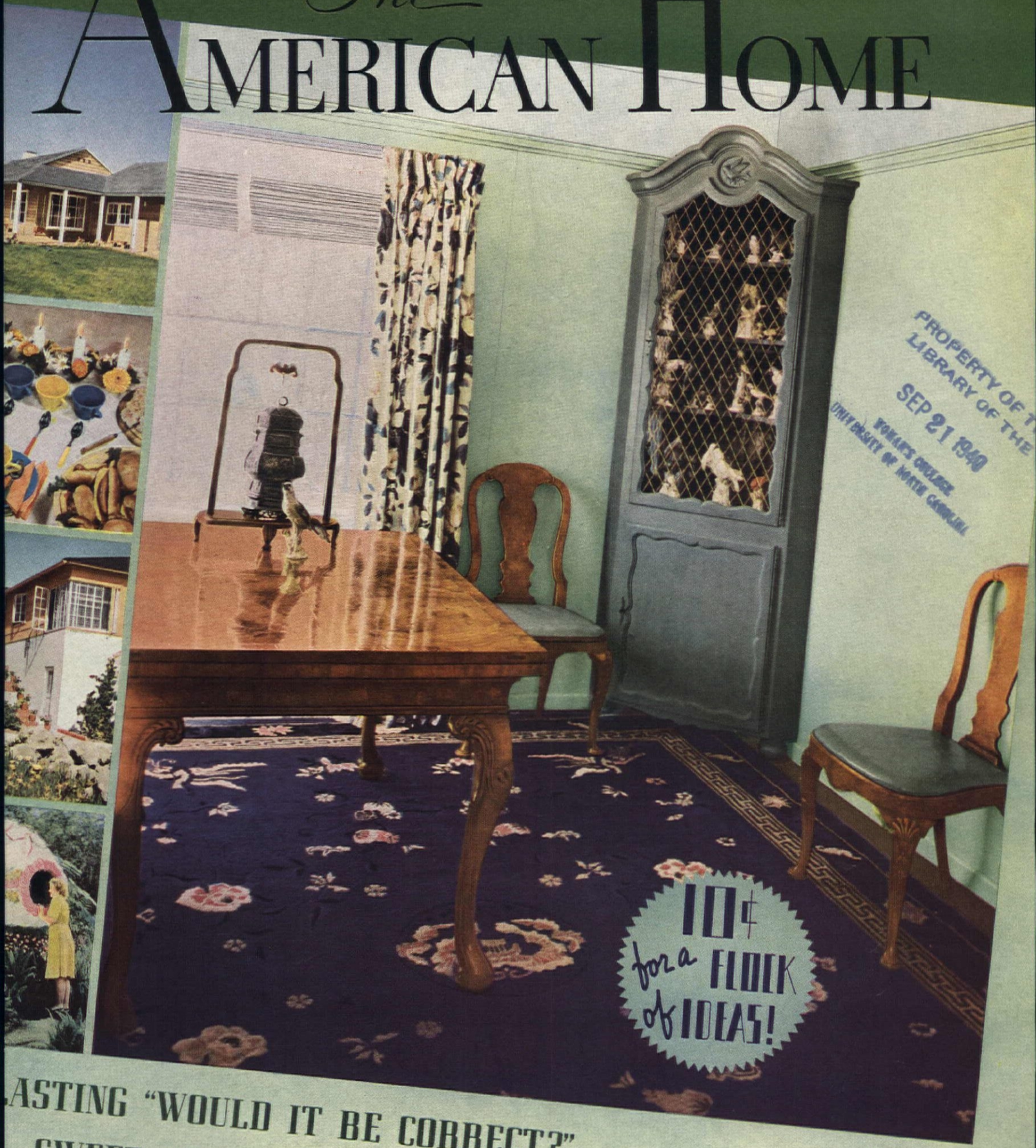
The AMERICAN HOME

October 1940



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10¢ for a FLOCK of IDEAS!

LASTING "WOULD IT BE CORRECT?"

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YOURS ARE THE "SIDEWALK KIDS"

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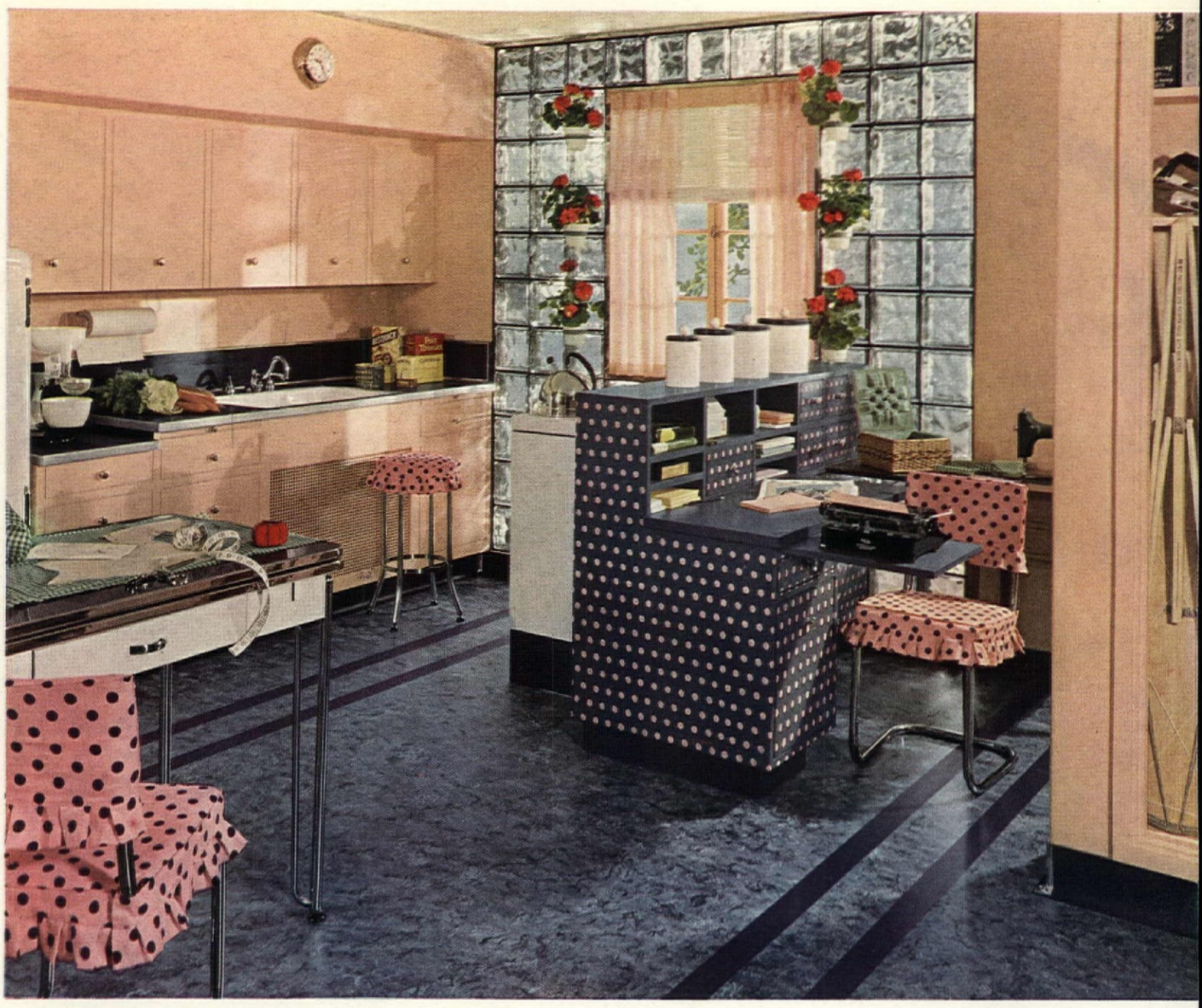

This kitchen-office has been designed to cut down hard work, even to the walls and floor. Washable, durable Armstrong's Linowall, Coral Rose No. 774, hides the old plaster. And Marbelle No. 013, with stripes and border of midnight blue linoleum hides the old, worn boards underfoot. List of furnishings sent free if you write.

"A woman's work never done? That's what I used to think!"

"Now even the floors seem to take care of themselves!"

"IMAGINE *me*, having spare time for sewing! I still have to pinch myself to believe it. But maybe I've always been too fussy about my house. I wanted my floors to shine all the time. And *most* of the time I seemed to be scrubbing them, scraping them, polishing them. Not that they ever looked it!

"They do now, though. And I've completely banished all the bother and hard work. Throughout my home the floors always look as though they had just stepped out of a bandbox. My secret? Armstrong's Linoleum!

"Even when I skip the daily dusting, these floors don't show it. Occasionally, I wash them and freshen them up with Armstrong's Linogloss Wax. And that needs no polishing!

"One thing I didn't expect was the way these new Armstrong Floors brought new charm and loveliness to the rest of my home furnishings. That's the biggest thrill of all!"

Thrills for you aplenty wait at local linoleum stores now displaying the new Armstrong Floors. And still more thrills come to you if you write for "Tomorrow's Ideas in Home Decoration." This helpful book will be sent for 10¢ (outside U. S. A. 40¢). Armstrong Cork Company, Floor Division, 4010 Pine St., Lancaster, Pa. (Makers of cork products since 1860)

FREE! Ask your merchant for the color-illustrated book, "Dream Kitchens for 1941," just published.

Be sure to look for the name Armstrong's on the back of the goods you buy.

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for every room in the house

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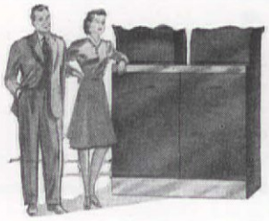

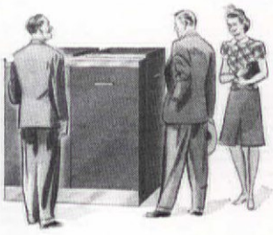

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GENERAL ELECTRIC

Get full details from your local G-E distributor (see Classified Telephone Directory under Air Conditioning, Oil Burners or Gas Furnaces) or send coupon.

GENERAL ELECTRIC CO., Div. 190-712, Bloomfield, N. J.

Please send me literature on G-E ☐ Oil Furnace for radiator heat; ☐ Oil Winter Air Conditioner for warm air heat; ☐ Oil Burner for my present furnace; ☐ Gas Furnace for radiator heat; ☐ Gas Winter Air Conditioner for warm air heat.

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Address.....

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1 Watch him beam when guests admire your home. This is easy to arrange with Circle Tread Ozite Rug Cushions making your rugs so marvelously soft your guests are *sure* to comment.

2 Give him a *quiet* home. This is simple with genuine Circle Tread Ozite to help absorb the noise of running feet—and even Indian yells! He'll think Circle Tread Ozite a grand investment *just* for its quieting effect, saving wear and tear on his nerves.

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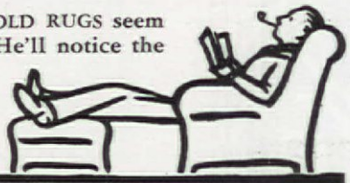

5 If he likes facts, tell him: Circle Tread Ozite is *permanently moth-proofed.* ALL HAIR reinforced with adhesive burlap center. Electrically purified by "Ozonizing." Three weights: 32, 38 and 45 oz. Guaranteed to satisfy.

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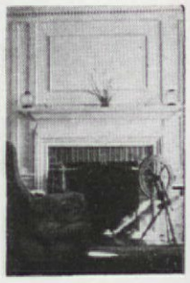

Fireplace of Mr. and Mrs. G. C. Dekle, Jr., Millen, Ga.

THE AMERICAN HOME, October, 1940. Vol. XXIV, No. 5. Published monthly by The American Home Magazine Corporation, 444 Madison Ave., New York, N. Y. Subscription price $1.00 a year; two years, $1.50; three years, $2.00; (in Canada $1.50 a year; two years, $2.50; three years, $3.50); foreign postage $1.00 per year extra. Entered as second class matter December 31, 1935, at the post office at New York, N. Y., under act of Congress, March 3, 1879.

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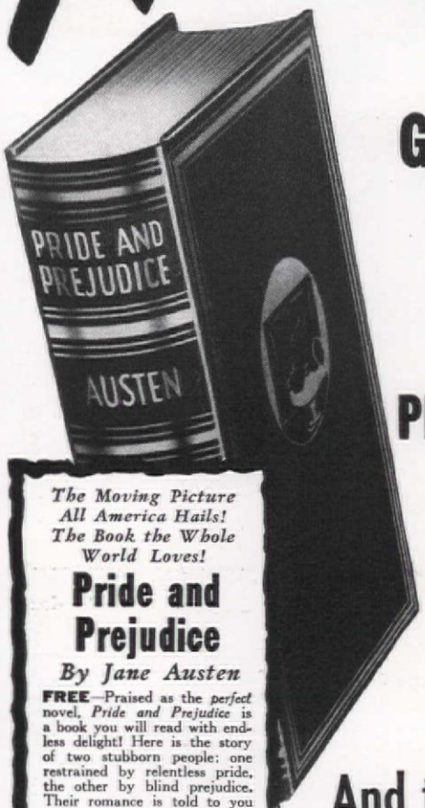

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SCHOOL DAYS

An Old American Institution

IF YOU LIVE to be a hundred, you'll never forget the excitement of the first day at school . . . your hair plastered down with cold water . . . squeaky new shoes . . . a shiny pencil box. Nothing, not even your name in gold on an office door, can equal the pride of writing 4B at the top of your paper—instead of 3A. You're *promoted* . . . to a new room, a new desk, a mysterious new arithmetic book full of the strange workings of long division.

THIS year twenty-three million young Americans in our public schools will be putting down roots into the deep riches of American culture and they will be learning, along with their three R's, the history and traditions, the stories and songs of our great land:

"I love thy rocks and rills
Thy woods and templed hills . . ."

Thy rocks—veiled by the fine, cool spray of waterfalls. *Thy rills*—the shallow brown rivulets, edged with forget-me-nots, that criss-crossed the low fields, early in spring. *Thy woods,* where you gathered the first pale arbutus for the teacher's desk. *The hills,* templed with apple orchards and solemn evergreens. . . .

SUCH are the memories that build up your love of the land—the truest form of patriotism . . . memories of homely sights and sounds, scents and *tastes*. And the *tastes* of childhood linger on the tongue, longer than remembrance of voices, longer than the look of a well-loved room. That's one reason the H. J. Heinz Company, maker of American foods for the past 70 years, has become so important a part of our national scene. Generations of Americans have been brought up with Heinz 57 Varieties—well know the satisfying flavor of Heinz good, old-fashioned cooking.

TIMES change—but good things stay the same. For instance Heinz Tomato Ketchup, Chili Sauce, Oven-Baked Beans or Heinz new Strained Foods for babies. They are heartening to the soul as well as the body, for they make folks feel more at home in a changing world.

IN a sense, the world-wide use of Heinz old-fashioned foods is a continuation of the neighborliness of other years. Nowadays Heinz helps out with the cooking in many a busy household. Every year more and more of America's favorite foods are added to the Heinz list to bring you modern convenience, along with that well-remembered savor that comes from the finest ingredients, careful cooking, old-time recipes—as dependable as old friends.

57

H. J. Heinz Company

An Old American Institution

SEE the smart new fall patterns in Bigelow Beauvais rugs

(Made in U. S. A.)

America's favorite rugs now displayed in your local store

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No wonder BIGELOW BEAUVAIS rugs outsell any other rug in America in their price class!

BEAUVAIS PATTERNS AND COLORS have been created to "go with" all popular styles of furniture and with smart colors in drapery and upholstery fabrics. You can walk into a rug department and find just the right Beauvais pattern and color, whether you want to freshen up a living room, dining room or bedroom, or to decorate completely "from the floor up."

Beauvais is woven in Tailor-Made rug sizes and in broadloom, so you can select the correct Tailor-Made size, or carpet your room wall-to-wall, or have a rug "off the roll," *any* length and up to 18 feet wide.

Beauvais patterns include 18th Century florals, hooked-rug, Persian, texture and self-color designs.

For 40 years Beauvais rugs have been famous for smart styling and for long, sturdy wear. Go see this season's new patterns tomorrow—or better yet, *today!*

Copyright 1940, Bigelow-Sanford Carpet Co., Inc.

This silk label identifies *all* rugs and carpets made by Bigelow Weavers. In addition to Beauvais, there are many other Bigelow grades, weaves and styles, in a wide range of prices. Woven of Lively Wool, and labeled with this symbol of quality and craftsmanship.

This charming room was created for Bigelow by Mrs. Christine Holbrook, editor of Better Homes & Gardens. The rug is the smart self-color "Cathedral Pines" pattern, Beauvais No. 1643.

• • •

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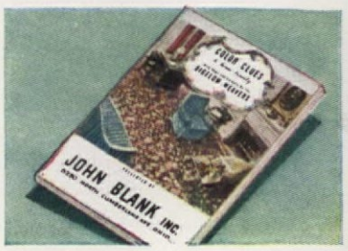

Dear Reader!

Are you pretty tired of—

"please turn to page ooo" just when you've gotten into a good story ?

Are you pretty tired of—

being talked down to..... of being told how to run your home, your husband, and your children..... of highfaluting ideas by somebody whose idea of American family life is "fun" in a remodeled Connecticut gristmill ?

TO THOSE of you who read us and into whose homes we are invited each month we trust we shall have to send in no calling card asking for a welcome. However, we appear at your door this month in new dress and, quite honestly, we're anxious to know how you like it.

May we tell you why we changed our dress for you? Some folks there are who like playing detective. But most of us are merely irked when we get all steamed up over something, want to know how to do it, where to buy it, how much it's going to cost . . . only to find that if we would have the mundane facts we must do our own detective work. We have always tried to save you a lot of irritation on that score, but with the old editorial "make-up" we did have to interrupt you mighty often with "Please turn to page 000." In this October issue there is not a single "Please turn to page 000" in the whole magazine! If you start a story, there's nothing to stop your finishing it—no more hopping about from front to back, page to page. If you see something you want to copy or make, it's all there, in one piece—with no detective work on your part. If we've got you all steamed up over making an outdoor stove and you want to know where you can buy a good grill for it and we have a manufacturer on our list who makes a good one, you'll find his story near by too. You can look up his wares or leave them, but we've done, from our point of view, a complete editorial job.

And right here, may we tell you our idea of working editorially for you in your home? The usual editorial idea you know as well as we. Editors in sanctums, living in ivory towers. Orating from lofty heights, they tell you how to run your home, your husband, your children—your very life is taken in hand. You may suspect that you can cook rings around them for all their impressive technical knowledge, and you have suspected more than once that the professor or grim bespectacled woman who tells you how to manage your children and husband never had one nor the other and is admirably dishing up strictly unworkable theory. Then there is still another type—very chi-chi, terribly smart, who wants everything prettied to the teeth, whose refined soul cannot bear to show you an oil burner that looks like an oil burner so has it all redrawn in fine old Spencerian, talks very gaily about it, but never, never reveals such vulgar things as price and maintenance costs!

Well, it takes all kinds of editors and don't mistake us. We love the highfaluting stuff, too, but we know its relative place in most people's lives. Pretty small. And so our aims must perforce be pretty much the same as yours—practical and down-to-earth most of the time. We want to know what's new in comfort, what's new and good to eat. We have a fanatical faith in the importance of the average American home. We believe in simplicity and holidays and fall house cleaning and all those other things that are not considered smart by our contemporaries but which we know are American living. We can't abide stodginess but neither can we abide snobbishness. And it is our firm conviction that our editorial job consists in bringing you news, facts, ideas—but only if they are sane, reasonable, and workable for the average American home. In presenting this October issue, we hope we have accomplished just that—in a new way that saves you time and effort in getting the things you want out of THE AMERICAN HOME. Will you tell us how you like it? It may not be quite as "pretty" as the old way of putting all the best things "up front" and the rest, with the advertising, in the back of the book. But this new dress we've now adopted gives you a continuous magazine from cover to cover. Everything in it has been boiled down to concentrated form. The pictures are stressed, for we believe pictures are easier to use or understand than words, that the modern householder is too busy to read verbose, if charming, articles. We've been able to give you many more ideas, doing it this new way, and if yours is the thrifty, practical soul ours is, you'll take ideas to fanciness any day. Tell us, won't you, how you like it? When you set a new dish before your family, it's easy enough to know whether or not they like it. But when we set this new idea in editing before our family of two million, we've no way of knowing how they like it unless they tell us. Do write!

IN SHORT, are you pretty tired of most magazines' incomprehensible lack of consideration for your time, patience, and good common sense? Then you're ready for, and will like, this new American Home

Published monthly by The American Home Magazine Corporation. W. H. Eaton, President-Treasurer, Henry L. Jones, Vice-President, Jean Austin, Secretary. Executive, Editorial and Advertising headquarters, 444 Madison Avenue, New York. Subscription Department, 251 Fourth Avenue, N. Y. Branches for advertising only: 248 Boylston Street, Boston, Mass.; 360 North Michigan Avenue, Chicago, Ill.; A. D. McKinney, 915 Olive St., St. Louis, Mo.; W. F. Coleman, Henry Building, Seattle, Wash.; W. F. Coleman, 485 California Street, San Francisco, Calif.; W. F. Coleman, 530 West 6th Street, Los Angeles, Calif. Copyright, 1940, by The American Home Magazine Corporation. All rights reserved. Title registered in U. S. Patent Office.

Dear American Home

DO COME FOR THE WEEK END, JANE SMITH! (Challenging Jane Smith's plan of entertaining house guests as she describes it in the August issue of THE AMERICAN HOME, page 16.)

Let me show you how we entertain our house guests at the cabin. It is, I am sure, simpler and really more fun than your method—at least for the hosts.

You see—it is this way: After our invitations have been sent out and guests have been met at the station, we are hosts no longer. Instead, our friends are made to feel that they are a part of our household corporation. When bags are unpacked and rooms assigned, each guest must then enter into the spirit of the camp. Hidden in bureau drawers, under bed pillows, in the bathrooms and other nooks and crannies are notes to our friends. They spread the news that today is Jane's day to empty the pan under the ice-chest or Bob's chore to wash dishes; Betty is to set the table and Jack to broil the steaks. There are fewer slips than guests, so those who are lucky enough not to have found a note in their shoe or coffee cup have to watch out—the next day they may get one.

It is just a suggestion. We feel the guests get a kick out of doing a little of the work, as it is a change from the grind of their week-day routine. Or, maybe they are good bluffers. Whatever the case may be—everyone seems very happy when we say goodbye to them at the station and anxious to come again to put a "duty slip" in someone's pocket. Why don't you try it?—RUTH B. EVANS, Owatonna, Minnesota.

• • •

"IT SEEMS to me these folks that are always complaining about week-end guests are making a mountain out of a mole hill and if it is such a bother, why invite folks at all?" writes Mrs. P. A. Foster, New York City. She continues: "Although not a week-end guest myself but a week-ender with a home in Connecticut susceptible to week-end guests, it is annoying to be constantly reading about the irritation various types of week-end guests cause their host and hostess.

"Our friends know we do not like unexpected company for the reason that if we have friends for the week-end we have certain plans that folks running in unexpectedly would spoil.

"Friends that live within a two-hour drive of our country home and have four or so in the family, we invite for the day—like a Saturday. That gives us Sunday in which to do any chores we may have and relax.

"In the case of a couple or business friends that would demand a week end we invite them starting with Saturday luncheon, we, ourselves, going up Friday night; or, in the case of intimate friends, just a couple, we go up together Friday night, and find that they cooperate in anything that must be done, like preparing of meals and cleaning up in the mornings; and we all have a minimum of work and lots of fun."

• • •

A CITY week-end hostess speaks up too. Jane Doe of Chicago writes: "Being naturally hospitable we say, 'Come for the week end!' They come. They even bring the kids and leave them here for my mother to take care of—and oh! they do appreciate it. They shout 'Well—where to tonight,' when my poor hubby gets home from a hard day at his work. So out we go to Chez Paree or some equally 'inexpensive' little place.

"After an evening (ending at 4 A.M.) they are all tired out and manage to stagger to the car—leaving the check for hubby.

"At 4 P.M. Sunday after getting two meals and washing two sets of dishes I am ready to collapse into the lounge chair and really relax, when they start, 'Let's *do* something. I get so tired just playing bridge—what shall we do? We can rest at home—we came here to see the city, etc.' So out again to some *cute* little cocktail bar. By seven or so they all want something to eat—club sandwiches all around, and at 9 or 10 P.M. they start for home cheerily yelling, 'I suppose you folks are just going to start out now—have a good time.' We look at each other and sink on the steps and then to bed—at 10:30. Oh well!"

• • •

MRS. P. OTIS ZWISSLER says: "It is my feeling that Jane Smith slightly overrates, and expects too much of, her week-end invitations. Not stopping to consider

. . . . THAT all city dwellers are not prostrated with the heat and waiting wishfully for a country week-end invitation.

. . . . THAT a small two and a half or three room apartment, cleaned once a week by a maid, is a week-end cinch compared with half the work in a six-room house allotted her by the hostess without domestic help of any kind.

. . . . THAT the average guest feels that she is being asked for the pleasure of companionship and strangely enough doesn't feel any undue obligation other than that of reciprocating by an invitation to her hostess to visit in town during the winter.

. . . . THAT the train fare (or gas), gift for the hostess, etc., is nearly equal to the amount a couple would spend for maintenance in town over the week end.

. . . . THAT surely most people would refuse week-end invitations if all hostesses felt as imposed upon as does our Jane Smith. Webster defined the word 'hospitality' as 'entertaining with generous kindness.'

"I have been a 'guest week-ender' for quite a few years and next season hope to change places and become in a very small way, a week-end hostess. And I know there are very few pleasures indeed that do not require recompense in some way. Having week-end guests is a pleasure (or why invite them) and therefore one must expect and accept gracefully additional duties OR just not have them at all.

"Ahem! I beg your pardon, madam!"

1.

Oh dear! I'm sorry. I just wanted to see if there's a price tag on those lovely percale sheets. I hoped that maybe I could afford to buy at least one pair. You see . . . I'm going to be married.

2.

May I offer my congratulations, miss? Perhaps I can assist you. Those are Cannon Percale Sheets. And they're not as expensive as they look and feel. They *cost just about the same as heavy-duty muslin.*

3.

What? Why . . . then I could have ALL Cannon Percale Sheets . . . for every single night. Imagine luxurious percale sheets in MY trousseau! How do they wear? Would *you* know about that?

4.

Yes, miss . . . er . . . my wife is most enthusiastic about Cannon Percale Sheets. Says they wear for *years* (closer woven, you know). *Lighter,* too. We save $3.25 a year for each bed in pound laundry bills.

5.

Well, I'm going to wash my own . . . so *I'll* be glad they're lighter, too. Thanks for the tip. I'd ask you to the wedding but it's at City Hall. Where's that Linen Department?

6.

The Cannon Department is straight ahead and to the left, miss . . . For the love o' Pete . . . look at that girl go! Hope she slows down going through the China Department!

Cannon

PERCALE SHEETS

MADE BY THE MAKERS OF CANNON TOWELS $1.49

Cannon Muslin Sheets are another outstanding value at a low price. They sell for about a dollar. Both Cannon Muslin and Percale Sheets are available in six lovely decorator colors . . . at slightly higher prices.

New! Cannon Hosiery now comes in the new NYLON as well as Silk. Ask for Cannon Stockings at your favorite store.

TRADE MARK MADE IN U.S.A. CANNON

"You don't have to be rich to sleep on Cannon Percale"

EVEN THE JONESES' TIGHT BUDGET

Permits the Luxury of a

CRANE BATHROOM

MR. and Mrs. Jones keep an accurate account of all the family expenditures. In their budget there is little room for "miscellaneous." And yet, tight as their budget is, the Joneses have found it possible to remodel their bathroom, put in Crane fixtures and still cover the cost without a strain.

Two reasons make this possible—first, to their surprise, the Joneses discovered that genuine Crane fixtures actually cost much less than they supposed—second, that a convenient FHA Payment Plan enabled them to pay for their bathroom while they were enjoying its comfort.

You will find that regardless of the kind of bathroom you want—the Crane line includes just the fixtures to suit your needs as well as your taste. And, what is more, you pay little for extra Crane quality that makes your Crane bathroom a never-ending source of pleasure and convenience.

Ask your Plumbing Contractor to tell you how little it will cost to modernize your old bathroom or to bring you the advantages of an additional one. Or if you are interested in planning a bathroom send for the Crane book "Planning the Bathroom You Have Always Wanted." It is printed in full color and filled with helpful ideas and suggestions. Mail the coupon.

1940 OUR 85th YEAR

CRANE

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"Pabco's Whitest-White is your key to modern Kitchen Beauty"

"THE ONE PLACE," says Lyle Wheeler, famous designer-decorator, "where the kitchen has made real strides in usefulness and beauty, is right here in the U. S. A." Mr. Wheeler, as Selznick-International's Art Director, recently won the coveted motion picture industry's Academy Award. Here Mr. Wheeler shows you what marvelous kitchen decorative effects you can achieve with Pabco's "Whitest White" linoleums, accented with Pabco's colored linoleums. They are practical, enduring, clean and beautiful. Pabco is genuine Inlaid Linoleum with real burlap back.

THE COMPACT MODERN KITCHEN can sing with efficiency and beauty if the floor is Pabco's "Whitest White." Shown is Pabco's No. 2611 with red and black chevron built-in insets; cove base and feature strip of Pabco's black linoleum.

YOU CAN KEEP the cheery color of Spring in your kitchen the year round. See how Pabco's "Whitest White" heightens the delicate beauty of the color combinations—feature strips, cove base and working surfaces—all of Pabco's genuine Inlaid Linoleums.

THIS KITCHEN IS DESIGNED to stimulate efficiency and pride. In the room above, Mr. Wheeler uses Pabco's "Whitest White," No. 2003, with Pabco's red and blue feature strips and a cove base of Pabco's blue linoleum, No. 125. The working surfaces are Pabco's red linoleum, No. 124.

IF YOU ARE BUILDING, remodeling or refurnishing—or even thinking about it—see these Pabco "Whitest Whites" and other exciting new Pabco patterns and colors in "Luxury Floors" and Swirl Marbled Squares of Pabco's genuine Inlaid Linoleums. Note how the squares give Pabco Linoleum that distinctive "hand-blocked" appearance.

PABCO LINOLEUM

LUXURY FLOORS AT REGULAR LINOLEUM PRICES

The Paraffine Companies, Inc., New York, Chicago, San Francisco, Makers, also, of Pabco "Stainless Sheen" Floor Coverings

WOULD

Fred R. Dapprich, Photographer

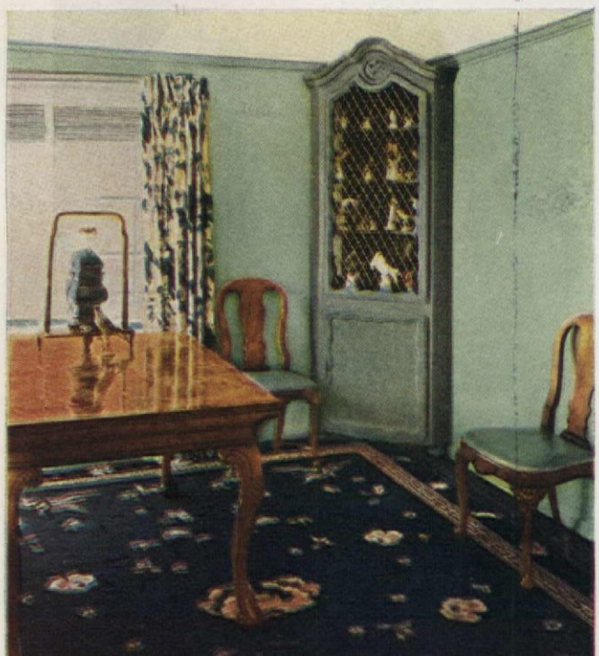
1

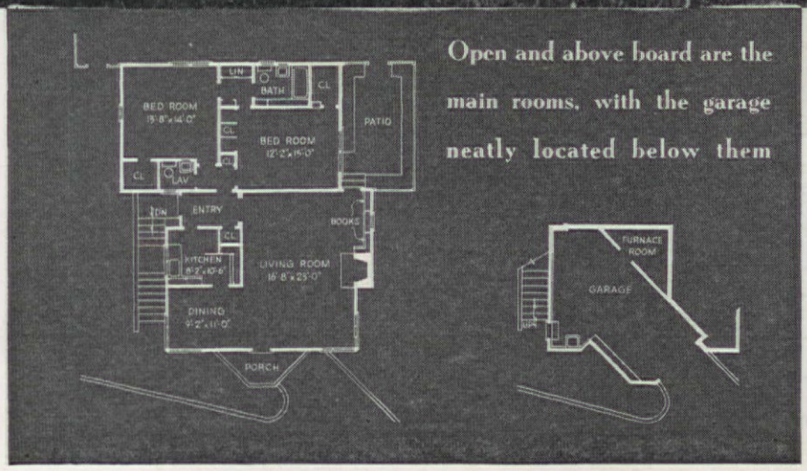
Home of Mrs. G. C. Burroughs

HAROLD M. GRIEVE, *Decorator*

LILLIAN RICE
Architect

Not according to Hoyle or any stereotyped decorating rules but blessed with fresh notions of color, furniture, and decoration. Subtle colors, elegant fabrics, and ornament are combined with French farmhouse style furniture in a rustic wood and stucco house in the sand dunes

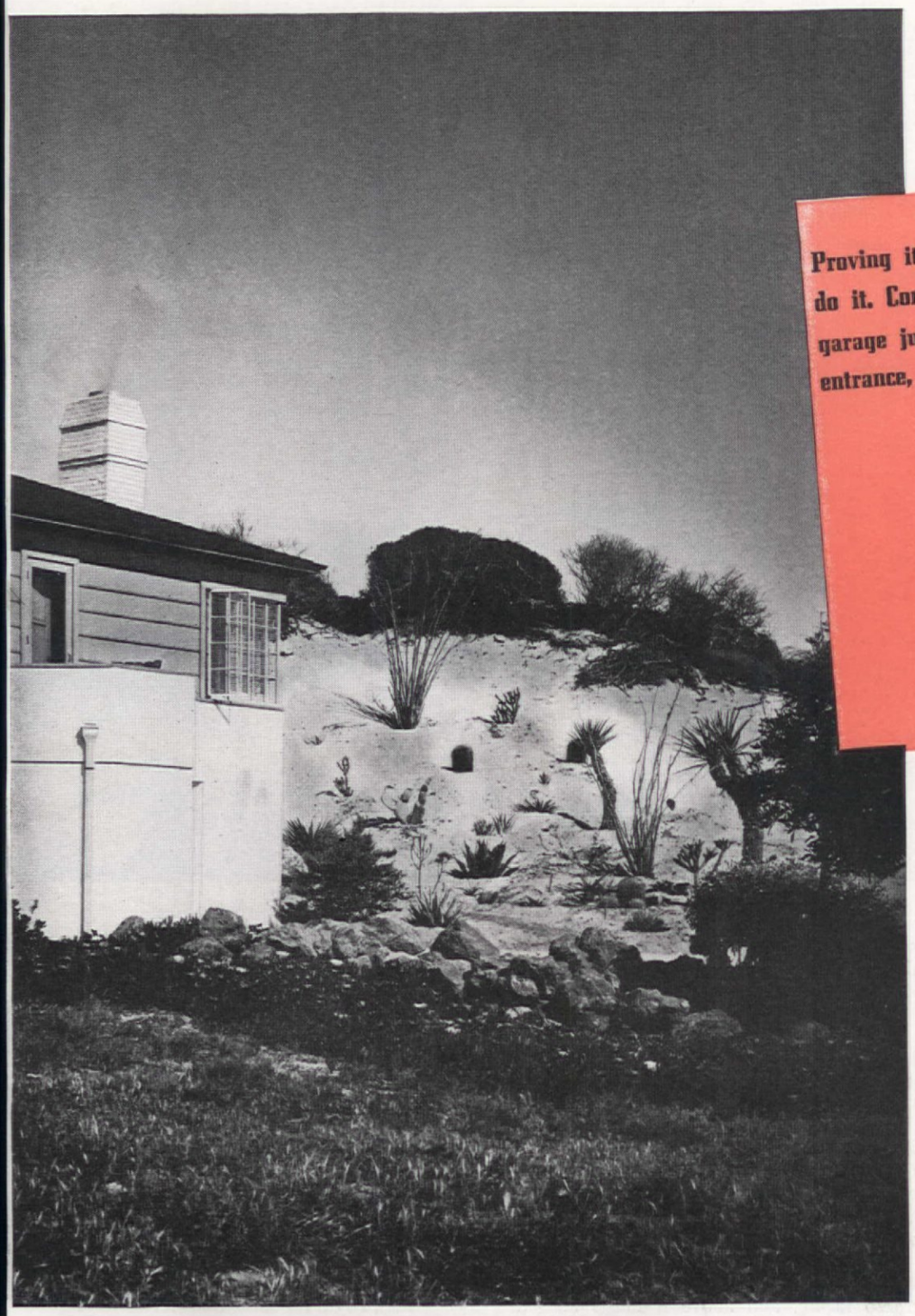




Open and above board are the main rooms, with the garage neatly located below them

2

IT BE "Correct?"



Proving it's not what you do but the way you do it. Concrete walls enclose a tiny sun patio, garage juts out from house at angle for easier entrance, cacti-planted sand dunes form garden

1 PLEASE take our word for it that mere "correctness" is a snare and delusion. If you follow *all* the textbook rules inside and outside your house, you'll find yourself with a total blank, as dull and dreary as ditchwater. What pass today as "authentic" house designs have been so boiled down they're neither fish, fowl, nor good red herring anyway. So don't let that bugaboo of traditional precept, "being correct," get you in its rut. The most charming, individual homes usually kick textbook rules higher than a kite. It's freshness, sparkle, real usefulness which count, not pedigree. This small La Jolla, California, home, which shows new ideas in plan and treatment, not worn-to-the-bone "correct" features, is our example. It has ample corner windows overlooking the ocean, handy little porches on three sides, brown shingled hip roof, off-white stucco walls, upper walls of wide boarding painted terra cotta, an open stair with pink geraniumed terra cotta pots.

2 THIS little dining alcove is an example of good decorating, not because it follows a lot of stuffy rules, but because it fits the owner's particular manner of gracious living. It also fits into our campaign against mere "correctness." We say that comfortable chairs and original ideas are more fun anyway, that the colors to use are the ones you like, that all the rules in the world won't do a bit of good if the house still looks stiff as an old-fashioned schoolmarm instead of just plain

pleasant. Frankly, it bores us to death to have people blind and limp to everything but set rules. You must always make them work for *you*, and sometimes you may have to break one—with a self-confident smile, we hope!

One look at this house will show that it's simple and rustic. Now look again at the dining room, and you'll see that it is *not* simple and rustic! The draperies are of a handsome, magnolia-patterned chintz with blue-green ground. The Chinese rug, deep blue with blue-green accents, is certainly on the luxury side. There are a fine Queen Anne dining table and a delightful French Provincial corner cabinet. All of which proves that you can have a setting for quite formal dinner parties even if your house is rustic.

Two other questions that come in every morning's mail are, "Is it correct to use patterned draperies in a room with a patterned carpet?" and "Would it be correct to use blue and green in the same room?" Look at that dining alcove again!

Accessories and collections sometimes fall into the problem child class, too. Mrs. Burroughs didn't stop to ask if it would be correct to display her collection of porcelain birds in the dining room. She just went ahead and put them in the corner cabinet, adding color and interest to the room. What to put on the dining table between meals was not solved by the conventional, unimaginative bowl of flowers. Instead, a piece of Chinese bronze, aged to a soft blue-green, was used. It holds its share of attention in a room very much more interesting than the usual ivory-walled hideout for dining.

3 ANOTHER decorating rule you can hardly have missed hearing about is the rule of balance. If you follow it blindly, just to be correct, you may put a console piano flat against one wall, and at the opposite end of the room have a sofa flanked by a pair of tables. In front of the fireplace will be a pair of chairs with their identically matched tables and lamps, and on the mantel a pair of candlesticks. Balanced, correct and deadly dull! If you do some intelligent thinking you'll realize that balance is equal distribution of weight, as you learned on your first seesaw. In decoration it does *not* mean that everything must go in pairs. It simply means that your furniture should be distributed so one end of the room won't seem heavier than the other. And a love seat can be balanced just as perfectly by a desk or lounge chair and table as by a matching love seat.

Mrs. Burroughs' living room proves this point charmingly and practically. Except for a pair of antique candle brackets on the wall above the sofa, there are no pairs to be seen. At one end of the sofa is a table, and beside it a comfortable chair. At the other end is a writing group. Here a graceful French Provincial table serves as desk, and a background of built-in bookshelves and cupboards completes the study corner. Isn't this more sensible than another chair and table would have been? And it's every bit as balanced!

There are some interesting details in the living room, too. For instance, the fireplace has terazzo facing, and above it hangs an old Chinese mirror painting. The Dutch door, opening onto the patio, is pleasant from an architectural point of view and also admits extra light for desk work. Inexpensive plywood panels make walls surprisingly suitable for a room with such good furniture. A color scheme of blue-green, brown, and white is natural and informal.

Throughout the house are all kinds of ideas and pleasant departures from staid rules, but our favorites are in the powder room. There lace curtains are *painted* on the window! There are also pink ribbons painted on the walls, from which hang the mirror shelves.

4 ON PAGE 18 you see a grand piano comfortably at home in a sunroom. Don't wonder why it wasn't put in the living room—the point is that the owner, Mrs. Clarence E. Anderson of Greensboro, North Carolina, liked both sunshine and music, and decorator Otto Zenke of Morrison-Neese was not stopped by any foolish sunroom traditions. He made it an important, elegant room. It is neither stuffy nor pompous because there are unconventional ideas: pickled pine chairs in sharp, smart contrast to traditional mahogany pieces; white chintz draperies with bold red and green pattern to accent modern textured beige carpet; black urn lamp bases topped by white shades.

Our alternative suggestions are: floor carpeted in three-foot stripes of dark and light beige, or wide stripes of black, dark and light gray linoleum; gray striped wallpaper; beige rayon and cotton, scroll design, for sofa upholstery; gold mercerized cotton, and chartreuse and brown checked taffeta for other fabrics which would be effective.

5 AN ORIENTAL rug and a floral chintz used in the same room? Yes—and don't let anyone discourage you if you want to do the same thing! This dining room in the home of Mr. and Mrs. Frank E. Curran of Greensboro, North Carolina, proves that it can be done successfully if the patterns and colors are carefully chosen. Against white paneled walls the red, green, and white draperies with borders of red chintz ruffles are bright and cheery. The Oriental rug has the same red in its pattern. The fine antique mahogany furniture is dignified, but might have looked just a little too formal and traditional if it *weren't* for the gay draperies!

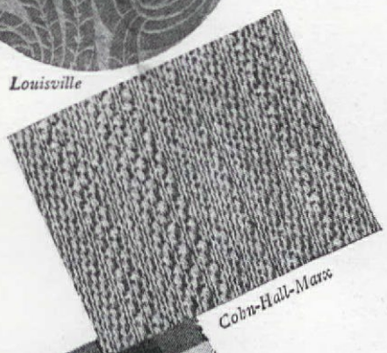
Here is another scheme we'd like to see in a room with a Sarouk rug: grayed green

3

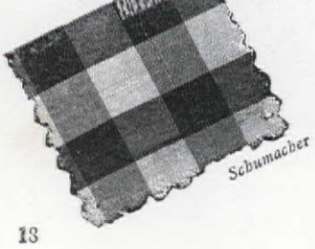
3 *Continued*

3 Continued

Louisville

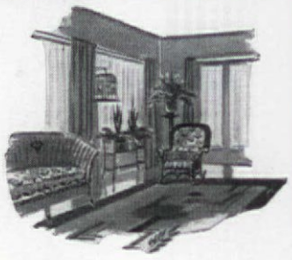


Cohn-Hall-Marx



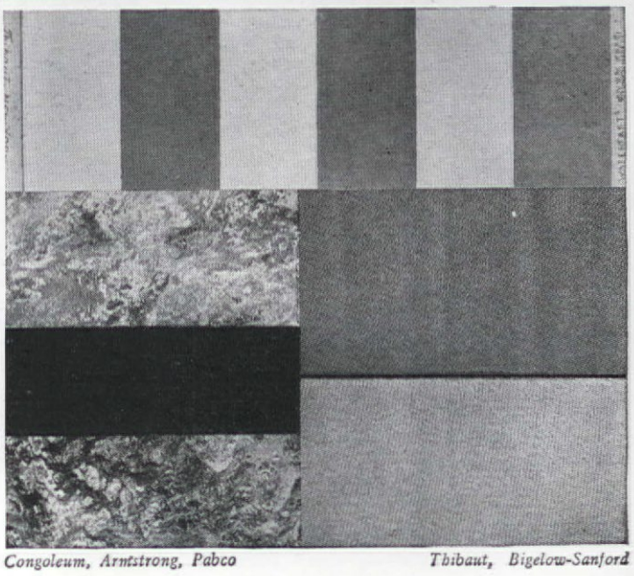
Schumacher

4



painted walls and chintz draperies, a floral pattern on green ground. The kind of chintz we have in mind, shown at the top of page 19, comes in a lovely celadon green with pattern in yellow, white, green, and red. No need to stick to plain Jane ivory walls and gold draperies when you can do something like that! The other chintz has a colorful design on a putty background. We recommend this for a room with a Sarouk or Kirman, suggest painting walls the same putty-beige color.

6 EVEN this room might be considered technically "incorrect." We could take a ruler and an academic attitude and point out some of the rules that weren't followed, but instead we're just going to let you see why it is so



Congoleum, Armstrong, Pabco *Thibaut, Bigelow-Sanford*

Schumacher

Cyrus Clark

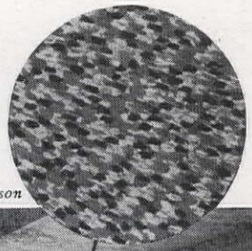
Karagheusian

5

Holmes

You have an Oriental, are afraid to use another pattern in the room? Don't let anyone scare you! Try floral chintz draperies, walls painted the background color

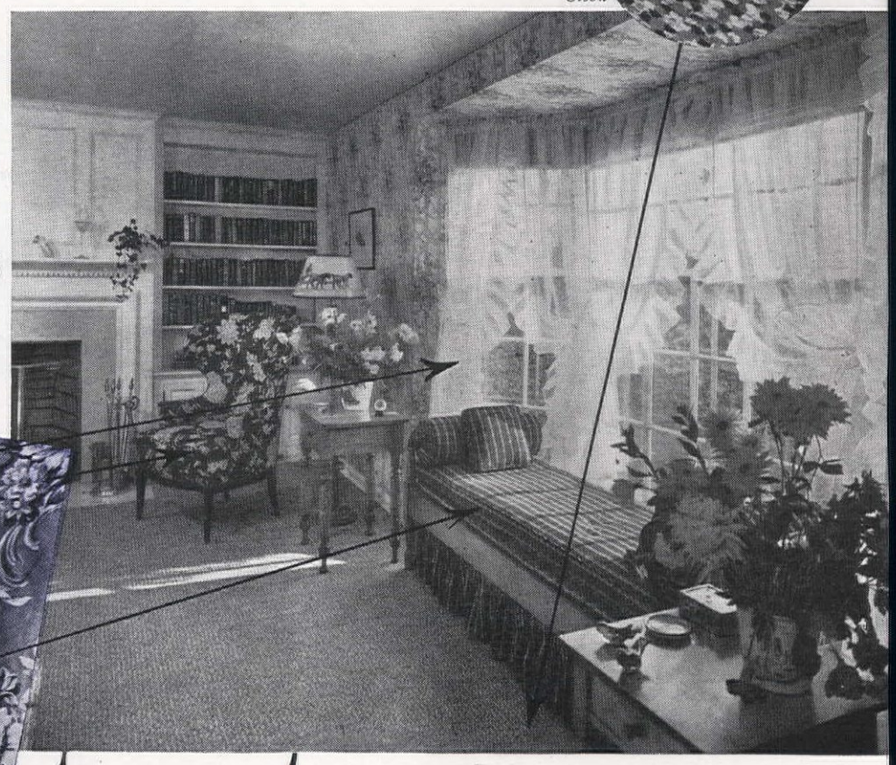
Torn between country style and modern ideas? Mix them! That's the story of the charming room below


Olson

very pleasant. Decorator Mildred Walter has used Early American maple, an 18th century English wing chair, a few pine pieces, a definitely modern textured carpet—all harmonious 1940 neighbors.

You can't have anything out of this room because it happens to belong in the Cleveland home of Dr. and Mrs. I. F. Weidlein, but we think you will like our alternative suggestions just as well. The floral and the stripe are sailcloth, companion fabrics with powder

6



Quaker Lace

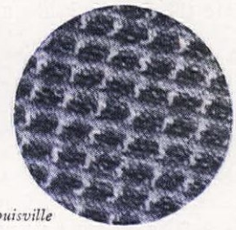
Colonial

Colonial

blue grounds and patterns brightened by chartreuse, white, beige, and coral. For billowy curtains we chose a dainty white lace. You can take your choice of a tweedy effect, a square hooked design on a beige ground or a powder blue "carved" modern carpet. If you want a sturdy upholstery fabric get the blue and white textured check shown in circle.

Alexander Smith

Firth


Louisville

Modern and Early American furnishings make good companions

7

8

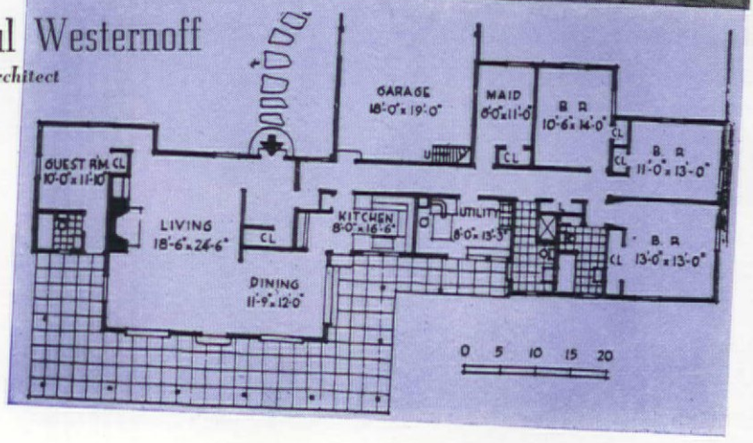
These case histories have proved—or maybe disproved—some important decorating principles. You know now that the Oriental rug bugaboo is plain foolishness, that balance does not mean pairs like the animals in the Ark, that a sunroom can be elegant. The owners and decorators of these rooms understand the rules and therefore know how to make them work, or how to break them if necessary.

So the next time you have an original idea, go ahead with it! Good decorating, like good manners, is mainly thoughtfulness for ease, for comfort, for fun. It does not mean a timid acceptance of what some authority has said and what the neighbors might think. If your house is pleasant and inviting, you don't need to worry one little bit. Both neighbors *and* authorities will like it!

7 Now for our next object lesson we're taking pointer in hand to show you Mr. and Mrs. Paul Westernoff's home near Portland, Oregon, illustrated on this and the following two pages. That simple white doorway up top is the front entrance. Though the whole house has the rambling lines of a farmhouse, the doorway is almost modern in its severity while the adjoining shuttered windows are twice as large as those in any traditional farmhouse. Yet they're all combined with exceptional success and the entrance has twice the charm of those new farmhouse fronts which are prettied up with "correct" carriage lamps, lamp posts, settles, Dutch doors, hinges, and hardware till they look like a Christmas tree.

Home of Mr. & Mrs. Paul Westernoff

HAROLD WADE DOTY, *Architect*



The plan of this house explains its rambling appearance. Living and dining space are in one section, a guest suite is an adjoining wing while service rooms, garage, and four bedrooms form the largest unit of the house. A covered porch facing the wide lawn on the south side unites all three sections. The service section in the middle separates living-dining quarters and the bedrooms and baths. Carefully placed doors in the front hall give very desirable privacy to service and bedroom hall.

2. HOW CAN I GIVE DAVEY MORE MILK?

3. WHAT'S A GOOD WAY TO START DINNER ON SUNDAY?

Six questions...

1. HOW CAN I STRETCH OUT SUPPER FOR TWO EXTRA?

4. WHAT CAN I SERVE TONIGHT THAT RALPH WILL BE SURE TO LIKE?

5. WHAT SHALL I SERVE WHEN THE GIRLS COME FOR LUNCH?

6. HOW CAN I MAKE THESE LEFTOVERS INTERESTING?

1 When unexpected guests drop in, Campbell's Tomato Soup is a dish you can be sure will be welcomed.

2 Campbell's Tomato Soup offers a splendid way to give the children the extra nourishment of milk. Simply make it cream of tomato by adding milk instead of water.

3 Campbell's Tomato Soup helps dinners off to a bright, smooth start.

...one answer!

Campbell's Tomato Soup

The soup people serve, enjoy, and talk about more than any other!

4 *Men* like Campbell's Tomato Soup, too, and have, from the time they were youngsters.

5 Campbell's Tomato Soup is a real aid when entertaining. It's quickly fixed, with a flavor everyone likes.

6 When served as a delicious *sauce*, Campbell's Tomato Soup puts new life into leftovers. Simply heat it without adding water.

LOOK FOR THE RED-AND-WHITE LABEL

Campbell's tomatoes,
The pick of the patch,
Make a soup that's so good
It's a hard one to match!

No cobbler's benches or hackneyed, heavy handed rustic pieces in this farmhouse type of home. It avoids the obvious with gracious, dignified, uncluttered formal furnishing

Combining the appeal of an easy going, rambling, wide porched old farmhouse with modern wide windows, simplified details, wide cedar siding, spacious open plan

9

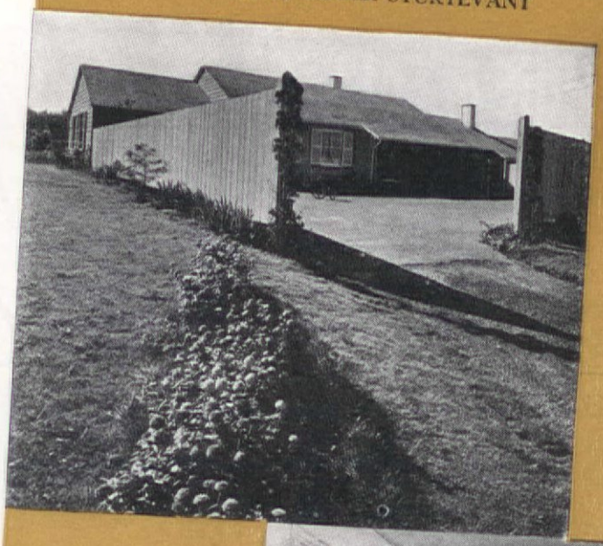
10

8 One of the handsomest features of the house is the long porch which goes around most of the back. When home owners all over the country are foolishly tearing comfortable porches off their homes because they don't think it's correct to have them any more it's most agreeable to see this long farmhouse porch on a new house. Brick paved, and right on the ground level, it provides an exceedingly pleasant link between the rooms and the rolling countryside. And it skips any fuss or folderol in its design, uses plain 6" x 6" wood posts painted white, and effectively frames the distinctive wide picture windows in the living and dining room, windows which weren't copied from the mean little windows of authentic Colonial farmhouse precedent but were designed to really light the interior and provide a view. The kitchen door opens on the living porch, too, a convenient arrangement for serving meals there and a handy means of overseeing the children's play from the kitchen quarters. Maybe that shatters another taboo of correctness, too, having the service section of the house on such equal terms with the social section, for there has been a hidebound rule that the kitchen should be in the most remote, undesirable part of the house—hidden by trellis. But since kitchen and living areas are both important parts of the house why shouldn't they be equally well treated?

9 Inside, the house receives just as clean-cut and straightforward treatment as on the outside. In the living-dining room there are plain plaster walls, painted a soft gray yellow, large paned, wide windows opening on three sides of the house. It's a large room and the furnishings are a suitable size and have a spacious arrangement; there are 18th century types of pieces in the dining area, a grand piano in a bright corner of the living room, comfortable fireside chairs, built-in bookshelves and, equally welcome, lots of floor space around the furniture and no clutter of petty ornament, no fussy details to detract from the

superlative views out of every window. Even though the house has farmhouse character there is no incongruity in such dignified furnishing because it really matches the easy, open graciousness of this informal house far better than the wagon wheel whimsies sponsored today as correct types of farmhouse furniture. These furnishings are suitable because they fit comfortably into their setting, while the newly made spinning wheels and cobbler's benches are just spurious, meaningless imitations of equipment of long ago.

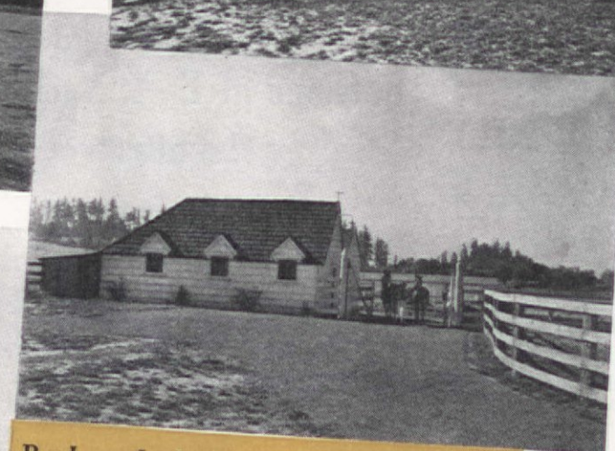
Photography by ROGER STURTEVANT



10 FIVE acres of gently rolling ground surround the house which is in open country though only eight miles from town. To fit into the scenic background, to give cross ventilation to all bedrooms, and easy access outdoors, the house was spread out with all the rooms on one floor. And to make up for the cost of extra walls and roofing on so widespread a house, a basement was omitted. That broke a well-established precedent, too, that houses always have to have fully excavated basements no matter how useless they are in certain localities. A solid 4" concrete slab resting on 3" of rock fill is the base for the whole house and has proved very successful. Composition board floors, set in mastic on the concrete and asphalt tile floors, are used in all rooms. The heating unit for the forced air system is in a utility room next the kitchen and includes laundry tubs.

The house walls are of 1" x 8" horizontal cedar siding in a natural finish and the roofs are light-toned shingles. White chimneys, louvered shutters, white trim on the cornices, door, window, and porch trim are a smart contrast to the warm wood color and no decorative detail is necessary on the outside of the house. The four main bedrooms, maid's room, three bathrooms are a comfortable number for the family of four and an occasional guest. From one bath you can step right out to the rear porch, a feature included because of the swimming pool that's going to be built in the large recreation area at the back of the house. This space is going to have a good-size tennis court, an orchard, barbecue and a special play area for the children, too. It already has a paddock and pasture for the three family horses housed in the little white shingled stable and feed room located at the end of the entrance drive. The stable was built before the house, which accounts for the difference in architectural style, but it will probably be changed to conform to the house. The garage is right smack in the front of the house, a location which is downright essential from every driver's viewpoint regardless of its "correctness." This house, completed in 1939, was built for $9,000.

Auto yard and service quarters enclosed by vertical cedar boards. Dramatic long corridor links living quarters and sleeping quarters



Porches at back of house, simple hood entrance at front. Older stable, yard, paddock, off drive

TRUE or FALSE?

Be sure you can pass this test on Home Insulation before you build or buy a NEW HOUSE!

	CHECK TRUE	FALSE
1 Many new houses are not adequately insulated.	☐	☐
2 Performance of all insulating materials, regardless of thickness, is about the same.	☐	☐
3 The type of insulation makes no difference.	☐	☐
4 Home insulation should be fireproof and permanent.	☐	☐
5 A safe guide to the quality of the insulation is the reputation of the manufacturer.	☐	☐

ANSWERS

1 **TRUE**—Many new-home owners find out, to their sorrow, that the house they bought as "insulated" fails to give protection against heat and cold.

2 **FALSE**—Thin home insulations are not as effective as wall-thick insulation. J-M Ful-Thik Super-Felt Batts, applied to full wall thickness, provide maximum protection against the passage of heat.

3 **FALSE**—Made to rigid factory standards of thickness and density, J-M Super-Felt Batts cannot be "stretched"; they are more effective than loose or bulk insulation, put in by hand.

4 **TRUE**—and J-M Super-Felt Batts are made of rock wool, a mineral. Therefore, they won't burn, rot or decay.

5 **TRUE**—Super-Felt Batts are made by Johns-Manville, the greatest name in insulation.

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A Leading Detroit Builder, says:
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"I advise you to send for the story of J-M Super-Felt, the Improved Rock Wool. In my opinion, this product represents the *maximum* in insulation and will eventually pay for itself *out of fuel savings.*"

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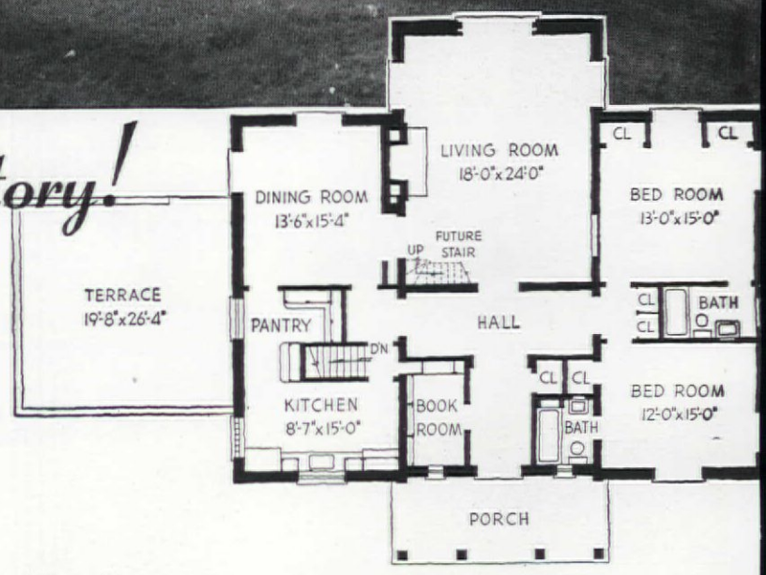
(See advertisement on page 25 in this magazine for information on J-M Rock Wool Insulation for existing homes.)

Southern Colonial Charm and Dignity in One Story!

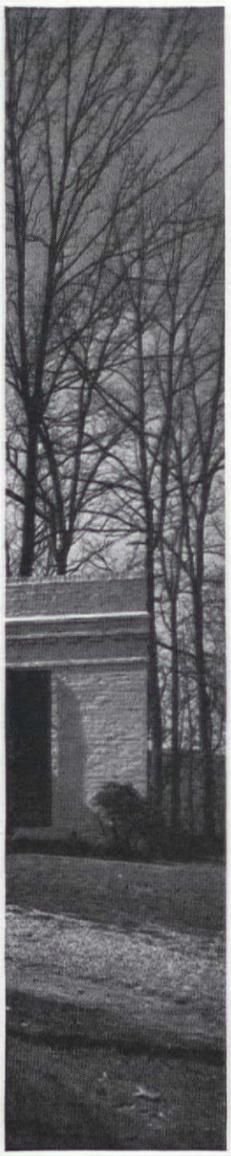


Home of E. A. Keeble, Architect

Nashville, Tennessee

HERE'S a recent Southern home which has the quality and grace of the great Southern mansions of earlier days without being in any sense a boiled-down copy of one of them. It has character and individuality of its own, is scaled to actual living requirements in the South today and has a sensible regard for fireproof construction, adequate ventilation, and such practical matters as well as a regard for architectural effect. We think Southern people will appreciate it because it's a fine home which maintains high standards of design and is a solution of their special living needs. They may especially appreciate its taste and discrimination today when so much tasteless blather and hullabaloo about the South, which must be offensive to Southern people, is being served up—the barrage of Scarlett O'Hara this and that, the onslaught of new-old Southern furniture (General Grant period), and the miniature Taras springing up in real estate developments.

Though the house is only one story high, its tall columned portico is perfectly proportioned to the size of the house, not grotesquely out of scale with it like some new versions of "Southern Colonial charm"—houses with forty-foot fronts and absurdly oversize two-story front porches running



away with the houses. The portico is the one feature reminiscent of the old plantation homes but it derives from classic Greek style, which incidentally was the origin of the finest old Southern Colonial homes, too. The house is also a good example of how well a formal house can be designed, a type of house which is lastingly satisfactory when it's well done but pretty awful when it's not. This one has excellent treatment, presenting a composed, gracious, orderly front to the world, with sufficient lightness to avoid any stodgy severity and, best of all, it isn't pompous or pretentious or self-consciously formal like some people in their best bib and tucker or Sunday suits. It has simple formality as an integral part of

Notable small formal house with spirit and character of fine, large old mansions

the house, not a formality applied like some ostentatious false front.

The brick-paved entrance porch with four well-modeled Ionic columns is only about eight feet deep, twenty-one feet wide and has a soft blue-gray ceiling. The white columns frame a wide doorway, handsome double doors with pleasantly patterned glass lights, and two adjoining narrow windows with modern white metal grills. The bedroom wing is to the right of the porch, the service and dining portion to the left. Each wing has one wide window at the front of the house with long Bermuda blue shutters and a white iron railing. At first glance they look alike against the white brick walls but the front

Photographs by Gerald Young

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You, too, can make your home as comfortable as this famous California hotel at low monthly cost . . . *up to 15° cooler in hottest weather, warmer in winter—save up to 30% on fuel bills*

1 **The main hotel** building, favorite stopping place for visitors to Hollywood . . . now completely insulated with J-M Rock Wool.

2 **Guest cottages,** too, completely insulated . . . Guests spend cool nights even after hottest days.

3 **The interior** of a typical guest-cottage room . . . The management reports temperatures up to 15 degrees cooler in hottest weather.

KNOWN to thousands as one of the world's finest hotels, the Beverly Hills has recently installed J-M Rock Wool Home Insulation in the main building and in all guest cottages.

At a cost so low it will surprise you, *any* home owner can enjoy this same comfort plus real economy. Without fuss or muss, Johns-Manville Rock Wool Home Insulation is installed by trained men, supervised by the J-M Home Insulation contractor.

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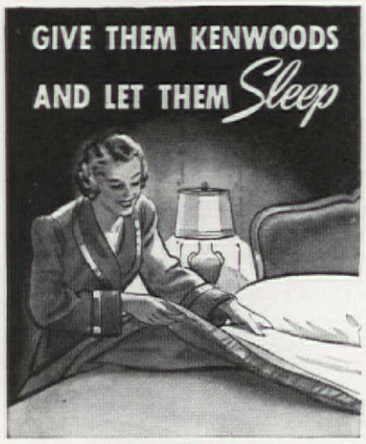
(See advertisement on page 24 in this magazine for information on J-M Insulation for new homes.)



10:00 P.M. Want your family to wake up with eyes that shine? Then spread each bed with beautiful, big, warm Kenwood Blankets.

