

HOUSE & GARDEN

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DOUBLE NUMBER

Section I

Fall Gardening and Travel

Section II

Manual for Home and Bride

Price 35 cents

GRACE LINE

Caribbean Cruises sail every Friday

LUXURIOUS "SANTA ELENA" "SANTA PAULA" "SANTA ROSA" • ALL OUTSIDE ROOMS EACH WITH PRIVATE BATH

See your travel agent or Grace Line, Rockefeller Center or 10 Hanover Sq., New York; Boston; Pittsburgh; Washington, D. C.; New Orleans; Chicago; San Francisco; Los Angeles; Seattle



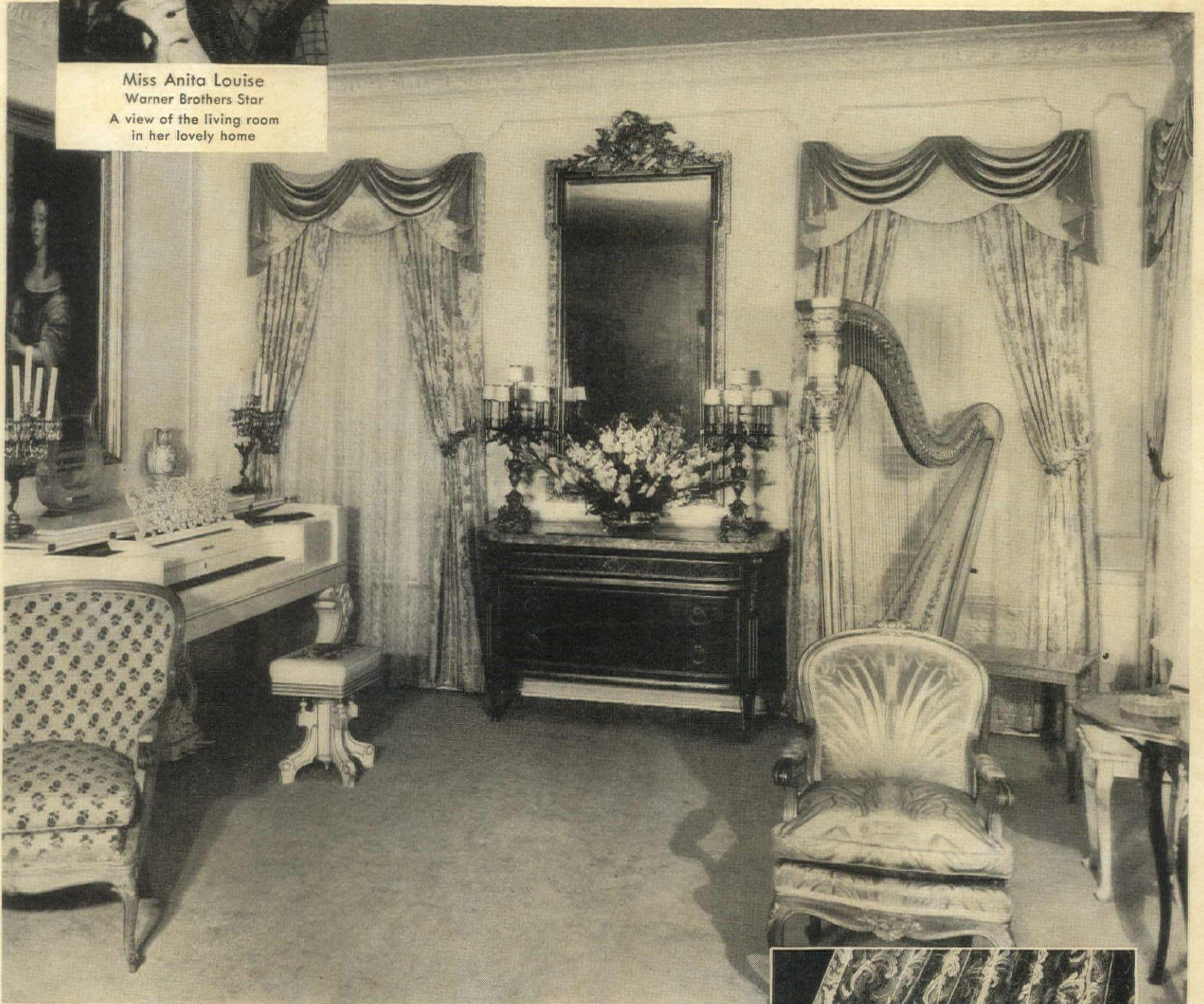
DRAWN FROM
EXPERIENCE
BY
DAN SWEENEY





Miss Anita Louise
Warner Brothers Star
A view of the living room
in her lovely home

HOLLYWOOD'S BEST DRESSED WINDOWS WEAR *Quaker Net*



In the home of Miss Anita Louise,* amid a setting of rare antiques and old masters, this delicate Quaker Fantasy net plays a leading part in the window decoration.

Beautiful, adaptable, practical, Quaker net curtains will look just as lovely and distinctive at *your* windows.

Cost? Style-endorsed Quaker net curtains are \$2.00 to \$20.00 a pair at any good store.

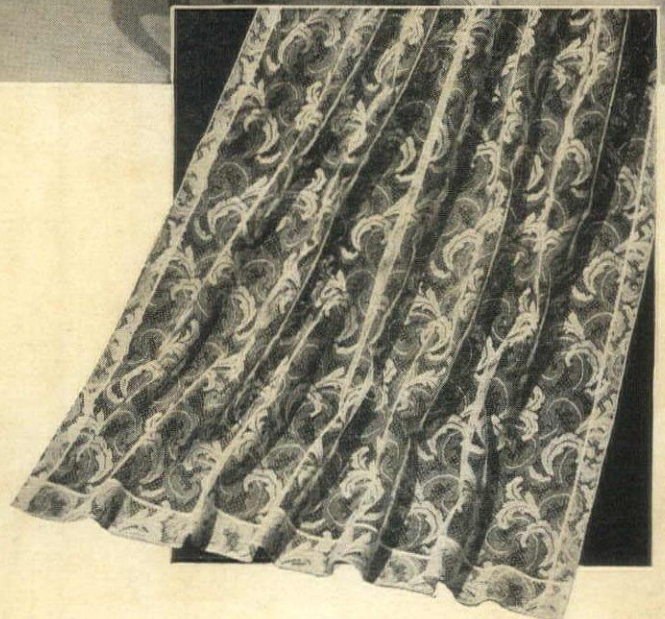
Wear? Combed yarn and three-thread construction mean long life and that look-like-new appearance after each washing or cleaning.

***Booklet of Homes of Hollywood Stars**

Views of the exteriors, close-ups of the interiors of homes of Hollywood Stars. Shows how they use Quaker Net. Also a copy of the book "How to Curtain Modern Windows", containing over 50 photographs. Both for 10 cents mailing cost. Address Dept. C108.

Quaker Lace Company, 330 Fifth Avenue, New York 

Also makers of Quaker Silk Stockings



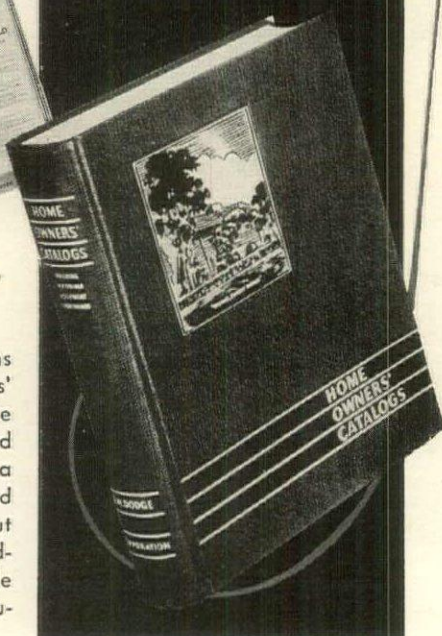
"—and they sent me a wonderful book about home building products!"

Leading Firms Represented in Home Owners' Catalogs.



- American Brass Company
- American Lumber & Treating Co.
- American Radiator Company
- Andersen Corporation
- Architectural Decorating Co.
- Armstrong Cork Company
- Bartlett Tree Expert Co., F. A.
- Bay State Nurseries, Inc.
- Bill-Well Millwork
- Burnham Boiler Corporation
- Carey Company, The Philip
- Chambers Distributing Co., Inc.
- Chase Brass & Copper Co.
- Cox Kitchens, Inc.
- Columbia Metal Box Co.
- Crane Co.
- Curtis Companies Service Bureau
- Davey Tree Expert Co., The
- Delco-Frigidaire Conditioning Division
- General Motors Sales Corp.
- Detroit Steel Products Company
- Danley Brothers Company, The
- Douglas Fir Plywood Association
- Excel Metal Cabinet Co., Inc.
- Fitzgibbons Boiler Company, Inc.
- Florida Louisiana Red Cypress Co.
- Fox Furnace Company, The
- Gar Wood Industries, Inc.
- Illinois Brick Company
- International Heater Co.
- Janes & Kirtland, Inc.
- Kerner Incinerator Co.
- Libbey-Owens-Ford Glass Co.
- Littlefield-Wyman Nurseries
- Lucke, William B., Inc.
- Majestic Company, The
- Masonite Corporation
- Minneapolis-Honeywell Regulator Co.
- Modern Steel Equipment Co.
- Northern Hemlock & Hardwood Manufacturers Association
- Overhead Door Co., Inc.
- Peoples Outfitting Company
- Perfection Stove Company
- Ralscreen Company
- Sheffield Brick & Tile Co.
- Siskraff Company, The
- Sloane, W. & J.
- Stanley Works, The
- Streamline Pipe & Fittings Division Mueller Brass Co.
- Tile-Tex Company, The
- Tracy Manufacturing Company
- Trane Company, The
- Truscon Steel Co.
- Waterman-Waterbury Co.
- Wayne Iron Works
- Weil-McLain Company
- Weis Mfg. Co., Inc., Henry
- Western Pine Association

Combinations of the above firms' catalogs are included in each edition of Home Owners' Catalogs.



Complete sections from Home Owners' Catalogs—like those illustrated above—provide a wealth of ideas and information about reliable home building products made by prominent manufacturers.



"I was completely surprised one morning when the postman brought me a marvelous book called Home Owners' Catalogs. It tells most all there is to know about home building products and furnishings! A firm named Dodge sent it—and it didn't cost a cent!

"Our architect says that Dodge does this sort of thing regularly for those who are planning to build new homes east of the Rockies. It's amazing—but obviously true! I have the book. It is filled with information that is worth a fortune to home building novices like Tom and me—and delightfully illustrated, too!

"I never knew there were so many attractive materials and so many practical types of equipment to be had in this day and age—especially for those who have to watch their pennies. If you ever think of building, my dear, take my advice and ask Dodge to send you a copy of Home Owners' Catalogs!"

Home Owners' Catalogs

Home Owners' Catalogs will be sent by mail, prepaid, and without cost of any kind, to those who comply with the restrictions given below. F. W. Dodge Corporation, 119 West 40th Street, New York, N. Y.

RESTRICTIONS—Home Owners' Catalogs will be sent only to owners who plan to build—or modernize—homes for their own occupancy within 12 months, east of the Rocky Mountains, costing \$4,000 or more for construction, exclusive of land. Every application must be accompanied by a personal letter giving (1) description of proposed home, (2) when you will build, (3) location, (4) expected cost, and (5) name and address of architect, if selected. Every application will be verified by a Dodge representative.

H. & G. 10-38

F. W. DODGE CORPORATION, 119 W. 40th Street, New York, N. Y.

I hereby apply for a copy of Home Owners' Catalogs—which is to be sent prepaid, without cost or obligation—in accordance with above restrictions. My letter is attached.

Name _____ Street _____
 City _____ State _____ Phone _____



False alarm!

IT'S ONLY THE HEAT ESCAPING . . .

● You can't see the heat that escapes through uninsulated windows, but you pay the bill just the same . . . one out of every four shovelfuls of coal goes right out the windows. This is equally true with other fuels.

What can you do about it? You can "Window Condition" your home and slash 20 to 30% right off your fuel bill. This means that you have two panes of glass instead of one. Between the two panes, a wall of captive air is formed. This air space is proved to be one of the most effective insulators.

"Window Conditioning" does away with fogging due to moisture which collects on unprotected windows, soils draperies, ruins rugs and damages woodwork. You are relieved of drafty danger zones. As a consequence, you save on fuel bills, cleaner's bills and doctor's bills, too. To "Window Condition" your home, call the nearest lumber dealer. Let him explain how to arrange financing under F. H. A. with no down payment. "Window Conditioning" can pay for itself in less than two winters and you have its benefits paying you dividends for many years.

Quality Glass Is Important—With double glazing, the quality of the glass is doubly important since you are looking through two pieces of glass instead of one. Because of an exclusive manufacturing process, L·O·F Window Glass is noted for its greater freedom from waviness and distortion, making it especially suited to "Window Conditioning." These advantages cost you no more. Whether you buy winter windows or double-glazed sash, make sure that each light bears the L·O·F label. It is your guarantee of quality in window glass.

YOUR NEW HOME . . .

If you are building a new home, ask your architect or builder about the many efficient types and attractive styles of winter windows and double-glazed sash available for "Window Conditioning."



YOUR PRESENT HOME . . .

May have the comfort and saving of "Window Conditioning." Storm windows are easy to install and inexpensive to buy. An estimate from your lumber dealer will convince you.

LIBBEY · OWENS · FORD
QUALITY GLASS

LOOK FOR THE LABEL



STOP THIS WASTE WITH WINDOW CONDITIONING

(DOUBLE-GLASS INSULATION)

You insulate your windows by applying double glazed sash or modern winter windows of L·O·F Quality Glass. Here's what "Window Conditioning" does for you—

1. Gives you greater comfort—better health.
2. Cuts fuel bills 20 to 30%.
3. Saves you more than any other single form of house insulation.
4. Makes uniform temperatures easier to maintain throughout the house.
5. Lessens drafty danger zones near windows and floors.
6. Makes healthful humidity possible without foggy windows, soiled draperies and moisture on window sills.
7. Reduces cleaner's bills and doctor's bills.
8. Fuel savings help pay for a modern heating plant.
9. "Window Conditioning" is a sound investment—fuel savings alone can pay for it in less than two winters. Dividends continue year after year. Financed under F.H.A.—no down payment.

● Send coupon for free L·O·F booklet completely describing "Window Conditioning" and containing interesting information on treatment of windows.

LIBBEY·OWENS·FORD GLASS COMPANY, TOLEDO, OHIO
Please send me your free booklet which shows typical examples of economies effected with "Window Conditioning" and interesting window treatments.

Name _____ My home has:
Address _____ Wood Sash
City _____ State _____ Metal Sash
HG-10-38



FREE!

Smoked Turkey

PROVIDES MEAT—AND CONVERSATION!



When you serve Pinesbridge Farm Smoked Turkey, the taste will be new to most of your guests. Only a limited number of gourmets in New York has discovered this praiseworthy new food.

But those who have eaten it want to know what it is—and where they can get it. Many a hostess has found that the smoked turkey was the conversational center of her party.

Discovered by a gentleman farmer in the hills back of Ossining, Pinesbridge Farm Original Smoked Turkey has been made available to others who know good food. In the modest smoke house on this

farm the turkeys are cured for several days in a brine, the formula of which is a closely guarded secret. So, too, is carefully protected the manner of smoking over fires of green applewood. The result has been acclaimed by lovers of good things wherever it has been tasted.

Add to the luster of your next party by serving this savory, different delicacy. Turkeys ready to serve, shipped anywhere post paid. They weigh from 7 to 15 pounds smoked and cost \$1.35 a pound. Money refunded if you are not thoroughly satisfied. Leaflet "Turkey Smoker" free on request.

PINESBRIDGE FARM R. F. D. No. 1
OSSINING, NEW YORK



At Last You Can Have It by the Yard!

Painted, all-over designs on needlepoint canvas, to work in your own colors. What a convenience! Just cut what you want for chair seats, foot stools, bags, etc. Have it ready for Christmas gifts. Fruit, floral or design as above. 26" width, \$1.75 a yard. 36" width, \$2.25 a yard. Tapestry wool, 25 cents a 40 yard skein.

Exclusive new yarns for winter knits.

Alice Maynard

558 MADISON AVE., NEW YORK



Peikin Presents
IMPORTED BOHEMIAN CUT CRYSTAL DECANTERS
Hand-etched "Rye", "Scotch" and "Gin" Labels
Height, 9 3/4"—Diameter, 3"
SET \$1425 COMPLETE
Limited Mail Orders Filled

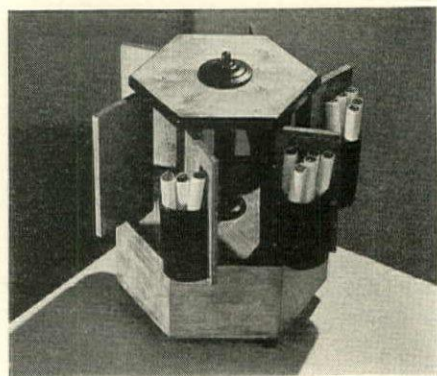
Peikin

Five Floors of Fine Furnishings
664 Fifth Avenue, New York
London • Founded 1899 • Paris

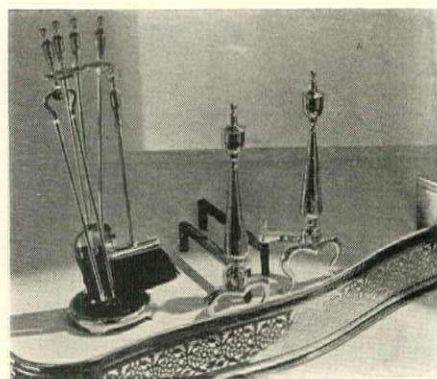
SHOPPING



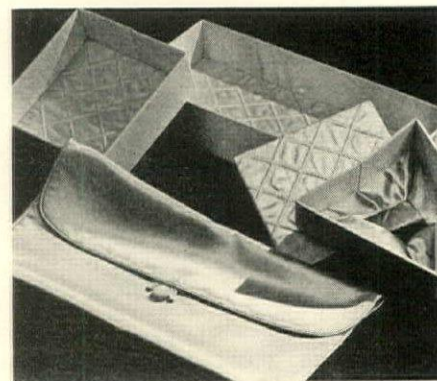
CIGARETTE box with a fascination to raise your quota to unprecedented proportions. Plainly octagonal closed; press the top button, tiny doors open, pause for you to help yourself, and slowly close again to the tinkling tune of the music box inside! Light or dark finish, \$13.50 from Abercrombie & Fitch, Madison Ave. at 45th St., N. Y. C.



DIGNIFIED ensemble for an Adam hearth—the chaste simplicity of andirons and fire tools is set off by elaborate piercing and unusual serpentine form in the fender. Solid brass andirons, 21" high, \$12.25 a pair. Well-built fire-set, \$15.75. Hand-made brass fender, 48" wide, 6 1/2" high, \$22. Silverstone at 21 Allen Street, New York City



"A PLACE for everything, and everything in its—" you know it, and it's easy to be neat if you keep trinkets in these lovely collapsible boxes. The three boxes fold to fit neatly into the 6" x 12" envelope. In quilted satin, \$5 the set; in moiré, \$3.75. In almost any colors you like, they come from Eleanor Beard, 446 Park Avenue, New York City



see **American Modern** first!



Unquestionably, America leads the world now in Modern design...particularly in decoration. Here at Modernage you will find the authentic modern that has won acceptance by those who value good design, fine make and fair price. Decoration without obligation!

Illustrated booklet available. Send 15c to cover mailing.

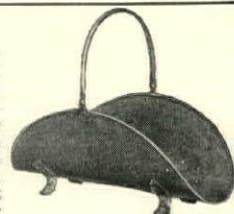
Modernage
162 East 33rd St.
New York

America's Largest Modern Furniture & Rug Establishment

• BRASS HEIRLOOMS •



GIRANDOLE of solid brass pleasingly antiques. Sparkling crystals with oblong bases of white marble complete the set at \$27.50. (The 3-light alone or the pair of single candlesticks, \$15.00.)



Substantial LOG-HOLDER of solid brass 22" x 13" x 9" high. Movable handle. \$7.50

Mail 10c for catalog S-10

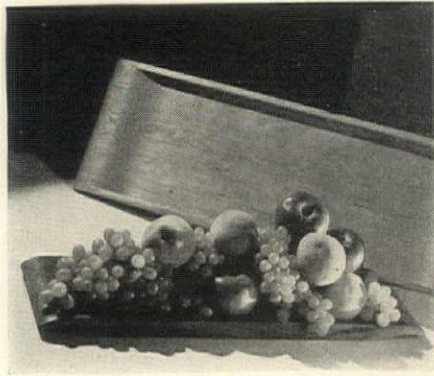
ADOLPH SILVERSTONE
Established 1898
21 ALLEN ST. NEW YORK

AROUND

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



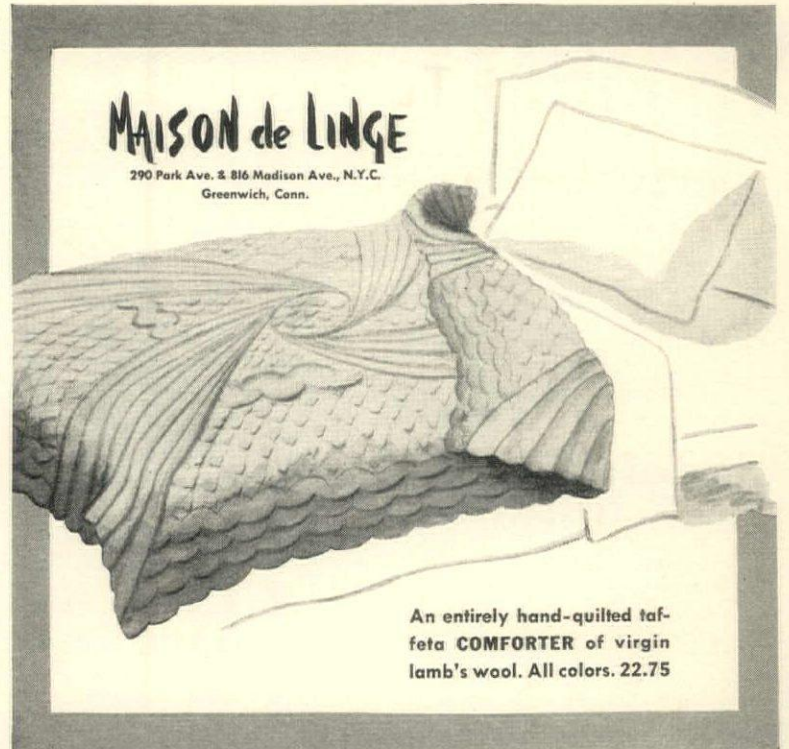
EXQUISITE smoking set in domestic enamel for a Swedish Modern or French Provincial room. The turquoise base color, believe it, is heavenly, and the naïve flowers are in soft pink, yellow and lavender. The cigarette box, 4½" square, \$7; cup or ashtray, \$9.50; match box, \$3.75. All three from Rena Rosenthal, 485 Madison Avenue, New York City



OUR studied editorial opinion is decidedly in favor of fall fruit for a centerpiece, and rubbed natural wood as its background. These two trays, then, are a find, with their satin finish and unusual long shape, grand for a dining table. The smaller size, 6" x 20", \$2; larger, 7¾" x 23", \$3.50. Isabel Sheen, The Handicraft Shop, Bristol, Virginia



SWEDISH babies like these grow up to be blond giants, but at this stage they're just a comfortably chubby and irresistible handful. The gentleman investigating his toes is about 3 inches long; all three are a healthy tan pottery with bright yellow topknots and blue and white frills. \$2.50 each from Sweden House, 6 W. 51st Street, N. Y. C.



An entirely hand-quilted taffeta COMFORTER of virgin lamb's wool. All colors. 22.75



If you're in a "jam" on your gift list, consider this unique

Set of China Jam Jars

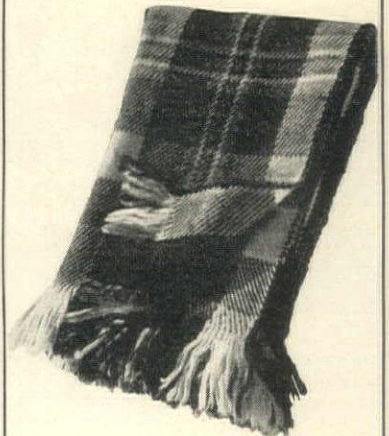
shaped and colored like fruit! Left to right we have cherry, grape, orange, strawberry, apple and (in back) raspberry. The little glass spoons have the right fruits for handles, too. Jars are 2 inches high, tray 15 inches long. A guaranteed gift success. We're a little embarrassed that they only cost—

\$3.75 set of 6 with tray

Please send check or money order

MALCOLM'S
HOUSE & GARDEN STORE
524 N. Charles Street, Baltimore, Md.

Exquisitely



Hand Woven

by Native Spanish Weavers, this small (3 ft. x 4 ft.) Pure Wool Blanket makes an ideal gift. Useful as a Sports Robe, Shoulder Shawl or Throw. Various colors and patterns.

Price \$5.50 postpaid
Send for descriptive pamphlet

KNOX WEAVERS

OLD SANTA FE NEW MEXICO

INTERIOR DECORATION

FOUR MONTHS PRACTICAL TRAINING COURSE

Fall Term Commences October 5th

Intensive training in the selection and harmonious arrangement of period and modern furniture, color schemes, draperies, wall treatments, etc. Faculty composed of leading New York decorators. Cultural or Vocational Courses. Also two-year course in Design. Day or Evening Sessions. Send for Catalog 1-R

HOME STUDY COURSE

Those who cannot come to New York may take the same subjects by the Home Study method. Students obtain personal assistance from our regular Faculty. No previous training necessary. Practical, simple, authoritative and intensely interesting course. Requires a few hours weekly in your spare time. Start at once. Send for Catalog 1-C

NEW YORK SCHOOL OF INTERIOR DECORATION
515 Madison Avenue Established 1916 New York City

"THE SPOON IS THE ENEMY OF THE HIGH-BALL"

If you want to entertain smartly, you will have to serve carbonated drinks made especially for smart entertaining.

Billy Baxter is a line of fine carbonated drinks, made fine for people who wish service in a fine way; it represents the world's finest fancy bottling.

Order a supply of Billy Baxter Club Soda, Sarsaparilla, Quinine

Soda or Ginger Ale; all of one kind, or assorted.

Shipped in cases of four dozen bottles:

Splits (individual service) **\$6.00**
Pints (double service) **\$7.00**

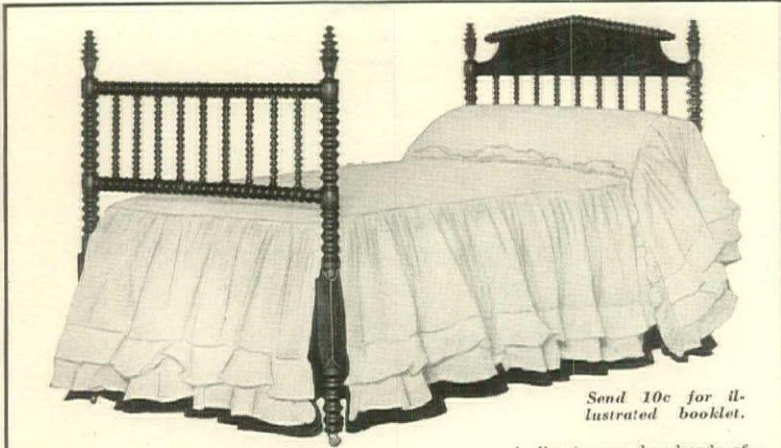
The prices are delivered. Half cases may be ordered. There is a refund for empty bottles.

Charge accounts may be opened.

ACROSS THE STREET SERVICE, Freeport Road, Cheswick, Pa., Retail Agents for

BILLY BAXTER

SHOPPING



Send 10c for illustrated booklet.

So faithfully reproduced . . .

BIGGS' handmade reproductions capture all of the elusive charm of the original . . . through their authentic details, their faithful character, their superlative woods. Small wonder that each Biggs piece becomes a treasure out of the past in the home of today.

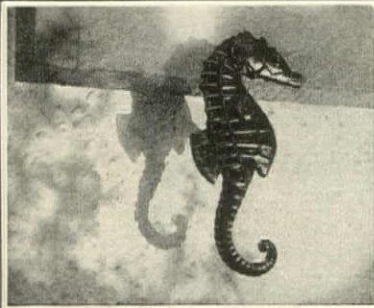
BRANCHES: 1217 Conn. Ave., Washington, D. C.
221 Peachtree St., Atlanta, Ga.

A direct copy, handmade of solid Mahogany; Spool bed as shown above. Headboard 3 feet 10 ins. high; footboard, 3 feet 6 ins. high. List price, single or double, \$82.50; sale price \$67.50.

Companion pieces available.

BIGGS
ANTIQUE CO.

