ST. & 66 AVE, N. Y. C.

HOW TO JUDGE QUALITY in Bath Towels tells you how to detect loosely woven under-texture—how to size up softness at once by the simple slip and rubumble tests! It gives some surprising facts about color—and adds notes on the quality points of closely woven Martex towels. WELLINGTON STAR'S, DEPT. G-10, 65 WORTH ST., N. Y. C.

HAMMACHER SCHLEMMER is distinguished American made furniture—where the desirable wares are to be found in their seven floors full of good housewares, of antique and modern kitchens, pantry trunks, baths—and things for your own home, and to give to brides and hostesses. Send for Booklet G, HAMMACHER SCHLEMMER, 145 E. 57TH ST., N. Y. C.

"WHAT—NO SILEX?" asks the cook on the cover. And inside pages answer with an index of all Silex table equipment, of the new-type glass coffee-maker—both junior and household sizes—including one with automatic control, and a perfect buffet service with two elements, one to brew, and one to keep warm. DEPT. G-10, HARTFORD, CONN.

MEASURE THE EXTRA VALUE in Modern Gas Cookery. Here are all the features of the latest Roper ranges—the new broilers, new-type burners, automatic oven control and distinctive styling ... for speedier, cooler, more economical cooking, and smarter kitchen. THE GEORGE D. ROPER CORP., DEPT. G-10, KNOXFO RD, ILL.

SYSTEM GOES INTO THE CLOSEST DETAIL OF the new kitchens of today. It gives pictures and price of the K-Venice fixtures that create more charm in your home than the usual, with maximum space. KRAV & VOGT MFG. CO., DEPT. G-10, GRAND RAPIDS, MICH.

(REAS THE SUPPLY OF MANY OF THESE BOOKLETS IS LIMITED, WE CANNOT GUARANTEE THAT INQUIRIES CAN BE FILLED IF RECEIVED LATER THAN TWO MONTHS AFTER APPEARANCE OF THE ISSUE.)

BEDS AND BEDDING

NO OTHER MATTRESS... tells briefly how the "true truth" mattress is made—illustrating the inside story of its sturdiness and comfort. This booklet is helping five steps in the making of this mattress which is smooth on top for maximum comfort. SLEEP, DEPT. G-10, AMERICAN FURNITURE Mkt., CHICAGO, ILL.

HOW TO GET YOUR BEAUTY SLEEP, by Sylvia of Hollywood, gives ten beauty-sleep hints, and pointers on how to make your bed "the most comfortable place on earth." WALTER MILLI S Mkt., DEPT. G-10, NEW YORK.

THE MATTRESS THAT FEELS SO GOOD takes you shopping for a mattress—tells what to expect in service and comfort and guarantee. It gives prices and description of six comfortable Spring-Air mattresses, both inner and outer-spring types. CHAS. KAHN CO., DEPT. G-10, 723 E. 3RD ST., N. Y. C.

RESTFUL SLEEP. Do you know why sheets often become too short? How to judge quality? How to make a bed properly, and to launder and care for linen? It's all told here by an expert. "SILK & COTTON" Mkt., DEPT. G-10, 801 STATE ST., UTICA, N. Y.

WHAT YOU SHOULD KNOW ABOUT BLANKETS... is a new booklet with correct blanket sizes for different types of beds. This booklet also pictures Kenwood blankets and throws in their full color. KENWOOD MILLS, DEPT. G-10, EXPERT STATE BLDG., N. Y. C.

NORTH STAR STORY is "a little book about wool, from the lamb's back to the finished blanket." It takes you round the world on a wool hunt, and into the factory to see North Star blankets made, dyed, pre-shrunk and flannel-tested. NORTH STAR WHOLESALE MILLS CO., DEPT. G-10, MNSAPOLIS, MINN.

MISCELLANEOUS

MELLO-Chime offers a "perfectly toned musical chime to announce your guests", for use on your present doorbell. It literally suggests a double harmony for your front door, a concert note for dinner service, and a baritone note for dinner service, and a tenor note at the rear door. MELLO-CHIME & SIGNAL CO., DEPT. G-10, 220 W. 42ND ST., N. Y. C.