11:00 P.M. Good night! They drift away to sleep. Some are weary from work; some are tired from play. But under the soothing softness of Kenwood Blankets, they relax and rest. (What is the secret of such sleeping comfort? It is in the blending of live, long-fibred wools; in the millions of tiny air cells in the deep, fleecy nap. That's how Kenwoods keep the warm air in, the cold air out. That's why they *are* so warm, yet *seem* so light.)

4:30 A.M. The family is safe under Kenwoods—through the coldest hours. For Kenwoods are big—their tuck-in holds securely. And their gently draping folds lie close to every curve.

7:30 A.M. Up—keen and refreshed, ready for a strenuous day at business, school, or home. This is the priceless reward of sound relaxing rest—of sleeping under a Kenwood all night long.

• • •

Treat yourself, your family, your guests, to this new kind of sleeping comfort *every night*. Once you sleep under a long-napped Kenwood—the blanket millions prefer—you'll never want any other. There are Kenwood Blankets right in color, size, and style for every bed in your home—at a wide range of moderate prices. All are treated to resist moths. Ask to see Kenwoods at your favorite fine store.

KENWOOD MILLS
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KENWOOD BLANKETS *for Sleeping Comfort*

bedroom window is a full length French one, while the kitchen window is at sink height.

The plan of the house is unusually open and spacious for a house with only five main rooms. Each room is accessible from the T-shaped center hall, so it isn't necessary to go through one room to get to another. There's additional privacy, too, because of the small passages between the two bedrooms and between kitchen and dining room; the bedroom wing can be closed off completely from the rest of the house with double doors. The sizable kitchen and dining room are compactly arranged in their own wing at the opposite side of the house while living quarters, entrance hall, and the small book room take up the center portion of the house. It's a formal arrangement with the interior divided up into three nearly equal sections, with all rooms centering around the axis lines of the generous, well-proportioned hall—a hall with dignified architectural character, papered in a handsome Southern pattern called "Monticello."

The living room is directly in line with the front door so that when you enter the house you see the view of distant hills and valleys through the great arched living room window. Sixteen feet of hall space give an impressive approach to this room, and the arched door leading into it and its high vaulted ceiling give an

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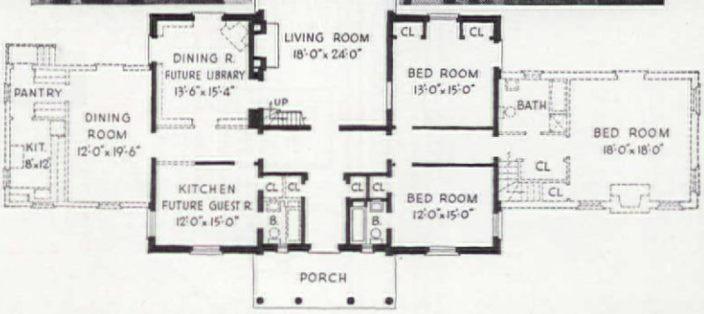

impression of splendid size although the floor area is really only 18'-0" x 24'-0". It's painted a stippled blue gray tone, called "Tennessee haze" by the owner because it carefully matches the haze of Tennessee hills outside. On the two long sides of the room there's a heavy white classic Greek cornice and the white fireplace mantel is finely detailed and large in scale. Furnishings are good traditional pieces, comfortable in nature, suitable to the room in size and uncrowded in arrangement so the architectural quality of the room isn't lost.

The arched window at rear is unusually large, seven feet wide by twelve feet high, and it can be raised to provide an opening seven feet high which will be filled with a screen rolling up from the sill. All the main windows in the house afford exceptional ventilating facilities for this climate; they are large size French windows approximately four feet wide by eight feet high, extending from floor to cornice, and when they are opened at night it practically opens up whole sides of the rooms to cooling air. During the day, blinds controlled by shutter operators are kept closed. This window control, together with the insulation in the house and the fireproof concrete construction, has worked very well and with outside temperatures as high as 98 degrees, inside temperatures have never been higher than 82 degrees with the blinds closed. In winter, windows are tightly weather-stripped.

A small stair in the living room leads to interesting studio quar-

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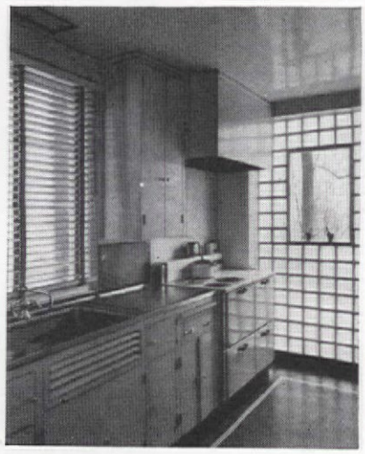
ters and private bath located over the front hall. Next to this stair, double doors connect the living room with the dining room, an attractive, nearly square space. It has a figured rug in chocolate brown colors, a livable mixture of Colonial, Georgian, and Victorian furniture, draperies in yellow chintz and turquoise ruffles with cornice boards built out to receive them, a floral wallpaper in a combination of these colors, and a white dado of horizontal boarding. It's at the back of the house, too, and omits glass curtains for full enjoyment of the view. The kitchen is at the front of the house, with a small pantry between for service, and its color scheme is red, white, and black; the glass block wall at the side, with a ventilating window set in, lightens the room from floor to ceiling and has been smoothly fitted into the traditional design of the house. Below the kitchen and dining room are a laundry and a servant's room, and a two-car garage adjoins them beneath the side terrace. Furnace and storage are under the center of the house.

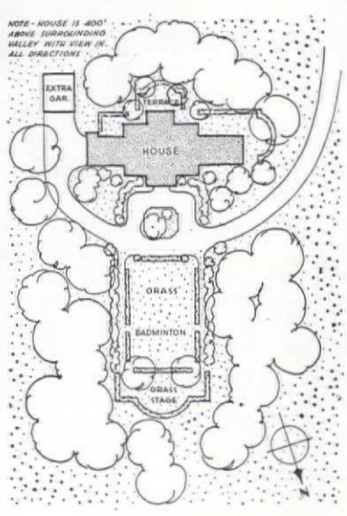
Red, white, and black color scheme in the modern kitchen with glass block panel lighting room from floor to ceiling



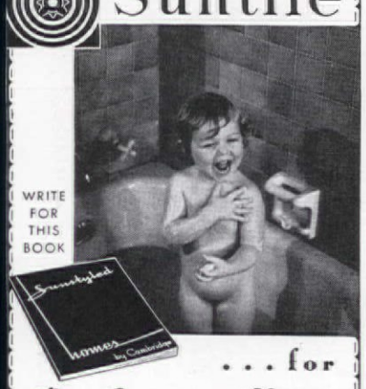
The master bedroom captures the rear view, too, and has a color scheme of gray, green, and yellow. The rug is green; curtains are chintz in a green, yellow, and dubonnet pattern; wallpaper is a pale figured design of gray and yellow on a white background. The adjoining bathroom has a dubonnet linoleum floor, white enameled walls, a dubonnet wallpaper border, a dubonnet colored shower curtain. The blue and white guest room has furniture of light curly maple, a midnight blue rug, white wallpaper with African daisy pattern in dark blue. Its bathroom is in emerald green and the same color accents the bedroom. In all rooms where loose rugs are used the concrete floors are covered with linoleum first. In other rooms the concrete was covered with linoleum felt and only a three-inch strip of linoleum was run around the edges of the room; the center space was then padded with additional felt and carpeting was laid down and tacked to the linoleum strip.

It's an economical scheme and also helps to keep down dust. The concrete floors and concrete framing for the roof are fireproof construction. Additional cost entailed is partially offset by lower maintenance cost and insurance rates. The exterior walls are cinder concrete blocks faced with bricks painted white with a 1" air space between.

Proposed landscaping for finished house



Suntile



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CINCINNATI, OHIO

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Gentlemen: Enclosed find 10c (stamps or coin) for which send me copy of "Sunstyled Homes." A-10

NAME_____
STREET_____
CITY_____ STATE_____

1. Now Grandmother M.
was no clinging vine;
She'd scrub all day,
then bake till nine.

2. Yet one household duty
made grandmother quail;
'Twas washing her windows
with sponge and a pail.

3. In contrast, her sweet
little granddaughter, Mary,
Has scarcely the strength
of a midget canary.

4. But Mary, with *Windex,*
shines *her* windows brightly
Then dances a jig just to show
she feels sprightly.

5. For Windex is easy—
makes work seem like play!
Spray it *on!* Wipe it *off!*
(Pretty wonderful, eh?)

6. And Windex contains
no dust-catching oil,
Keeps windows clean longer,
cuts down future toil.

7. Don't be tempted by imitators who claim to offer "more for your money." WINDEX (only 15¢) is a *quality* cleaner—contains no dust-catching oil—keeps glass clean *longer*—doesn't streak.

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NOW NEVER OVER **15¢**

For handy-size bottle anywhere in the U. S. A.

Ask your dealer about the new reduced price and get a bottle today.

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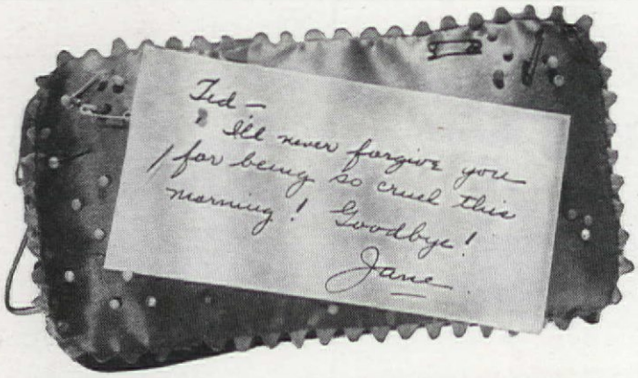

MATILDA: Oh me, oh my—read this. I knew there'd be trouble if Ted didn't stop picking on Jane.

SUSAN: The poor creature! He raised such a fuss about his shirts—she got desperate and left. Come along, Matilda—we'll fetch her back and show her how to keep the brute happy.

SUSAN: You heard me, young lady! He wouldn't be always storming about tattle-tale gray—if you'd stop using lazy soaps that *can't* wash clean.

MATILDA: Change to Fels-Naptha—*golden* bar or *golden* chips. Either way, you get richer, *golden* soap and *naptha!* And does that team make dirt scat!

TED: Yep—the merry-go-round next! My shirts look so swell since you put that big, *golden* bar of Fels-Naptha to work, I'm going to treat the three of you to everything in the park!

SUSAN: And take it from your auntie, Jane, nothing beats Fels-Naptha Soap Chips for washing machines. *Huskier, golden* chips—they're not puffed up with air like flimsy, *sneezy* powders.

Golden bar or golden chips—
Fels-Naptha banishes "Tattle-Tale Gray"

P.S. Use the Fels-Naptha bar for bar-soap jobs. Use Fels-Naptha Soap Chips for box-soap jobs. The crinkly flakes made of richer, *golden* soap and *naptha*. They're HUSKIER—not puffed up with air like flimsy, sneezy powders. Wonderfully sudsy, too—thanks to a new, added suds-builder!

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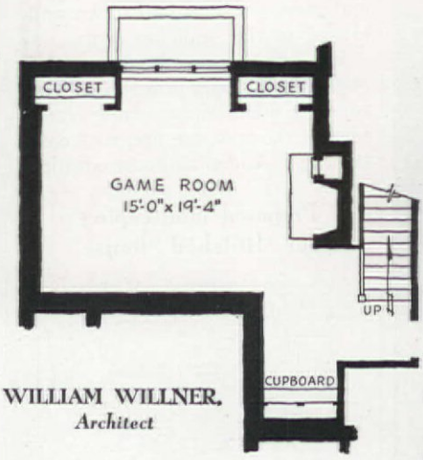
Basement Hobby Room



WILLIAM WILLNER,
Architect

THERE is plenty to be said for this really livable, useful hobby and play room. (You've heard us campaigning against those typical recreation rooms with nothing but a bar and a Ping-pong table to justify their existence—the ones that don't pay their way because they're seldom used after the housewarming party.) It is in an average basement and had to compete with air-conditioning ducts, pipes and what not, but the final result is a room worth having. Both the owners and the architect deserve a lot of credit for seeing the possibilities and carrying them out to perfection.

It is a family room where the young son can work on his miniature stage settings or have the gang over for an afternoon of amateur chemistry, and where Mr. and Mrs. Olson can give parties complete with a buffet supper cooked in the pantry-bar. You couldn't ask more than that—all the comforts of home rolled into one small room!

Knotty pine paneling, shellacked and waxed to a mellow glow, makes the room warm, informal, and homey. The long fireplace unit, of rough red brick with a Dutch oven and wide mantel shelf, is reminiscent of a hospitable Colonial hearth. You'd never guess that the fireplace itself was cut out of the base of the main chimney. The floor is black and red asphalt tile, just as practical as it is decorative, and the rough plaster ceiling adds a nice rustic touch. What appears to be merely a cornice actually serves to conceal the steam pipes.

Windows facing the pleasant garden in back are flanked by large closets, forming a sunny bay more typical of a second floor than of a basement room. The closets are deeper than necessary for the shelves,

—and Pantry-Bar

in the home of
Mr. and Mrs. Richard H. Olson

Well, g'by — I'm off to Timbuctoo!

Mercy sakes alive, Jacky — why Timbuctoo?

Well, I just heard Mother say that a telephone is such a joy she'd even live in Timbuctoo if you were there —

How nice! But we don't have to go to Timbuctoo to see how useful I am. Why, right here in town, I save Mother so many steps and so much time that she calls me her first aid to How to Enjoy Life!

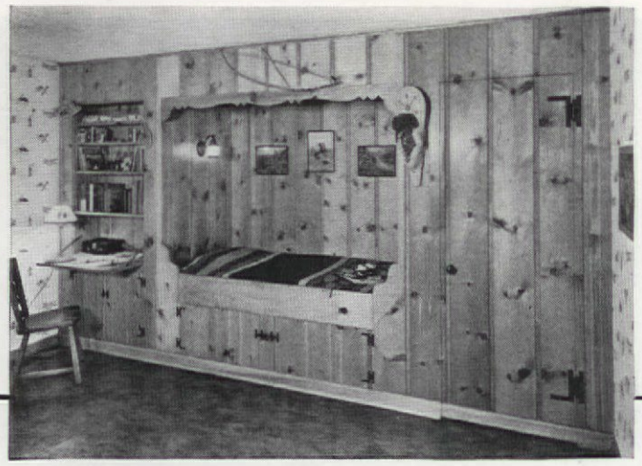
Is that why Mother is so smiling and rested these days?

One reason, Jacky! I carry messages for her and do shopping and save her worry — oh, so many things!

My, we must have to break open my pig-bank to pay for it, don't we?

Heavens, *no!* I cost so little — and save so much — that Mother says she couldn't afford not to have me!

BELL TELEPHONE SYSTEM



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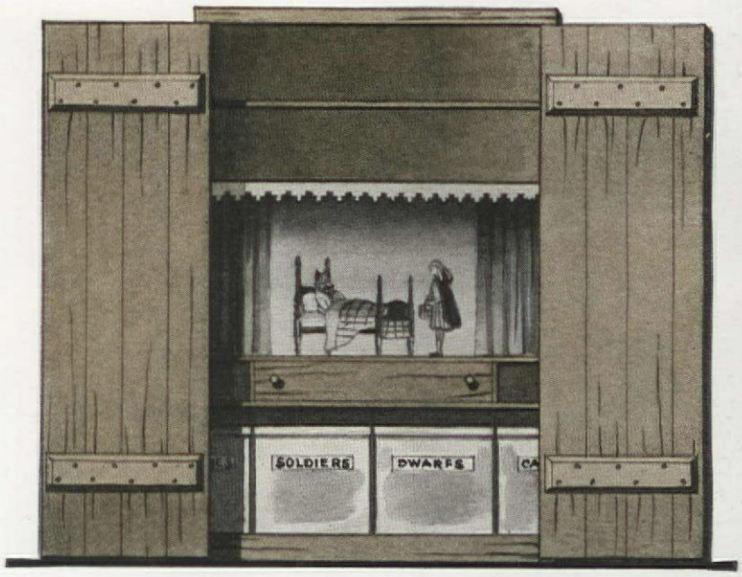
***Idaho White Pine** ***Ponderosa Pine** ***Sugar Pine**

THESE ARE THE WESTERN PINES

just exactly where last year's ice skates are, but it's not very often that you find such intelligently organized storage space in a home.

Party lovers are completely taken by the pantry-bar, which is in a niche opposite the stairway. There is a long serving shelf with four electrical outlets for plugging in the conveniences that brighten life for the maidless hostess—grill, waffle iron, toaster, and percolator. Beneath

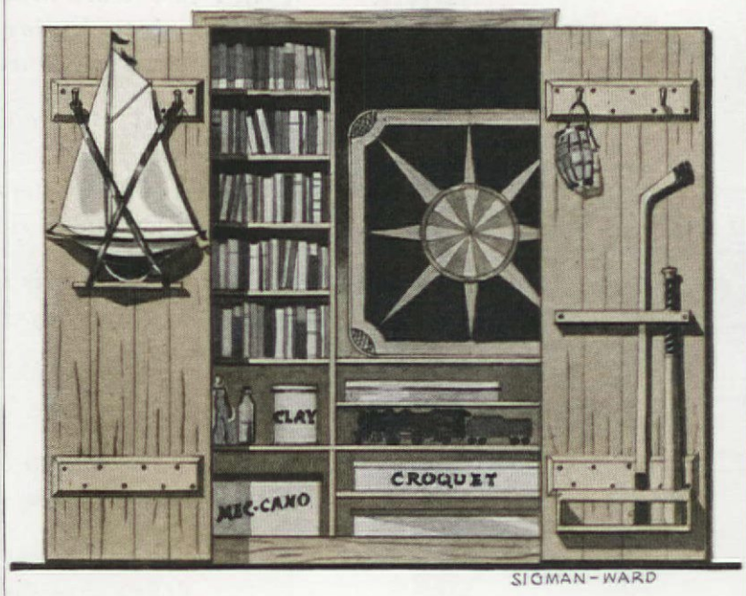


The small illuminated "stage" with space for props

this counter is a large cupboard for food and supplies, making a real paradise for informal midnight snacks and serve-self parties. Mrs. Olson has given this "department" its due share of decorative effect by displaying cobalt blue pottery and shining copper against the honey-colored pine walls of this attractive, much-enjoyed room.

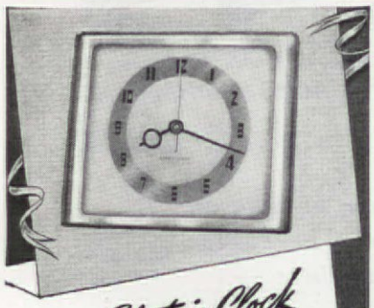
and though this depth was intended only to accommodate wide ducts above, it turned out to be much more useful than that. Any number of the young son's games, collections, and miscellaneous extra stage props can be whisked out of sight at a minute's notice!

The closets show ingenious planning, as you can see by the accompanying detailed drawings. The closet shown above holds the small, illuminated "stage"; an enormous drawer beneath takes care of props



Special provision for the sports and hobby equipment

and costumes, and two shelves above are for miniature settings. In the closet at the left of the windows an amazing amount of paraphernalia can be stored efficiently and conveniently because there are pegs for boxing gloves, brackets to hold a sailboat, in fact special provision for all the family sports and hobby equipment. It's a fine thing to know



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KEY-WOUND AND SELF-STARTING ELECTRIC

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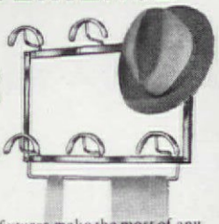

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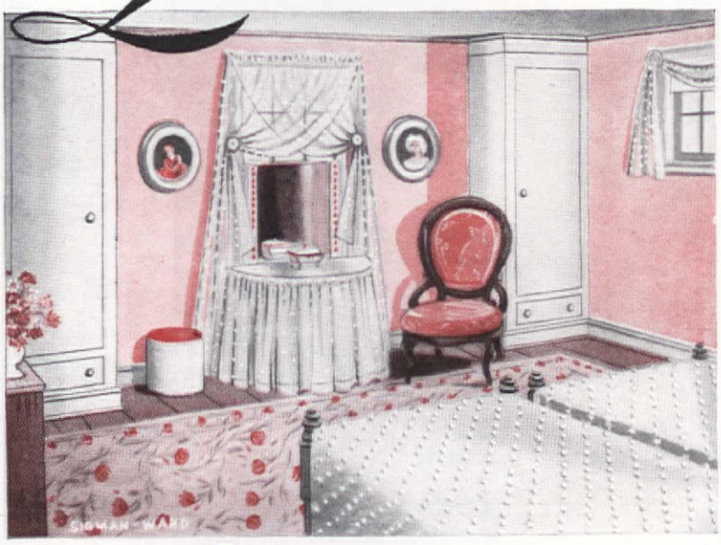
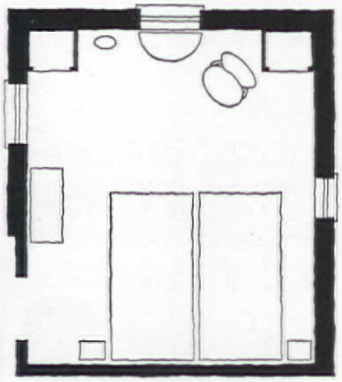
Like the Inside of a Sea Shell!

MIRIAM W. HAYNIE



WHEN a friend told me my bedroom was so dainty it reminded her of the inside of a sea shell, I decided I really *had* done something pretty special in the way of budget decorating. We were working against such terrific

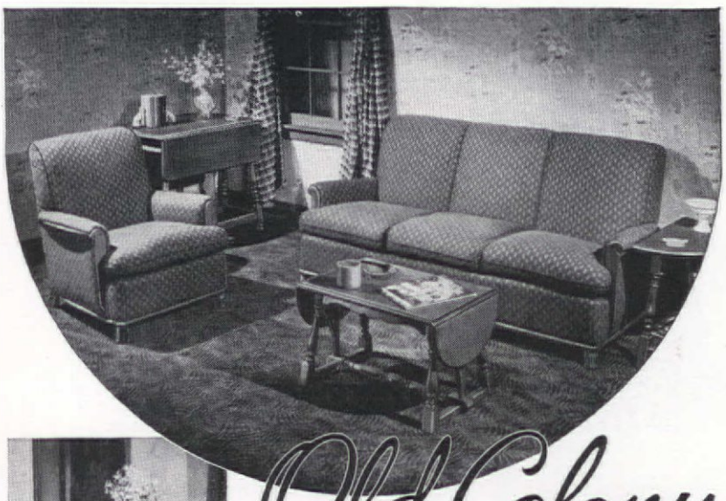


odds and with such a monstrosity of a Victorian wardrobe chest that a merely passable room was all I had dared hope for.

That bulky wardrobe turned out to be two elegant corner cabinets! Originally it had two separate clothing compartments and came within six inches of the ceiling, just high enough to elude the dust cloth; now our Siamese contraption is cut in two, its halves fastened in opposite corners of the south wall, its cornices extended up to the ceiling. To further the built-in effect, we extended the baseboard around them and painted all woodwork and the cabinets oyster white.

Under the window in the center of the wall went our crude 75¢ dressing table, which we then proceeded to really glorify. We covered the top with white oilcloth and made a full, white, dotted Swiss skirt. To fill in the spaces between mirror and window frame we used an old-fashioned Hamburg lace insertion, starched and run through with red grosgrain ribbon. Very perky and fetching! Draped behind it are dotted Swiss curtains fastened back with pieces of milk glass, and on its top are a fat red satin pincushion and a milk glass dish of hand and dove design. The dish is lined with red satin and has red ribbon around the top, and on one finger of the hand is a ruby ring.

Renoir's "Girl in a White Bonnet" and Corot's "Girl in Red," two of my favorite pictures, are good color accents. A beautifully carved little Victorian chair ($6 second hand) is perfect reupholstered in bright red satin. The spool beds, with white candlewick spreads in the famous hobnail pattern, are appropriately quaint.



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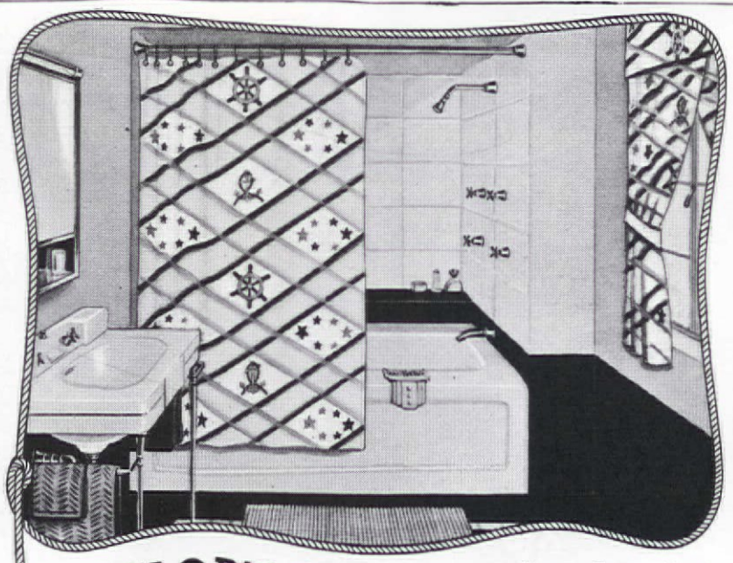

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You'd never know the old room now!

If you don't mind hard work you can perk up old furniture, make it look gay and charming—without going bankrupt. Here is how one woman and her daughter did it

IT'S amazing what you can do if you have to. My daughter and I most certainly are not carpenters, and our sewing had been confined to straight seams and simple hems until we decided to redecorate her bedroom. She had fallen heir to nothing but castoffs, such as a clumsy wooden bed, and neither her allowance nor my bank account would cover much in the way of fine furnishings. The only solution was to think up some gay new ideas and do all the work ourselves.

The greatest miracle we performed was rejuvenating the bed. Merely removing the foot posts and cutting down the headboard made it look much more in scale with a young girl's room, but finished perfection was achieved by slipcovering it in a floral striped chintz. We padded the headboard with a disreputable old cotton blanket, and then proceeded to make the cover—which is easier than you'd think. (Just sew together the necessary widths of chintz to fit front and back, cut to conform with the outline of the headboard, and run up the seams on your sewing machine.) A chintz ruffle hides the springs most effectively and looks very fetching below a white cotton bedspread.

By this time we were outrageously self-confident and ready to tackle anything—even an old kitchen table that we hoped to turn into a dressing table! We padded it with several thicknesses of sheeting, then topped it off with the pretty floral chintz. A pair of white ruffled curtains, cut in half to make four widths, was sewed to white sateen, making a skirt as billowy as any debutante's. We finished it with a six inch band of scalloped chintz. The bench is a plain wooden one, painted white, and heavily padded and covered with chintz.

Some of the other pieces came out of the relic class, too. The regulation chest of drawers, whose only virtue was uncompromising, straight lines, and the night tables looked very smart indeed after we had painted them oyster white, with deep coral drawers for accent. An old armchair was considerably perked up by a new brown denim slipcover trimmed with scalloped chintz. Shiny new chintz window shades and crisp white tie-back curtains make delightfully feminine windows. These curtains are practical, too, because they can go in and out of the suds any number of times.

To fit in with all of this, the walls had to be painted—pink, of course. We also bought a brown wool and fibre rug. Dainty accessories and colorful prints from my daughter's own collection finish a really charming but also thoroughly budget-conscious room.

Of course it's nice to have such a pretty new room in place of the tired old one, but just as important to me is the fact that my daughter was head decorator. She thought up many ideas, planned the color scheme, shopped for gay fabrics we could afford, even had lots of practice in sewing, painting, and carpentry. That won't be wasted experience when she has to furnish her first home on a young man's proverbially small income!

"NEW! IT WEARS LONGER" Here, for the first time, is a linoleum with a Built-in Rubber Cushion and a Waterproof Felt Backing. Cannot rot. And, laid direct to the underfloor with its exclusive Factory-Applied Adhesive, Nairn Treadlite Linoleum gives you an extra strong, long-wearing installation.

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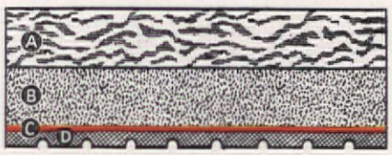

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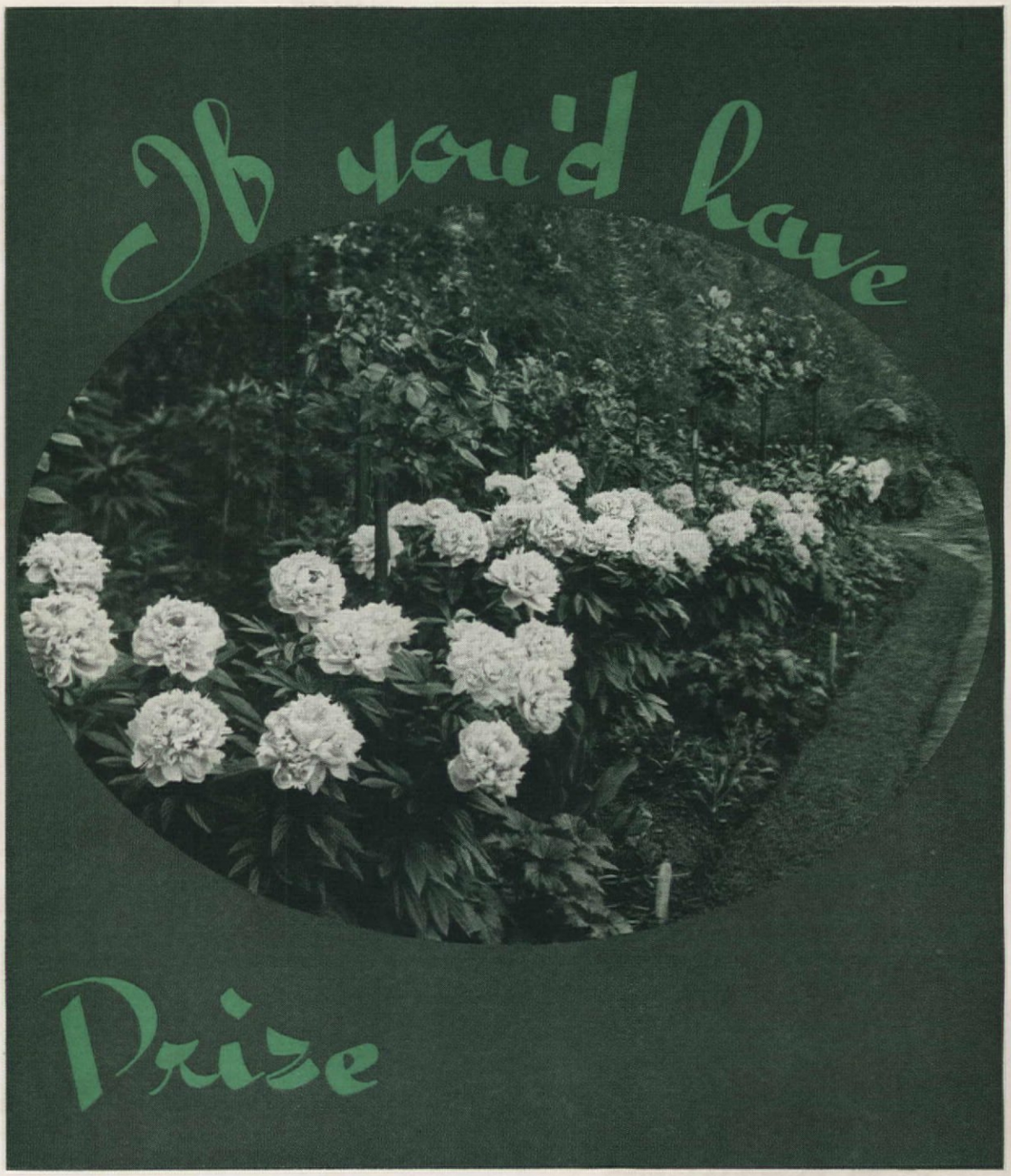

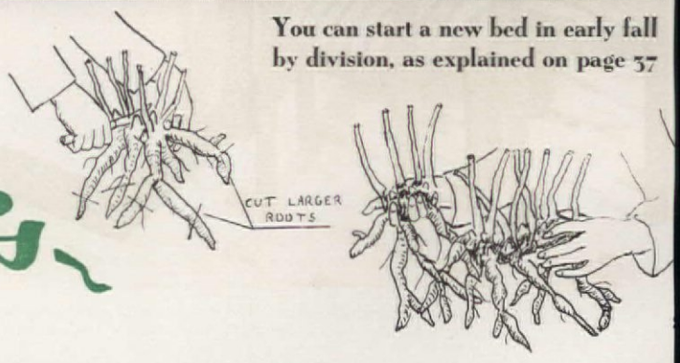

You can start a new bed in early fall by division, as explained on page 37

M. M. MacGREGOR

STARTING and maintaining a first-class peony garden is really simplicity itself and, thanks to the amiable characteristics of the plant, your efforts are almost certain to be crowned with success if a few fundamental rules are learned and followed. One of the first facts we run up against is that the peony is one of those flowers whose innate beauty and decorative value are never fully realized until the blossoms are tastefully congregated in their beds. Now that word "tastefully" is important, for when a beginner enters any specialized field or branch of horticulture, one of the most bewildering things he is likely to encounter is the long list of available species, types, and varieties of the plant in which he has become interested. As far as selecting kinds of peonies is concerned, the chart on the next page runs approximately 90 per cent varieties that cost $1 or less for one good 3-eye or 5-eye root (or two-year-old division). Anything smaller is apt to require lots of nursing, and even then bloom poorly. The few varieties that go a trifle higher are well worth the extra cost. Le Cygne (not included in the list) is perhaps the finest thing yet developed in peonies, but it will cost around $2.50 for a good root. The lovely flower is milk-white at maturity, with overtones of cream and pale pink; an artist

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will probably be able to detect blues in the shadows cast between its delicate, translucent petals. If you want fragrance, I would put Gismonda, Sarah Bernhardt, Reine Hortense, Phillipe Revoir, and Mons. Jule Elie at the top. "Medium," as it refers to blooming time, covers from early to late midseason—a fairly long period.

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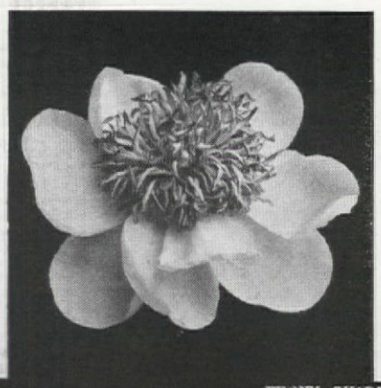
But if you put exact midseason about the third week in June (as it is around Boston, for instance), you can judge flowering times with sufficient accuracy for all practical purposes. The thirty-five varieties listed represent a wide choice of colors, seasons, and types (with few if any duplications), but no rare gems or costly oddities.

In planning the peony garden, a major aim is to keep reds and pinks apart by introducing whites between them, unless you know just the shades you are working with. Even the different reds must be combined with discretion. Mons. Martin Cahusac, for example, clashes with Richard Carvel but is most effective massed in front of tall whites like Baroness Schroeder. Reds and pinks are especially good on the sunny side of white fences and buildings, and stone walls; the whites want dark backgrounds—red brick walls, evergreens, stained shingle buildings. You must also have an eye to the type and form of the flower head. If you use the somewhat blowzy Edulis superba in the front row of a bed, it will give the whole planting a wind-blown, untidy appearance. This variety needs a loose background and, in front of it, some foot-high plant that will harmonize with it, such as the double pale pink cuckoo-flower (*Lychnis floscuculi*), the light blue Amsonia tabernaemontana, or any white flower. And remember that peonies won't grow in shade or close up around trees and shrubs.

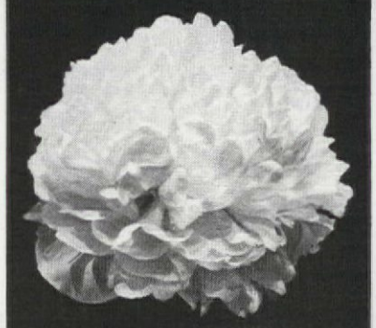


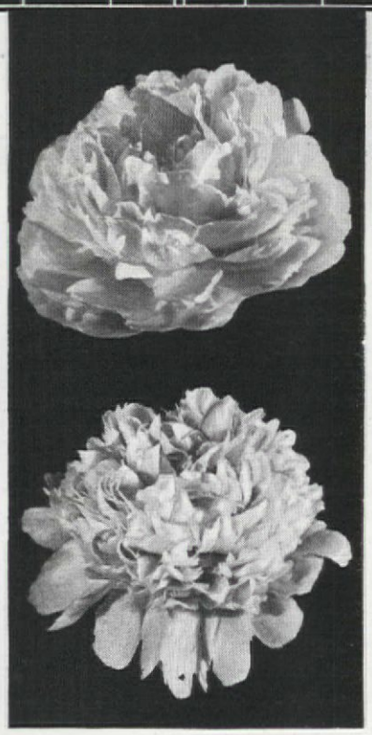
PEONY CHART

Early	Medium	Late	Red	White	Pink	Type	Name
	x		x			full cup	Auguste Dessert
		x		x		globe	Baroness Schroeder
	x		x			Japanese	Claire
		x			x	double	Claire Dubois
	x			1		Japanese	Clarisse
	x				x	Japanese	Distinction
x				x		crown	Duchesse de Nemours
x					2	loose flat	Edulis superba
	x		x			Japanese	Eva
	x		x			globe	Felix Crousse
x				3		globe	Festiva maxima
	x				x	globe	Gismonda
		x	x			globe	Grover Cleveland
	x			x		Japanese	Jacqueline
		x	x			globe	Karl Rosenfield
	x				x	Japanese	L'Etincelante
x			x			double	Lord Kitchener
	x				x	double	Madame Ducel
	x				x	double	Mme. Emile Gelle
	x			4		double	Mme. Jules Dessert
	x		x			double	Marquis C. Lager-
	x		x			Japanese	Mikado gren
x					5	double	Mons. Jules Elie
		x	6			rose	" Martin Cahuzac
	x				x	Japanese	Nymphe
x			x			basic	Officinalis rubra
		x	x			rose	Philippe Rivoire
	x				x	rose	President Taft
	x			7		bomb	Primevere
	x				x	double	Reine Hortense
		x	x			globe	Richard Carvel
		x	x			double	Rubra superba
		x			8	globe	Sarah Bernhardt
	x				x	crown	Therese
		x			x	double	Walter Faxon

1--some pink
2--mauve
3--flecked with crimson
4--yellow
5--lilac
6--deepest of reds
7--yellow
8--dark

Two American Home Medal Winners





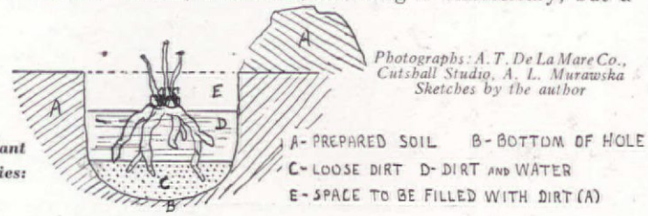
A. B. Franklin (1939, bronze) above, and Dorothy J. (1940 silver). In next column, top to bottom, a Japanese single, Therese, and Mons. Jules Elie

New roots should be planted as soon as received—not later than mid-September in New York and places of like latitude. If the soil tends to stay wet for long periods, it will be best to install a drainage system first. Dig the bed three feet deep, put in a foot of stones or gravel, and one of garden humus (free of manure unless it is thoroughly rotted); then fill in with light loam. If drainage conditions are all right, only a simple renovation is necessary. To make sure food is available when the plant needs it, I recommend preparing the plot twelve inches deep, working in bone meal and some quicker-acting nitrogenous fertilizer. Then, each spring, I dig in superphosphate or a good plant food (about a 4-8-8 analysis), say two or three handfuls per plant. The spot should not have grown peonies for several years.

In planting, allow three feet between plants and dig each hole deep

enough to take an entire root, leaving two inches between the crown (or eyes) and the surface level. Sift in soil, spreading the roots naturally; pour on a pailful of water and let it soak in, then fill in soil until the mud comes just below the eyes. Finally cover the crown two inches deep, water gently, level off with dry soil and, for safety, mark the spot. After the ground freezes, mulch with straw or hay (free from seed) for the first winter; thereafter, mulching is unnecessary, but a

How to plant peonies:



Photographs: A. T. De La Mare Co., Cutsball Studio, A. L. Murawska
Sketches by the author

few handfuls of wood ashes sprinkled over the plants each winter are good. Well-rotted manure can be worked into the soil each spring, but don't put it less than a foot away from the crowns.

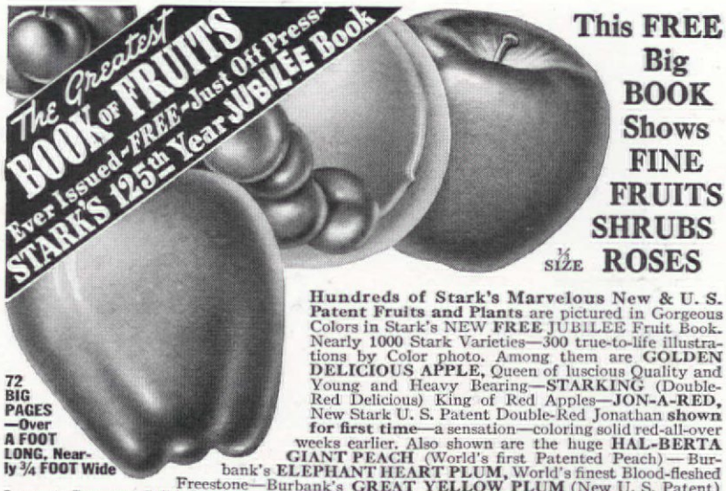
As in planting a tree, it pays to do a good job when planting peonies. They have been known to grow for a century in one spot untended; yet they respond to care in most gratifying fashion. If you want big "show" blooms, disbud the strongest plants during the bud-forming season. That is, pinch off the side or lateral buds along the stems, leaving only the end or "terminal" bud to develop. If you want show blooms from delicately colored varieties, remember that strong morning sunlight on dew-covered petals is going to discolor them. So either shade the plants in the garden or cut the flowers while in bud and let them open indoors. In dry sites or seasons, water well in the evening and keep weeds down and the soil loose by deep but careful hoeing.

When it comes time to divide your plants (also around the middle of September) do a leisurely job. Dig the whole root system, taking care to get all of it; otherwise a stray fragment may grow, come up among other colors or other flowers and tangle up your whole scheme. Cut the tops off about two inches above the dirt line; hose away the soil and, with a sharp knife, cut the crown into pieces carrying at least three eyes each. You can also trim off an inch or so of each tap root, but take care not to remove or damage the hair or feeding roots. Then carefully work each division loose and upward until it comes free—and you are ready to replant in well-prepared soil.

Peonies are hardy and generally resistant to disease, but they have their pet hates and enemies. Botrytis bud blight, caused by a fungus whose spores are spread chiefly by insects and wind, can sometimes be controlled on valuable plants by spraying frequently with bordeaux mixture from the time the first shoots appear in April, or by sprinkling them with hydrated lime. Watch during the growing season and promptly cut away and burn any affected portions. Diseased plants of ordinary varieties are best destroyed as soon as discovered.

Then there is root gall, a swelling and rotting of the roots caused by minute eelworms or nematodes. Dig up infested plants, cut away bad spots, wash with soapy water, dip in a solution of nicotine sulphate and soap, and replant after treating the soil with that solution or with hydrated lime. For stem rot, another fungous disease, cut away affected parts and douse the rest with copper sulphate solution or bordeaux mixture before replanting.

Ants are often seen on peony plants, but the only harm they can possibly do is to disseminate the spores of the botrytis disease if present in your garden. They are attracted by the sweet sap that exudes from the flower buds so to get rid of them you need only wash off this sap from time to time with a spray of clear water. For leaf- or petal-chewing pests that occasionally become troublesome, use one of the various combination sprays now on the market. Don't let this little discussion of some of the peony's vulnerable points tend to deter you from tasting the joys in store for the intelligent and conscientious gardener. For, as already intimated, the peony is, altogether, one of the most foolproof of plants. If your plants fail to bloom, check over these suggestions and comments carefully, especially those relating to planting operations. Nine times out of ten, trouble in the peony garden can be blamed on improper depth of planting, or on an unfavorable location, either chemically, which means with respect to the fertility of the soil, or physically, which refers to its texture, type, or condition.



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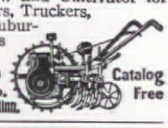

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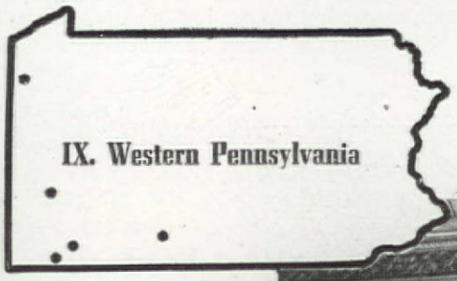

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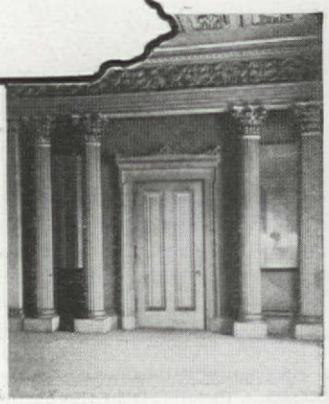


2

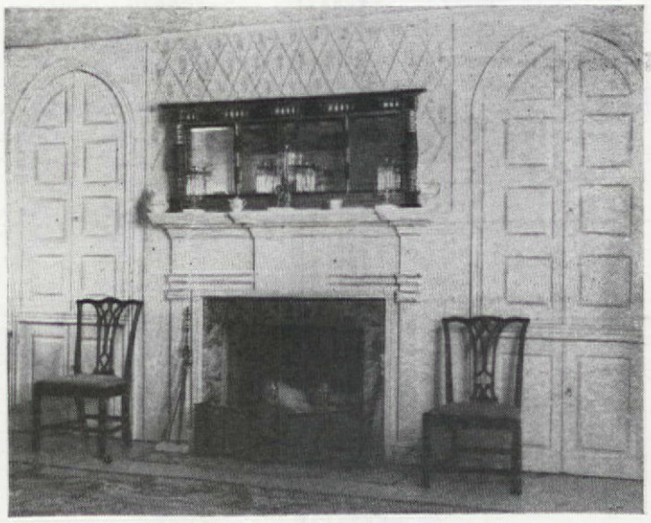
1

Not only rustic log cabins but houses o handsome architecture were built in west ern Pennsylvania between 1775 and 185

American Home Pilgrimages

WESTERN Pennsylvania has preserved intact much of its fine domestic architecture of the historic 75-year period between 1775 and 1850. It was probably just at the turn of the century that the most important phase of home building occurred, when sandstone was called into use for dwellings of severe but distinguished design. "Mount Braddock," belonging to Isaac Meason, the James Miller house, and Alexander Johnston's "Kingston," illustrated here, are handsome houses with stone walls of variegated color and pattern.

1. Mount Braddock, an extraordinary house near Uniontown, was built in 1802 by one of the first craftsman-architects, Adam Wilson. The ironmaster, Meason, brought this expert carpenter, stone-mason, and landscape designer from England and he created a fine example of a gentleman's estate; of course the original entrance drive trees and the gardens within the stone walls have long since disappeared. The house itself has a formal facade with a stone pediment as its feature—its well-handled design and execution of raised ornament are unique in this period of western Pennsylvania building. Carved exterior woodwork was largely confined to cornices and doorways. The use of balanced wings at the sides instead of the rude outbuildings customary at the time is notable, too.



2. Among several houses in Pittsburgh, "Picnic House," built for William Croghan around 1835, can be singled out for its elaborate ballroom; the entrance end, illustrated here, has remarkable wood and plaster ornament. Mordecai van Horn came from Philadelphia to execute the carving, which is large in scale and consistently well done; the carving of the wooden Corinthian capitals is notable. Standing columns and full length mirrors along each wall, lighted by candles set in an oversize bronze and crystal chandelier, created an effect of dazzling splendor. Reputedly the chandelier was the work of William Eichbaum, glass cutter to Louis XVI before he came to Pittsburgh to work in James O'Hara's glass plant.

7

3. The dining room of the Albert Gallatin house, built in 1789 near

The Mansion on Shockhoe Hill

IN A LOVELY GARDEN on Shockhoe Hill, in the City of Richmond, Virginia, a tall, gaunt man frequently pitched quoits with a group of his friends. This was the man, John Marshall, who was born in the county of Fauquier, Virginia, on September 24, 1755, and in middle life became Chief Justice of the United States Supreme Court.

He had served as Captain in the Continental Army and also as Deputy Judge-Advocate, and saw active service at Brandywine, Germantown, and Monmouth.

John Marshall's favorite sport was quoits and when in Richmond he seldom missed any of the famous Quoit Club barbecues at Buchanan's Spring. At these gatherings he relaxed, and songs and story-telling were the pastimes into which he whole-heartedly entered. On one occasion he attended the meeting of a quoit club in a Philadelphia tavern, where members and guests were called upon to speak in rhyme, extemporaneously. Noticing several Kentucky Colonels standing at the bar, John Marshall remarked:

"In the Blue Grass region, a 'paradox' was born, The corn was full of kernels and the 'Colonels' full of corn."

The garden mentioned above has long since vanished, but John Marshall's house still stands. It was built in 1795 and with its massive brick walls and lofty, spacious rooms, is a simple but commodious example of Colonial architecture.

In order to preserve it as a permanent memorial, the General Assembly chartered the John Marshall Memorial Association, organized to keep it in its original form, as a depository for furniture, books, portraits, manuscripts, and other belongings connected with the life of the great jurist.

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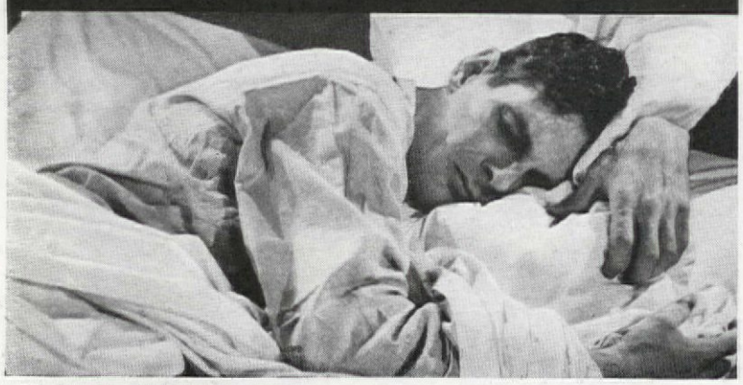
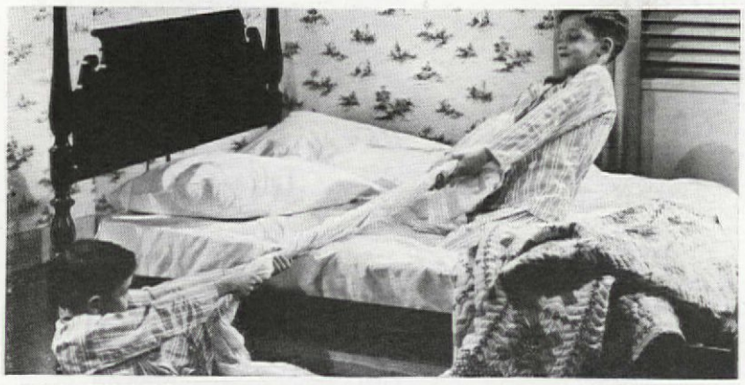


FATHER FIGHTS 'EM! How that man thrashes around! Yanks his sheets—winds himself up like a cocoon. He used to growl about thin, flimsy sheets until his mother tipped me off to Pequots. No wonder he likes their grand, firm texture. I do myself. Pequots look so rich—and it's simply amazing the way they stay fresh-looking and smooth.

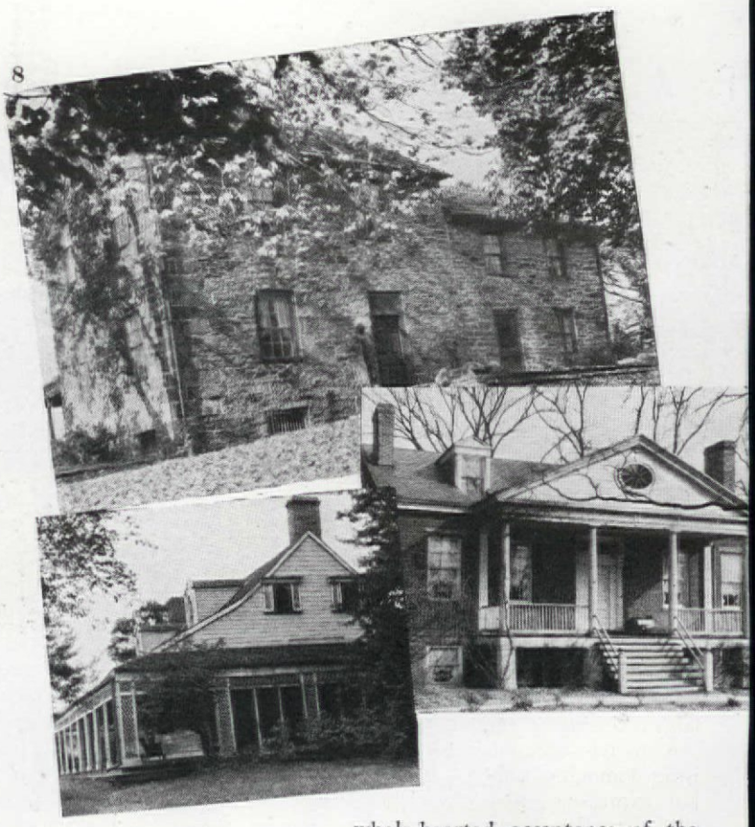


THE TWINS TUG 'EM! Our boys' sheets lead a hard life—I guess any Mother knows that. I don't know how sheets can hold out year after year with this kind of punishment, but Pequots do it! And they never get that fuzzy, *cheap* look. It keeps us busy replacing *clothes* for these young athletes of ours . . . thank goodness I've found sheets that can take it!

MAMMY MAULS 'EM! Our washings are big . . . sheets don't get any favors from Mammy. But Pequots don't ask favors. They seem to be woven so close and firm that they keep their crisp, firm "feel" and beautiful whiteness after countless washings. If you like nice sheets mind your P's and Q's . . . get Pequots! PEQUOT MILLS, SALEM, MASS.

PEQUOT SHEETS AND PILLOW CASES

IT'S HARD TO WEAR OUT A PEQUOT



New Geneva, Fayette County, by Jefferson's Secretary of the Treasury, exemplifies a typical interior of this post-Colonial era. Wood wainscoting, applied full height, was always confined to the fireplace end of the room. With this important position, the mantel grew more elaborate.

4. The Nicholas Way house in Sewickley, built in 1838, exemplifies another popular type of residence reflecting the Maryland and Virginia "Adam" influence just prior to 1800. It has an English basement with the first floor elevated from the ground, the kitchen and dining room located in the basement and lighted by large windows. The front portico is topped by a large gable simulating the classic pediment and ornamented with an oval window.

5. In northwestern Pennsylvania, settled by large colonies of Connecticut "Yankees," there was a whole-hearted acceptance of the Greek Revival style. The house of Dr. James White of Hartstown, Crawford County, built in 1835, has the typical facade adapted from Greek temple design. The

SUPERIOR FIREPLACE

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A COMPLETE FORM
(from hearth to flue) **around which it is easy to build** a new or remodel present fireplace. *Cut fuel bills—correct smoke troubles.*

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Mail your free, 12-page book, and full details of "Automatic Heat Which Pays for Itself". I live where hard coal is available.

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*Street Address*_____
*City*_____ *State*_____

5

gable is turned to the front and treated as a pediment with ornamental pilasters under it. Such houses often simulated stone by using flush boarding or painted brick to produce the effect of stone masonry.

6. In the second quarter of this century, Greek Revival characteristics dominated builders' designs, causing them to swerve from simple but expressive stone construction to the new and elegant Federal classicism. The William Lyon house, built in 1833 in Bedford, east of the Allegheny ridge, and now used as a hospital, is an excellent product of this style. The one story portico has sturdy columns bearing a Doric entablature, while the square-headed entrance doorway, with sidelights and transom, is a notable Greek Revival feature.

The heavy entablature at the roof level was proportioned to suit a large free-standing colonnade or a surface treatment of pilasters and pediment.

5

6

7. When Alexander Johnston sought to replace his old homestead in County Tyrone, Ireland, by building "Kingston House" in 1813 near Latrobe in Westmoreland County, Pennsylvania, he used local stone and built one of the best farmhouses around.

8. The James Miller house, South Park, near Pittsburgh, was built as a country residence in 1808, and represents an honest, direct use of stone, not connected with traditional formality.

Photographs courtesy, "The Early Architecture of Western Pennsylvania" by Charles Morse Stotz, published by William Helburn, Inc., for The Buhl Foundation, Pittsburgh.

● WEISWAY is the answer for families that have outgrown the bath facilities in present homes and for those planning new homes. For Weisways are complete, self-contained baths, easily, quickly installed in less than a 3-foot square. Guaranteed leakproof; patented no-slip floor of vitreous porcelain. Models for the simplest to the most luxurious homes.

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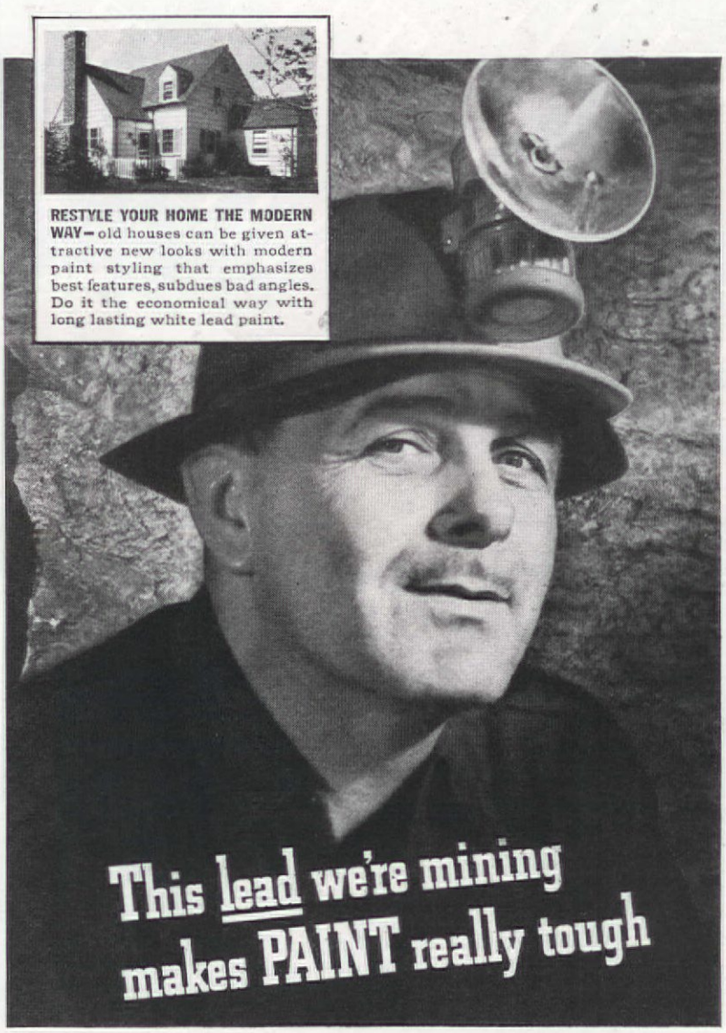


YOU don't have to be a miner to know that lead is one metal that isn't much affected by climate. That's why it's used so much in work that has to stand off weather.

Well, paint takes a steady beating from sun and rain, too. So it's easy to see why good painters use white lead—made from lead—when they want to mix a tough, weather-fighting paint.

For white lead paint, like lead, can take a lot of punishment. It lasts for years—doesn't crack and scale—wears away slowly and evenly.

White lead makes smooth paint, too—one that brushes on like velvet in a solid coat that protects everything beneath. And white lead paint keeps its even surface as it gradually wears down. You can repaint right over it without the expense of burning and scraping off. That saves one of the biggest expenses in painting!

If you want lasting satisfaction from a paint job it's a good idea to find out how much white lead the paint contains. It's a pretty safe rule to follow: *the higher the lead content, the better the paint!* You can't, for example, get a more durable paint than one containing one hundred per cent white lead. This is the kind good painters mix from lead-in-oil. In many places it is now being sold in prepared ready-to-use form, in white and colors.

The fact is—and you can check with any skilled painter—using white lead paint is a case where the best is cheapest.

PAINTING FACTS MANY FOLKS DON'T KNOW—valuable information about costs, colors, coats in informative booklet "WHAT TO EXPECT FROM WHITE LEAD PAINT." Yours for the asking—send postcard for free copy.

LEAD INDUSTRIES ASSOCIATION
420 Lexington Avenue, New York, N. Y.

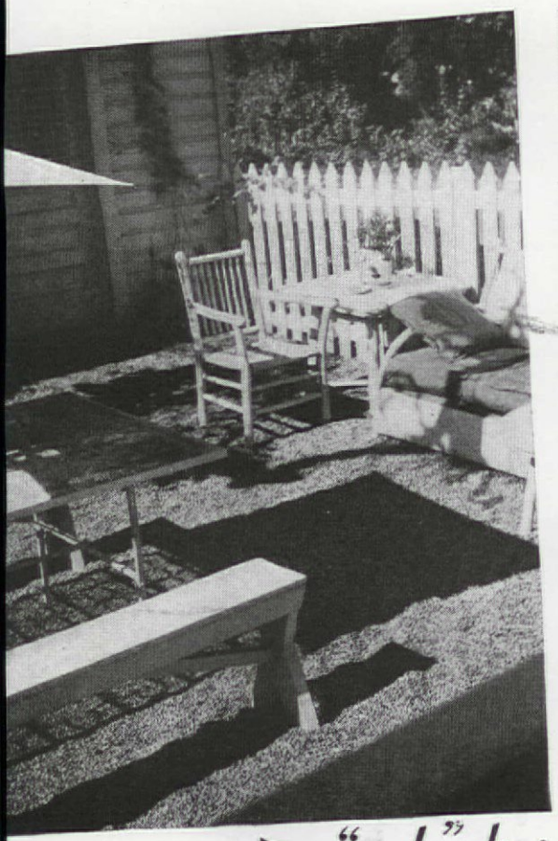
A GOOD PAINTER SAVES YOU MONEY—as an expert craftsman he knows the importance of doing little things right, such as sandpapering unevenly worn surfaces so the new paint goes on smoothly.

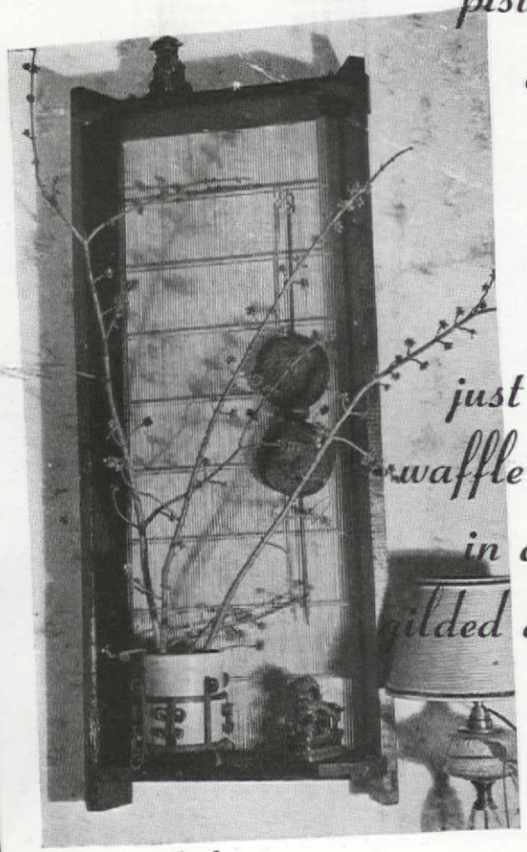
OUR DRAMATIC DEPARTMENT

SOME of my friends are very clever. For instance, Marie, who keeps bedding for overnight guests in a pistachio-green leather chest trimmed in vivid colors and studded with brass nails. This is very decorative before tall old-fashioned windows which are squared with wooden strips and have a matching mirror set between them. Mrs. Hagerman, another smart woman, made lush cushions of blue oilcloth for her outdoor dining furniture, making a charming, useful "room" out of what used to be waste space between garage and back porch. And Rafello, who has lived in China, saw great possibilities in an ordinary gravel-sifter. She painted the wooden frame black, the wire gold, and hung it on her living room wall. The two dragons are Chinese bronze and authentic; the plaque is only an old cast-iron pancake griddle or waffle iron, but it looks pretty fancy in its gilded cage. All of which proves that ideas are what really count, and that they definitely do not have to be million dollar ones to be clever!

There are plenty of other things you can do, too, if you're smart enough to capitalize on your financial limitations and take advantage of amusing novelties your more affluent friends ignore. Take, for example, the plaster candelabrum at the left, one of Marie's "finds." It's so dripping with elegance and atmosphere that no one would ever guess it was picked up for a song in a dusty secondhand shop. The same thing holds true for fat little Victorian chairs that make decorative history when you replace the taupe mohair upholstery with bright red satin. If you insist on having things new and clean to begin with, get a

bedding concealed in pistachio chest!





just a waffle iron in a gilded cage!

"cush" dining on oilcloth, waste space

Gifts ★ HUNDREDS ★ OF UNUSUAL GIFTS FROM THE WHOLE WIDE WORLD —Portugal, China, England, Bali, Holland, etc., some perhaps never to be duplicated.

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NEW BEAUTY for Quilt COLORS WITH SUPER-SNOWY QUILT COTTON

● Even gayest colors look dull over off-white batting. But, they look even livelier over dazzling white Mountain Mist. For many other reasons too Mountain Mist is first choice of leading quilters everywhere. A few are shown on the right. You'll find a lot more when you try it. Buy it at any dry goods or department store.

GOODWILL OFFER: Send only 10c for 10 full size perforated quilting patterns with Quilters' Guide of helpful pointers. Address:
Stearns & Foster Co.
Dept. P-155, Lockland, Cincinnati, Ohio

MOUNTAIN MIST Quilt Cotton

cheap unpainted chest of drawers, do it up in shiny black lacquer and see how smart it will look and how it will perk up a room.

You don't need to stop with furniture, either—there's lots of fun to be had on walls, ceilings, and floors. Mount flowered chintz on the bedroom doors, to match the window valance. Paint circus stripes on the walls and ceiling of your little boy's room. Put a scenic wallpaper on the wall above the living room fireplace. Paint the dining room walls shell pink and you'll be more than ever the glowingly pretty hostess against a really flattering background!—MARION HOLDEN BEMIS

IF OLD roll top desks only knew their possibilities! We took one about 3' wide and turned it into the modern desk and cabinet combination which is shown in the photographs above.