318 E. FRANKLIN ST.
RICHMOND, VIRGINIA



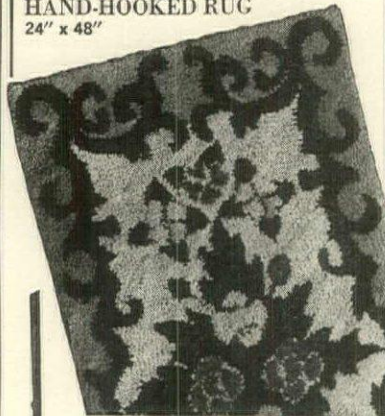
TRULY DECORATIVE SHUTTER DOGS

Hand-cast from rustless, enduring metal, these truly lovely reproductions of an old Colonial design will lend charm and interest to your entire house. **\$2.15** A Pair
6 3/4" high. Try them on YOUR shutters. Your check will be returned if you are not delighted with the effect. Please specify whether for a frame, brick or stucco home.

Antique Locks, Hinges, Shutter Dogs—Originals or Reproductions—Gladly Shipped for Inspection

AUSTIN BRUCKLACHER
Old Kentucky Hardware
313 CAMP ST., LOUISVILLE, KY.

Primrose \$4.75 HAND-HOOKED RUG 24" x 48"

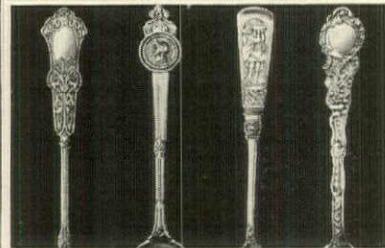


Early American designs. Wide variety patterns, colors and sizes. Write for FREE BOOKLET showing prices and photos of mountain arts and crafts . . . hand-hooked rugs, chair seats, hand-woven rugs, knitting bags, hand-made Georgia pottery, hand-loomed linen towels, table mats, etc. . . .

Special Offer—32" colorful hearth broom, Rhododendron handle, Worth \$1. Both rug and broom for \$5.

High Acres Mountain Guild
B. L. McIntosh, Guild Mgr., Flowery Branch, Ga.

Alhambra Medallion Fontainebleau Marie Antoinette



Unusual Opportunity

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

- | | |
|--------------------|----------------|
| Canterbury | Louis XV |
| Lancaster | Medici |
| Georgian | Norfolk |
| Les Cinq Fleurs | Old French |
| Lily | Orange Blossom |
| Lily-of-the-Valley | Violet |

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

★ Unusual Silver ★

We have one of the largest stocks of unusual silver in the United States, same consisting of tea services, compotes, pitchers, etc., by America's leading silversmiths, also foreign makers.

Correspondence Solicited
Silver sent on approval

JULIUS GOODMAN & SON, INC.

45 South Main St.

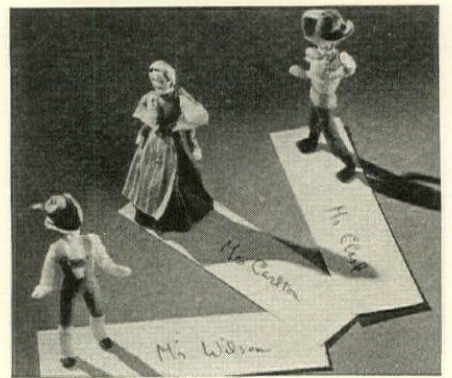
Memphis

Tennessee

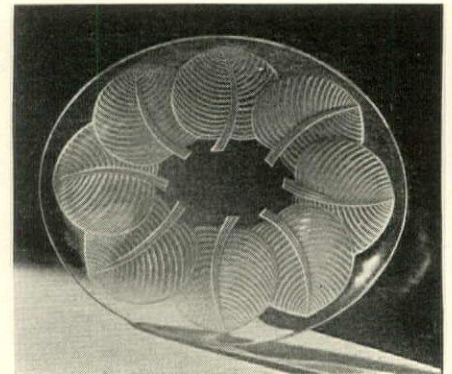
OCCASIONAL sterling is a distinguished addition to a buffet supper, and these unusual shapes make welcome gifts. The square muffin dish measures 8", costs \$20. The "Paul Revere" mayonnaise bowl is 6" across, costs \$13.50. The matching ladle is \$2.50. Reed & Barton sterling from Daniels & Fisher located in Denver, Colorado



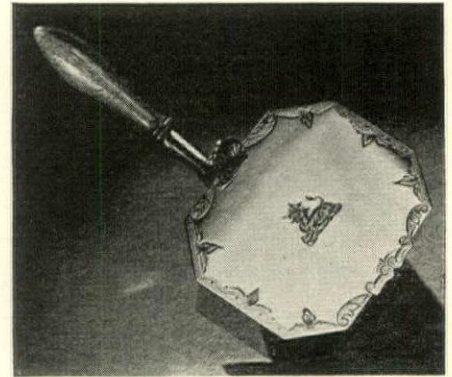
THESE little place cards point the way to a smart and piquant dinner table. They're handmade of twisted paper, are dressed in brightly colored Tyrolean peasant costumes, and have pert, expressive faces. Each one stands about 2 1/2" high; you can order them in quantity—each costs 25c from M. T. Bird & Co., West Street, Boston, Massachusetts



THIS coolly frosted plate makes a perfect centerpiece for a bride's first dinner party, piled with pale green grapes or floating two or three gardenias. Of famous Verlys glass, exquisitely cut, etched and frosted in a waterlily pattern, it is about 14" long and costs \$7.50 from Ovington's, Fifth Ave. and 39th Street, New York City



ENGLISH silver, if really fine, is rare and not easy to discover, but it adds the final note of elegance to an 18th Century room. This cigarette server has an unusual 8-sided shape, and a polished wooden handle. Delicately engraved, it measures 4 1/4" x 3 1/2" and will cost you \$10.50 from Olga Woolf, 509 Madison Avenue, New York City



Desk in the Peasant Manner

Furniture and interiors . . . Layettes and clothes from one year through six.

CHILDHOOD INC.

32 EAST 65TH STREET, NEW YORK



Water Lily . . .

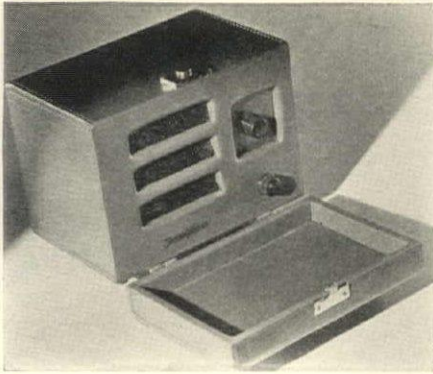
Table Fountain

To beautify your home simply fill this fountain with water and plug into any A. C. outlet. It will also lend itself to charming floral arrangements.

Petina Green
15" dia. 35.00 · 18" dia. 39.00
Other metal finishes and designs priced from 19.00

Tulsa Lee Barker
382 Park Avenue New York

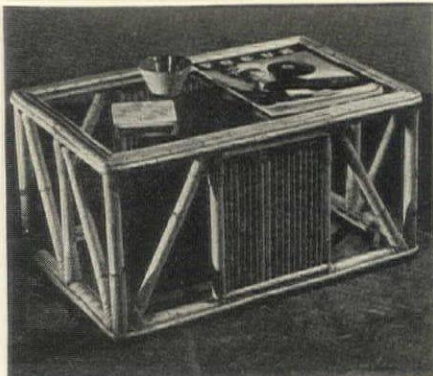
AROUND



Good things come in small doses, and this peewee radio is one of the smallest and the best. It closes up into an innocent-looking little traveling box only 5" x 6" x 7"; and, open, has an amazingly powerful and true voice. AC or DC; in cowhide, \$24.50; in rawhide, \$27.50 from Haynes Griffin, 373 Madison Avenue, New York City



FROST-BITE sailing and hiking in October is fine for the health, but only a touch of rum in the tea will bring your frozen nose back to life. Pour it from a little crystal jug like these, silver topped, and finely etched. They're about 4½" tall, cost, right and left, \$4.75 and \$6.50, from Wm. H. Plummer, Ltd., 7 East 35th Street, New York City



FALL furniture forecasts say: "Spice an all-mahogany room with bamboo occasional pieces. Here's the coffee table they were thinking of—finely and sturdily made in natural bamboo. It stands about 14" high, and the plain glass top measures a convenient 17" x 27". \$18 from Grand Central Wicker Shop, 217 East 42nd St., New York City



ALUMINUM, hardy and lovely perennial in table and buffet decoration, appears in new and shining guise in trays like this one. They measure a convenient 9" x 14" and are decorated with various natural designs, among them this pine cone motif. The price is \$5 each and they may be ordered from Mary's Gift Shop, Inlet, New York



Reflecting the spirit of autumn hospitality this ten-piece set for cider and doughnuts consists of a glazed pottery pitcher, eight Mexican hand-blown glasses, and a Tonalá pottery plate.

\$4.50 EXPRESS COLLECT

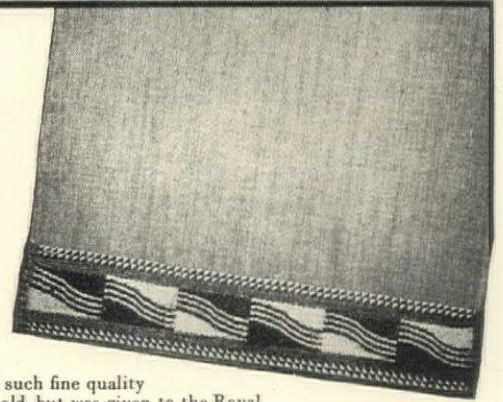


FRED LEIGHTON 15 E. 8th ST., NEW YORK

COULSON'S OCTOBER SPECIAL

FINE IRISH LINEN

Made from Flax grown on the Sandringham Estate of His Late Majesty King George V



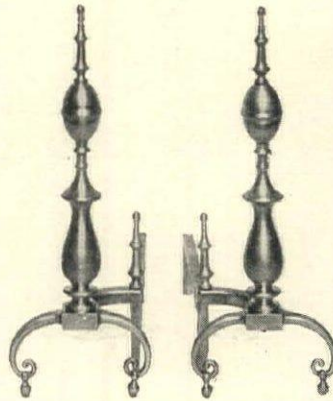
● The linen from this flax is of such fine quality that, until recently, it was not sold, but was given to the Royal Family by the Irish Linen Trade... But now you can purchase this Royal Linen for your own home. Set of 36" runner, 8 napkins and 8 place mats. In natural-color linen with border as shown in color-fast Blue, Rose, Gold, Brown or Green. Only \$11.75!... This price applies only during October, so order NOW. Our usual charge facilities apply.

17-PIECE LUNCHEON SET
\$11.75

William Coulson & Sons

HECKSCHER BUILDING, FIFTH AVE., AT 57TH ST., NEW YORK CITY

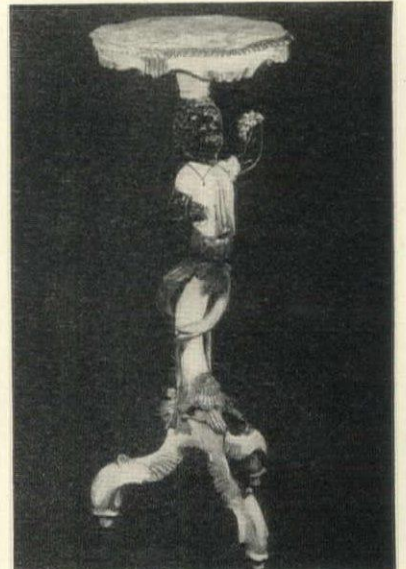
"CHRISTOPHER WREN" ANDIRONS



No. GC1077—An authentic reproduction in an andiron of the "Christopher Wren" design. Made of solid polished brass. 21" in height. Sturdy in construction and graceful in design. Express Collect, Pair, \$10.00

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"The House of Metal Ware"
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Send for Catalog G23
(Fireplace and Gift Suggestions)



"The Art of Interior Decoration"

A BLACKMOOR TABLE
36" HIGH
13" TOP

Mirau Stevenson
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THE CLASSIC SIMPLICITY OF MODERN DESIGN CANDLESTICKS (OR) COMPOTE

Brass or Chromium.....\$70 Brass or Chromium.....\$35
Silver Plated.....80 Silver Plated.....40

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Pine Cones and Maple Leaves



form a decorative border on gifts of
HAND FORGED ALUMINUM

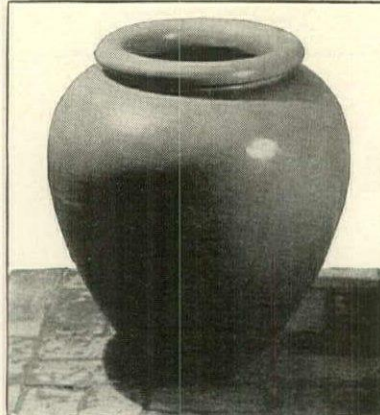
Does not tarnish—kind to food

- 12½" Salad Bowl.....\$5.00
- 8" Dressing Bowl.....\$2.00
- Olive wood fork & spoon.....\$3.00

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The Gift House of the Adirondacks
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WHEN FLOWERS FADE

Jars still give interest and color to the garden.

Send 10¢ in stamps for brochure on Garden and Sun-room decorations.

GALLOWAY POTTERY

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PHILODENDRON

In Original Wall Container

THIS perfect house plant thrives equally well in sun or shade . . . provides an effective note of grace and verdure for the fall and winter. . . Its fresh, bright green coloring adds the necessary touch to bare walls . . . at the top of stairs . . . in reception hall, club room or sun porch . . . or any part of your home. This beautiful plant is a needed accessory for new or old homes. Complete, as illustrated, including genuine PHILODENDRON vine, in beautiful white flower container and enamel wall bracket. Special Price . . . \$2.00 (Postpaid). 25¢ additional west of Rockies or Canada. . . Order Today.

THE PHILODENDRON COMPANY
MOUNT WASHINGTON, MARYLAND

**Garden
Ornaments**

"PIPING BOY"

Gracefully poised lead figure arranged for fountain or pool.

31" High

Special Price \$75

Garden
Decorations

Illustrated catalog of distinctive bronze, lead, marble, terra cotta, stone and pompeian stone on request.

Galloway Pottery
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Looks Like
CANDLELIGHT**



*. . . In Your Present
Candle Type Fixtures*

CANDYBEME LAMPS give you the romantic effect of real candlelight because these have a special filament which radiates a soft, mellow glow . . . the closest simulation of real candlelight ever achieved in an electric lamp.

**... INSTALL IN EVERY
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You'll be amazed what a difference **CANDYBEME LAMPS** can make . . . how they enrich the beauty of all candle-type fixtures. Once you try **CANDYBEME** you will never be satisfied with any other kind. . . Remember **CANDYBEME LAMPS** give you home beauty. Accept no substitutes.

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of UNUSUAL GIFTS**
Selected from the
WHOLE WIDE WORLD

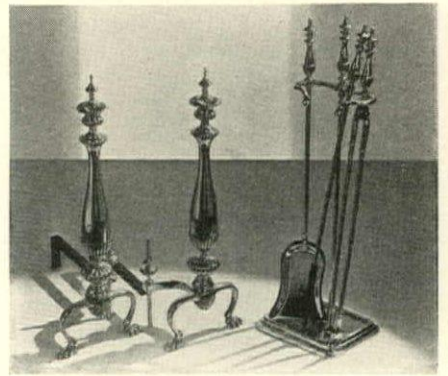
Chinese pottery pillow vases, English character jugs, Irish handkerchiefs, Sarajevo slippers, Finnish glassware, Cape Cod products, Blue Ridge mountain folk-craft, sparkling hand set pins from Hungary • Tibetan fur rug, English pigskin cufflinks, "Toubo" the French chamomile cleaner, musical Christmas tree that plays carols, nite-lite pencils • Miniature coral garden, asbestos picnic gloves, Lord's Prayer Locket, vapor-light flowers, Dutchman's dish rack, "Fun for the Family" • Billfold guards, marionette clown, new toys, sno' balls, gypsy fire, reading stand electrically lighted, elephant bell from India • Perfumed sachet balls; individually monogrammed napkins, miniature glass ships, fisherman's knife, curly Q slicer, cookie cutter rolling pin, sizzling platters • Corn chips, tiddle tennis, ski skates, binders that make magazines into books, holiday greeting cards and gift wrapping sets.

The New **KELLOGG Catalogue**

is full of original and surprising "Finds" — all pictured and described for you. Inviting prices — more than 200 at less than \$2. Each article is attractively wrapped and comes to you postage paid with our guarantee of your complete satisfaction. *Write NOW for your FREE Copy*
Robert W. Kellogg Co.
Springfield, Mass.
57 Hillman St.

SHOPPING

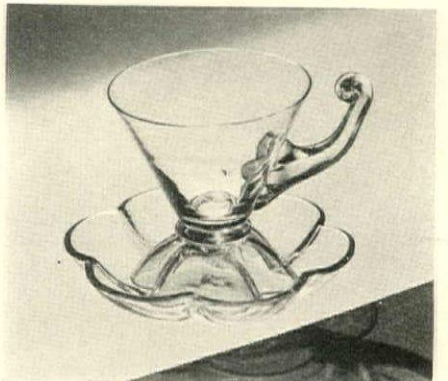
ANDIRONS and fire-set with curving graceful shapes, well suited to French or English 18th Century rooms. Bright solid brass, finely polished by hand to a mirror-like surface. The andirons are 25½" high and cost \$20 a pair. The fire-set of poker, shovel and tongs is priced at \$12.50. Order both from Tuttman, 103 Allen Street, New York City



NOSTALGIC flavor of the old South in this hand-hooked rug for a knotted pine floor. It's called "Rhododendron in Virginia Mountains", and the colors are rose, green, brown and white, all the soft, dulled tones we associate with antique rugs. 30" x 50", its price is \$16.50; 36" x 54", \$23.50. Laura Copenhaver, "Rosemont", Marion, Va.



CRYSTAL demi-tasses are nothing new, but we think these are an amazing discovery, with their unusually shaped handles and unbelievably graceful flower-shaped bases and saucers. Each one stands about 4½" high, and the price is \$24 for twelve. Order them from Lambert Bros., Lexington Avenue at 60th Street, New York City



HERE'S one of those marvelous little tables no room should be without, for breakfast, for tea, for cocktails or just for a quiet game of backgammon. It's of light sturdy wood, 22" high; the base folds, the top comes off to be used as a tray. Nicely priced at \$2.50 express collect from Evelyn Reed, 524 Madison Avenue, New York City

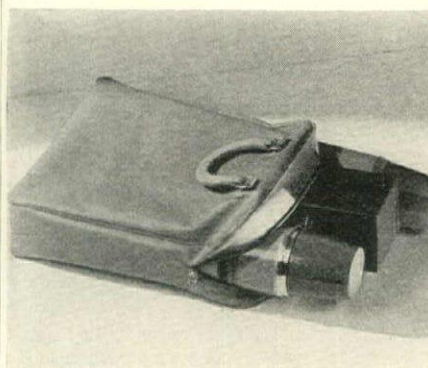


OUTING KIT

A MUST for Motoring and Football
An outing kit that contains two quart size thermos bottles each with 4 cups and a sandwich box neatly fitted in a pigskinlike case. Complete **\$6.85**

Scully & Scully, Inc.

"The Smart Gift Shop of New York"
506 PARK AVENUE, NEW YORK
at 60th Street
Wickersham 2-2590



AROUND



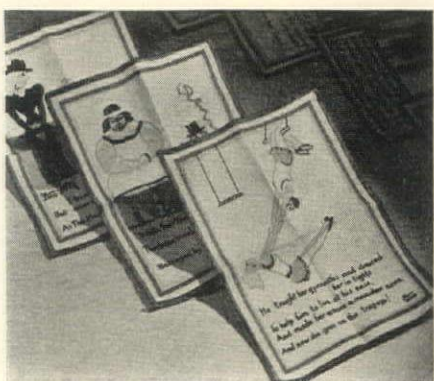
THINK now about your next summer's garden—and build a small corner of it around an Italian statuette. "Spring", here exulting in a wreath of flowers, is one of a series of four seasons, in gray stone. Each stands 15" high, is beautiful against a dark box hedge. \$45 each from Pompeian Garden Furniture Co., 30 East 22nd Street, N. Y. C.



FOR that perfect Roquefort, only a cheese server like this one provides the proper background. It is made of polished cherry wood, 12½" across, and the removable center is Royal Copenhagen faience. The stainless steel knife has a handmade sterling handle. Server \$8, knife \$6, from Georg Jensen, 667 Fifth Avenue, New York City



MAD idea number 968, you'll say; but if your lord and master is of the English school and likes his whisky straight, try him on these! Jigger-chaser glasses, they're called—chaser goes in the bottom, whisky on top. Bottoms up and you get the two in the proper order! 4½" high, \$6 a dozen. Lewis & Conger, 6th Ave. at 45th St., N. Y. C.



TONY SARG'S done it again, this time on colorful cocktail napkins to date correctly a Nineties bar. Each portrays an incident in the famous epic of the "Darling Young Man on the Flying Trapeze", on finely hemmed linen. They cost \$3 for a set of twelve different designs; you can order from Bournefield, 660 Fifth Avenue, N. Y. C.



Three Compartment Bowl
The all-over star and scroll design, from an Early American Sandwich Pattern, "sparkles like the dew moistened leaves in early morning". The generous size three compartment bowl is grand for stewed fruits, vegetables, etc. 10¼" in diameter and 3" deep. \$2.50

Relish Dish

This unusually decorative relish dish is perfect for celery, pickles, olives, etc. Sturdy and durable yet distinctive



in appearance. 6¾" x 10½". \$1.98 Plus Postage

Send for list of additional items in same pattern. Also complete Catalogue "B"

REITS 615 Lexington Ave. • New York



The Blossom Tree
\$3.50 a roll

GORGEOUS Zuber wall paper available in five background colors. French papers give an effect impossible to achieve with ordinary paper. Ask for booklet H-10.

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Sole American Agents for Zuber & Cie,
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Fine imported china Fruit Plate gold border with assorted fruit in natural colors. 7½" diam. Six for \$5.

OVINGTON'S is the gathering place of the loveliest and the newest in china from the world's most celebrated potters.

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Gifts Men Enjoy - Accessories for Her - Gifts for the Home - Smart Gifts in Leather - Jewelry - Watches - Diamonds - Silverware - Novelties - Greeting Cards - Gift Wrappings

THIS year—do your Christmas shopping the easy, convenient, practical way—at home! Avoid rush, worry, the "same old" gifts. Let this free book solve your problems of what to give. Choose from this splendid selection of smart, distinctive gifts gathered from all over the world—priced at only \$1. and up. America's Oldest Mail Order Gift House (71 years) guarantees you full satisfaction—or your money back. Write today for FREE book! DANIEL LOW & COMPANY, 205 Essex St., Salem, Mass.

Serve Dinner à la
NEW ORLEANS

Now, you can serve delicious New Orleans specialties at your own table. Excitingly different, these taste-tempting delicacies will cause your friends to applaud your discovery. Prepared according to old family recipes—their piquant flavor and savory deliciousness are tributes to New Orleans epicurean art.

Special Chef d'Orleans "Smart Hostess Package" (offered to House & Garden readers) contains:

- 3 cans (10 oz.) Clear Green Turtle Soup with Sherry
- 2 cans Soft Shell Crabs (3 to can)
- 2 cans (10 oz.) Diamond-Back Terapin Soup
- 3 cans (10 oz.) Creole Gumbo
- 2 cans (5½ oz.) Wet Pack Shrimp

Shipped anywhere in U. S. for \$5.00. Express Prepaid. Money refunded if you are not delighted. Free folder sent on request.

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3001 COLISEUM ST. - NEW ORLEANS, U.S.A.

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DEDHAM POTTERY TABLEWARE



The only real Chinese Crackleware made today. Hand-made and free hand decorated in Blue. Twenty different patterns. Chinese motifs. Open stock.

This pottery has been made since 1886 by three generations of the same family.

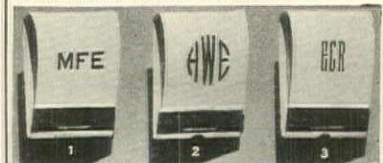
Write for price list and history of our company.

DEDHAM POTTERY CO.

J. Milton Robertson, Supt.
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MONOGRAM MATCH PACKS
(Name Copyrighted) Regular size 2" x 1 1/4"
25 for \$2.00 50 for \$3.50
100 for \$5.00 500 for \$20.00 1000 for \$35.00
With your initials and picture of your hobby or pet (sailboat, golf clubs, horse, dog, etc.) 50 percent added to above prices.



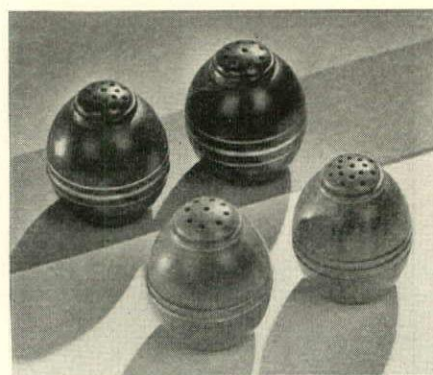
Miniature Handbag Size 1 5/8" x 1 1/4"
25 for \$1.50 50 for \$2.50
100 for \$4.25 1000 for \$27.00 500 for \$15.00
Initials in red, green, silver, gold, black, blue, white, purple on any of the following backgrounds: black, dark blue, silver, gold, white, light blue, light green, red. Packed in gilt tin fire-proof gift box.

In ordering kindly specify regular or miniature size, number of packages, color of cover, color of monogram, style of monogram, your name and address. Print initials plainly, underlining initial of last name and enclose check with your order.

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542 Madison Ave. Tel. ALg. 4-7450

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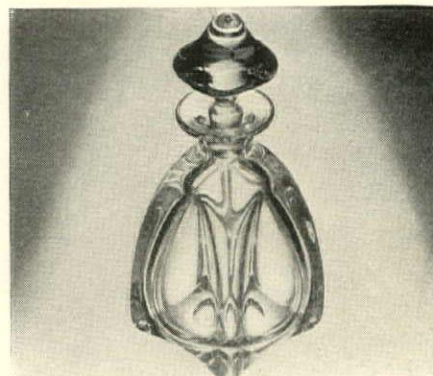
HAND-MADE salt and pepper shakers, made by the craftsmen of the Allied Arts Guild. Tiny, only an inch and a half high, they are made of either dark wood with pewter, or light with copper bands. \$2.25 a pair, and there are also hand-made salad bowls to match, too. The Guild address is Arbor Road at Creek Drive, Menlo Park, California



MAYBE you think you've put away childish things, but you'll change your mind when you see this fetching pint-size chair. Acquire it anyhow for decorating the side of your hearth. White pine, back 17" high, with seat of gay red, green and natural rush. It costs \$4.50, comes from Childhood, Inc., 32 East 65th Street, New York City



SWEDISH glass, long available only to champagne pocketbooks, appears in a group of fine designs easily within reach of all who love its clean lines, satisfying weight. This 11" modern decanter is priced at \$8.50 and is one of a collection of fine Swedish glass at McGibbon's new furniture galleries at 49 E. 57th Street, New York City

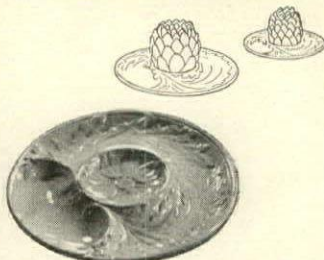


SHERATON CARD TABLE

• A beautiful, authentic reproduction in solid Philippine Mahogany. Will lend grace and charm to any hall, living room or dining room. Top on pivot hinges, may be folded down or opened to 36 by 36 inches; 18 by 36 inches as shown. Convenient drawer in base. Price—\$29.75, express collect.

OLDE VIRGINIA CRAFT SHOP

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Artichoke Plates

\$3.50 half doz.

Because of the tremendous shipments of these gleaming white plates we are importing from abroad, we are able to offer them at this new low price. The center depression holds the artichoke itself. A well holds the sauce and the hollow rim the discarded leaves. Shipped express collect.

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Jewelers

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NOW! ELECTRIFY OIL LAMPS

Without Drilling or Structural Changes



Amazingly Realistic. Duplicates The Oil Lamp Wick Burner
DO IT YOURSELF
No Tools Required

Yes . . . now you can electrify oil lamps merely by replacing the present wick burner with a Nalco Electrified Wick Burner which comes to you complete with switch and cord. Nalco Adapters are available in Standard No. 1 and No. 2 sizes as well as Acorn and Hornet. Also for special or Standard Lamps with Candelabra or Medium base.

Every home will be enriched by the atmosphere of quaint simplicity which an electrified oil lamp with a Nalco Adapter provides.

Write at once for free literature and prices.

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Authentic interpretations for walls of beauty. All washable and fadeless

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DELLA ROBBIA BREAKFAST SET

An eighteen piece set golden yellow ground natural fruit wreath. Available in service for one \$15 - for two \$20.

Write for Tableware Booklet

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Attractive Modern Rattan Arm Chair #5018

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GRAND CENTRAL WICKER SHOP, INC.

217 East 42nd St., New York, N.Y.
MANUFACTURERS
BETWEEN 2nd & 3rd AVENUES

AROUND



OCTOBER, to our New England mind, means fields of yellow corn shocks and great pitchers of new cider. If you agree, serve cider in these amber-colored glasses and pitcher, glasses a generous high-ball size. The colorful Indian corn is grand decoration at \$2.25 an ear. 6 glasses and pitcher, \$2.75. Fred Leighton, 13 E. 8th Street, N. Y. C.