A CHIME SIGNAL that banishes doorbell noise is the bright and welcome signal to your gay lettuce of Kenwood Junior Electric Door Chime, which replaces the shrill h-e-r-r-r ring with a single vibrant actual chime sound. KRAV & VOGT MFG. CO., DEPT. G-10, GRAND RAPIDS, MICH.

FOR THE LADY OF THE HOUSE—Chippendale Wing Chair—available with either spring or down cushion. Distinctive because of its excellent proportions and beautiful cover. For the Manor—English Lounge Chair—truly designed for lasting comfort. Spring-filled cushions and loose reversible feather and down back cushion.

UPHOLSTERED FURNITURE by Jamestown-Royal is traditionally famous for its matchless workmanship and quality materials. Among the many fine pieces produced by Jamestown-Royal are the chairs used by the nine Supreme Court Justices in Washington. Specifications called for the finest human hands could produce. Jamestown-Royal was selected to create them-plus all the leather furniture in the new Supreme Court Building. The same workmen—the same quality materials—the same fine construction will be used in making the chairs shown above—for you.

We invite you to see these chairs at your nearest dealer. Also to write us for illustrated literature.

JAMESTOWN-ROYAL

Upholstery Corp. Jamestown, N. Y.

BOOKLETS FOR THE BRIDE

(CONTINUED FROM PAGE 76)

BEDS AND BEDDING

NO OTHER MATTRESS... tells briefly how the "true truth" mattress is made—illustrating the inside story of its sturdiness and comfort. This booklet is helping five steps in the making of this mattress which is smooth on top for maximum comfort. SLEEP, DEPT. G-10, AMERICAN FURNITURE Mkt., CHICAGO, ILL.

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JAMESTOWN-ROYAL

Upholstery Corp. Jamestown, N. Y.
Hauskeeping for Brides (Continued from Page 23)

After being on display for some two- and-a-half months, Ideal House at Scarsdale, N. Y. closed officially on September 13th. During this period it was visited by over 20,000 people, some of whom came especially from the Far West and other distant points. We are pleased with the keen interest evidenced by these many guests, and we hope that their visits were enjoyable and productive of as many good ideas on architecture, furnishing and landscaping as we planned they would be.

The Editors

A fine champagne, like Great Western, will "do more for your party than anything you can serve. More for your party than anything you can serve." Great Western holds as its highest models, Great Western labels, one of the world's finest champagne. Remember that it is made by the French method of slow fermentation in the bottle.

Great Western
AMERICAN CHAMPAGNE

With its easy quality, its smooth taste, its attractive price, we invite inquiries—and will be pleased to send you the names of Royal Doulton dealers near you.

Wm. S. Pitcairn Corporation
Solo American Agents
104 FIFTH AVE., NEW YORK
NOW IS THE TIME TO \textbf{Harvest} \textbf{FALL TOWELS}

If the summer has convinced you that ordinary bath towels do not pay—especially where there are growing children—see that your new fall bath towels are Martex and only Martex. In spite of Martex' greater softness and more luxurious beauty, Martex is made to stand up under the hardest wear. As far as we know, Martex is the only brand of bath towels in which every towel is woven with a plied yarn underweave to give the longest possible wear. Martex has been known as "the world's finest bath towel" for 40 years. Sold only by department stores and linen shops—50c to $2.50 each, depending upon size, color and design. Your store will monogram them at little extra cost. Wellington Sears Company, 65 Worth Street, New York City.

\textbf{FOR LONGER WEAR, BUY Martex BATH TOWELS}
Richard Crooks says: "Luckies are gentle on my throat."

"The role of Lieut. Pinkerton in 'Madame Butterfly' is the only part in opera where the tenor smokes a cigarette on the stage. As I sing the aria, 'Amore O Grillo,' I smoke—and it's always a Lucky. You see, I discovered long ago that Luckies are a light smoke—gentle on my throat—and my throat is naturally my first concern. I have smoked about a pack of Luckies a day ever since 1920."

Richard Crooks' preference for Luckies is borne out by the verdict of independent tobacco experts... men who spend their lives buying, selling and handling tobacco.

Sworn records open to the public show that among these independent tobacco experts—auctioneers, buyers, warehousemen, etc.—Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined!

In the impartial, honest judgment of those who know tobacco best... it's Luckies—2 to 1.