The "roll" was removed and placed vertically on arc-shaped tracks; the original top made a front panel. This unit, backed with wallboard and fitted with rounded shelves, was placed 6" out from one wall and 18" from the adjoining wall. The 6" space between wall and cabinet is where we store card tables, projection screen, and game boards. The 18" unit is another storage compartment. Over all we fitted a top of smooth 7/8" x 12" boards, surmounted by a step bookcase in the corner. It is finished in off-white enamel with chocolate brown pulls.

And we did not throw away the bottom half! After the holes left by the removed roll top were filled in with dowels and plastic wood, it made a very fine flat top writing desk. It certainly is a great satisfaction to see a "white elephant" turn into good looking, useful pieces of furniture—and at practically no cost!

This, however, is not the end of the story. All of our friends made such complimentary comments that my husband beamed with success, was practically ready to give up his law practice and go into the cabinet making business. In fact he did set up a kitchen work shop and built three new cabinets for me! I don't say that I'd want a carpenter for a husband, but it is nice to have a handyman around the house—especially when he had never before so much as tacked picture hooks into the wall. There's inspiration for you, even if you are a novice!

—EDITH SCHMIDT

I MADE IT STICK WITH CASCO

No. 24

SAVE THE COST OF A NEW KITCHEN TABLE

Modernize your kitchen! Fasten new, attractive linoleum to that old wood table-top—with Casco Glue. It's easy to use. No mess. Just add Casco Powdered Casein Glue to water—and mix. Makes a strong, permanent, water-resistant bond. It's the glue used by famous cabinet-makers—the standard glue for heavy-duty wood gluing.

AND FOR ODD JOBS IN HOME, SCHOOL, OFFICE

Use Casco Flexible Cement. Contains casein for *strength*—rubber for *flexibility*. Absorbs shocks. Sticks to everything but your fingers.

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CASCO AT ALL HARDWARE STORES

CASEIN GLUE · IN CANS · 10¢ TO 65¢
FLEXIBLE CEMENT · IN TUBES · 25¢

YOU *Can* BELIEVE ALL YOU HEAR . . . WHEN IT'S A *Musette!*

Shown above is the *Louis XV Marquetry Musette* in selected Butt Walnut, richly carved and inlaid with an exquisite design in which over 25 different woods are used. $500 F.O.B. New York City. Other models from $295 F.O.B., N. Y. C. Purchases on Deferred Payment Plan if desired.

WHEN you become the proud owner of a WINTER-MUSETTE, you discover that this new-day piano lives up magnificently to the many claims prominent musicians, decorators and the public as a whole, have made for it. ♩ This instrument's appealingly low, graceful lines and distinguished styling—each model is a charming adaptation of an authentic Period design—show, at a glance, why it has been hailed as "*America's most talked about and copied piano.*" ♩ And its rich, beautifully modulated voice and exquisitely responsive action are brilliant justification of the statement heard over and over again, "Only the *WINTER-MUSETTE* brings out the full tonal beauty of every note." ♩ Furthermore, the WINTER-MUSETTE offers you *value*—exemplified both by low initial cost and long years of trouble-free service—such value, in fact, as could only be sponsored by America's *largest* piano manufacturer.

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ESTABLISHED 1899

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Mail this coupon for your copy of Winter & Company's beautiful new catalog.

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863 East 141st Street, New York City

Please send me the Winter-Musette Catalog showing 16 authentic Period Models.

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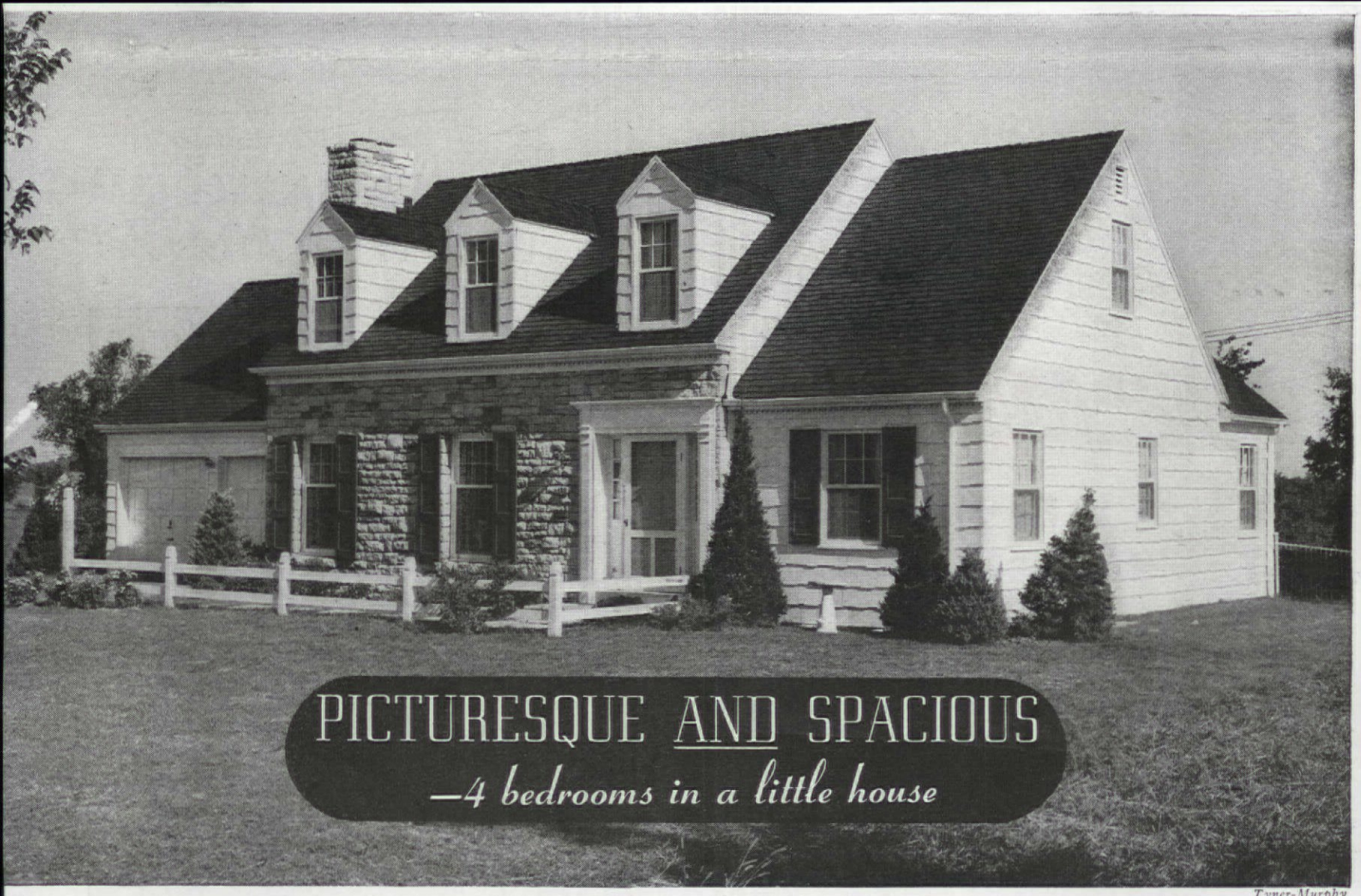


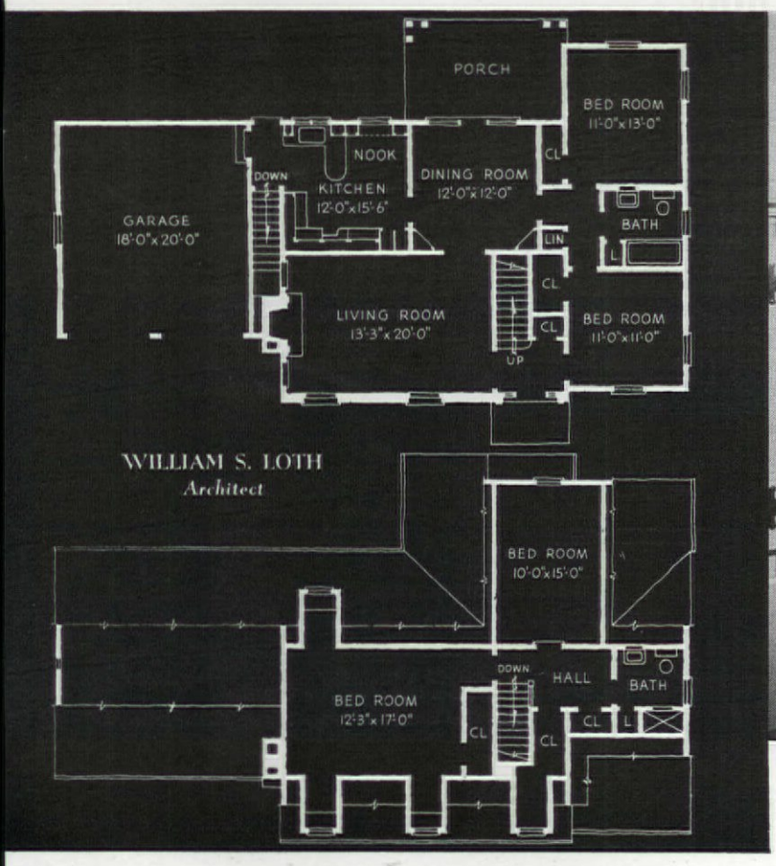
PICTURESQUE AND SPACIOUS

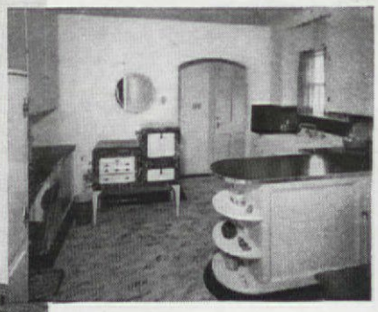
—4 bedrooms in a little house

Tyner-Murphy

A LOT of room as well as a lot of charm was tucked into this fresh-faced home. It almost seems as if sleight of hand or a shoehorn had been used because it has a whopping good living room, well-spaced dining room, superlative kitchen, enclosed porch, basement playroom, two-car garage, *four* pleasant bedrooms, two and a half bathrooms; an agreeably generous number of comfortable, well-related rooms for a one and a half story Cape Cod type of house. Eye appeal is evident, too, in its snug low lines, the white shingled wings, the rough stone front, the high dormers, farmhouse rail fence, white Colonial doorway, bottle green shutters, wide windows, wrought-iron name sign and ship's lanterns. The house is exceptional because its picturesque exterior hasn't been achieved at the cost of mean rooms.

BUILDING DATA: *Location:* 80'-0" x 135'-0" hilltop site suburban to Kansas City, Missouri. Rear garden borders golf course green. *Foundations:* Reinforced concrete, rubble stone. *Walls:* Stone veneer front wall and chimney, 24" butt shingles on remaining walls. Interior, lath and plaster. *Roof:* Shingles stained black. *Insulation:* 4" wool fill. *Windows:* Wood frame and sash. *Flooring:* Red oak; linoleum in bath, kitchen. *Trim:* White pine stained honey color in living room, dining room; white elsewhere. *Color scheme:* Black roof, white side walls, green shutters. *Heating:* Gas fired furnace, forced air system.



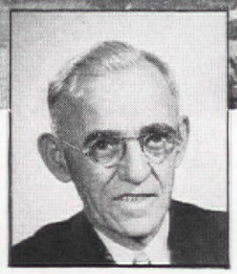


Kansas City home of Mr. and Mrs. Charles C. Carroll

J-M Asbestos Roofing and Siding Shingles Give Lasting Beauty...

WON'T ROT OR BURN—REQUIRE NO PAINT TO PRESERVE THEM

LONG ISLAND HOMES SHOWERED BY INFERNO OF BLAZING GASOLINE



AND HERE'S THE INSIDE STORY behind the news as told by John Borchert of Bellerose, Long Island. "*J-M Asbestos Siding Shingles,*" he says, "*prevented my home from burning to the ground—saved a whole row of houses from almost certain destruction.*"

LAST June 17th, millions of newspaper readers were shocked by a double plane crash at Bellerose, L. I. During maneuvers, two big planes had locked wings at 2,500 feet . . . hurtled to earth . . . burst into flame . . . rained burning gasoline on suburban homes.

Those were the published facts, as far as they were reported.

THE STORY BEHIND THE NEWS

But behind this news is the story of Johns-Manville Asbestos Siding Shingles (as reproduced in the background of this page) and how they prevented an even greater fire, far greater property damage and loss of life. "*One plane,*" says Mr. John Borchert, an eyewitness, "*landed about 35 feet away from my house. Gasoline exploded—flames leaped 200 feet in the air. Gasoline burned all my awnings and shrubs.*

"*In a short time the gasoline on the houses burned itself out. The trim continued to burn but the asbestos shingles remained intact. I thought to myself if there was ever an endorsement of J-M Asbestos Siding Shingles—this is it!*"

There's the *unpublished* story of this unfortunate accident—the story of the asbestos shingles similar to those shown on this page. And note that Johns-Manville Asbestos Shingles have in addition to their amazing fireproof qualities all the *beauty* of weathered wood, the permanence of stone and that they need *no paint* to preserve them.

Wouldn't you like to know more about how these shingles will completely transform your home?—How little they cost?—How easy they are to apply over old sidewalls? Then send for "The Home Idea Book" now.

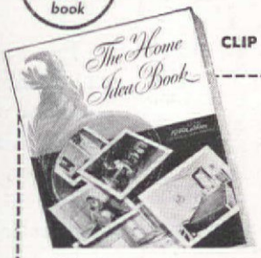
HUNDREDS OF NEW IDEAS

The 1940 "Home Idea Book" tells the whole story of how science created J-M Shingles. In addition it is a storehouse of helpful information for home owners. Brings you 20 new Guildway Houses, with floor plans. Gives latest facts about modern FHA monthly finance plans for new homes and remodeling old ones . . . Latest ideas on building extra rooms in attic or basement with smartly colored Insulating Board . . . How to transform the outside of an old house . . . How to end the cracked-ceiling problem . . . How to make your home more comfortable the year around —save up to 30% in fuel bills with Rock Wool Home Insulation. This 1940 "Home Idea Book" is fully illustrated in color—is easily worth ten cents just to look through!

Why not send for your copy today?

Here are the houses nearest the plane after the fire was under control . . . "*I can't stress enough the terrific intensity of the heat,*" says Mr. Borchert. "*The sidewalk pavement 'cooked' and spat blisters. We all had to back away to a distance of 200 feet. There's no doubt in my mind that J-M Asbestos Siding Shingles saved these homes.*"

10¢ brings this valuable book



10¢ brings you the new 1940 "Home Idea Book." Fully illustrated; very latest ideas on color treatments; remodeling; 20 new Guildway Houses with Floor Plans; home-financing facts.

CLIP and MAIL COUPON TODAY!

JOHNS-MANVILLE, Dept. AH-10, 22 E. 40th Street, N. Y. C. (In Canada, address: Dept. NY, Canadian Johns-Manville, Toronto 6, Ont.)

Enclosed find 10 cents in coin for my copy of "The 1940 Home Idea Book."

I am interested in ☐ a J-M Asbestos Roof; ☐ J-M Asbestos Siding. I would also like special information on ☐ building a new house; ☐ remodeling; ☐ Home Insulation; ☐ Decorative Insulating Board.

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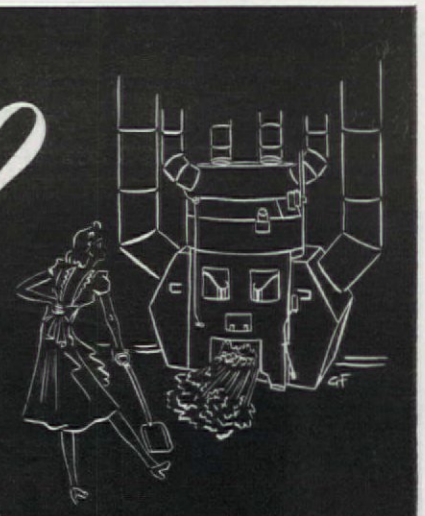
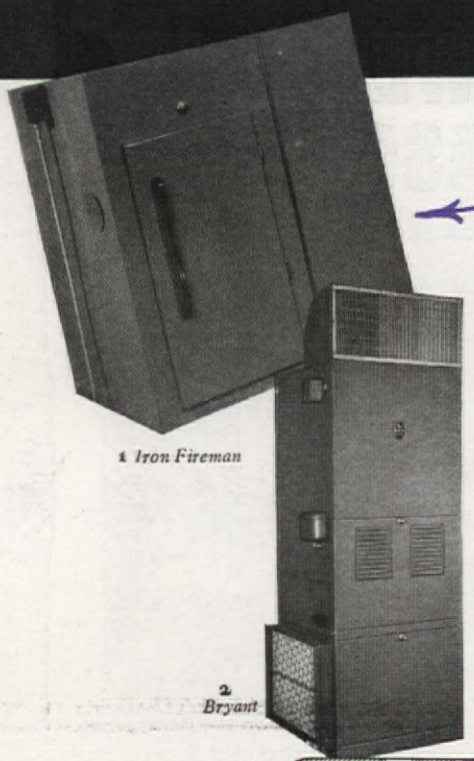
JOHNS-MANVILLE BUILDING MATERIALS

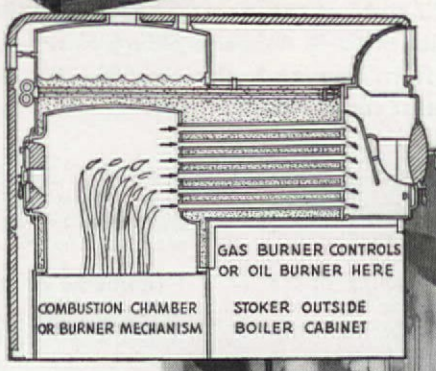
READY *for winter?*





1 *Iron Fireman*

2 *Bryant*



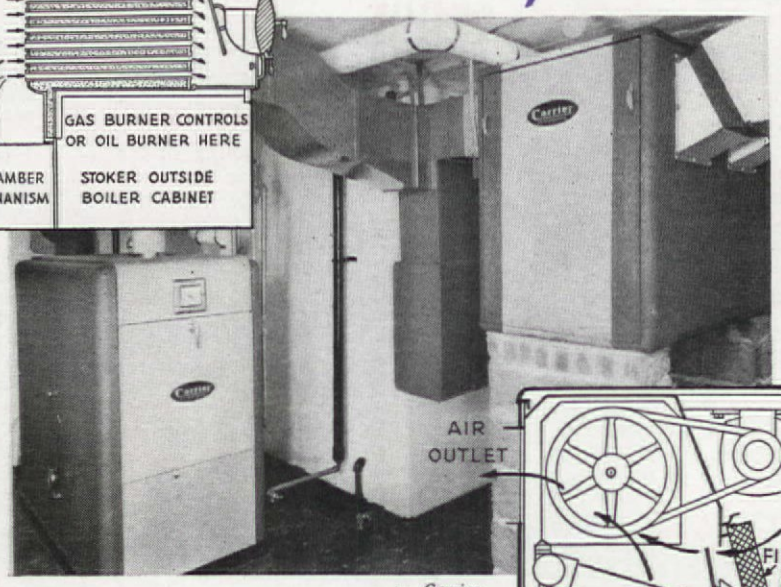
HARRY M.
HITCHCOCK

SINCE you can't grow a heavy fur coat for the winter like some fur-bearing animals or hibernate like others, or fly South like our little feathered friends, it's high time you started thinking about keeping yourself and your house warm this winter if you live in the colder parts of this country. Whether you use your existing heating system for another winter, install a new system or have to decide on proper heating equipment for a new house, you ought to know something of what can be done to heat and condition the air in your home comfortably. Today it isn't just a matter of getting the house hot; the air should be heated only to moderate, healthful temperatures, and in addition it should be kept sufficiently moist, it should be circulated adequately, and it should be filtered or cleaned. This combined process constitutes what is known as "winter air conditioning," an apt and proper term, although to many persons "air conditioning" still signifies summer cooling only, and is mentally associated only with theaters, the stores, and railroad trains.

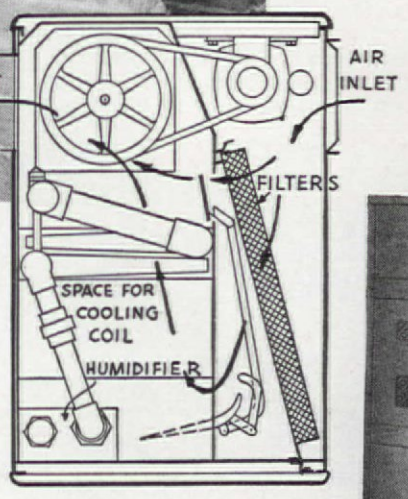
The basis of winter air conditioning equipment is the actual heating system itself; the furnace, ducts and registers if it's warm air heating; the boiler, pipes, radiators, or convectors if it's hot water, vapor, or steam heating. Some one of these systems or a combination of them are what you probably have in your house now, or what you will choose from if you are installing new equipment. Which is the best, you may ask? That is a question which depends principally on your individual house, on its size, number of windows, amount of insulation, and the design and nature of the house, on its materials, whether it's one story high, long and low, or whether it's compactly built in two stories under one roof—the latter type is more easily heated. In any case, you'll get the best advice from a man engaged in heating equipment installation or an architect or heating engineer who can examine your house at first-hand. And he'll probably tell you that equal in importance with your choice of heating system is proper installation, for satisfactory functioning depends on it.

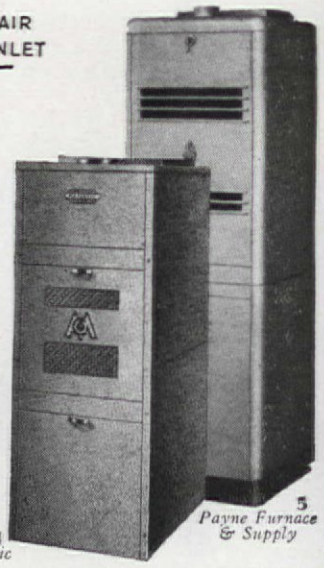
The other half of winter air conditioning covers the actual processes of heating, humidifying, circulating, filtering the air, and also the control of these functions. "Comfort" in the home is the goal in heating and conditioning the air. But it's a somewhat nebulous term. Just how much air conditioning affords "comfort" in *your* home and how do you get it? What would the heating engineers who have developed the heating, humidifying, circulating, and filtering processes consider comfort for you and your house? Assuming (as a great many of us would have to) that the equipment in your existing house falls considerably short of their standards, what can be done to improve what you've already got?

Encouraging news is the fact that the engineers are less high-falutin, less arbitrary in their ideas of what we actually need to keep comfortable in our homes during the winter than they were a year or so ago. They have learned more about what constitutes practical equipment for the



3 *Carrier*





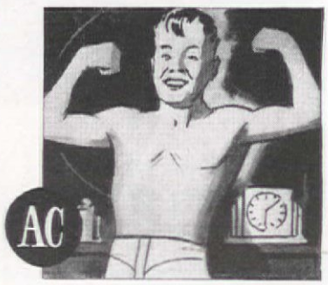
4 *Majestic*

5 *Payne Furnace & Supply*

1. Furnace, stoker, humidifier, circulator, air filters complete in one large unit for warm air conditioning. 2. Smaller unit showing filter, duct. 3. Complete equipment for winter heat, summer cooling. Sectional drawing of furnace and also of air conditioner. 4. Oil or gas fired unit for smaller home; blower circulates warm air. 5. Especially for basementless house is this gas fired, forced air unit

Cold when you get up, if you save fuel by manually lowering the setting of the ordinary thermostat at night.

From the thousands who have already installed the Minneapolis-Honeywell Chronotherm, come enthusiastic comments such as these: "It has revolutionized my heating system;" "Wouldn't know I had a heating plant;" "Chronotherm's automatic night shut-down and morning pick-up feature will soon pay for the instrument through fuel savings;" "It will give me over 150 hours extra sleep each heating season;" "Chronotherm with its handsome, modern appearance and clever numeral clock is very attractive and an accurate timepiece." You are paying for the automatic economy, comfort and convenience of the *new* Chronotherm . . . why not order it installed by your heating dealer now?



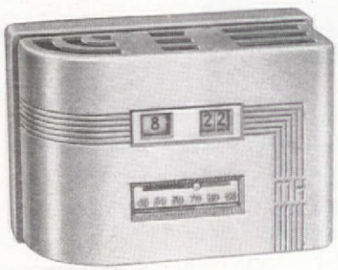
Warm when you get up, because heat is automatically turned up in the morning after the night shut down.

Always dependent upon human memory to change manual thermostat from night setting to day comfort level.

Free!

INSTALL AUTOMATIC HEATING

Your heating dealer can show you why automatic heating is the greatest luxury you can have in your home . . . and yet an absolute necessity. And he can show you how today's automatic heating may use no more fuel than hand fired heating.



SENSATIONALLY LOW PRICE

Only $18 more than a manual thermostat with new installations. For modernizing your present plant, only $29. A small charge for installation in either case.

Now!

A HEATED QUESTION ANSWERED

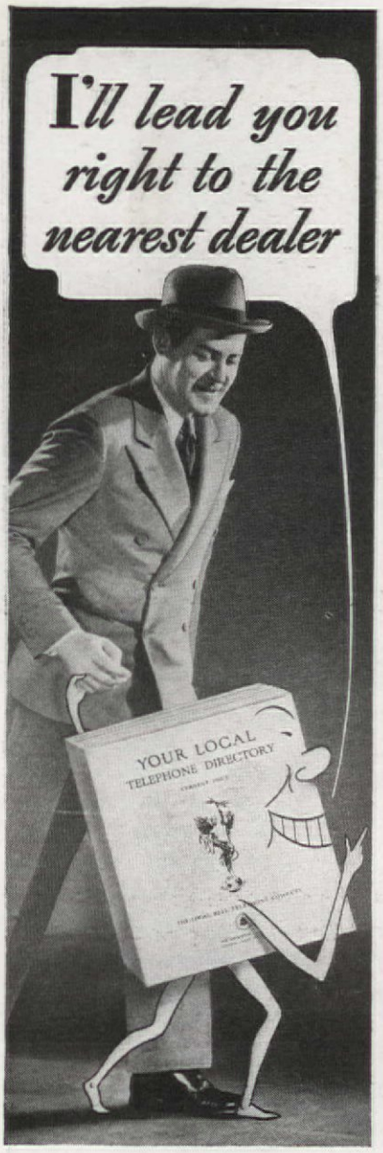
Send for this interesting 20 page booklet on Chronotherm fuel saving. Minneapolis-Honeywell Regulator Company, 2737 Fourth Ave. S., Minneapolis, Minnesota. Canadian Plant: Toronto, Ontario. European Plant: London, England.

Comfortable always. The Heat Acceleration principle checks temperature changes before they are apparent.

Fuel bill too high . . . heat is wasted through excessive temperatures during sleeping hours when heat is not needed.

THE *New* MINNEAPOLIS-HONEYWELL
CHRONOTHERM

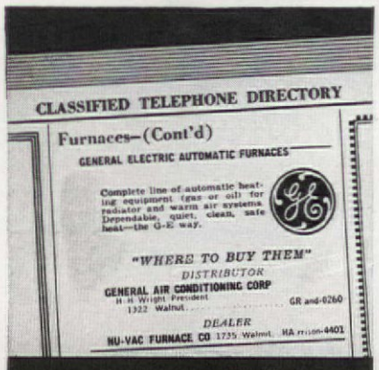
Fuel bill reduced by automatically lowering temperature at night and by eliminating wasteful overheating.



LOOK IT UP IN THE CLASSIFIED FIRST

The "yellow" pages of your telephone book will tell you exactly who sells that advertised brand.

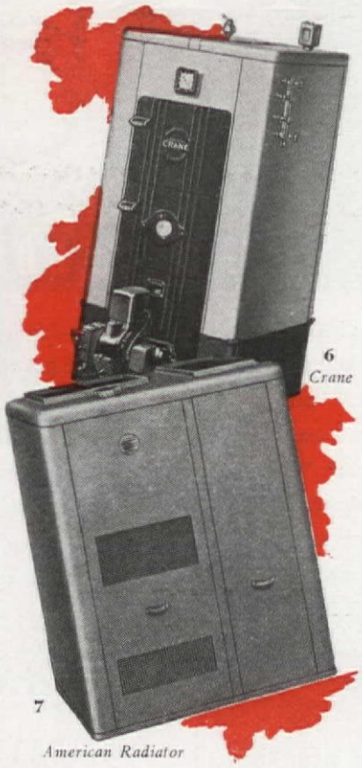
It's also the handy way to get quick action for your many other requirements—Fuel Oil, Oil Burners, Stokers, Water Heaters, etc.



Note reference to Classified in G-E Furnace advertisement on page 3.

home, more about its application, and a lot more about human nature. They've learned that it's one thing to set up scientifically accurate temperatures and humidities and quite another thing to tell highly individualized groups of persons what is "correct comfort" for them—they now appreciate the fact that individual differences in physical make-up, differences in metabolism, skin characteristics, etc., as well as different clothing weights, make one fixed standard of comfort impractical. But they have been able to arrive at some helpful general standards.

1. **TEMPERATURE**—A little variation rather than a fixed standard is desirable in the amount of heat you supply to your rooms. If the temperature is kept between 69 and 73, or 68 and 72 degrees Fahrenheit, averaging perhaps 70 or 71, it should be comfortable for everybody.



6 Crane

7 American Radiator

6. Oil burning unit for hot water system includes controls, water heater. 7. Another unit for moderate-size homes is this warm air, gas burning equipment

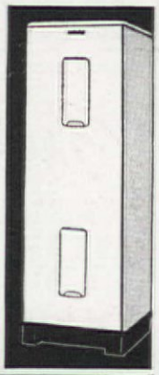
2. **HUMIDITY**—There was a time when the main argument among heating engineers was whether the correct figure for relative humidity in the home was 40 per cent or 45 per cent. No one seemed to doubt that there was some one ideal point which should be rigidly maintained. Now we know that humidity doesn't need to be nearly so high as we believed, and we also know that considerable variation in humidity, provided it is properly co-ordinated with the temperature, makes little difference worth bothering about. It shouldn't fall below 25 per cent and the best range is probably between 30 and 35 per cent. You can figure roughly that a ten per cent difference in relative humidity is equivalent to one degree difference in temperature, as far as your comfort is concerned. You will feel equally comfortable at 69 degrees with 40 per cent humidity, or 70 degrees with 30 per cent humidity.

Hotpoint Electric Water Heater Takes Care Of Every Household Need

ENJOY HAVING an abundance of hot water always available for bathing, laundering, cleaning and every other household need! Today's Hotpoint Electric Water Heater gives you this luxury at a price you can afford! Electricity heats water safely, automatically, economically! Smartly styled models—suitable for kitchen or basement installation—are easy to buy on Hotpoint's Friendly Finance plan. Before you build, modernize or replace that old water heater—send the coupon for free booklet!

Hotpoint Water Heater Better In 6 Big Ways!

1. **SAFER**—No matches, flames, fumes or danger!
2. **CLEANER**—No soot—no fuel dirt.
3. **FASTER**—Calrod Unit—immersed in water—transfers heat instantly.
4. **DEPENDABLE**—Thermosnap controls temperature automatically.
5. **THRIFTY**—Heavy insulation reduces heat leakage—assures low operation cost.
6. **AUTOMATIC**—Hot water service 24 hours a day. Install it and forget it.



Investigate low electric water-heating rates in your locality!

Hotpoint

ELECTRIC WATER HEATERS

RANGES • REFRIGERATORS • WASHERS • IRONERS
CLOTHES DRYERS • ELECTRASINK • DISHWASHERS

Edison General Electric Appliance Co., Inc.
5607 W. Taylor Street, Chicago, Illinois
Kindly send me free booklet describing Hotpoint Electric Water Heaters.

Name_____
Address_____
City_____ State_____

MAIL COUPON NOW!

8 Spencer

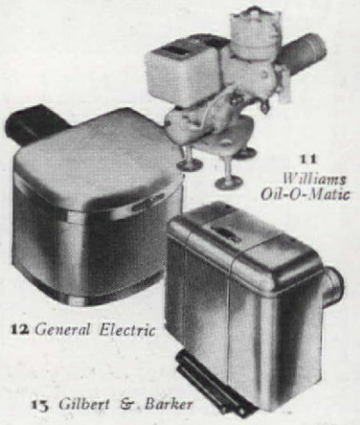
9 General Electric

10 Kewler

8. Steel tubular boiler for hot water residential heating: oil, gas or stoker. 9. Gray enameled furnace for steam, vapor systems; oil fired; hot water optional. 10. Water surrounds fire box in moderate-size, oil burning, hot water boiler equipment

3. **AIR CIRCULATION**—Winter or summer the air in every room of your house should be in constant

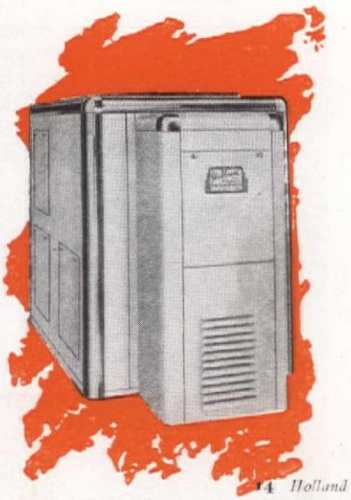
11, 12, 13. Three oil burners that supply fuel automatically



11 Williams Oil-O-Matic

12 General Electric

13 Gilbert & Barker



14 Holland

14. Oil fired, warm air furnace conditions air all year round

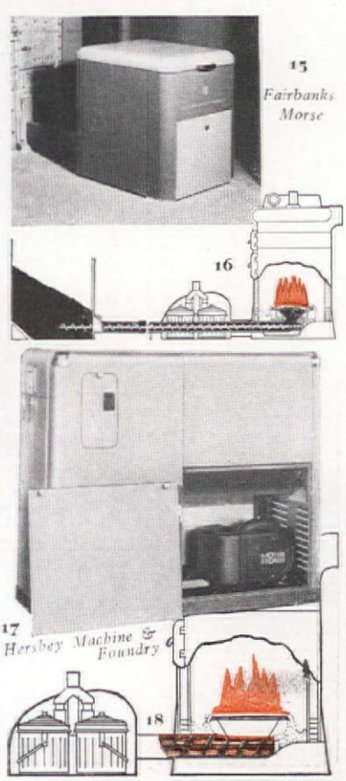
gentle motion to avoid stagnant air. Air circulation is calculated in terms of the number of complete air changes in a room in an hour or in terms of the movement of air. There should be from four to six complete air changes per hour and the rate of air movement should be not less than 25 or more than 50 cubic feet per second. Air movement need not be precisely measured by the householder—if it's as low as 25 cubic feet per second few persons would detect any air motion while a movement of 50 cubic feet per second would be a considerable, very evident draft.

4. **AIR FILTERING**—Finally, some specific means of purifying or filtering the air you breathe in your home should be provided. It should be effective enough to regularly remove nine-tenths of the dust carried in the air, and a considerable amount of bacteria.

If you are starting from scratch, selecting equipment for your new house, you'll find it in a wide range, built according to quality standards, designed for complete and efficient winter air conditioning, economical of space and fuel, and priced anywhere from approximately $300 to $500.

But if you have an existing heating system your problem is most likely one of converting it into a winter air conditioning unit; that is, if the age and efficiency of the furnace, the age and value of the house warrant it.

Coal stokers for automatic fueling of coal burning furnaces. 15. Neat hopper model holds coal supply. 16. Sketch shows screw conveyor type which carries coal from bin to furnace. 17. Stoker for hard coal is built in furnace case. 18. Ash removal screw takes ash out to the cans



15 Fairbanks Morse

16

17 Hershey Machine & Foundry

18

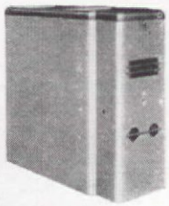
HOUSE HEATING *too* HAS CHANGED

.. Learn How and Why Before You Buy!

E. L. Payne

SOME home buyers and builders actually are accepting "1915-model" heating today, unaware that heating *also* has been revolutionized. ☆ *PAYNE* Furnaces, like modern automobiles, are designed by skilled engineers, built in superbly equipped factories, tested in laboratory "proving grounds," distributed by nationwide sales and service outlets. ☆ *PAYNE* asks only this: Before deciding on *any* heating equipment, see your *PAYNE* Dealer or write for details.

⟹ *PAYNE ZONEAIR for controlled warmth, room by room. PAYNE also offers Floor Furnaces, Modern Console Heaters, Zoneair Units, Forced Air Units, Gravity Furnaces.*



PAYNEHEAT

Mail this coupon today!

PAYNE FURNACE & SUPPLY CO., INC.
BEVERLY HILLS, CALIFORNIA

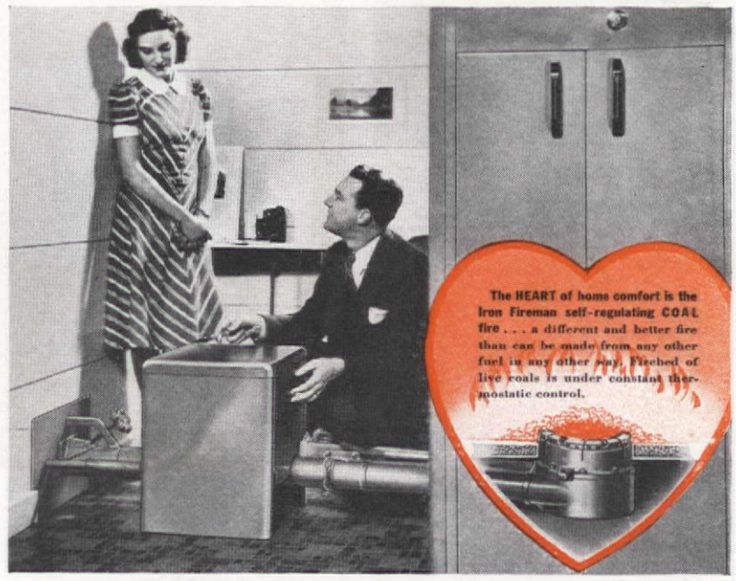
Without obligating me, send information on *PAYNEHEAT* for a _____-room house.

Name_____
Address_____
City_____ State_____

SAH

"Iron Fireman-ize"

NOW ..... before winter cold clutches Your Home



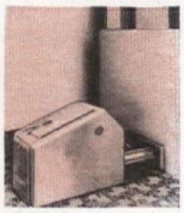
An IRON FIREMAN STOKER *gives abundant automatic low cost heat*

NOW AS LOW AS $179.50 complete with controls; plus freight and installation. *Coal Flow* 8226. Terms as low as $5.93 a month with small down payment. (Slightly higher in Canada).

Start the new heating season *right*. Let us install an Iron Fireman automatic coal stoker in your present furnace or boiler. Just set the thermostat for the day temperature and the night temperature you want in your home during the winter . . . and then *relax!* You can *loaf*, while Iron Fireman tends the fire night and day, providing you with the steadiest heating obtainable at any price.

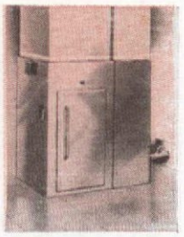
With an Iron Fireman at work in your home, you will get 30 minutes' extra sleep each morning, for there is no need for a morning trip to the basement to rebuild the fire, add fuel, or shake the grates . . . you will enjoy new freedom from furnace drudgery.

Don't wait longer for automatic heating. See the new Iron Fireman for small homes. Install Iron Fireman now—the product of the world's largest manufacturer of stokers for homes, buildings and industrial plants.



HOPPER MODEL. Feeds from closed hopper. Can be installed in your present solid-fuel boiler or furnace.

UNIT HEATMAKER. The modern room-furnace, with built-in automatic coal stoker.

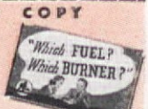


SELF-FIRING FURNACE. Complete Winter Air-conditioner; feeds itself with coal from bin! Heats, humidifies, filters and circulates air.

IRON FIREMAN
AUTOMATIC COAL HEATING

RUSH COUPON FOR FREE COPY

Mail this coupon for your copy of "Which Fuel, Which Burner." . . . A valuable guide to selection of heating equipment.
IRON FIREMAN MANUFACTURING CO.
Portland, Ore.; Cleveland; Toronto.
Mail to 3327 W. 106th Street, Cleveland.



*Name*_____
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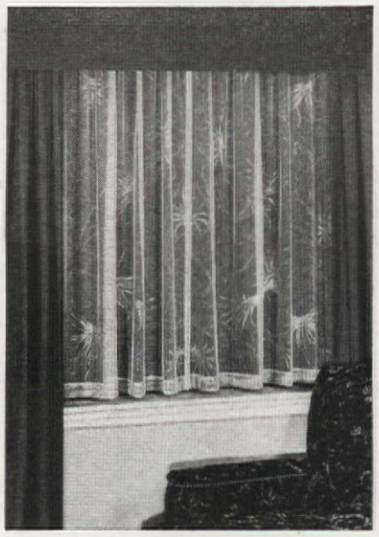
May be pasted on 1c postal



QUAKER PRESCRIBES

a positive cure
FOR WINDOW PAINS

Your windows will be the *highspot* of your home with Quaker net—and how inexpensively! There are hundreds upon hundreds of Quaker net curtains to choose from... designed for your own rooms ... styles that reflect perfectly *your* taste in design, color, size, texture, and in spirit. Turn those plain-Jane windows of yours into beauty spots! Look for Quaker net curtains at your favorite store. From $1 to $8 a pair; from 75¢ to $4 a panel.

Above, No. 2433. Below, No. 2347

HERE'S YOUR PRESCRIPTION

Forty photographs showing the happy solutions to unusual window problems. Ask for booklet 10A. Send 10c (stamps or coin) to cover mailing costs.

QUAKER LACE COMPANY
330 Fifth Avenue, New York

QUAKER *for quality*

LACE DINNER CLOTHS
NET CURTAINS • SILK STOCKINGS

EDNA DEU PREE NELSON

TEA caddies did not start in the kitchen. They were once aristocrats, cherished by grande dame and noble, brought forth proudly from locked cabinets on occasions when the luxury of tea was to be indulged in. That was back in the seventeenth and eighteenth centuries when tea was scarce, extremely costly, and the height of luxury.

To the indefatigable Dutch traders, in particular the Dutch East India Company, can be traced the importation of tea and caddies into Europe, thence into England. About 1650 England adopted tea drinking. Imported from the Orient along with the herb were exquisitely fashioned caddies of porcelain, in shape like scent bottles or ginger jars. They had stoppers of porcelain and were blue and white ware or decorated with such a wealth of color as to entice any beholder. The women loved them!

One of the first of the English potters to make and market tea caddies was Worcester. Others followed, all of them at first reproducing with fidelity the blue and white Chinese ware, gradually departing from the forms of scent bottle and ginger jar to other

A
Valuable Book
for the Home

Every home should have a household inventory. It's the easiest way to see what your home is worth to you. It's the best way to determine how much and what kind of insurance you should have. It's the surest way of getting your claims settled quickly and fairly.

You Can Have It FREE!

Simply send coupon below or write for our free household inventory — a new improved inventory with lots of room to record everything in your home—your furnishings, silverware, clothes — room by room, plus a complete section for tabulating all your insurance data.

Don't Wait! Get It Now!

The time to start keeping an inventory is *now* — *before* you have a fire or burglary. And don't feel obligated. This is only one of the many services we offer to American homes through our local agents everywhere.

The EMPLOYERS' GROUP
Practically every form of insurance except life
110 Milk St., Boston, Mass.

Gentlemen: Send me without obligation your free "Household Inventory."

Name.....

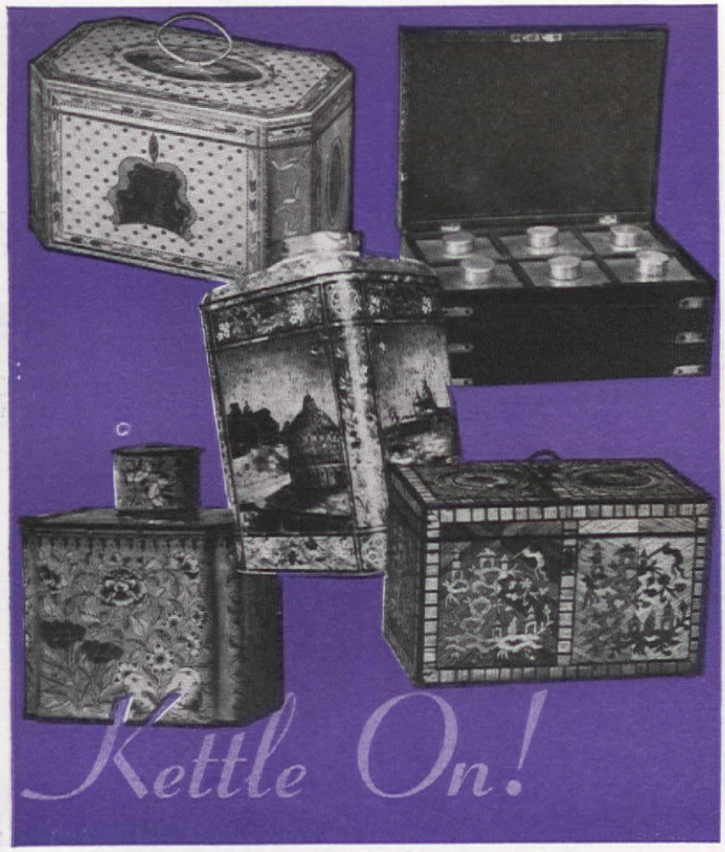
Address.....

.....

designs. Holland offered competition with blue and white ware. Enameled delft, Chinese in character, was particularly beautiful, but scarce. Staffordshire made caddies typically English in type but influenced broadly by Chinese styles; these were sturdy and coarse, but had a certain crude charm. Plump bottles and scent bottle designs are to be found in Old Staffordshire, with the words "green tea" printed on the sides, surrounded by wreaths of bright flowers. Another popular Staffordshire design was the Abraham and Isaac decoration in black and flesh tints.

There were double bottles with two openings and tops of porcelain, highly decorated with bird and flower designs. Sometimes the caddy was oval, with lock and handles attached. Wedgwood caddies of black and highly glazed grass green were popular, while Bristol caddies of white opaque glass were lettered "green," "bodea," or "hyson" to designate the various kinds of tea then in use. Liverpool caddies were sometimes covered with ladies dressed à la Pompadour and gentlemen in knee breeches and jeweled garters. There were the Leeds caddies, painted with floral designs and often labeled "Herb Te."

SILVERSMITHS and cabinetmakers began figuring what they might do, and got their hands on a profitable accessory business. Silver, Sheffield plate, pewter, and wood caddies began to supplant the earthenware caddies.



Paul Lamarie, a master metal craftsman, made tea vases and caddies, along with jugs for cream and bowls for sugar. Often his caddies were encased in exquisite cabinets of inlaid woods, with scroll, shell, and floral designs being used for decorations. These cabinets sometimes had a sliding lid surmounted by a knob. Dutch silver caddies were made to lock.

Sometimes caddies of china, silver or pewter were made in sets and enclosed in boxes of mahogany, hardwood, rosewood, tulipwood, East and West Indian satinwood, or other fine woods. The two or three compartment boxes stood two and one half feet high and sometimes rested on a pedestal beside a tea table of matching wood. Or the box itself, lined with lead and fitted with lock and handle, was the caddy. They were made in all shapes and sizes, from large unwieldy cases to those no larger than a snuff box.

Tea drinking was a fashionable luxury back in the days when caddies were elegant and decorative, displayed on a fine table or cabinet

Chippendale's tea caddies or chests, like his furniture, are of heavy, dark mahogany, usually with heavy silver handles and velvet or brocade lining. He combined brass handles with harewood, while the caddies themselves often were of zinc. Rosewood chests by this maker are sometimes inlaid with mother-of-pearl and brass, with small brass balls or lion's paws for feet. A place for the sugar bowl is not a rarity.

Inexpensive wooden caddies were lined with colored embossed paper, red being a favorite. Occasionally caddies were made of glass mounted on silver. Other materials used for fabricating caddies were iron, japanned and decorated with gilt floral designs, sometimes embellished with Wedgwood medallions, tin, and tortoise shell.

How many tea caddies went overboard on that famous December night in 1773 will never be known, but Early American caddies are reminiscent of America's first tea drinking days, of a chapter in our history when independence was being brewed along with tea.

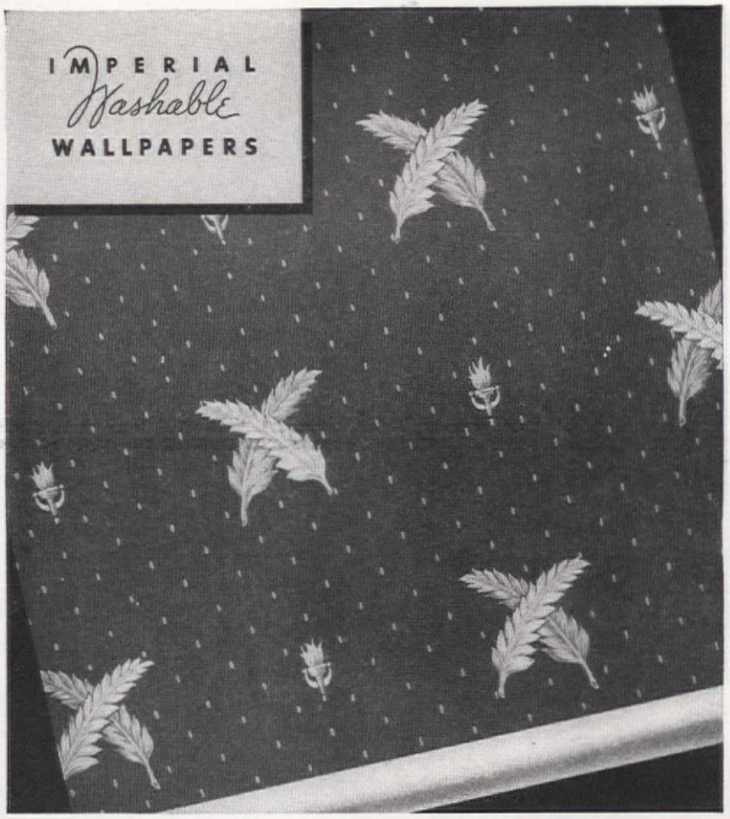
Photographs courtesy of Philadelphia Museum, Metropolitan Museum of New York, Ginsburg & Levy, Little Gallery of Minneapolis.

WHO WANTS A "TOUCH-ME-NOT" HOME?

Not us . . . that's why we go for Imperial paper—it's guaranteed washable and fast to light!

That's all right for you . . . you can afford this beautiful paper!

My dear . . . you'll be surprised at how little it costs!



LEADER IN STYLE, COLOR HARMONY, AND GUARANTEED WASHABILITY . . .

From gardening tools to golf clubs ...from table tennis to taffy pulls... your home shelters a lot of living. And you expect it to be *beautiful, livable, economical.* ⅔ of your home is wall space—so be sure to choose the wallpaper that lives up to all these requirements . . . Imperial! *Beautiful*—patterns and colors are famous! *Livable*—it's guaranteed washable and fast to light! *Economical*—you'll be surprised at how little it costs! For *that important* ⅔ of your home, have your decorator or paperhanger show you Imperial *Washable* Wallpapers, identified in sample books by the silver label.

HELP ON HOME BEAUTY PROBLEMS

. . . dark corners, high ceilings, small rooms . . . and other decorating difficulties, solved in Jean McLain's book. (Send 10¢ to cover mailing costs.) Use coupon for her free individual advice on decorating. She will also send you samples and tell you where to buy Imperial *Washable* Wallpapers.

Address: JEAN McLAIN, Dept. A-27
Imperial Paper and Color Corporation
Glens Falls, New York

Give this information for every room

Type of Room _____ _____
Size (Dimensions) _____ _____
Exposure _____ _____
Type of Furniture _____ _____
Color Scheme Preferred _____

☐ **Please also send me your book, "The Romance of Modern Decoration," for which I enclose 10¢.**

Name _____ Street _____
City _____ State _____

Copr. 1940, Imperial Paper and Color Corporation

FRANCHISED DISTRIBUTORS, DEALERS AND REGISTERED CRAFTSMEN EVERYWHERE

Mr. and Mrs. Levy's "shoestring

Have you ever seen more charm per square foot than in this apartment? Mrs. Levy says it reminds her of a doll house, "small, neat, and just a trifle gaudy," but we have more flattering words than those to describe it!

MOST young couples start out on a shoestring, but not many of them can take one amounting to $150 and make it stretch far enough to cover complete and charming furnishings for a two room plus kitchenette and bath apartment. In this case the honors are divided. Mr. Levy, an industrial designer, has applied his talents to fireplace construction, Dutch doors, ingenious kitchen cupboards, a built-in bed with storage drawers. Mrs. Levy, head budgeteer at a local department store, took care of the finances.

As soon as you get over the pleasant effect of canary yellow walls, shining white woodwork, and gray painted floors that make the rooms look much larger than they are, you're taken by the ideas. A brick fireplace with a hood instead of the traditional mantel. Dining chair seats upholstered in pieces of blue plaid rug like the one under the table. Corner bookshelves to conceal a drainpipe from floor to ceiling. A drafting table distinguished by its size, typewriter compartment and shelf.

But it's the "inside story," direct from the owners, that's really exciting. For instance, the fireplace. Says Mrs. Levy: "It's our pride and joy, built with our own untried hands from secondhand brick donated by our doting landlord. A chimney running up the outside wall was our inspiration. We mixed our cement right in the living room and loved it."

The studio couch opposite the fireplace has a good story of its own, too. Pull back the automobile robe (wedding gift made at bride's suggestion) covering, and you'll be surprised to see what you're sitting on. It's

vas $150 in cash!

A very smart young couple proves that hard work and bright ideas will make $150 do a real decorating job. He is an industrial designer, she a budgeteer—which is an unbeatable combination!

Shelvon Hine

an innerspring mattress from a baby's bed—secondhand—price 75c. The base supporting it is recessed, thus saving wear and tear on toes. Leftover lumber cost next to nothing.

There are two more really good ideas in the living room. The bookshelves and magazine rack once belonged to a monstrosity of a bookcase with glass doors and gewgaws from top to bottom. Mr. and Mrs. Levy stripped it down to bare essentials, took out the back and reset the shelves, tipping one to make a reading table. If you don't think that's a bright idea, just try it and see how convenient it is to have a substantial slanted shelf to prop up your enormous Webster. The other inspiration is a little wall console near the entrance door. It started out as a $1.25 end table. Mr. Levy explains the price: "We got it at a markdown as one leg was broken. We didn't use the legs anyway, so we're richer for the damage. After amputating the legs, we sawed the stretcher of the table in half to make the wall braces."

The bedroom is just as full of ideas, but the bed is the best one. The drawers beneath it, which came out of a wardrobe found in the landlord's basement, hold blankets, pillows and sheets. Both of the chests are cheap secondhand pieces, one painted gray and the other given an antique finish. The drapery material, blue with a silvery white stripe, was bought at the dress goods department of the local dime store—the best to be had at 39c per yard and looking much more!

This perfect setting for young American homemaking is in a house covered with ivy and surrounded by a garden—with a full-fledged swimming pool in the back yard!

A *Thrilling* NEW WAY to SELECT BLANKET COLORS

CHOOSE *Lovely* NEW TONES

from Color Planning Guide at Leading Stores

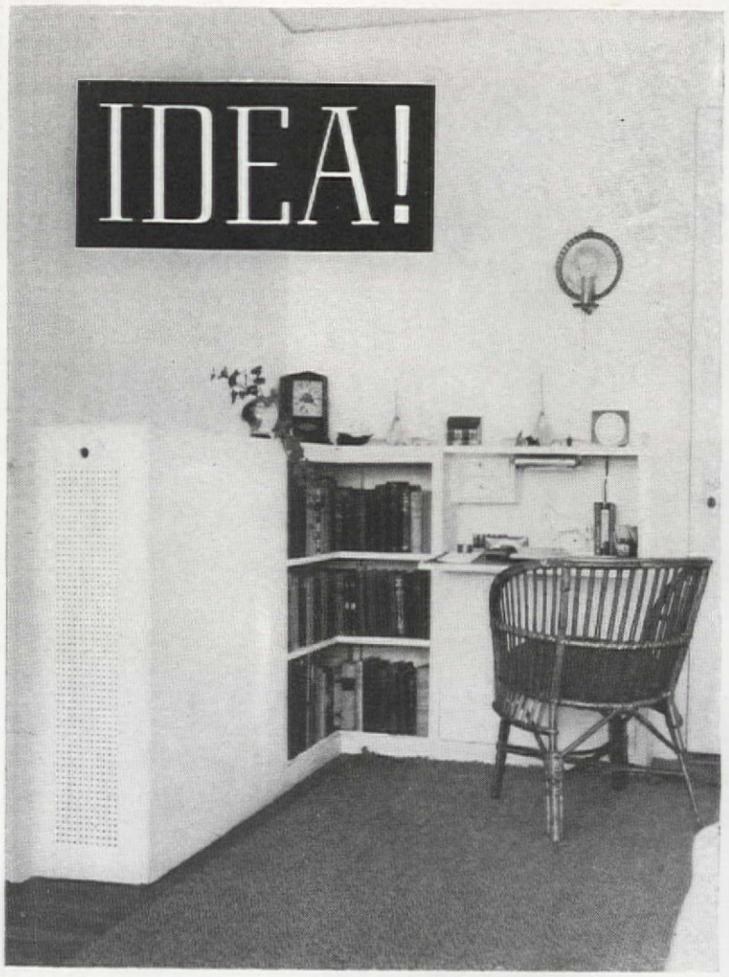
Color leaps to life in exciting new combinations in this authentic St. Marys "Color-Visualizer" for greater bedroom beauty.

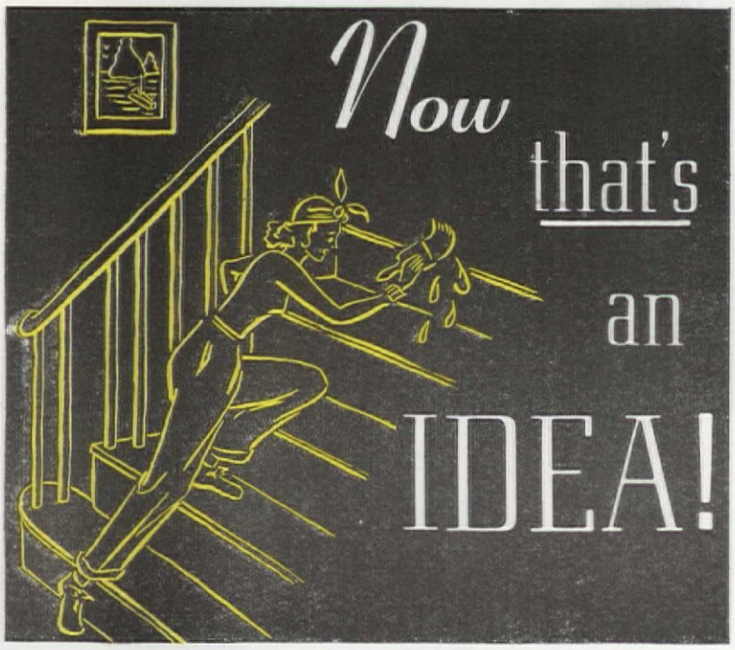
Each chart shows enchanting new complementary, matching and high-style color combinations with actual samples of blankets, rugs, draperies and wall papers to help make correct color selections. Exactly the right colors — superb new shades selected by Virginia Hamill, noted authority on home decoration.

Only St. Marys dealers display these new Color-Selector Charts. See them and examine the lovely new St. Marys patterns in these famed-for-quality blankets of pure virgin wool. All mothproofed. $9.95 to $125.00. Write us for free booklet. St. Marys Woolen Mfg. Company, St. Marys, Ohio.

ST. MARYS *Blankets*

AMERICAN INSTITUTE OF LAUNDERING CLEANED TESTED and APPROVED





EVER PAINT STEPS? Discover a satisfactory method? Usually it's a matter of having to stay downstairs until they dry—unless, of course, you don't mind a few footprints on your artistic triumph. But there is a solution, so simple it's a wonder anyone ever thought of it! Just paint every other step, let dry, then paint the steps in between. Then you can go up and down, two steps at a time, during the whole process. My wife considers this quite a remarkable idea, is often to be found in the front hail with a can of paint and brush!

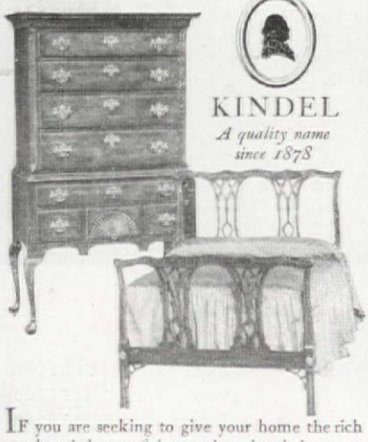
RALPH LEWIS

FOR LOVERS OF

18th CENTURY

FURNITURE

Get this Fascinating Handbook of Authentic Colonial Reproductions



KINDEL

A quality name since 1878

IF you are seeking to give your home the rich touch and charm of time-endowed period masterpieces, surely you will enjoy owning the new 24-page deluxe edition of Kindel's "18th Century Reproductions." Not a catalog—it is an authoritative handbook, profuse with pictures and background text to give you an even keener appreciation for the styles of Chippendale, Hepplewhite, Sheraton, Goddard and Phyfe. Mail coupon for complimentary copy.

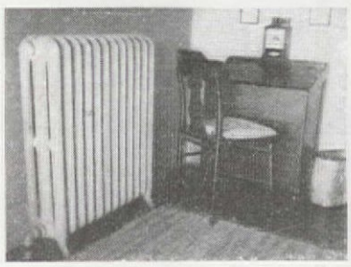
KINDEL FURNITURE CO.
Grand Rapids, Mich. A-10
Please send copy of "18th Century Reproductions."
I am enclosing 10c to cover cost of handling and mailing.

Name.....

Address.....

City..... *State*.....

SCHOOLGIRL DESIGNS MODERN DESK—and her parents are pleased to admit it outshines all the ideas they had! Mary Ann, only fourteen, wanted a study corner in her room, so she drew up plans and explained them to the local carpenter. The result is in three attached, built-in units: a drop-leaf desk with cupboards beneath for maps and big things; corner



bookshelves; the ugly old radiator, now boxed in with plywood, with neat grills set in over the top and down one side.

All this made the rest of the room look pretty stuffy, so we did some more modernizing. To make the room seem bigger we replaced Mary Ann's old four-poster with a bed without head or footboard, and put her chest of drawers in the closet. Patchwork quilts, samplers and silhouettes went into another room where they were more welcome.

ELIZABETH LOW

Now that's an IDEA!

EVOLUTION OF A KITCHEN CHAIR—into a luxurious feminine bedroom chair! That's the story told by these photographs, and it's an inspiring one for those of us who love our elegance even if we can't afford to buy it ready-made.

First make a cushion to fit the seat. (Several thicknesses of an old blanket will do.) Then go shopping for chintz, and don't be timid about demanding something really colorful, even giddy if you like that sort of thing. At the same time get a plain chintz in the brightest color of the patterned one. This is for the simple, gathered flounce which goes from chair seat to floor and should be *very* full.

W. P. TYLER

Before You Build Any

FIREPLACE

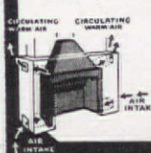
Ask these 3 questions

1. Will it warm all the room, and even adjoining rooms?
2. Can you be sure it will not smoke?
3. Has it been proved in homes, camps and basement rooms?

Build a Heatilator Fireplace and the answer to these questions is YES. Then you will have a fireplace that provides both the charm and beauty of the traditional fireplace, plus new comfort and economy that no old-fashioned fireplace can touch. It has been proved in thousands of homes and camps all over America. Architects and heating engineers recommend it. It cuts heating costs in homes . . . warms basement rooms quickly . . . makes camps usable weeks longer.

WILL NOT SMOKE

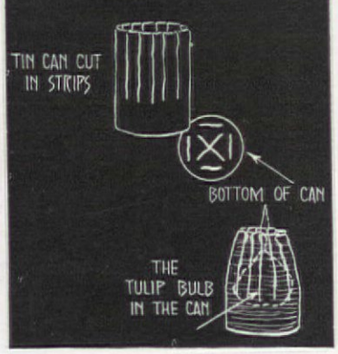
Concealed inside the masonry, the Heatilator is a double-walled steel form around which any style of fireplace is correctly built. It eliminates usual causes of smoking. Saves materials and labor. SEND a postcard today for full details.



HEATILATOR CO.
4110 E. Brighton Ave.
Syracuse, N. Y.

HEATILATOR Fireplace

IDEA!



PROTECT TULIPS! With bulbs scarce, gardeners should conserve those they have. Moles used to destroy most of mine, but since using small tin can protectors we have not lost a bulb. I cut slits in the bottom and down the sides, as sketched, set the bulb on a newspaper disk and half inch of soil, fill with soil, bend the top in slightly, plant six inches deep.

CARL G. HEIN

Here's Thrilling News

WALLPAPER GUESSWORK ENDED!

. . . Beauty and Satisfaction Guaranteed with New "Unitized-Process" Wallpaper

NOW you can choose wallpaper without confusion, fears or worries *about the finished result!* By simply making sure that the papers you select are marked with the *Unitized* seal, you have the key to the creation of charming new beauty in your home—*satisfaction guaranteed!*

Old-time "hit or miss" methods of selecting wallpaper are absolutely ended by papers made by the *"Unitized-process."* These exclusive papers have been designed by the world's best wallpaper artists, *pre-tested by experts* and *guaranteed* to hang right, be right in style and pattern, meet special standards for sun-fastness and be *genuinely washable* if marked washable!

Look for the Unitized Seal

New and finer patterns and lovelier coloring, coupled with this new, safe way of choosing wallpaper, have made such a decided "hit" with millions of housewives that *"Unitized-process"* wallpapers have become the largest selling papers in America!

So next time you decorate, capture the *full measure* of charm that fine wallpaper can bring to your home. Ask your decorator, dealer or paperhanger for Unitized paper.

Make *sure* that the samples you select are marked on the back with the Unitized seal—*genuine Unitized papers are the only ones so marked.* You'll find hundreds of glorious patterns and colorings that offer the remarkable *Unitized Guarantee* of Satisfaction. United WallpaperFactories, Inc., Chicago.