HERE'S another of those Gallic necessities you can look high and low to find in this country. It's a lettuce shaker, to eliminate every drop of water from the leaves, water that a gourmet knows will ruin the most perfect of French dressings. Aluminum, about 12" in diameter, \$9.5 from Hammacher Schlemmer, 145 E. 57th Street, New York City



To speed departing honeymooners, give an assortment of rare and delicious fruit: nectarines, hothouse grapes, lady apples and so on—all packed in a useful and decorative basket. Prices range from \$2.50 up—if you include Beluga caviar, for instance, it will be distinctly up! This one is \$15. Vendome, 415 Madison Ave., New York City



GAY TUNES FOR JUVENILES

Large Square Box.....\$5.00
Small Round Box.....\$4.25

Choice of tunes, "Heigh-ho" or "Whistle While You Work" from "Snow White."

PERSONALITY DECORATING INC.

142 E. 57th St., N. Y. PLaza 5-0866

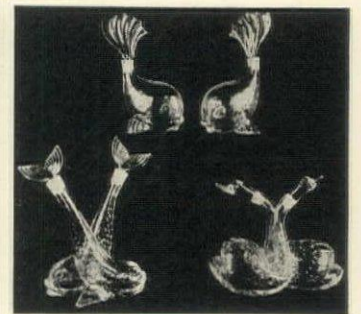


SILENT BUTLER (or Vegetable Dish— if you wish!)

Beautiful—versatile. Silver plated. Oval, 8 1/2" x 6" x 1 1/2". Richly engraved lid. \$10.50

Olga Woolf Ltd.

Suite 312—509 Madison Ave., N. Y. PLaza 3-1401



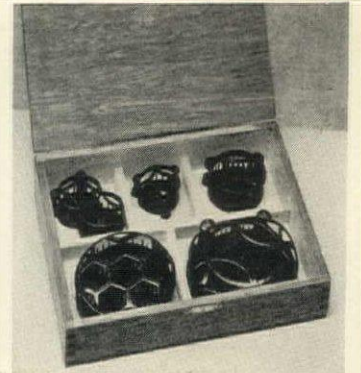
Gay Jackets for Condiments

These moulded crystal vinegar and olive oil sets are as lovely as they are practical. They lend a touch of gayety to sideboard and table. As gifts they are appreciated out of all proportion to their cost.

Twin Swans—6" high—set.....\$2
Twin Fish—8" high—set.....\$2
Single Fish—7" high—pair.....\$2
Add 25c for shipping

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House & Garden Shop
122 Millington Road, Schenectady, N. Y.



FLOWER LOVERS HAVE WAITED

You won't lose these five needled flower holders in their fitted wooden chest. Ranging from 1 1/2" to 4" in diameter, the complete set will be sent to you for \$3.50.

Express Collect

Send 10c for new booklet on flower arrangement.

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The Spinet Grand
Exclusively by
MATHUSHEK
EST 1863

Tone, action and beauty of design are the three requisites exemplified in the sensational SPINETGRAND. The most welcome creation in the progressive development of the Grand Piano, the SPINETGRAND graciously adapts itself to any interior. Musically satisfies the most critical. Do not confuse the SPINETGRAND, exclusively by MATHUSHEK, with the many so called spinets of vertical construction. Insist on the SPINETGRAND. You will be thrilled with its distinctive beauty. Send for Booklet H.

MATHUSHEK
43 WEST 57TH ST. N. Y. C.

NEW...DIFFERENT HOLDAFONE

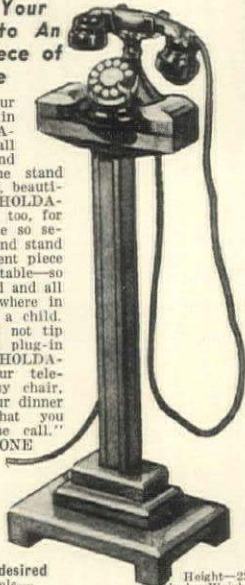
Transforms Your Telephone Into An Attractive Piece of Furniture

No longer is your phone unsightly or in the way. HOLDAFONE changes all that. This unique and distinctive telephone stand is smartly designed, beautifully finished. HOLDAFONE is practical, too, for it clamps the phone so securely that phone and stand become one convenient piece—small and portable—so light that the stand and all may be moved anywhere in the house even by a child. HOLDAFONE will not tip over. Used with a plug-in or long cord, HOLDAFONE brings your telephone to your easy chair, your bedside or your dinner table—anywhere that you want "to take the call." Order a HOLDAFONE today.

Imitation Walnut \$4.95 prepaid
Solid Walnut, Deluxe \$8.95 prepaid

Sent on approval if desired. Many other models—catalogue on request.

HOLDAFONE CO.
2245 Court Ave.



Height—22 inches. Weight—6 pounds. Sturdily constructed of selected woods, smartly designed, beautifully finished. HOLDAFONE is patented. Memphis, Tennessee



Café Brûlot SET

Consisting of bowl, plate and ladle. Designed from original antique Brûlot bowl used by a famous old New Orleans restaurant.

Serve delicious and glowingly picturesque Café Brûlot and bring a celebrated French custom to your dinner party. Café Brûlot is prepared by burning cognac and spices with sugar and mixing with black coffee while still flaming.

Made in England, exclusively for Waldhorn, of the finest silver plate. Available in three sizes, capacity for 9, 14 and 24 after dinner coffee cups. Recipe and prices on request.

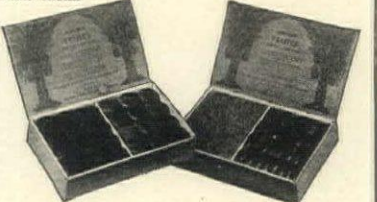
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Dealers in Antiques
ESTABLISHED 1881
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MY FINEST CALIFORNIA FRUITS SENT ON APPROVAL

10lb. Family Assortment Delicious SUN-RIPE Fruits Packed in 2 Redwood Boxes \$3.00 Express Prepaid

Send no money now. Pay me after you taste them.

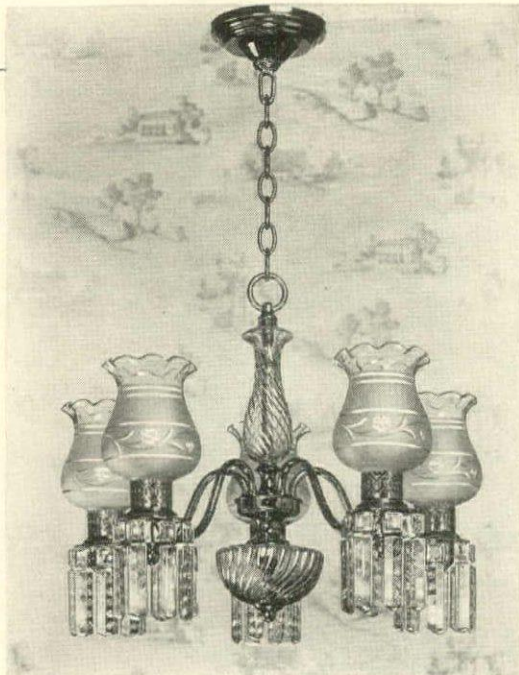


Canoga Farms, R.F.D. 2, Encino, Calif. Gentlemen, kindly send me your special family size assortment of SUN-RIPE fruits all charges prepaid.

If after sampling the fruit I am not entirely satisfied I will return the rest to you at your expense, or I will send you the \$3.00 by return mail.

Name.....
Address.....
City..... State.....

Bank or other reference.....
If you wish to send check with order I will include a sample of my delicious DATE-NUTS.



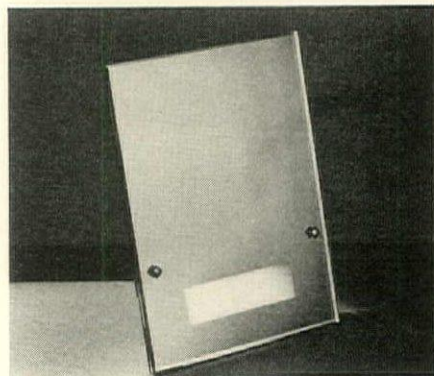
DECORATE WITH LIGHT . . . choosing the finest fixtures of our times—elegant, efficient, yet never too costly. Above, a graceful ceiling Lightolier for the well-kept dining-room, combining Colonial motifs to give pleasant light. Units like this cost from \$15.75 to \$55. Come to our showroom for expert advice on any point of good lighting.



Lightolier
 Creators of distinctive fixtures and lamps
 11 East 36th St., New York City

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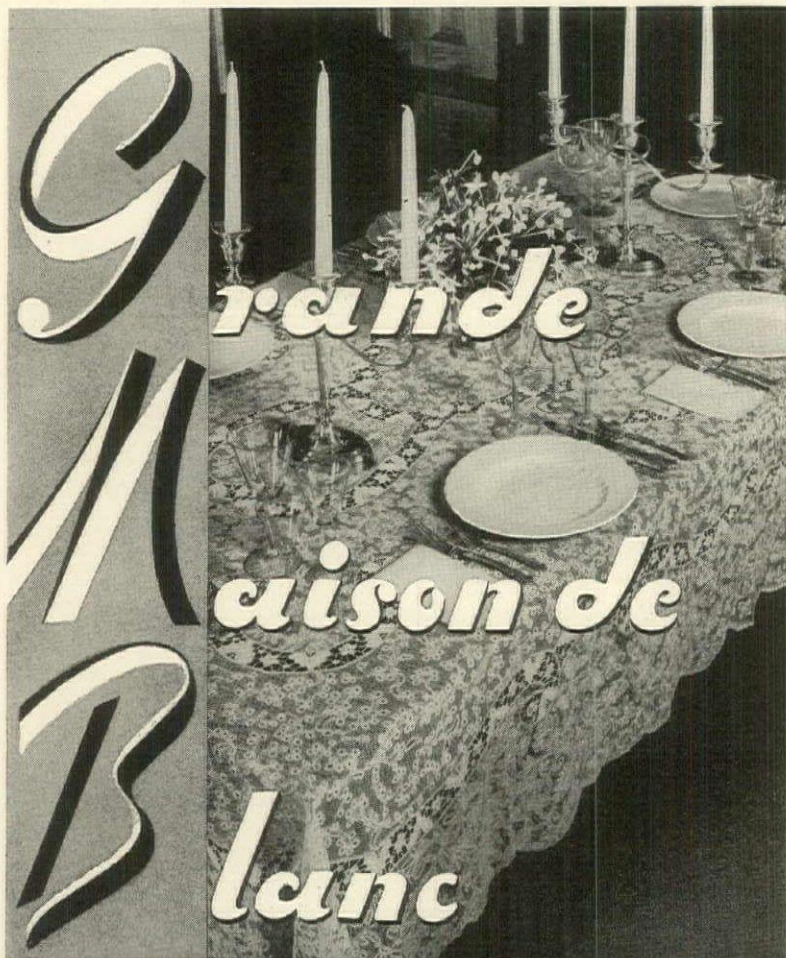
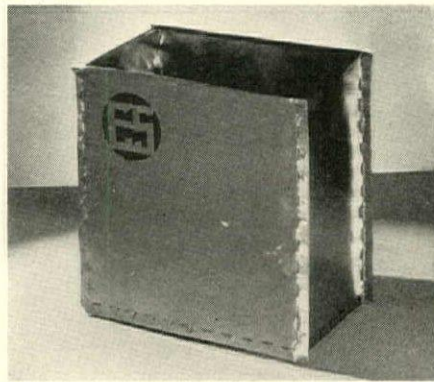
Look into an electrical mirror for a clear make-up and a fresh outlook. This new model has a generous 9" x 12" beveled face, is backed with black velvet. Chrome-plated easel, a bulb and six feet of rubber cord are included. With mirror measuring 9" x 12", \$5.95; 12" x 15", \$10; from Newton Electrical Mirror, Inc., 174 Worth Street, New York City



Cocktail stand par excellence for a winter patio or sunroom. It stands a convenient 21" high and is made of verdigris-finish metal. The top, 12" in diameter, is delicately carved with a charming Pompeian design, with antique green finial. \$25 express prepaid from The Florentine Craftsmen, Inc., 540 First Avenue, New York City



VERY personal gift for a modern friend who loves the gleam of bright metal accents. This waste-basket, of copper sheets, was made by a silversmith, which accounts for its fine dove-tailed corner construction. It is 12" high, 12" wide and 8 3/4" from front to back. Costs \$15 from the Can-Dle-Luxe Shop, 542 Madison Avenue, New York City



LACE CLOTHS—destined to assure success for the most carefully planned dinners. This lovely example of Belgian Milan lace is trimmed with equally handsome insertions of Point de Venice. The cloth, 72" x 108", with 12 dinner napkins, is \$350. the set. Available as well in all other sizes.
GRANDE MAISON DE BLANC—746 FIFTH AVENUE, NEW YORK

BAZAR FRANÇAIS

THE FRENCH EQUIPMENT STORE
 EN CASSEROLE STEWING PAN

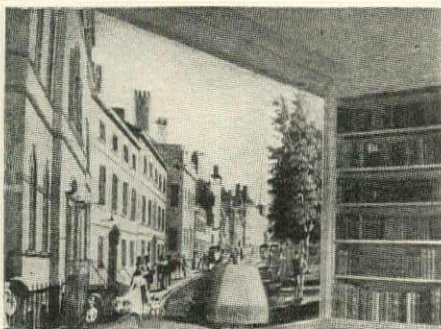
Cook and serve in this genuine French clay casserole made of fireproof clay with a natural inside glaze. There is no metal to add or detract from the flavor of the food cooked "En Casserole".

1 1/2 Quart size \$1.65
 Plus Postage

Write for our "En Casserole" and De Luxe copper price list.



BAZAR FRANÇAIS
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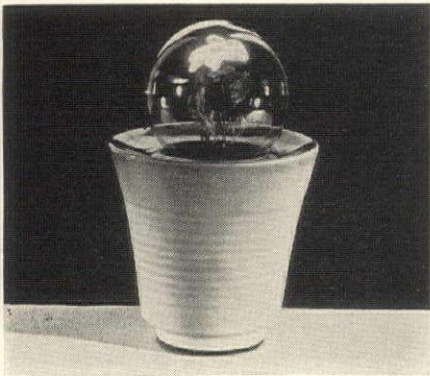
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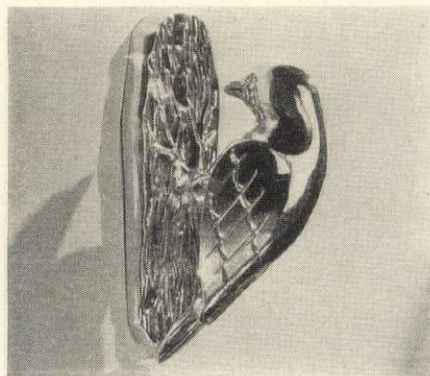
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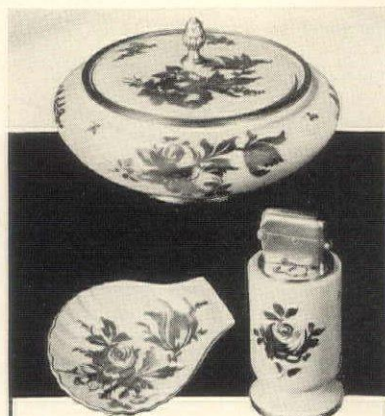
NIGHT light to guide you safely around unexpected chairs and tables, soothe you into sleep with its soft, colorful glow. When turned on, the field flower is dusty pink, its leaves green. It stands about 6" high, will work on AC or DC and is guaranteed for 2000 hours' use. Costs \$3.25 from Aerolux Corp., 653 11th Avenue, New York City



GENTLE reminder for the forgetful kitchen replenisher. One chubby mammy holds a fat pad of memo slips, with pencil attached, ready for shopping notes. The second graces a wooden memory board, equipped with a hole and peg system that keeps tabs on your grocery needs. They are 50c apiece. Dennison's, 411 Fifth Avenue, New York City



WHO'S that knocking at your door? It's an unusual kind of door-knocker, made in China. Of solid brass, in the shape of a realistic, industrious wood-pecker. About 5 inches long, and sturdy enough for outdoor use, or decorative enough for an inside door. \$4.00. From Krug Chinese Imports, 2227 St. Paul Street, Baltimore, Maryland



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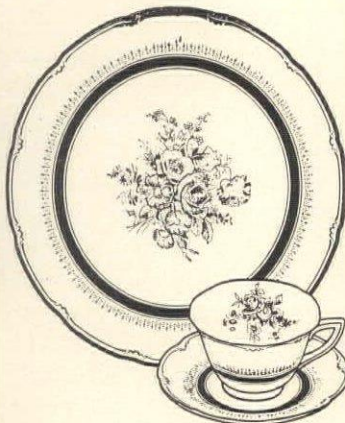
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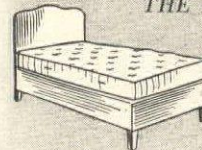
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THE ENSEMBLE COMPLETE

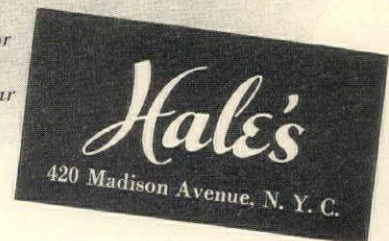


including a Simmons Slumber King Mattress **69.50**

including a Simmons Beautyrest Mattress **84.50**

This new bed . . . a combination Simmons Slumber King box spring and padded headboard . . . has been designed for slip covers. Whisk them off for an inexpensive cleaning! Change them with your decorative scheme! Headboards in three shapes; Crown Tested Rayon quilted taffeta headboard slip cover and matching spread in three styles . . . and ten new Fall decorator colors. Write for swatches.

Crown Tested for  Fast Color and Long Wear



THESE KITCHEN HELPERS ARE ONTO THEIR JOBS!

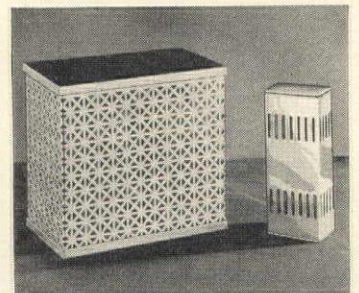
SELF-DAMPENING IRON—This amazing new Steem-Electric Iron actually dampens the clothes as you press. Banishes nuisance of sprinkling and pressing cloths! Cannot scorch or burn. Light and easy to use. Does a tailor's proud job on woolens. Ideal for chiffons, metallics, rayons. Rejuvenates velvets. Gives smooth finish to linen. \$12.95.



KNIVES SHARP AS RAZORS!—And why not? For they're hollow-ground by Case in the same way he's been making razors for umpty years. To slice meat with this 9 1/2" slicer is a revelation, \$2.50. Prices include leather sheath for mutual protection. Carver, \$2.50; Utility Knife, \$1.75; Paring Knife, 75¢; Sharpener, \$3.25.



ODAC DESTROYS K. O. (Kitchen Odors)—A good-looking metal cabinet that attaches to your light socket and banishes odors of cabbage, fish, onions, etc. Keeps dining room free from tell-tale aromas. Purifies smoke-filled living rooms. AC current, \$13.50; DC., \$15.95. Small, non-electric model for closets, \$2.00.



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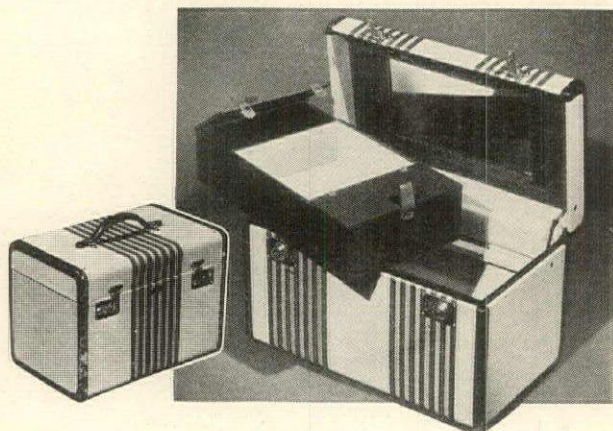
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BY OSHKOSH



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Write for our new booklet "Luggage Prescriptions"

SHOPPING

SMOKED TURKEY. One of the high spots of our editorial life was our first taste of smoked turkey. It was a gastronomic dream from which one could wish never to awake—and we didn't rest until we found out all about it.

This rare and individual delicacy is made at only one place in the country—Pinesbridge Farm in Ossining, N. Y., and only two men know what goes into the recipe. The original turkey smoker, a German almost 80 years old, learned the process from his father, who smoked turkeys for Kaiser Wilhelm I; and he proudly exhibits letters from Wilhelm ordering a fine turkey to be smoked for his friend the Czar of Russia!

This romance may or may not have anything to do with our appreciation of the dish itself, but if we tell you that even the ice-house where the turkeys are first cured has a dill, pepper, sharp spicy redolence fairly to "make arrive the water at the mouth", as the French say, perhaps you can understand our enthusiasm. When the birds emerge, they are then smoked (and cooked) to a turn over green applewood fires, wrapped in Cellophane and parchment and shipped literally to the four corners of the earth, wherever two or three initiates are gathered together in thanksgiving for this toothsome dish.

Cold or hot it's equally delicious—tender and succulent, to slice paper thin and await the hymns of praise it always invokes. The turkeys weigh about half the weight of the live bird, 7 to 15 pounds, and the tariff is \$1.35 a pound. Order from Pinesbridge Farm, Ossining, N. Y.



HONEY COLLECTION. You know the charms of fragrant honey on a hot breakfast popover, but did you realize that you have your choice of honeys from Palestine, Australia, Chile, Sweden, England and Switzerland? Honey as clear and light as sunshine, honey dark brown and thick and strong, honey pale and opaque as new butter?

It depends on the kind of flower and the nationality of the bee, of course: there is an English honey like a thick jelly, from the gray heather on Yorkshire moors; Australian honey from eucalyptus trees, dark gold and strong-flavored; brown honey from the pine forests of the Carpathian mountains; and, rarest of all, virgin honey from wildflowers on the slopes of the Swiss Alps, gathered only once a year by shepherds and treasured for their own use.

We tasted all these and show you three out of the total of about fifty: Mount Hymettus honey from Greece, in the brown 2-lb. crock (\$2.50); New Zealand "Imperial Bee" honey, thick and white (1 lb., \$.65) and delicate Miel de Lorraine from golden-plum trees (1 lb., \$1.10). Order any of them, and a list of the others, from Maison Glass, 15 E. 47th St., New York City.

AROUND



CAFÉ FLAMBÉ. For a blazing finish to a fall dinner, try café flambé, made at the table in the bright silver-lined copper set above. In the bowl, for six people, go: peel of half an orange broken into five or six pieces; two 4-inch sticks of cinnamon; ten cloves; seven lumps of sugar; 1½ demi-tasses of fine cognac. Set it afire, burn for two minutes while you stir with the ladle, and then pour in five demi-tasses of hot strong black coffee, and serve. It's a five-star final! The set costs \$25 from Bazar Français, 666 6th Avenue, New York City.

ROYAL RIVIERA PEARS. "Not one person in a thousand has ever tasted a Royal Riviera Pear," say their growers. We were in the dark about them until recently, when we were sent a box, and now with hallelujahs we've begun a pilgrimage to convince a waiting world of their really celestial deliciousness. This wondrous fruit originated in the south of France; the trees don't bear until they're 20 years old; and the flavor is such that crowned heads of Europe have been known to knock tiaras askew in scuffling for the last on the plate.

Now they're grown in the Rogue River Valley in Oregon, the crop being ripe from October to February, and the pears are so large and luscious that you eat them with a spoon. Useless to attempt description of the flavor—you'd better try them; and at the price they make wonderful Christmas presents, as discerning folk have discovered. The \$1.98 box holds 12 to 16 pears depending on size, and weighs about 10 lbs. Each pear is individually wrapped, packed meticulously and shipped express prepaid, from Bear Creek Orchards, Medford, Oregon.



G. 'N T. Converted this summer to the definite chic of G. 'n T. (gin and Indian Quinine Tonic to the uninitiate), you'll probably continue calling for its cooling and comparatively uninebriating virtues this fall. So let us remind you that the Billy Baxter bottles of Tonic, Soda and Ginger Ale contain 25% to 40% more pop 'n fizz than any other variety, and also have a breathtakingly low price for quality—24 10-ounce bottles for \$3.50. Order from "Across the Street Service", Cheswick, Pa.



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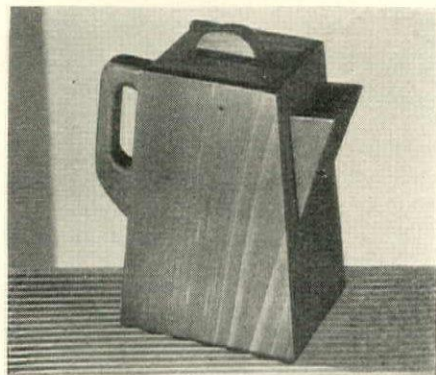
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SHOPPING AROUND

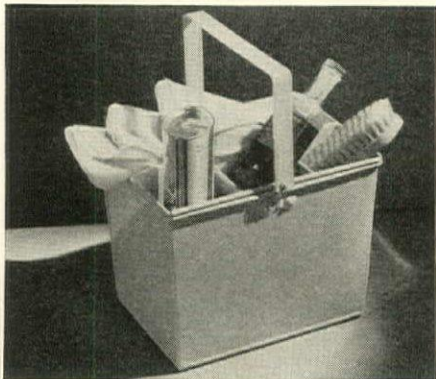
SWEETER than honey in the comb is honey in a porcelain bee-hive like this one. A perfect honey server, of Lenox Belleek china, creamy white, decorated on top and sides with amusing tiny bees of the same material. The jar alone is \$2.75, the jar with stand \$3.75. It comes from the Emerson China Shop, at 520 Boylston Street, Boston, Mass.



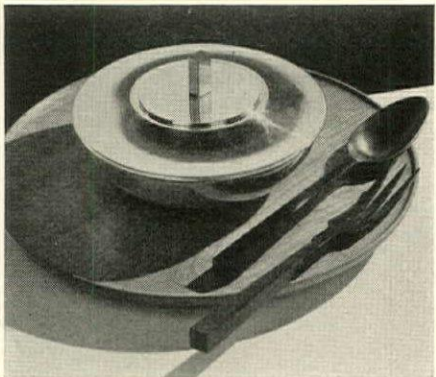
FOR COOL October evenings, welcome a blazing fire on your hearth. A fire dancing with all the colors of the rainbow, magically produced with a handful of "Twilight Glow". This miraculous substance comes in a rubbed natural wood container with sliding top, 10½" high. Costs \$2.25 from The Lennox Shop, 1127 Broadway, Hewlett, N.Y.



To help you solve the servant problem, a handy housemaid's bucket, Boston style. The removable tray holds cloths, cleaning materials, etc., the bottom is left for water or storage. Pail alone \$6.75. \$9.00 with polishing, lavatory, and paint cloths, scrubbing brush, Porcela, and furniture polish. B. F. Macy, 474 Boylston St., Boston, Mass.



MODERN trimmings for your rarebit. The bowl—about 10 inches in diameter—is polished pewter on a natural wood tray. The fork and spoon are ebonized wood. The tray, of course, is for toast or crackers. The whole thing would make a delightful salad set, too. \$14.50, from the Modern Home, at 65 Chestnut Street, Boston, Mass.



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UNDER THE ROOFS OF MANHATTAN

THE PRESENT TREND toward calling hotels "town houses" is not, we have decided, altogether a boon to editors. The admirable phrase has been applied to so many "imperial palaces" and 20th Century colossal castles that when we find a town house that is a town house there's no name left for it!

Such is the case with the Westbury (15 East 69th Street), and, without any more ado, here is a town house and you'd better have a look at it. For, spoiled by an agreeably individualistic summer in Westchester, Long Island, etc., you will fall with delight for the Westbury's slick modernity and totally refreshing lack of fanfare. They make a fetish of doing obvious things in an un-obvious manner. The bellhops don't bounce and hustle, room service doesn't announce itself from the four corners of your mirror, and the whole business of living in a hotel seems to be much simpler and more peaceful than you'd thought was possible.

Suites run from one to seven rooms, with serving pantries in about two-thirds of the apartments. There's a cedar closet to each grouping—something to remember. Furniture is mostly mahogany Regency, although there are lovely occasional French Provincial

pieces. The rooms in general are a decorator's dream, with their smartly individual wallpaper, modern draperies; and as for accessories—one wonders why the people who have lived in these apartments had conscience enough to leave any!

If you are in the market for a penthouse, and aren't in a hurry to move in immediately, look at the Westbury's. That is, the one available—there are two, and one of the heads of the World's Fair committee on decorations has the other. But if you want a superb view, good-size, airy rooms, huge terraces and a spot to let your architect and decorator go to town on, here's your answer. See it anyhow.

Anything called Westbury, of course, would have to have a Polo Bar—and it's no disappointment. Quiet again, with no entertainment, resting on its laurels of brown, deep rose and blue decor, and Paul Robertson's polo murals on the cream walls. Final note: try, here, a Blackberry Brandy Collins—it sounds haywire but isn't. Something like the lovely pink punch you got at your ten-year-old birthday parties, but sour and not sweet, and with a definite—lilt, shall we say?