"Companion Papers" in photo: *Laurel Stripe and French Medallion.* **Samples at bottom of picture:** *Galloon Stripe and Eugenie Rose.*

Unitized
GUARANTEED
Wallpaper
SUN TESTED
STYLE TESTED
WALL TESTED
Washable
WHEN MARKED WASHABLE

GUARANTEED BY
GOOD HOUSEKEEPING
MAGAZINE
AS ADVERTISED THEREIN

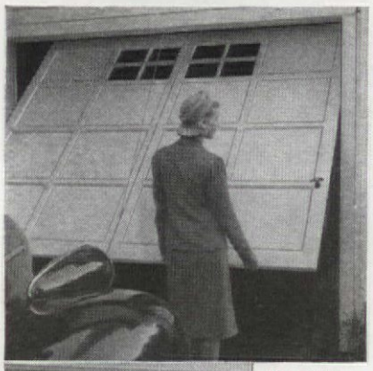
NOW you can buy an overhead-type garage door for only

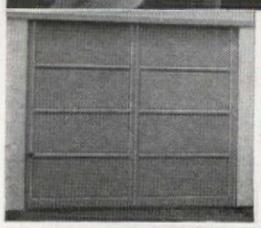
$28 is price of 8-panel design. Flush and 16-panel designs are slightly higher.

$28
Any U. S. A. Jobbing Center

It's called

CRAW-FIR-DOR





No tugging to open a Craw-Fir-Dor. A woman or child can easily raise this marvelous door.

Left: 8-panel design; retails for $28 in any jobbing center.

- **A tested, approved garage door of durable Douglas Fir with extra strength hardware.**
- **Price includes free-spinning automobile trunk-type lock.**
- **Pre-fitted for 8'x7' openings. Only 2" headroom needed.**
- **Any carpenter can install in half a day in either old or new garage.**
- **Sold by progressive retail lumber dealers everywhere.**

Don't envy owners of overhead-type garage doors. Have one, too! The Craw-Fir-Dor retails for as little as $28 . . . and that price includes lock, packaged hardware, a quality door and complete instructions for installing. A Craw-Fir-Dor never obstructs windows or other doors in a garage . . . never needs servicing. Four designs to harmonize with any architectural style. See them today.

Your lumber dealer has Craw-Fir-Dors or can quickly get one for you. For more information, write Fir Door Institute, Tacoma, Washington.

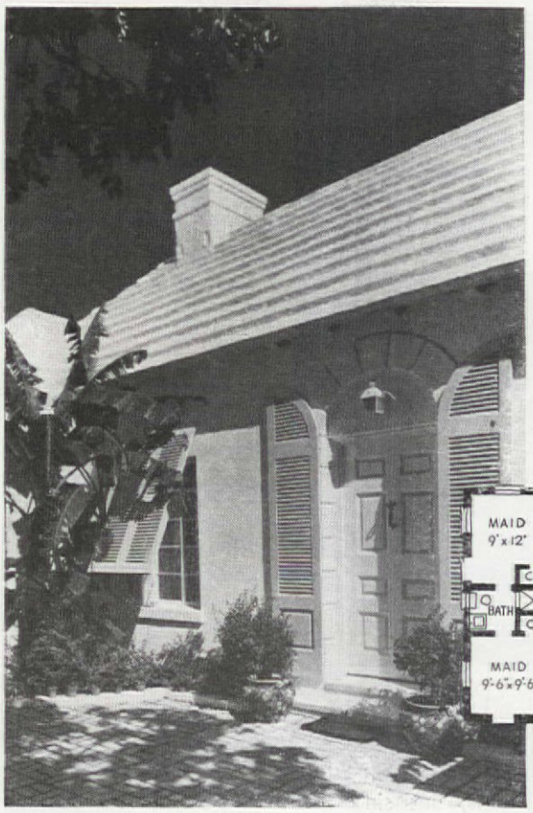
Craw-Fir-Dor
SELF ENERGIZING • ONE PIECE • OVERHEAD TYPE

For special residential or industrial installations, write Crawford Door Co., Detroit, Mich., who make a complete line of sectional overhead-type doors.

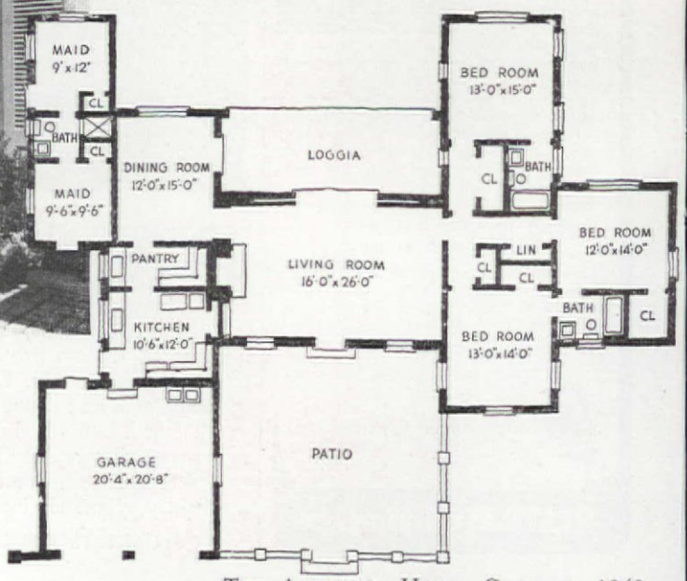
S. H. Gottscho

Bermuda style home on Sunset Island

Miami Beach



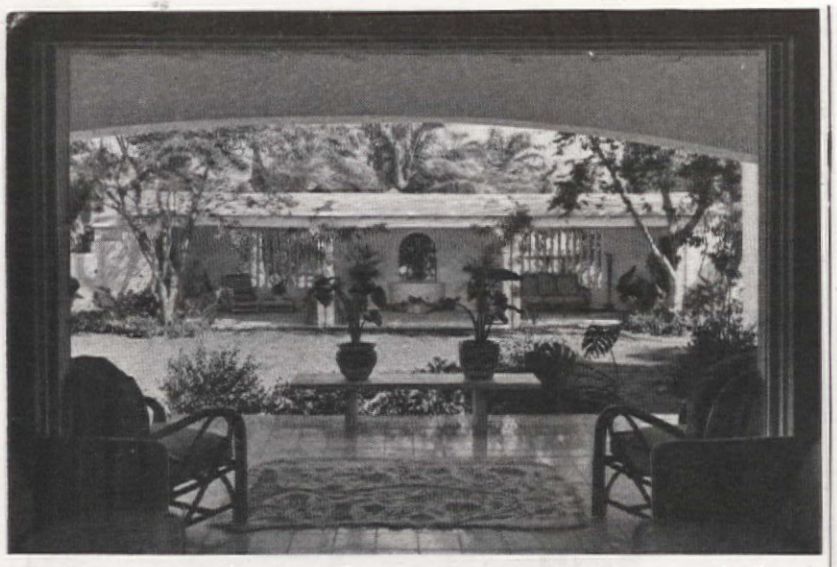
THERE are ideas galore in the Howard Kittels' home, ideas ideal for Southern living. Many of them came from the white, coral, and pistachio colored houses of Bermuda. The dazzling white roof, built up of painted cement tiles, copies the coral rock slab Bermuda roofs; in fact, the tiles were moulded from a coral rock pattern. The shutter-awnings, the sensible cement tile floors, the forecourt paved in white bricks, primly fenced with white pickets, are notable.



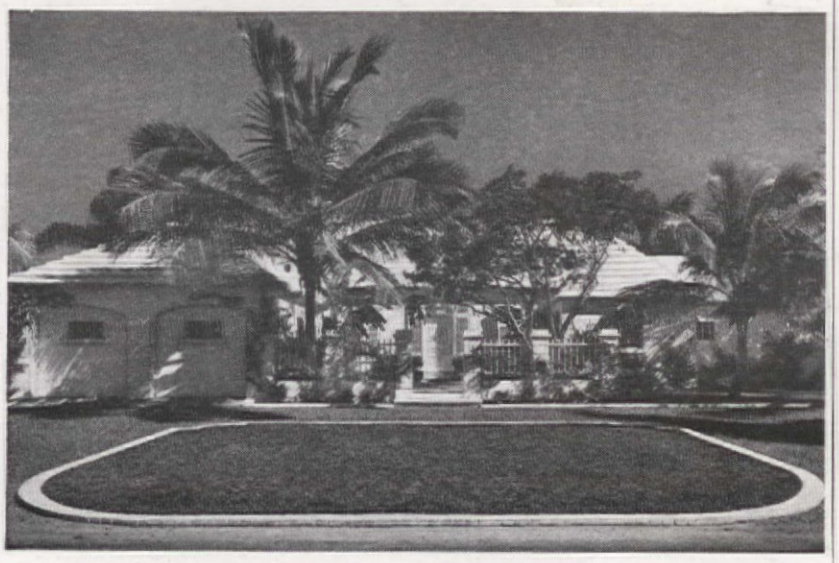
The Florida home of

Mr. and Mrs. Howard Kittel

ARTHUR LAIDLER-JONES, *Architect*



The luxurious tea-house with raised hearth, Bermuda type barbecue is just a hop, skip, and jump across the rear patio from the loggia



The all-white walls to reflect the heat are typically Bermudian and Bahamian. The formal entrance doorway, the quoins at windows and corners indicate the general British Colonial character. Other features are the dining room picture window, wide sliding doors which make living room and rear loggia into one room, the open tea house opposite the loggia, the coral shutters. The dusty olive green walled living room with white ceilings and floors is the hub of the house. Lemon-yellow, white, and champagne are the colors for living room and dining room fabrics and furnishings in this gay and lively Florida house.
—Nancy Park

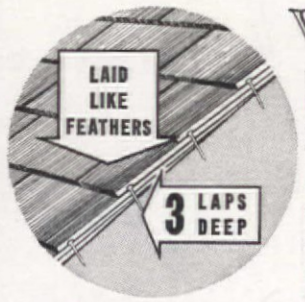
Building Data:
Foundation: Concrete piling. *Walls:* Reinforced concrete frame, concrete block curtain walls. *Roofing:* Cement tiles painted white. *Flooring:* Bedrooms, oak; bathrooms, tile; kitchen and pantry, linoleum; remainder, cement tile. *Cubage:* 40,000 cubic feet.

★ *Natural*
INSULATION

★ **Like Feathers on a Bird . . .**

RED CEDAR SHINGLES

SHED RAIN AND SHUT OUT WIND, COLD AND HEAT



WESTERN Red Cedar is a miracle of nature for every cubic inch under the microscope shows millions of air-filled insulating cells and every fibre is impregnated with cedar's natural preservative oil. The publication, *Agricultural Engineering*, reports a test of all types of roofing material as follows: "*Red Cedar Shingles on solid sheathing gave the best performance of any of the insulated roofs.*" This of course would apply to sidewalls covered with Red Cedar Shingles. To sum up—no synthetic product has the basic exterior building qualities of Red Cedar Shingles, none have such beauty of shadow lines and texture and none are so durable.

Ten cents in stamps will bring you a copy of the book, "Home Protection." Write Red Cedar Shingle Bureau, Seattle, Wash., U. S. A., or Vancouver, B. C., Canada.

FOR GUARANTEED GRADES AND QUALITY, SPECIFY—

CERTIGRADE
Red Cedar Shingles

Certigrades pass official inspection for grade and quality.

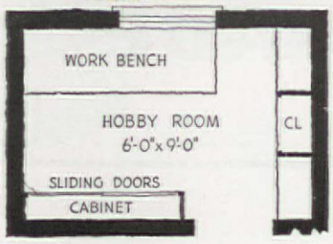
Sold only by established lumb.-dealers.

It may be a man's world

but it always seems to be a woman's house!

Sketch by Sigman-Wa

JEAN HOLLOWAY



THE head of the family had grumbled about the scarcity of purely masculine rooms and concluded that a man didn't stand a chance in his own house. Finally he took over a 6 x 9′ room and turned it into a fine setting for his sports and hobby paraphernalia.

One wall was divided into three equal sections. On the left are a rack for golf bags and notches for firearms. (Two battered felt hats, which no amount of persuasion could send to the junkman, were cheerfully sacrificed to provide padding.) The upper right section holds tennis rackets and fishing rods, and shelves below take care of boxing gloves and footballs. The middle section is a closet. On the highest shelf above the doorway is a row of loving cups, and the door is festooned with badges and numerals. Under the window is a carpenter's bench, and against the opposite wall a cabinet, divided into upper and lower sections and fitted with sliding doors.

Our experiment inspired other families. One woman went so far as to relinquish her living room bookcases to the gun-minded members of her family, and used leather instead of floral chintz upholstery. When she redecorated her powder room, there was no complaint about the bills! Another couple found the dead-end of a small hall the ideal place for a golf bag rack. They lined it with glazed wallboard, and used white pine wedges to separate the bags. My best friend has turned a 4 x 6′ linen closet into a darkroom for her camera fan husband. She finds it a great relief to have her dishpan untainted by developing fluids and suggests that similar hideouts might end other household problems.

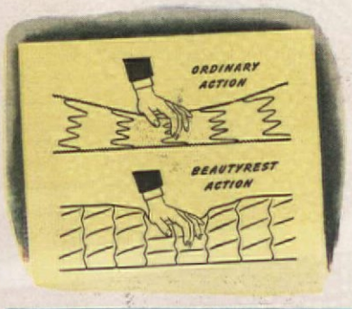
Simmons' Common-sense Guide to Mattress-buying

1. "Plain comfort" . . . or "luxury comfort."

You can't tell how comfortable a mattress is by looking at it in a store.

For comfort is a matter of construction—not looks. A mattress with only fair-to-middling "insides" can give you only fair-to-middling comfort. Beautyrest features a different kind of mattress construction. It brings you blissful, heavenly comfort . . . lets you rest in supreme luxury . . . every muscle relaxed . . . on the *deepest* Beautyrest ever made!

2. Not all mattresses work alike.



In the "ordinary" mattress, springs are tied together by wire. As you press one down, the springs around it go down too—forming slopes and hollows.

In the radically different Beautyrest, each spring yields *independently* to the slightest pressure of your body. You get luxury comfort. Only Beautyrest can give it to you. *We know.* We make both kinds: the luxurious Beautyrest and the "ordinary action" mattress.

3. How to be sure the comfort will last.

A mattress that can't keep its original comfort is a questionable bargain. In tests made at the United States Testing Company, Inc. (Certified Test No. 11760), Beautyrest lasted *three times longer* than any of the 17 different makes of mattress tested. So we're conservative in guaranteeing Beautyrest for 10 years' service. However, based on these tests, we believe it will keep its luxury comfort even *longer!*

4. How to be sure a mattress keeps its shape.

Some mattresses look fine for a few years . . . then the edges collapse—lumps and hollows form. This can't happen to Beautyrest. For Beautyrest has a patented sag-proof edge that keeps edges resilient and erect for the entire life of the mattress. (P.S. Beautyrest never "lumps" up—so it needs less turning. After the first few months, 4 or 5 turnings a year are plenty.)

5. What makes a mattress stay "fresh" inside?

Some mattresses get musty and stale-smelling inside. That's because they aren't able to ventilate themselves. Beautyrest has 8 real ventilators—not "false" ones. They "breathe" in fresh, clean air, expel the stale air—keeping Beautyrest always sanitary and fresh, even in to the center of the mattress.

6. What's the right price to pay for a mattress?

Naturally, the right price is the one that gives you most for your money. *We* believe Beautyrest does this. It sells for $39.50. Based on our 10-year guarantee, the price comes down to about a *penny a night!* Where else, we ask, can you get *so much mattress* at so low a price! Buy a Beautyrest today. And never accept a mattress "just as good." There isn't any!

Beautyrest Box Spring, for use with Beautyrest Mattress, $39.50. Or get the Ace Coil Spring, $19.75

Firth presents its eagerly awaited

AMERICAN 18th CENTURY RUGS & CARPETS

recapturing for today's homes the gracious elegance and beauty of our priceless American heirlooms

PREVIEW BY THE EXPERTS. Twice each year, top flight editors, decorators, and other authorities meet with H. E. WADELY, (*standing*) president of Firth Carpet Company, to confer on trends in decoration, and to talk over new designs. Above, discussing Firth's "18th Century Designs" are (*left*) CHARLOTTE EATON, associate editor, The American Home...(*right, front row*) NANCY McCLELLAND, noted New York interior decorator; RICHARDSON WRIGHT, editor, House & Garden; CHRISTINE HOLBROOK, associate editor, Better Homes & Gardens... (*second row*) MRS. JAMES RITCHIE, representative American homemaker and consumer; PAUL MacALISTER, well-known designer, founder of The Permanent Exhibition of Decoration, Architecture and Crafts, Rockefeller Center . . . FRANCES HEARD, associate editor, House Beautiful.

HAS THERE stirred in your heart, too, a surging pride in the glorious early days of America . . . a love of its fine old houses . . . a yearning to surround yourself, as our forefathers did in the 18th Century, with furniture and rugs of undying beauty?

For you, and for every one who appreciates such things, Firth has spent years in research, recreating classic examples of 18th Century rugs. With one ideal: to put this beautiful American heritage within the reach of every American, and at the most moderate cost.

You will find them completely adaptable to many furniture combinations. You will find deep satisfaction in their lovely colorings, their gracious livableness. And, as is true of all truly beautiful things, you will find them as good in years to come as in centuries gone by.

Firth Rugs and Carpets

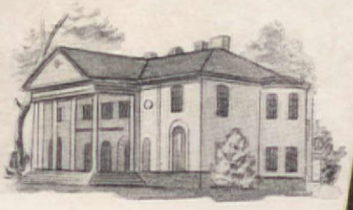
You've seen their like in the Georgian homes of New England and Pennsylvania . . . in stately Charleston houses and the early plantations along The James. Now, in all their lovely designs and subtle colorings . . . and in far wider variety than is illustrated here . . . these heirloom rugs and carpets are at last available to modern homemakers at the most modest cost.

BOSTON

TWO CREATIVE FORCES met and blended in New England . . . the strong traditions of the Old World, and the dynamic vigor of the New. And from them flowered a truly American craftsmanship, a charm and integrity peculiarly our own. One such New England heirloom, a lovely hooked rug softened by the years, mellow in tone and texture, served as the inspiration for Firth's "18th Century Boston" design. (No. S. J. 48)

NATCHEZ

HERE ALONG THE NATCHEZ TRACE the planters had the leisure and wealth to pattern their homes after the best abroad. They brought over furniture and glass from England, rugs from the great weavers of France. Firth's "18th Century Natchez" has the aristocratic charm of a great heirloom of the early Natchez period. It is peculiarly suited to the modern use of the 18th Century style. (No. 6209)



PHILADELPHIA

HERE WEALTH WAS CONSIDERABLE, taste sophisticated . . . and to many a fashionable home came the splendor of rugs direct from the craftsmen of England. Firth's "18th Century Philadelphia," a bordered scroll and floral design on a Savonnerie blue ground, is characteristic of the refined elegance of the period. (No. 6203)

NEW ORLEANS

WHEN THE FRENCH FOUNDED New Orleans in 1718 they sought to transplant in this new world the refinements of their native culture. Many of the oldest families still possess the precious rugs which their ancestors long ago brought from France—rugs with the same charming floral medallions, the same graceful acanthus borders, the same Aubusson pink ground, as in the carefully designed Louis XIV piece shown here. (No. 6210)

CHARLESTON

ONCE THE GLITTERING social center of a growing nation, Charleston yields from its stately houses countless treasures of long ago. On many a floor still blooms a magnificent carpet, sending its breathtaking beauty across the generations. Charleston has inspired no rug more glorious or more suited to our modern yearning for color than this chintz design with great blossoms coming off a dark ground. (No. 6215)

RICHMOND

WHEN WILLIAM BYRD OF WESTON founded Richmond village in 1737, what man could dream that in forty years it would become the Capital, knowing the step of America's most illustrious patriots? Today in Richmond still live the fine old homes and lovely furnishings of that day . . . the inspiration of Firth's gros point rug, notable both for its 18th Century charm and its rightness for 20th Century interiors. (No. 6216)

FREE: New decorating handbook, "How to Achieve the Charm of 18th Century in your Modern American Home"—helpful, interesting, entertaining.

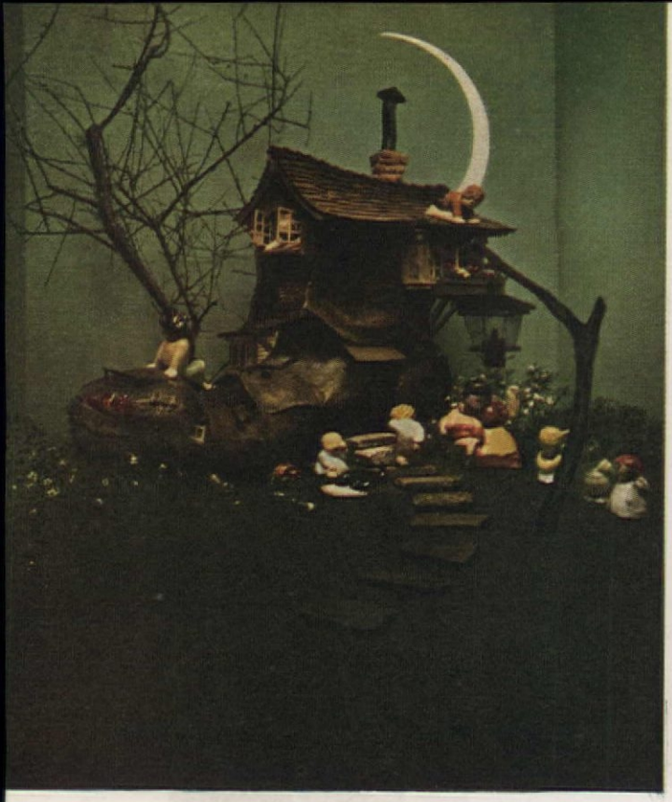
Mail coupon to *Firth Carpet Company, 295 Fifth Avenue, New York, N. Y.*

NAME_____

ADDRESS_____

MY DEALER'S NAME_____ AH-10

Firth Rugs and Carpets



WHOLE FAMILIES hel

MARTHA B. DARBYSHIRE

Staged by enthusiastic amateurs, this show is the result of months of work, fine cooperation, a definite plan, artistic skill, good taste, originality, and—far from least—a grand sense of humor. Exhibits range from real garden settings to miniatures and all manner of arrangements

Photographs by
FRED R. DAPPRICH

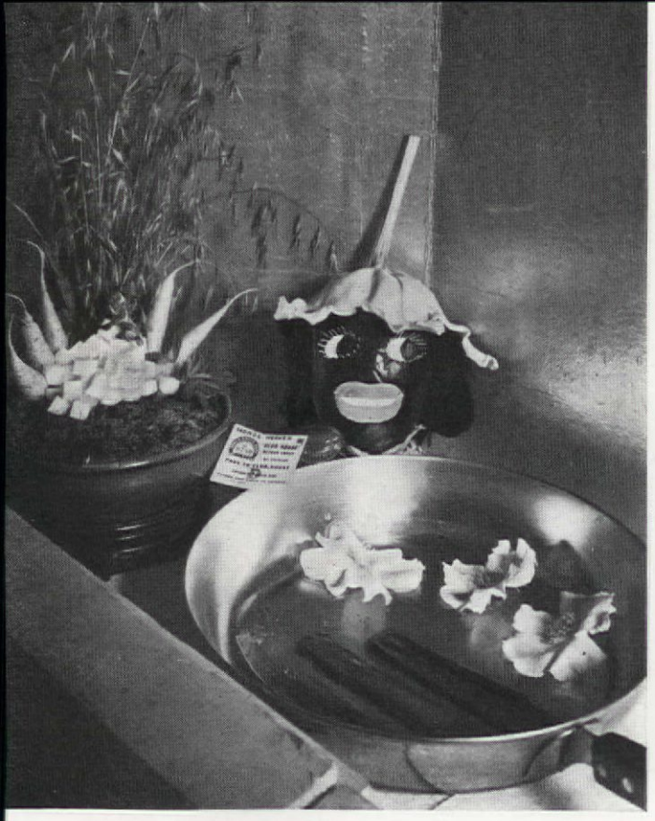
make Bel-Air's Outdoor Flower Show Unique and Amusing

FLOWER shows, notwithstanding their beauty, educational value, and other assets, are prone to fall into ruts. The reason may be that a self-perpetuating committee runs out of ideas; or it may be the limitations of a building or site, lack of cooperation between different groups in a community, or a combination of these and other circumstances. Conversely, it is easy to identify the factors that make flower shows successful and satisfying, and to realize that exceptional achievement usually results from a spark struck by some rare personality or an especially favorable set-up.

A good fairy godmother seems to have laid her blessings on each annual spring flower show of the Bel-Air (California) Garden Club. One of the country's few outdoor exhibitions, it usually enjoys the advantage of perfect weather. Held in the spacious grounds of the Bel-Air Administration Building, which include sheltered courts, lovely gardens, a *barranca* or steep-sided ravine traversed by a stream and crossed by interesting field-stone bridges, and stately sycamore, eucalyptus, and live oak trees, it enjoys a setting that is always charming, never the same. The members of the sponsoring club, mostly keen and able gardeners themselves, are reinforced by their expert professionals and not a few garden-minded husbands. Representative plant growers of the region and leading art and department stores in Los Angeles assist in creating the ensemble effect and special features of interest. And each year's classes lure gratifying numbers of enthusiastic, enterprising exhibitors—men and women, adults and juniors. The schedule is made available to prospective exhibitors months in advance so that sites for certain exhibits can be selected, work begun, and all may be at its best on opening day. Consequently, the Show abounds in real gardening demonstrations, practical suggestions for treating shady corners, sunny slopes, edges of paths or pools, front yard borders, kitchen or door gardens, cozy little homes, and large estates. Although every exhibitor is given full latitude in developing his or her entry, it must conform and contribute to the general scheme and design.

Consider some of the examples at the 1940 Show, staged April 4, 5, and 6, under the direction of Mrs. Lloyd F. Harris as chairman and Mrs. Myron Etienne, president of the club. One class for potted plants arranged as "Arcade Projects" had ten entries ranged along a gallery between two buildings. One was Mrs. George Hormel's garden pool, pic-

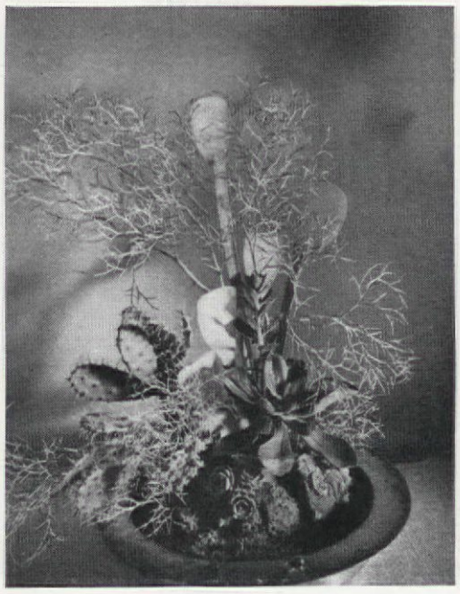
And garden lovers of all Southern California get ideas and inspiration from it



Club members' husbands made their arrangement class a "wow" by ignoring rules and principles, giving free rein to their imagination, creating entries dedicated to glorifying the ludicrous

Yet there were also many exquisite beauty spots, and helpful garden hints, such as this old-fashioned herb corner, the desert group in the next column, and the delightfully planted ravine banks

tured on page 62 (lower left); another was Mrs. Mario Larrinaga's flower-laden Burmese barrow (page 63); a third, very popular, was Mrs. Thomas Ellsworth's "Old World kitchen garden" of herbs (below, left). Another class presented, instead of the usual shadow boxes, six miniature, growing gardens in regulation seed flats, such as Mrs. Malcolm Cameron's "Old Woman Who Lived in a Shoe," shown in the upper left corner of page 62. In a class for "Garden Fancies" scattered over the grounds, the Manfred Meybergs struck an appropriate seasonal note with their huge scenic Easter egg in its flowery nest, illustrated at the top of pages 62 and 63. The outside was of crystallized sugar syrup mixed with ground glass to give a sparkle; inside, and seen through the little window by long



lines of visitors, was the miniature garden and waterfall shown at the right of the color picture. But the real sensation of the Show—perhaps as much to the surprise of those who staged it as to everyone else—was the class that called for "Husbands' Arrangements." At first it was given little thought; then, at the eleventh hour, it gained such momentum and attracted so many definitely different entries (several of which are illustrated here) that it was accorded a whole room to itself. And finally two guards had to be detailed to keep the crowds moving past the remarkable exhibits. The wilted callas in the hot-water bottle, hung above the realistic dog-and-tree conceit, was sent by a husband hospitalized by the flu as evidence that he had not forgotten the Show; three Mermaid roses and three strips of bark in a frying pan symbolized California's ill-fated "ham-and-eggs" campaign. "Horse Heaven" was a bowl of chopped alfalfa topped by a handful of loaf sugar, some carrots, and a sheaf of oats. Topsy, of the flirtatious eyes and toothpick lashes, was an eggplant with a cup-of-gold (Copa de Oro) blossom for a hat. The Dali influence was evident in the half of a watermelon, top hat, and other objects resting on a mat of leaves, but the blue ribbon went to the amazing "tobacco-plant (*Spittoonia cuspidora*)" shown in "a genuine antique container," with flowers of cork disks, pipe-cleaners, and cigarettes!

YOU CAN WIN $1000.00

..JUST BY WRITING A STATEMENT OF 25 WORDS OR LESS

$3600.00 IN CASH PRIZES

$1000 . . . . FIRST PRIZE
$500 . . . SECOND PRIZE
$100 . . . . THIRD PRIZE

100 prizes of $10 each
and 1000 prizes of $1 each

TOTAL . . 1103 CASH PRIZES

HERE'S an easy way to win yourself some real cash money. All you have to do is write 25 words or less on "The most important use I've found for 'Lysol' ". Follow the easy rules (at right).

You may win a prize of $1000. Send as many entries as you like. You have an opportunity to win any one of 1103 prizes between now and November 30th, 1940. No literary ability is needed. Why not send in your entry this very day? You may win a substantial prize!

"Lysol" offers these prizes to focus nationwide attention upon the war against the dangers of germ infection and infectious disease.

AND YOU CAN WIN DOUBLE THE AMOUNT OF ANY ONE OF THESE PRIZES SEE RULE #2

CLUE "A" "LYSOL" in the Bathroom. Bathroom floors are breeding places for germs and ringworm fungi —"Athlete's Foot". Wherever your family steps barefoot—on floors, tiling, rubber shower mats—wash with "Lysol" solution. Add "Lysol" to the water when you wash towels, bath mats, wash cloths and personal linen. Disinfect wash bowls, bathtubs and toilet bowls and seats with "Lysol" regularly.

CLUE "B" "LYSOL" for Minor Injuries. Whenever the skin is broken there is danger of Infection. Germs may enter the most trivial cut, bruise or scratch. Always be sure to wash thoroughly any bruise or scratch with an antiseptic "Lysol" solution.

CLUE "C" "LYSOL" in the Nursery. Baby's hands touch everything—including baby's mouth. If toys are washable, wash them often in "Lysol" solution . . . also all nursery furniture, and nursery walls, floors, woodwork, door knobs, etc.

Some of the Many Uses of "LYSOL"

For cleaning: bathrooms, floors, woodwork, walls, furniture, kitchens, drainboards, drains, sinks, laundries, closets, cellars, attics, sickrooms, mops, brooms, garbage pails, cleaning cloths, rugs, toys, telephones, stair rails, door knobs, and other places where germs may lurk.

For disinfecting: toilets, laundry, diapers, instruments.

For combating: insects (lice, termites, flies, etc.), parasites on pets, odors.

Also many farm uses, in the care of poultry and livestock.

These are only the most common uses of "Lysol". You may have learned other important uses not listed here.

CLUE "D" "LYSOL" in your garbage pail. The garbage can attracts germ-laden insects, provides ideal breeding conditions for bacteria. Empty it every day and rinse it with a "Lysol" solution. "Lysol" deodorizes, too.

CLUE "E" "LYSOL" for Housecleaning. Throughout the house, always *disinfect as you clean—with "Lysol"*. Add "Lysol" to the water when you scrub floors, stairs, woodwork, walls, shelves, door knobs, furniture, etc.

RULES FOR "LYSOL" CONTEST

1. Write a statement of 25 words or less on: "The most important use I've found for 'LYSOL' ". Be sure to sign your name and address clearly and completely. Entries may be written on coupon below—or on "LYSOL" entry blanks supplied by druggists—or on plain paper.

2. Attach your entry to a "LYSOL" carton front (or facsimile). Any size "LYSOL" carton. *If the carton (or facsimile) you enclose is from a $1.00 size bottle, any prize you win will be automatically doubled.*

3. Mail your entry and carton to "Lysol" Contest, 480 Lexington Ave., New York City.

4. Submit as many entries as you wish as long as each entry is accompanied by a "LYSOL" carton front or facsimile; but no more than one prize will be awarded to an individual. In case of ties, duplicate prizes will be awarded.

5. Prizes will be awarded for the best statements of the most interesting and practical uses of "LYSOL". Fancy writing or elaborate entries will not count as much as simple real-life uses of the product.

6. The judging committee of Radio and Publication Contests, Inc., (an organization entirely separate from the makers of "LYSOL") will select the winners. The decision of the judges will be final. All entries become the property of Lehn & Fink Products Corporation, which may use them as it desires.

7. Entrance in the contest constitutes permission to publish the winner's name and statement.

8. Contest is open to everyone living within the continental United States, except employees of Lehn & Fink, their advertising agency, and members of their families.

9. No entry will be considered which is postmarked after midnight Nov. 30, 1940.

10. Prizes will be awarded as follows:—

First prize	**$1000.00**
Second prize	**500.00**
Third prize	**100.00**

100 prizes of $10 each
1000 prizes of $1 each
Total of 1103 cash prizes

You may win double the amount of any of these prizes. See Rule 2.

11. Winners will be notified by mail as soon as possible after contest closes. Every effort will be made to complete selection of winners and award prizes by Christmas, 1940.

12. A list of winners will be sent on request to anyone who sends a three-cent stamped, self-addressed envelope.

LEHN & FINK PRODUCTS CORP.
Bloomfield, New Jersey

Lysol Disinfectant

FILL OUT AND ATTACH THIS COUPON TO YOUR ENTRY

"Lysol" Contest, Dept. A.H.-410
480 Lexington Avenue, New York City
The most important use I've found for "LYSOL" . . . . . .
(write 25 words or less) . . . . . .

Name _____

Street _____

City _____ *State* _____

Copyright 1940, Lehn & Fink Products Corp.

Peachtree Battle Avenue, Atlanta—charming concrete home of Mr. T. W. Branch. Carl E. Helfrich, designer. Hallman Bros., builder.

You get these *extra values* for your money in a CONCRETE HOME

Extra Beauty—whatever the architectural style of your new home, concrete's wide choice of textures and colors will help give it fresh charm and individuality.

Extra Protection—because it costs so little to have non-burnable, termite-proof, decay-proof, storm-proof concrete, over 45,000 families have chosen this construction for their new homes in the past four years.

Extra Comfort—owners in all parts of the country are telling neighbors how warm and dry their concrete homes are in winter, how cool in summer.

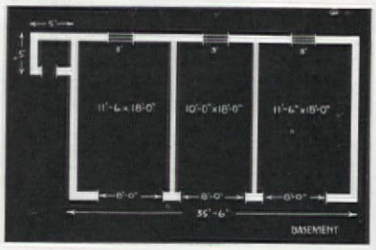
Extra Freedom from Trouble—A strongly built concrete home can't sag down or warp out of shape. Floors remain level and free from creaks. Windows, doors shut perfectly. *Repairs are low.*

Extra Economy—moderate first cost *plus* low upkeep *plus* high resale value add up to exceptionally low *annual cost* for concrete. It's the *saving* as well as the *satisfying* way to build.

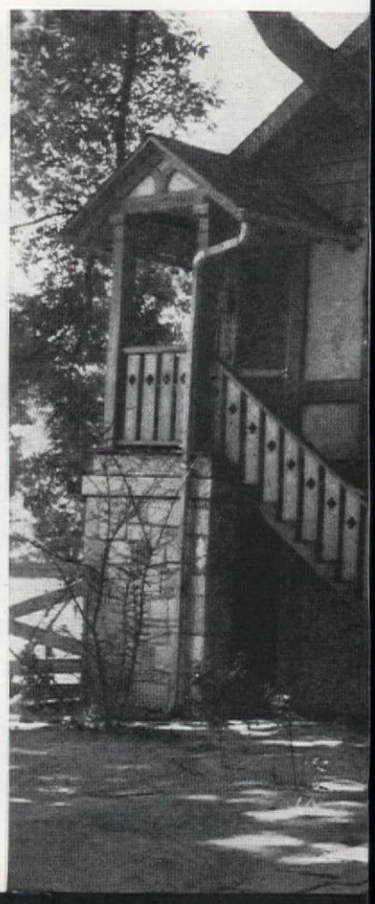
HOW TO GET A CONCRETE HOME

Ask a *Concrete Products Manufacturer* or *Concrete Contractor* (see phone book) for names of architects and builders experienced in concrete. Write for free booklet of concrete house design ideas.

PORTLAND CEMENT ASSOCIATION
Dept. A9-5, 33 W. Grand Ave., Chicago, Ill.
A national organization to improve and extend the uses of concrete . . . through scientific research and engineering field work

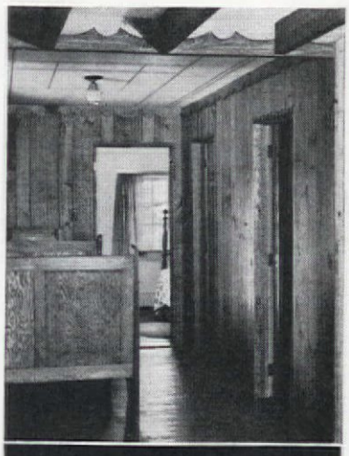


Garage apartments offer many possibilities for attractive design as well as income-producing possibilities. Here's a fine example



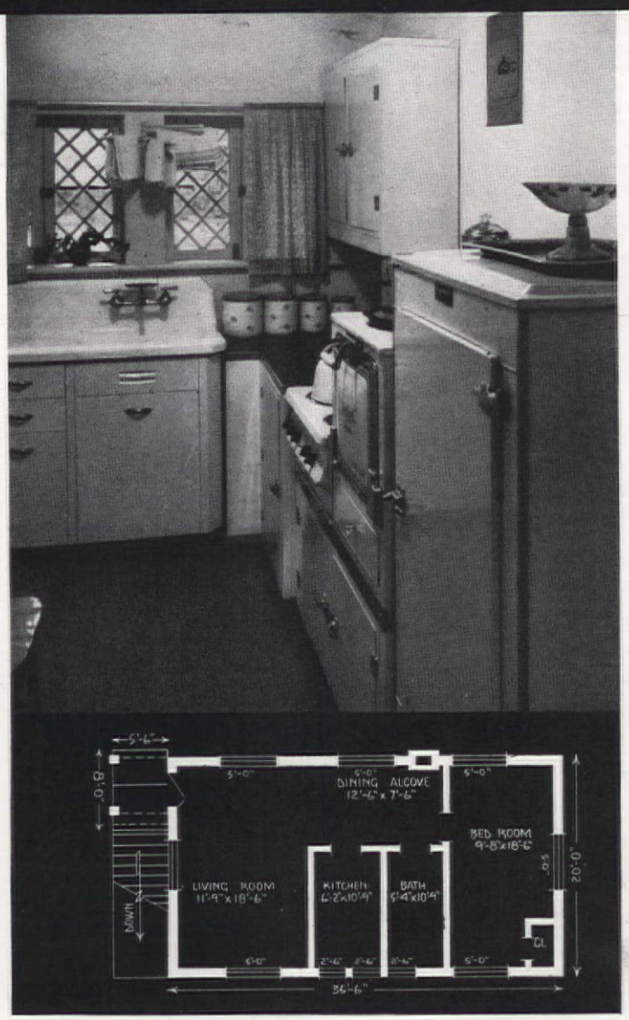
THIS LITTLE HOUSE

REMODELING the upper floor into a rentable garage apartment is a smart way to make a large garage on an older suburban property pay for its upkeep and a good share of the taxes. If you're building a new garage it might be a good idea to include one there too. You never can tell when it might be convenient to rent out your own home and move in the garage apartment as an economical step or just to have fewer rooms to care for if your family dwindles in size. It's always surprising too how many young couples or single persons are looking for just such apartments, places which are small, inexpensive, but convenient. Mr. and Mrs. T. E. Davis of Newberry, South Carolina realized though that to be rentable the garage apartment had to be just as smart as the idea itself. When they built this new garage on their property, and decided to include an apartment in it, they designed it to match their own home, using native granite for the first story, half timber and plaster above. They used appropriate casement windows too and a neat railed stairway was built at one end; it leads up to the front door which opens into a generous size living room with knotty pine walls, wide pine board floors, and a beamed ceiling. The passageway leading to the bedroom was put to good use as a sort of Pullman dining alcove with two settles and a table, while the kitchen is well arranged and equipped. The bedroom includes a cedar-lined closet and, like kitchen and bath, it has plaster walls, insulating board ceiling. The ground floor has room for three cars and a servant's toilet under the stair.



Just room enough between kitchen and living room for a dining alcove with pine walls

TOPS GARAGE!



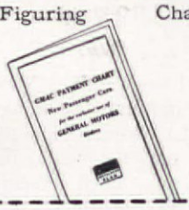
THE GENTLEMAN IS WISE.

He knows that when you buy a car on time—as most folks do—it's sensible to take the precaution of figuring the cost yourself. Then you know in advance just what you get for what you pay . . . You see just how and where you can save money.

It's easy now to figure the cost of the car you want. Just send for the free GMAC Payment Chart that has helped thousands of other car buyers. It gives you the whole financing story in dollars and cents... puts all the details of financing and insurance right out in the open and—no salesman will call.

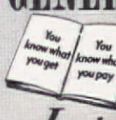
Within a few minutes, in the privacy of your own home, you can figure your whole transaction—based on the amount of time *you* want, and the amount *you* wish to pay monthly. And you will plainly see that the General Motors Instalment Plan saves you money.

So, before you buy a car . . . Know What You Get, Know What You Pay... send the coupon below and get your GMAC "Figuring Chart"...first!



NO SALESMAN WILL CALL

GENERAL MOTORS



"Open Book" Instalment PLAN

This plan is available only through dealers in CHEVROLET, PONTIAC, OLDSMOBILE, BUICK, LA SALLE and CADILLAC cars.

GENERAL MOTORS ACCEPTANCE CORPORATION
1775 Broadway, New York, N. Y. AH

Please send copy of the GMAC Payment Chart for car checked below.

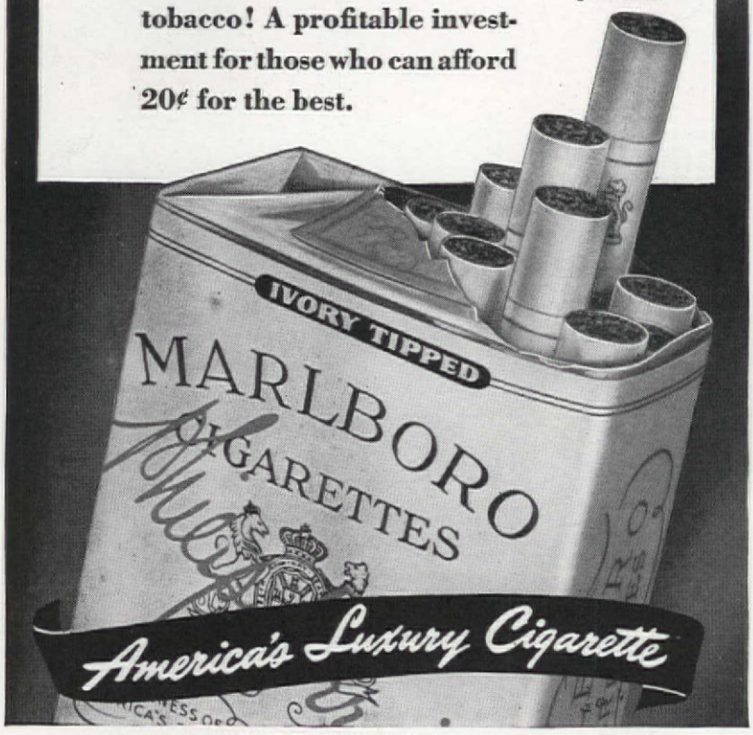
☐ CHEVROLET ☐ PONTIAC ☐ OLDSMOBILE
☐ BUICK ☐ LA SALLE ☐ CADILLAC

Name_____
Address_____
City_____
County_____ State_____ U.S.A._____

INVESTMENT:

So little difference in price. So vast a difference in tobacco! A profitable investment for those who can afford 20¢ for the best.

IVORY TIPS protect the lips. Also plain ends.



A PRODUCT OF PHILIP MORRIS

for, too, before December arrives. And that's something to consider.

It's fun to spend a few hours in the toy department the week after Thanksgiving selecting just the right toy for Sammy, who has great skill with his fingers. The biography for Grandfather will cost the same in August as in December, and you might even find time to read it yourself if you buy it early enough.

If you are one of those fortunate individuals who can save systematically each month in the year, you probably have a Christmas savings account. But if you follow my plan of spreading your Christmas buying, you can spend that check for something the whole family wants—a Ping-pong table, a fine etching, a chair for the library, a motion picture camera. And you can spend with a free conscience, knowing your Christmas bills are paid—and almost painlessly, too.

If you make some or all of your gifts, it is even more important that you begin early. Are you perhaps one of us who, about the middle of December, walk through the yard-goods department of a favorite store and, seeing some lovely chintz that would make Helen a darling housecoat or some stunning tie silk that would make a three-dollar tie out of seventy-five cents' worth of material, forget all the things which must be done before Christmas and buy as enthusiastically as though it were the first of September? And then later get cross and fidgety because you have to spend in sewing those hours in which you want to decorate the house, trim the tree, or make Christmas cookies?

Why not dress that doll for little Jane now, when it will be fun to make a skating outfit from some velvet scraps and a playsuit from some left-over chambray? Embroider those towels during the autumn months. Finish those cute aprons before the snow flies, and perhaps the friends who receive them will feel as calm and rested when they wear them as you were when you made them. You'll doubtless have to consult an oculist if you try to make a petit point pillow top in the three weeks before Christmas, but if you start it now and do it a bit at a time while you're listening to the radio or entertaining a caller, you'll really enjoy it.

When I spoke about the gifts you make I didn't mean only needlework. I was thinking, too, about the orange marmalade you make so successfully. I thought I did, too, until the year I put off its preparation until four days before Christmas (my recipe takes three days) and then overcooked it because I was trying to help Johnny wrap his gifts at the same time. And yet I know that if I had finished it four days before

MOTHER, let's stop a few minutes and listen to the carolers. They sound so pretty."

"I can't, Betsy. I'm nowhere near through with my Christmas shopping. I must hurry."

"Mums, can you come to school today to see our Christmas program? All the mothers are invited. I want you to be there."

"Wish I could, Dick, but I haven't started dressing Mary's doll yet."

Do you too have to say no to your children's requests the week before Christmas? Do you have to refuse the things which really mean Christmas because you've put off shopping and gift-making until the last moment? Then these suggestions are for you! Each month from now until December buy one or two of the gifts for which usually you shop wildly the week before Christmas. In the early fall get that table for Aunt Fanny for which you might shop yourself into a headache the week before Christmas. The linens for Aileen, who's buying her trousseau, can be selected earlier in the season while you're replenishing your own stock of sheets and pillowcases. They will be paid

Glorify Your Home with a Lester *Betsy Ross* Spinet

Musically and decoratively, one of these graceful little pianos will work wonders in your home. Lester quality and craftsmanship, already famous for over a half century, assures everything that you would expect of a fine piano.

LESTER PIANOS ARE SOLD BY LEADING DEALERS EVERYWHERE. 20 BEAUTIFUL STYLES

EST. LESTER 1888

HERE ARE ALL THE ANSWERS

Our fully illustrated brochure 'Harmony at Home' completely covers the piano subject, even to interior decoration. Practical, informative and helpful. Mail the coupon below for your copy.

LESTER GRAND PIANOS AND BETSY ROSS SPINETS ARE GUARANTEED TEN YEARS

LESTER PIANO MFG. CO., Inc., LESTER, PENNA.
Please send me your brochure, 'Harmony at Home'. (Enclose 10c for mailing.)

NAME _____

ADDRESS _____ A1

Thanksgiving I should have enjoyed making it and those to whom I gave it would have been truly delighted with their gift

Perhaps everyone raves about your mustard pickles. They can't be made in December and if you neglect them in the fall you'll just have to start looking for a trick bottle opener for that bachelor who would much rather have a jar of your pickles.

Your best strawberry and raspberry jams can be made only when berries are ripe, so when you put up your own this year make a little extra (not too little, for home-made jam is a very popular gift) and put it carefully away on the shelf in your fruit closet which is labeled "Christmas."

In chili sauce time, when your house is pungent with the smell of spice, put a few jars away for the friend who no longer has time to

do any canning. Watermelon pickle, too, is a gift some cooks would rather receive than anything you could possibly buy for them.

Besides the presents you sew and knit and put into jars and glasses, there are those which require a different kind of skill. Beautiful gifts can be made from a ten-cent tray and an Audubon print which costs only a dime. Wastebaskets and scrapbooks and hat boxes and screens can be made in the same way. But these, as well as many other gifts which take time and patience, will be more successful if they are made when your nerves and therefore your hands are normally steady.

"But I like to be busy at Christmas time," you may say. "I like the scurry and the bustle of Christmas preparations."

Don't worry! You'll still be busy but you'll no longer be the last person on the block to get your Christmas wreaths up. You'll have the red ribbons all pressed in advance. You won't be too tired to serve tea and Christmas cookies to friends who drop in. You'll have time to go over the Christmas tree ornaments, put on new hangers and buy those new balls for which you usually have to run to the ten cent store on Christmas Eve. In fact, you'll find time for a lot of things you have ordinarily had to do in such a rush that you haven't been able to enjoy them. You'll have time to get the real spirit of Christmas and do some of those little, spontaneous things which you've often thought of but, in the last minute hustle and bustle, you've always before had to cross off your list.

You'll have time to help your daughter with her last minute gifts. You'll have time to go caroling Christmas Eve and you may find a moment to sit down with your family and, turning to the second chapter of Luke, read aloud the story of the first Christmas.

Buttercup Mille Fleurs Les Cinq Fleurs Chrysanthemum

Etruscan Mary Chilton Brandan

Unusual Opportunity

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

Baronial	Georgian
Bridal Rose	Heppelwhite
Cambridge	Lily-of-the-Valley
Colonial	Mount Vernon
Fairfax	Strasbourg
Frontenac	Paul Revere

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

★ **Unusual Silver** ★

We have one of the largest stocks of unusual silver in the United States, consisting of Tea Services, Compotes, Pitchers, etc., by America's Leading Silversmiths, also foreign makers.

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JULIUS GOODMAN & SON
77 Madison Ave. Memphis, Tennessee

FREE! NEW BOOK OF OVER 2,000 SMART Xmas Gifts

CHOOSE gifts that are really distinctive, useful, unique. Intriguing novelties. "Different" jewelry. Surprises in leather. And all reasonably priced, from $1 up. We pay postage; guarantee safe delivery. Our 74-year-old policy: Satisfaction or your money back. Shop at home. Save time, avoid last minute crowds. Send for FREE BOOK now!

Gifts Men Enjoy . . Gifts for Her . . Gifts for the Home . . Novelties . . Leather Gifts . . Gift Cards, Wrappings . . Watches . . Diamonds . . Silverware.

DANIEL LOW & Co.
110 Essex St., Salem, Mass.

The **CUMBERLAND** *by Virginia House*

***$89.50**

This price includes Vanity, Chest-on-chest, and Wagon Wheel Bed (headboard is actually Covered Wagon Wheel, faithfully reproduced; footboard is true copy of oxen yoke.)

BUILT by skilled native craftsmen from genuine hard Rock Mountain Maple grown in the storied Blue Ridge Mountains of Virginia—"The Cumberland" recaptures all of the charm and romance of our adventurous frontier days. See it—and many other splendid *Virginia House* creations—at leading furniture and department stores. Your local dealer will gladly place a suite of this distinctive furniture in *your* home for a small down payment, plus easy terms.

***$74.50**

This price includes Dresser, Chest and panel bed—as shown at left.

*** The above prices are F. O. B. Factory, Marion, Va. Your local dealer will add charges for freight. *Virginia House* Maple is available at these low prices today—but due to rapidly changing world economic conditions, *Virginia House* may be more costly soon.**

Virginia House

TRADITIONAL MAPLE FURNITURE

This Trade Mark is Branded on Every Suite
It is Your Guarantee of Quality

PLAN YOUR OWN ROOMS: Send 15c (coin preferred) for the big new *Virginia House* booklet—edited by a nationally known decorator—showing the adaptability of *Virginia House* Maple to your own home.

Virginia House Dept. AH-240
Marion, Virginia

GENTLEMEN: I enclose 15c. Please send me your illustrated *Virginia House* booklet.

Name _____
Address _____
City _____ State _____

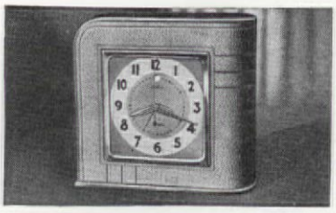
©1940—Virginia-Lincoln Furniture Corporation, Marion, Virginia

"Tea is served, Mrs. Smith"

"Why, of course, it's time for tea. Daddy gave me a new Telechron electric clock for my room — that's how I know. And it's the same time in all the other rooms in the house, because we have Telechron clocks in them too."

KNICKERBOCKER is an interesting new design in the early-American tradition. The brown wood case has an inlay of lighter wood and gold-colored top ornament. Priced at.....**$9.95**

CAFE is designed for the kitchen, pantry or bathroom wall. The plastic case comes in ivory, green, white, black or red colors. Priced at **$4.95.** Telechron clocks, priced from $2.95 to $17.50, are sold by leading dealers throughout the country.



GUEST is an attractive alarm clock cased in pigskin-grained Textileather. Priced at **$6.95.** Every Telechron clock is powered by the famous self-starting Telechron motor, sealed in oil for quietness and long life.

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Major and Minor

You can smile graciously and mean it when a guest spills his cocktail or forgets a burning cigarette—if you have this table. It has an absolutely burn-proof top, is equally impervious to all drinks, hot or cold. Top is mahogany impregnated with Textolite resins, in a very handsome parquetry inlay design. Kittinger.

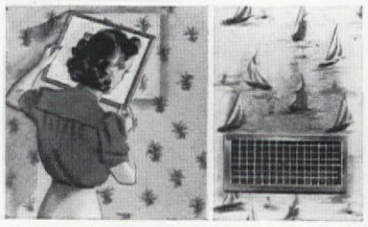
Mexican designs have more than their share of color and spirit. This one, on oilcloth, will do a job for your kitchen if you know better than to stop with the kitchen table. Why not, for instance, apply it to a cornice board or complete frame around the windows? Easy to keep bright, clean, and shiny. Columbus.

Not every gardener is a handyman with time and ability to install shelves. Solution: these adjustable standards and brackets, ready to support your window shelves. From Knape and Vogt.

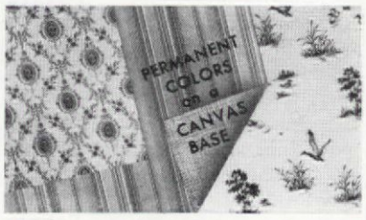
"Look, Jim! It's Getting BIGGER and BIGGER"

"Less than a year ago, it was just a tiny plaster crack. So small that Jim remarked, 'Nobody will ever notice it.' But look at it now! Getting *wider* and *longer* and goodness knows where it will stop. Something's got to be done about it!

"We'll soon be doing more entertaining, so our walls must look their charming best. That's why we're redecorating this *fall* and using Wall-Tex. Its strong canvas base keeps refilled cracks from opening up and protects against *new* cracks, too.



"Winter's ahead all right! Winter heating ... and soot! So we're doubly glad we chose Wall-Tex for it is *honestly* washable. Non-absorbent finishes — that's the secret! They clean like magic and are so easy to keep looking fresh and new."



More charming rooms are made possible by Wall-Tex and its *enduring* beauty saves you money. Over 200 distinctive patterns are available in lovely colors for all rooms. Send for color portfolio and sample swatches — today!

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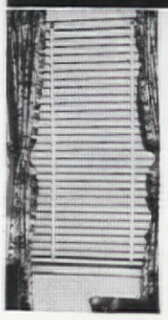
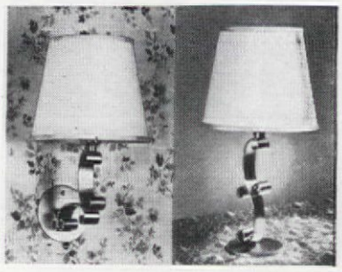
Major and Minor



If you want Venetian blinds at a price (about $2 per window), here they are, ready for you to install in about five minutes flat! They're made of durable, warp-resistant chestnut fibre, can be pulled up or down, slats tilted at any angle. They have a washable oil-painted finish, come in ivory only. We are also pleased to report that the flapping caused by a good strong wind is about as close to noiseless as possible! Clopay.



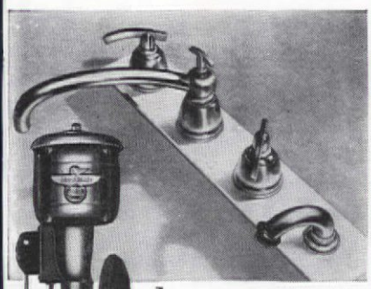
Really good design in an inexpensive lamp that can be used on a table *or* as a "pin-it-up" is not easy to find. But look at this one! Solid brass base, white paper shade with white binding; right for any room. The converter trick is a pivot hinge that works at the touch of your hand. Never let it be said that this is not the age of double-duty efficiency! C. Bradford Carpenter.

Even if you *are* running to catch the 8:15, don't risk a fall! This cotton tufted rug with non-skid rubber backing comes in a dozen colors to fit in with any room's carefully worked out scheme. It is made in a good variety of sizes, too. Thermoid.

Major *and* Minor

THERE'S no plating to wear off these new stainless steel kitchen sink fixtures (1) and they can't rust or crack. Streamlined in design, they come in two finishes, highly polished and satin. One unit set includes a spray attachment for rinsing dishes, insulated so it can't get hot and with a device to prevent splashing water over the walls if the fixture is suddenly pushed away. Schaible Foundry & Brass Works.

2. A cellar drainer to meet the emergency of a flooded basement is always an important piece of household equipment. This new



1

one is automatic in operation and it's able to work against a 25 foot head of water. It's equipped with a self cleaning vertical strainer placed above floor silt level, has lifetime lubrication facilities and an open

2

3

KITCHEN CONTENTMENT FOR SURE!

In this new Kitchen Planning Book

Want to be satisfied with your new kitchen—its arrangement, its convenience, its color scheme? Here's how 50,000 "Mrs. Americas" satisfied themselves. The new Curtis Kitchen Planning Book will guide you—whether you build or remodel.

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Major *and* Minor

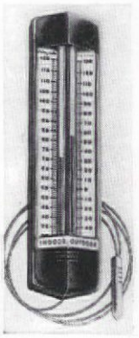
type, non-clogging impellor. $37.50 f.o.b. factory. Red Jacket.

3. An electrical outlet for a clock and one weatherproofed for outdoor installation. The clock outlet includes a hook to hang the clock and is recessed so clock will be flush with wall, cord and plug concealed. Outdoor outlet is

4

protected by rubber cap. G. E.

4. Here's a good looking kitchen heater which fits right into the picture with modern kitchen range, refrigerator and other equipment. It can burn either wood or coal and it is especially helpful for heating a large kitchen where cooking is done by electricity and a means of heating the kitchen on cold days is necessary. The top location of the flue opening makes it possible to locate the circulating heater nearer the wall. General Electric.



5

5. This indoor outdoor household thermometer can tell the temperature either inside or outside of your house. It's in a black bakelite case and scales are in black and silver. It is easily installed. Fee and Stemwedel.

AVOID MISTAKES WHEN YOU BUILD OR BUY YOUR HOME

116-page book answers your questions on financing, planning, budgeting to help you get more for your money . . .

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Announcing the end of curtains with that drooping, limp "homemade" look

Here Lie Curtain Troubles

2000 B. C.—1940 A. D.

MARTHA B. DARBYSHIRE

YOU know how it is when, after hours of har work, the curtains *still* don't hang evenly. You'v done your best on measuring, used all the sewin machine attachments, nearly sprained an ank climbing up to adjust the rods—but the curtains look a homemade as ever. I finally took my troubles to Harr Gladstone's home furnishings store in Los Angeles, whic is one place where you can actually see the kind of cu tains and draperies you dream about. His Mrs. Hallida who supervises the workroom, gave me a step-by-step a count of her professional secrets. They'll work for you, to

Unless you own a perfectly enormous table, the be cutting surface is the living room floor. Use a T-square t get a perfect right angle between hem line and side edge To be sure of the all-important right angle and straigh line, it's a good idea to follow a tape measure pinned t the rug. Repeat this procedure for cutting the lining ar interlining. Inexpensive outing flannel is a good interli ing; important because it delays color fading, lengthe the life of the fabric, makes the draperies hang bette

The bottom hem of a drapery may be from 2" for straight hanging one up to 12" for a tie-back, and is pt in with a button hole or feather stitch. The interlinin first hemmed by machine, extends only to the top of th drapery's bottom hem. Turn the edge of the drapery 1½ back over the interlining and sew together by a long bu ton or loose overcasting stitch. The lining, also machi hemmed, is next applied. It should just cover the inte lining stitches. When the drapery, interlining and lini are all put together and hemmed at the top, stay-ta through all three layers of material near the botto Stay-tacking, invisible stitches about a foot apart, pr vents sagging and is a sure mark of the profession touch. For absolute perfection, sew covered 1¼" dres maker weights to the interlining at corners and seam

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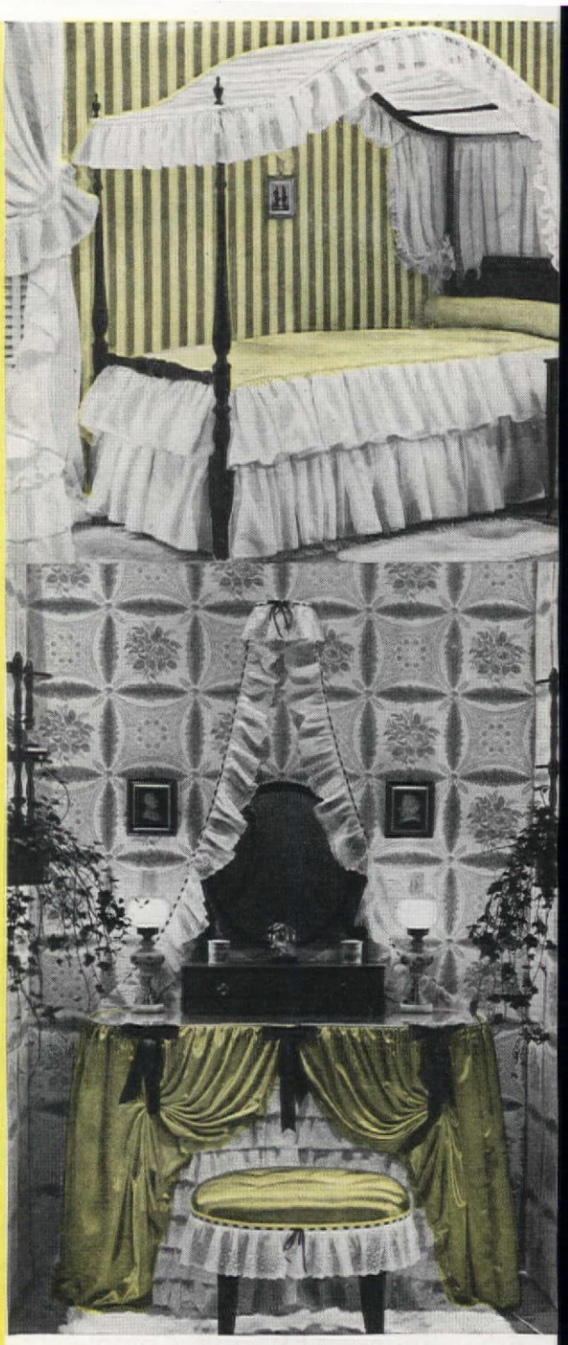
The secret of draperies that hold their pleats indefinitely is in two simple steps—pressing and laying them aside for several days with the pleats "tied in." (Pleats may be 3 to 5 inches deep, 4 inches preferred.) First fold and then press in the pleats. Then, if you are using large rings on a large pole, attach the rings so that the rod will go through the exact center of each pleat. If you prefer concealed rings or hooks on a small rod or track, sew them to the center back of each pleat. Then tie the draperies with string-tape in three or four places—they look like long tubes, complete with pleats—and leave them that way for several days before hanging. Draperies made of heavy textured material may be left tied for an extra couple of days after they are hung at the windows.

Mrs. Halliday has another important rule, and it applies to all curtains and draperies: never, *never* skimp on material. They must be at least double the width of the window opening—which means, for example, that a window 4′ wide is properly curtained with material 8′ wide, 4′ to a side. Whether your curtains and draperies are to be pulled or remain stationary, they must have double fullness. And if it's a budget problem, remember that you'll be better off with plenty of 20¢ a yard percale than with a skimpy allotment of the most shimmering satin.

Valances, as carefully interlined as draperies, are hung on a second rod which extends over the draperies. If you want a cornice, give your handy man a cardboard pattern. He will cut it out of three-ply wood, with top and ends of ½″ pine board. The cornice should be 5½″ deep.

Crisscross tied-back curtains for windows wider than they are high are not recommended for amateur homework. (They must be shaped at the top—cut longer at the center edges and graduated back—and cause altogether too much trouble for the inexperienced.) However, you can have your fun at making very billowy, feminine, ruffled curtains. The main trick is to have both curtains and ruffles plenty full. Current fashion for the width of ruffles is about 6″, but they'll be just that much flossier if you make them 8″ or 9″. Almost any sheer fabric, from dimity to point d'esprit, will give the desired effect.

Next time you need new curtains and draperies, try following this professional advice on what and what not to do. You might even tack it up on the sewing room bulletin board, right in plain sight where you can look at it



Ruffles and ribbons on a bed and dressing table, dainty enough for a fairy princess

Photographs by E. D. Potter Fred R. Dapprich

Designed by Dorothie Ames, of Gladstone Shop, for daughters of Mr. and Mrs. H. B. Wyeth, of Pasadena

Sprigged percale over organdy skirts makes very pretty spreads. Dressing table and stool repeat the idea. Notice perky organdy ruffles on pillows

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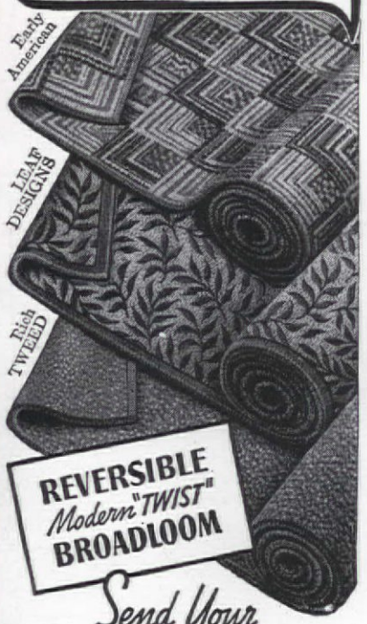

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between stitches. We're almost sure it will work, even for you!

But that is not all I learned from Harry Gladstone's shop. You see, everyone in it is full of ideas, and they don't stop with curtains and draperies! If you want DuBarry atmosphere in your bedroom and can afford to have it run up by the experts, all well and good; if the budget calls for a little economizing, the home touch may be wisely applied to such things as bedspreads and dressing table skirts.

Certain basic bedspread rules still hold good. Never skimp on material even if it means getting along with unbleached muslin instead of pink satin. Spreads must be long enough to allow for a liberal tuck-under beneath the pillows. Take your extra yardage for ruffles seriously. The top panel of a sheer spread must be given body; for example, organdy should be backed by sateen with an interlining of outing flannel, backed by a lining. For a silk spread use only the interlining and lining.

A canopied four poster bed is a challenge to Mrs. Halliday, and not much wonder. They are delightful whether they are dressed elegantly or simply. She makes her tester drapery run either across or lengthwise of the frame, and makes it of double fullness. The tester ruffle, dropping down from eight to twelve inches, according to the height of the bed post, must also have double fullness. Nothing is so sad as a scanty, stingy tester ruffle that is supposed to be perky and saucy. A canopied bed has either a bedspread with a ruffle dropping to the floor, or a permanent, lined, ruffled skirt made on a sateen body that fits over the box springs under the mattress. With the permanent ruffled skirt, the spread is cut tailored and extends down over the sides to meet the ruffled underskirt.

A dressing table skirt may be attached to the table by snap-tape. This is much more sensible than tacking the skirt on permanently. The skirt should be at least twice the actual measurement for proper fullness. It need not go across the back of the table but it is wise to run it around the back corners for a few inches. A thin, inexpensive mirror may be used over the top, or you may use regular picture glass instead. If you use the latter, the table top, under the glass, should be covered with the dressing table skirt material. To do this, cut a cardboard pattern to fit the table top exactly and cover it with the material. Then turn the cardboard over and glue the material down on the underside.

It all sounds simple enough, doesn't it? And once you master the rules you can do great things.

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The Easy, Inexpensive Way TO CREATE Beautiful Rooms

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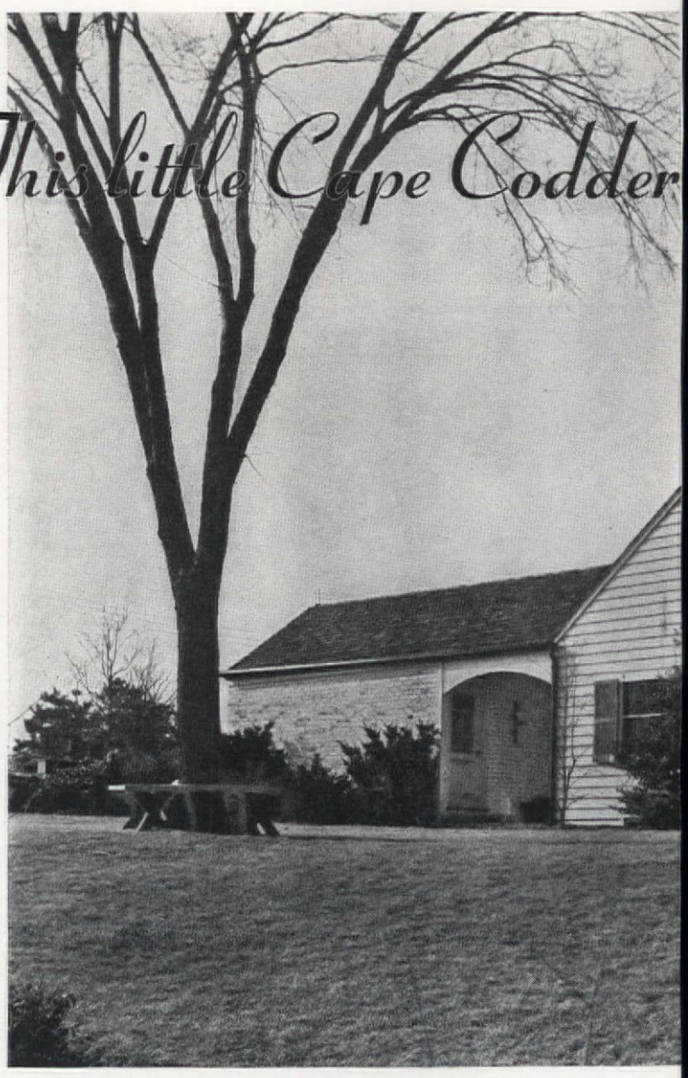
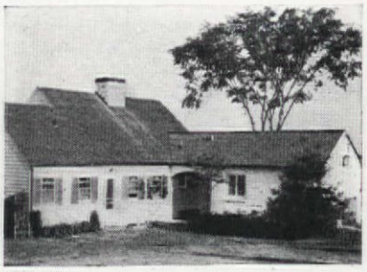


Home of Margaret Speaks

CAPE COD houses don't have to look like peas in a pod, with the same long low front and shuttered windows on either side of a center door. By shifting the design around a bit a lot of variety and individuality is possible. On Miss Speaks' country home in Westchester County they built a trim little entrance vestibule on a gable end of the house; they pushed out a ten foot wide bay window along the living room side; they built a brick garage at right angles to the front and connected it to the kitchen with a covered breezeway. The treatment gives the house its own special zest and it works out well inside, too; a 14 x 26 foot living room, a stair, two bedrooms, a bath, and kitchen are accommodated in



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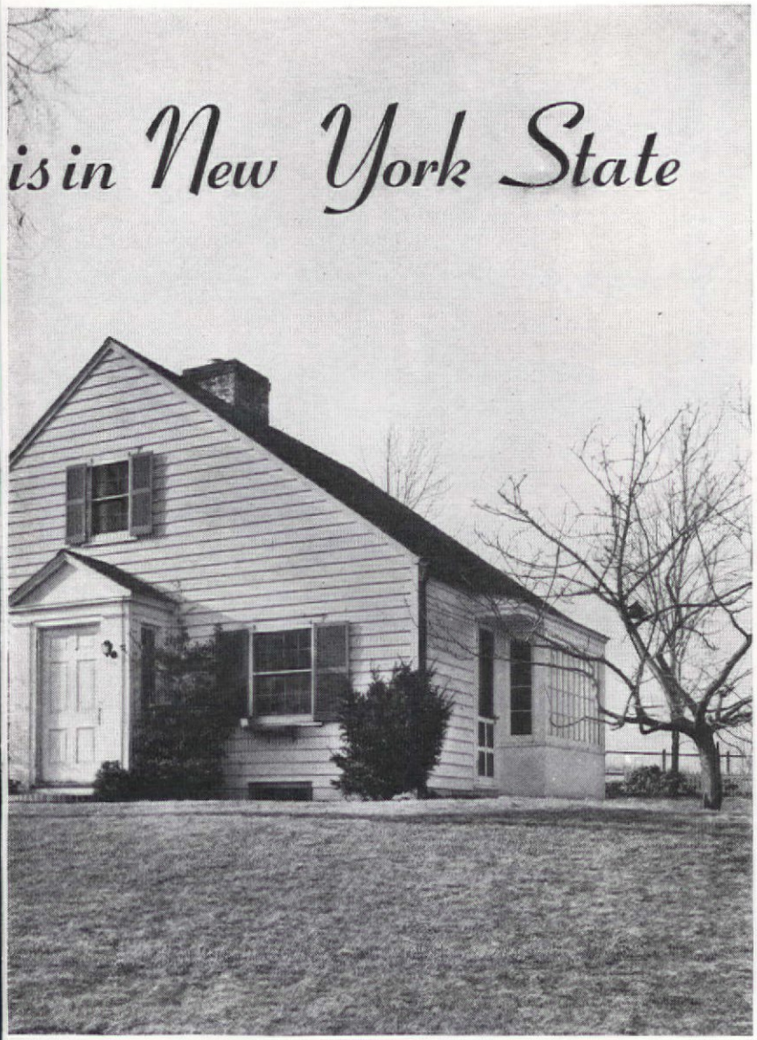
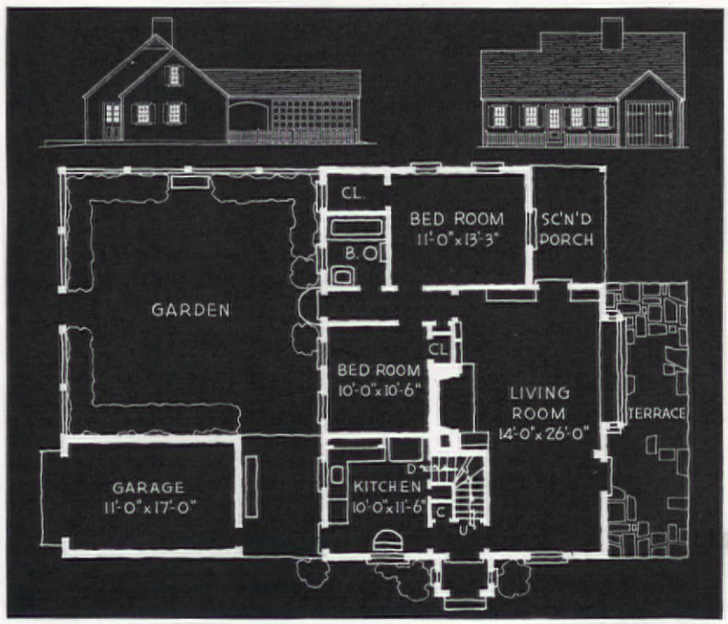


F. M. Demarest

Architects: VICTORINE and SAMUEL HOMSEY
Associate: ALTON CRAFT

typical rectangular Cape Cod space with more room upstairs for the future bedrooms and a bath. It's a country house on twelve and a half acres, placed for enjoyment of a spectacular view and providing handy access to many outdoor features through five doorways: the gabled front entrance, the Dutch door next to the big story-book bay window on the east side, glazed and paneled double door leading from the living room to a new porch, west side doorway, and the kitchen entrance.



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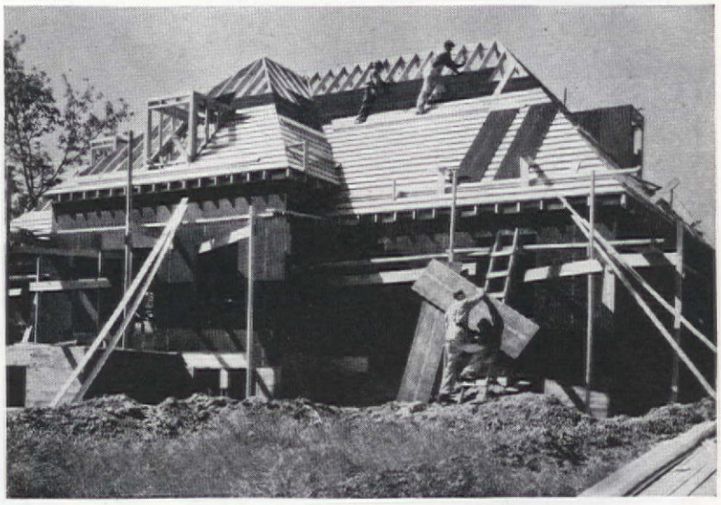

This house is sealed with Fir-Tex inside and out! It is the residence of W. W. McCready in Forest Grove, Oregon; D. W. Edmundson, architect. *Above:* Fir-Tex Sheathing is nailed to the walls and roof; notice the asphalt coating, which keeps out rain and moisture. *Below:* Plastering over Fir-Tex insulating lath in the McCready home. This solid base prevents lath marks, plaster cracks are minimized. Fir-Tex insulation drastically reduces heat bills.

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INSULATING BUILDING BOARD

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About the house are vegetable, perennial, cutting, and rock gardens while, farther out, there's an acre of orchard, four acres of woodland, an evergreen nursery, and six acres farmed with the help of a local man. Thirty varieties of trees include many crab apples, maples, and white birches, all of which were very carefully planted and appropriately placed in relation to the house itself. A small guest house or playhouse, apart from the house, is bordered by a cutting garden in

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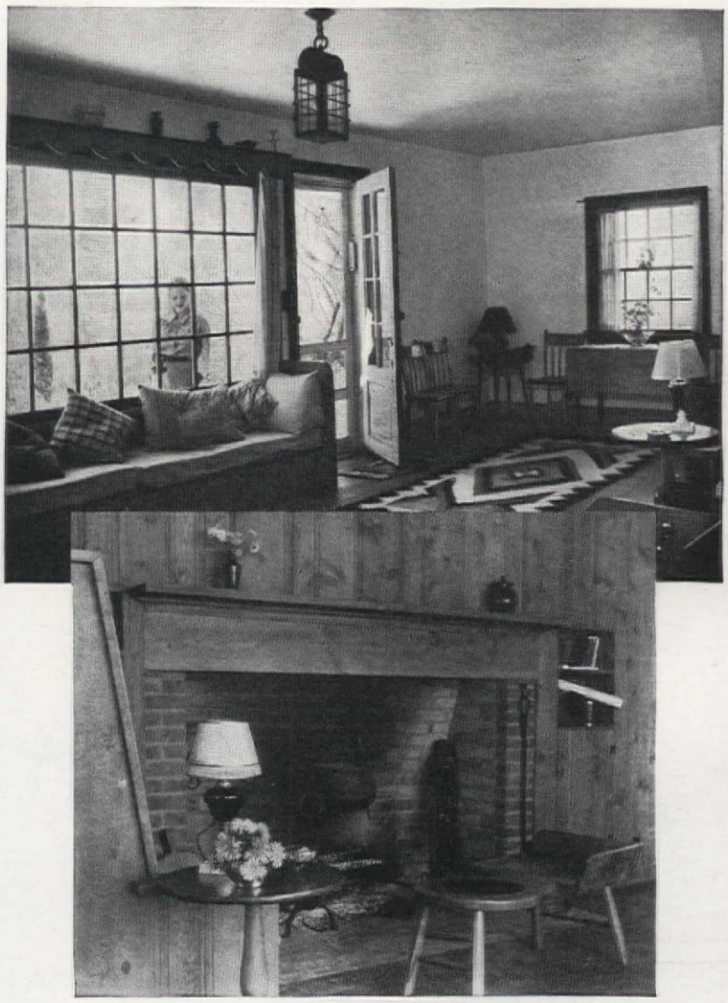


Bay window and fireplace on opposite living room walls

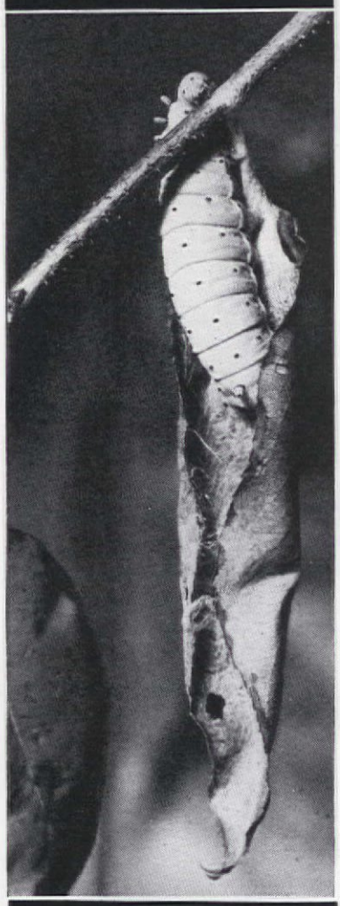
which are flagged walks and a bird bath. Tiny bird houses are placed in all the trees about the building, for Miss Speaks is particularly fond of birds and likes to have them around her. There's also a tool house on the grounds to take care of the ever-growing array of gardening paraphernalia, while a badminton court provides lots of fun and exercise for everyone.

The living room takes up a good part of the house and is the sort of comfortable, informal room which fits in with country living. Every wall has interesting treatment. Meals are served in the front part of the room, while the wide fireplace alcove with its pine-paneled wall, built-in settle, and six foot fireplace opening takes up the west wall. The rear wall is lined with bookshelves and the long bay window has a wide built-in seat for comfort, a magnificent wide valley view for inspiration. There's a playroom downstairs too for Ping-pong—and storage for preserves.

Since this cottage was primarily planned as a place to rest—and then rest some more in the great outdoors—the housework problem has been neatly solved by making the house so simple that it practically runs itself. Servants are quite unnecessary in this scheme of things. The kitchen linoleum simply refuses to show a speck of dirt and the rugs in the living room are the type that can be given the proverbial lick and promise and emerge looking as clean as a whistle. All of which leaves plenty of time for outdoor fun—long, lazy hikes in spring when everything is just beginning to wake up, brisk walks in the fall over the countryside with its riotously colorful changing foliage, cooling swims in the summertime, and grand skating and tobogganing on the many hills in the neighborhood when winter rolls around.—CHARMÉ SEEDS

Building Data:
Foundation: Concrete block. Basement under main house only. Concrete basement floor. *Walls:* Cedar clapboards on wood sheathing and framing. Garage and chimney, whitewashed brick. Interior: 3 coats of plaster on wood lath, knotty pine siding in living room. *Roof:* Wood shingles. *Windows:* Wood double hung windows. Large fixed sash in living room. *Flooring:* Oak. Kitchen and bath, linoleum. *Equipment:* Brass plumbing pipes, copper roof leaders, gutters; cooking, water heating, refrigeration with bottled gas. *Heating:* Hot air system, oil fired.

Promethea



for

SOME day this fall, after removing screens, hanging the storm sash, interning the garden furniture and otherwise getting things ready for winter, I'm going to take a walk over the fields. I'll return marveling at nature's ingenious ways and, I'm afraid, envious of my neighbor, Promethea, after seeing what a neat, simple, completely efficient job she makes of going into winter quarters.

More formally, she is Callosamia promethea, one of the well-known giant silkworm family of night-flying moths. Because her reddish-brown and gray wing colors are less spectacular than those of some of her relatives, she may be better known in her summer caterpillar phase. Then, seen on the spice-bush, tulip-tree, wild cherry, and other common woody plants, she is a large, plump, bright bluish-green creature with rows of glossy black dots along back and sides, three coral-red tubercles just back of her neck, and one yellow one near her other extremity. Or she may be oftenest seen—but not recognized—during her hibernation, well hidden within a curled leaf that hangs until spring from an otherwise bare twig—as shown here, at the right.

Were I in time I might watch the amazing skill she is demonstrating in the other picture, as she literally "rolls up and ties on" for the winter. This involves pulling the leaf shelter together, spinning *within it* a tough, silken cocoon, and the prolongation of that cocoon into a silk cable that binds the leaf stem firmly to the twig. Note the preliminary leaf lashings; the first (outer) layers of cocoon, with a hole at the bottom for drainage during construction; Promethea's intent precautions that the silk band about the twig will be strong and lasting!

She builds her house from the outside in, and ends up cozily snug in a silken bed

Prepares

Winter

Is Your Husband a Night Sheepherder?

● Doesn't he realize that the sheep he counts aren't sheep at all, but wolves in sheep's clothing? Doesn't *he* know that they devour his rest? Don't you *both* know that the aid to better sleep is a better mattress?

Sleep on OWEN hand-woven innersprings

Complete relaxation during night hours is a necessity if sleep is to be most beneficial. Mattresses built around innersprings hand-woven by Owen promote refreshing, restorative sleep. The *interlocked* spirals of special lead-tempered steel form a unit that does not sag—does not cause you to lie on a mountain and valley surface.

The superior mattresses having OWEN-WOVEN Innersprings are built for luxurious comfort. You relax in their deep softness while benefiting from their body-form support.

Owen springs are also used in Dr. Mattison's PERFECT POSTURE Mattresses—heavier hand-woven springs in the center section where weight is greatest; medium springs for the upper third of the body; lighter springs for the lower section.

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Before you choose a new mattress, study mattress facts. Send the coupon for free copy of this helpful book and name of nearest store where you can examine Owen qualities, as identified by this important label.

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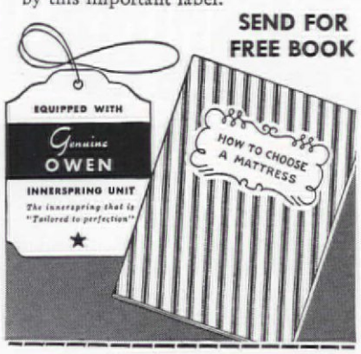

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Bridgeport, Connecticut

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Try this new Insulation Quiz...

Maybe you can cut your fuel bill as much as 40%!

***Q.** Why do some insulations bring more comfort—save more money?*

A. The efficiency of insulation depends on its thickness and on the type of material.

***Q.** Why do so many home-owners, after careful investigation, select Eagle Insulation?*

A. Because Eagle Insulation is a fire-resistant, water-repellent *mineral wool.* It contains millions of tiny dead air cells. Hence it is extraordinarily efficient. As applied in 4-inch thickness, it stops heat and cold more effectively than a concrete wall 12-feet thick!

***Q.** Is it true that Eagle Insulation soon pays for itself?*

A. Yes. It cuts fuel bills drastically. Often as much as 40%!

***Q.** How is Eagle Insulation installed in an existing building?*

A. This unique mineral wool is applied pneumatically. No building alterations are necessary. Authorized contractors do the job. No muss, no fuss.

***Q.** What is the easiest way to compare different insulations to find out which is the best buy?*

A. Use check list of Comparative Insulation Values found on page 9 of new booklet, "It's Different." This list tells you what to insist on if you want maximum comfort from insulation the year around. Mail coupon today for free copy.

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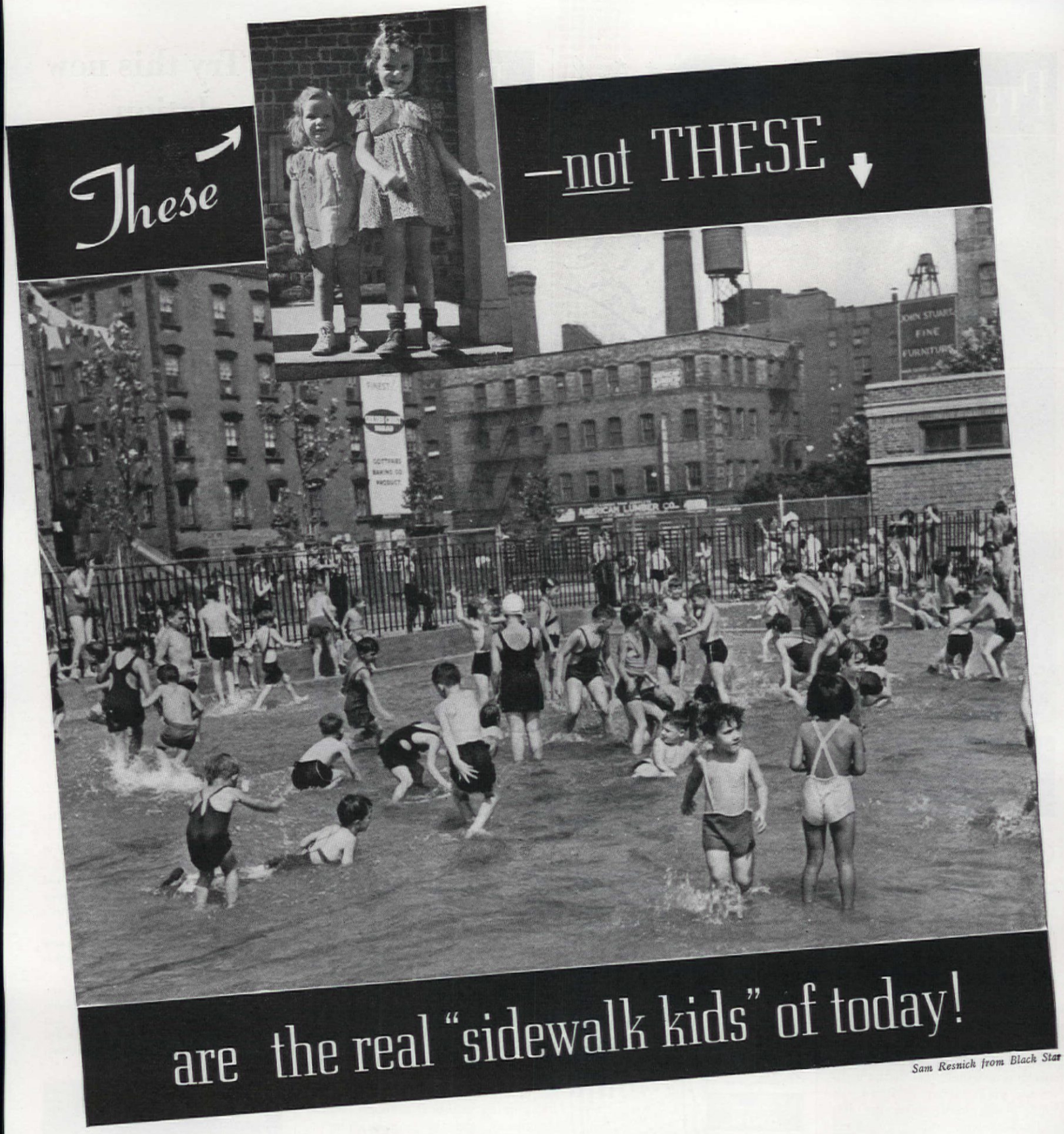

YOUNG people are naturally sociable and fun loving. Instinctively they crave outdoor activity and competitive sports which are aids to their health, happiness, and general well-being in every way. There has been a 40% decrease in street accidents and juvenile delinquency since New York City so generously equipped its 20,000 acres of parks with recreational facilities. Almost four hundred playgrounds are now filled with swings, ball fields, tennis courts, roller skating areas, and wading pools for children in crowded districts. But what of the opportunities for fun and play for your supposedly more privileged children of the suburbs? In established residential sections, vacant land formerly utilized for group play has gradually disappeared and near-by streets have become the community centers. Playing ball in the road is a hazardous business, but school grounds are often inconveniently far away.

In our case the answer has been to provide a setting for the normal activities of growing children. Their repeated demands for more space and additional companionship made us realize that they could no longer be confined to a small back yard. Our front yard could well be adapted to their rightful needs and we were faced with the choice of giving it over to grass, which was usually stubborn, or to the children, who were eager. Since the main concern of a home is supposedly the raising of children, why, we wondered, should they not have the part of the yard they preferred?

So, we decided to let our peaceful green yard be transformed into a neighborhood playground. Its inherent

NEVER before in our history has the call for American unity been so insistent, or the need so great.

But what is unity? Waving a flag may symbolize it; and building an airplane demonstrate it. But they do not define it. The true stuff of which unity is made lies deep in the heart of each American—in You, the People.

The American Way is created and maintained by you, in your own family circle. It grows outward to national greatness from that miracle of unity—your own home.

In these times, to build security around your loved ones is to serve your country's highest command—for unity. That is why building new homes, and improving old ones, is so vital to national welfare today. In recognition of that truth six distinguished Americans have collaborated in writing this page.

★ ★ ★

Raymond Gram Swing

The home is the pattern out of which a free society is made; there are no liberties which do not live in it. Europeans often criticize the American home because women have an equal voice in it, and because its children are not severely suppressed. But they are criticizing a standard of home-democracy which is the foundation of the nation's democracy.

Not all American homes are free, not all Americans are yet free to own their own homes. But that is the criterion of freedom, and there can be nothing more worth striving for than universal home ownership, and responsible freedom of individuals within the home.

Raymond Gram Swing

RAYMOND GRAM SWING—NEWS ANALYST

Dr. Stanley High

Only a high order of national unity can make the years of this decade The Upsurging Forties.

But national unity is not a result which—presto!—is pulled from the politicians' hats. It requires something definite to unite on—something on the desirability of which all Americans can agree.

Our ideals and traditions being what they are, I doubt if unity—the solid, progress-making kind of unity that the times require—can be more quickly or more significantly achieved than through a home-building, home-owning movement.

An America under its own roofs is likely to be an America under way.

Stanley High

DR. STANLEY HIGH—CHURCHMAN AND AUTHOR

Edgar A. Guest

Faith in America and her institutions will not easily be shaken by subversive influences since every citizen is or can be the owner of a bit of his native land.

The home owner guarantees his citizenship; he gives hostage to his neighbors against everything that would harm his country. He is of the union.

American unity is of the American family life and the American way. Nothing that alien *isms* have to offer the American home owner can tempt him to desert. He is a patriot, a strong defender of the principles of democracy and withal—a man of peace.

Edgar A. Guest

EDGAR A. GUEST—AMERICAN POET

Raymond Clapper

In these times two purposes rise above all others. One is to defend our Nation. The other is to preserve those basic institutions which make possible the American way of life.

Nowhere are these two purposes more deeply enshrined than in the American home. When a family owns its home, it owns not only the shelter for its hearth but holds in its own name some of the soil of America. The family which owns or is acquiring its home commands a stake in America, a living possession that it is ready to defend against enemies within or without. Home owners take pride in the knowledge that they are good citizens, that they are anchors of their nation's security, that they are contributing to the nation's welfare.

Raymond Clapper

RAYMOND CLAPPER—COLUMNIST

Stewart McDonald

This would seem to be an era when free men and women are making fresh appraisals of all the things they hold dear.

What thing has value in times like these? What thing comes first? What is worth fighting for—or, more important, worth living and working for?

One's own home, certainly.

And perhaps the American home needs a fresh examination. A home is not paid for so dearly and with such sacrifice as in former years, but today it is a better built home, better equipped, and more livable than ever before. Do we value our homes less because they are more easily achieved? I think not. The American concept of home has taken on new meaning. Here is the center of American life, the inviolate family sanctuary of security, happiness, and freedom.

Stewart McDonald

STEWART McDONALD—FEDERAL HOUSING ADMINISTRATOR

Gabriel Heatter

The most powerful platform in America is the American home. The American family which owns its own home knows what it means to say: *This is my own, my native land.*

In this way a people who live by a common heritage join hands in preserving it for their children. In that same home children feel best the meaning of all we call America. Thus national unity is born and preserved—first, inside one's family, then reaching out neighbor to neighbor, and finally encompassing the entire community and nation.

Give your children the deepest roots of all—a home they know is theirs—in a country of which they will forever feel a living part. This is the timeliest and most practical manifestation of true patriotism.

Gabriel Heatter

GABRIEL HEATTER—COMMENTATOR

LOOK HOMEWARD FOR SECURITY

This page itself is an example of the unity which typifies America. The space is provided by a building materials manufacturer, the Certain-teed Products Corporation. Six outstanding Americans graciously contributed their time and great talent to write it. All have united in a common purpose: to point out the importance of home ownership to American citizens.

The money ordinarily paid to such writers was presented by Certain-teed to the American Red Cross.

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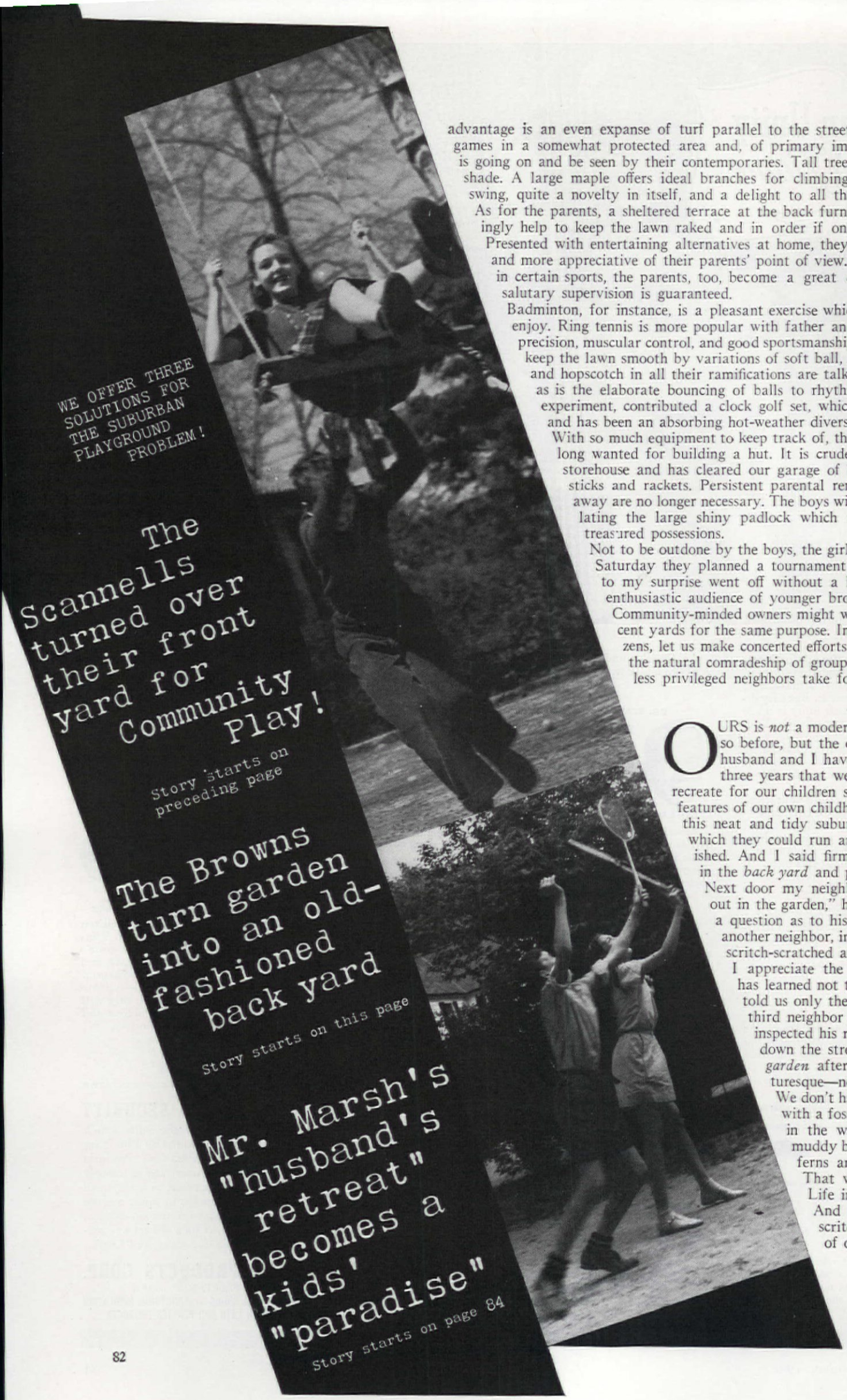


WE OFFER THREE SOLUTIONS FOR THE SUBURBAN PLAYGROUND PROBLEM!

The Scannells turned over their front yard for Community Play!

Story starts on preceding page

The Browns turn garden into an old-fashioned back yard

Story starts on this page

Mr. Marsh's "husband's retreat" becomes a kids' "paradise"

Story starts on page 84

advantage is an even expanse of turf parallel to the street. Here children can enjoy gro games in a somewhat protected area and, of primary importance, they can still see wh is going on and be seen by their contemporaries. Tall trees near the house furnish sufficie shade. A large maple offers ideal branches for climbing and for an old-fashioned ro swing, quite a novelty in itself, and a delight to all the youngsters.

As for the parents, a sheltered terrace at the back furnishes seclusion. The children wi ingly help to keep the lawn raked and in order if only we won't re-seed it just y Presented with entertaining alternatives at home, they are less interested in the mov and more appreciative of their parents' point of view. Participating with their childr in certain sports, the parents, too, become a great deal more understanding and salutary supervision is guaranteed.

Badminton, for instance, is a pleasant exercise which both mother and daughter c enjoy. Ring tennis is more popular with father and son, while both games devel precision, muscular control, and good sportsmanship. In the spring and fall the bo keep the lawn smooth by variations of soft ball, hit the bat, or soccer. Jump ro and hopscotch in all their ramifications are talkatively enjoyed by younger gi as is the elaborate bouncing of balls to rhythm. A friend, sympathetic to o experiment, contributed a clock golf set, which encompasses only a small ar and has been an absorbing hot-weather diversion for both boys and girls.

With so much equipment to keep track of, the boys found the excuse they h long wanted for building a hut. It is crude in construction but serves as storehouse and has cleared our garage of balls, bats, ropes, fish poles, g sticks and rackets. Persistent parental reminders that things must be p away are no longer necessary. The boys willingly seek an excuse for manip lating the large shiny padlock which now insures the safety of th treasured possessions.

Not to be outdone by the boys, the girls started a Badminton Club. O Saturday they planned a tournament of ambitious proportions, whi to my surprise went off without a hitch and was applauded by enthusiastic audience of younger brothers and sisters.

Community-minded owners might well take turns offering their adj cent yards for the same purpose. In any case, as parents and as ci zens, let us make concerted efforts to give our suburban youngst the natural comradeship of group activities which their supposed less privileged neighbors take for granted.—FANNY SCANNELL

OURS is *not* a modern garden. I never quite dared s so before, but the other day I thought of what n husband and I have been trying to do during the three years that we have owned our own home— recreate for our children some of the treasured, well-lov features of our own childhood back yards; to give them, this neat and tidy suburban world of theirs, a place which they could run and play, unsupervised, unadmo ished. And I said firmly to the children, "Go on o in the *back yard* and play!"

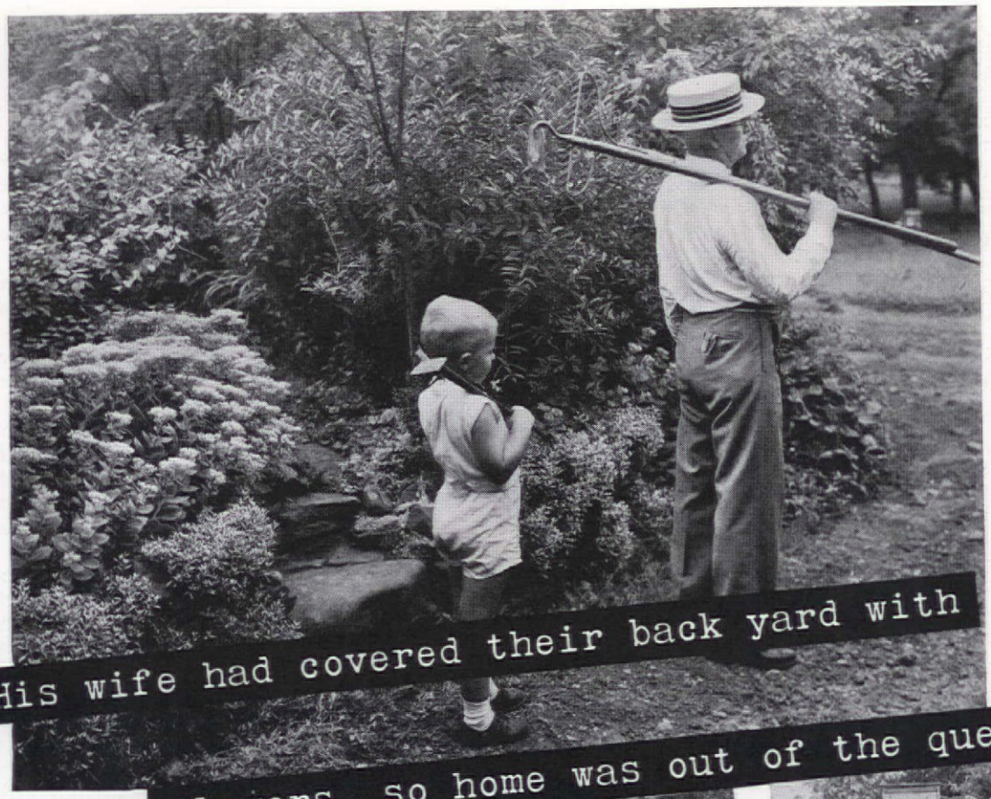
Next door my neighbor was hoeing vigorously. "I out in the garden," he called to his wife, in answer a question as to his whereabouts. On the other si another neighbor, in Mr. McGregor fashion, patient scritch-scratched at his grass. "I want you to kn I appreciate the fact that this year your Pe has learned not to run across my garden," he h told us only the night before. Across the street third neighbor mowed greensward and loving inspected his rock garden. As far as I could s down the street on either side of us stretch *garden* after *garden*, formal, informal, p turesque—not a back yard in the place!

We don't have a rock garden. There's a sto with a fossil print in it that Johnny dug in the woods one day and stuck into muddy bank, along with a few sad-looki ferns and some lilies that never bloo That was when he was studying Wi Life in New Jersey, Project No. 9,78

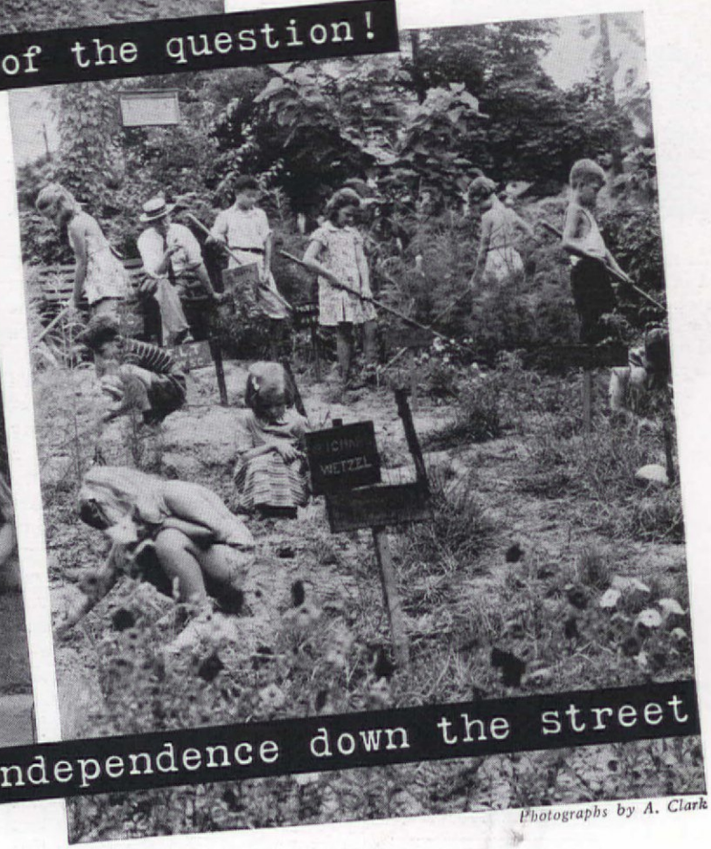
And we don't have much grass scritch-scratch, either. The first pa of our yard is the football field a

Photographs

WALTER B. WILDER



His wife had covered their back yard with flowers, so home was out of the question!



Alden Marsh sought independence down the street

Photographs by A. Clark

smooth and part grass, you're almost sure to find yourself in Peter's corn patch when you aim toward the middle wicket.

Peter's vegetable patch is much like my husband's and mine used to be—high hopes in the spring and figurings on how many bunches of carrots can be sold. Then come the radishes—the only thing the rabbits and squirrels spurn—which grace our table meal after meal. Later we transplant petunias to cover up the place where the vegetables should have been.

At the side of the croquet field are two cherry trees, one of which makes a marvelous shade-roof for the house and farm which the younger children have made. They painted one of the wild cherry saplings white so it would look like a birch tree, and planted corn, which surprisingly came up in three days. The spot looked so lush that they called it a jungle and had all the mothers in a panic while they became monkeys and climbed all the trees in the woods. The second cherry tree this year cracked under the combined weight of four largish boys who were in it at once.

early in the spring the grass comes up in patches there. But then there's mumblety-peg under the birch tree, or archery, with the garage as the target, and even the toughest grass gets discouraged. Even if it didn't, the football season begins extremely early in our part of the world and it'd be dug up again, come late August.

Beyond the football field

he ended up with the Living World Science Club!

is a small plot we call the "garden" where we grow the flowers that most luxuriantly fill our sandy soil. But if a football or baseball gets tossed into this garden spot, it doesn't really make much difference.

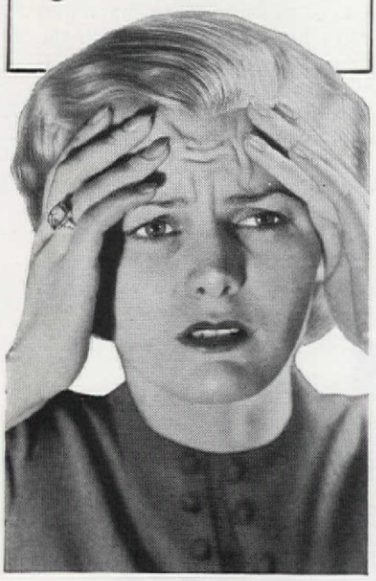
The croquet and baseball field, beyond, ought to be smoothly rolled and lush with grass, but somehow it never is. There's a worn spot for each base and one of them, later on, makes a marvelous place for the croquet pole and the first two wickets. With the croquet field part

Down over the bank of the "rock garden" is a woods of birch and wild cherry and oak, place of many campings-out, with both winter and summer fireplace sites. That in the southwest corner was built for summer so the smoke wouldn't hurt the trees; in the middle is the fireplace for winter use. Between them is a neat pile of firewood culled from the hurricane's sweep. The ten-year-olds in the neighborhood, proud possessors of Boy Scout hatchets, diligently hacked and chopped the fallen trees.

One of the problems each spring is to decide on the best spot for the bird bath, out of the way of all the playing grounds, yet bird-handy, too. For a while we had it near one of the cherry trees, but we decided that was just too convenient for the birds. Many a time we watched them fill themselves with cherries and then swoop down for a drink and a splash. They're cheery to have about, always fun to watch.

Our yard ends in the village woods and on beyond the tall oaks that

"I can't help thinking *it was my fault!*"



"WE HAD A FIRE. And, of course, we had insurance. It took a loss to make me realize what a difference there is between a handful of insurance policies and real insurance protection. I didn't worry. But after we moved back in the house—I began to figure how much we really lost. It probably was my fault, but I *thought* we were protected!"

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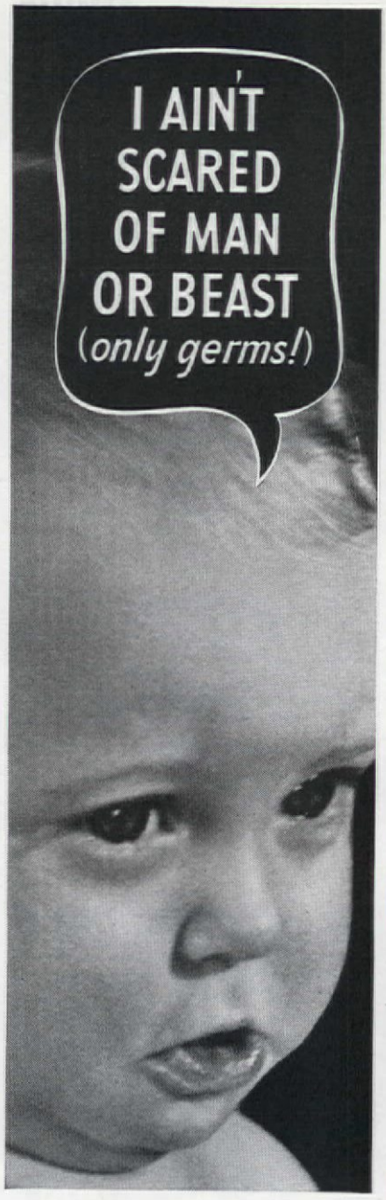
act as sentinels is the creek in which most optimistically each spring for a while the boys try their luck at fishing.

If our yard were a garden, it would be used only part of the year, but winters, it seems to me, it is more alive than at any other time. Small boys roll and tumble and shriek, taking long dives into the snow; the older boys shovel crooked paths and go skiing in the woods. The adults, out to show the children that they were practically born on skiis, take more tumbles than their offspring. Dignity is lost in the pale enchantment of our winter woods—young and old romp together and become fast friends.

Ours is no neat and tidy suburban garden. It is inhabited all year 'round in happy succession by Indians and pirates, Red Granges and Babe Ruths, Lindberghs and sea captains, witches and cowboys and Mickey Mouses. We have grass that can be walked on (what there is of it!), trees that can be climbed, bushes that make wonderful ambush, sun and shade and woods and water. And within the always elastic realm of reason, it doesn't make much difference what is stepped on or touched. Ours, you see, is a Back Yard!—KAY HENNING BROWN

A FEW years ago, when thrift gardens were the vogue, I decided to be thrifty. My wife had covered most of our back yard with flowers, shrubs, and trees, and had even appropriated my carefully sodded terraces for a wild flower rock garden. So home was out of the question. Besides, a bachelor friend had said impressively, "You ought to get an island somewhere and get away from your wife," without explaining whether he meant permanently or intermittently. The wife of my friend, the ex-councilman, also influenced me when she remarked, "Jim ain't much of a gardener, but he certainly gets in an awful lot o' visitin'."

So I decided that a vacant lot opposite Jim's would serve in lieu of an island, and the possibility of some visiting was promising. I found that the city owned the lot, whereupon Jim helped me pull wires to get the use of it. When, jubilantly and hopefully, I began to spade, he advised plowing it, but no plow could have gone through the locust thicket that had been growing unchecked for years. Even where there weren't locusts, I could scarcely force my spade into the hard soil. A good-hearted neighbor who had dumped his coal ashes on the lot for years, continued to do so after I acquired it, stating that they were good for the ground. "Yes, if sifted," I replied, for I had begun to read magazines about gardening and to follow their advice.



"Gee, you don't blame me for being scared of germs, do you? They're EVERYWHERE, just waitin' to pounce on us babies. But, thank goodness, Mommy knows how to protect my skin! After my bath, she goes all over me with Mennen Antiseptic Oil. That's a baby's best BODY-guard, yes Ma'am!"

Mother, to give your baby's skin the best care, to keep him more free of rashes, and safer from germs . . . do as practically all hospitals do, as most doctors recommend: oil your baby's skin with Mennen Antiseptic Oil every day. *Do this until your baby is at least a year old.* And use the oil also after every diaper change.

Then continue the protection with Mennen Antiseptic *Powder*. Made by a new process, *Hammerized*, it's smooth as air. And, because it's Antiseptic, it's recommended by more doctors than any other baby powder.

Note: To insure your baby's health, take him to your doctor, regularly.

MENNEN *Antiseptic* OIL *and* POWDER

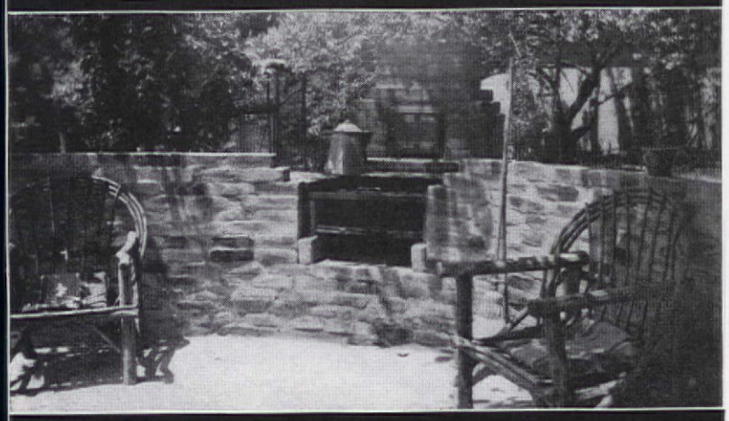
The first year I got only a small section under cultivation. So when some boys—members of the local Living World Science Club—asked for space for small gardens, I gladly consented, for they would help clear the land. Today the whole lot is cleared, and fresh peas, corn, radishes, and tomatoes have become so much a matter of course that we scorn store produce. Besides the pleasure of gardening myself, I get even more from directing the children whose gardens extend all around the edge of the Husband's Retreat.

ALSO I get in a "lot o' visitin'." People stop to ask the way to streets beyond my busy corner, and often the conversation is prolonged, for they find the children an interesting topic, and our sign —"L. W. S. C. Gardens"—excites inquiries. Sometimes friends say, "Vegetables are so cheap it doesn't pay to raise them." But I always think they envy me my joyous freedom, and I see a covetous gleam in their eyes as they look at my roasting ears. Of course, money could not buy all I get in my Husband's Retreat. Outdoor air and exercise make for health and contentment as well as vegetables. Gardening stimulates the imagination. You think great thoughts and dream new dreams as you dig and hoe. You are a poet in a paradise shared with orioles, cardinals, catbirds, song sparrows, and sometimes rarer birds of great beauty.

As the years go by, I try new things, for here I am free to do as I please. I go in for flowers and devote a circle to annuals and another to perennials. Each April and October the Club plants a small tree on the edge of the lot; we now have a black ash, a weeping willow, a cutleaf maple, a catalpa, and a slippery elm, and on each tree we place a marker visible from the street so passers-by may add a little to their knowledge of trees. Tiny maples, oaks, and ash trees are transplanted into our arboretum and later will be moved out to shade the streets of our growing city. I left some of the locusts along the border of the Retreat and keep them trimmed as a hedge. The grass along the street, formerly a wilderness of ragweed, the boys and I have turned into a satisfying rectangle of growing green. On the bank or terrace we have planted roses that particularly like a southern outlook.

Fall comes, and my birds say goodbye. But there will be another spring, more birds, more flowers, more vegetables, more children. Hopefully I spade. Grouches, disappointments, failures vanish under the soil. Yes, there is much more than vegetables in the Husband's Retreat.—L. ALDEN MARSH

Living Outdoors



and Liking It

LIVING in California, we decided to take more advantage of our climate and surroundings, and we think we have done so. Shaded by three poplars, our back yard, with its pool and rock garden, seemed an ideal setting for a patio and grill. So my father, my brother (age 15), and I (age 18, for the record) made the 16-by-12 foot patio of flagstones set not too even to be pleasing and with a good cement mixture between them. Then, wanting privacy, we decided on walls of brick, 1000 of which we bought for a cent apiece. We had no experience or ideas about masonry, but, armed with a few points given us by a local contractor, we found it surprisingly easy. We made little use of the level and deliberately sought a kind of "rustic" effect; we made each end a double column for strength and to provide places for flower pots. For the barbecue (23 inches wide and 16 inches deep) we poured a foundation, built the walls of brick smeared inside with fire clay, and put a $1.25 tin oven in the chimney. A blacksmith made us an angle-iron frame to hold a steel plate for frying and a heavy steel screen for grilling; a 9 inch wide steel sheet above and at the back holds hot pots and pans. We have seen larger, perhaps better, gardens, but we still prefer our own, and enjoy it the more because we made it ourselves at a cost of only about $25—CHESTER PARKINSON, JR.

My bargain hunting led to love

...I've found my Man

Lucky day for romance when I discovered Pepsodent Antiseptic gave me 3 times the confidence by curbing bad breath. Lucky, too, for my budget because it lasts 3 times as long.

I Didn't Seem to "Take"

It happened again and again...even with HIM at first. They'd say "hello" and shortly disappear. I wondered why!

Comes the Dawn!

I'm a born bargain-hunter...Lucky I am! Because a bargain taught me what was wrong with my man-appeal! Bad breath is a horrid thought... even to me, now.

I found a bargain... I found

Romance!

No chance now for me to miss happiness by a breath! Pepsodent Antiseptic helps me keep it fresh, inviting for those critical close-ups.

Spend just a few moments, morning and evening, gargling with Pepsodent Antiseptic. Yours will be a sweeter, fresher breath.

Pepsodent Antiseptic is thoroughly effective and still antiseptic even when diluted with two parts of water. Thus, it goes 3 times as far as ordinary mouth washes, gives 3 times the safe breath protection.

Get a bottle of Pepsodent Antiseptic today . . . for breath protection, for economy.

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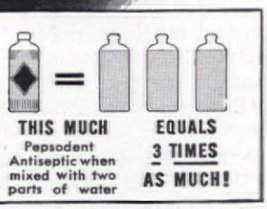
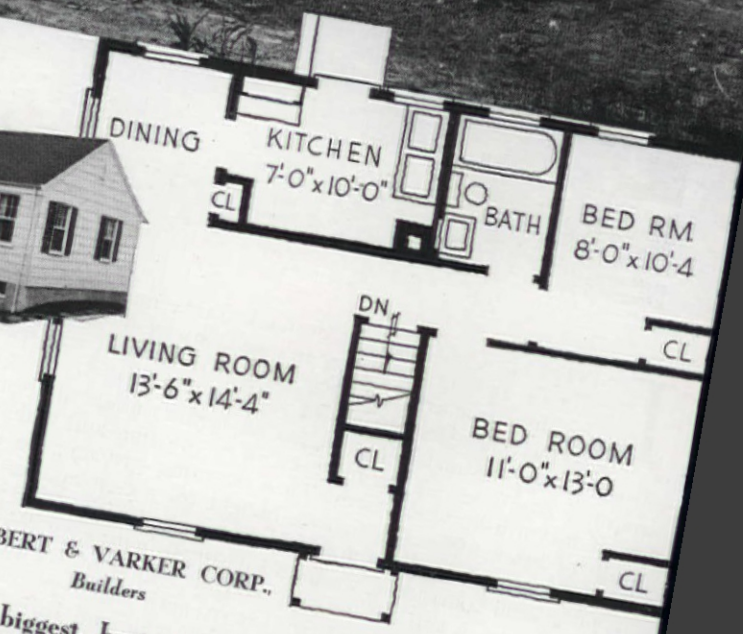
Your "Breath Insurance"



HOUSE, LOT, $3350 LANDSCAPING



GILBERT & VARKER CORP.,
Builders

The biggest, busiest, building subject today is still the small, low cost house. For the newly married couple, the young couple with a small child, the older couple whose family has grown up and left home, this new kind of home is ideal. Constant improvement has raised standards so that today $3,350 buys this personable little house with neatly shuttered windows, a jolly entrance doorway, a practical plan, sound building materials and construction

LOW cost and high value are combined with special success in this new little house at Point of Pines, Revere, Massachusetts. It fills the bill for small house needs today because it provides simplified but attractive architectural style, a space-saving plan with an average number of comfortable rooms, up-to-date heating, bathroom, and kitchen equipment, some of the mechanical labor-saving devices on the market today—and all at bedrock cost. One of a number being built around the Boston area, it has been developed by a firm which has given much study to the inexpensive house problem and has learned how to provide these things by simplification of old-time building methods, by sound ways of cutting corners on time, costs, and details.

Notable in the plan are the following: the entrance vestibule which gives some privacy to the living room, the dining alcove taking mealtime activity out of the living room while adding space to the whole room, the four windows in this room for three-way exposure, the simple back hall affording privacy to the bedroom doors so that they open in their own section of the house, not onto the living room or front entrance. The location of a trap door in the front hall closet is an excellent feature, too, because stairs to the attic space could be built here over the cellar stairs; the attic space is good storage and could be turned into future bedroom quarters; the basement is fully excavated and uncluttered by heating and plumbing equipment.

She bought a New Ironer

with savings on the Coal Bill

AKRON, OHIO FAMILY ECONOMIZES ON FUEL COSTS

HOW L·O·F WINDOW CONDITIONING CUT FUEL COSTS IN THIS HOUSE *30.7%*

A bright and shiny new ironer actually cost nothing in the home of the Elijah Garretts, 146 Berwyck Drive, Akron, Ohio. "Saved the price of that ironer out of fuel economies we got from L·O·F Window Conditioning," says that good manager, Mrs. Garrett.

And when we talked to Mr. Garrett, we really had our eyes opened. "I feel just as proud as my boss would if he had saved over 30% in operating his business . . . my wife and I are in business to get the most out of every dollar . . . show me another investment that will return such big dividends.

"But don't measure the value of storm windows on fuel savings alone," continued Mr. Garrett. "If storm windows did nothing but eliminate those messy, fogged and frosted windows, they'd still be worth more than they cost. And of course, the house is healthier and temperatures are more even throughout."

See your lumber dealer right now. Ask him for an estimate. Let him show you facts and figures on what L·O·F Window Conditioning with Storm Windows can save you this winter! Or, write for free book on Window Conditioning. Use the coupon below.

The Garretts spend a quiet evening at home—more comfortable than ever before. Says Mr. Garrett, "Since we put up storm windows, home's a better place to live. We don't have to sit around all wrapped up like a couple of Indians."

"This year I've gone further in cutting down my fuel bills," says Mr. Garrett. "On the advice of my lumber dealer, we've installed Attic Insulation. This, together with my L·O·F Window Conditioning, is going to lower heating costs even more—as much as 50%!"

WHAT L·O·F WINDOW CONDITIONING IS:

It's Storm Windows, glazed with clear-vision L·O·F Quality Glass. Storm Windows hook on in winter as easily as screens in summer; are detached when the weather gets warm. Your lumber dealer will give you complete details of L·O·F Window Conditioning and will gladly recommend a good Attic Insulation to complete a 2-Point Insulation program that will effect even greater fuel savings for you.

When you order your Storm Windows, make sure you get L·O·F Quality Glass. It's flatter and clearer—affording better vision at all times. This is important when you look through two panes of glass instead of one! When you buy, get the best. It costs no more. Ask for L·O·F Quality Glass by name. Look for the label.

Getting ready for another winter of comfort and economy at the Garretts. "Dollars count in our house. I've figured that at the rate we're saving fuel now, our storm windows will pay for themselves in about two years."

LOOK FOR THIS IDENTIFYING SIGN
It is the mark of the reliable lumber dealer who sells L·O·F Window Conditioning, plus a good brand of Attic Insulation.

HOME OWNERS! Send—Now—for Free Book on Window Conditioning, Storm Windows and 2-Point Insulation, or ask your Lumber Dealer for a copy. It explains these fuel-saving, comfort-assuring features in detail, including actual figures on economies they effect. Act today—cold weather is not far away.

SEE YOUR LUMBER DEALER —GET THIS BOOK FREE

LIBBEY·OWENS·FORD GLASS COMPANY
TOLEDO, OHIO

Gentlemen: For my further information, please send free booklet on Window Conditioning and have a representative call:

Name_____

Address_____

City_____ State_____

My fuel cost is $_____ annually, (approx.)
My home has: [ ] Wood Sash [ ] Metal Sash (Give make.)
AH 10-40

LIBBEY·OWENS·FORD QUALITY GLASS

DRAIN CLOGGED? USE DRĀNO

1. "No football practice for Jack!" states his mother. "He's clearing this drain!"

2. "Sa-ay, haven't you heard about Drāno?" marvels his teammate. "I'll run get some."

3. "Now watch. Drāno's specially made to put the heat on down where the stoppage exists. Its churning, chemical boiling action melts, loosens greasy muck. Soon, all's clear!"

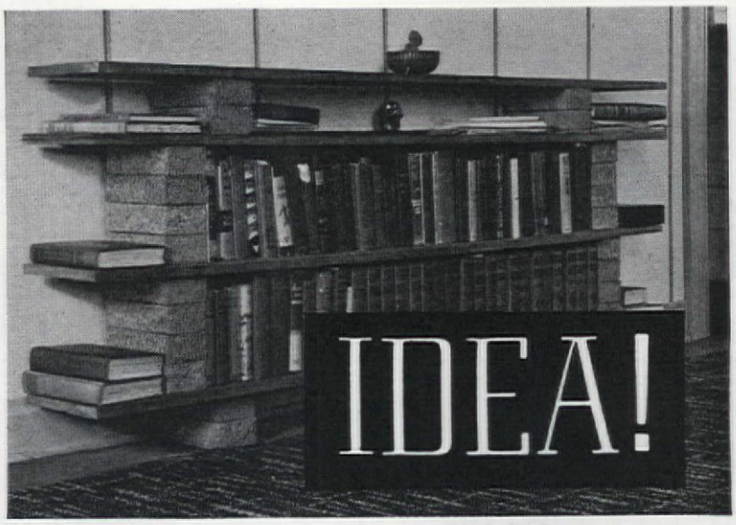
4. "That Drāno's sure swell!" enthuses Jack, as they head toward the field. "You say you can keep drains clear by using Drāno regularly? Boy, that's worth knowing!"

Drāno

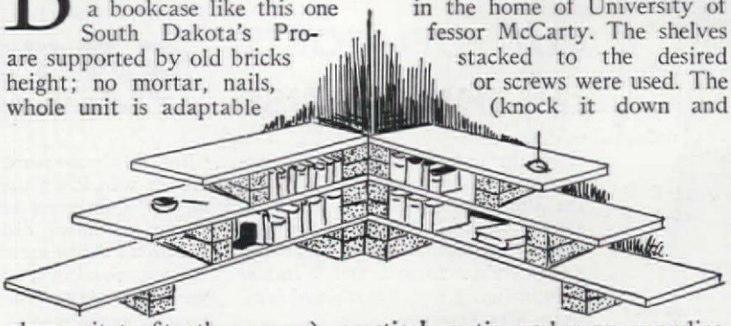
CLEARS DRAINS

P. S. A teaspoonful after the dishes *guards against* clogged drains. Won't harm pipes—no objectionable fumes. Never over 25¢ at grocery, drug, hardware stores.

Copr. 1940, The Drackett Co.



BOOKCASES SIMPLE AS A CHILD'S BLOCKS—but effective! You need be no more than a kindergarten handyman to build a bookcase like this one in the home of University of South Dakota's Professor McCarty. The shelves are supported by old bricks stacked to the desired height; no mortar, nails, or screws were used. The whole unit is adaptable (knock it down and



change it to fit other rooms), practical, rustic, and very masculine.

Extra idea: pipe rack based on the same principle. Use two pieces of walnut stained wood, three or six bricks. Drill holes through one board for necessary number of pipe stems, fasten wooden strips on the base board to hold pipe bowls in place.—**DE LYLE P. RUNGE**

For Carefree Floors!

- NO drudgery
- NO polishing
- NOT slippery
- Wear resistant
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- Lasts for years

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Write for **NEW BOOK OF HOME PLANS** *FREE if you live in Iowa and Illinois.* (Other states send 15c to cover mailing costs.) Brings you very latest home designs; money-saving building information; model interior plans, etc.

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Now that's an IDEA!

HEAL UP SCRATCHES on anything from the automobile to the living room furniture by first filling in the scratch with several coats of shellac, letting each coat dry before you put on another. When the last coat is dry, rub it with a crocus cloth and olive oil until there are no ridges where the old and new coats join. Then go over the surface with furniture polish.

If your family is anything like mine, this little home remedy is very much worth knowing. I won't say that a grand piano scratched by your son's ice skates will look *exactly* like new after the treatment, but I will guarantee that only close scrutiny will reveal what's happened. You can't ask more than that of a touch of shellac, crocus cloth, a little elbow grease, and olive oil!