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Under the Roofs of Manhattan can be seen in this issue on page 17.

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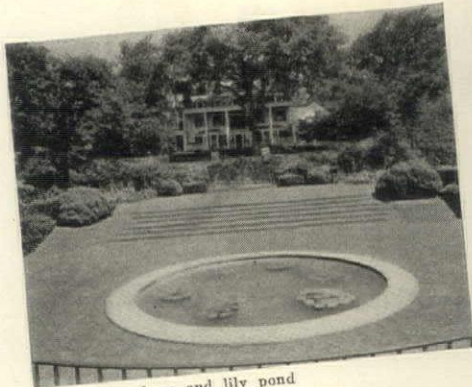
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House, front lawn and lily pond



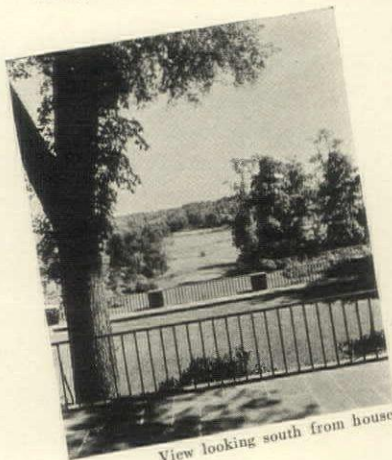
Front view of house



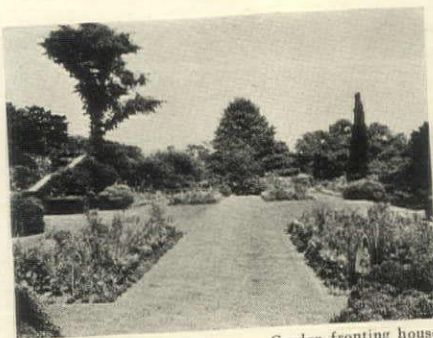
Sun parlor looking toward the Sound



Main porch



View looking south from house



Garden fronting house

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One of the Show Places of Long Island

Situated as it is directly on the Sound, “Sandy Cay” is an estate of rare individuality and distinction. The charm of the house and the natural and created beauty of the grounds reflect the superb taste and fine craftsmanship of three of America’s outstanding figures in the fields of decoration, architecture and landscape gardening—respectively, Elsie deWolfe, William Delano, and the late Ferruccio Vitale. Completely furnished, the place is ready for immediate occupancy, without the purchase of furniture, fixtures, equipment or implements.

Main Dwelling

6 Master Bedrooms and 5 baths.
 5 Servants’ Rooms and 2 Baths.
 Living Room, Library, Main Dining Room, Breakfast Room, Enclosed Sun Room.

Guest Cottage

2 Bedrooms with 2 Baths, 1 Living Room.

Bath House

Accommodates approximately 20 persons. Men’s and women’s divisions with showers and toilets.

Tennis Court

Pool
 60-foot; salt water.

Garage

Accommodates 4 to 6 cars.
 Servants’ Quarters: 5 Bedrooms and 3 Bathrooms, Living Room, Kitchen.

Gardener’s Cottage

3 Bedrooms, Bath, Living Room, Dining Room, Kitchen, Porch.

Grounds

15 acres, completely landscaped, graded and drained.

For further information communicate with owner: Box R-10, House & Garden



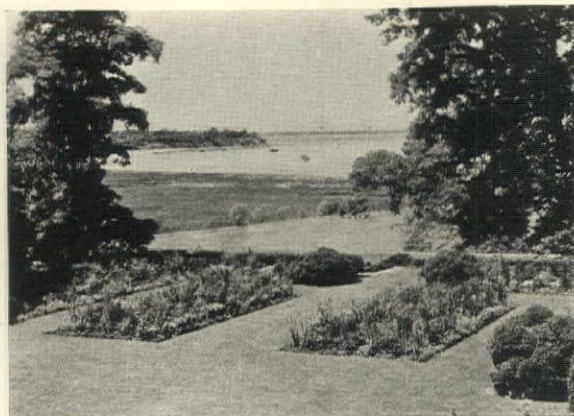
Above—Garage. Below—Gardener’s Cottage



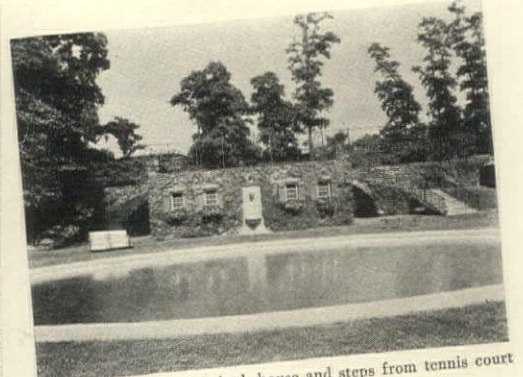
Steps from house to garden



Tennis court with swimming pool below



View of Long Island Sound from garden



Pool, with bath house and steps from tennis court



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DOG MART

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I have never known the Boxer to be a roamer or a tramp. They love their homes and actually have pride of possession as well as a distinct sense of ownership. I have had several that would not allow strangers, dogs or humans, to cross the Lot-line. Nor would they allow anything to be removed from the premises except in the presence or by permission of one of the family.

And best of all, they get along remarkably well with other domestic animals, and with other dogs. Here again his natural friendliness plays a major part. For the Boxer is the most courageous of dogs. His great Mastiff ancestor has passed on to him an unquenchable store of courage. In



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DOG MART

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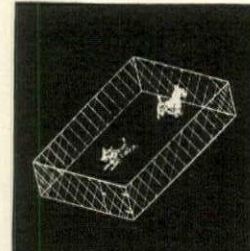


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PLANNING the World's Easiest-to-Keep House, by Constance Holland, tells the story of the modern, drudgeless home every woman dreams of, with helpful information on the selection of your range, refrigerator, house and water heating units. AMERICAN GAS ASSN., DEPT. HG-45, 420 LEXINGTON AVE., N. Y. C.

HOW MONEL Can Modernize Your Home is a practical guide to kitchen modernization, with before-and-after pictures, and views of appliances now available with Monel parts—tables, ranges, sinks, washing machine tubs, and other shining, stainless equipment. INTERNATIONAL NICKEL Co., DEPT. HG-10, 73 WALL ST., N. Y. C.

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LIVING IN THE SUN is Lord & Burnham's charming book of all-year gardens and sun rooms, which any house can have, merely by glassing-in a terrace, replacing a dark porch roof with glass, or building a glass garden wing in keeping with the architecture of the house. LORD & BURNHAM Co., DEPT. HG-10, IRVINGTON, N. Y.

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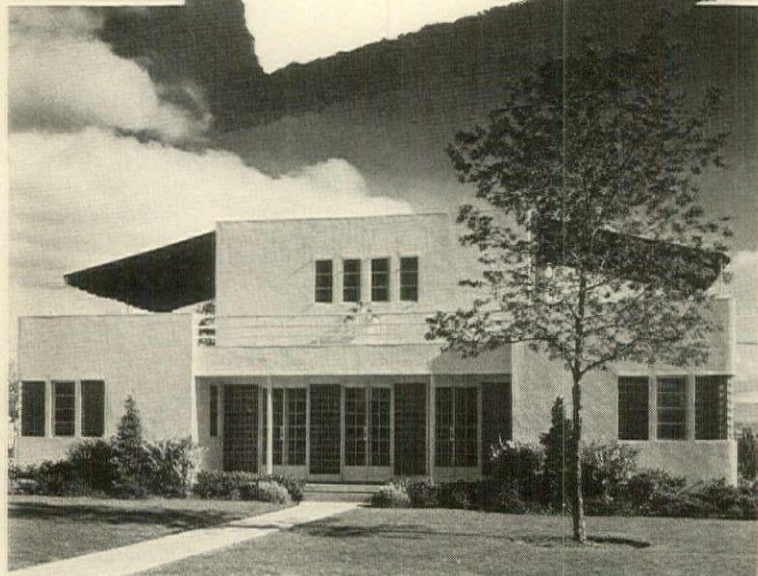
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HOUSE & GARDEN

October, Section I Contents

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In the next issue

As we remember our geometry, there is a simpler way to determine whether two lines are parallel than by drawing them out to infinity. And there is a simpler way to discover whether your house is in line with architectural progress than to live through the next fifty years—which may be hot and tiresome.

The November issue of HOUSE & GARDEN—a fat Double Number—contains the formula by which you can measure your house against true architectural standards. Read our 56-page portfolio on “The House of Tomorrow” and there will no longer be any doubt in your mind whether your house is sound in its method of construction, forward-looking in its plan and whether it is making the best use of the materials and equipment available today.

For “The House of Tomorrow” is not a Sunday supplement, “Buck Rogers in the 25th Century” sort of portfolio. It is a carefully studied analysis of the trends which leading architectural experts and research workers believe will determine home-life in the future. And it shows you the type of equipment and materials which belong to the House of Tomorrow.

The first section of the November issue will feature the 1938 House-for-Two, designed by F. C. Stanton of Bellingham, Washington, winner in Class II of our last Architectural Competition. Decorated and landscaped, as was our Ideal House in the April issue, we feel sure the House-for-Two will interest home-makers everywhere.

In this issue

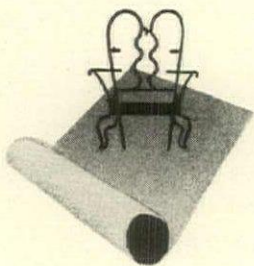
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THE BULLETIN BOARD

ADD STREET NAMES. From Shellsburg, Wisconsin, comes the report that it boasts a Church and a Judgment Street and radiating through the village are Faith, Hope, Charity, Love and Piety Streets. This town also has a Shake Rag Street, and it got its name thusly: Shellsburg was settled by Welsh lead miners and a few families from Cornwall in England. It was customary with the good wives of these settlers, once a meal was over, to step outside and shake the table cloth.

On the outskirts of Montreal you find Terrebone (or Good Earth) Avenue and Coolbrook Avenue. The famous Côte des Neiges is quite literally the hill of snows. And in New London, Conn., we have Alewife Avenue, Bayonet Street, and Gallup Lane.



CHARM AGAINST FISH HAWKS. Here's one we heard the other day from an old English priest: whenever you see a fish hawk alone by himself, that bird is upon no good. Spit over your right shoulder three times in honor of the Trinity and say:
Clean birds by seven's;
Unclean by two's,
The dove in the heavens
Is the one I choose.

CONTESTS. How dull the world would be without contests! How utterly arid life would become if we didn't have a chance to win a prize! Here are two that came to our desk:

The Governor of Rome has set up a prize for the best new varieties of irises. Contestants are to send roots to the Direzione dei Giardini del Governatorato, Villa Umberto I, Rome. These must be there before December 1st of this year.

The second contest is that conducted

by the Pittsburgh Glass Institute—a glass competition open not alone to architects, decorators and designers, but also to home owners and builders. The awards, of which there are seventy-nine, will be given for the most original and distinctive use of glass in the field of architecture, decoration and also design.

POPPIES

Three poppies one above the other stand
Like prodigals whose riot has begun,
Like dancers ready for a saraband,
Like necromancers in a monkish school,
Like matadors with cloaks upon the
wind,
Like Moghuls in a street of Samarkand.
Three poppies hold their craters to the
sun
And brand the day with scarlet, and
my mind
With images of arrogant misrule.
Three poppies one above the other
stand.

PADRAIC COLUM

BARN RED. From the hither limits of no less a bucolic state than Connecticut comes a plaintive appeal for barn red paint. The old barn red paint. The kind farmers used all over this country for generations. It seems that the paint mixers have gone fancy and changed their formulas. They're putting yellow into the barn red and it isn't barn red any more—just a rusty tone. Once upon a time, if you traveled about the countryside, all barns were painted the same red. Today a wide range of barn reds is employed. Even the most beautiful of them is far from the old familiar shade. Can't the D. A. R. or the Sons of Colonial Wars do something about barn red paint?

BIG TREE CHANCE. In many a nursery, during these long years of depression and recession, are trees that have grown to large proportions. Many that were intended for sale at a small or medium size are now in the big tree class. Here is an opportunity for garden makers to buy trees that may not be available soon again.

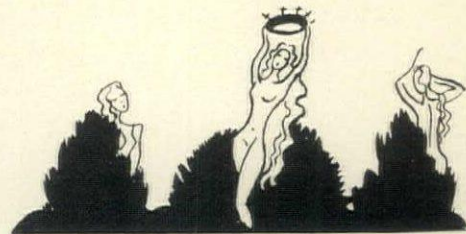


YANKEE TRICK. Up in a small New Hampshire town lived an Irishman and a Yankee. The Irishman wanted to plant potatoes but had no manure to put in the hills. His Yankee friend suggested rotted hemlock, knowing full well it would be sure death to the potatoes. None came up, of course.

Shortly after this the Yankee asked his Irish friend for some tobacco seedlings. Pat promptly brought over a generous assortment of mullein seedlings which look like tobacco. So the Irishman that Fall had no potatoes and the Yankee no tobacco, but, so the local history runs, they forgave each other their mutual tricks and the Irishman sent the Yankee a generous lot of tobacco and the Yankee hauled a more-than-generous load of potatoes over to the Irishman's place.

That happened in the age of innocence, before the Revolution.

METROPOLITAN CHOICE. Our June 1937 issue, you'll remember, had for its cover a brilliant painting of morning glories twined round an old stump. The painting was by Audrey Buller. Recently the Metropolitan Museum of Art bought this canvas to add to its permanent collection, proving that the Metropolitan, too, knows a good thing when it sees it.



STATUARY SENTIMENT. Whenever we go into one of those old-fashioned formal gardens where classical statues seem to be popping out of every dusky grove and clipped green niche our ribald thoughts revert (and we wish we only knew who wrote it) to that Irish poem which speaks of
heathen goddesses,
Caesar, Plato and Nebuchadnezzar,
All standing naked in the open air.



J. HORACE MCFARLAND

Rose in the bud, white when opened—the Japanese Crab makes a valiant Spring display

Oriental flowering Crabapples



Donald Wyman of the Arnold Arboretum

selects trees planted for all-year enjoyment

THE oriental flowering crabapples are becoming increasingly popular the country over and justly so, for they are among the comparatively few plants which can be enjoyed every season of the year. They are sufficiently hardy to be grown wherever apples are, and this includes a very wide area. Fortunately, they are not particular about location and will do well in almost any good well-drained soil.

Many of our most valued shrubs and small trees, such as lilacs, mock oranges, forsythias, hydrangeas, the golden-chain, and even the Japanese cherries, are of landscape interest only while they are in flower. We like them and tend them carefully fifty weeks of the year so that we can enjoy their flowers for a short two-week period during the Spring or Summer months.

Not so with the crabapples! They are not only enjoyed in the Spring when they are in flower, but also in the late Summer and for a considerable period in the Fall. Their bright red and yellow fruits often start to color at the end of August and are of cardinal interest sometimes for a month, sometimes for an entire Winter, depending on the variety—and, of course, on the appetites of the birds in the vicinity. Incidentally, anyone interested in birds should certainly plant crabapples, since they attract a great many different kinds. Then, too, many crabapples hold their fruit so far into the Winter that they prove an ample source of bird food when other food may be scarce. The fruits of some varieties are even large enough to be used for making jelly, so that the economical house owner can thus combine the esthetic with the practical in his plantings.

The story of the discovery of the flowering crabapples would prove most interesting, since it would include records of exploration and accomplishment in the wildest parts of China and Japan. Even here at home certain native varieties, such as the beautiful double-flowering Bechtel Crab (*Malus ioensis plena*), have originated under natural conditions in the woods and have been noted by observing people who later became responsible for introducing them into nurseries where they soon became available to all. At the present time, the home owner is often bewildered when he glances through the nursery catalogues to select a tree or two for planting on his property, since there are over fifty different kinds of

crabapples offered by nurseries in this country! However, on careful examination some are considerably more ornamental than others, and it is these outstanding species and varieties which should be selected for landscape use.

It is important to state right here that the oriental crabapples are often the better ones to plant since they are fairly resistant to the disfiguring juniper rust disease which lives part of the time on junipers and part of the time on other hosts, including the native crabapples, particularly the Bechtel Crab. Consequently, let us examine more carefully a few outstanding characteristics of the better oriental crabapples available for planting.

It is not exaggerating to say that there is a crabapple for almost every situation. For instance, there is the Sargent Crab, *M. sargentii*, which never grows over eight feet in height although it may grow almost twice that broad. This can be used in all sorts of small-scale plantings because of its size and its beautiful single, white flowers which easily blend into any color scheme of the garden.

If a tall tree is desired, the Manchurian Crab, *M. baccata mandschurica*, could be selected. This tree grows to be fifty feet or more in height and is the first of all the crabs to bloom, its small white flowers starting to open even while some of the Japanese cherries are in flower.

Then there are the dense, bushy forms, such as the Japanese Flowering Crab, *M. floribunda*, the Arnold Crab, *M. arnoldiana*, and the Carmine Crab, *M. atrosanguinea*, all of which are literally covered with flowers each Spring. Because of their rather low, bushy habit of growth, they are extremely charming in the Fall when covered with their bright red or yellow fruits.

There are upright growing, almost fastigiate forms like the Midget Crab, *M. micromalus*. There are small growing trees like the Purple Crab, *M. purpurea*, the Parkman Crab, *M. halliana parkmani*, and many others which are more or less indefinite as to habit of growth and so can easily be used to form a neutral background.

The peculiar Tea Crab, *M. theifera*, in the trade, the leaves of which are used to make tea by the natives of southern China, has picturesque fan-shaped branches and is always outstanding, particularly when planted in front of a group of pine or hemlock trees. It is easily the most picturesque of the entire group in habit of growth, but it is best used when it can be observed against an evergreen background.

There are double-flowered crabapples available also, but, of course, these do not bear much fruit. A few would

be the semi-double Parkman Crab, the double-flowered varieties of the Chinese Flowering Crabapple, *M. spectabilis*, the double, pink Chinese Crab, *M. spectabilis riversi*, and the double, white Chinese Crab, *M. spectabilis albi-plena*. These and two other double-flowered types native in this country are greatly valued when in flower, for they are considerably hardier than the double-flowered forms of the Japanese cherry and so can be used in place of the cherries which are known to suffer Winter injury. In the north, of course, the crabapples usually bloom after the Japanese cherries and before the lilacs, although some years the warm weather comes on so quickly in May that lilacs and crabapples are often in full bloom at the same time.

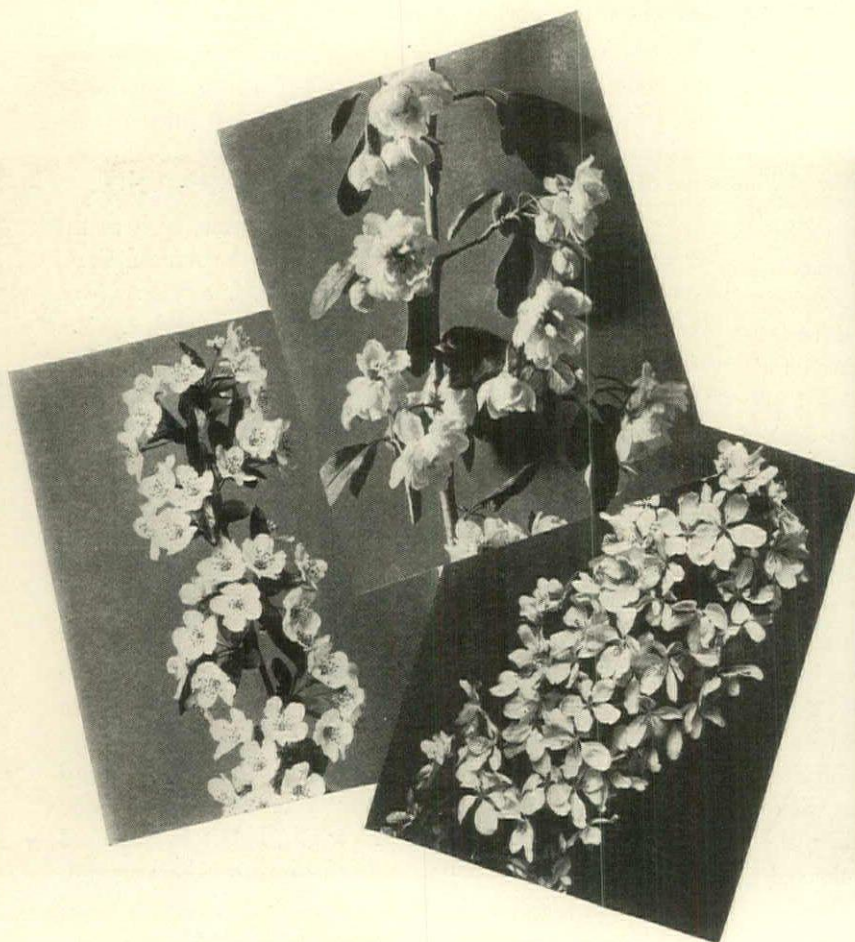
In New England, New York, and other cold places in the northern states, the past few severe Winters have shown that the only crabapple to suffer severe cold has been the Parkman Crab, that charming low-growing tree with deep pink, semi-double blossoms. It was first sent to this country in 1862 by Dr. George Hall to his good friend, Francis Parkman of Boston, and since these two men were responsible for first introducing it into this country, it was named after them. It seldom grows more than fifteen to eighteen feet high, and in locations where it is hardy, it is one of the best for flowering. The fruits are small, about the size of a large pea, red in color, and not as conspicuous in the Fall as some of the brighter fruited species.

The duration of the flowering period of the crabapples in the Spring naturally depends on the weather. If the days are cool and not too sunny, the flowers may remain open a week to ten days or even longer. On the other hand, with hot warm spells at the time the flowers open, they may begin to fall after a few days. The beauty of these plants is not confined to their effectiveness when in flower alone, for several

of them are even more lovely when in bud. For instance, the Tea Crab is charming with its long slender branches clothed with delicately-colored flower buds. It is almost the ideal among crabapples, since the deep pink of the buds, touched here and there with a tinge of white, blends beautifully with the bright green of the unfurling leaves. When these buds begin to open, it is noticed that the petals are white inside and this color becomes predominant, the pink on the under-side slightly fading to white, so that instead of having a pink-flowered crabapple as might be reasonably supposed from a view of the pink buds, actually the flowers are white in color. Although most of the crabapples are either red to pink or white in flower, the Purple Flowered Crab is unusual with its striking reddish-purple flowers that are particularly conspicuous. The fruits, veins of the leaves and even the wood of the twigs of this peculiar plant are all a slightly reddish-purple shade.

One of the best of color combinations can be obtained by planting a single Carmine Crab, the flowers of which are a very beautiful deep carmine, in front of two Japanese Flowering Crabs. These latter are light pink as the flowers open but fade to white almost immediately. Since the Carmine Crab and the Japanese Flowering Crab are about the same height, seldom over twenty-five feet tall, dense, bushy and mound-like in habit of growth, and bloom at the same time, such a combination is never forgotten, particularly when planted so that they are viewed with an evergreen background of pine or hemlock foliage.

In the late summertime, the crabapple fruits begin to color, naturally becoming conspicuous against the green background of leaves. The fruits of a few species are an inconspicuous green, the fruits of the Purple Crab, purple. Many fruits are red like those of (*Continued on page 90*)



Variations in bloom are shown by three distinctive types—at left, Sargent's Crab; above, Bechtel, with blossoms like rosebuds; at right is the Arnold Crab



As its Latin name indicates, the Japanese Flowering Crabapple, *Malus floribunda*, blooms profusely. Blossoms fade from pink to white and the tree bears yellow and red fruit

THE BEST OF THE FLOWERING CRABAPPLES (MALUS)

	Characters of		Flower	
	Single or Double	Color	Color	Landscape Value
M. arnoldiana	S	Pink	Deep	Excellent
Arnold Crab	S	Deep carmine	White	Excellent
M. atrosanguinea	S	White	Pink	Excellent
Cerrine Crab	S	Pink	Pink	Excellent
ooM. baecata mandshurica	S	Pink	Pink	Excellent
Manchurian Crab	S	Pink	Pink	Excellent
ooM. coronaria	SD	Pink	Pink	Excellent
Wild Sweet Crab	SD	Pink	Pink	Excellent
M. coronaria Charlottae	SD	Pink	Pink	Excellent
Charlotte Crab	S	Pink	fading white	Excellent
ooM. floribunda	S	Bright	Bright	Excellent
Japanese Flowering Crab	SD	rose	rose	Good
ooM. Halliana Parkmani	S	Rose red	Rose red	Good
Parkman Crab	S	Pink	Pink	Excellent
M. "Hopa Crab"	S	fading white	fading white	Excellent
Hopa Crab	S	Pink	Pink	Excellent
ooM. theifera	D	Pink	Pink	Excellent
Tea Crab	D	Pink	Pink	Excellent
ooM. ioensis plena	S	Red	Red	Fair
Bechtel Crab	S	Red	Red	Excellent
M. micromalus	S	White	White	Excellent
Midget Crab	S	White	White	Excellent
ooM. pumila Niedzwetzkyana	S	Pink	Pink	Excellent
Redvein Crab	S	Red	Red	Excellent
ooM. prunifolia rinki	S	Red purple	Red purple	Excellent
Chinese Apple	S	White	White	Excellent
M. purpurea	S	White	White	Excellent
Purple Crab	S	Pale pink	Pale pink	Excellent
ooM. Sargentii	SD	Pink	Pink	Excellent
Sargent Crab	SD	Pink	Pink	Excellent
M. Scheideckeri	SD	White	White	Excellent
Scheideckeri Crab	SD	White	White	Excellent
ooM. Spectabilis	D	Pink	Pink	Excellent
Chinese Flowering Crab	D	Pink	Pink	Excellent
M. spectabilis albi-plena	D	Pink	Pink	Excellent
Double White Chinese Crab	D	Pink	Pink	Excellent
M. spectabilis Riversii	D	White	White	Poor
Rivers Chinese Crab	D	White	White	Poor
ooM. toringoides	S	White	White	Poor
Cutleaf Crab	S	White	White	Poor

o Species native to the United States.
oo Asiatic Flowering Crabapples native to Asia.
SD Semi-double

AND THEIR CHARACTERISTICS

Size in Centimeters	Fruit		Year discovered or introduced - Remarks
	Color	Landscape Value	
1	Yellow	good	1883; Hybrid
1	Dark red	good	1905; Hybrid
1.2	Yellow or red	good	1825
3	Green	poor	Native; thorny
3	Green	poor	1900
0.5-0.8	Red & Yellow	good	1862
0.6-0.8	Red purple	poor	1862; least hardy of all
1.5-2	Red	good	1920; Hybrid
1	Greenish yellow, red cheek	poor	1900
1-1.5	Red or yellow	good	1888, often thorny
2	Red	good	1856; Hybrid
2	Yellow to red	good	1850; upright growth
1	Red	poor	1915; Hybrid
1	Dark red	good	1892
1-1.5	Yellow	poor	1882; Hybrid
2	Pale yellow	poor	1780
1-2	Yellow with red cheek	Excellent	1872



The Tea Crab, *Malus theifera*, is a favorite because of the fan-shaped growth of its branches, closely strung with pink blossoms. It is best when planted against a green background



In America gardens since 1883, the hybrid Arnold Crabapple, *Malus Arnoldiana*, is excellent for specimen planting where a well-rounded form is desired. Flowers, pink; fruits, yellow

Fresh beauty for fall

*A dinner table color scheme
with charm and animation*

SOMETIMES we are inclined to act and feel as though design—really elegant design anyway—began and ended in the eighteenth century. Then amidst the constant flow of reproductions, we suddenly find something like the Wedgwood plates used on the table opposite, and we are reminded that at least a few things are being produced today which have the authenticity of a creative touch.

We planned our table around these new plates to express smartness and luxury in today's idiom. It is a table full of modern charm and animation. We set the table for four courses only, for this was to be a spirited and lively dinner and not a lengthy function. Severely smart, modern place-mats were used against the background of a natural wood table—instead of the conventional tablecloth. For contrast, and because it was in perfect harmony with the color scheme and spirit of the table, the centerpiece was a rare old brown copper-lustre bowl, filled with pale pink sweetheart roses and sprays of brown Autumn leaves.

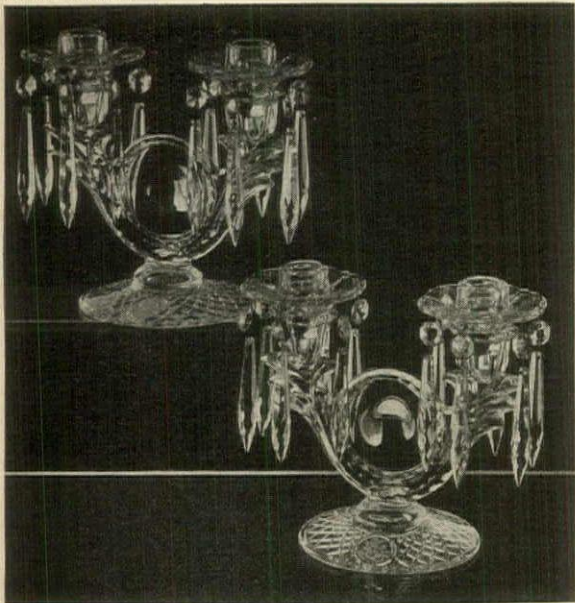
The plates are of the new pale Alpine-pink bone china body recently developed by Wedgwood and may be ordered at Ovington's. Their border decoration of brown wild roses and leaves is known as the "Briar Rose" pattern. The slightly deeper pink and brown doilies and napkins with the effectively-designed monogram were made especially by Mosse in the style created for the "Terrace Club" at the World's Fair.