RALPH LEWIS

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Amazing Value In America's Favorites! Think of it! 10 strong, 2-year-old, field-grown guaranteed satisfactory everblooming rose bushes for only $1.00! To acquaint you with the superb blooming qualities, the hardiness, and the low direct-from-the-grower-to-you prices of our roses, send only $1.00 and we will ship at once express collect the following 10 roses:

1 Red Radiance (Best Red) **2 Ami Quinard** (Blackish Red)
1 Pink Radiance (Best Pink) **2 Luxembourg** (Orange & Yellow)
2 Talisman (Gold & Red) **2 President Hoover** (Red & Gold)

ORDER ROSE COLLECTION NO. 103

All above roses are hardy, ever-blooming varieties that will thrive throughout the U. S. For bigger, stronger plants and better blooms next Spring . . . plant your Roses this Fall. **Order now and get 3 lovely blooming size Hydrangeas FREE with your roses!**

3 HYDRANGEA FLOWERING SHRUBS **FREE** with every order *Send Today!*

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SATISFACTION GUARANTEED!

MONEY BACK GUARANTEE!

If you are not entirely satisfied with the roses you receive, we refund full purchase price or replace them with other stock satisfactory to you. You can't lose—order now—plant this Fall!

NAUGHTON FARMS, INC., Dept. R-60, Waxahachie, Texas

The **HANDIEST** *thing in the House!*

Ash-Away

Tray Model SMOKERS

That's what your husband will say, too, as he appreciates the convenience of these Ash-Away Tray Model Smokers. Pipe, tobacco, cigarettes, highball glasses, are right at his elbow, with the patented Ash-Away Dispenser always ready to devour stubs and ashes *before* they smell up your home, and litter your rugs.

Make a hit with the head of the house—Get him an Ash-Away at your dealer's today—They are handsome—inexpensive!

Write for **FREE 1940 ASH-AWAY** *Catalog*

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NEMA WORM CAPSULES

KEEP YOUR DOGS FREE FROM WORMS

Use Nema Capsules to remove large roundworms and hookworms. Effective—Dependable.
Send for free Nema booklet No. 652
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2 STAR ROSES $1
For FALL PLANTING
★ **Rouge Mallerin, H. T.** Fragrant scarlet, **$1 ea.**
★ **Golden Sastago, H. T.** Fragrant yellow, **$1 ea.**

HALF-PRICE TEST OFFER. Above 2 sturdy, 2-yr. field-grown roses sent postpaid for $1. Catalog and "Beautify with Roses" booklet FREE.
THE CONARD-PYLE CO., West Grove 259, Pa.
GUARANTEED TO BLOOM

Burpee's *Regal* **LILIES**
Immense, fragrant, white; easy to grow; guaranteed. Postpaid, **3 Bulbs 25c; 15 for $1.** *Burpee's Fall Bulb Book Free.*
3 BULBS 25¢
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Fascinating career or hobby for men and women. Interesting profession. Learn at home in spare time. Send for free booklet "Success Thru Landscaping." Give age, occupation.
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48-PERENNIAL PLANTS ONLY $1.10
Large, field grown plants. All DOUBLE varieties including: Shasta Daisy, Pyrethrum, Scabiosa, Dianthus, Achillea, Hollyhock type and scarlet Delphiniums; Aquilegia, Campanula; LILIES; Coral, Concolor; Oriental Peony, etc.—3—**GIANT PACIFIC HYBRID DELPH. new variety FREE,** if you order NOW. Shipped in strong boxes. Satisfaction Guaranteed. **Novotny Gardens, Osage, Iowa.**

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HENRY A. DREER, Inc.
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FREE *on Request*

VAUGHAN'S TULIPS From our plantings in Oregon, largest in this country. Bulbs proved by tests equal to imported. Fall catalogue listing everything for fall planting, free. Dept. 21.
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10 BEAUTIFUL PERENNIALS $1.00
Please add 31 cents for postage and packing. Assortment includes 6 plants each of six strains of Delphiniums, with the new V & R Giant Pacific Hybrids, Blakmore and Langdon, etc. Also Oriental Poppies, Everblooming Bleeding Heart, Shasta Daisy, Dianthus, Hesperis, Lychnis, Aquilegia, Blackberry Lily, etc. All treated with Vitamin B-1 and shipped in new ventilated container. Now is time to set for heavy flowering next year. 10 gallon size free. Miracle Grow chemicals and Vitamin B-1 included if you order this month. Address:
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Geo. H. Davis Studio

GWENDOLINE KEENE

Bringing some of the outdoors indoors

in the home of
Mr. and Mrs. Edward Ballantine
Cambridge, Massachusetts

PAUL FROST, *Architect*

BUILT against the side of a rear ell and at the end of a porch, this 8 by 17 foot conservatory has a soil floor two steps lower than that of the house and two steps above ground level outside. Deep foundations keep out the frost, and heat supplied through the door into the living room and four grills (two at floor level and two shoulder height) keeps the temperature above freezing even on the coldest nights. For ventilation there are the three outside doors (removed in summer) and three hinged roof openings. The southeast exposure provides so much sunlight that some large plants are grown for their shade; also, from April to late fall, a regulation greenhouse slat screen is spread from the ventilators to the eaves. It is then replaced by a chicken-wire screen fastened, at top and bottom, to light metal rods which are hooked just under the house eaves and, as the picture shows, along the front edge of the conservatory.

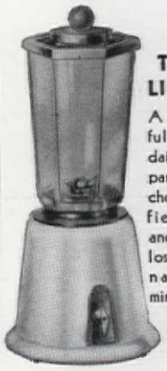
Among the plants now thriving in these congenial quarters are three species of golden acacia, camellias, tender forms of azalea and rhododendron, cyclamen, primroses, cinerarias (bright with blossoms from midwinter until summer arrives), ivies, the climbing fig, jasmine, and a fruitful fig tree. The soil floor, divided

WATCH YOUR *Popcorn Popper* POP!

You don't have to shake or stir the corn in this K-M automatic electric popper. The clear glass top lets you see each kernel burst into huge fluffs of tender, flaky goodness—deliciously buttered while it's being popped. Ask your dealer to show you the

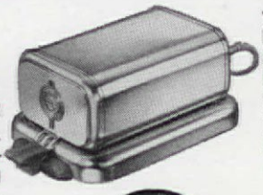
K-M TEL-A-MATIC CORN POPPER

See its many features. Genuine walnut handles. Base will not mar or scratch furniture. Have delicious pop corn whenever you want it. You and your whole family will have a barrel of fun, so why not get one now? It's only .. $4.95



THE K-M LIQUIDIZER

A new and useful appliance for daily work and party use. Mixes, chops, and liquefies vegetables and fruits without losing any of their natural vitamins..... only $14.95



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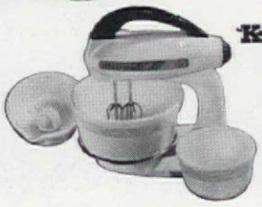
Fluffy, evenly browned biscuits—baked right at the table in 8 minutes. See the K-M Biscuit Baker demonstrated . . . it's fine for other baking uses, too . . only $10.95



K-M ELECTRIC MIXER

New . . . with many improvements! **Full power** on each of ten speeds with instant, compact coupling for special attachments. Complete with juicer attachment and bowls . . . . only $24.95

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Get Greater ENJOYMENT FROM YOUR FIREPLACE with these Sturdy FIRE DOGS

Make Logs Burn Better—Help Correct Smoky Fireplaces—Simplify Laying of Fire

• You'll get more pleasure from your fireplace with a pair of Canton Malleable Fire Dogs. They modernize appearance—protect andirons—make fireplace easier to clean—keep logs from rolling—and insure a better draft that not only makes a more enjoyable fire but frequently corrects a smoky fireplace. Are ideal as gifts—weddings, Christmas, etc.

Three lengths—15", 18" and 24". Leg height—4½". Special 6" legs, at slightly higher *cost. Fire Dogs stand behind andirons, straddling bar. Unbreakable. Guaranteed forever.

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15"—Select .. $4.50
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West of Mississippi River—add $1.00 for shipping. • Money back if not satisfied.

•

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THE CANTON MALLEABLE IRON CO.
ESTABLISHED 1892 CANTON, OHIO

into four sections by paths made of stepping-stones—which are both attractive and convenient—is pretty well hidden by a profuse growth of helxine (familiarly known as Paddy's wig), mosses, and a variety of small ferns.

Thus, in contrast to the usual conservatory, which is in reality just a glass-walled room more or less adapted to the needs of the tubbed and potted plants kept in it, this delightful and entirely practical feature of the Ballantines' home is actually a bit of their garden, enclosed and gently heated for winter and abundantly ventilated in summer, so that tender plants can grow happily and the owners can enjoy them comfortably the whole year around. Isn't there a welcome idea here for homes of plant enthusiasts all through the northern sections of the country, comparable to the suggestion that more southern homes have slat-houses as a part of their garden spaces?

You—the

1. A fine chair should be mended only by an expert

2. This chair must go to be repaired. Two bad breaks

BEFORE you know it, the little antique rosewood chairs may be bulging at the wrong places. And there won't be much bounce left in the matching sofa, whose springs and webbing are just plain old. When that time comes you will check upholstering and refinishing prices, then wonder if you could do some of the work yourself. After all, the price of a couple of hats or a new end table is not to be lightly tossed aside! The answer is that you *can* be your own furniture repair man if you follow the directions, don't mind hard work and are sure to start on the smaller, less formidable pieces. (Sofas, handsomely carved arm chairs, and secretaries are well worth the price asked by experts.)

You will want hammer, tacks, pliers (a stretcher is best but unless you plan to repair several pieces the pliers will do), scissors, a half-circle needle for sewing the springs to webbing, a roll of three-inch webbing, two or three yards of black cambric for lining, a ball of heavy jute twine for retying springs, screw driver, furniture cement, and glue. Gather together the materials, pull a table into the light, turn the ageing side chair wrong side up on it, and you're ready to start. Just be sure the back of the chair is well up off the floor so that pressure won't mar the top edge.

With a hammer and a screw driver remove the tacks that hold the old lining. Don't throw away the old lining; instead, use it as a pattern for the new one. If the webbing seems in fair condition (most wear is on the edges where it is held to the frame) you can fit the new webbing over the old, and thus give the seat added support; but if it is in bad condition remove it entirely and replace with new material. You will see how the old webbing was put on and you should follow exactly the placing of the strips, cutting your

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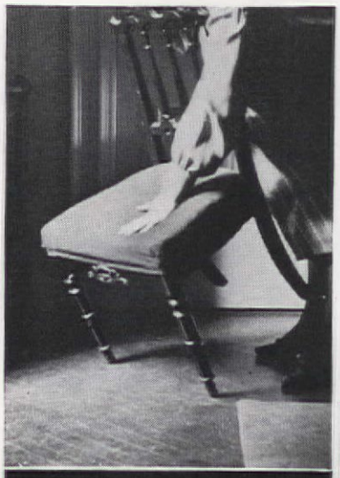
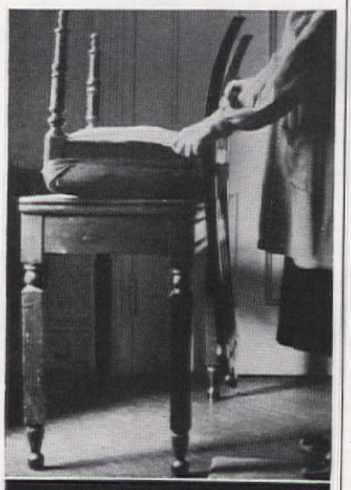


3. This needs springs retied, new webbing, recovering

Do the easy jobs yourself and save about the price of two new hats!

EDNA DEU PREE NELSON

material after you have tacked it to both sides of the chair. Start at the back and bring a strip forward, using pliers, or stretcher, to pull it taut; tack in place, fold and bring it back an inch or a half-inch and tack again; then cut. Tacking twice on each edge provides added strength. Weave your material in and out, working from back to front and from side to side—the kind of thing



4. Turn chair wrong side up on a table. remove lining

you used to do at kindergarten with colored papers. Cut the lining, fold under, and tack into place. This fold should be at least two inches all around the chair.

Suppose you are going to retie the springs of this chair: First remove the top covering and the linings, noting particularly how everything was put on. Next remove the stuffing, taking plenty of time for tearing down the insides so you will remember the arrangement of everything. Then retie the springs with heavy cord, doing a thorough job—in larger pieces springs are tied eight times at least. You may need fresh "stuffing," or you may be able to use the old after it is cleaned. Then replace it, packing around the springs and along the frame of the seat. Cut a new lining and a fresh top cover, using the old ones for patterns; finally tack them in place.

If the old chest that belonged to Aunt Augusta has a broken back, don't be discouraged. For about three dollars a lumber company will send over half-inch pine boards the correct length, which you can nail on. Go over the new boards with dark stain. If the chest has an accumulation

5. Remove the old webbing

6. Pliers hold webbing taut while it is fastened down

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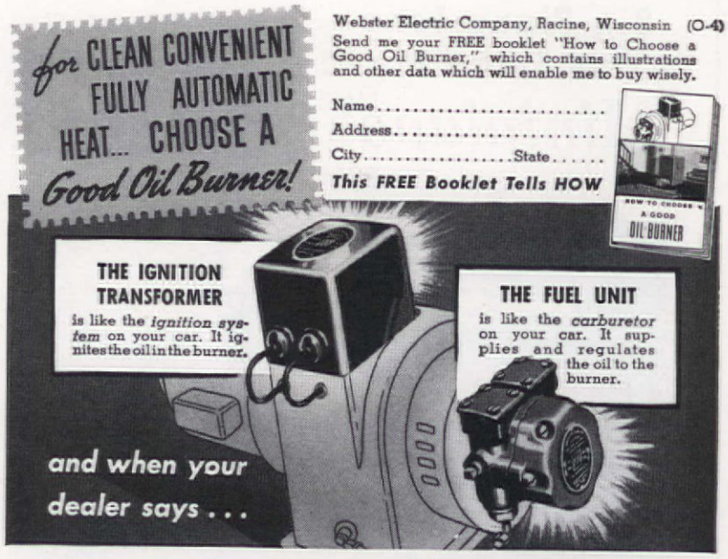

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of many coats of varnish, badly applied, attack the surface with denatured alcohol and plenty of cheesecloth. Occasionally you may want to resort to steel wool for

7. Reverse webbing and tack again before cutting

rough or bad spots. It is not so much of a job as it sounds. When the chest is clean, wipe off the surface with turpentine. If you want a dark finish, buy dark mahogany oil stain, applying it with a brush or a cloth swab. In doing this use very little of the liquid at a time, pulling the brush or swab slowly over the surface, allowing the stain to become thoroughly worked into the wood. Let it dry for twenty-four hours or longer and then go over it with French polish. When this is dry, wax the surface and polish with soft cloths. You will have a piece of furniture that you will be proud of possessing, and it will have saved you from twenty to thirty dollars on a refinishing and repair job.

In exactly the same way you put a new face on your console table and washstand, except you

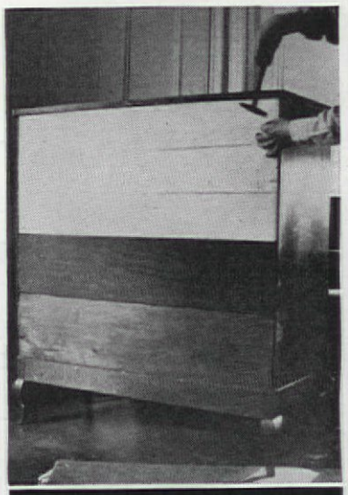
8. Loose casters split the wood. Remove casters and fill the openings with plastic wood, then insert rubber-cushioned pin gliders

may want a light mahogany stain for one and dark walnut for the other—whichever is best suited.

When you roll up your sleeves and get right down to business, you will see that you can save a lot on your furniture repair bills. Refinishing that old mahogany chest, for example, would be easy

9. A fine old chest with a broken back. What to do?

and save you a pretty penny. There are chair rungs that need to be reglued and tops of tables and chests to be restored. And you may want to do a major operation on all the old casters, filling in the holes with plastic wood (allow substance to dry, then fill again and again until the hole is solidly packed with

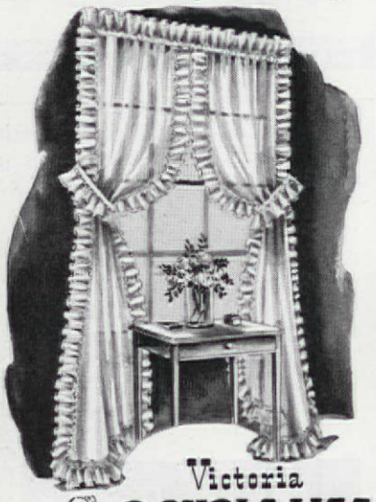


10. It was repaired with pine boards ½-inch thick and stained. Good as new!

plastic), and substituting metal gliders for the casters on chairs, sofas, and tables.

There will be moments when the whole thing gets in your hair, just as when you tried to make the tailored slipcover for your husband's studio couch—remem-

To Give Your Windows Added Beauty, All Ways



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ber, you measured it three times and still had to rip it out and sew it back together again twice before it was anything like a perfect fit? But, when all is over but the shouting and showing it to the neighbors, you will be so pleased with what you have accomplished that you will wonder why you didn't have the nerve to take a fling at Aunt Augusta's sofa. Next time you will. That's

11. Face and sides of the chest were cleaned with denatured alcohol, restained, waxed. Saving of about $20

a reward you earn by working hard on the first few easy-to-repair pieces. Then you will be in the expert class, able to save the price of four hats instead of two!

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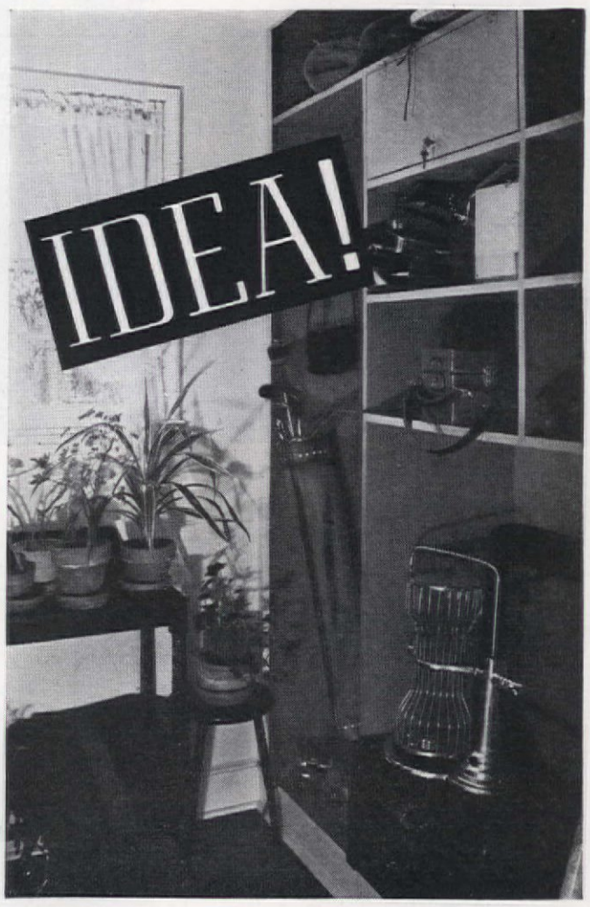
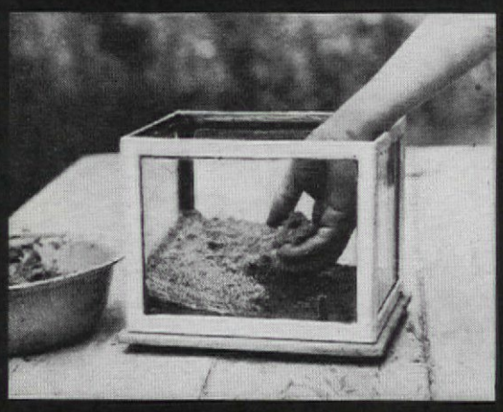
CATCHALL ROOMS, where everything except the baby's bank lands, are usually in disrepute in all well-ordered households. But maybe that's just because they haven't been well organized. After all they do serve as space savers for other rooms and they do take those varied assortments of miscellaneous objects such as cameras, car robes, ice skates, footballs, rubbers, galoshes, tennis rackets, games, baseball bats, canes, umbrellas, velocipedes, etc., etc., out of a number of places where you fall over them constantly. And they also reserve your clothes and hall closets for their proper contents. One place can usually be found in most medium size houses which can be used as a general place to stow such things—a back hall area, space under a stairway and similar spots. But it does have to be equipped with some arrangement of convenient shelving if the family is to get the idea and use it properly. Our picture shows the shelving provided in a Caldwell, New Jersey, home and reserved for the whole family. It is conveniently located in a small hall space on the first floor, saving endless trips to the attic and avoiding a jammed hall closet as well. And it illustrates too the idea of providing a particular place for everything—which is the only way to keep everything in its place. A tall cubbyhole for golf bags, camera cases, fishing rods, and other tall objects, low shelves for skates and the like, shallow shelves for small things, a narrow shelf for tennis rackets, a cupboard with a lock and key for valuable cameras.

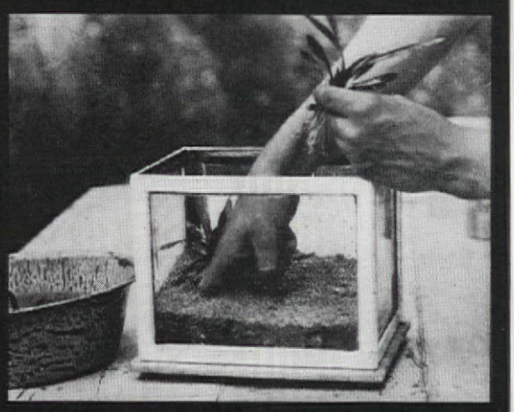
DANIEL REYNOLDS MERRILL



THE PERFECT STATE

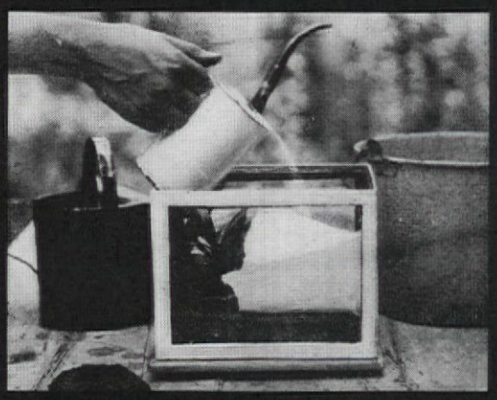


1. Cover good soil with well-washed sand

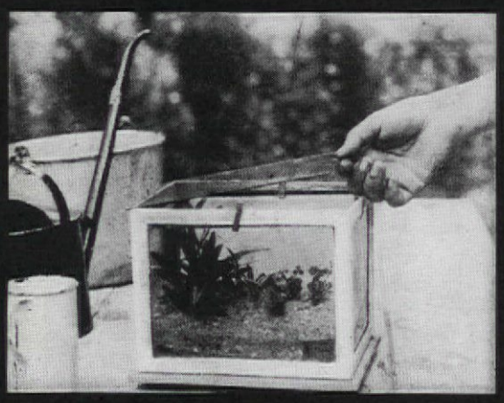


2. Make holes in it and set rooted plants

3. Growing tips of some kinds can be used



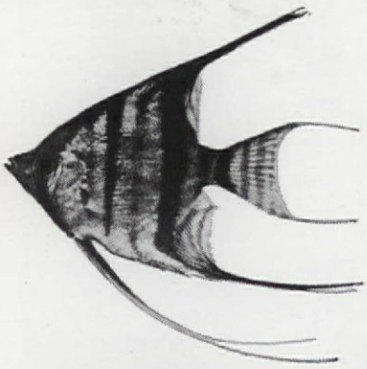
4. Add water gently, a sheet of paper helps



5. A glass lid conserves water, excludes dust

—Of course you've heard of it. . . . Well, you can watch it at work in a small, home-made balanced aquarium

DR. E. BADE



FOR centuries naturalists have kept fish and other aquatic animals on their laboratory tables where they could be under constant observation. At first, kept in bowls of water, the creatures soon died. Then it was gradually discovered that if aquatic plants were put in the containers and allowed or assisted to grow there along with the fish, both kinds of life survived longer and in better condition than either kind kept by itself. Thus, through many decades, was developed what we know today as the balanced aquarium. Its success, as both a scientific observatory and a hobby for home study or enjoyment, rests upon the fact that the well-being of the aquatic animal depends upon the presence of the submerged plant growth, and vice versa. The tiny world within the aquarium is, happily—one might almost say enviably—at peace and biologically stable; its two groups of inhabitants are mutually beneficial and cooperative to a degree that might well be emulated by men.

The underlying, scientific reason for this hinges on an interchange, in the water, of two gases. Carbon dioxide, exhaled by the animals (just as on land), is taken up by the plants and (with the help of the energy in sunlight) is used in the manufacture of their tissues. Meanwhile, the plants give off oxygen which is needed, taken up, and used by the animals. Then, too, the fish—and such other aquarium inhabitants as frogs, snails, etc.—help fertilize the soil in the aquarium so that the plants can make more growth and provide an increased supply of oxygen, and so on around the cycle. Some oxygen is absorbed by the water directly from the air, but this is not enough to keep even one goldfish alive in a small tank or bowl unless the water is frequently changed or continually aerated. Even in a satisfactorily balanced aquarium, the minimum allowance of water for fish welfare is one quart for each inch of living fish.

To give aquarium plants a good start, get some fertile garden soil and spread it on the bottom of the tank, sloping it diagonally upward from one front corner to the opposite back corner. Then cover it with an inch or more of well-washed sand. Make holes with your finger through the sand and into the soil for the roots of the plants you buy already started, such as Vallisneria spiralis, Sagittaria natans, and others; or insert in these holes growing tips, an inch or two in length, of other kinds, such as Cabomba, Myriophyllum, and Elodea, which will soon form new root systems. When the planting is done, fill the tank with water, but before starting to pour it gently in, spread a sheet of paper over the sand and plants so as to avoid disturbing them and making the water muddy.

Within a couple of weeks the plants should be established and growing. Then—but not until then—put the fish in their new home. Don't overstock the aquarium, and find out from the dealer or the fellow enthusiast from whom you get your stock just what temperature the water should be kept at for the welfare of the kind of fish you are going to raise.

A sheet of glass on top of the tank will exclude dust and dirt and also help to retard evaporation. But, of course, it cannot be used if, in addition to the submerged vegetation, swamp or bog plants that grow above the surface of the water are to be grown for their decorative effect. They have no oxygenating value, but are attractive and easy to grow if planted where the soil in the aquarium is deepest. Some of the best are the umbrella-plant (*Cyperus alternifolius*), the well known calla of the florists (Zantedeschia) in both its white and yellow forms, pickerel-weed (*Pontedaria cordata*), and some of the arrow-heads, as the larger species of Sagittaria are called. If the specimens of umbrella-plant, calla, and the like that are to be used have been growing, either in the home or the florist shop, as pot plants, they will have to be accustomed gradually to their new aquatic environment. To do this, stand them, in their pots, in a tub or pail and add water, a little every day over a period of several weeks, until finally its depth is equal to that in which the plants are going to grow in the aquarium. They can then be planted with minimum shock.

The best location for an aquarium is a northern exposure where it will receive plenty of light but not the direct rays of the sun. This enables the plants to function but does not promote the growth of minute algae that make the water green and cloudy and are therefore undesirable, even though not injurious. Under artificial light, the fish will be all right but the plants will have to be renewed occasionally.

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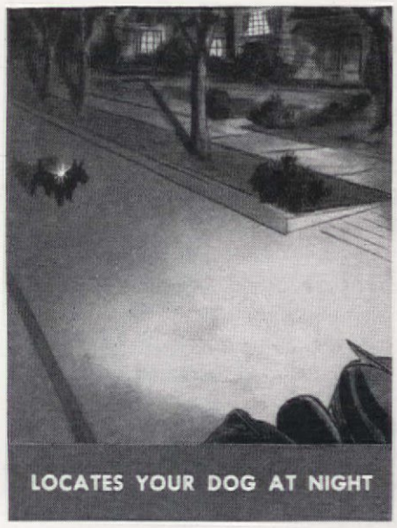
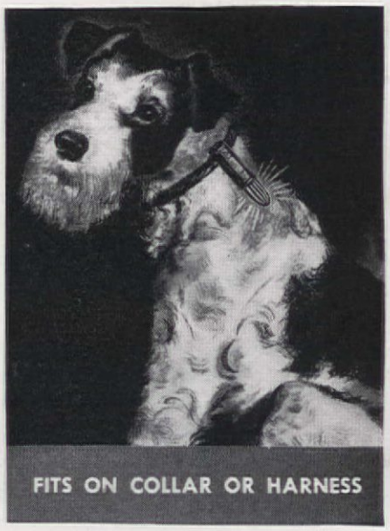


LOCATES YOUR DOG AT NIGHT



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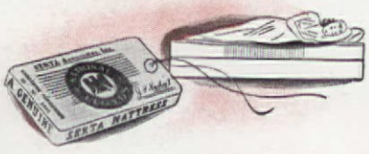
And Vitalized Cushioning is almost ageless. Ask for Serta's Perfect Sleeper, the original tuftless inner-spring mattress, at your department or furniture store. It costs only . . . $39.50 (West Coast and Canada $42.50).

Look for this National Lloyd's Insurance guarantee tag—extended only to Mattresses and Sofa Beds with Vitalized Cushioning by Serta.



Serta's

PERFECT SLEEPER TUFTLESS MATTRESS

ALSO RESTAL-KNIGHT, SMOOTHREST, TINY SLEEPER. COILUX, GOLD COAST. BOX SPRINGS TO MATCH, AND SOFA BEDS.

"A bit of

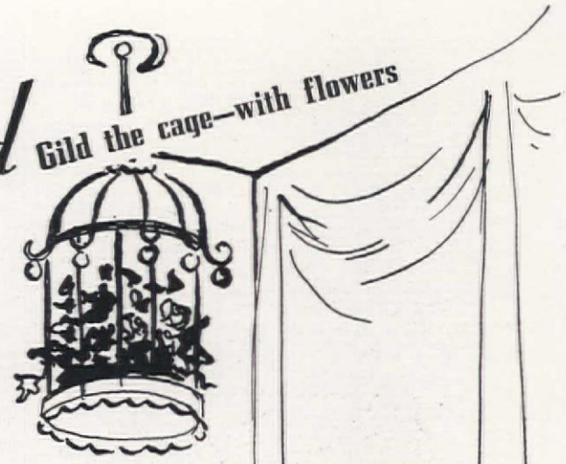
JUST because you're young and living on a budget and your husband doesn't bring you orchids any more is no reason to settle down and be contented with an acceptable but dull house. There are giddy, amusing decorations to be had for the price of a can of paint and the courage to carry out a wild idea. Then lure your husband into the spirit of it all, sit back, and watch your friends look questioning—shocked—completely taken in!

Some of my most cherished ideas grew out of plain financial necessity. We had to live in an old-fashioned house with an ugly center ceiling fixture. Or we couldn't afford a new chair so we bought a dusty secondhand one and I invented a really fancy slipcover. And since furniture was scarce, I dared to fill up the "holes" with exciting colors. This may prove that the darkest clouds have silver linings or something, but that isn't the point at all. I'm just trying to prove that *anyone* with imagination and a sense of humor can do a fancy, whimsical decorating job.

Take, for instance, the bathroom. Aren't you just as tired of regulation green tiles, shining white basins and chromium fixtures as you are disgusted with the claw and ball footed tubs and ancient plumbing Grandmother had? Whatever kind of bathroom you have, I'll bet it's not very original. My favorite idea for this problem is to put lush decalcomania roses on the seat—decorative and *such* a surprise to the unsuspecting. Just try it out and see!

The Victorian touch adds atmosphere to any living room, modern or old-fashioned, and is cheap because it usually comes from a second-hand shop. One example of what I mean is shown directly above: Victorian framed flowers made into a coffee table, painted black. Use it in front of a modern sofa if you like for very dramatic contrast.

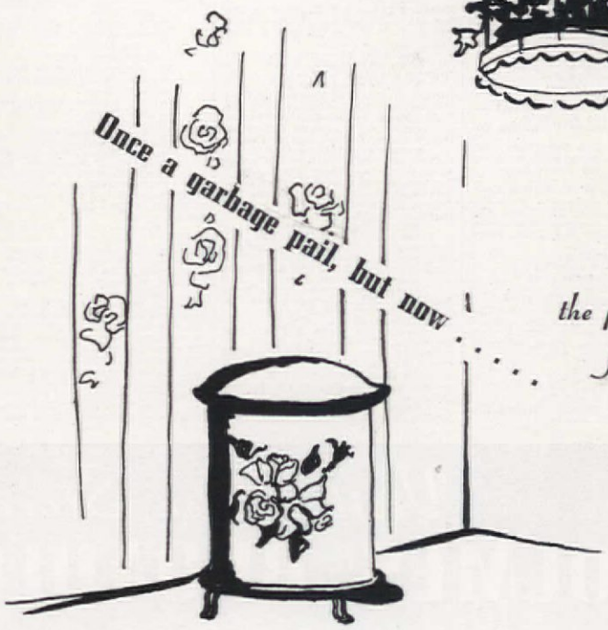
paint, a little thought, and thou beside me . . . ."



No matter how far removed you are from the pampered type, a little gilding won't do your living room any harm. Try, for instance, a fancy gilded bird cage full of flowers hanging from the center of the ceiling. This is a very good trick if you've been blessed (?) with a center ceiling fixture, but even if you don't have that problem, the cage is a wonderfully silly idea—certainly a very "different" one, you must admit.

I find, too, that just a little of the "trompe l'oeil" business goes a long way in all nice, boring, conventional living rooms. If you're fundamentally conservative, restrain yourself to perhaps a drapery painted on one side of a small Victorian chest. If you take readily to dizzy ideas and tricks, try vague draperies—or, for even more fun—a door, painted on one wall, and see how many people you'll fool.

Wastebaskets always seemed a little prosaic to me, too. Most of the ones I could afford (and some of the ones I couldn't) were functional and practical and everything, but *so* dull. It was a small, step-on garbage pail from the five and dime store that came to my rescue! I painted it shiny black and decorated it with red roses—pretty fetching to look at and very practical because the neat cover hid all the torn envelopes, burnt matches and other discarded things that you'd much rather not see again.



Dizzy ideas from the pen and brush of Hope Hendler

And have you ever thought of the hundreds of unimaginative slipcovers there are in the world? It's all right to stop at a colorful fabric perfectly tailored and fitted, but you can do something really original. I got my best inspiration from real slips. Applied to a fat, armless little chair, it looked like the sketch at the bottom of this page. It is of batiste with broderie anglaise and beading, laced up the middle of the back with vermilion laces tied in a bow at the top. You'll be surprised at how much this bit of whimsy will do for an otherwise ordinary, conventional bedroom.

It's nice to know, too, that some of your down-to-earth, practical problems can be solved simply, smartly, and economically with nothing but a can of paint and a capacity for work. One friend of mine who couldn't afford a living room carpet for at least a year did a good job of painting herself one—a dark green floor with a border of red roses. If you're not that much of an artist, paint your floor in *big* green and white squares. Or maybe the old-time bathroom in your flat has no window: paint one, complete with vista! If it's wallpaper you want and can't afford, try painting one wall in bright pink and white stripes. And if you run out of money before the bedroom is completely furnished, remember that an unfinished chest will look very smart in a fresh coat of paint.

From now on it's up to you. Don't be afraid of your ideas—the dizzier the better, and it doesn't matter whether it's flowered wallpaper on the ceiling or caricatures on bathroom walls!

Real slip for a cover—complete with laces

SHE'S not ashamed of her FALSE TEETH SMILE

Thanks to

POLIDENT Beauty Bath

Keeps Plates Like New — Without Brushing

Are you letting dingy false teeth destroy your smile . . . perhaps your whole charm? Does the very thought of unattractive plates make you self-conscious when you should be well-poised? The thing to do is — get Polident — a powder that magically dissolves away tarnish, stain, food-deposits from plates, removable bridges — *without brushing*, acid or danger! What a difference in the way your plate looks and feels! Polident purifies your plate — leaves it *clean*—attractive! Gums look more "alive" too! Leading dentists everywhere advise POLIDENT. Only 30c, any drug store; *money back if not delighted.* Hudson Products, Inc., 220 West 19th St., N. Y. C.

False Teeth Wearers Often

WORST BREATH OFFENDERS

A dark film collects on plates and bridges, that soaks up odors and impurities! It gets in crevices where brushing can't even reach!

Almost always it results in "denture breath" — probably the most offensive breath odor. You won't know if you have it *but others will!* Yet Polident quickly dissolves all film — leaves plates absolutely odor-free and sweet. Millions call Polident a blessing!

POLIDENT

Cleans, Purifies **Without Brushing!**

Do this daily: Add a little Polident powder to ½ glass water. Stir. Then put in plate or bridge for 10 to 15 minutes. Rinse—and it's ready to use.

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Tulsa, Okla.—Bull Furniture Co.
E. & A. Dumit
Turlock, Cal.—A. L. Peterson Co.
Turtle Creek, Pa.—Faller Bros. Co.
Twin Falls, Idaho—
Moon Paint and Furniture Co.
Uniontown, Pa.—Wright-Metzler Co.
Utica, N. Y.—Dawes & Judkins
Orson Van Dyke
J. B. Wells & Sons
Valparaiso, Ind.—C. E. McCormick
Ventura, Cal.—Rogers Furn. Store
Vicksburg, Miss.—Feld Furn. Co.
Vincennes, Ind.—Schultheis & Sons
Virginia, Minn.—J. Ketola & Co.
Visalia, Cal.—Reitz Furn. Co.
Walla Walla, Wash.—Empire Furn.
Davis-Kaser Co.
Russell's Furniture Store
Warren, Pa.—Metzger-Wright Co.
Washington, D. C.—The Hecht Co.
Woodward & Lothrop
Washington, N. J.—Ford Furn. Co.
Washington, Pa.—Sharp's Fur. Store
Waterbury, Conn.—
Hampson, Mintie & Abbott
Waterloo, Ia.—Nichols & Gates
Watertown, N. Y.—Frank A. Empsall
Watertown, Wis.—Keck Furn. Co.
Waukegan, Ill.—J. Blumberg, Inc.
Waukesha, Wis.—Frank Furn. Shop
Waukon, Ia.—Martin Bros.
Wausau, Wis.—E. J. Radandt Furn.
Waverly, Ia.—George J. Kaiser
Waynesburg, Pa.—
Huffman Furn. & Und. Co.
Webster City, Ia.—Brin's Furn. Co.
Webster Groves, Mo.—
Suburban Furniture Co.
Weiser, Ida.—Globe Furn. Co., Inc.
Wellsville, N. Y.—
Rockwell Bros. & Co., Inc.
Wenatchee, Wash.—Isenhart Furn.
Weston, W. Va.—Adler's
Wheeling, W. Va.—Cooey-Bentz Co.
George E. Stifel Co., Inc.
White Plains, N. Y.—Mulwitz Co.
Whittier, Cal.—Lackey Furn. Co.
Wichita, Kan.—George Innes Co.
Allen W. Hinkel D. G. Co.
Wilkes-Barre, Pa.—
Fowler, Dick & Walker
Wilkinsburg, Pa.—Faller Bros.
Williamsport, Pa.—Page Furn. Co.
Williamsport Rug & Cpt. Co.
Willmar, Minn.—
The Erickson Co.
Wilmington, Cal.—
McMahan's Furniture Co.
Wilmington, Del.—H. Feinberg, Inc.
R. M. Hedger, Inc.
Windber, Pa.—Eureka Stores
Winona, Minn.—H. Choate & Co.
Winslow, Ariz.—Northern Ariz. Fur.
Wis. Rapids, Wis.—Wis. Rapids Fur.
Woodstock, Ill.—Thomas B. Merwin
Wooster, O.—McIntire Co.
Worcester, Mass.—
Barnard, Sumner & Putnam Co.
Denholm & McKay
John C. MacInnes Co.
York, Neb.—Dean & Co.
York, Pa.—Gehley's Carpet House
Youngstown, O.—
The G. M. McKelvey Co.
Zanesville, O.—Bintz Bros.
H. Weber & Sons
El Reno, Okla.—Wilson Furn. Co.
Elyria, O.—Lersch-Emerich Corp.
Emporia, Kan.—Crawford Fur. Co.
Englewood, Colo.—Graham Fur. Co.
Enid, Okla.—
Clinesmith-McCoy Furn. Co.
Ennis, Tex.—Allen Furniture Co.
Erie, Pa.—Erie Dry Goods Co.
Trask, Prescott & Richardson
Escanaba, Mich.—Rosenfeld Fur. Co.
Esterly, Pa.—John F. Lutz
Estherville, Ia.—
Mahlum & Anderson
Eugene, Ore.—
Mountjoy & Carmichael
Evansville, Ind.—
The Finke Furniture Co., Inc.
Everett, Wash.—Erickson Fur. Co.
Fairmont, W. Va.—J. M. Hartley Co.
Falls Creek, Pa.—Schaffner's
Fargo, N. D.—W. O. Olsen Fur. Co.
Farrell, Pa.—North Side Furn. Co.
Fayette, Ia.—A. J. Fox & Son
Fergus Falls, Minn.—Olson Fur. Co.
Findlay, O.—C. W. Patterson & Son
Flint, Mich.—Skaff Rug Co.
Flint Fireproof Whse. Co.
Waterman Furniture Co.
Fond du Lac, Wis.—Hill Bros. D. G.
E. A. Sommerfeld
Ford City, Pa.—Thomas Flynn Co.
Fort Atkinson, Wis.—Bammel Furn.
Fort Collins, Colo.—
Neutze Furniture Co., Inc.
Fort Madison, Ia.—
C. J. Amborn & Bro.
Fort Recovery, O.—W. H. May
Fort Wayne, Ind.—Wolf & Dessauer
Fort Worth, Tex.—Greines Fur. Co.
Walter Poindexter Furn. Co.
Wilson Furniture Co.
Fostoria, O.—Odenweller's Inc.
Wasserman Furniture Co.
Frankfort, Ind.—M. B. Thrasher Co.
Franklin, Ind.—Goodman's
Freedom, Pa.—Hartzel Furn. Co.
Freemont, O.—Paul E. Spieldenner
Fresno, Cal.—Barker Furniture Co.
McMahan Furniture Co.
Pacific Furniture Co.
Fullerton, Cal.—McMahan Furn. Co.
Galesburg, Ill.—F. A. Trebbe
Galion, O.—Carl Boehm
Gary, Ind.—House of Muscat
Radigan Bros.
Geneseo, Ill.—
Hart R. Sweeney & Son
Gibson City, Ill.—A. B. Silverstein
Glendale, Cal.—McMahan's Fur. Co.
Glens Falls, N. Y.—Cushman's
Gloversville, N. Y.—C. L. Stoner
Grandfield, Okla.—C. L. Mount & Co.
Grand Forks, N. D.—
O. Young Chaffee
Grand Island, Neb.—Paul Mangelsen
S. N. Wolbach & Son
Grand Junction, Colo.—
Bannister Furniture Co.
Grand Rapids, Mich.—Vander Sys
Wurzburg Dry Goods Co.
Grand Rapids, Minn.—
Geo. F. Kremer
Great Falls, Mont.—
E. B. Johnson & Co.
Green Bay, Wis.—
Baum's Dept. Store
Brunette Furniture Co.
Masse's Window Shade Co.
Greensburg, Pa.—W. H. Maxwell
Greenville, Ill.—Geo. V. Weise Co.
Greenville, Mich.—Greenville Furn.
Greenville, Pa.—Gibson Furn. Co.
Kalamazoo, Mich.—Gilmore Bros.
Vermeulen Furniture Co.
Kankakee, Ill.—The Chicago Store
Kansas City, Kan.—Glamville Furn.
Kansas City, Mo.—Davidson Furn.
Emery-Bird-Thayer
T. L. Douglas
Robert Keith Fur. & Cpt. Co.
North-Mehornay Furn. Co.
Kenosha, Wis.—Bode Bros. Co.
Keokuk, Ia.—Linquist Bros.
Kewanee, Ill.—Larson Furn. Co.
Kirksville, Mo.—V. C. Travers
Knoxville, Tenn.—Fowler Bros.
Edelen's Furniture Div.
La Crosse, Wis.—Tillman Bros.
Wm. Doerflinger Co.
La Fayette, Ind.—Reifers Fur. Co.
La Grande, Ore.—
W. H. Bohnenkamp Co.
La Grange, Ill.—Koshgarian Rug Co.
Lakeland, Fla.—Oates Furn. Co.
Lake Mills, Ia.—Union Dept. Store
Lancaster, Ohio—A. R. Holbert
Lancaster, Pa.—Hager & Bro.
Watt & Shand
Westenberger, Maley & Myers
Lansford, Pa.—J. C. Bright Co.
Lansing, Mich.—Clawson Floors
Edington Rug Co.
La Porte, Ind.—
S. I. & H. Kessler Co.
La Salle, Ill.—Fredman Bros. Furn.
Lawrence, Kan.—Veatch Furn. Co.
A. D. Weaver
Lawton, Okla.—Clarence E. Zorger
Lebanon, Ind.—Adler & Co.
Lebanon, Pa.—Smith & Bowman
Leechburg, Pa.—Leechburg Furn.
Lewistown, Pa.—D. C. Bowman
E. E. McMeen & Co.
Lexington, Ky.—Wolf Wile Co.
Lincoln, Ill.—Avery & Comstock
Lincoln, Neb.—Gold & Co.
Hardy Furniture Co.
Miller & Paine
Lock Haven, Pa.—Smith & Winter
Lockport, N. Y.—Williams Bros.
Logan, Utah—Crystal Furniture Co.
Logansport, Ind.—H. Wiler & Co.
Long Beach, Cal.—Davis Furn. Co.
O. S. Peterson Furniture Co.
Los Angeles, Cal.—The May Co.
Wilders Furniture Co.
Louisville, Ky.—Louis Kort & Sons
Hubbuch Bros. & Wellendorff
Stewart Dry Goods Co.
Lowell, Mass.—A. G. Pollard Co.
Robertson Co.
Lowellville, O.—A. M. Cunningham
Lucas, O.—McCready Furn. Co.
Lyons, N. Y.—
Frederick Boeheim & Sons
McAlester, Okla.—
Chaney's Furniture Co.
McComb, O.—F. P. Diller Fur. Co.
McCook, Neb.—E. J. Pade Fur. Co.
McDonald, Pa.—Mel S. Moorhead
McKeesport, Pa.—The Famous
Macomb, Ill.—Reynolds Fur. Store
Madison, Ind.—Geo. C. Vail & Sons
Madison, Wis.—Cain-Ashcraft Co.
Frautschi's, Inc.
Pettersen's, Inc.
Manchester, Conn.—Watkins Bros.
Manchester, Iowa—
Stearns & McCormick
Manhattan, Kan.—Diehl Furn. Co.
Manitowoc, Wis.—Henderson-Hoyt
Mankato, Minn.—Harres & Smesrud
Myerstown, Pa.—Isaac N. Bahney
Nampa, Idaho—Case Furniture Co.
Nashville, Tenn.—
Continental Dry Goods Co.
Neenah, Wis.—Jandrey Co.
Newark, N. J.—Hahne & Co.
L. Bamberger & Co.
Newark, O.—John J. Carroll Store
New Bethlehem, Pa.—
R. M. S. Furniture Co.
New Castle, Pa.—
New Castle Dry Goods Co.
New Hampton, Iowa—
Brakley & Kennedy, Inc.
New Haven, Conn.—H. M. Bullard
Chamberlain Co.
Edward Malley Co.
Window Shade Co.
Newman, Cal.—Max Hoffman, Inc.
New York, N. Y.—Emerson Cpt. Co.
Lord & Taylor
R. H. Macy & Co.
W. & J. Sloane
Sullivan Carpet Co.
John Wanamaker
Niagara Falls, N. Y.—Jenss Bros.
Cornell & Daggett
Niles, O.—H. H. Hoffman Co.
Norfolk, Neb.—Ballantyne Fur. Co.
Norfolk, Va.—Wm. F. Smith Furn.
Normal, Ill.—A. T. Jackson
Norristown, Pa.—Frank Batdorf
Northampton, Mass.—McCallums
North Platte, Neb.—Higbee & Keyes
North Vernon, Ind.—Fletcher-Dowd
North Warren, Pa.—Blomquist Fur.
Norwich, N. Y.—Chapman & Turner
Oakland, Cal.—Jackson Furn. Co.
Oak Park, Ill.—Vrooman Cpt. Co.
Oconomowoc, Wis.—Lyke Furn. Co.
Oelwein, Ia.—Hintz Bros.
Ogden, Utah—Reliable Furn. Co.
Ogdensburg, N. Y.—Sperling's, Inc.
Oil City, Pa.—Welker & Maxwell
Oklahoma City, Okla.—
Harbour-Longmire Co.
The Kerr Dry Goods Co.
O. K. Furniture & Rug Co.
Okmulgee, Okla.—
C. C. McIntire Furniture Co.
Olean, N. Y.—Kreadner's, Inc.
Olympia, Wash.—C. W. West Co.
Omaha, Nebr.—J. L. Brandeis
Corte Corzine
Thos. Kilpatrick & Co.
Oneida, N. Y.—Browne-Davis, Inc.
Ontario, Cal.—McMahan Furn. Co.
Ontario, Ore.—Peterson Furn. Co.
Orange, Cal.—Frostefer Furn. Co.
Osage, Ia.—C. R. Champion & Sons
Oshkosh, Wis.—Henderson-Hoyt Co.
Oshkosh Rug & Drapery Shoppe
Oswego, N. Y.—Browne-Davis, Inc.
Geo. H. Campbell & Co.
Ottawa, Ill.—A. C. Rabenstein
Ottawa, Kan.—Quin Furniture Co.
Ottumwa, Ia.—Hall-Ekfelt Fur. Co.
Owosso, Mich.—D. M. Christian Co.
Palo Alto, Cal.—Palo Alto Furn. Co.
Pampa, Tex.—Mann Furniture Co.
Pana, Ill.—Tex Bros.
Parkersburg, W. Va.—Dils Bros.
Pasadena, Cal.—Frank E. Newman
J. H. Biggar Furniture Co.
Paterson, N. J.—Van Dyk Fur. Co.
Pekin, Ill.—Pekin-Cohen Furn. Co.
Penn Yan, N. Y.—Lowns D. G. Co.
Peoria, Ill.—Cohen Furniture Co.
Block & Kuhl Co., Inc.
Peru, Ind.—Senger Dry Goods Co.
Robinson, Ill.—Fair Furniture Co.
Rochester, Minn.—F. J. Paine Co.
Rochester, N. Y.—Lauer Furn. Co.
Sibley Lindsay & Curr
Weis & Fisher Co.
Rochester, Pa.—Hartzell Furn. Co.
Rockford, Ill.—Blomquist Furn. Co.
Fredricksen Furn. Co., Inc.
Rock Island, Ill.—Hill Furn. Co.
Rome, N. Y.—J. E. Bird & Son
Rushville, Ind.—Mauzy Co.
Rutherford, N. J.—
Hayman Furniture Stores, Inc.
Sacramento, Cal.—Buy-Rite Fur. Co.
Hale Bros. Inc.
Oak Park Furn. Co.
Saginaw, Mich.—Art Sample Furn.
M. A. McMullen
Murphy & O'Hara
St. Anthony, Ida.—Daniger Fur. Co.
St. Johns, Mich.—E. F. Boron
St. Joseph, Mich.—Troost Bros.
St. Joseph, Mo.—
Townsend, Wyatt & Wall
St. Louis, Mo.—Kennard Cpt. Co.
Henry C. Hartenbach Cpt. Co.
Lammert Furniture Co.
Scruggs, Vandervoort, Barney
Stix, Baer & Fuller
Yacobian-Lynch Rug Co.
St. Marys, Pa.—John J. Rogan
St. Paul, Minn.—The Golden Rule
G. A. Sensstedt & Co.
Weyand Furniture Co.
Salina, Kan.—The Stiefel Stores Co.
Salt Lake City, Utah—
Bowers Home Appl. Store
I. & M. Rug & Lin. Co.
J. A. Rockwood Furn. Corp.
San Antonio, Tex.—
W. R. Dallas Furn. Co.
San Bernardino, Cal.—
McMahan Furniture Co.
San Diego, Cal.—H. L. Benbough
Burnett Furniture Co.
The Marston Co.
San Francisco, Cal.—Breuner's
Lachman Bros.
Redlick Newman Furn. Co.
J. H. Wiley
San Gabriel, Cal.—Mutual Fur. Co.
Sanger, Cal.—Day's Home Furnish.
San Jose, Cal.—Robinson & Sons
San Marino, Cal.—
Donn Thomas & Co.
San Mateo, Cal.—Andre Van Opstal
San Pedro, Cal.—McMahan Fur. Co.
Santa Ana, Cal.—Don L. Andrews
Ira Chandler & Son
Santa Barbara, Cal.—Pierce Bros.
Henry Levy, Inc.
Santa Cruz, Cal.—
Samuel Leask & Sons
Santa Monica, Cal.—Clark Fur. Co.
Saratoga Springs, N. Y.—
E. J. Stabuck Co.
Saulte Ste. Marie, Mich.—
Cowan's Dept. Store
Vanderhook & Co.
Schenectady, N. Y.—
The Wallace Co.
Scotts Bluff, Neb.—Scofield Stores
Scranton, Pa.—Cleland Simpson Co.
Stoehr & Fister
Seattle, Wash.—Del Teet Furn. Co.
Grunbaum Bros.
Martin Furniture Co.
Frottas & Levitt, Inc.
Rhodes Dept. Store

Visit These Stores and See

HOLMES BROADLOOM WILTON

*Take your Room Measurements to the Nearest Store listed here and Select Your Favorite

Holmes TUXEDO Wilton

The New Style Trend . . . Stronger, Brighter. Contrasting Accent Colors. Closely woven all-wool pile in the medium price range.

My Clever Wife . . .

Selecting Rug Shades and Patterns as You do your Most Flattering Costumes.

Select Holmes Fine Wiltons for Years More Wear

The Wilton Weave is noted for its closely woven all-wool luxuriant Pile. This sturdy construction gives years and years of satisfactory wear. Even in Doorways and Entrances where wear is toughest, Wilton Colors hold their freshness longer.

"Rugs Cut from Rolls" To Fit Floors Perfectly

. . . No Extra Cost per Yard

9' wide 12' wide 15' wide

In Any Desired Length

Also 27" Widths for Wall-to-Wall Carpeting and for Stairs and Halls

Holmes TUXCRAFT Wilton

Feathery Tone-on-Tone Design at Surprisingly low cost for full room sizes. Sturdy all-wool pile for long wear.

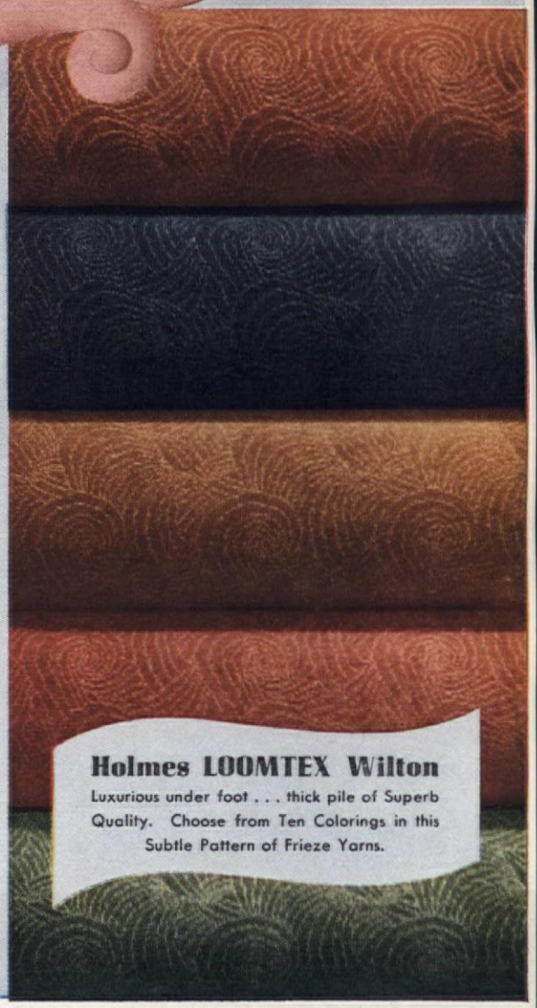
CLEVER WIFE Reveals All . . . There, now you've discovered my Home Beauty Secret. It's really simple. I just use Shades that Complement my own Natural Colorings . . . Shades that I find are most flattering in Clothes. Literally thousands of women are learning to make each room a charming setting to enhance their own Personalities.

• • •

Today's New Rugs have more than Color . . . the Trend shows strengthening and brightening of pattern (away from plain tones). The New Styles are easier to keep fresh looking, too. Cuts hours of Homework, as foot markings, shadings, even spills and spots, are less noticeable.

You'll see Samples of Holmes Styled Broadloom Wilton in just the shades and patterns you're looking for at all the Stores Listed on the Opposite Page. Plan to Visit your Dealer Now.

HOLMES *Broadloom* WILTON



Holmes LOOMTEX Wilton

Luxurious under foot . . . thick pile of Superb Quality. Choose from Ten Colorings in this Subtle Pattern of Frieze Yarns.

These Leading Stores are featuring Holmes Broadloom Wilton in all widths from 27 inches (for Stairs, Halls and Wall-to-Wall Carpeting) up to 15 Feet Wide for Large Rooms. You are welcome to drop in and look over the many Samples on Display. Bring the Measurements of your Rooms and Samples of Materials you are using in your Decorative Schemes.

Courteous Salesmen will gladly offer every assistance in aiding you to select exactly the Rugs you want at the price you want to pay. If your town is not listed, write Archibald Holmes & Son, Erie Avenue & K Street, Philadelphia, Pa., naming the Store where you like to buy.

This month it's— "Sugar and Spice and Everything Nice"

Geyer

Planned by Edgar Wyatt

THAT'S the story of this candy town centerpiece for a travel party. The white station is made of cubes of sugar; the roof top is sprinkled with sugar, dyed with fruit dye; and the walls are butterscotch squares. Windows are small squares of gum and signs are large squares of gum. The impressive train of cars runs on gum rails. The cars themselves are made of fudge with gumdrop wheels. A huge peppermint stick is a boiler on the engine and a bright red candy winks like a headlight. The coal car is full of licorice.

The garden boasts luxuriant cocoanut grass, a green that defies nature. The flower beds are blooming with caraway candy planted in green gumdrops. Formal walks are thin layers of fudge, and fudge automobiles line the curbstones. Near the station, with its powdered sugar plaster walls, is the oil company, with peppermint stick tanks.

FOR THE SUB-DEB: To compete with Sloppy Joe and win hands down with the sub-deb crowd, serve food galore and fun, nonsense fun with no silly business of crepe paper favors or flubbididdles. Go smooth and sophisticated in your parties for sub-debs; the casual simplicity, the studied carelessness of the revered college crowd are the chief aims of high schoolers. Ask the youngsters to your home, which like Sloppy Joe's stays open after midnight, for supper. You can serve "Joe's" specialties and improve on his recipes: lots of butter, mustard, chili sauce, and chopped onions added to sizzling hot hamburgers and hot dogs. You attend to the running of things, but everyone serves himself to hamburgers, rolls, chocolate, cake, and lots of it, all to the tune of a radio dance program.

They're a smart father and mother who really can share the fun of sub-debs without a critical eye or a gossiping tongue, and who are willing to disappear at the right time.

Z. Alexander

Planned by Doris Hudson Moss

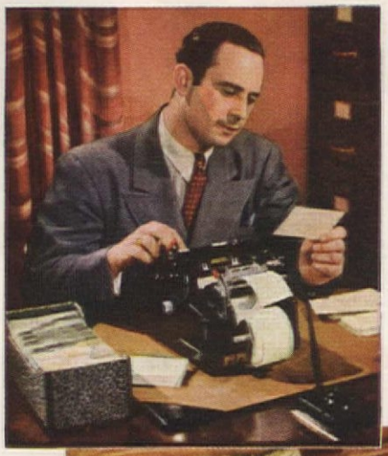
Shall it be HOME or Sloppy Joe's?

Which Bacon do MEN like best?

Swift's Premium gets landslide vote!

"Izaak Waltons" and Home Economists have at least one thing in common—in nation-wide polls, both groups voted overwhelmingly for Swift's Premium Bacon!

Outdoors or in, that "sweet smoke taste" are hits the spot! In poll after poll, Swift's Premium Bacon wins decisively.



Returns from the poll, which was conducted by an independent organization, showed Swift's Premium Bacon got far more votes than the next 8 brands combined; it led the runner-up over 2 to 1.

Polls almost as many votes as *all* other mentioned brands combined!

Housewives and Home Economists had already registered *their* preference. Swift's Premium Bacon led the runner-up over two to one in a poll of Chicago women . . . got more votes from Home Economics teachers than the next *eight* brands combined.

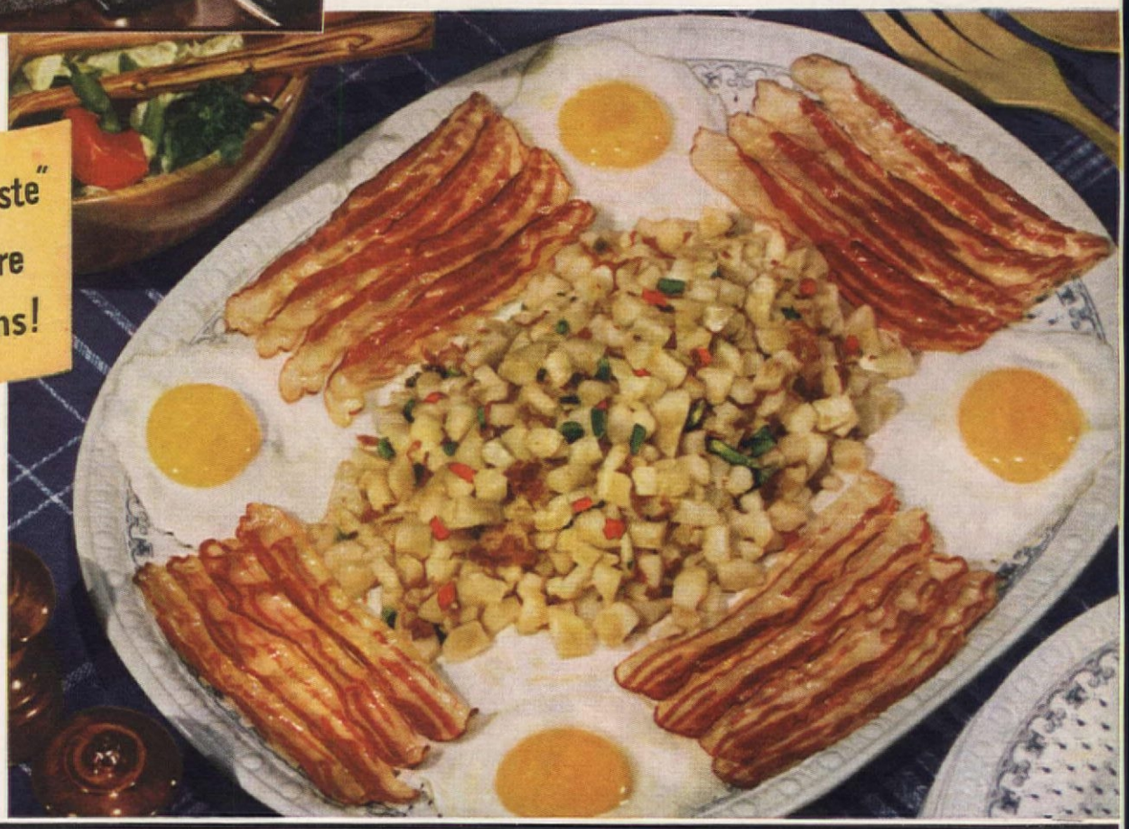
But how about the *men*, men with hearty outdoor appetites? Which bacon do *they* prefer? To find out, an independent organization made a poll of the nation's fishermen. They mailed out hundreds upon hundreds of Business Reply Cards, asked simply "What brand of bacon do you think is best?"

Once more Swift's Premium won overwhelmingly! It actually got almost as many votes as *all* other mentioned brands added together!

"Sweet smoke taste"—that's the reason why Swift's Premium always wins. Delicious mildness, from Swift's secret Sugar Cure . . . a special zest, from Swift's exclusive way of Smoking in Ovens. No other bacon has this marvelous flavor, and no other got anywhere near as many votes.

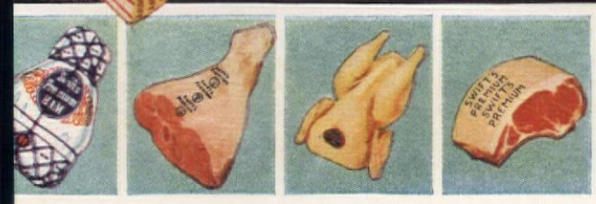
For meals at home or meals in the open, Swift's Premium is the bacon you'll like best!

THE REASON.. "Sweet Smoke Taste" from Swift's secret Sugar Cure and special Smoking in Ovens!



Look for the Swift's Premium label on the packages, and the name SWIFT down the side of the piece.

1940 by Company



Say Swift's Premium for the finest meats

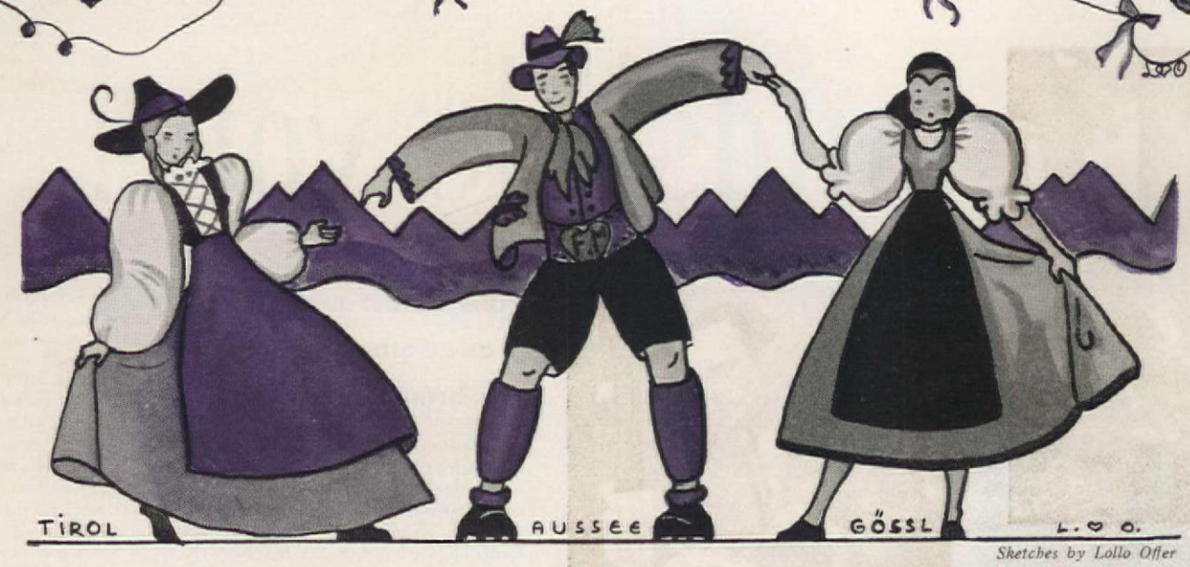
BEEF • LAMB • VEAL • BACON • HAM

FRANKFURTS • POULTRY • TABLE-READY MEATS

REMEMBER, THE MEAT MAKES THE MEAL!

BUDGETEER'S SPECIAL (*A Martha Logan recipe!*) Here's a thrifty main dish your family will thoroughly enjoy. Arrange Swift's Premium Bacon on a rack in a shallow pan and bake in a moderately hot oven (400° F.) 12-15 minutes or until brown. No turning is necessary. Serve on a hot platter with fried eggs and O'Brien Potatoes. To prepare potatoes, cook chopped onion and green pepper until tender in a small amount of hot fat. Add diced, cooked potato, pimiento, salt and pepper, and brown lightly.

Viennese Pastry



Sketches by Lollo Offer

Viennese pastries may be reminiscent of Strauss waltzes and sunshine in the Wiener Wald, but they are just as good to eat after a swing session or a turn at the local movie

ONCE, in Vienna, a coffee shop was more than a restaurant, a place to eat and run. It was an added living room, a salon for your personal benefit, which was yours the morning or afternoon or evening long for the price of a cup of coffee. There you could entertain your friends, discuss business, politics, intrigue, and love.

It was the Viennese habit to stop in before lunch, at one of the fashionable shops for a small glass of vermouth or cognac and pastry, or vermouth and Russian eggs and salted biscuits. It might ruin your lunch, but it was well worth it. Between five and six-thirty you might stop in for a cup of tea mixed with milk and rum and accompanied by a platter of cakes. The dignified white-haired proprietress, with all the manner of a grand duchess, would welcome you.

Surrounded by old-fashioned elegance of red velvet and white and gold, you could sit on a little sofa or stand at the long buffet rubbing elbows with aristocrats of the court or theater folk. Waitresses in long black dresses, brightened with crisp white headbands and aprons, brought something to drink and you could serve yourself at the long buffet with an endless assortment of tempting pastries and cakes. And you were amazed at the prodigious appetites of the Viennese and wondered why they did not roll along the streets like butter balls.

New York boasts of its variety of European restaurants, but none has been more successfully transplanted than a little Viennese candy and pastry shop in Chapel Hill, North Carolina. At one time the owner of a number of famous shops in Austria, Mr. Danziger now happily fashions marzipan flowers and vegetables, apfelstrudel and lebkuchen, gugelhupf, and candies and pastries in a shop that is very gay and looks as if it were actually made of peppermint stick candy.

LA VERNE RAASCH MOWRY

Mr. Danziger has an artist's scrupulousness about the quality of his materials and love of perfection and form in the least of his candies. When he is beating a bowl of fondant no catastrophe could stop him. In his tall picturesque chef's cap he laments his arguments with salesmen who shrug their shoulders at his specific demands and try to convince him that one thing is as good as another. He realizes, of course, the importance of knowing the subtle differences in kinds and grades of sugar and other materials—a knowledge which enables him to obtain such luscious results. When he was asked for the recipes of some specialties he thumbed pensively through a huge handwritten cook book, reading and commenting about ambrosial things that fairly made one drool.

Rich and flaky and crumbly, strewn with almonds and hazelnuts, dusted with powdered sugar, filled with preserves and marmalade or rum and nuts, the pastries are fashioned in all shapes—little horns, triangles, sticks, stars, crescents, twists and curlicues. Some are spiced and dry—in the sense that good wine is "dry"—and harmless enough to feed to little children; others are so rich that they verge on candy.

Try serving them in proper Viennese fashion with chocolate or whipped cream coffee, obviously not a daily diet for Americans but delicious for a tea or special occasion. To prepare the chocolate, use one square of chocolate to every cup of milk. Break or cut the chocolate into little pieces, stir with a little milk until melted over low flame. Add the remaining milk and stir until it boils up. Pour into a high pitcher or bowl and whip until foamy. Dip off the foam into cups and pour the hot chocolate over it. If you prefer it thicker, before serving add the yolk of an egg and a little sugar mixed in a little milk. Top with whipped cream.

Viennese coffee is somewhat like the French *café au lait,* hot coffee in one pot, hot milk in another, poured simultaneously into the cup. Whipped cream is stirred in at the finish.

Or, if you like contrast, serve hot tea with a teaspoonful of rum to the cup. Wines or liqueurs are happy accompaniments, too. Whatever you choose to do with the pastries—serve them for afternoon tea or

Before lunch, as the Viennese like them, or for tea or dessert, as we do, these cakes are irresistibly good. A grand "something new" for parties!

for family dessert—is right. They are their own excuse for being.

Torten are glamor cakes. They are as different from the conventional layer cake as cake is from bread. And a Viennese torte is particularly different and decidedly glamorous. Because these cakes are essentially rich, the ingredients that you will most often encounter are butter, eggs, sugar, and ground almonds. That is almost the basic recipe. Flour is seldom used, if at all; bread or hard roll crumbs are sometimes substituted. The torten are divinely light and rich like a Strauss waltz—or the Viennese character. Perhaps that is why a torte is so characteristically Viennese. These are the torten which have come across the water and may find their way happily into American kitchens.

They come in great variety—almond, chocolate, chestnut, apple, cherry, farina, potato, marmalade, rum, rye bread, pumpernickel, lemon, orange, poppyseed, cheese, carrot, coffee, marzipan, macaroon—as well as those with names made famous by places or people.

From Linz on the Danube comes the famous Linzertorte, almost cooky-like, lightly spiced, made piquant with a tart preserve or marmalade, and decorated with crisscross strips. When cut, it exudes an aromatic fragrance suggestive of old-fashioned pomander balls.

Another fine torte commemorates a woman who left her mark on Austrian society under the old regime. At the time of the Emperor Franz Joseph, Frau Sacher, a charming eccentric who cherished a collection of toy bull dogs and smoked long black cigars, owned the famous hotel opposite the Opera. History, as well as the exquisite Sachertorte, was made in this hotel.

The Prince Eugene torte, rich with whipped cream and almonds, and dashingly flavored with rum and chocolate, is admirably suited to its connoisseur namesake. Be it ever so humble, you can turn your table into a truly royal board with this delicious torte.

Like all things of beauty, torten are not whipped together at a

• measuring flour

ALWAYS sift white flour once *before* measuring—on a sheet of waxed paper. Flour will be light and uniformly even for each cupful. No guesswork!

Next, dip by spoonfuls or scoopfuls lightly into a measuring cup. Do not pack in, or jar cup to settle flour—or you'll have too much for recipe!

Then—carefully level off top each cupful, or spoonful, with straight edge kitchen knife or spatula. For a half teaspoon—divide in half lengthwise.

• potato hazelnut torte

• richer macaroons

• sachertorte (original)

• vanilla kipferln (crescents)

Recipe printed on back of each photograph

F. M. Demarest

• potato hazelnut torte

BEAT egg yolks until light, add sugar and beat well. Add hazelnuts, then mashed potatoes, rum, vanilla sugar, and lemon peel. Fold in stiffly beaten egg whites. Turn into buttered and floured 8-inch spring form. Bake in very moderate oven (325°F.) about 1½ hours. When cool, dust with powdered sugar. Serves 8, generously.

4 eggs
5 oz. (⅝ cup) sugar
3 oz. (⅔ cup) roasted hazelnuts, ground
2 tablespoons rum
10 oz. mashed potatoes
1 tablespoon vanilla sugar (See recipe for vanilla kipferln)
Grated peel of ¼ lemon

Submitted by
LA VERNE RAASCH MOWRY

Tested in
THE AMERICAN HOME KITCHEN

• richer macaroons

7 oz. (1⅓ cups) almonds
4 oz. (1¾ tablespoons) bitter almonds
1 oz. candied lemon or orange peel
7⅓ oz. (1 cup slightly scanted) sugar
1 teaspoon lemon juice
3 egg whites

BLANCH both kinds of almonds and grind on fine knife of meat chopper. Combine nuts, candied peel, and sugar.

Beat egg whites stiff with lemon juice and fold in nut and sugar mixture. Drop little lumps on paper-covered cooky sheet. Bake in very moderate oven (325°F.) about 20 minutes or until lightly browned. When done, turn over and dampen paper, turn back so that they stand awhile on dampened paper, and loosen. Makes about 3 dozen

Submitted by
LA VERNE RAASCH MOWRY

Tested in
THE AMERICAN HOME KITCHEN

• sachertorte (original)

6 oz. (¾ cup) sweet butter
2½ oz. (½ cup) powdered sugar
8 egg yolks
.7 oz. ground sweet almonds
5 oz. semi-sweet chocolate, melted
2.8 oz. cocoa
2½ oz. cake flour
2½ oz. rice flour
10 egg whites, stiffly beaten
3 tablespoons powdered sugar

CREAM butter, add sugar gradually and cream together 15 minutes. Add egg yolks one at a time, creaming thoroughly. Stir in ground almonds and melted chocolate and cocoa. Beat until light and foamy. Fold in flour very slowly. Beat egg whites until stiff, add the 3 tablespoons sugar. Fold into batter. Turn into buttered and floured 8-inch spring form and bake in very moderate oven (325°F.) 1 hour 10 minutes. When cold, spread with thin layer apricot jam, cover thinly with chocolate icing. Mixture should be stirred in one direction only.

Chocolate icing: Heat in saucepan 3½ oz. semi-sweet chocolate with a little of ½ cup powdered sugar, until melted, stirring constantly. Then add rest of sugar and ¼ cup water. Cook until mixture forms a soft ball when a little is dropped in cold water. Remove from heat and beat until cool. Pour immediately over cake. If it hardens too quickly, reheat slightly.

Submitted by
LA VERNE RAASCH MOWRY

Tested in
THE AMERICAN HOME KITCHEN

• vanilla kipferln (crescents)

2¾ cups cake flour
1 cup (½ lb.) butter
3½ oz. (⅔ cup) almonds
¼ cup granulated sugar
1 teaspoon vanilla

BLANCH almonds and grind on fine knife of meat chopper. Combine all ingredients and mix lightly together, as for pie crust, with fingers or pastry blender, into a light pastry dough. Let stand ½ to 1 hour in refrigerator.

Cut off pieces about size of walnut and form into little crescents as long as the index finger. Bake on ungreased cooky sheet in moderate oven (350°F.) 10 to 15 minutes until lightly browned. While warm roll in vanilla sugar. Makes 50-60 crescents.

Vanilla sugar may be purchased already prepared or to make: break or cut 1 vanilla bean into pieces and scrape out inside into 1 cup powdered sugar. (Sugar will have little black specks.) Place in covered jar, shake well and let stand at least 24 hours. (Any drug store has vanilla beans.)

Submitted by EDWARD G. DANZIGER *Tested in* THE AMERICAN HOME KITCHEN

Photograph printed on back of each recipe

moment's notice. However, they are really quite simple if a few fundamental rules are observed. One of the most amazing things in the directions for almost all the torten is the insistence on long beating, not ten minutes or fifteen, but half an hour to an hour! One must honor the good right arms of the Viennese women!

However, lest the frailer ones are frightened, it is wise to say that a new school has arisen which brands an hour's beating as not only barbaric but unnecessary, and feels that the cake should be beaten vigorously only until it is extremely light and full of air bubbles.

It is not enough to beat; you must beat only in one direction. The point is to beat in the air because it replaces baking powder. Everything, in fact, depends on the beating. Lucky she with an electric mixer. You will find that a wooden fork is a better instrument than a spoon if you do it by hand.

When sugar is added to the eggs, never beat less than a quarter of an hour before adding other ingredients. Butter or shortening is creamed in a round bowl and beaten fully a quarter of an hour before any additions are made—"until foamy" say the recipes, and they mean it. Egg yolks are added to the creamed butter separately, one at a time, being beaten all the while. Add sugar to butter before adding eggs to prevent any separating of the ingredients. Another suggestion is to beat whole eggs with sugar in a double boiler set in warm water, being careful that it is not much more than lukewarm. When the mass rises, remove it and let cool before adding flour. Never let beaten egg whites stand, but use them at once or they will lose their "life."

Rather than bake torten in layer pans when two layers are required, use a spring form in which the bottom may be loosened and cut the cake in two. It will not dry out so much this way.

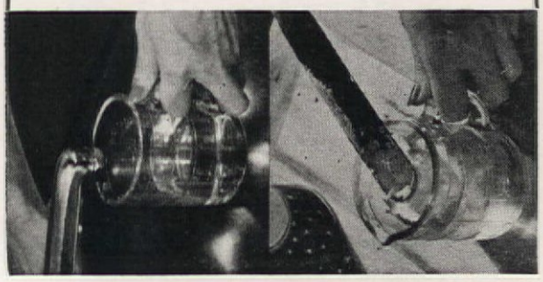
Now here are the recipes and we hope you won't let the fact that some of the ingredients are given in ounces instead of the more usual cups and spoonfuls frighten you away from trying them. For although these pastries are not the easiest things in the world to make, they're certainly not beyond your powers. The glamour they'll add to your reputation as a hostess and the furore they'll cause when you serve them at your next tea or bridge party make them well worth the extra effort it may be for you to make them.

• measuring fat

To measure solid fat—½ cup, for example—first fill measuring cup half full very cold water from tap.

Then add fat with a spatula until water reaches top of the cup. And no cheating—the fat must not extend above top of measuring cup or water line.

Pour off the water and you will have left, in the cup, just the right amount of fat! Use this method for recipes in The American Home Basic File.



THE SCOTTISSUE TWINS
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Toughie

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SOFTNESS and TOUGHNESS

JUST try to choose between the charming softness of one of these ScotTissue twins and the other's sturdy toughness.

You'll find you can't. And you don't need to. Because softness and toughness are important *twin qualities* in toilet tissue. And softness and toughness, combined, make Luxury Texture ScotTissue an ideally balanced toilet tissue.

Your whole family will appreciate ScotTissue's gentle comfort, its *two-way strength* that resists tearing and shredding, its extra absorbency that gives complete protection. Ask your grocer for Luxury Texture ScotTissue today!

Copr., 1940, Scott Paper Co. Trade Marks "Soft-Weve," "ScotTissue," "Soft as old linen" Reg. U. S. Pat. Off.

Soft for comfort *Strong* for security

EXTRA!

Each roll of ScotTissue has many extra yards of tissue woven in by the Scott "Soft-Weve" process for extra strength and absorbency. Weigh it on your grocer's scales to prove this extra value.

There are 1000 full-size, usable sheets in each roll of ScotTissue, yet it costs no more because it lasts longer.

New Ultra-refined
CLOROX
makes House Cleaning more efficient than ever!

THE MOST efficient cleansing goes beyond removing visible soil... it makes homes hygienically clean.

Ultra-refined Clorox has intensified germicidal action ... deodorizes, disinfects, removes numerous stains from tile, enamel, porcelain, linoleum, wood surfaces. It assures greater home health security, not only in Fall house cleaning but in everyday cleansing and in laundering. And Clorox is effective yet gentle for its many personal uses. Simply follow directions on the label. Always order by name... be sure you get Clorox.

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BLEACHES • DEODORIZES • DISINFECTS
REMOVES NUMEROUS STAINS
... Even Scorch, Mildew

Problem Children of the Family Wash

HELEN B. AMES

Newspictures

IF ONLY someone had been more constructive and diversified about that dreaded daily order—"Go and wash now—" just think what a lot you could have learned. A satin blouse would hold no more terrors for you than the back of your hand; you could tackle lace collars or velvet pillow covers or anything else if you had had experience in something beside "behind the ears."

However, we are going to give you all the answers right now to the problem children of the family wash. All the little tricks about cooler water, or warmer water, which for what kind of fabrics and when. How to make velvet and corduroy stand right up in meeting, and how to make satin and rayon lie down and shine. Maybe what you need is a livelier and deeper suds because the type of material calls for a quick bath but a thorough one. Maybe, again, you are rushing the drying or dilly-dallying too long. Lots and lots of things can be washed successfully and at home if you will just humor them in their little likes and dislikes and cater to their whims.

Remember that, important as the temperature and amounts of water are, they cannot do a job for you alone. The quantity of soap and the method of drying make a simply tremendous difference in the success and ease of operations.

People who have a whole lot of excuses about why they cannot wash woolens—who say that they simply ruin them and it is better economy not to try—are usually just plain old-fashioned lazy, so silly always. The most backward and awkward child can really wash almost any kind of wool; it is as simple as not scalding your hands just because you are in a hurry. And as for not "letting" things run, if they do it is sheer absurdity. Test a little piece; if the colors stay put, well and good. If not, don't be absurd enough to try the impossible. You can't "let" colors run, nor in all probability make them run. If they are fast they are and that, conveniently, is that. If they are the galloping kind by nature, there is one safe way out of the predicament; leave them severely alone or send them off to the cleaner. We don't for a minute pretend that everything under the sun can be washed, but we do insist that with a little care and sense and regulation a whole lot more things can be laundered than you may think at first glance. Perhaps the sense and regulation should be stressed a lot, but certainly one of the most common mistakes people make in doing a little laundry job is in thinking that one suds alone can always do a perfect job. If the thing you're washing is really good and dirty there is no sense at all in trying to be economical with the soap. If you have to use two or even three suds, it is not going to throw you into bankruptcy, and meanwhile it will save your garment, getting it sweet and clean again, the gentle way.

AND another thing, don't try to hurry the drying of anything unless it is much too big and you really want it to shrink up well, and don't let any very decidedly crepey fabric get thoroughly dry before you iron it, if you expect it to retain its well-worn shape. Don't forget about letting out a really badly soiled hem so that the whole edge gets a good scrubbing. There is no one trick to laundering well, but a lot of them. They are all easy to remember and to do, and they all work.

• white satin blouse

For a white satin blouse use lukewarm water (95° to 100° F.) and whip up a rich suds, first with hot water and then cool. Hotter water may turn silk yellow. Use a mild soap—beads, flakes, or bar—and dissolve thoroughly. Launder without soaking, squeezing suds through the blouse. If tiny balls of dirt cling to the material, put through the second suds. After three lukewarm rinses, squeeze without wringing and roll the blouse in a Turkish towel. Before it gets too dry, press on the wrong side with a warm iron.

• sweaters

It's easy to reshape your knitted dresses or sweaters after washing, if you first trace the outline of the garment on a piece of white cloth or use a tape measure and jot down measurements. By either method, you have a sure guide and can pull the clean garment back into shape while damp. To guard against stretching, any knitted garment should be lifted from the water in a mass, never dragged out by a sleeve. Drying on a flat surface is also essential.

• lace collars

First measure your lace collar carefully, making an accurate tracing of it on heavy white paper. Then in lukewarm light suds wash in a preserving jar. Rinse three or four times. No matter how soiled, if you use several light soapings, lace will come white under gentle treatment. Rinse thoroughly and dry on the white paper. If you prefer a creamy color give a final rinse in weak tea or, for a warmer color, use weak coffee. Leave the lace in the rinse three minutes.

• woolen jackets, chenille robes

When washing wool use an extra quantity of soap, as wool "eats up" soap. A four-inch suds is recommended. Wool demands tepid water with first rinse of same temperature. With these precautions, wool articles come from their bath soft and clean. If the dirt gets ground in, the fabric may be injured, so wash wool often.

Use drip drying for chenille bathrobes and bedspreads. Pile fabrics do not need ironing; smooth with a brush while damp.

HUNDREDS of One-Hand Tests prove Lux Milder

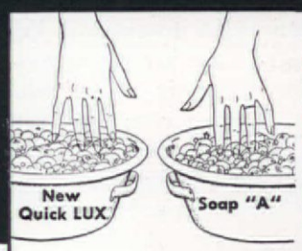
MRS. HUGH RENNIE'S HANDS AFTER MAKING TEST OF DISHWASHING SOAPS

After 28 days in new, quick Lux suds (3 times a day under conditions similar to home dishwashing), Mrs. Rennie's *right* hand was soft and smooth, as this *actual photograph* shows. She used no creams or lotions.

LEFT HAND IN SOAP "A"

For exactly the same time and under the same conditions, Mrs. Rennie placed her *left* hand in suds from Soap "A." At the end of the 28 days this hand was red, rough, as you can see.

Here's how Mrs. Hugh Rennie (like hundreds of other women) made the one-hand test under conditions similar to home dishwashing



For 20 minutes, 3 times a day, under conditions similar to home dishwashing, Mrs. Rennie placed her right hand in suds from new, quick Lux—her left hand in a dishpanful of suds from Soap "A." Scientists examined her hands regularly, kept careful records.

New Quick LUX saves you from housework hands . . .

Hundreds of women made these tests of 5 soaps widely used for dishes. The tests proved new, quick Lux milder than *any other soap tested!*

So thrifty, too! New, quick Lux goes *further* . . . gives *more suds* (ounce for ounce) even in hard water than any of the other leading soaps tested.

So gentle! Has no harmful alkali! Use new, quick Lux for *your* dishes and other soap-and-water tasks to help your hands stay lovely. Get the generous BIG box!

MRS. H. R. THOMPSON, New York City

New Quick LUX

In the same familiar box—*at no extra cost to you!*

MY BEST KITCHEN HELPER

HAMILTON BEACH

THE *Quality* FOOD MIXER

These *Extra* Hamilton Beach Advantages Cost No More

Bowl Control
Bowl revolves on ball-bearing turntable and can be shifted *while mixing* . . . insures a thorough mix.

Full Power at All Speeds
Steady, full power is maintained at any speed you set the motor—even as batter thickens.

One-Hand Operation
Mixer lifts off stand—*nothing to detach.* One hand holds the mixer and controls mixing speeds.

One-Piece Guarded Beaters
Full depth beaters are guarded and in one unit—quickly detached for easy cleaning.

Own this modern electric mixer . . . and like thousands of women . . . you'll find it your most prized kitchen possession. You're free from all the tiring arm-work of mixing, beating, and whipping. You can prepare delicious foods easier, faster . . . and with better results.

With *Bowl Control,* a wide range of speeds, and full steady power . . . the Hamilton Beach does every mixing task with equal ease. Whether mixing batter, whipping cream, mashing vegetables, or blending salad dressings . . . you get the finest results. A slight pressure on the handy control lever shifts the revolving bowl . . . without stopping the motor. All ingredients are brought into the beaters, insuring a perfect mix.

Ask your dealer to show you the many other fine features that make Hamilton Beach the quality mixer.

Good Housekeeping Institute

Choice of white or ivory finish. Complete with juicer and two bowls, $23.75. (Slightly higher, West.) Many practical, labor-saving attachments at small extra cost.

HAMILTON BEACH COMPANY, RACINE, WISCONSIN
Division of Scovill Manufacturing Company

• printed silk or rayon dress

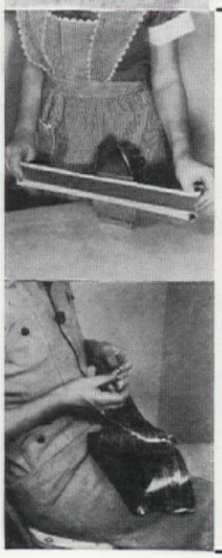
LAUNDER a printed silk or rayon dress with care. Some rayons have to be dry cleaned and are usually tagged. Colors can be tried by washing a belt. If they do not "bleed," the washing procedure is the use of plenty of lukewarm suds, thorough rinsing, gentle handling. When rolling in a towel put an extra one between the front and back to prevent crocking. Knead the roll and hang the dress in a shady spot. No clothespins.

• corduroy

DO YOU know how to manage corduroy frocks and dressing gowns so the nap won't be matted or show deep furrows? Avoid rubbing, wringing, and creasing when washing by hand. Spread out the article and douse it up and down in lukewarm suds. After rinsing, hang it sopping wet across two clotheslines, to eliminate the need of folding. Brushing the nap occasionally while it is drying will restore it to upright position.

• gloves

YOU'LL find a brush helpful for gloves. Don't wash chamois gloves on the hands. Drop them into the suds, and you'll have better luck. Other washable gloves should be slipped on. Make a lather and run in cold water until it is cool. Massage your gloved hands gently, use a soft brush on the very soiled spots. Slip off the gloves without pulling, rinse twice and leave slightly soapy. Squeeze, roll in a towel to dry as much as possible. Blow into the gloves and hang. Rub lightly to soften, while still damp.



• velvet cushions, velour covers

EVEN velvet ribbon, pillow covers or velour couch covers can be cleaned with soap and water if you follow the rules laid down for other articles. The only variation is the method of bringing up the nap. Holding the wrong side of the material over a steaming kettle is the right procedure for these fabrics. An even simpler treatment is to hang velvet clothes in a steamy bathroom for a few minutes after they are thoroughly dry.

The lady who never grows old

• This picture introduced Sani-Flush —28 years ago. It marked the end of a nasty job. Because Sani-Flush cleans toilet bowls without scrubbing and scouring. The same scene—brought up to date—appears on the Sani-Flush can today. Here is the easiest and best known way to keep toilets clean and sanitary.

Just sprinkle a little Sani-Flush in the bowl twice a week. It's as easy as that! Sani-Flush even cleans the hidden trap—cannot injure the plumbing connections. (Also effective for cleaning out automobile radiators.) *See directions on can.* Sold by grocery, drug, hardware, and 5-and-10c stores. 10c and 25c sizes. . . . The Hygienic Products Company, Canton, Ohio.

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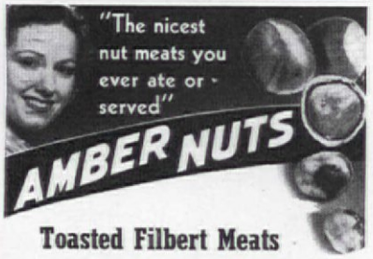
MARK your things with Cash's *Woven* Names and they'll always be *yours*. Avoid unsightly laundry marks, add distinction, prevent losses. Ask your Dept. store for Cash's *Woven* Names: or write us. An extra dozen now FREE with every order!

TRIAL OFFER: *Send us 15c for 1 doz. of your first name and sample of NO-SO for attaching without sewing.*

CASH'S 190 Chestnut St., So. Norwalk, Conn., or 6223 So. Gramercy Pl., Los Angeles, Cal., or 30 Gray St., Belleville, Ont.

CASH'S NAMES: 3 doz. $1.00, 9 " 2.50; 6 doz. $2., 12 " 3.; NO-SO Cement 25¢ a tube



Toasted Filbert Meats

Ambernuts are choice American filberts, regarded by many as the most delicious nut grown. The shelled kernels are oven-toasted by a slow process; salted; packed in air tight tins to keep fresh and crisp. Delicious appetizer. At fine food stores.

NORTH PACIFIC NUT GROWERS COOPERATIVE
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Payment enclosed as checked: ☐ 2 (8oz.) tins $1.25; ☐ 5 tins $3.00; ☐ 24 tins $12.95. Send postpaid to:

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Now that's an IDEA!

ARCHWAY: BREAKFAST NOOK. Archways may be decorative, but the four-foot one between my kitchen and living room was just so much waste space. I did not like the exposed kitchen, and I did need an "eating corner." Result: this built-in breakfast nook.

The trick is a part-way-up partition. On the kitchen side is a shelf: part of it is stationary and holds the toaster and percolator tile; the other half is a drop-leaf breakfast table which can be put up flush with the partition. Below it is a small storage cupboard, and above a shelf. On the living room side there is a bookshelf about 8" from the top. I drew up plans and a carpenter did the job for $21.90 including materials.

MADGE E. DILTS

Look what ScotTowels do for 1¢ a day

- Drain breakfast bacon
- Wipe grease out of pan
- Scrape dishes before washing
- Take scraps out of sink
- Clean top of stove
- Wipe out ashtrays
- Wipe hands after cleaning car
- Catch baby's orange juice
- Flour your fish and cutlets
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- Pick up broken glass

IF you've ever used ScotTowels, you know you get your money's worth. ScotTowels do a dozen jobs for a penny, and do them cleaner and faster.

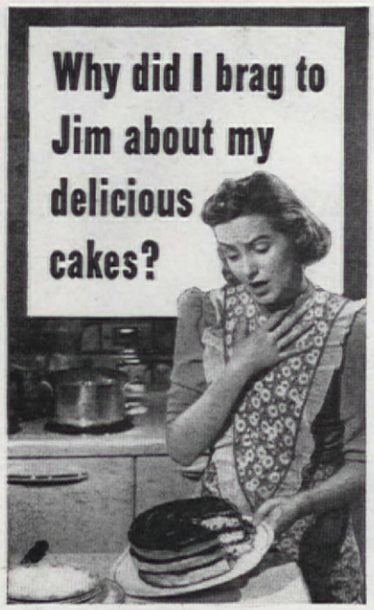
A strong, absorbent ScotTowel is grand for wiping off your stove, for wiping up greasy spills. And there's nothing to scrub out afterward. Put ScotTowels in the bathroom and save your good towels from smudgy little fingers. 150 clean, fresh ScotTowels to a roll. At grocery, drug, department stores.

Makes bacon crisper!

Dishes take less time!

SEALED FOR YOUR PROTECTION

Trade Mark "Tear-Easy" Reg. App. for. Copr., 1940, Scott Paper Co.



NO WONDER Dot felt foolish! The night Jim came to supper her cake was a failure!

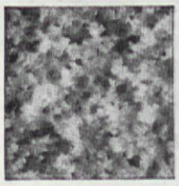
What happened? Dot didn't realize how important baking powder is to consistently good cake results. That many experienced cooks rely on Royal for fine cakes *every time.*

You see, Royal, made with Cream of Tartar, has a *special* "steady action" that is different from most baking powders. Royal begins its work the *moment* it is stirred in the batter. Thus the expansion of the batter is *continuous* and *even.* That is why Royal cakes are fine-grained...light...fluffy. Why they keep their delicious moistness and flavor longer.

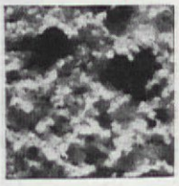
Many ordinary baking powders seem to have an *explosive, uneven action.* A greater part of the expansion is delayed until the cake is in the oven. Rising is often over-rapid. It may blow the batter full of large holes. Then the cake will be coarse...dry...crumbly.

See these actual photographs of cake, magnified, and the difference in results:

STEADY BAKING POWDER ACTION



UNEVEN BAKING POWDER ACTION



The greater assurance that Royal gives costs only about 1¢ per baking. The rest of your ingredients cost 30 to 40 times that much. Pure Cream of Tartar makes Royal cost more per can—but the difference *per baking* between Royal and ordinary baking powders is only a *fraction of a cent!*

Remember, Royal is the *only* nationally distributed baking powder made with wholesome Cream of Tartar—a product of fresh, luscious grapes. Cream of Tartar leaves no bitter "baking powder taste." So ask your grocer for ROYAL. Use it whenever you bake. You'll agree it's well worth the difference in price.

ROYAL COOK BOOK FREE

If you bake at home, you should have a copy of the Royal Cook Book which tells you how to make delicious cakes, biscuits, muffins, pies, puddings and main dishes. Send your name and address to Royal Baking Powder, 691 Washington St., New York City. Dept. 910.

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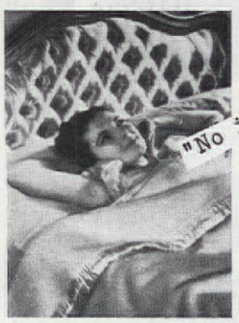
Push-button

MARION BALDERSTON

FOR several years now, since we came to California, we've been very definitely out of the red—but I do my own housework. This has caused a lot of astonishment among our old friends, who come out here expecting to find us living on a large estate full of swimming pools and private projection rooms and with at least three footmen in knee breeches and powdered wigs. Back East, they remark, you showed no gift for domestic work, in fact, you were pretty moronic on the whole subject. So why on earth do it now?



Kenwood

Well, for one reason, I've found it the only real solution of the servant problem. For another, there are now enough electrical and mechanical gadgets so that housework is no longer a mussy, back-breaking, grim affair; in fact, it's actually fun!

It was only when I started to do my own work that I found myself really free, and my house the tranquil sort of place that one can really call home. No injured looks if I sleep late and upset the domestic routine, since I'm the routine! No sullen temperament if I want an unusual dish for dinner, since I cook the dinner. No echoes from the kitchen radio moaning a sentimental song at me while I have my coffee. No sounds of domestic nagging and back biting from the service end of the house. Life is pure contentment since I learned the few sleight-of-hand tricks that are called modern house work.

However, before I become unbearably smug, I'd better say that running a house out here is probably easier than anywhere else in the United States. It's mostly done by the push-button method. The real joy of Southern California is not its climate (those bathing beauties on the beach, photographed in August for February releases!), but its endless supply of cheap natural gas. To heat the house, you press a button; thermostats and air conditioning machinery go into action to keep you as warm or as cool, as dry or as humid, as you like. You turn a faucet and unlimited gallons of scalding water pour out, you pull a lever and hot water begins to temper the chill of your pool (standard equipment in our houses), until it is comfortable for a swim. You pile eucalyptus logs unscientifically in the fireplace, light the gas gadget under them, and they blaze away at once. And the month-end bills are never high as compared to other parts of the country.

Since we use no coal, we take an impersonally sympathetic view of coal strikes; we are really selfishly glad there is no soot to float in on our furniture, no fumes to

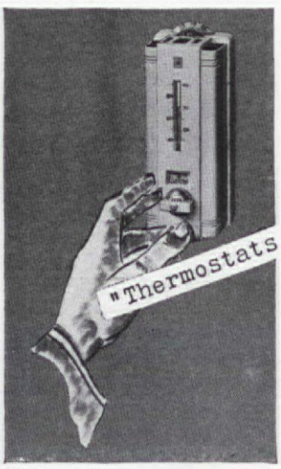
tarnish our silver. Curtains and windows stay clean for ages and sweeping and dusting are child's play. It is very hard for us to imagine anyone putting up with the old-time coal dust.

Even in such a paradise, say my Eastern friends, there just are a lot of things—beds, dishes, pots and pans, marketing. All right, here's my routine. After my husband has left and I've finished another cup of coffee and the rest of the morning paper and the mail, taking all the time I want over these pleasant occupations, I stack the dishes in the dishwashing machine. This already has yesterday's lunch, tea, and dinner things in it. I snap over three buttons, and while the dishes wash themselves, I make out my shopping list and tidy the dining room with duster and sweeper. Generally one of the big pieces of silver goes into the top of the washer; if I remember to do this, the silver never needs polishing.

Liberty Music Shop

Another re-adjustment of buttons, and the dishes give themselves a scalding rinse; they are hot enough to dry themselves bright and clean when the top of the machine is raised. In the bottom of the adjoining sink is a lovely mechanical arrangement that impartially chews up everything in the way of garbage, bones, wet paper towels, cigarette ends and faded flowers, and spits it all down the drain. While the breakfast grapefruit and coffee grounds are thus disposing of themselves, the washer is doing the pots and pans, and I'm off to the other rooms for the routine dusting and straightening.

As we prefer showers, bathtubs stay clean, and bed-making, I've read, makes the arms beautiful. Anyhow, few maids make beds with the sheets drawn to a hospital tautness. I've a complex about it; a wrinkled sheet will keep me awake and ruin my tomorrow's temper. I'd rather do it myself and be satisfied.



Before I start work, I generally load up the phonograph, and while I am going peacefully about these domestic occupations, I can hear all the symphonies and operas I want. It turns and changes its records—we really do live in a most remarkable age—and with the extra upstairs speaker turned on, Jascha Heifetz will play me Beethoven, or Yuhudi Menuhin some lovely Spanish thing of Lalo's. Or I can set the machine another way and it will play over and over again a French lesson, until my ear has absorbed the niceties of accent, which is the only way to learn a language.

Of course I could have done all this just

"Will you ever forget how I used to detest cooking? Well honestly, John, I really enjoy it now that I have my new Hotpoint Electric Range. That old-fashioned range of mine made hard work of cooking—but with my Hotpoint, it's a different story!"

1. ***"It's surprisingly simple*** to cook even the most *difficult* dishes—and the results are far better! Why, baking is a cinch now—because the Hotpoint oven automatically puts the right amount of heat where you want it. And it's easy to . .

2. . . . *keep my kitchen immaculate* now! The air is fresh and free from fumes—and there's no soot because there is no flame. Why, once over with a damp cloth cleans the whole range like new. Even the Calrod cooking coils are self-cleaning! And really, John . . .

3. . . . *Calrod saves us money!* It provides five Measured Heats—so I don't have to waste any current. Cooking with Hotpoint is certainly modern, easy and dependable. And you'll agree we've never had such grand-tasting food!"

Hotpoint Presents The *PRESIDENT*—
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New Calrod Units Cook With Measured Heat

Each unit gives 5 Measured Heats. You can cook faster or slower, as needed, but always more economically. Coils are self-cleaning. To get the exclusive advantages of Calrod, be sure the range you buy is a Hotpoint.

INVESTIGATE THE LOW COST OF ELECTRICITY FOR COOKING

Offers Top-Quality Range Features At An Amazing Low Price!

- All-Porcelain finish, inside and out. Easy to clean.
- 2 Large Utility Drawers for pots, pans and dishes.
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- 3 Calrod Surface Cooking Units (each with 5 Measured Heats).
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SEE ME IN "BLAME IT ON LOVE" —HOTPOINT'S HOLLYWOOD MOVIE. YOUR HOTPOINT RETAILER HAS TICKETS!

JOAN MARSH

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DOUBLE AUTOMATIC
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• HEATS QUICKER
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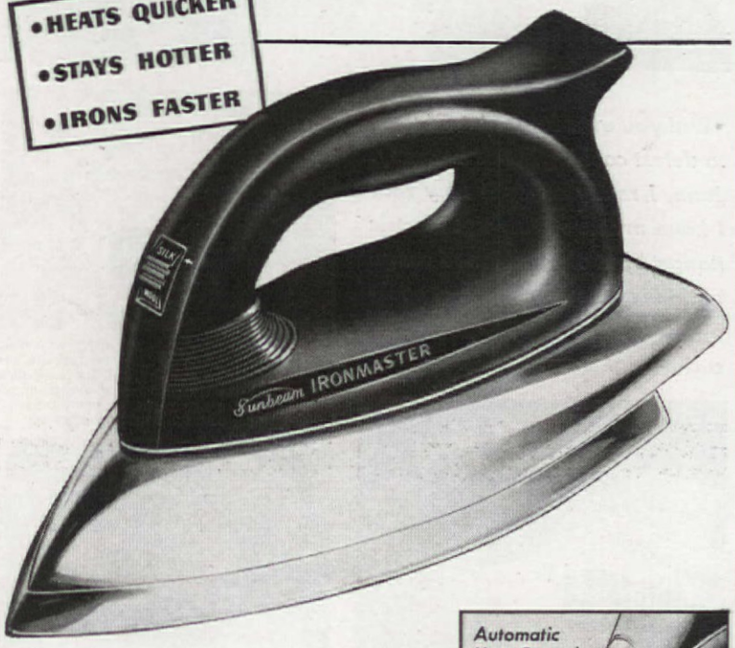

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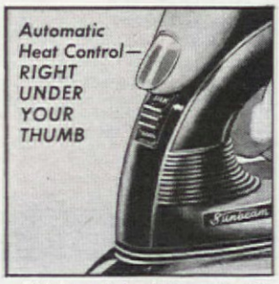


Dial the cool, thumb-tip regulator for any fabric to be ironed—Rayons • Silks • Woolens • Cottons • Linens.

Set the thumb-tip regulator for RAYONS and get the perfect, safe, steady, *low* heat that will not scorch your finest lingerie.

For heavy, damp linens—set the regulator at LINEN and get a steady, correct *high* heat that never makes you wait for the iron to "catch up."

No waiting for the Sunbeam to heat up—it's ready to go in a split minute. Reaches Rayon Heat in 30 seconds, high heat for heavy, damp linens in 2½ minutes. And *what's more*—it not only heats *fast* but *never over-heats*—gives you the *correct* heat right from the first plug-in. And women know it's *quick heat, steady heat, correct heat* that makes ironing fast and easy—gets them through in less time, feeling fresher.

Only the Sunbeam Has Double-Automatic Heat Control

This great invention, found only in Sunbeam, is the reason behind Ironmaster's outstanding performance. It has made the Sunbeam the iron women recognize as the easiest-ironing, fastest automatic iron. But to really appreciate the freedom from tired arms and shoulders the Ironmaster brings, you must try it. Then you'll realize how *different* it is—how much easier it irons—how much time it saves. $8.95 wherever good electric appliances are sold.

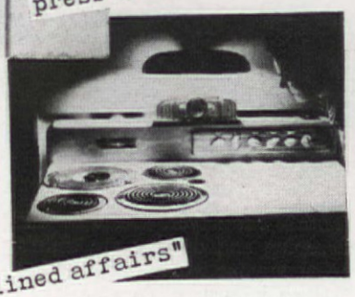
Made and guaranteed by CHICAGO FLEXIBLE SHAFT COMPANY, 5607 Roosevelt Rd., Chicago, Ill. Canada factory: 321 Weston Rd. So., Toronto. 52 Years Making Quality Products.

Famous for Sunbeam TOASTER, MIXMASTER, COFFEEMASTER, SHAVEMASTER, etc.

as well while someone else made the beds. But somehow I didn't; I frittered. I re-organized myself when I re-organized my house.

But what about meals? Cooking takes time and there's no way around that problem. True—but most people eat too much and

good cooking needn't take hours and hours, not these days. We'd rather eat less and keep our figures. Fruit and toast and coffee for breakfast; the last two make themselves electrically on the table. When I don't lunch out, I generally have a salad or a bowl of soup, and carry it on a tray into my study, or out in the patio by the pool. As for dinner—have you ever got as thoroughly bored



as we have at the meat and potato and a vegetable, salad and dessert, night after night after night? That is the standard evening meal of the American cook; she prefers to serve it at six, of all hours, but will, with some persuasion, hold it off until seven. We like to have tea at five and dine at eight when we don't go out, an incomprehensible idea to every cook I've had, or else a plot to prevent her giving undivided attention to the late afternoon and early evening radio serials.

Berger

It occurred to me one day some years ago that the more servants we had, the more adjustments we were making to their likes and dislikes. We tried a large house with a large staff, a small house with one maid, and a middle-size house with the usual arrangement here—a couple, a man and his wife. But every Thursday the staff has its day off—and it *is* a day, too; they're gone right after breakfast and you can shift for yourself the rest of the day, lunching and dining at the usual group of restaurants, packed beyond capacity at these times. The ideal is to get away at half past eight; it's an unusually obliging couple that will stay around cheerfully to clear up the dishes and do the beds should you feel like sleeping late. Every other Sunday, and in many cases, every Sunday, you have the same firm domestic exodus into Los Angeles.

It was on a "Thursday" that I began experimenting at the kitchen range—one of those streamlined affairs where you press buttons and it lights itself, twist knobs and the oven remains at the appointed temperature. I tried to remember all the dishes we had liked best in other parts of the world, sighing for the domestic bliss of the old days in Europe. Why, we spent three months once at St. Tropez because we liked the food.

We used to drive miles along the Riviera to Le Lavandou,

Now you can get a breakfast set of distinctive design and the same high quality construction as the famous *Napanee* Kitchen Cabinets. Its graceful lines and gleaming chrome finish make any room gay and stimulating. Has patented floating rail, safety extension leaf, four chairs. Seats four or six. Moderately priced at furniture and department stores.

WRITE TODAY FOR FREE FOLDER— name of your local dealer. NAPANEE quality is always worth the difference.

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Leading Manufacturers Since 1876. Kitchen cabinets, tables, bases, breakfast sets, chinas and buffets.

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Saves washday time and trouble! Holds clothesline tight! No sagging. No knots or kinks. Banishes hooks and nails. For yard, basement, attic. Rust-resisting. Ask for genuine, patented TITE-LINE . . . 10¢ at your favorite hardware counter.
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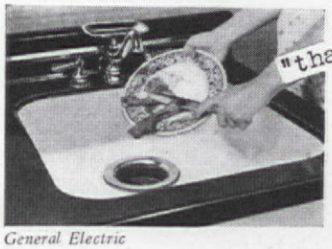
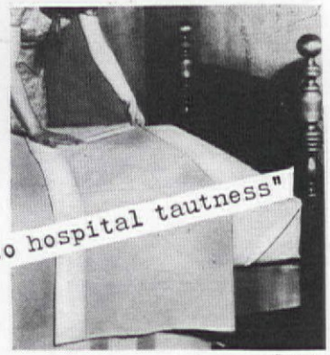


General Electric

where Henri made the most delectable bouillabaisse and served it to us in a wee restaurant clinging to a cliff above the Mediterranean. We couldn't of course get rouget and langouste fresh out of the sea here but, after all, bouillabaisse *is* fish soup and I could but try to make it! And it's good if you make it in the morning and let it have the rest of the day to develop its subtlety of flavor. White fish that comes out to us from the East, frozen, fresh or canned oysters, lobster, shrimps, clam broth, some vegetables, saffron, and above all, olive oil. In France the bouillabaisse is the meal; you want only some cheese afterwards and a pleasant dry wine to drink.

A cheese soufflé is an easy meal, add a bowl of salad and it is perfection. Bicycling along the roads through the Midi we always had it, and if in France, why not in California? A Spanish omelet is an ideal meal as well—the former King of Spain always ordered this at the Spanish Restaurant in London, and I tried to remember the vegetables and sauce with which they smothered its golden goodness. Lots of onion, lots of fresh tomato, herbs for piquancy, not much butter, but plenty of olive oil, a meat cube sometimes for richness—these are the essentials of half the "foreign" dishes that are world famous.

I concentrated on learning sauces—and how badly California foods need them! In our productive climate we have grown greedy; we try to force three and four crops out of the earth instead of one. Patiently the earth produces an abundance of fruits and vegetables, but with no more flavor than if they were stuffed with cotton. Try the "blindfold



Pequot

WHEN YOU CHANGE YOUR ADDRESS

Be sure to notify the Subscription Department of THE AMERICAN HOME at 251 Fourth Ave., New York, giving the old as well as the new address, and do this at least four weeks in advance. The Post Office Department does not forward magazines unless you pay additional postage, and we cannot duplicate copies mailed to the old address.

BUSY AS A BEE!

MORNING

It's true! Hurrying husbands and scurrying schoolboys actually *take time* for breakfast when this ever-busy *Toastmaster* Toast 'n Jam Set makes the morning meal a feast. And what a difference a leisurely breakfast makes—in good work, good grades, and good tempers!

NOON

More work for Mother's willing helper! There's *no* better fare for youngsters than crisp, crunchy toast, bread in its most digestible form. . . . Children find it's *fun* to watch this magic toaster popping up the toast. And—where there's fun, there's appetite, health, and happiness!

NIGHT

And still no rest for this obliging toast-butler! For Sunday supper or a bite before bed, after movies or bridge, page the *Toastmaster* Toast 'n Jam Set! Perfect toast every time . . . and there ought to be *something* in those trim little jars to make everybody happy.

Clever and Complete

There's the handiest of trays, in beautifully grained walnut; a toast plate and jars for jam or marmalade, in colorful Franciscan Ware; and the fully automatic toaster that you've always wanted. Together they form the *Toastmaster** De Luxe Toast 'n Jam Set—for only $17.95.

TOASTMASTER DE LUXE *Toast'n Jam Set*

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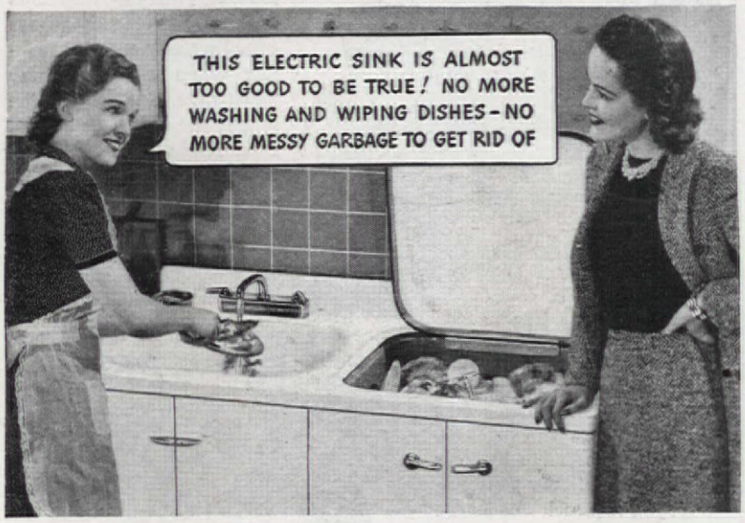
Thousands Of Women Have STOPPED Washing Dishes! STOPPED Handling Garbage!

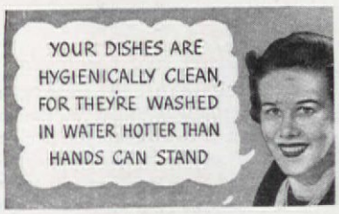


GENERAL ELECTRIC

ELECTRIC SINK

1. Washes All The Dishes!
2. Disposes Of All Garbage!

IN THOUSANDS of homes from coast to coast the old-fashioned sink has been replaced by this great time and labor-saver. Easily, quickly installed in old or new kitchens—it costs only a few pennies a week to operate.



● The G-E Electric Sink combines the time-tested General Electric Dishwasher and G-E Disposall in one unit that gives equally satisfactory service in both small and large households. Send for illustrated descriptive literature without obligation.

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Send free literature on G-E Electric Sink.

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DISHES ARE WASHED THIS EASY WAY

1. Scrape food scraps off the dishes.
2. Stack china, silver, glasses, pots and pans in Dishwasher trays.
3. Close cover—turn the controls—and the whole tedious job is done in a *fraction* of the time it would take by hand.

No chipping, no breakage—for dishes do not move. They dry in their own heat. And the Dishwasher cleans, dries itself.

G-E Dishwasher available separately. **$194.50** f.o.b. factory. Easy payments.

GARBAGE IS DISPOSED OF THIS EASY WAY

● Food wastes—peelings, pits, scraps, bones, etc.—are scraped into sink drain. Down they go into the Disposall, where they are reduced to a pulp and washed away like water. Disposall cleans itself.

G-E Disposall available separately. **$99.50** f. o. b. factory. Terms.

"It's Easy To Stay Young Electrically"

GENERAL ELECTRIC

test" and tell me whether it is fresh asparagus or the well-known boiled cabbage!

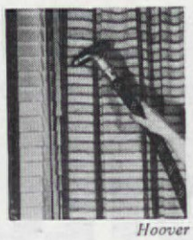
We'd lived in Italy for six months—couldn't I make spaghetti Bolognese the way Luigina made it for us? It wasn't too bad an imitation, after I'd gone downtown to an Italian grocery for the herbs. An apple, some sharp cheese and a glass of Chianti are nicer after this than a pudding. Then there was jambalaya; we used to eat that in New Orleans. It's almost anything you feel like adding to boiled rice, with a good-size onion for luck.

Definitely Thursdays and Sundays had become our gastronomic high spots. So when our latest "couple" developed too great a fondness for my husband's pet brandy, I sent them off, used what would have been several months' wages for that excellent device which cleans up mussy dishes and messy garbage—and purchased my invaluable domestic freedom.

Iron Fireman

Many times I've been asked—what about your entertaining?

I call in a couple whose sole business is to cater; they arrive with the fish and the meat and the fresh vegetables, they are full of ideas for things to serve with the cocktails, they're grand cooks, they charge not much more per guest than it would cost me if I went out and bought the stuff myself. I'm left with nothing to do but the flowers and some overseeing about the table and the wine, and I'm not too tired to enjoy my own party that night. I give my dinners Thursdays and am popular with my unemancipated friends.


Hoover

As for heavy cleaning, the gardener hoses off porches and patio, and on Saturdays a cleaning woman arrives in a car twice the size of mine. By the time I'm through breakfast she has ironed the silks and fine things I've swished through soap flakes the day before.

I've nothing to do but the marketing, which is fun out here, where the circus idea has extended to the food markets. You push a sort of perambulator past groceries, meats, and vegetables.

And after that, I've nothing to do but set the tea table for those who come to lie around the pool.

For better coffee every cup, switch to Silex! Silex sends water up at just the right heat, brings coffee down at flavor peak . . . perfectly brewed, perfectly filtered, perfectly delicious! *Kitchen models $2.45 up. Table model electrics from $4.45,* with Self-Timing Stoves. 4- to 12-cup sizes. Pyrex brand glass. Narrow neck for better pouring, or wide neck for easy cleaning.

Make better coffee!

Genuine SILEX GLASS COFFEE MAKER

THE SILEX COMPANY, HARTFORD, CONN.

Enjoy A BEAUTIFUL, STEP-SAVING kitchen like this!

YOUR KITCHEN—new or old—will be more modern, beautiful, sanitary, more convenient, if fitted with a custom-built St. Charles Steel Kitchen. Quality material and superior craftsmanship give distinction to St. Charles deluxe cabinets. Lustrous, wear-resisting, easy-to-clean surfaces; drawers and doors that will not swell, shrink, sag or stick. Many ingenious accessories. Good Housekeeping seal of approval. Our dealers will furnish plan and estimate without charge.

FREE BOOK shows 23 illustrations of kitchens—36 pictures of cabinets and accessories. Send post card or letter, stating if you own your home, plan to build, or modernize.

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Underwood & Underwood

BEATRICE COOK GRAY

—but whose fault is it, really?

YOUNG mothers with small children and smaller budgets often need help in their homes. Where can dependable maids be found? Whose fault is it, really, this dearth of good domestic employees? The real reason lies in the false attitude the girls acquire toward domestic work.

What kind of maids do we want? For today's simplified living, brains, not brawn, are needed. What a dangerous premise it is to assume that any kind of person is suitable for domestic employment. Mothers require resourcefulness in their helpers. Dishwashing and scrubbing require a minimum of intelligence, but what about the care of our children? Suppose Jimmy breaks his arm or runs a lollipop stick down his throat in our absence? Such an emergency calls for a girl with some degree of sound judgment.

To get such girls we must create a new order—the household employee. I mean new in the United States. In Europe, for generations girls have made housework a dignified apprenticeship to their careers as wives.

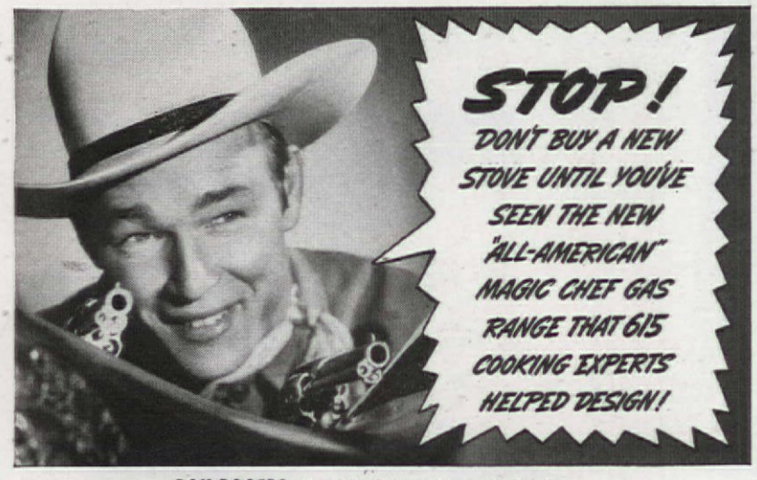
Realizing that this was the solution, a group of fifteen mothers in our community put domestic service upon a dignified, sensible plane We knew that to get the efficient, alert help we needed, country girls were our best bet. Through high school teachers in near-by small towns, we found fine, intelligent girls who were anxious to come to the city. As maids? Oh, dear no! But they were willing to take housework until jobs could be found. As employers, we set out to vie with the "allure" of the bargain basement.

By previous arrangement among us, our stipulations were identical. We explained that our homes needed no servants, but efficient employees. All the girls were well enough educated to appreciate our need of family privacy and they no more expected to eat with us than a file clerk or any other office worker expects to dine with her boss.

Like other girls in industry, they had specified hours with extra pay for any extraordinary amount of extra time. We pointed out to them that caring for our children and preparing our simple meals was just as dignified as working in a dime store. Any job is as dignified as the attitude of the employee toward it.

For our first step in giving these girls normal lives, we found them small furnished apartments. These were usually the unused upper floors of near-by houses whose owners welcomed the nominal rent. Four girls, work-

Some thirty million homes employ domestic help. Are these girls smart enough to bring dignity to their really important jobs?



ROY ROGERS, *Republic Pictures Star, who heads up Magic Chef's 3rd Annual Old Range Round-up says:*

"THIS ISN'T A HOLD-UP...IT'S A ROUND-UP!"

"They're tellin' me Magic Chef dealers are offerin' bang-up bargains in Magic Chef ranges. Better see your dealer quick. Have him round-up that old range you've been strugglin' with all these years. He's really got somethin' new to show you!"

NO OTHER RANGE IN THE WORLD HAS ALL OF THESE FEATURES YOU WANT!

1. Practical size for all cooking needs.
2. Super-size oven—18 inches wide, 20 inches deep, 14 inches high.
3. Bigger swing-out broiler, deeper and wider.
4. Big warming space under broiler pan.
5. Burners spaced wide enough for four 12-inch utensils.
6. Two disappearing plate-warming shelves.
7. Burner grates level with working surface.
8. Coveralls fit flush with cooking top.
9. Single streamlined drawer for utensils.
10. Chrome plated lamp. New Minute Minder.
11. Easy-to-clean-under open front base.
12. Extra high back-guard, to protect wall.

Completely automatic! All regular Magic Chef features besides those above!

JOIN THE SWING TO GAS. More than 16,000,000 women cook with gas, the Magic Flame. New CP (Certified Performance) Magic Chefs save time, save food, save money.

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HERE IT IS! That beautiful, *new* "All-American" Magic Chef gas range! All the famous Magic Chef features, plus twelve brand-new ideas that 615 cooking experts got from housewives. Extra big oven...larger swing-out broiler, warming space underneath. Self-lighting top burners spaced for four big pans at once. See it at your gas company or Magic Chef dealer's today!

SAVE WITH A *Magic Chef*

THE "RED WHEEL" GAS RANGE WITH THE LIFETIME BURNER GUARANTEE

PRICES BEGIN AS LOW AS 10¢ A DAY

If you live beyond the gas mains, Magic Chef and Pyrofax Tank Gas Service are available east of the Rockies. American Stove Co., Chouteau Ave., St. Louis, Mo.

ing in the same neighborhood, shared the expense—and the fun. (This arrangement was a blessing to those who did not have extra bedrooms available.) Living as their friends who worked down town did, they had their own dinner parties and friends to see them. They enjoyed it and we employers reaped the benefit. Any woman who has had a discontented maid can appreciate the joy of a willing and interested household employee.

The girls came to work in the mornings like their friends who were employed in industry. They left after the dinner dishes were done except on those evenings when we employers wished to go out. Then they remained for a small compensation. Extra work —extra pay!

As employers, we tried in every way to make the work more interesting. A card index for recipes was given to each girl to stimulate her interest in cooking. On nights when we were out, we permitted them to have some of the other girls as guests for waffle suppers after the children were tucked in. We could safely do this as we were sure of their good background. The girls were still young enough to take an interest in receiving gold stars on their monthly charts whenever they cooked any dish perfectly for the first time. When one had accumulated a set number of stars, a tiny reward of a compact or toilet goods was very thrilling.

To encourage thrift, we housewives budgeted our gas and electric bills, telling the girls what they *should* average. Any saving on the estimated bills was given to the girls as a bonus. This money was not wasted, for experience shows that a girl's carelessness makes the bills run *over* the estimated budget if some such system is not used and it is far wiser to give this money to the maids rather than to the gas company! It stimulates thrift in food and household supplies.

The girls responded readily to the feeling of working *with* and not *for* their employers. A detailed outline of work to be done each day in the week and suggestions for the use and care of equipment were appreciated by the maids, who, naturally, dislike constant "bossing." Estimated time limits were set for each task. All time saved was their own (if the work was up to standard).

Those of us who had pre-school children paid a small sum if we wished to be gone during the girls' leisure time, for we were careful to see that each girl worked only the agreed upon number of hours a day. Does this sound extravagant? It is not only fair but we also found it far cheaper than replacing the damage done by slovenly, discontented, and ever-changing maids. Repairing an electric coffee pot which a former careless maid soaked in dish water cost more than the additional fees which I gave to my conscientious maid in an entire month!

It is queer that civic-minded women, who spend hours organizing activities for young people, don't begin their charity at home. Surely the girls who care for our own children so that we may enjoy our hobbies are entitled to a great deal of consideration. We urged our employees to join tap-dancing, drawing, and singing classes. We helped them take out library cards and Y.W.C.A. memberships. Girls entering cooking and child-care courses were given double the entrance fee upon completion of that training. It was well worth it to us.

As soon as the girls met increasingly difficult qualifications, their initial wages were raised accordingly. For instance, they all received a $2.50 a month raise when they could cook and serve very simple meals nicely and on time. The next raise came when they could prepare and serve a "company" meal, and so on until really formal dinners were included. (Any of these meals by the way, rated ten gold stars!)

Because these girls are happy and self-respecting, they return our consideration in many ways that would never occur to a typical servant. Fine, intelligent girls, our children are safe with them. We can leave them for long week ends since we know that these girls take a genuine interest in their welfare and will know what to do in emergencies.

The small son of one of the employers fell from the porch onto the cement sidewalk below one day while his mother was out shopping. The mother was finally located but the maid already had the child in the hospital, X-rays taken and the films read by the family doctor, whose name was listed in the front of the telephone book. The mother herself could not have been more efficient. Such a feeling of security is worth ten times the trouble we take.

During the four years' experiment, only three of the fifteen girls have left their employers, and those to be married.

This plan will work for anyone willing to take the trouble. Women must be willing to pay with courtesy and fairness for safe and efficient help in the home. They must consider themselves teachers who are instructing their employees in practical home economics. They must take the time and thought to work out a routine and schedule that are constructive and function easily on a practical partnership basis.

It cleans windows as nothing else does

Most people who try Bon Ami *Cake* are surprised to find it does much more than remove dirt, thoroughly and quickly. It goes two steps beyond this: First, it leaves your windows with a crystal-clear polish. Second, it leaves no oily, dust-catching film on the glass. Next time you clean your windows, be sure to try the economical, long-lasting Bon Ami *Cake?*

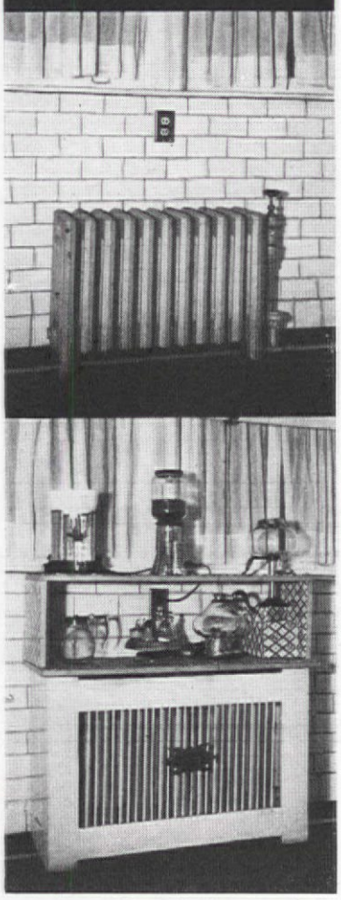
"hasn't scratched yet!"

Bon Ami Cake

leaves no oily film

WHEN YOU CHANGE YOUR ADDRESS—Be sure to notify the Subscription Department of THE AMERICAN HOME at 251 Fourth Ave., New York City, giving the old as well as the new address, and do this at least four weeks in advance. The Post Office Department does not forward magazines unless you pay additional postage, and we cannot duplicate copies mailed to the old address.

Now that's an IDEA!

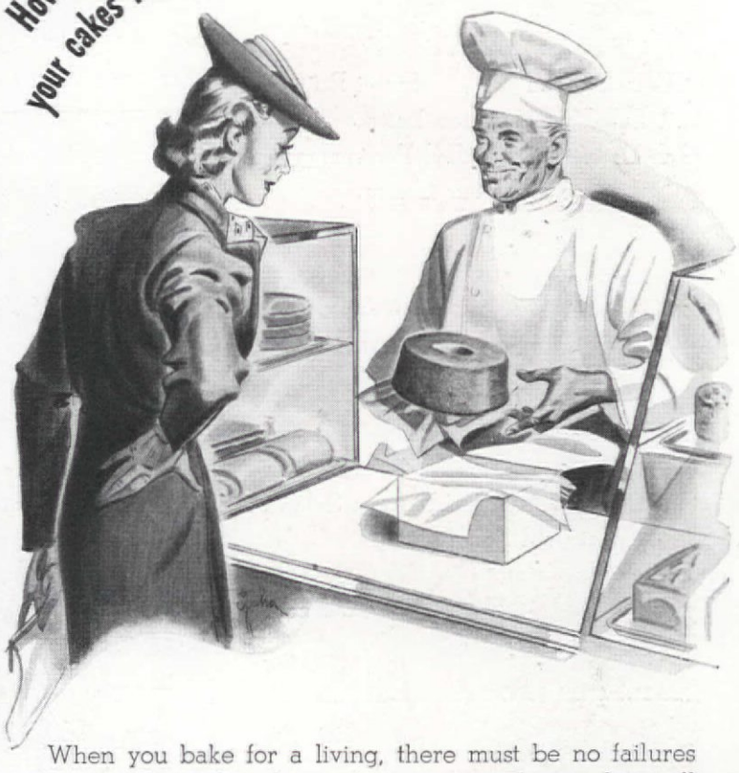


UGLY RADIATORS ARE USEFUL if you (1) conceal them, (2) build a shelf. This one helped keep the kitchen warm, of course, but contributed nothing else to our well-being until I boxed it in and built the shelf compartment above. Now it houses all our electrical appliances, some of which are used right on the counter surface, saving us time, trouble, and storage space. A hole drilled through the top allows for the coffee maker's stem. The shelf covering matches the walls above the white tile dado, making the unit harmonious, if not exactly what you'd call decorative.

CAPTAIN PETER J. McKENZIE

How on earth do you get your cakes to brown so evenly?

Simple enough! I use Aluminum Pans. They give me better texture, too.



When you bake for a living, there must be no failures Every cake and cooky must turn out good enough to sell.

And that's why better bakeries use Wear-Ever Aluminum. It helps assure an even, golden brown, fine, uniform texture, generous size Because, in Aluminum, heat spreads quickly and evenly so that all parts bake at the same rate

For better baking results, take a tip from the man whose business is baking. Use Wear-Ever Aluminum. He will tell you, too, that it is easy to clean, will last for years.