The silver chosen is Gorham's "Nocturne," a new pattern of a slender and classical design, with decoration near the base of the handle. The crystal goblets, in a diamond motif cutting, are the tall, graceful "Kent" shape of Duncan and Miller and can be found at Bloomingdale's. The Staffordshire lustre compote centerpiece belongs to a period of about 1810 and is from Guitel Montague. And the natural, light maple table is from Modernage.

The place setting at the bottom of this page is in complete contrast to the one opposite. It, too, is worked around pink—the new pink in which the old Wedgwood embossed grapevine pattern has just appeared. Traditional and delicate in feeling, we have placed it on a fine ivory Cambrai linen doily, edged in ivory écreu lace with hand-drawn monogram insets, from Mosse. The Duncan and Miller stemware is light and thin with Bristol cutting, and may be had at Wm. H. Plummer. The silver is another new pattern of Gorham's called "Green Brier", and like the plates may be found at Black, Starr & Frost-Gorham, Inc.

The top photograph on this page shows Duncan and Miller's double prism candelabra with engraved medallion on the base, from B. Altman. The roses, on the table opposite, are courtesy of Florists Telegraph Delivery.

MARTINUS ANDERSEN



DUNCAN AND MILLER'S DOUBLE PRISM CANDELABRA



GORHAM'S "GREEN BRIER"; WEDGWOOD'S QUEENSWARE



ANTON BRUEHL • CONDÉ NAST ENGRAVINGS

Pale pink of roses, brown of autumn leaves—a new color combination for Fall dining



The large wall spaces of Mrs. Bartow Farr's drawing room at 10 Gracie Square, New York City, have been simply decorated to achieve a sense of spaciousness. The subtle blending of Chinese and modern motifs contributes a pleasing harmony of color and design. A bay window, overlooking the East River, is at the right; the dining room beyond

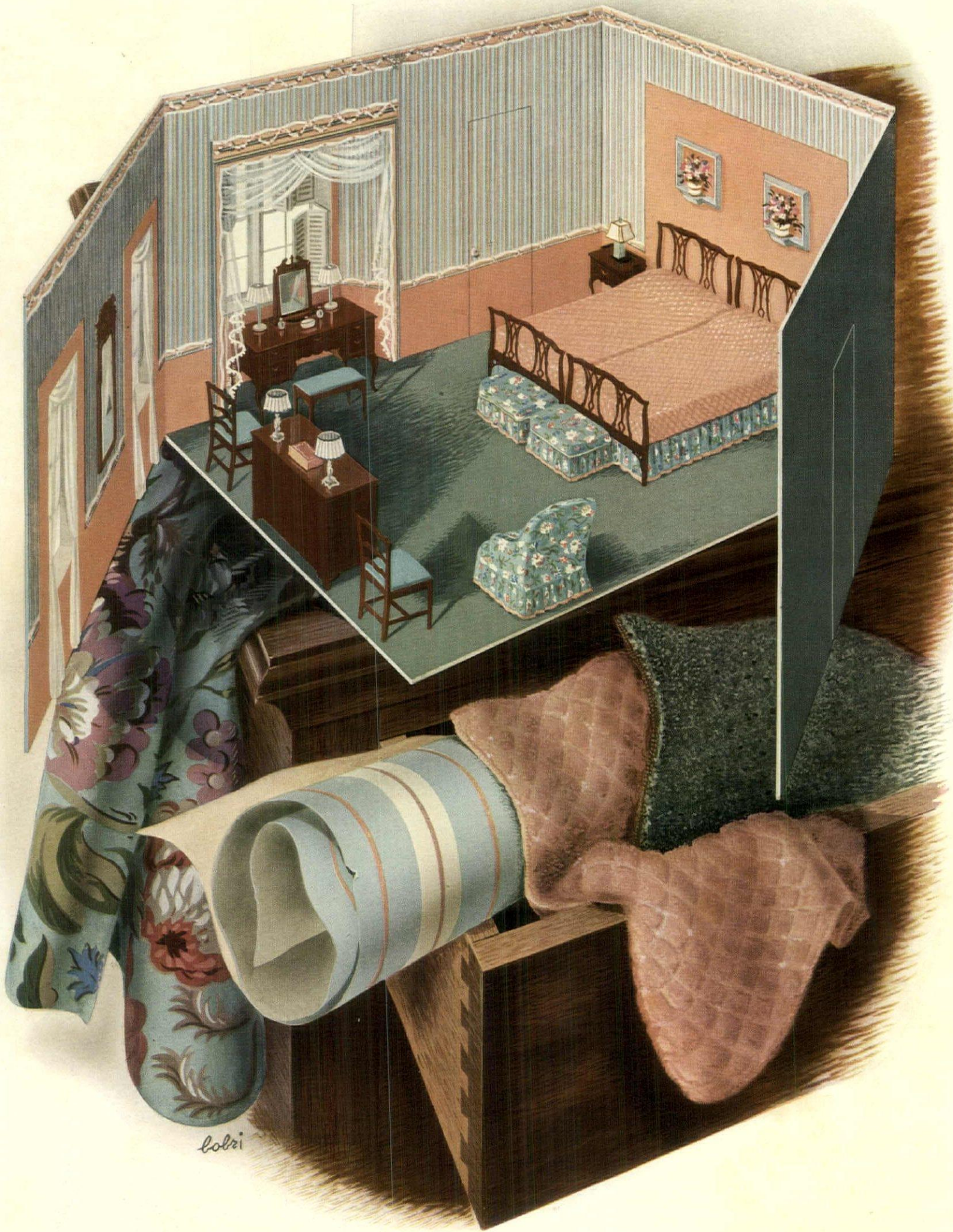
A sense of spaciousness



David Taylor

Intimacy and informality

The decoration of this large drawing room contributes much to the success of the teas which Mrs. J. Allen Haines gives at her New York apartment. Although many people gather here, the furniture is arranged in intimate conversation groups. English antiques and a copy of an XVIIIth Century wallpaper suggest the informality of an English cottage



Basic bedroom

*Presenting a simple problem
solved with unusual charm*

In planning this bedroom, fourth in our series of Portrait Rooms, we set ourselves a problem—the problem of the average. For once, we said, let's forget the exceptional and the complex. Let us take an average-sized bedroom, with an average arrangement of windows and doors and decorate it at average cost. But, we said (and here was the crux of the whole matter) let us decorate it with style, taste and charm above the average. Let us show that something fresh and exciting can be accomplished with materials found in the average department store. Rare decorator materials and one-of-a-kind antiques we shall pass by; but we shall include all those thoughtful little touches which give a room a "decorator" effect.

The color scheme, for instance. This we keyed to Imperial's newest striped wall-paper which has an original border top and bottom. The border gives the effect of marquee poles garlanded with flowers and laced through eyelet holes with rope. The colors were a soft turquoise with dusty pink and white. These we carried out as our main theme throughout the room, with a painted dado of the same soft pink and a panel of it behind the heads of the beds. The floor was done in a deeper turquoise carpeting and window blinds and curtains were white. In order not to break up the wall, closet doors were made flush and papered over.

The furniture in the room was really an inspiration in solving our problem for it fitted so well into the category of moderate price with above-average design and workmanship. Made by Kindel, in a soft "Oxford" mahogany finish, it is in the sturdy American eighteenth century tradition. The lines are simple and good. We chose the chair-back beds for this room because, against the plain wall panel, they seemed to add interest—but four-posters and solid back beds come for those who prefer them.

The charming cabriole leg dressing table just fitted our window alcove. The boudoir chair we chose (made by Michigan Seating Company) was small in scale with a fluted channel back, and we covered it in the same chintz used for the flounces around the beds. Instead of the customary single ottoman, however, we used two, making low benches at the foot of each bed, a convenience often found in more luxurious decorating plans. Another "decorator" touch is the shadow boxes above the beds in which real or artificial flowers may be arranged.

The fabrics—the glazed chintz of the bed flounces, chair and ottomans—are from Desley, also the turquoise damask used on the seats of the side chairs and dressing table bench. The Bates bedspread, of dusty pink chenille in tiny diamond-shaped tufts, we tucked tightly under the Palmer innerspring mattresses, and above box springs covered with a deep flowered chintz flounce, which hangs to the floor. Since we had placed the dressing table in front of the double dormer window, we draped the inside of the shallow recess with Celanese ninon with a tiny all-over scroll motif, edged with narrow white silky fringe from Consolidated Trimming. The dressing table windows were covered with double-slat blinds which may be folded back on the inside. The two ordinary windows on the side were similarly draped in full swags of the Celanese material. The lamps are from Abels Wasserberg & Co.

The floor covering is a twistweave frieze broadloom in a deep blue-green shade to harmonize with the pale turquoise which prevails throughout the room. It is from C. H. Masland.

This room has been reproduced by the twenty stores which are listed on page 88.

Gardens on parade

The horticultural display at the New York World's Fair

ALTHOUGH practically all buildings at the New York World's Fair in 1939 will be landscaped, the exclusive horticultural concession is to be found on the five-acre plot known as "Gardens on Parade".

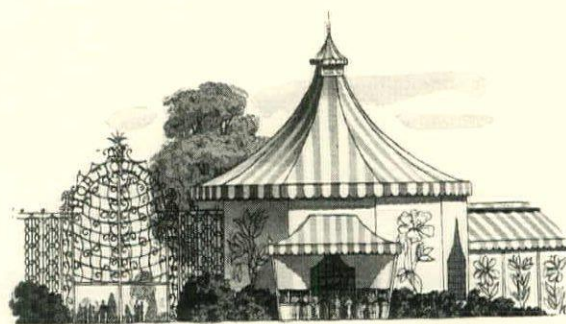
Horticultural societies, garden clubs, botanical gardens, nurserymen, seedsmen and fine estates are cooperating to make this display the most outstanding in the history of American horticulture. And the rapidly spreading interest in gardening, it is calculated, will bring hundreds of thousands to see this unique exhibition next year.

Entrance will be through a rotunda built in the fashion of a great tent, striped blue and silver, designed by William Adams Delano. Beside it is an exit gate coming from the gardens. Behind the rotunda and marking the edge of the concession will be a long exhibition hall for flower shows, flower arrangements and the trade booths of seedsmen, nurserymen and other producers of horticultural equipment. At one end will be a restaurant overlooking the many-colored gardens that fill the area between these buildings and the bank of the Flushing River.

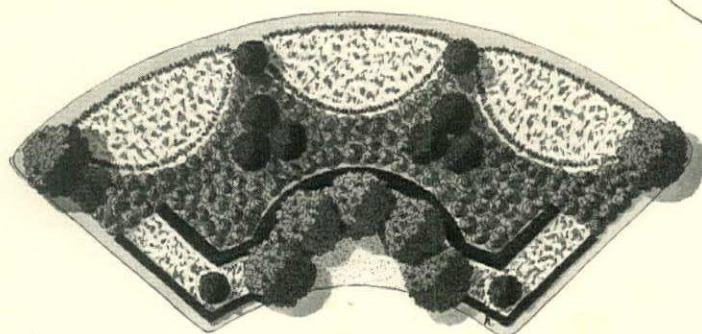
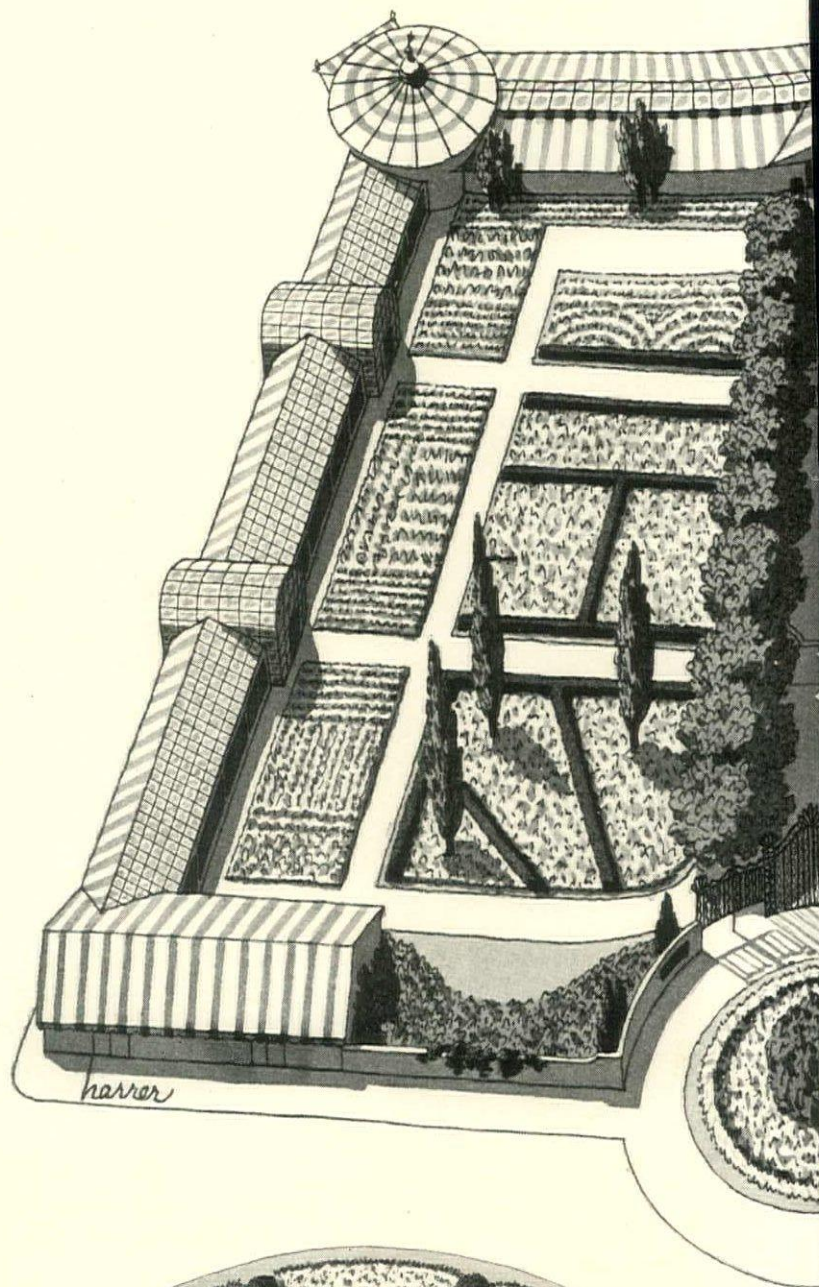
The central motif of this planting will be a circular garden, designed and maintained by country estate owners, and named in memory of Theodore A. Havemeyer, for many years President of the Horticultural Society of New York and the International Flower Show. The hub is a double circle of clipped Norway maples with grass and ivy for ground cover beneath. Around this are four segments in which will be massed annuals of contrasting colors and beds of rare plants, separated by groups of unusual shrubs.

A series of long pools is being developed by the New York Botanical Garden to display water lilies and other aquatics. Three large gardens are given to roses. The Brooklyn Botanical Garden will be represented by an unusual collection of plants. The American Rock Garden Society will plant one of several rock gardens. There will be collections of unusual grass, of conifers, a boxwood garden, and a garden of espalier fruit.

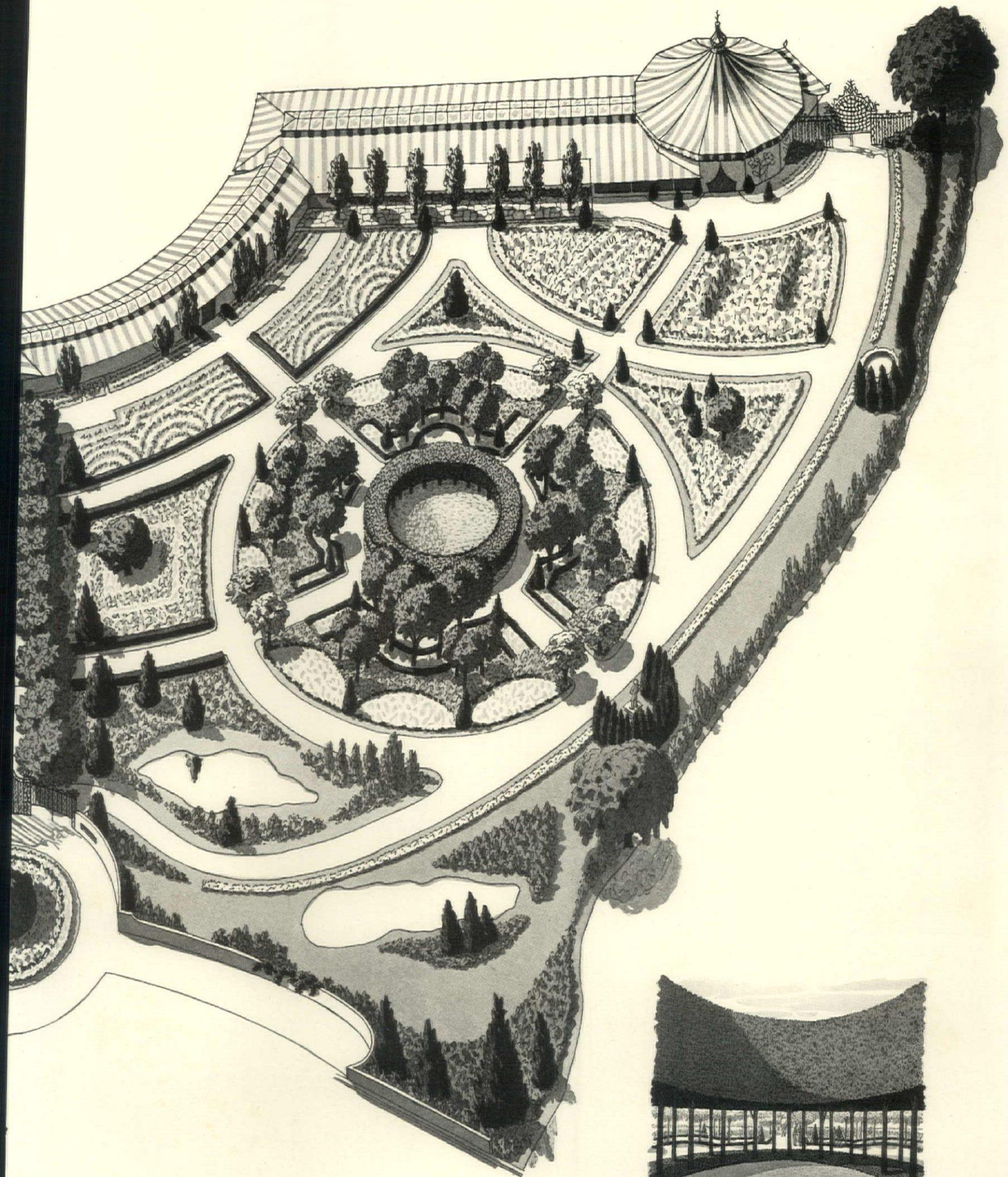
Month by month the flowers in these various gardens will be changed according to season so that from the opening of the Fair in Spring until its closing in late Autumn, the whole gamut of the flowering world will be run.



At one corner will be the entrance rotunda, a gala tent-like structure in blue and silver



In the light spaces surrounding the Havemeyer Memorial Garden will be vivid beds of annuals



The Havemeyer Memorial Garden is the centre of these five acres allotted to horticulture

In the middle of the Havemeyer garden will be this double ring of clipped Norway maples

Oriental and modern

Bamboo, reed matting and quiet space mark the home of Mr. F. A. Comstock at Princeton, N. J.

ALL the devices of contemporary design have been utilized in Mr. Comstock's house to create the illusion of size. This apparently large house is small in actual dimensions and it was built on the foundations of a bungalow which formerly occupied the site. Within, low doorways and broad wall areas augment the sense of spaciousness by giving the effect of high ceilings. Large mirrors and strips of marble also play an important part in the room composition. In the dining room, shown below, strips of split bamboo separate the wall-paper (dull red with geometrical repeat) from a white frieze encircling the room. Oriental accents are the woven-reed matting on the floor, the cabinets in light woods, and old Chinese prints, shown in the background.

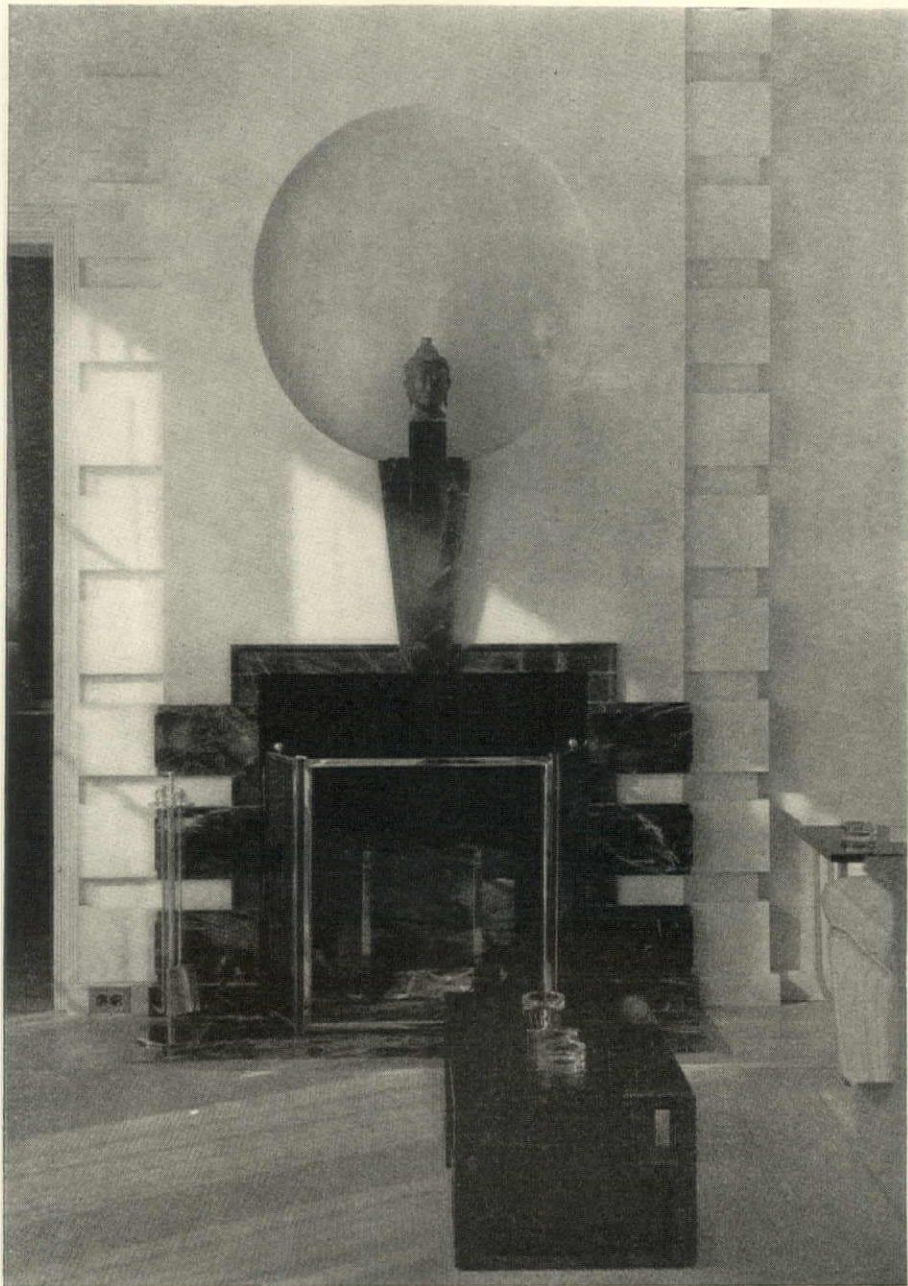
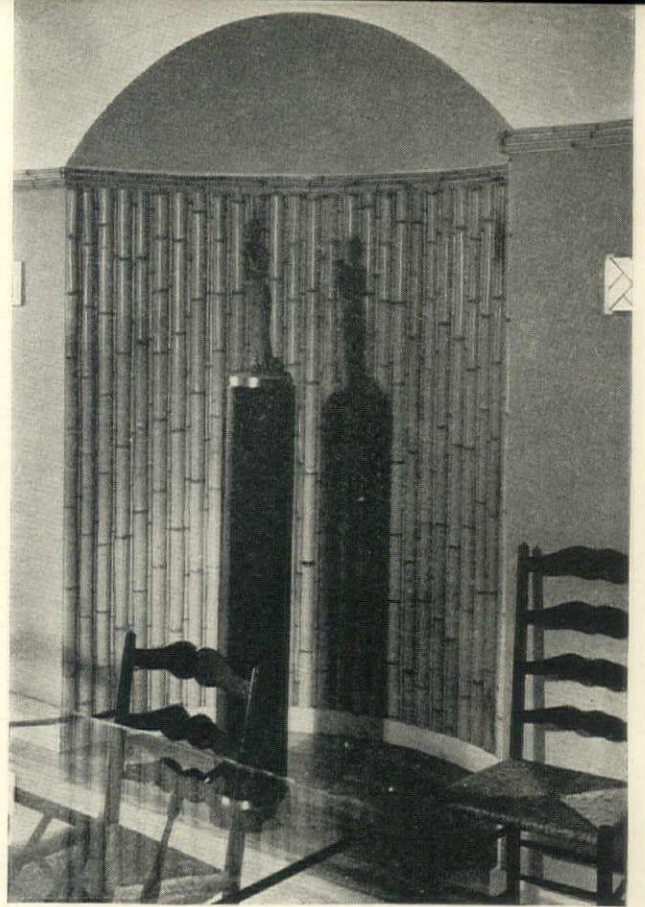
MR. COMSTOCK'S DINING TABLE IS A 300-POUND SHEET OF PLATE GLASS SUPPORTED ON BLACK TRESTLES



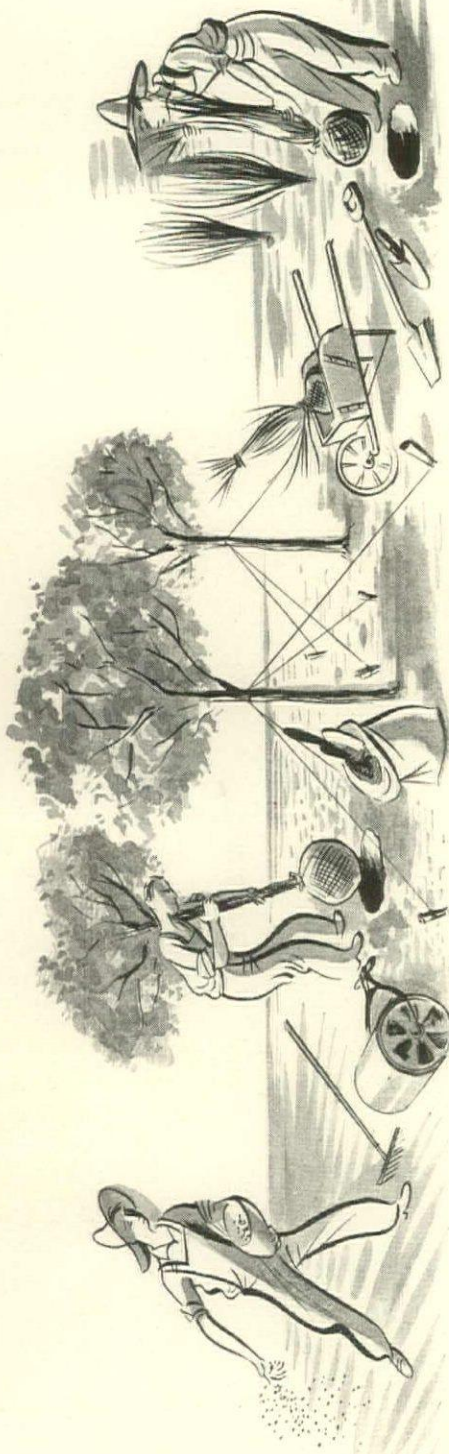
TOP RIGHT: An elliptical niche at one end of the dining room is framed in split bamboo, making an unusual background for the modern terra-cotta sculpture, set on a black pedestal. Ground glass squares with chromium frets cover the lights at each side of the niche.

LOWER RIGHT: In the powder room a wall of sheet mirror reflects the other walls papered in blue (with white ribbon pattern). The blond wood-and-chromium furniture and the white carpet with a geometrical nap pattern give the room a distinctly modern character.