If you wish to know where to buy Wear-Ever, write The Aluminum Cooking Utensil Company, 1610 Wear-Ever Building, New Kensington, Pennsylvania.

LOOK FOR THE WEAR-EVER TRADEMARK WHEN YOU BUY

WEAR-EVER ALUMINUM TRADE MARK REG. U.S. PAT. OFF.

Your thousand meals a year deserve up-to-date Aluminum Cooking Utensils

Aluminum at its Best:

"Wear-Ever"

Luncheon à la Anna Suggs

Spaghetti con Vongoli
Hot French Bread — Sweet Butter
Fruit Salad with Boston Lettuce and French Dressing or Chilled Persimmons, Lettuce and Sour Cream

Gamboling Lamb — Polenta
Hot Bran Muffins — Sweet Butter
Sherry Jelly with Sauce of Fresh Fruits

Filet of Flounder with Butter and Parsley Sauce
Potato Chips — Mixed Green Salad
Wait and See Pudding
or Coeur à la Crême*
Hot Salted Crackers

**From The American Home Basic File*

F. M. Demarest

à la Anna Suggs

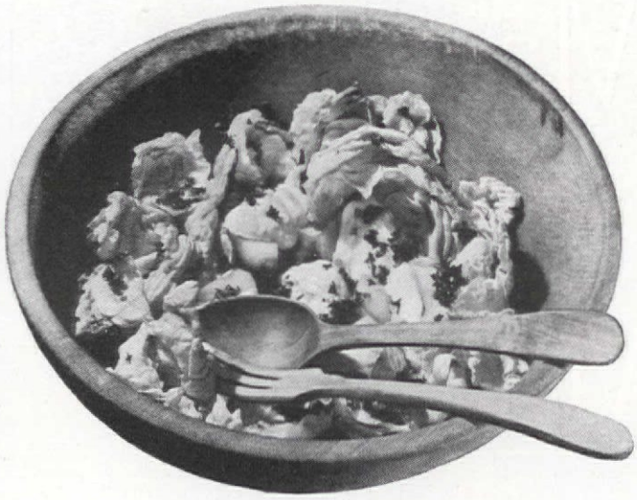
Maybe you haven't a genius like Anna who can whip up divine luncheons, but these notions of hers on the subject can give you quite a substantial start in the right direction

MARION LOWNDES

GOOD cooks are always beloved by animals. And usually, too, by the human beings fortunate enough to be around them. It's not only their cooking that endears them, but also the virtues that always seem to go with it.

Culinary geniuses are famous for their terrible tempers. Some are known to keep a bottle of ardent spirits handy and to resort to it freely when their natural ones aren't equal to the task. Out of the kitchen they may be burglars or bigamists, but in their sphere they're integrity itself. They have to be. You can't cheat a hollandaise of eggs or give a white sauce one minute less than its appointed time. Other virtues indispensable to good cooking are imagination, industry, assurance, and a sense of style. By that time, as all animals instinctively perceive, you have the makings of a pretty good character. Certainly an interesting one. I never knew a good cook to be a bore.

Anna Suggs, who has perfected the recipes to follow, is a good cook full of grace, beloved by animal and man. Among her admirers she can count a famous abstractionist, who is thoroughly concrete in his admiration of her and her gamboling lamb. An explorer who has lived so long on quinine and bully beef that he's lost his palate for most things, but not for Anna's polenta. A real metropolitan (meaning Man

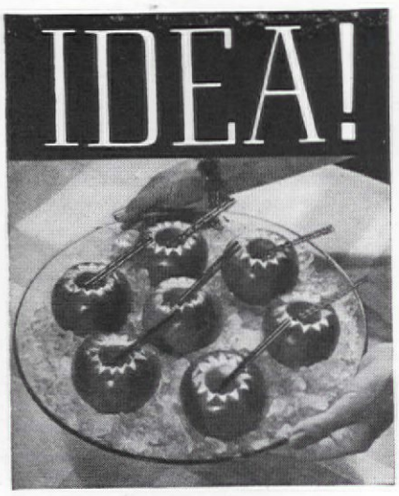


About Town, not Bishop), who would just as soon give you champagne and porsciutto at midnight as look at you, and who considers her "one of the most remarkable women in New York." A sportsman who wouldn't trust his bag to any other hands. A beauty of Tennessee descent who understands all the good things in life. A choleric, pink-faced baritone who's like a thunderclap at most tables, but a turtledove at Anna's. And many another with his hand on his heart. *His* heart, as a rule, because it's the men who are first to recognize and value good cooking and the character which is behind it.

The recipes given here are intended for luncheons, which are Anna's specialties. For that pleasant time of day when everybody's wide awake and nobody's dull or tired, for those daylight parties that can't last long enough to lose their bloom, Anna contrives meals full of sustenance and cheer, but simple and light-hearted with it all. Here are some of her menus, composed, in each case, on one main theme, with harmonious accompaniment.

Anna says that the secret of every good sauce is plenty of butter and plenty of parsley. When a menu calls for grated Parmesan, remember that for this nobly Roman dish, the roughest, toughest old piece of Parmesan grated at home will be stronger and better than the prepared kind in a Cellophane envelope. When you are having a fruit salad, such as chilled persimmons, peeled and halved, don't overlook the merits of sour cream. Must be tried to be believed, but worth the risk. Bartlett pears do very well treated in the same way.

These menus are simple enough for lunch in the bosom of the family. But executed with love and care and served on the best china, they're equally suitable for parties. Elaborate food and too much of it have a fatal effect on social intercourse. It's hardly possible, on the other hand, to be too simple as long as you're sure of your own talents and the particular tastes of your guests.



IF YOU approve of sipping cider through a straw—you'll like our bright red apple cups, filled with apple cider, and served on a bed of sparkling crushed ice. A novel idea for a fall party that's fun! The apples are hollowed out with a small spoon or one of those handy melon ball gadgets. The opening is neatly carved out with a paring knife or a fruit and vegetable corer (page 121). If you want to be really fancy you can scallop the edge just as you please.

• polenta

HAVE boiling violently in top of double boiler placed over direct heat..... { 6 cups water, 1½ teaspoons salt }

Add gradually and stir well..... 1¼ cups corn meal

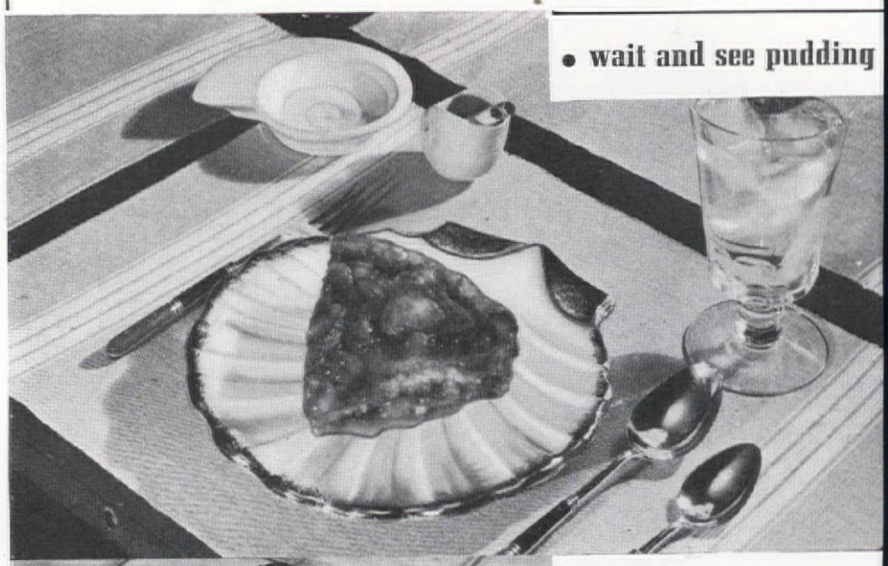
Cook over direct heat 5 minutes, then place over boiling water and cook covered 30 minutes longer.

Add and stir until it melts..... ½ lb. American cheese, grated

Remove from heat and while still hot add..... 1 egg, well beaten

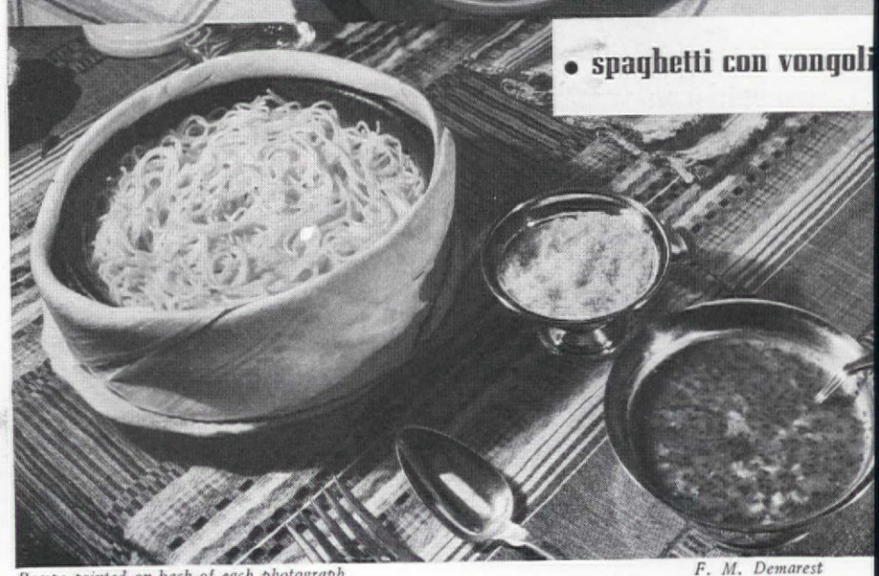
While still hot, drop by tablespoonfuls onto platter or cooky sheets and let get cold. When cold these spoonfuls will stiffen and may be fried into brown cakes on a slightly greased frying pan. *Or* the mixture may be turned into a baking dish, dotted with butter and browned in a moderately hot oven (375°F.). Makes about 20 cakes or fills an 8-inch baking dish.

Submitted by ANNA SUGGS *Tested in* THE AMERICAN HOME KITCHEN



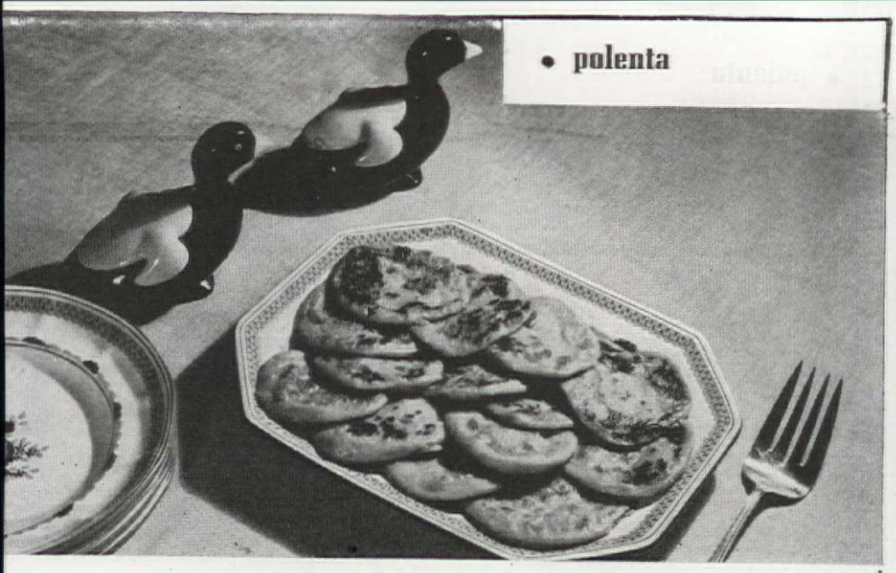
• wait and see pudding

• gamboling lamb



• spaghetti con vongoli

Recipe printed on back of each photograph *F. M. Demarest*



• **polenta**

• wait and see pudding

LINE a glass dish on bottom and sides with thin slices of white bread and butter. Add a layer of canned, frozen, or sliced and sweetened fresh strawberries. (Other berries may be used.) Repeat layers until dish is full, having berries on top. Let stand in refrigerator all day. Serve with plain or whipped cream.

Submitted by ANNA SUGGS
Tested in THE AMERICAN HOME KITCHEN

• gamboling lamb

MAKE a sauce
by combining ..... 1 cup sour cream
½ cup mayonnaise
1 tablespoon grated onion
1 tablespoon parsley, chopped fine
1 tablespoon chives, cut fine

Take cold left-over lamb and slice thin. Spread each slice generously with the sauce. Serve cold. Makes 1½ cups sauce.

Submitted by ANNA SUGGS
Tested in THE AMERICAN HOME KITCHEN

• spaghetti con vongoli

STEAM until their shells open.... 1 dozen clams
Remove clams and reserve broth.
Chop clams very fine with..... 1 clove garlic
(If fresh clams are not available, use 1 cup minced clams)
Add ..... 2 tablespoons parsley, chopped fine
Blend in saucepan..... 2 tablespoons butter, 1 tablespoon flour
Gradually add and cook until thickens.... 1 cup clam broth
(May use canned clam broth)
Stir in chopped clams, garlic, parsley and heat thoroughly. Serve in a small bowl or tureen with a platter of plain spaghetti. Pass grated Parmesan cheese. Makes 6 servings.

Submitted by ANNA SUGGS *Tested in* THE AMERICAN HOME KITCHEN

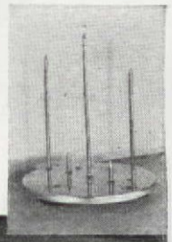
Photograph printed on back of each recipe

Major *and* Minor

NO MORE mangled fingers or cans if you use the Smooth Cut Can Opener. By the simple process of turning a crank you open any shaped can, including the usually impenetrable sardine. The Regina Corporation.

GRAND new household gloves, Nu-Gluvs with a special Turn Cuff that catches the drip and spares you that horrid feeling of water oozing up your arm when cleaning. Surety Rubber Co.

THE way to make it safe for the children to hear father carve. A roast carving holder that grapples firmly on well-spaced prongs anything short of a whole bullock, so that all you have to do is carve and smile. The rubber suction cup secures the roast. Roast Holding Device Company.



TRIO FRUIT CUP
This is just one of dozens of grand grapefruit delights given in our new recipe booklet. Write for your free copy.
Florida Citrus Commission Lakeland, Florida

Ever try this ready-to-serve grapefruit?

• The first thing you'll like about Florida canned grapefruit is its natural, tangy taste.

But you'll also be quick to realize its convenience—fine, firm, plump sections, always ready for all manner of desserts, fruit cups, salads. And awfully good all by themselves, too, with perhaps just a cookie or piece of cake!

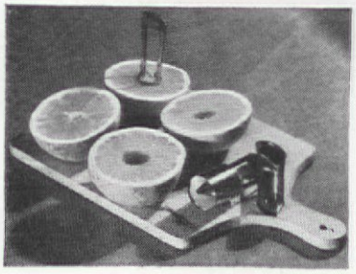
Those big, plump, fresh Florida grapefruit are grand for "on-the-half-shell" eating. But keep the canned sections always on hand for making tasty grapefruit dishes in no time at all.

Your grocer has both fresh and canned fruit for you now.

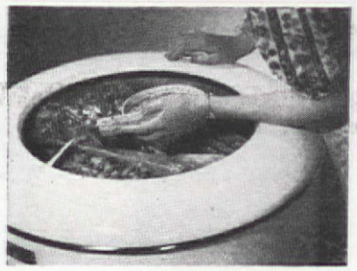
FLORIDA PRODUCT ← LOOK FOR THIS MARK ON THE CAN IF YOU WANT REAL QUALITY

FLORIDA CANNED GRAPEFRUIT

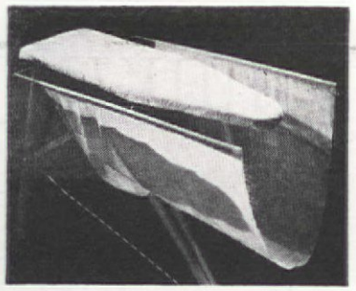
THIS Perfect Fruit and Vegetable Corer is just that, and handles that dreadfully tough bundle of fiber in the middle of grapefruit with neatness and dispatch. That is only a starter. We like it also for apples and peppers. A & P Engineering Co., Inc.



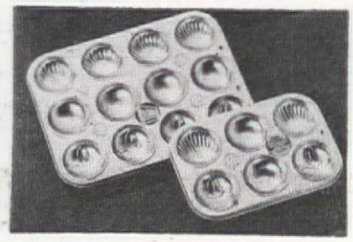
THE perfect way to store your frozen food and also keep ice cream for the party! The extra cold locker that augments your refrigerator so you can take advantage of all the real bargains



in the way of meat, etc. The Deep Freeze is the answer to a big family's prayer, and the way for a small one to live economically.



AT last somebody has done something effective about the lengths of white damask that hang over an ironing board, and the ends of sheet and the other side of a skirt. It is called the Kleenway Clothes Katcher and is simply grand. It attaches to your ironing board and folds up into a compact unit when you don't want it. L. S. Gershon Company.



THE marvelous fancy pastries and cakes that look like Europe's best can be made at home because you can get the shaped and fluted pans now, either six or twelve cup. Grand for parties! Continental Shaped Pastry Pans, Edward Katzinger Company.

• cooking for two (oven dinner)

Temp. 375° F. Time 30 minutes

Stuffed Green Peppers
Baked Grated Carrots
Canned Whole Beets
Pecan Muffins
Cinnamon Baked Apples

STUFF green peppers with canned corned beef hash. Open a small can of small whole beets and place in covered pan. Grate raw carrots, season with salt, pepper and butter, add ⅓ cup water. Core apples, sprinkle with lemon juice and stuff centers with red hots (cinnamon candies) and sugar and bake uncovered. Place all in a moderately hot oven for 30 minutes. Twenty minutes before done add a pan of pecan muffins made by adding pecan meats to plain muffin recipe.

Tested in THE AMERICAN HOME KITCHEN

Velvety! Chocolate! EASY-AS-PIE!

MRS. KNOX'S
CREAMY CHOCOLATE CHIFFON PIE
(Filling for one 9-inch pie)

1 envelope Knox Gelatine
¼ cup cold water
½ cup boiling water
6 level tablespoonfuls cocoa
(2 squares chocolate may be used)
4 eggs
1 cup sugar
¼ teaspoonful salt
1 teaspoonful vanilla

Soften gelatine in cold water. Mix boiling water and cocoa or chocolate until smooth. Add softened gelatine to hot chocolate mixture. Stir until dissolved. Add egg yolks (slightly beaten), one-half cup sugar, salt and vanilla. Cool. When mixture begins to thicken, fold in stiffly beaten egg whites and other half cup sugar. Fill baked pie shell. Chill. Before serving, garnish with whipped cream. When chocolate is used for filling, a few extra calories will be added.

NOTE: Don't confuse Knox Gelatine with factory-flavored gelatine desserts which are about 85% sugar. Be sure to use pure Knox Gelatine.

⅓ LESS CALORIES THAN ORDINARY CHOCOLATE CREAM PIE

This smooth dessert is only 345 calories a serving. Regular chocolate cream pie has 512 calories each helping. How "Creamy Chocolate Pie" can be so simple, so chocolate-rich, yet so easy on your figure...is only one of the secrets you'll find in Mrs. Knox's "Be Fit—Not Fat" booklet of recipes. Pages of desserts, salads, pies to do a hostess proud...all with a minimum of calories. You can even enjoy butter and mayonnaise with Knox's streamlined low-calorie recipes. Send the coupon below for your free copy! Quantity limited. Today's the day to write!

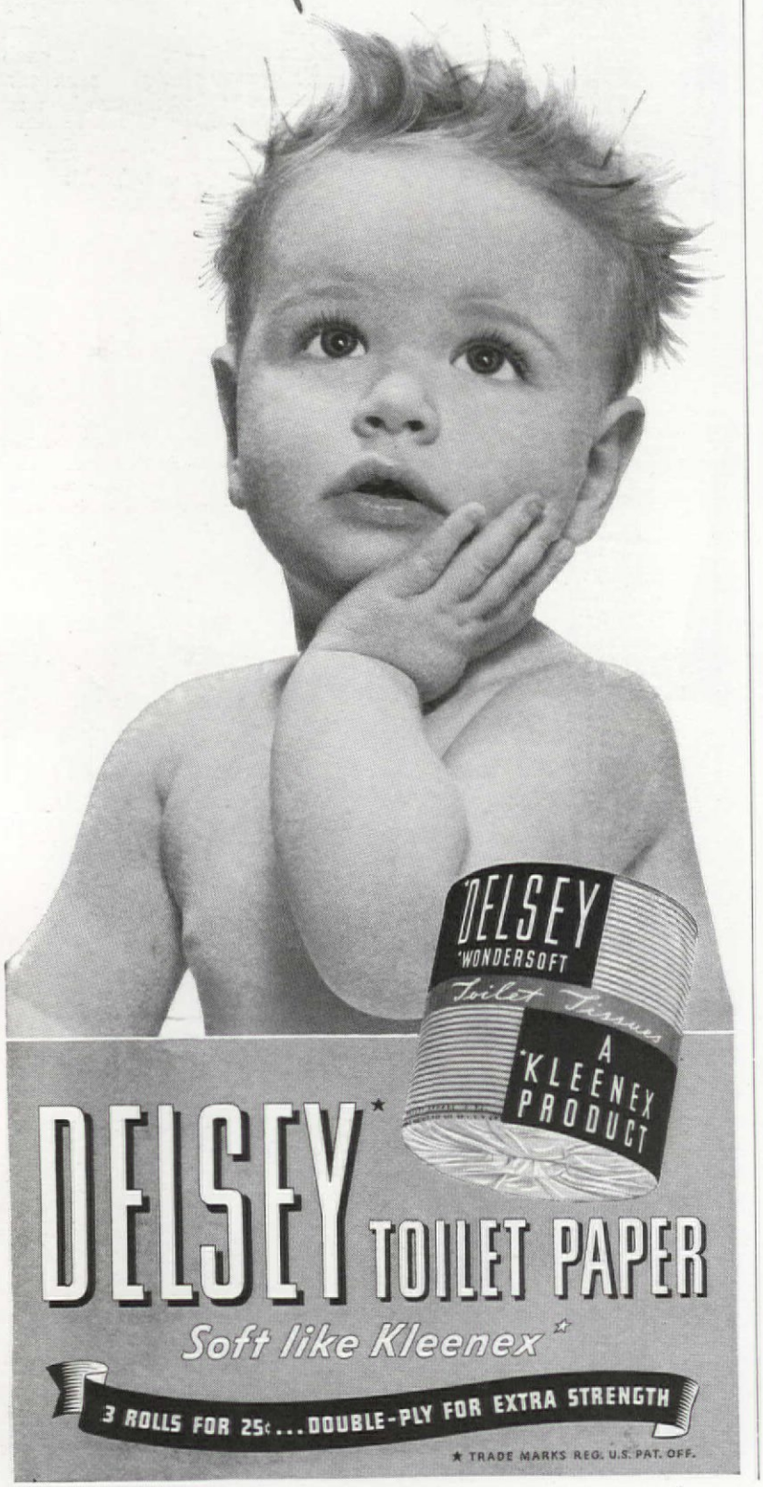
KNOX GELATINE
IS PLAIN UNFLAVORED GELATINE—NO SUGAR

Special FREE Offer Want to keep fit—avoid fat? Send for the new Knox booklet "Be Fit—Not Fat," with 30 streamlined recipes. Limited edition, so mail coupon today for your copy! Also free, "Mrs. Knox's Quickies," a booklet of recipes that are remarkable time-savers. Knox Gelatine Co., Box 710, Johnstown, N. Y.

Name_____

Address_____

WHEN WILL MOM LEARN?
DELSEY IS SOFT,
LIKE KLEENEX!



COOKING JUST FOR 2?

COOKING for two may sound romantic but—if readers' letters are any indication of what goes on in this troubled world—cooking for two is one of the problems of this generation! For just as soon as you find yourself in the mood for a juicy brown prime rib roast or a magnificent ham glazed with apricots, you suddenly remember, oh no, not for our table . . . there are only two of us, you know . . . what would we ever do with the left-overs?

Because we don't want any of our readers to be faced with the left-over problem, unnecessarily, we took it right into our kitchen, pondered over it at great length and emerged with some recipes and menus for you—the two of you, we mean. So don't ever say you've been neglected! We've really been thinking about you.

We hope you don't mind being catalogued, for we've found that there are two main groups with cooking-for-two problems: those who are always in a hurry—women with all-day jobs, bridge fiends and people who madly follow various hobbies every afternoon until five; and then those domestic souls who are in no particular hurry, but with a budget that's "conservative," to put it mildly. Wherever you fit into this picture, we've ideas to help solve your problems.

If you're one of those always-in-a-hurry gals, we have some broiler meal suggestions for you—both quick and interesting! We haven't in-

• cooking for two (oven dinner)

Temp. 350° F., Time 1 hr.

Pork Chop-Vegetable Casserole
Sliced Cucumber and Onion Salad
(From September, '40, A. H.)
***Scalloped Potatoes**
***Minnie's Apple Dumplings**

IN a covered dish make a bed of sliced carrots, sliced onions and whole string beans. Cover with thickly sliced fresh tomatoes. Brown pork chops and place on top of vegetables. Bake 30 minutes in a moderate oven. Sprinkle chops with curry powder, salt and pepper, turn and bake another 30 minutes. At the same time bake a dish of scalloped potatoes, 30 minutes covered and 30 minutes uncovered. After 30 minutes put in apple dumplings.

Tested in THE AMERICAN HOME KITCHEN

**From the American Home Basic File*

cluded anything expensive like lamb chops or sirloin steak, because most people think of those right off the bat anyway. Of course, there is always hamburger, and we have a recipe for this stand-by that should make even the president of the Wine and Food Society supremely happy. But have you ever tried lamburger? For this use ground shoulder, which costs less than a loin cut and has certainly been neglected up to now. You'll find a recipe for broiled lamburgers on one of our menu cards. Also a recipe for ham and cottage cheese rolls which we'll really guarantee is a brand new idea and epicurean without being in the least exotic.

Of course the real secret in planning any broiler meal is to buy foods that go well together and can be cooked in the broiler all at one time! That's what we mean when we talk about using your broiler intelligently. By simple arithmetic you can see that it doesn't cost a mite more in electricity or gas to do several things than it does to do just two lonely lamb chops. Same thing goes for oven-cooked meals, which

Menu printed on back of photograph

F. M. Demarest

JEEVES! THE BUTTER BLOTTERS!

WHEN YOU SERVE CORN ON THE COB SERVE *KLEENEX* TO CATCH THE BUTTER DRIPPINGS. YOU'LL FIND IT'S A BIG HELP--SAVES NAPKINS AND CUTS LAUNDRY COST.

(from a letter by M. J. W., Gary, Ind.)

"Tell me Another" *says* KLEENEX* *and win* $5.00

for every "Kleenex True Confession" published. Mail to KLEENEX at 919 North Michigan Avenue Chicago, Ill.

IT WAS A DAMP SHAME

OH, THOSE TERRIBLE MONDAYS WITH DOZENS OF HANDKERCHIEFS TO WASH! BUT SINCE MY FAMILY USE KLEENEX FOR HAY FEVER AND COLDS THERE'S *NO MORE MONDAY MOURNING!*

(from a letter by E. B., Pittsburgh, Pa.)

SHE'S GOT WHAT IT TAKES!

SMART GIRL! CARRIES *KLEENEX* TO THE BEACH... USES IT TO WIPE OFF HER HANDS AFTER APPLYING SUN-TAN OIL... TO WIPE THE BOTTLE... TO REMOVE THE OIL BEFORE PUTTING HER SWANKY ROBE BACK ON.

(from a letter by B. M., Glencoe, Ill.)

POPS UP!

ONLY *KLEENEX TISSUES* HAVE THE SERV-A-TISSUE BOX TO END WASTE! PULL A DOUBLE-TISSUE *STRAIGHT UP*... NEXT ONE POPS UP READY FOR USE!

KLEENEX* DISPOSABLE TISSUES

BRINGING UP BABY!

IT'S LOTS LESS WORK SINCE I STARTED USING WONDROUS SOFT *KLEENEX* FOR WIPING BABY'S SMEARED FACE. NO MORE UNSIGHTLY STAINS TO SCRUB OUT OF MY LINENS!

(from a letter by M. B., Logansport, Ind.)

Adopt the Kleenex *Habit*

*Trade Mark Reg. U. S. Pat. Off.

we'll come to later in our story.

Another advantage of a broiler meal is that it peps up droopy left-over vegetables. Suppose you had boiled potatoes or parsnips for last night's dinner. Tonight, cut the potatoes—or parsnips—into delicate thin slices, dip in melted butter, broil along with your meat and then wait for the compliments to come forth.

Now just as it is a smart idea to broil several foods at the same time, it is equally smart to plan oven meals so that you can cook everything at the same temperature and for the same length of time. One of our oven menus, for instance, is planned so that all the food (the liver, squash, string beans and rice) is put into a moderate oven and cooked one hour! The prune whip is popped in thirty-five minutes before the rest is done, and presto—at the end of the hour they're all done to a tee and ready to place on the table.

For amateurs one of the most difficult things about cooking is to plan and prepare a dinner so that everything will be simultaneously hot and ready to appear on the festive board. Most girls learn to cook by easy stages—only one thing at a time, which is fairly easy—but when it comes to running your own five-ring kitchen circus, that is something else. Making the coffee, setting the table, preparing the salad, stirring the white sauce, watching the roast in the oven—it's a hectic business 'til you begin to know the ropes.

But with our oven meals you simply can't go wrong! You start in plenty of time, prepare each food separately, have the oven regulated for the proper temperature, and put the food in all at the same time as we've suggested in our menus. While the food is cooking in the oven you have plenty of time to set the table, fix the flowers, powder your nose, or chit-chat with your husband.

The kind of food you cook in oven dinners can be exciting, for as you know, long, slow cooking is a wonderful doctor for even the most stubbornly "untender" cuts of meat. And such ordinary food as liver, which comes to the table nine times out of ten as the proverbial liver with onions, takes on a new twist in one of our oven meal menus. Baked with inserted pieces of mushrooms, lemon, and onions, it's one of the best recipes we've come across recently, and we'll be very unhappy if you don't like it as much as we do.

And don't forget the wonderful things you can do with a shiny green pepper. We've suggested stuffing it with corned beef hash . . . more ideas in our basic file of recipes. If your oven is very small, your best answer is a casserole dish, such as our porkchop-vegetable casserole (directions,

Dream little dreams . . .
. . . scheme little schemes

IT'S EASY TO HAVE THE KITCHEN YOU WANT WITH WHITEHEAD-MONEL MATCHED UNITS.

Just think what you could do with *your* kitchen—with modern, matched pieces like these. Jot down all those clever little arrangements you've dreamed of and let our FREE Kitchen Planning Service show you how they can be worked out in Whitehead-Monel stock units.

Just to give you an idea of the possibilities, consider the inexpensive combination pictured here (just one of many!) See how the roomy Whitehead enameled steel cabinets frame the window—throwing the daylight on the gleaming surfaces of the famous Monel UNACRAT, with its 5-foot double drainboard, Monel sink, and handy steel cabinets. Remember—many other combinations, all easy to buy. Or the Monel UNACRAT can be purchased separately for $89.90.

For full information on the Monel UNACRAT or complete Whitehead-Monel Kitchens, see your plumber. And for FREE kitchen planning service write to Excel Metal Cabinet Co., Inc., 101 Park Ave., New York.

THE INTERNATIONAL NICKEL CO., INC.
73 Wall Street New York, N. Y.

ONIONS GO HIGH HAT!

Try COLMAN'S
Onions Au Gratin

Melt 4 tbsps. butter, add 4 tbsps. flour, blend well. Add 2 cups milk, ⅛ tsp. French's Pepper, 1 tsp. salt, ¼ tsp. French's Celery Salt, ½ cup cheese cut fine, 1 tsp. Colman's (dry) Mustard. Cook until creamy, stirring frequently. Add 2 cups cooked onions. Pour into buttered shallow baking dish, garnish with ¼ tsp. French's Paprika and bake for 30 minutes in moderate oven. Serves 4.

FREE RECIPE BOOKLET
Atlantis Sales Corp., Sole Distributor, 3371 Mustard St., Rochester, N. Y.
Please send me 12 new Colman's recipes.

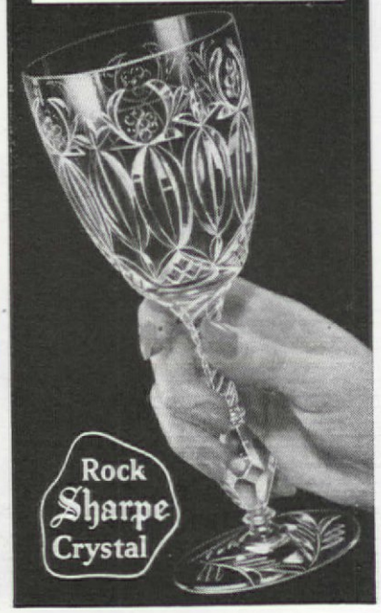
*Name*_____

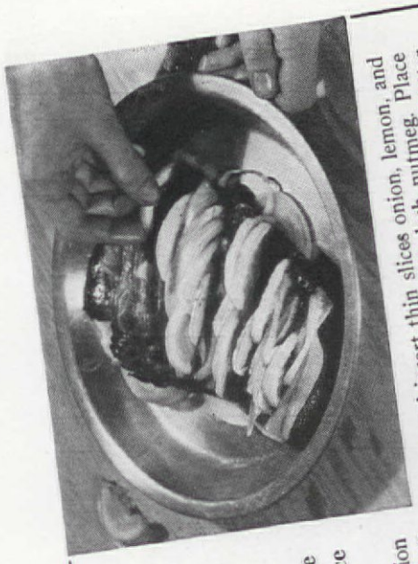
*Address*_____

THE MAN WHO CAME TO BREAKFAST

JOHN was late for breakfast and cross as a bear! "Cheese glasses!" he exploded tasting his fruit juice, "for heaven's sake are we paupers?" "Why don't we ever use our good glassware? It doesn't wear out!" Right then and there I made up my mind—we'd use our Rock Sharpe Crystal every meal. It costs so little, and it dresses the table up like a party!

Hurry to your favorite store. See *Chantilly* (shown here) and other handcut designs in the Rock Sharpe Crystal collection. Priced as low as **$1.25 to $1.50**, depending on pattern and locality. For illustrated booklet, write Sharpe, Inc., Dept. A-7, 622 Northumberland Ave., Buffalo, N. Y.





• cooking for two (oven dinner)

Temp. 350° F. Time 1 hr.

Liver with Lemon
Baked Squash
Buttered String Beans
*Rice
Sliced Tomatoes
Prune Whip Custard Sauce

ARRANGE bed sweet onion slices in a baking dish. Cut deep gashes in a ½ lb. slice calves' or lamb's liver and insert thin slices onion, lemon, and mushroom. Season acorn squash with salt, pepper, butter, and dash nutmeg. Place in a baking dish. In a covered baking dish put slivered string beans with piece butter and ⅓ cup water. *Put all in the oven at the same time and bake.* Thirty-five minutes before they will be done, add the prune whip.

Tested in THE AMERICAN HOME KITCHEN

* *If oven is crowded, rice may be omitted.*

Photograph printed on back of menu

page 122). There'll surely be room for a baked dessert like Minnie's apple dumplings and all you'll need is a nice green salad, rolls, and coffee to complete the menu.

There are sets of oven dishes that fit together for just the kind of oven meals we've been talking about. Use them as refrigerator dishes,

• cooking for two (broiled dinner)

Cottage Cheese Ham Rolls
Tossed Green Salad
Browned Potatoes
Glazed Apricot Halves

SPREAD slice boiled ham cut ⅛ in. thick with mixture cottage cheese, cooked peas, and cut chives. Roll up and hold with toothpicks. Dip slices cold cooked potatoes in melted butter and arrange on broiler rack with meat. Broil, turn over when browned. Add apricot halves, drained and seasoned with lemon juice, butter, and honey, just before broiling is finished. *Broil all at one time!*

Tested in THE AMERICAN HOME KITCHEN

Photograph printed on back of menu

F. M. Demarest

Menu printed on back of photograph

So, of Course, I'm Serving the

NEW "VITAMIN RAIN" BREAKFAST FOOD

—The Delicious New Quaker Puffed Wheat and Rice

ALL OF THESE VITAMINS IN ONE SIMPLE MEAL
A-B,-C-D-G*

***ALL I DO** is serve the delicious New Quaker Puffed Wheat or Rice with our usual orange juice and milk. Then we get at least 40% of the minimum daily needs of all these key vitamins. (*Explanation: "Vitamin Rain" supplies measured portions of vitamin B₁, D, and G to make this combination possible*).

A MODERN FOOD MIRACLE—how Quaker's "Vitamin Rain" process simply showers the New Quaker Puffed Wheat and Rice with vitamins B_1, D, and G. Only Quaker Puffed Wheat and Rice bring us "Vitamin Rain." Yet it costs nothing extra.

THESE VITAMINS ARE SO IMPORTANT it means my family enjoys a vital EXTRA advantage by having this practically automatic vitamin supply. Scientists agree these vitamins are necessary for sound bodies, keen brains, good looks.

● Start tomorrow giving your family this great EXTRA ADVANTAGE made possible by the New Quaker Puffed Wheat and Rice, with "Vitamin Rain." These greatly improved foods are now featured by grocers all over America. They're the "talk of the food field"—yet cost no more. In a new larger package, too—a light-proof red and blue box to protect vitamin value. Remember to ask your grocer for the New Quaker Puffed Wheat and Quaker Puffed Rice, with "Vitamin Rain"—TODAY.

NEW QUAKER
Puffed Wheat and Rice

Copyright 1940 by The Quaker Oats Co.

CELEBRATING 25 YEARS OF SERVICE TO AMERICAN HOUSEWIVES...THE MAKER OF

PYREX WARE OFFERS

this stunning new

PYREX BRAND **TABLE SAVER**

WITH YOUR OWN INITIAL

JUST SEND 35¢

AND LABEL FROM A PYREX DISH

What a grand offer! This smart new Table-Saver, made from the same famous glass used in Pyrex brand ware, was designed by the noted New York stylist, Lurelle Guild. Attractively inscribed with your own initial. It holds steaming hot dishes, has a dozen other handy uses. It's easily washed, can't get shabby or worn.

Remember, the Pyrex Table-Saver is *not for sale!* There's just one way you can get it. Mail 35¢ and the label from a Pyrex Ovenware or Flameware dish to Pyrex Table-Saver Headquarters, Box 34, New York, N. Y.

Hurry! Offer limited! Clip coupon now as a reminder when you shop!

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SEE HOW MANY WAYS YOU CAN USE IT

Designed by Lurelle Guild
Fifth Avenue, New York

As hot dish holder

As a coaster

As an ash tray

As a server

BE A BETTER COOK WITH PYREX OVENWARE AND FLAMEWARE

11-piece "Gift" set (#245). Includes 1½ qt. casserole with knob style cover, 10½" utility dish, 9½" pie plate, 9⅛" loaf pan, six 4-oz. custard cups, 8⅝" cake dish with convenient handles. Gift packaged. Only **$2.45**

Double-Duty Casserole. Cover serves as an extra pie plate. 4 sizes to 3-qt. 1 qt. size **50¢**

Flameware double boiler cooks sauces, icings. 1½ quart, $3.95. 1 quart.... **$3.45**

HERE'S ALL YOU DO!

1. Go to your store. Select one or more thrifty Pyrex dishes from the big 25th Anniversary display.
2. Soak off label and mail to us with coupon and 35c.
3. If you act quickly, you can have all the Table-Savers you want. Just include 35c and a label for each. Offer good in U. S. A. only and subject to state restrictions.

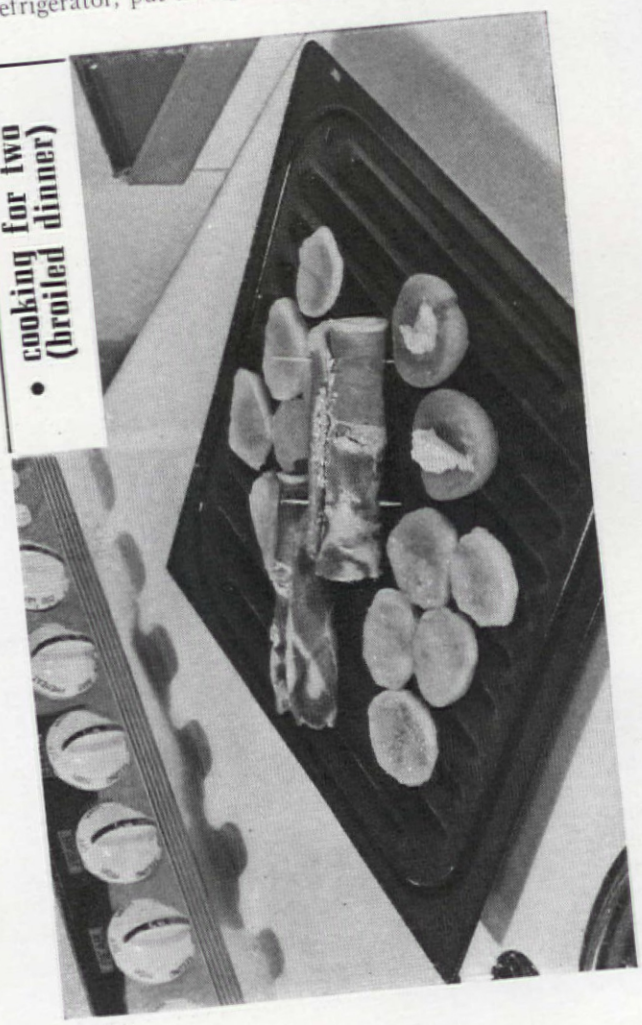
CLIP COUPON TODAY!

Pyrex Table-Saver Headquarters
Box 34, Dept. C-10, New York, N. Y.
Please send me____ Pyrex Table-Savers free of postal charges. I am enclosing 35c and one Pyrex ware label for each Table-Saver ordered. **Print initial desired**____

*Name*____
*Address*____
*City*____ *State*____

This coupon expires Oct. 17, 1940

too. The problem of dinner for two—or even six—shrinks to almost zero when you follow this simple plan—Monday prepare casserole and dessert in baking dishes. Put in refrigerator over night. Tuesday night take from refrigerator, put in regulated oven. One hour later—dinner is served!



• cooking for two (broiled dinner)

• cooking for two (broiled dinner)

Broiled Lamburgers
Broiled Tomato Halves
Honey Broiled Grapefruit
Browned Parsnips
Mixed Green Salad

SHAPE ½ lb. ground lamb shoulder into 2 patties, wrap with slices of bacon, fasten with toothpicks. Spread one side with French mustard; place mustard side on the broiler rack. Add sliced, cooked parsnips dipped in melted butter. Broil about 4 minutes. Season meat with salt, pepper, chopped and parsnips. Add tomato, cut in half and grapefruit halves spread with honey. *Broil* onion and dotted with butter; and grapefruit halves spread with honey. *Broil all at one time!*

Tested in THE AMERICAN HOME KITCHEN

Major *and* Minor

If you have had trouble getting a good slice of cheese, look! Even the softest cheese can be sliced any thickness you like with the new Kleen Kut Cheese Slicer. Wonderful for sandwiches and cold buffets. D. Corrado, Inc.

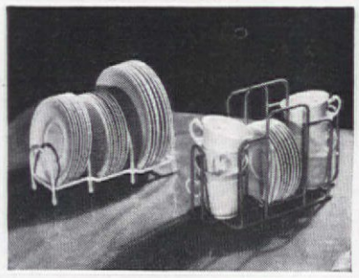
One single gadget that shreds, slices and grates, the Tri-Grater. Simply amazing for all the meaner types of slicing and grating jobs such as onions and almonds. No tears, no skinned fingers, and it will do shredded

potatoes and carrots for frying, or for soup and salads with one hand tied behind it. Detroit Metal Products, Inc.

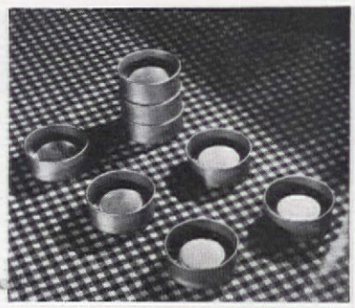
The new Carlton Steam Cooker will cook all or any separate part of your dinner for you, alone and unattended. It brings out hidden flavors in long familiar food and tenderly saves every single vitamin and sundry other food values that are sometimes lost in the old, lots of water, method of cooking. In this steam cooker, nothing but live steam gets into the food inset pan and all the lovely colors of vegetables remain pristine and pleasant. All the nice juices of meats are retained. Practically indispensable for delicate flavored vegetables and soups. Carrollton Metal Products Company.

A pretty nifty new item is the In-the-Bag Sanitainer, that comes with seven bags. You can buy extra packages of thirty moisture-proof bags for only fifty cents. It is as neat as wax, and fool-proof besides. Edwards Manufacturing Co.

Order and room in the pantry, by the simple method of hanging your stemware by its feet and giving yourself just about double the space you had. Screw the Parker Cup and Stemware Holder to the top of your shelves and the problem is solved. Parker Manufacturing Company.



Just imagine what extra pantry space suddenly dropped in your lap means. That is what these two small, rubber-covered racks give you. All by themselves they can store a service for eight. Plate rack is 10½" by 6", cup and saucer rack is 11¾" by 4⅝" by 9" and the colors are nice, too. Artwire Creations, Inc.



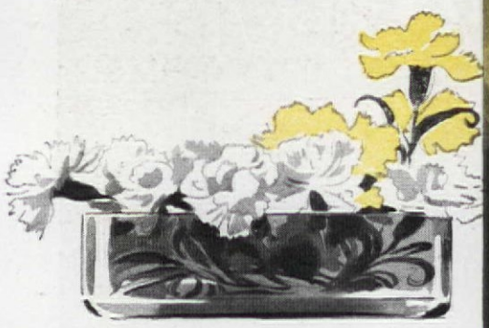
The new Mirro all-purpose molds have all kinds of uses. For individual shortcakes, or gelatin desserts, or molded salads with mayonnaise in the middle. Aluminum Goods Manufacturing Co.

MARY: Mother, I gave my school recess so I can have some Dole Pineapple Juice ... I get so thirsty teaching school.

MOTHER: I'm thirsty for a glass, too. And did you tell your class about Dole Pineapple Juice having vitamins A, B and C? Did you teach them that it's high in quickly-available food energy? That's why Dole Pineapple Juice is so good for you!

DOLE PINEAPPLE JUICE
FROM HAWAII, U. S. A.

Would it be "Correct?"



Early American Sandwich Pattern

DUNCAN 75 YEARS OF THE LOVELIEST GLASSWARE IN AMERICA

See it in your Department Store, Jewelry or Gift Shop

Genuine Duncan

The Duncan & Miller Glass Company
On the Old National Turnpike at Washington in Pennsylvania

Send me a free copy of the folder on Sandwich Pattern.

Your name.....

Address..... AH-1040

WOULD it be correct to use artificial flowers for your house, for your table, for your party? It would probably be eminently correct—for what that is worth to you or anybody else. But that is not the point. The real point is that here's a new something or other that you can have fun with, that is really amusing and exciting. The real point is that, correct or no, it is fun and sometimes smart, too, to use artificial flowers, as long as you don't try to fool yourself or anybody else into thinking that they are anything but what they are. You can just go ahead and make the most of them when real flowers are hard to get or are expensive.

Don't treat artificial flowers as imitations of anything. Give them a character of their very own and you will suddenly see their enormous possibilities. Don't just relegate them to a small place in the attic of your esteem as mere substitutions. They are really much more than that, even if you have always loathed them and thought them pretty poor fodder. Just as soon as you can stop wondering about whether or not it would be correct (as though anybody would care) to put a bunch of artificial flowers on a breakfast tray, you will find out for yourself, if you have one tiny spark of enterprise, that the mere existence of all kinds of artificial flowers is justified because they are pretty and gay and because you can have fun with them.

Sometimes artificial flowers really have a great advantage over their more fragile friends, as, for instance, on a buffet table set for a rarebit supper after a football game, or after the movies or skating, or any time when you want to set the table well in advance and then go off and leave it to its own devices for quite some time. You can "do" the flowers any old time at all, put them down on your bare table or cloth, and there they will sit tight till you return. Another thing about artificial flowers; play them for all they are worth, and don't forget that you don't have to treat sixteen inches of wire stem as though it were holy. There is no law against bending it to suit your whim and need—even though the thought is probably

Artificial flowers have a place—but not in the same old vase day after day!

F. M. Demarest

heresy of some sort—to cutting it off right down to two inches if you like. Lots of times wangling a stem into some other position than the one it was made in or yanking off leaves is the very ticket. But don't for mercy's sake go arty or attempt Japanesey effects just for the sake of manipulation.

Why not admit frankly that many artificial flowers have charming color, are extremely well made, and have pleasant form, and then just use them openly as you would flowers from your garden, always recognizing the difference, never pretending that they are in any way the same thing? Why not just use them as another means of decoration, as different from real flowers as can be, but just as nice in their own way?

Give a little thought to the containers you put them in and the use you want to make of them, too. And please *don't* ever, ever, ever

Spode

BLUE FLEUR-DE-LIS

You may start your Spode with a few pieces, adding more as you need them. Select *your* pattern at your local stores or write today for booklet 21.

Sole Agents and Wholesale Distributors
COPELAND & THOMPSON, INC.
206 FIFTH AVENUE, NEW YORK, N. Y.
Prices are subject to change.

20-piece service for four people $16.35

Fostoria
MADE IN U.S.A.
FINE CRYSTAL

Colony—with accent on charm and stress on economy

Lucky is the bride who received a complete Fostoria ensemble! But if *you* were not so fortunate, don't feel let down. Start now on a Start-a-Set Plan. It's an easy way for budgeteers to accumulate a complete set of crystal. For informal occasions, you'll find *open stock Colony* is luxurious but inexpensive. It's Fostoria's newest pattern; a modern crystal with lovely, lucent, colonial swirls. On display at better stores everywhere.

NOT EXPENSIVE

Figured in years of use and pleasure, *good* crystal is really the *most* economical.

START-A-SET PLAN

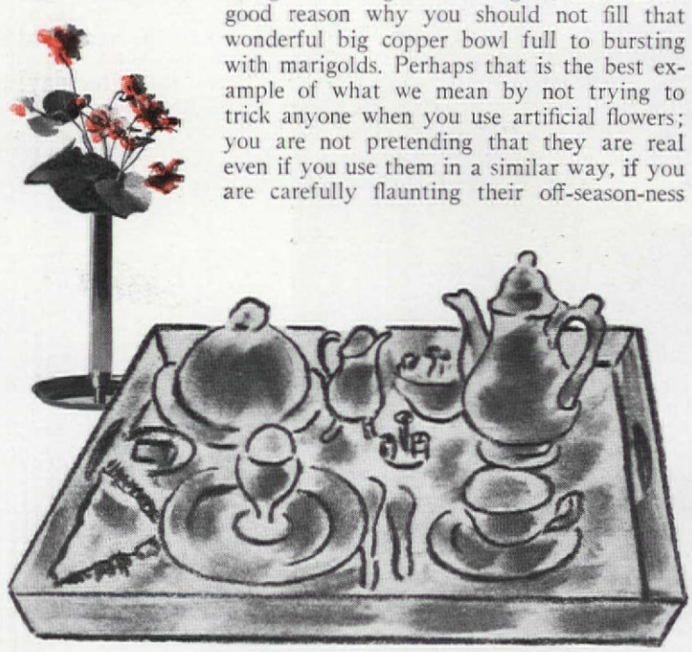
Ask your local dealer about this special plan for budgeteers. For Colony and other leaflets, write Fostoria Glass Company, Desk 424, Moundsville, West Virginia.

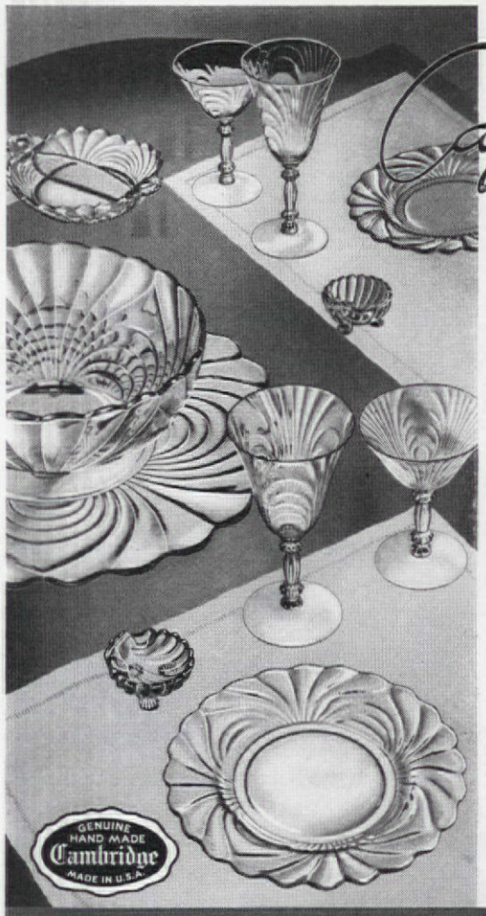
just fix them once and then leave them lone and lorn forever, collecting dust and grime till they just look like something nasty left by the former tenants. Keep them clean and fresh, and put them away out of sight once in a while, just as you change real flowers.

As a matter of fact, people don't really use artificial flowers at all as they should be used. Mostly you just see one or two lonely brethren pinned firmly and forever to a lapel, there to linger until they look like the ragtag and bobtail of a spring bargain table. Now that doesn't show any imagination at all, and if that is correct, well, I don't know.

Why not on some morose November night when you are, through no fault of your own, of course, having a more or less uninteresting dinner, put a great "whoosh" of gay and fantastic looking pink roses right plunk in the middle of your dinner table? Without a thought as to whether or not it is correct, just for no other earthly reason than that they are silly fun and you like them. Of course you can gather up a huge collection of garden flowers, all your summer favorites, with a lavish hand and right in the midst of the melancholy business of putting the real garden to bed for the long winter, you can set your house ablaze with that same garden's summer glory. Particularly if you are willing just to pay the artificial counterparts the simple courtesy of a decent arrangement and a frank treatment in their own right, not simply because they make you yearn in a fine sentimental frenzy for the genuine article, but because they are real paper flowers and as such have a definite place in your decorative scheme.

For a buffet luncheon, for example, put mixed garden bouquets that complement your color scheme into a pair of lovely cornucopias. And after luncheon, put them away in their tissue and boxes and don't bring them out again until you really want just those very flowers. Or take a large square glass vase and stuff it full to overflowing with pink and red dianthus and carnations in straight rows of color with not a wisp of green showing anywhere. Now *there* is an idea for a modern room, or for a nice open table that may or may not be correct but is as pretty as you please and has the added value of being enough of a surprise to amuse your guests, even if their ultimate reaction is that you are completely nuts. Going just as far the other way as you can imagine, in the middle of the winter when you feel that you cannot wait another instant for spring to come and the garden to get active again, there is no good reason why you should not fill that wonderful big copper bowl full to bursting with marigolds. Perhaps that is the best example of what we mean by not trying to trick anyone when you use artificial flowers; you are not pretending that they are real even if you use them in a similar way, if you are carefully flaunting their off-season-ness





Caprice..

CAPTURES THE WHIM OF DANCING LIGHTS FOR YOUR TABLE

What a world of new beauty . . . crystal beauty . . . you'll discover in Caprice, America's most in-vogue glassware pattern. Brilliance, charm—an exquisite, graceful design that bespeaks your infinite good taste for truly gracious living. Yet Caprice is one of the most inexpensive and practical of patterns—unusually easy to clean and safe to handle. Select from more than 150 open-stock pieces—in Crystal, Moonlight Blue or LaRosa Pink. Ask your store to show you Cambridge Etched and Cut Rock Crystal, also.

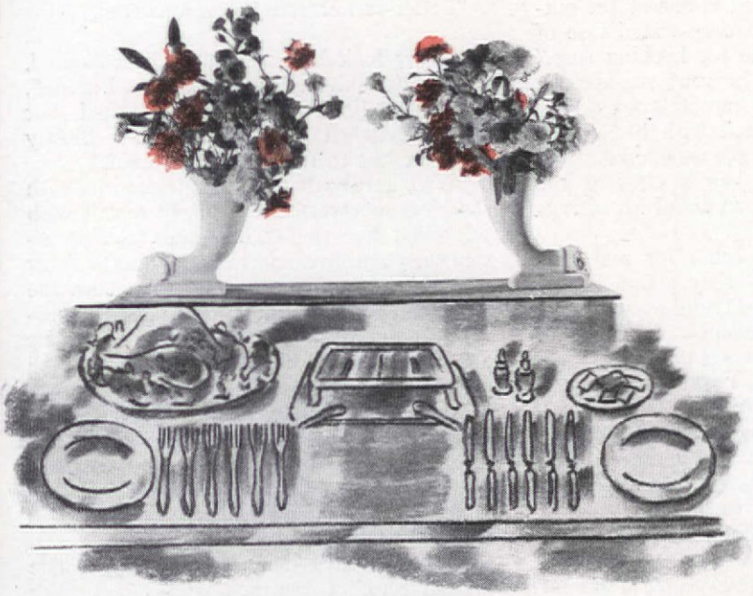
The Cambridge Glass Co.
Cambridge, Ohio

Cambridge Glass
HAND MADE

right before every one. It is not going to cross your mind whether it is correct or not, once you start experimenting with artificial flowers, and that will be all right, too. What possible difference can it make to you if some old dodo has at some time or other said so and so and so was correct and the thing to do under a given set of circumstances? The chances are ten to one that the same circumstances won't ever obtain again and for ordinary run-of-the-mill occasions which everybody meets as regularly as he brushes his teeth, you'll get along all right and not be jailed for offensive behavior if you just think about people's comfort and entertainment. Whether or not your guests are really having a good time is the important thing, not, dear knows, whether or not you can do some nice, simple, little thing like using paper flowers instead of real ones, when maybe Mrs. Tewillie has not yet done it. Maybe we just hate the beastly word, "correct"; certainly we hate its being given sufficient importance to determine whether or not you can use great smashing bouquets of flowers that never were on land or sea, just for fun, at a Sunday night buffet when it has been raining forever.

If you absolutely have to have a reason for pitching all rules and regulations into the nearest ash can, if there has to be a little text of some sort or other to lead you into these charming meadows of trifling with your own taste and pouff to minor conventions, just think how very nice and thoughtful you can be if you have any friends who are driven nearly insane by various allergies. When you have rung all the changes there are on arrangements of fruit and shells and figurines, try these paper flowers as a relief for wheezes and sneezes from the pollen of otherwise delightful garden flowers.

All of which sums up some good reasons for using artificial flowers, none of which includes any excuses for being like the lazy woman who simply bought a bunch and left it on the coffee table practically forever. What an unimaginative dullard *she* must have been!



Just as we're great ones for adding a little imagination and seasoning to excellent time and money saving canned foods, so we're in favor of doing something dashing and unusual with artificial flowers. That buffet supper table at the beginning of this article is one good example: you couldn't put real flowers flat along the center of the table, leaving them dry and forgotten during a football game and return to find them effective as ever! Suppose you want to give a luncheon, complete with favors, and it's the end of March when you have neither garden flowers nor money for fancy florists' bills: make nosegays of artificial flowers, put one at each guest's place. You'll find, too, that container problems almost disappear when you use artificial flowers. If you have one that doesn't hold enough water or something, hardy artificials to the rescue! In other words, there are plenty of times and places for flowers that blossom without benefit of gardener!

Have you Adequate Silver for every Occasion?

So much loveliness for so little

King Edward
EXQUISITE
Silverplate
Unlimited service guarantee

How much easier to entertain graciously when you know your silver is complete—adequate for formal dinners...buffet suppers . . . those unexpected guests for lunch! And now exquisite KING EDWARD SILVERPLATE puts a superb and fully complete set of silver within reach of the most modest budget!

Here is masterful craftsmanship with such quality features as . . . hollow handle dinner knives with stainless steel blades . . . extra plating . . . unlimited service guarantee.

What more could any woman want in silverplate when so much loveliness costs so little? Featured in 99-piece service for 8 in anti-tarnish chest at $37.50. Other sets at $14.50, $19.50 and $24.50. See this beautiful KING EDWARD SILVERPLATE at your favorite department store or jeweler's.

Where wear is greatest, most-used spoons and forks are extra plated.

99-Piece Service for 8 in anti-tarnish chest featured at **$37.50**

Open stock price without chest, $43.60

NATIONAL SILVER COMPANY
NEW YORK · CHICAGO · LOS ANGELES

By MEN—About WOMEN

Life with a hookworm!

S. HAY REX

MY WIFE has a strange malady. While true hookworm has long been controlled by sanitary measures, a synthetic, yet virulent, form of the disease is now rapidly sweeping the country. Peculiarly enough, the victim of the disease suffers no pain and lives a thoroughly happy and sufficient life with her phobia. After the period of incubation has passed, the patient gathers about her all the material she has begged, salvaged, and stolen, parks herself in front of stenciled burlap stretched on a wooden frame, and with small steel hook in hand, enjoys an acute attack of hookworm.

When I married Samantha there was nothing to indicate any deviation from the normal. Five years ago I first noticed queer happenings. All at once I began to miss my oldest and most treasured garments. I remember one day I was especially irritated. "Where in —— are my fish pants!" I howled.

But the issue was lost in my wife's consternation over our youngest, who immediately relayed my query, "Warinell's fader's sish pants, mum?"

On another occasion, planning to wear my evening clothes to a lodge installation, I could locate only the coat and vest. When I asked the whereabouts of the trousers, my wife twittered delightedly, "Oh the moths got into them; wear your tuxedo trousers."

While all this seemed a little out of the ordinary to me, the first real suspicion of something radically wrong with my wife did not dawn upon me until one day when, in cleaning up the cellar, I discovered an old trunk, crammed with various garments I had missed and many that I hadn't. "Hi, Samantha," I called, "how did these things of mine get down cellar? Here's the fish pants I've been looking for and lots of good clothes."

"Oh there's nothing there of any value," she called back. "Besides, I have use for them." Thinking she was planning to give them to the needy—for Samantha was extremely generous to the poor—I said nothing.

Yet my wife must have trembled for the safety of her cache, because the next day I surprised her in guilty conversation with the carpenter. A few days later there appeared in the house a rectangular frame on a stand, looking for all the world like an ironing board, minus the board.

"What in tarnation is *that?*"

"Oh," she answered with the airy nonchalance I have since learned is one of the outstanding symptoms of a deep-seated case of hookworm, "it's a frame for hooking rugs."

"Hooking rugs! Good heavens, rug-hooking went out with my grandmother's tea cozy!"

"Yes, but it came back with her grandson's cocktail shaker," she countered. "I'm saving up material to join a class at the Woman's Club. It takes an awful lot of rags to hook a rug."

Even then I saw no cause for real concern. This, I reasoned, is only a fad. It will go the way of mah-jongg. It did seem strange how my clothing suddenly deteriorated. Never had I worn out woolen socks so fast. A fairly decent topcoat I put away in the spring was missing in the fall. It was altogether too shabby to wear again, my wife told me, so she had spent the summer cutting it into quarter-inch strips in preparation for her first rug, which was to be a souvenir of a southern cruise we had taken.

I SUPPOSE I should have expected a similar fate for the suit I'd put away with the topcoat, since that, too, was a memento of our trip south. But while the confiscated coat might have been a trifle shabby, the suit really was in excellent condition. My wife was too thrifty, I reasoned, to cut it up.

Nevertheless, the suit was nowhere to be found. Finally, looking into the basket where Samantha had shown me my coat, reduced to tightly rolled balls of narrow woolen strips, I found ball after ball of my missing suit. My inquiry as to why my decent suit should be reduced to rug rags was met with an airy —"Oh, the moths got it."

Now Samantha is essentially honest, and when she declared that the moths had ravaged the garment, I believed her. Yet in her abnormal state of mind, I strongly suspected her of spattering the suit with grease as a deliberate invitation to the moths.

These are not the only indignities I have suffered. No longer am I permitted to select my own clothes—Samantha goes along so that she can choose suits which will make the best backgrounds for her rugs; she insists on two pairs of trousers, of course. And there is the time when I, a loyal Yale man, was forced to wear crimson wool underwear to the Yale-Harvard football game because she had dyed it for one of her projects.

Samantha's affliction is not confined to the family. Unfortunately, when guests call, my wife takes their coats and instead of commenting, as a normal woman would, upon the beauty or becomingness of any garment, she remarks, with an avid gleam in her eye, "My, what a lovely rug that would make!" And all the while her expression conveys her unspoken thought—"It's ready for the ragbag now; how long is she going to wear it?"

Naturally, there has been a conspicuous falling off in the number of visitors at our house the last few years. Those who really feel obliged to come clutch their coats about them, protesting they can't stay long.

I had hoped and expected that when our home was well supplied with scatter rugs, Samantha would become normal again. But I thoughtlessly remarked one day that we would soon have to buy a new rug for our dining room. All the old symptoms then returned. "I'll hook one," promised my wife.

"That's ridiculous; if it takes a two-pants suit for background for a small rug, *where* are you going to get enough material all alike for a big one?" I argued.

"Letter-carrier suits," she answered.

"NOW look here, Samantha," I shouted. "I've shivered without clothes I needed, I've writhed within clothes I detested, but I'll be switched if I'll dress like a bloody postman just to furnish rug material."

"Well, hardly that," smiled Samantha with soothing sweetness, "It's simply that I wish we didn't live so far out—they always assign the younger carriers to the suburbs. Now if only we lived in the city—I'm sure the older letter carriers must have plenty of discarded suits in their attics. Can't you get me about half a dozen old uniforms from the postman who calls at your office?"

I agreed to try. Just as my postman was leaving one day, I mentioned—as casually as if the idea had only then popped into my head—that he must have worn out a lot of uniforms in his many years of service. I also inquired what he did with them.

"My wife says those uniforms make fine hooked rugs," I ventured, and added, with feigned indifference, "I don't suppose your wife hooks rugs?"

"Nope," he answered. Then my heart stopped dead in its joyful dance as the gleam of the hookworm appeared in his eye and he continued with avidity, "Nope, *she* don't, but *I* do; I'm making a nine by twelve art square out of all them old suits."

After building up Samantha's hopes, day by day, I feared for her reason if I let her down. So I went to the postmaster and bought half a dozen secondhand uniforms.

The dining room rug has been completed, and it is a thing of beauty. Gradually our old friends are returning to admire it, and I proudly tell them how my influence with the Government made it possible.

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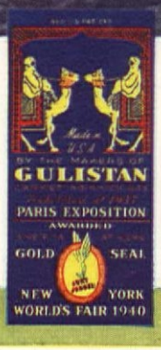

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