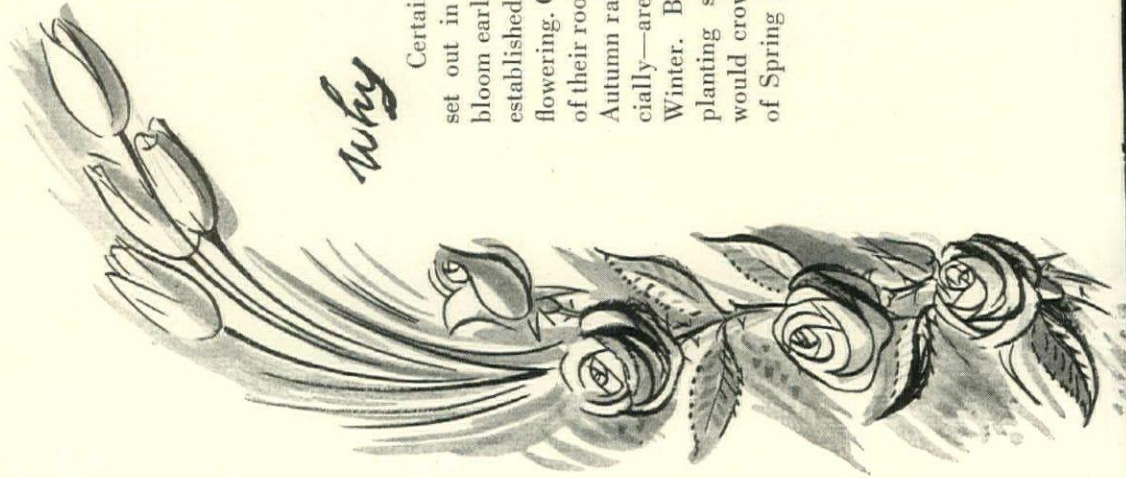
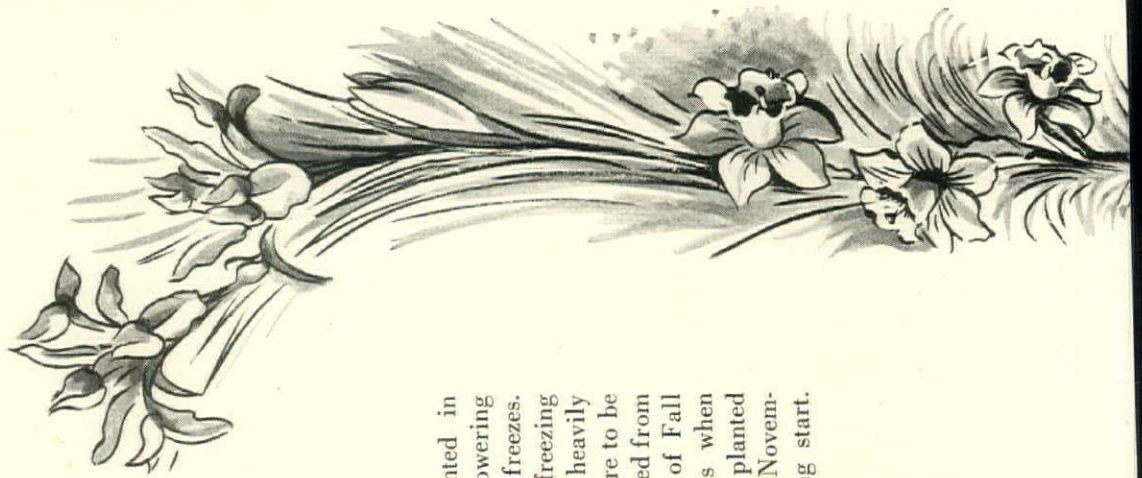
BELOW: The living room fireplace of polished black marble is in sharp contrast to the color scheme of white walls, yellow satin damask draperies, and woven-reed matting. All the upholstered furniture in the room has been designed in small scale to give the illusion of size.



HUBBARD



House & Garden's Fall Planting Chart



Why

Certain plants and bulbs must be set out in the Autumn because they bloom early in the Spring and must be established in the ground ready for that flowering. Others, because of the nature of their roots, should have the benefit of Autumn rains. Still others—seeds especially—are benefited by freezing over Winter. Besides these reasons, Fall planting saves work that otherwise would crowd the always full program of Spring gardening activities.

What

The perennials that *must* be planted in the Fall are: anemones, bleeding heart, columbine, globe flower, hepatica, iris, leopard's bane, peony, phlox, primrose and trillium. The bulbs to go into the ground now are narcissus, lilies of certain sorts, hyacinths, tulips, crocuses, camassias, grape hyacinths, spring snowflakes, snowdrops, scillas, chionodoxas, fritillarias and winter aconite—also most trees and shrubs except those listed "Don't Plant" below.

When

Narcissus should be planted in September. All other Spring flowering bulbs can go in until the ground freezes. Lilies, which may arrive after freezing time, should be anticipated by heavily mulching the spot where they are to be planted. Evergreens can be moved from August on, to take advantage of Fall rains. Set out deciduous trees when their leaves have fallen. Roses planted in the months of October and November will make an early Spring start.

How

Plant tulips 6" deep and 6" apart; narcissus the same; crocuses and grape hyacinths 2"-3" deep; camassias, 4"; winter aconite, 2". Peonies with the eye not more than 3" below surface of soil.

Where

Smaller bulbs can be naturalized under shrubs and trees; narcissus, in sunny grass; tulips, in formal beds and drifted through borders. The rock garden is ideal for small-flowered bulbs.

10 good lilacs

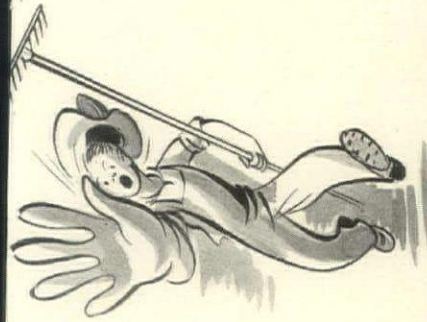
Edith Cavelle, double white
 Mrs. Edward Harding, double red
 Katherine Havemeyer, double cobalt
 Reamur, single mauve
 Lucie Baltet, single rose
 Marie Finon, single white
 President Lincoln, single blue
 Persica, lilac
 Villosa, violet
 Reflexa, nodding mauve

10 good tulips

Aphrodite, pink Darwin
 Mrs. Grullemans, white Darwin
 The Bishop, purple Darwin
 Mrs. Moon, yellow Cottage
 Carrara, white Cottage
 Grenadier, scarlet Cottage
 Bacchus, purple Breeder
 Louis XIV, bronze Breeder
 Indian Chief, copper Breeder
 Fantasy, salmon Parrot

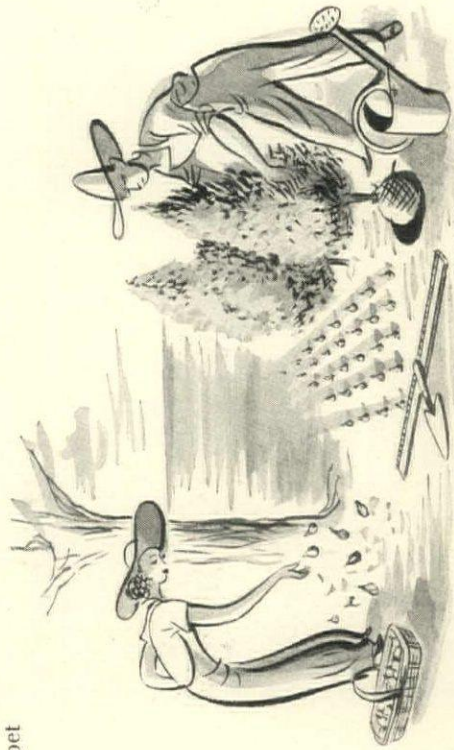
10 good daffodils

Lord Wellington, yellow trumpet
 Mrs. Krelage, white trumpet
 Loveneat, pink trumpet
 Bernardino, cream Incomp.
 Will Scarlett, cream Incomp.
 Red Beacon, ivory Barrii
 Firetail, ivory Barrii
 White Lady, Leedsii
 Her Grace, Leedsii
 Cheerfulness, Poctaz



Don't plant!

Really Fall-flowering plants, such as chrysanthemums and Japanese anemones and buddleia, should not be put in now; neither should the shrubs bladder senna, spice bush, stephanandra, sumach sweet shrub, tamarises and thorn. The deciduous trees to plant only in Spring are: beech, birch, dogwood, elm, maple, magnolias, poplars, sweet gum and tulip tree. Woody evergreens, both coniferous and broadleaved, can be planted in either very early Fall or the early Spring if kept well watered.



10 good peonies

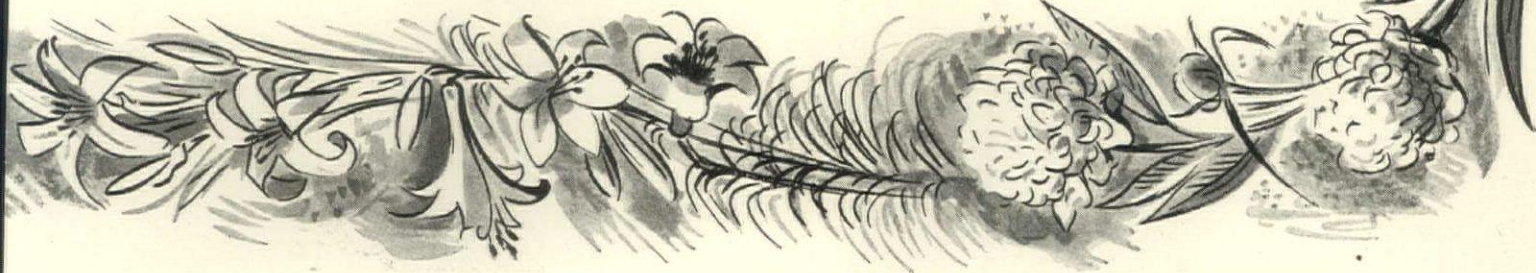
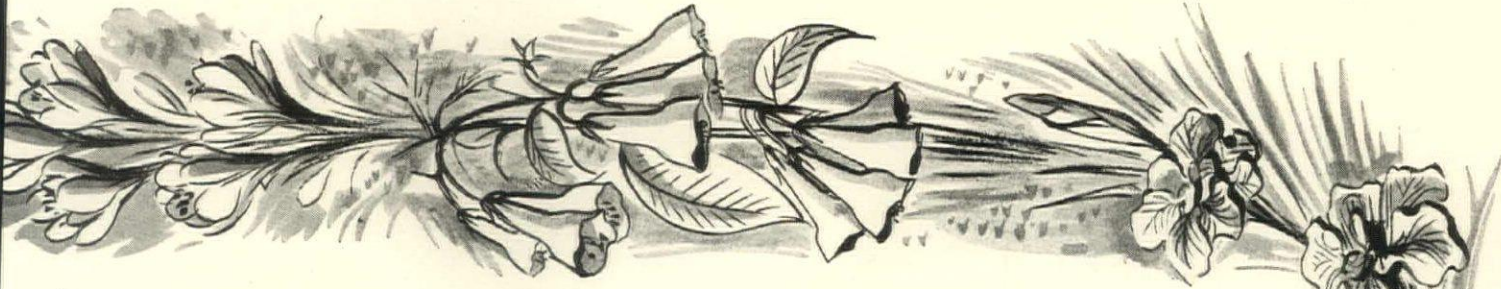
Frances Willard, white
 Le Cygne, creamy white
 Philippe Revoire, red
 Sarah Bernhardt, pink
 Baroness Schroeder, flesh
 Festiva Maxima, white
 Ama-no-sode, rose Jap.
 Mikado, crimson, Jap.
 The Moor, deep maroon
 Solange, pink

10 good roses

Dainty Bess, single pink
 McGredy's Triumph, orange
 Alice Harding, yellow
 Texas Centennial, vermillion
 Etoile de Holland, scarlet
 Frau Karl Druschki, white
 Mrs. Sam McGredy, salmon
 Miss Rowena Thom, red
 Christopher Stone, scarlet
 Betty Uprichard, salmon

10 good lilies

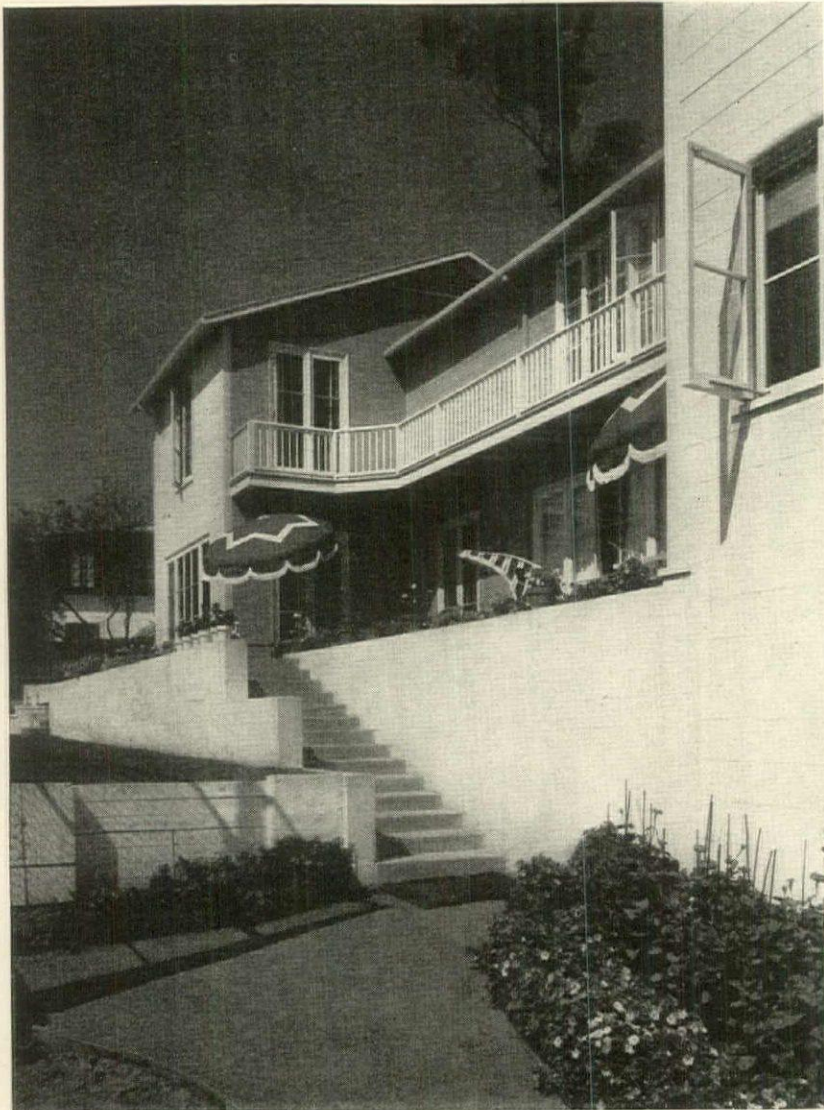
Auratums in variety
 Martagon in variety
 Speciosum in variety
 Regale
 Tenuifolium
 Testaceum
 Tigrinum
 Candidum
 Umbellatum
 Henryi



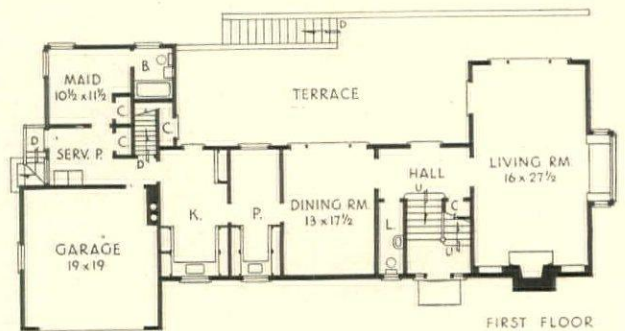
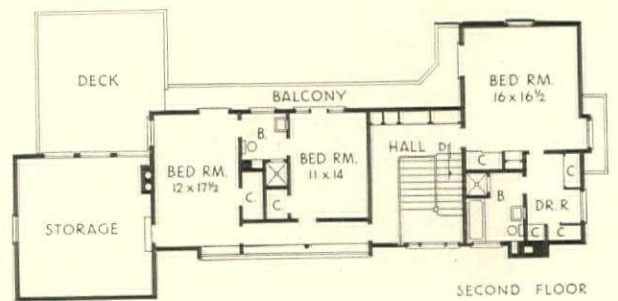
California

THIS house is noteworthy for the particularly successful way in which its design has overcome the difficulties of a small and steeply graded lot. The main entrance is on a half landing between the two floors. Service quarters are well separated from the main body of the house, but a door from the kitchen onto the terrace conveniently allows for outdoor living in a mild climate.

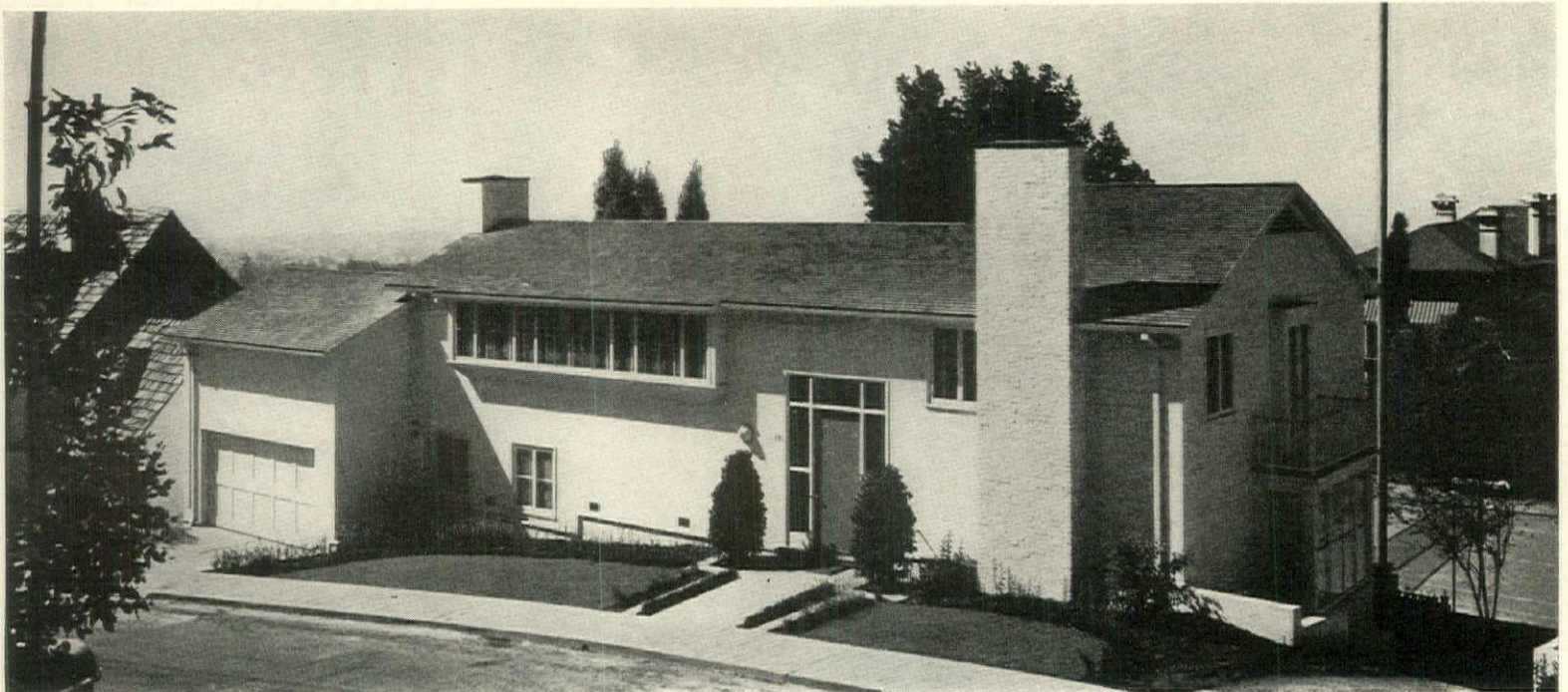
The walls are of pine boarding. All are painted off-white, except those surrounding the terrace which are painted robin's egg blue. Roof: unstained cedar shingle. Windows: wood casement. Heating: gas, warm air. Cost \$16,300 in 1937.



WILLIAM WILSON WURSTER, ARCHITECT



THE HOME OF MR. AND MRS. BROOKS WALKER, PIEDMONT, CAL.



Pennsylvania

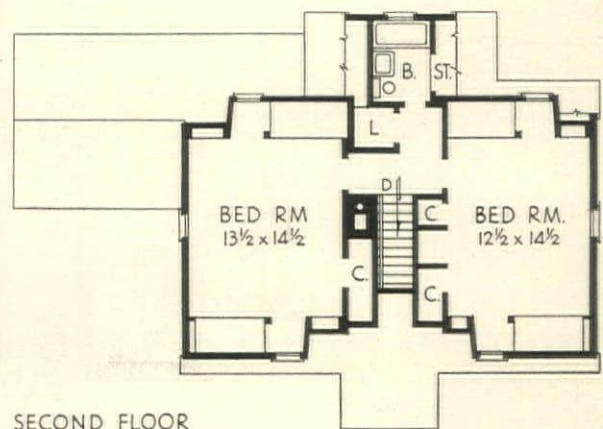
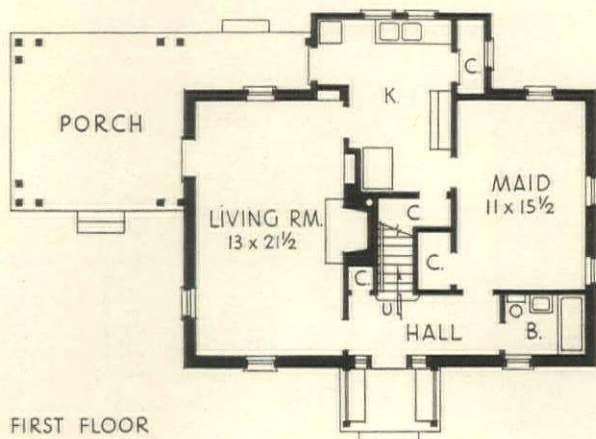
NEIGHBORING farmhouses in traditional Bucks County style inspired the design of this charming and inexpensive cottage. It is intended primarily for Summer use, though the bedroom and bath on the first floor is for year-round use by a caretaker. A single range in the kitchen, in conjunction with a fan and ducts, serves for cooking, heating and water-heating. The fan is used in Summer to provide forced ventilation. Note the large screened porch and the provision of three exposures for each master bedroom.

A black slate roof contrasts sharply with the oyster-white dormers, end walls and trim. Both roof and walls are well insulated. Built in 1937, cost \$6,000



STERNBERG

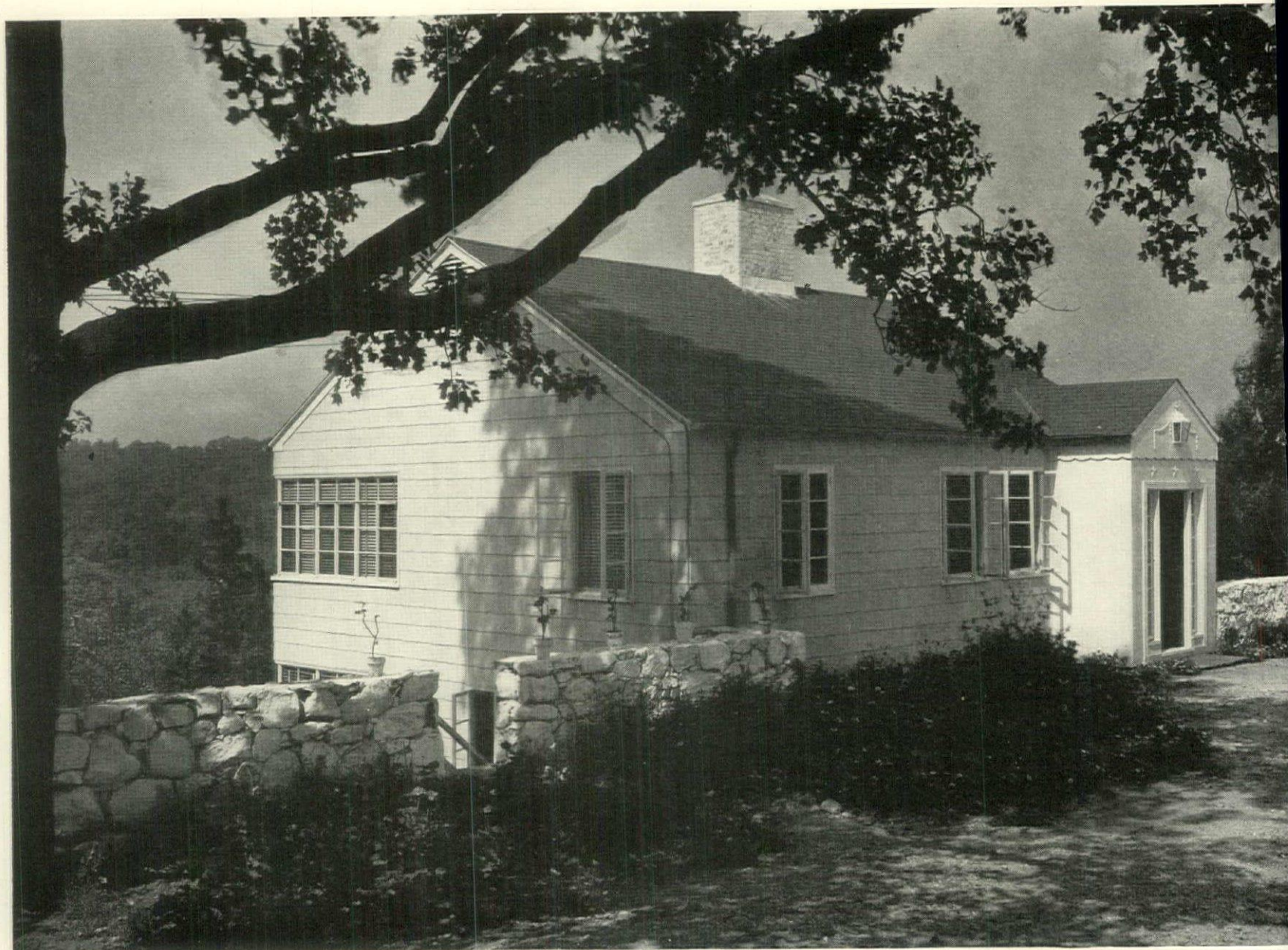
MR. ERNEST K. LINDLEY'S HOUSE, ERWINNA, PA. • EMIL J. SZENDY, ARCHITECT



Connecticut

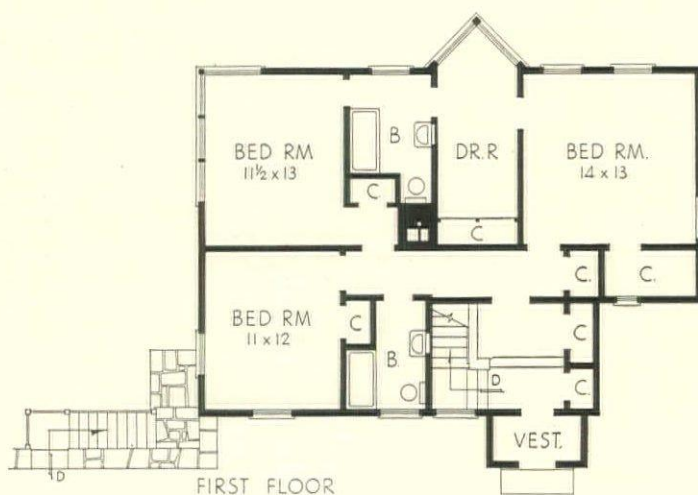
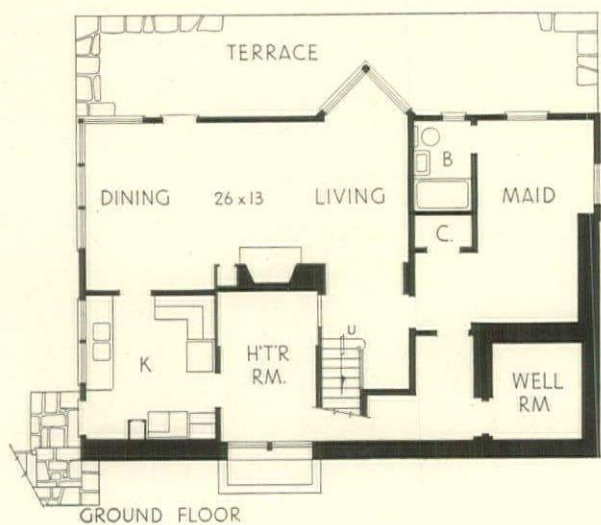
FROM the road this house appears to be a single-story cottage tied into the landscape by a low stone wall. The latter skilfully conceals the sharp slope of the hill which allows for two stories in the rear, with ample window space to take advantage of the fine views which stretch away on that side of the house.

Gray asbestos shingles are used for the walls, black asphalt shingles for the roof. The modern interior contains no plaster work, both walls and ceilings being of fiber board (walls papered and the ceilings painted). Insulation is used on the attic floor. Heating: oil, winter air conditioning. Cost \$10,000 in 1937.



THE HOME OF PEGGY WOOD, THE WELL KNOWN ACTRESS, AT STAMFORD, CONN. • STRICKLAND & STRICKLAND, ARCHITECTS

LA ROCHE



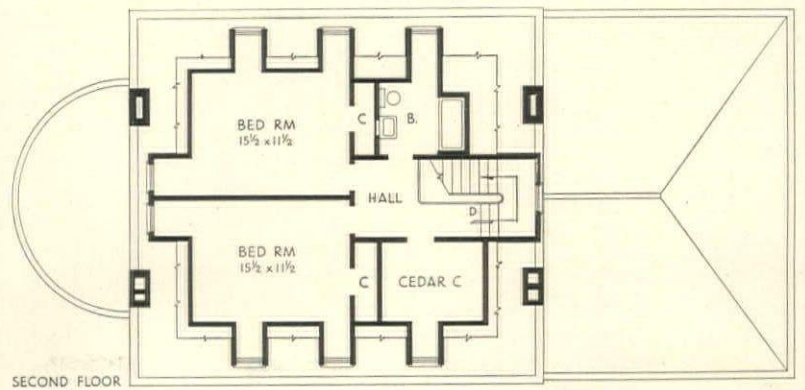
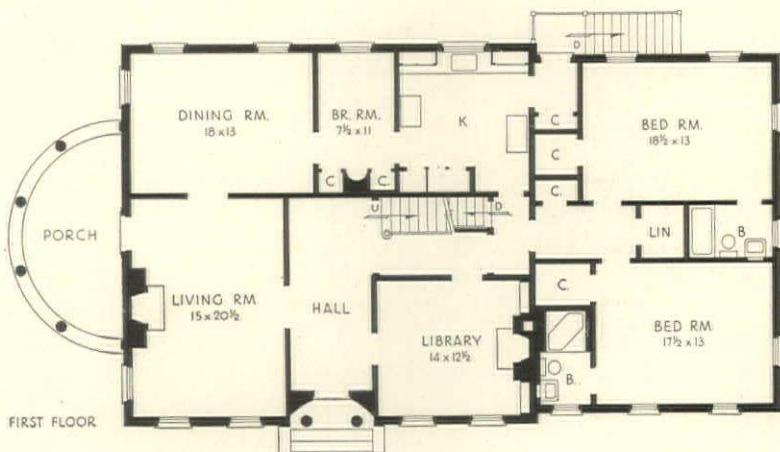
Georgia

THE distinctive appearance of this Southern home stems in part from its refined, Greek Revival detail—most clearly noticeable in the entrance doorway and the semi-circular porch—and in part from the individual treatment of the round-headed dormers, closely set in a low, flat-topped roof. The result is to make the house appear lower than it really is, without any sacrifice of dignity.

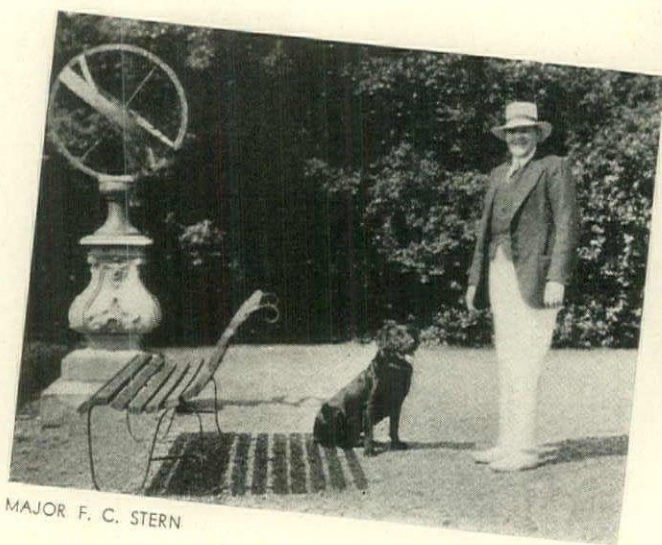
Walls and trim are white; blinds, dark green. The roof is painted a dark slate color. Insulation: second floor walls and ceiling, also roof of first floor extension. Heating: coal, forced warm air. The house, built in 1936, cost \$17,250.



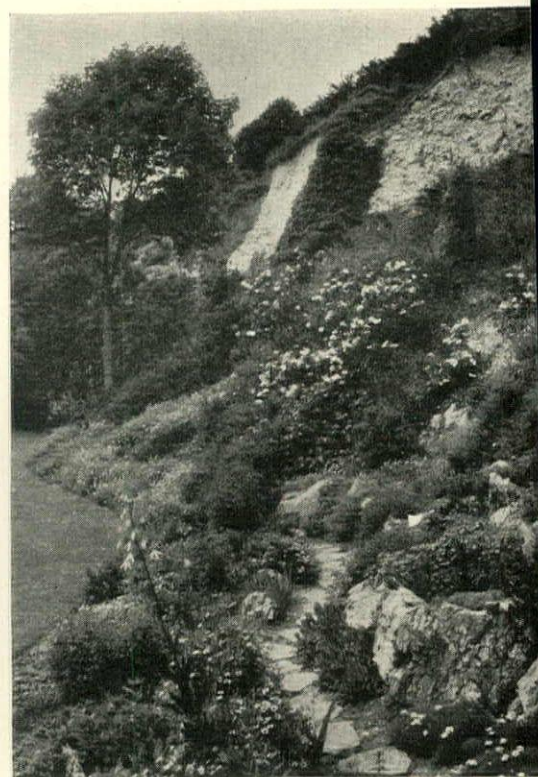
THE HOME OF MRS. F. D. NAPIER, MILLIDGEVILLE, GA. • HENTZ, ADLER & SHUTZE, ARCHITECTS



One of England's most successful amateur gardeners and hybridizers of rare flowers overcame the problem of a difficult site . . . Told by Alma Ruth Mailman



MAJOR F. C. STERN



LILIES, PINKS AND IRIS IN THE CHALK PIT

Oasis in a Chalk Pit

TWENTY-EIGHT years ago, Major F. C. Stern took over Highdown, his present home at Goring-by-the-Sea on the chalky Sussex coast, an ideal location for a home—unless one wished for a garden as well. Major Stern wanted a garden.

Friends gazed at the great abandoned chalk quarry directly behind his house, shook their heads sadly, and said, "You'll never get anything to grow here!" That was in 1910. Since then much has happened. That old chalk quarry has been converted into one of England's most beautiful and unique gardens.

The result is more than a remarkable achievement, for in showing what can be done with nothing but pure chalk and lime Major Stern has done a tremendous service to horticulture. The long years of patient experimenting and study necessary to create such a garden have made Major Stern an undisputed authority in this field. His frequent articles in horticultural magazines are familiar to all British enthusiasts; he is one of the prominent members of the Royal Horticultural Society—as member of its Council, Chairman of the Lily Committee, and President of the Iris Society. And with all this, Major Stern finds time for hybridizing and concentrated work among his specialties: peonies, lilies, roses, and his famous Eremuri.

Naturally the garden at Highdown was not evolved without a struggle. Major Stern's first unhappy experience was marked by a landslide, which sent tons of chalk all over the newly-laid lawn. "If that's gardening," he exclaimed in disgust, "I'm

through!" But of course he wasn't through and success followed closely upon each disappointment.

His friend Mr. Elwes, of lily-fame, advised him to always try to raise at least three plants of a species: one where his friends thought it would grow, one where he himself thought it would grow, and one where no one thought it would grow—a particularly flavorsome bit of advice for conditions at Highdown.

Early in the making of Highdown's garden, Major Stern learned that certain desirable shrubs would actually grow in pure chalk rubble, and the steep cliff, once the cause of the disastrous landslide, today flourishes freely with many forms of shrubby veronicas, viburnums, and buddleias.

Always interested in new rare plants, Major Stern subscribed to the expeditions of Kingdon Ward, Farrer, Forrest, and E. K. Balls, with the result that Highdown claims unusual rarities grown from seed collected by these famous plant hunters.

As against the disappointment that certain genera like Rhododendrons, Azaleas, and Styrax hated the lime and refused any part of Highdown, there was the surprising discovery that roses would thrive happily with very little trouble. Major Stern is especially fond of roses, particularly the old-fashioned varieties so popular in the eighteenth century, and of these he has a remarkable collection, raised from seed and cuttings obtained from that favorite of all sources, the old English cottage garden.

One of the outstanding features at Highdown is Major



EREMURI, DELPHINIUMS, IRIS AND POPPIES



SILVIA SAUNDERS

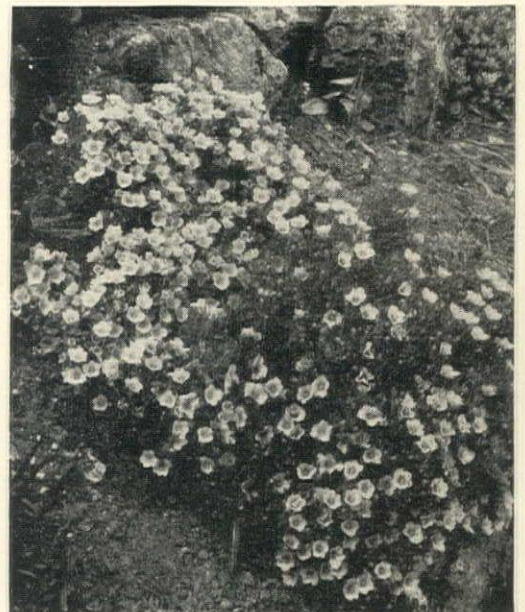
SOME OF MAJOR STERN'S FAMOUS EREMURI

—an English quarry reclaimed

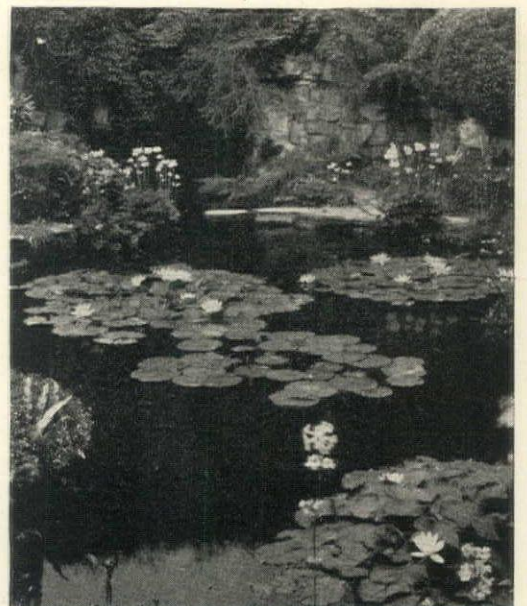
Stern's collection of Eremuri, probably the largest and most unusual collection in the world. These sturdy plants, with their tall majestic spikes, do well in the chalk drainage, and, like many other plants at Highdown, take full advantage of the protective warmth and shelter the garden affords.

Major Stern began working on the Eremurus about fifteen years ago, when it was quite new to England. The original species has small spikes and a narrow range of pale, uninteresting colors—mostly whites and very pale pinks. By crossing *Robustus* and *Tardifolia*, the two largest species, both from Turkey, Major Stern has created larger, straighter spikes, while, through careful intercrossing, he has introduced as well some remarkable new color variations, ranging from lemon and buttercup yellow to gold and deep bronze. At the Amateur Show of the Royal Horticultural Society, held in June, 1935, Major Stern's display of Eremuri received the Silver Gilt Medal.

Major Stern is the type of amateur gardener that the United States is sorely lacking. A busy lawyer, yet he finds ample time to pursue his gardening hobbies and to make outstanding contributions to garden beauty. In this country men of such standing both in their professions and the horticultural world are rare indeed. We cannot expect to see gardening in the United States advance on a sound basis—a basis more substantial than "artistic arrangements" of flowers beloved by garden ladies—until men, men high, men low, all types of men take gardening as a masculine sport.



NIEREMBERGIA FROM PERU GROWING IN CHALK PIT



POOL IN LIME KILN CAVE, EDGED WITH PRIMULAS

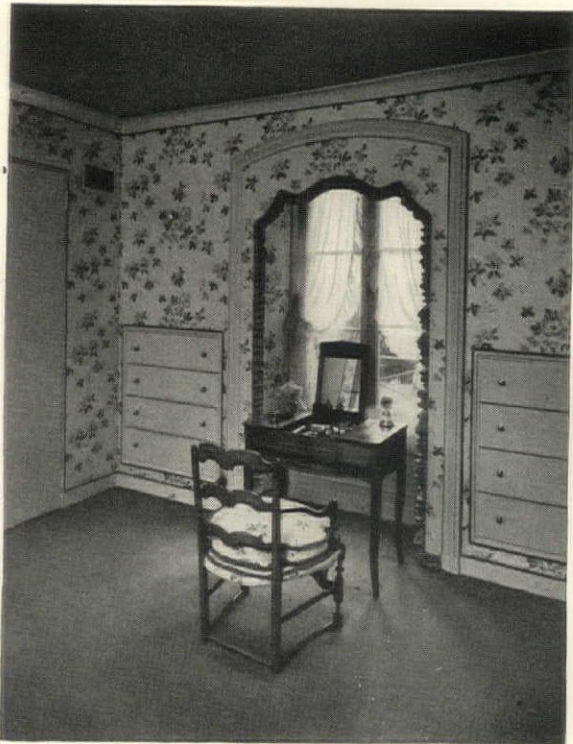
Provincial preferred

THE effectiveness of traditional decoration may be greatly enhanced by the judicious introduction of modern simplicity and color. A striking illustration of this is found in the home of Mr. and Mrs. Robert Hattersley where the French Provincial style is handled in a modern way. In the living room, shown below, the straightforward treatment is readily apparent. On the hand-blocked linen curtains and slipcovers, green and red designs depict towns of Colonial America on an off-white ground. The commode and tables flanking the fireplace are fine examples of French craftsmanship.

On the opposite page: Dressing room walls are covered in a delicate chintz which is also used in the stiff valance at the window. Subtle handling of color characterizes the master bedroom where off-white walls, turquoise ceiling, and turquoise and ivory striped curtains combine in a symphony of soft tones. The beds are tailored in turquoise antique satin. In the dining room the dark gray of the walls serves as a foil for Mrs. Hattersley's blanc-de-Chine figurines. Cherry and oyster-white striped curtains combine dramatically with the golden brown carpet.

THE LIVING ROOM DERIVES ITS CHARM FROM THE SOPHISTICATED ADAPTATION OF FRENCH PROVINCIAL DECORATION • MRS. STAGG OF JAMES BLAUVELT, DECORATOR





THE DRESSING ROOM BAY IS FRAMED IN A STIFF VALANCE



LARGE MODERN BEDS ARE SET OFF BY THE GRACEFULLY DRAPED CANOPY

EMELIE DANIELSON

MODERN SIMPLICITY IS EMPHASIZED IN THE DECORATION OF THE DINING ROOM



DETAIL OF THE BEDROOM WITH A FINE TOILE DE JOUY CHAIR

*Mr. and Mrs. Robert Hattersley's
home at Glen Head, Long Island*



KERTÉSZ

Fall schemes from a contest sponsored by House & Garden at the N. Y. Decorators' Club

OCTOBER paints a bright backdrop of trees and hills, and on October first we search out our own brushes and palettes and treat ourselves to new backgrounds for a colorful season. This year our color contest, put on in cooperation with the Decorators' Club in New York, yielded a bumper crop of bright new schemes for Fall rooms. Nine leading decorators were set to work on the same problem, using the same materials: Fox casein paints, and Breinig Brothers' oil color, to be used on trim and walls. Each mixed her background color and then chose rug, wallpaper and drapery samples to complete the scheme.

Competing decorators were: Mrs. Barclay Dodd, of Mrs. Dodd, Inc., Waller Freeman, Mrs. Truman Handy, of Thedlow, Inc., Ethel Lewis, Hortense Reit, Bertha Schaefer, Lucille Schlimme, Miriam Stevenson and Margery Sill Wickware. Judges were color engineer Howard Ketcham, designer Joseph B. Platt, and editor Richardson Wright.

The winning schemes in the contest are shown opposite, and from them we can draw conclusions as to the colors you'll be seeing and hearing about this Fall. Pale neutral tints will lead for backgrounds. In only one scheme did really dark walls appear, the rest ranging from medium tones to very light pastels. Cocoa was out ahead in the color line, chosen for three out of four schemes. Turquoise ran second, from pale to deep shades, many with a definite greenish tendency. Three contestants chose light gray, and two played brilliant yellow against restrained wall and upholstery colors.

Rug shades divided evenly between dark hues and newer medium-light tones, and many stripes found their way into both curtains and upholstery. Other schemes are described on page 72.

Winning Colors



MRS. DODD GOES TO TOWN

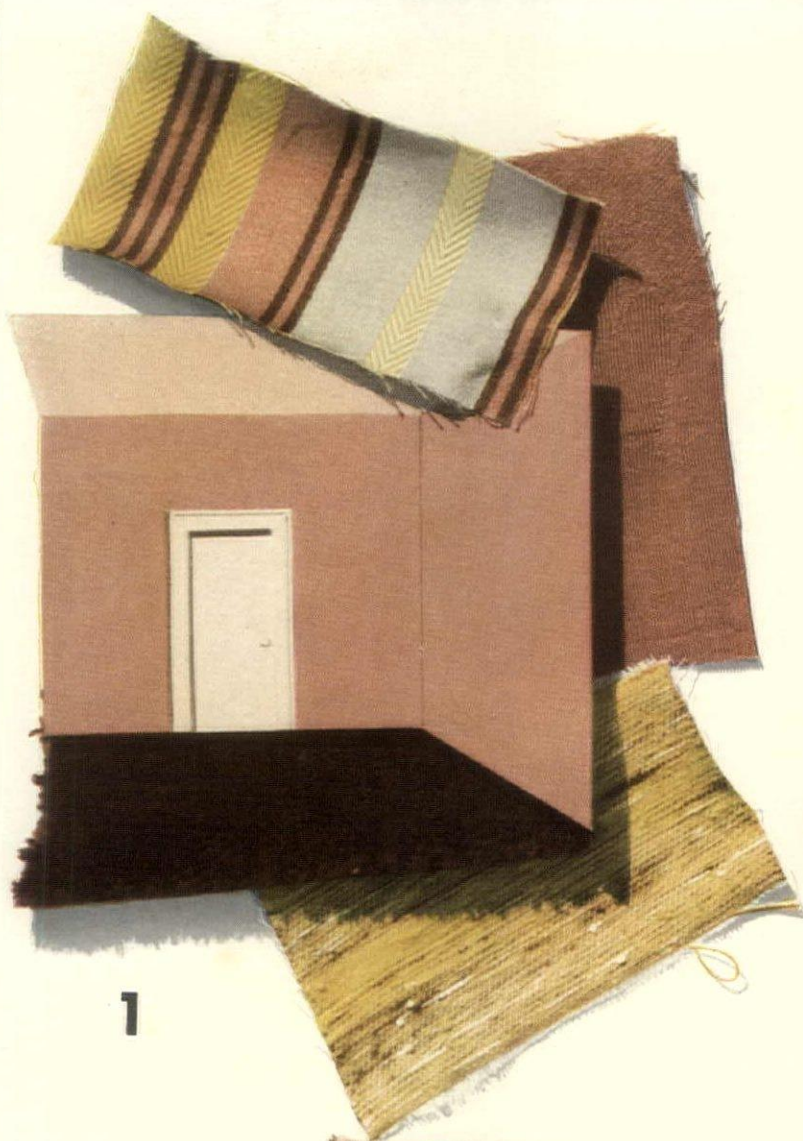
Descriptions of the first four prize winners, opposite

1. *Bertha Schaefer* chooses reddish chocolate living room walls, pink-beige ceiling—both casein paint. Trim: beige white oil paint. Pink-beige curtains; upholstery: yellow and multi-colored stripe. Rug: red broadloom.

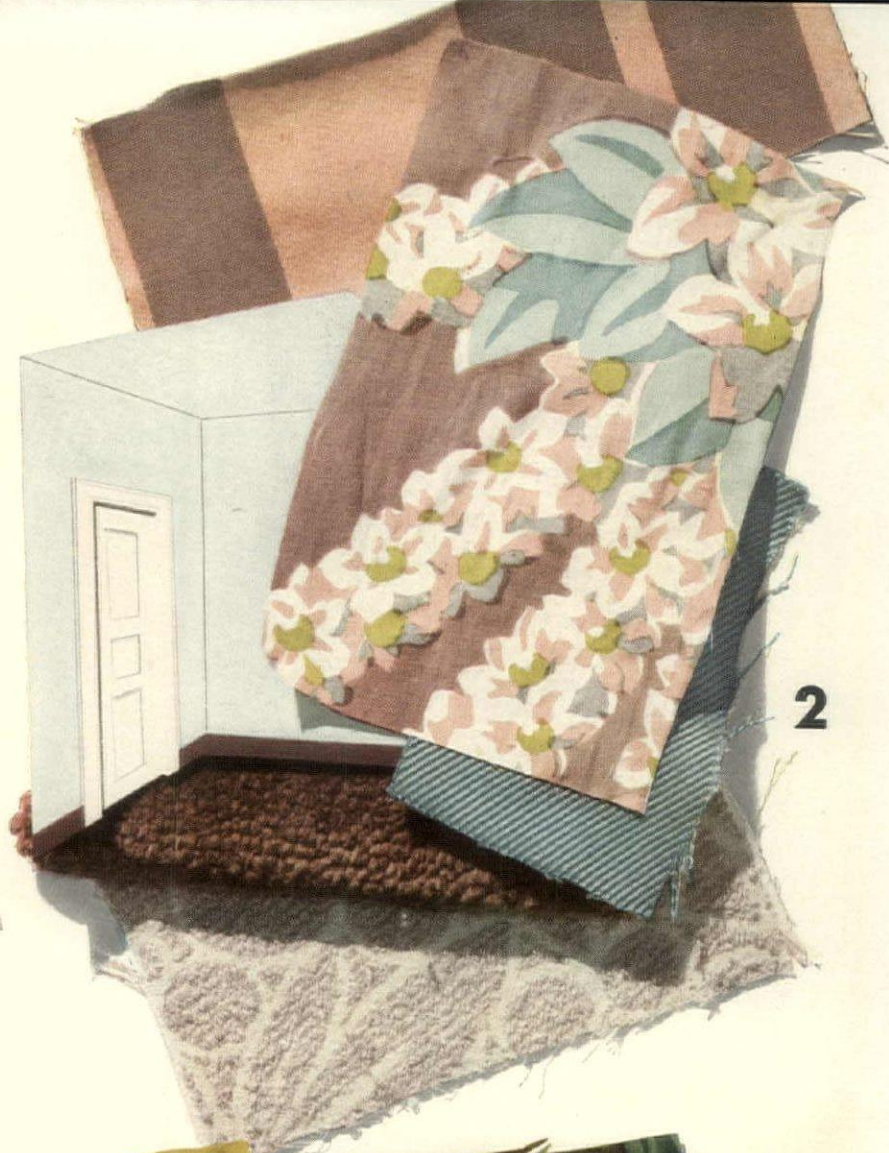
2. *Hortense Reit* mixes turquoise casein paint for bedroom walls and ceiling. Trim: oyster-white oil paint; baseboard, chocolate. Chocolate keynotes chintz upholstery, stripe and nubby rug. Other upholstery gray and turquoise.

3. *Mrs. Barclay Dodd's* living room scheme shows pink-beige walls, gray ceiling, both casein paint. Deeper pink-beige paint for trim. Cocoa chintz for draperies, gray-green and cocoa upholstery. Gray-green broadloom rug.

4. *Mrs. Truman Handy* selects café au lait for a bedroom wall, gray for the ceiling (both casein paint), and a wallpaper cornice. Curtains and bedspreads are canary taffeta. Slipcovers are brown floral chintz, rug brown.



1



2

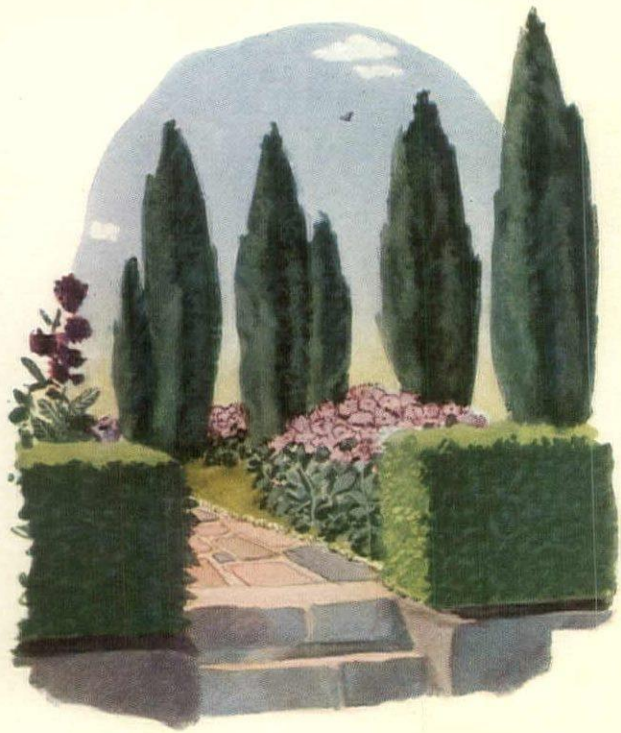


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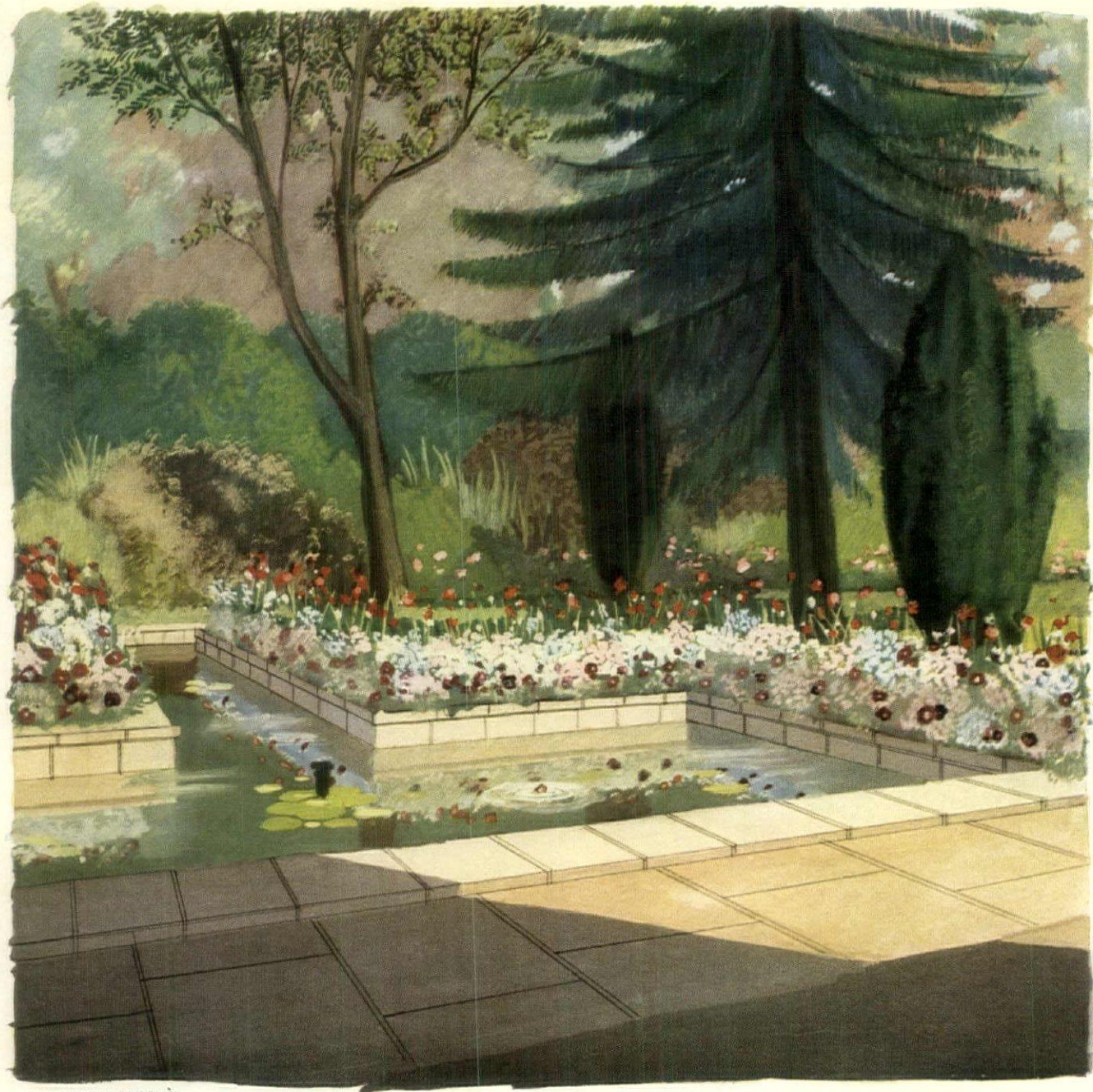


4

Four Winners



Garden near Paris
rich in bright colored
Birds and Flowers



DRAWINGS BY PIERRE PAGÈS



While people often build their houses around their hobbies, few have achieved the charm and striking originality of Major A. C. M. Anderson's home at Garches, in the suburbs of Paris. An ardent bird-lover, Major Anderson carefully planned his house and gardens to provide an artistic, yet natural setting for birds. The unusual inside-garden, shown above, is at the end of Major Anderson's card room. Within the enclosure afforded by the large plate glass windows, flowers grow and birds with brilliant plumage fly in perfect safety, protected from all extremes of weather. The bright colors of the birds and the growing plants make an exciting tapestry for the decoration of this interesting room.

On the opposite page: Directly off the bird room is the pool garden, shown below, extending the length of the house. The pool is an oblong basin with a side canal where the water is shallow enough to serve as a bird bath. The surrounding shrubs and flowers provide a colorful background and cool protection for the many species that haunt this sheltered spot. On the other side of the house the garden drops down in a series of flowery terraces, neatly hedged and protected by sentinel trees. From the top of the terraces, the entrance to which is shown at the top of the opposite page, one can see the broad sweep of the lovely French countryside.



OPPOSITE: Tropical life converges at the river making scenes like this not uncommon. In a luxuriant setting of exotic flowers and dense foliage, the Creole families wash and wade and chatter happily many hours each day. The incredible colors are faithfully depicted by the well-known French painter, Bernard Lamotte

Sunspots

*A 6-page travel portfolio prepared
for those who will seek their
Winter fun under Summer skies*

The Summer sun still shines in these sun spots of the world. So if you didn't get your share of tan at the beach this Summer, if you were so busy that you didn't take a vacation, or if you're one of those people who just can't get enough of Summer anyway, it's not too late to travel with the sun. Here and on the following pages you'll find a choice of some of the favorite sun spots, among them:

Mexico

With an Indian population and a Spanish flavor, Mexico City, the Capital, boasts modern highways which, within a radius of two hundred miles, bring you to pyramids as old as those of Egypt, to formal French gardens in the mountain resort of Cuernavaca, to the picturesque Mexican town of Taxco clinging to a Sierra mountainside, and to Indian fiestas staged in primitive villages everywhere.

Hawaii

While happy brown folk sing and dance and spread their infectious gaiety throughout their tropical land, you may be tempted by the spacious beaches spread below three majestic volcanoes, or by the neighboring shores of such tiny islands as Maui and Lanai where you may drive along the sea and eat in the fishing villages.

Jamaica

After the first thrill of seeing Jamaica's hills and rivers and quiet country parishes, you can take a trip down the Rio Grande from Port Antonio to the blue Caribbean—on a banana raft if you like. You can investigate Cut-Throat Hall, where a pirate once lived, and wander through other estates as curiously named and as beautifully planned. And to this leisurely sightseeing is added the fun of walking through tropical gardens and tasting tropical sea food.

For other sun spots from which to make your selection, read the entertaining stories written by experts who have lived in the interior of South America (p. 58), in the turreted towns of the Mediterranean (p. 60), in the desert resorts of California (p. 80), and in the safari regions of South Africa (p. 81). Sailings to sun spots: p. 78.

SOUTH AMERICA



FRUIT VENDOR ON RIO'S SIDEWALK



PHOTOGRAPHS HIBBS-LODER

EL MISTI VOLCANO, AREQUIPA, PERU

THERE'S an old letter in my pocket that ought to have been thrown away long ago. It is edged with tobacco and monogrammed, in odd places, with stains of some apéritifs. Three people have carried it into South America during the last year. Originally a cruise director wrote it for his successor; then a reporter attending to the Gran Chaco settlement and to his vacation wrote amendments and anecdotes; finally I inherited it for a trip into the jungles. Suddenly this letter becomes valuable.

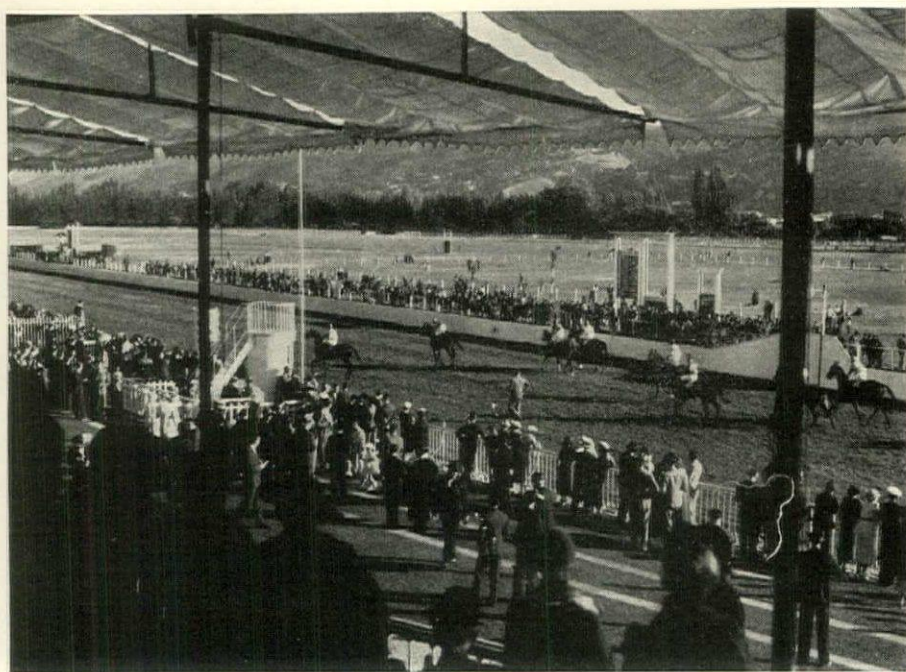
It is valuable because this Autumn the whole South American continent is turning inside out for its visitors. No longer will travelers spend fifty days admiring its ports and its coastline. They will visit, instead, the jungle country of Ecuador, the lakes of Chile and the peaks of the Andes. For fast ocean liners are adding these adventures in the interior of South America to their scheduled cruises. And the interior of South America is the exact subject of the very worn letter I started to tell you about.

"It's nonsense," begins the reporter writing—from Guayaquil, Ecuador—the first of his amendments to the cruise director's notes, "it's nonsense to get all the way down here to the equator and just watch the snow-capped volcano and the traffic on the Guayas river. The true fun in life consists in doing things, not in watching them happen.

"In two hours today I've had a more exhilarating experience than in any two years on other assignments. Here's the recipe:

"Rent a launch from one of the boat-loading centers of Guayaquil. There are a lot of them. Sturdy unpainted wrecks owned by the Indians who can cook even if they can't converse. They'll buy food and drink for your lunch if you make them understand by sign language.

"Now sit on the roof of the launch and dangle your feet. As the boat creeps up the river, past gondolas laden with pineapples, tomatoes and oranges for (Continued on page 85)



VIÑA DEL MAR RACE TRACK, CHILE



STREET SCENE IN AREQUIPA, PERU

HIBBS-LODER



RHUMBA ORCHESTRA IN COLOMBIA



TODOS LOS SANTOS LAKE, CHILE

THOS. COOK

MEDITERRANEAN

IT WAS Dr. Samuel Johnson who remarked, perhaps in a moment of wanderlust: "The grand object of all travel is to see the shores of the Mediterranean." Being a scholarly gentleman, the good doctor obviously had in mind the cultural appeal of the Sea of the Ancients.

Other proponents of Mediterranean travel have given voice and pen to weighty commentaries on the importance of this sea and its borderlands:

"Upon the shores surrounding the Mediterranean, as on the benches of a natural colosseum, sat all of the great nations of antiquity, spectators or participants in the drama enacted here for two thousand years. Each in turn descended into the magnificent arena to strive for glory or supremacy.

"All of our religion, almost all of our law, almost all of our art . . . all that sets us above the savages, has come to us from the shores of the Mediterranean."

In the face of such seriousness, small wonder that many a would-be pleasure traveler considers a Mediterranean trip as something that must be "taken" as he once took "Caesar" and "Virgil," never realizing that to an intelligent, fun-loving individual, the Mediterranean cruise offers a greater inducement than any other conceivable voyage.

Geographically speaking, there is more diversification around this sea than anywhere else. On the one side you have Europe, not just one type of European country but seven, and each quite different from its neighbor. On the other side, and never more than three or four hundred miles away, are Africa and Asia Minor represented by eight different countries, all of them basically Oriental in character despite thousands of years of contact with European ideas. Finally, there are in this charming blue sea dozens of islands, (*Continued on page 68*)



MEMORIAL GROTTTO AT NICE



RIVER BOATMAN IN EGYPT



GALLOWAY



CAUSE AND EFFECT: VESUVIUS AND POMPEII

PALAZZO VECCHIO BY NIGHT—FLORENCE

BARBARA GREEN—FROM LODE

Backgrounds and borders

*Sterling Patterson analyzes
shrubbery, hedges and walls*



WITHOUT a suitable background against which to display its color and personality, a flower border—even a well conceived and immaculately groomed one—becomes as unimpressive as a captain of industry minus his check-book.

Flowers, especially those of subtle hue, need contrast. Lacking it, they are lost. Their fragile loveliness, like a pretty girl in horn-rimmed glasses, is dominated by bolder aspects of the view. Delicate plants alone merge indefinitely into the landscape. But a fairly substantial architectural or shrubby mass to the hindward brings them into focus. They are transformed thereby into capable actors strutting before an enhancing backdrop.

Now there are, of course, a great many ways of developing such settings. Walls of brick or stone or wood; hedges or groups of evergreens or fruit trees or shrubs; vines trained upon wires or lattices or pickets—all may be excellent, provided your floral ship is steered safely past three threatening shoals. These primary dangers are: incongruity, monotony, and root problems.

Temperamental clashes between backgrounds and borders occur, it seems to me, for two main reasons. They derive either from structural or architectural discord; or from horticultural unfitness.

You may have seen, as I have, a towering privet hedge, faced with a narrow strip in which sprawling pink petunias wrestled with the shrub roots. You know that's bad. (Maybe the owner knows it, too, but doesn't get around to doing anything about it. As a matter of fact, if all the privet hedges in the nation were laid end to end and set on fire, we might be better off.) But why—apart from its hackneyed aspects—is a combination of privet with petunia a cause for nausea? Is it out of scale? It is. Is the privet too massive for the petunia? It is. Is the structural comparison too overpowering? Right again.

For the despised privet hedge let us substitute a brick wall—an imposing brick wall, with a well-made footing and a nice, cut-stone capping. Would that help the situation? Obviously it would be an improvement; but, if the wall persisted in stretching six feet skyward while its fringe of flowers crowded into a bed four feet wide, the picture would be similar to the impression conveyed by a handsomely dressed woman with her petticoat showing.

Very well, then. Broaden the bed to a width of nine feet, as though the bed were an integrant portion of the wall and you wanted to make certain that not even a howling northeaster could shatter it. Graduate your flowers so that they build up from low ones, petunias if you like, to tall ones. And what have you? You have a landscape feature that is structurally unified.

Unfortunately, that does not mean either that such a component is devoid of monotony or that it will fit every

type of house and grounds. The threat of dull regularity might be averted by the introduction of a few dogwoods, let us say, back of the wall; or the inspired placing of flowering crab or magnolia within the border. But the brick wall—delightful as it may be by itself—would be inconsistent, for example, with a shingled Cape Cod dwelling. Naturally, it would make a difference if the wall were painted white. And, if you lightened it by constructing a pierced wall, perhaps you might have something there. Harmony between house and garden must be maintained. Otherwise, you cause friction as disturbing as it is elusive.

Here is a case in point. A sunken garden was contrived for an unpretentious, white, clapboard house on Long Island. The long axis was to be terminated by a lattice tea-house with a flagstone floor—a diminutive structure in feeling, similar to the residence. Since the place was small and simple, field stone was selected for the retaining walls.

As garden walls went up, the owner's sales resistance went down. The impulse to buy anything of a gardenesque nature crossing her line of vision became almost ungovernable. When an opportunity arose to acquire, at a modest price, several wrought iron panels, she leaped at it with the feverish glee of an antique collector discovering a Paul Revere pitcher. A tea-house of decorative iron; painted white; crowned with a copper roof—that's what she must have in place of the planned wooden one. Two skilled local craftsmen were commissioned to build it for her, incorporating her bargain panels. A beautiful job they turned out. The tea-house is electric, no less. But, in cold truth, it's too grand for the property, too sophisticated for the native stone retaining walls. It is a magnificent discord.

At "Pepperidge Point", the Huntington Babcock place in Mill Neck, Long Island, exists a border—a division of a walled garden, designed by Isabella Pendleton—which, to my way of thinking, is perfection. The border itself is about sixty feet long. Its width is eleven feet and the height of the soft red, brick background is perhaps seven feet. Oaks and dogwoods peer over the wall. Upon it twines a white wisteria. Inside the border proper, two groups of clipped yew form bays to preclude any possibility of stiffness in the perennial planting. Thanks to the oaks, the wisteria and the yews, there can be no monotony here. The border—indeed, the whole garden, happily blended with the brick house of which it definitely is a part—is so nicely proportioned, so adroitly balanced that it could be planted to ragweed and purslane and still be effective. However, Mrs. Babcock is a talented grower (as one would expect a daughter of Neltje Blanchan to be) and stages, as a rule, an exhibition of Oriental poppy and delphinium nothing short of inspiring.

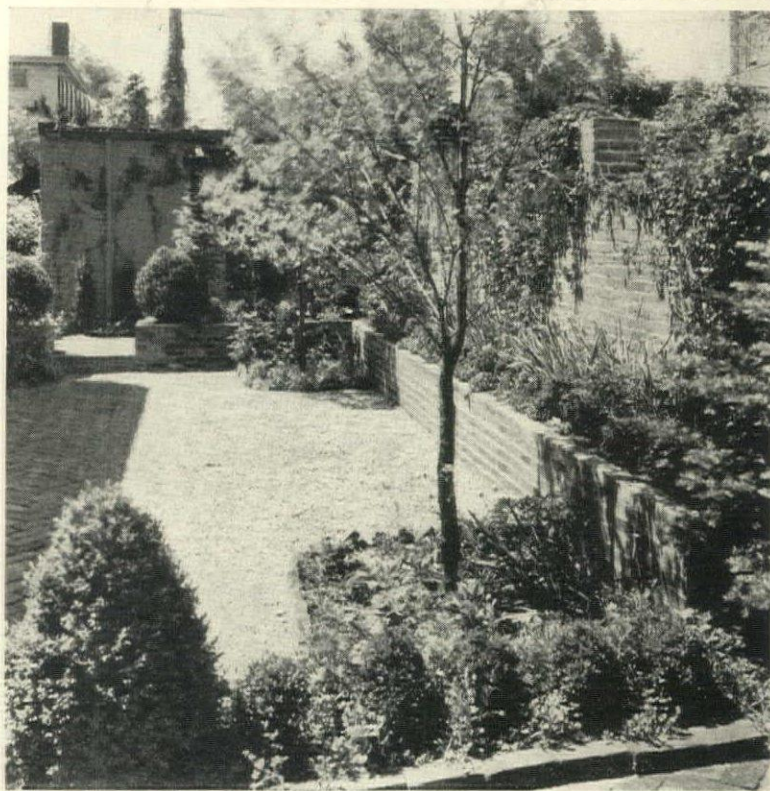
Masonry—completely satisfying for many purposes—cannot always be employed. (Continued on page 69)



TREES AS A BORDER BACKGROUND—STUART ORTLOFF, L. A.



SHRUBS AS A BORDER BACKGROUND



WALLS MAKE A BORDER BACKGROUND

Colorful Clematis

*Their garden value and culture
explained by Roberta Freeman Dixon*

OF the entire family of climbing plants there is not one that can approach the charm and beauty of clematis. Although one cannot find a lovelier sight than this delicate foliage, gracefully wreathing an attractive entrance, rambling along a stone wall or drooping over a rotting tree stump, there are relatively few of these vines used in American gardens.

To the amateur, clematis have seemed the elusive glory vine, perhaps even to the point of discouragement, as we are led to believe they are difficult to grow. But this is not the case. It is true that they have definite requirements, but once these are met, they are as easily grown, and far more beautiful, than any other of the climbing plants.

All the literature and lists today agree with this idea. Growers are gradually adding to their varieties, and the old purple Jackmani seems rather not so glamorous in the gleam of the Lawsoniana, Nellie Moser, Comtesse de Bouchaud, Lasurstern and their pastel-colored kin.

Their flowering season is long, beginning with the medium-flowered *C. Montana rubens*, which unfurls its rosy red blossoms in May, and ending with the double white Duchess of Edinburgh's rigid salute to Autumn gales.

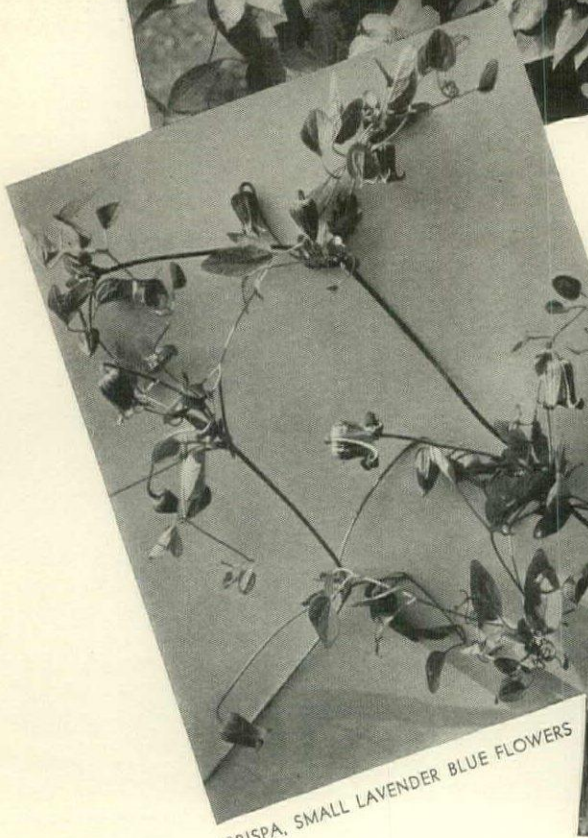
Hybrid clematis are adaptable in the garden design in a more striking fashion than the smaller flowered Montana, Paniculata, Crispa, etc. And while they cannot cover a trellis or wall with the prodigal bloom of the small-flowered clan, even one arresting flower makes a delightful picture. A very satisfactory arrangement is the interplanting of both hybrids and species with some not too rampant climbing rose, especially some of the new yellows, whose foliage will not hide or smother the delicate growth of the plants.

The careful gardener, intent on wresting maximum bloom from limited areas, can use these hybrids in the perennial border, where the heavy-foliaged plants, such as tall peonies, both tree and herbaceous, form a support to the graceful tendrils. Plant *C. Jackmani*, *Mme. Edouard André* or *Lawsoniana* beside these strong perennials, and prolong the June bloom; or *C. Baron Veillard* with large clumps of *Campanula lactiflora*, with their

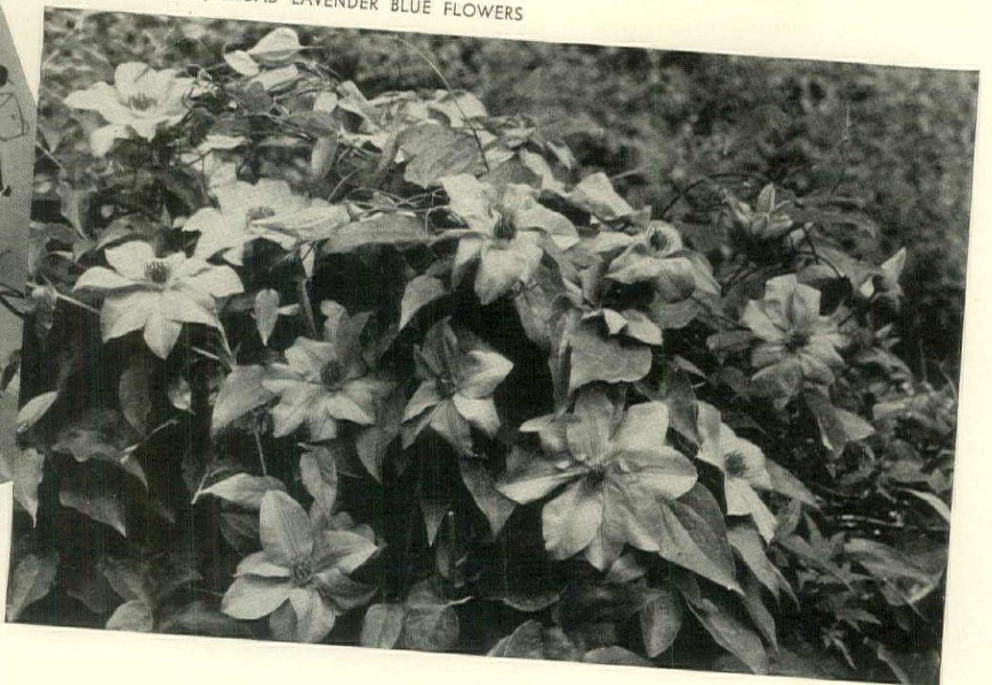


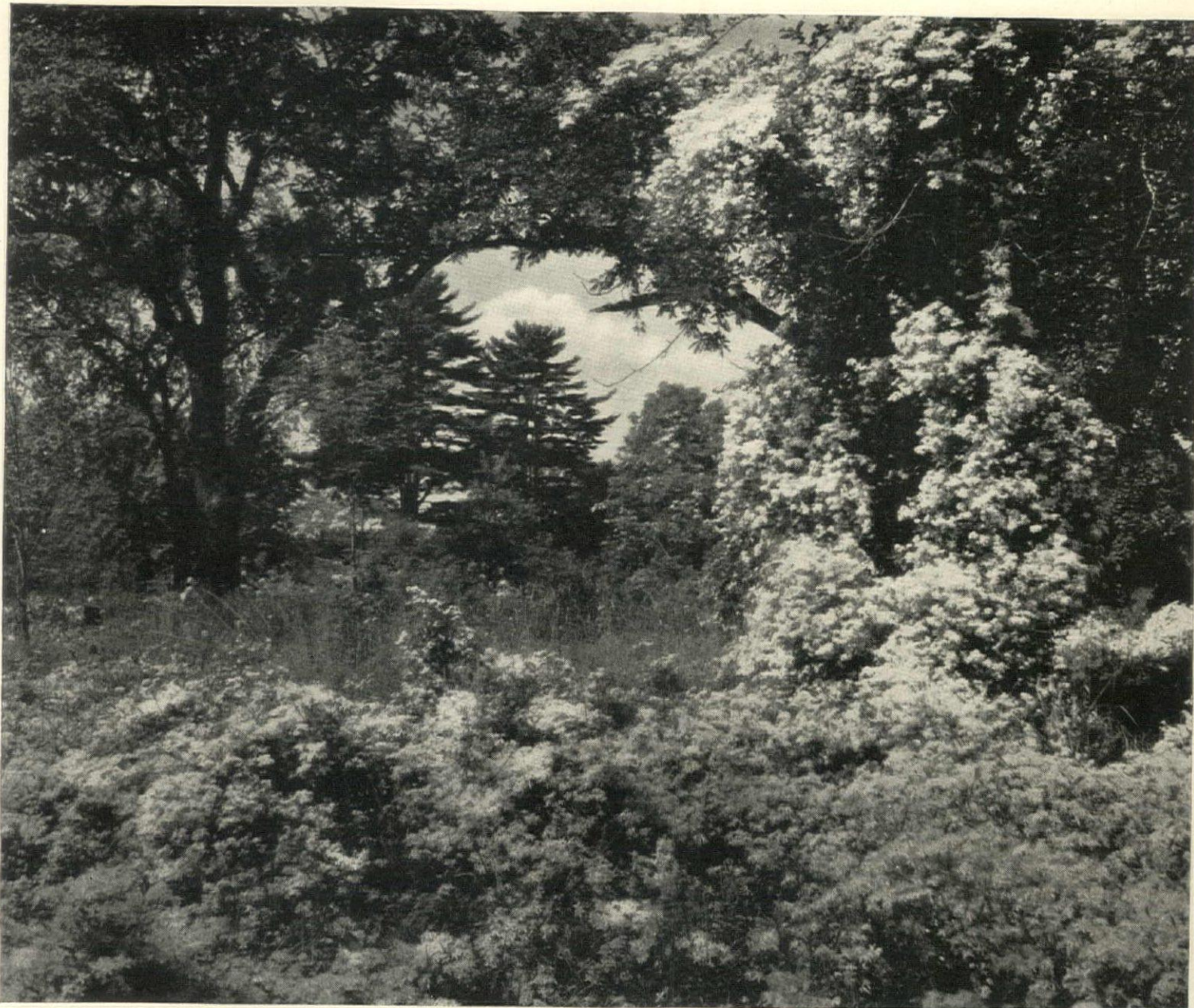
LEFT ABOVE: LAWSONIANA, PALE BLUE AND MAUVE

BELOW: RAMONA, BROAD LAVENDER BLUE FLOWERS



CRISPA, SMALL LAVENDER BLUE FLOWERS





PANICULATA, THE EASIEST TO GROW, SHOULD BE ALLOWED TO CLIMB WHERE IT WILL

pale blue racemes, foiled by gray-green Rue bushes and Regal lilies to make a composition of delicate coloring and bring out the contrast of leaf and flower.

The exposure best suited for clematis is often disputed. When found growing wild they are twined about trunks and lower branches of trees growing on the edge of a woods. However, tests have proved that full sun brings more abundant bloom, providing the vine is sheltered at its base. Sheltering is best accomplished by planting a shallow-rooted shrub of low growing habits near the base of the plant.

As cut flowers for the house, many of the clematis can be used to the complete satisfaction of the most exacting flower arrangers. Soft coloring, exquisite texture, symmetrical shapes and pronounced lasting-qualities place their indoor decoration value as high as that of the rose.

Our gardens, like our homes, are being thought out as to color compositions and harmony. Several clematis which will create a pleasant color scheme in the garden, and ones which I consider among the best of the hybrid varieties are:

Comtesse de Bouchaud, whose graciously curled petals of satiny rose to rich pink blend perfectly with *C. Integrifolia*

Durandi, a most delightful dark blue tint for vivid contrast.

C. Lord Neville, a rich textured plum-purple flower with *C. Lawsoniana*, a lavender, whose every petal is tinted with mauve, makes a most attractive combination.

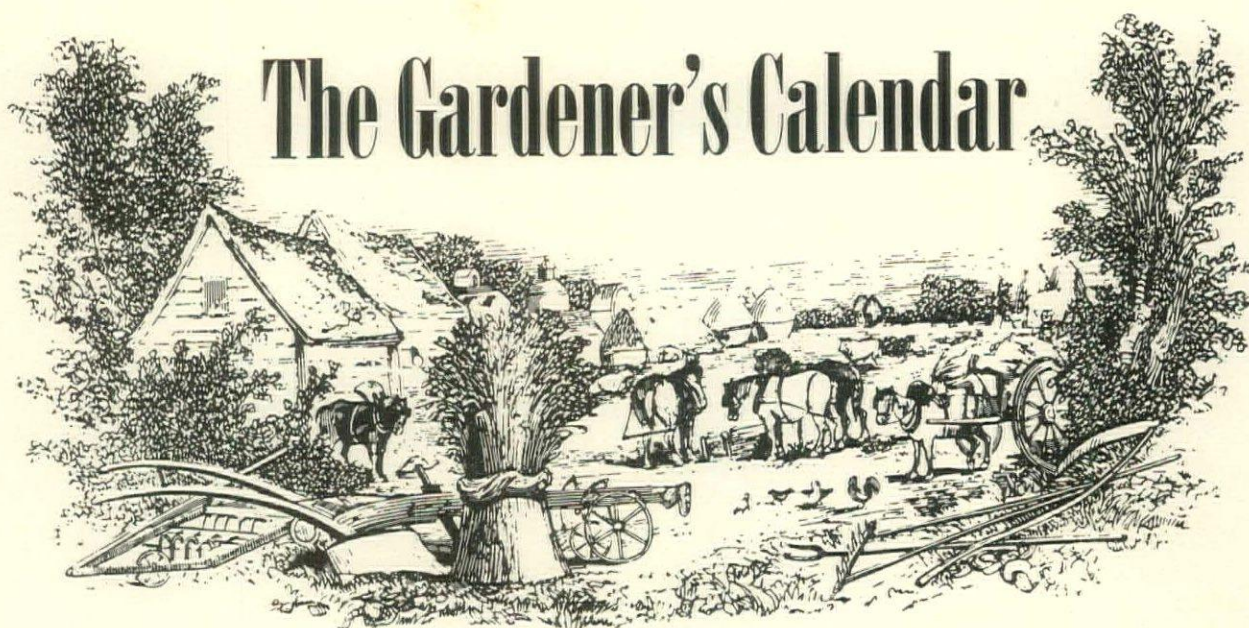
C. Mme. Edouard André, a red blossom of purplish cast with *C. Ascotiensis*, an azure-blue flower. (Perhaps the most interesting part of this plant is the tapering buds which assume many interesting forms.)

There are others who make their most impressive showing without vine companions. *C. Henryi*, with its extremely large, cameo-cut, white blossoms and *Nellie Moser*, a pale mauve with red markings through each petal, are two outstanding beauties which carry their glory best alone.

We have had too high a percentage of failure in growing these new-old vines that are hoisting more standards in the garden today. Extra care before planting and in early culture when the stems are soft is paramount. For upon reaching the woody stage, after two years, they don't seem susceptible to disease which has discouraged their popularity to a great degree.

For the successful growth of these vines great care should be taken in preparation of the soil. The (Continued on page 70)

The Gardener's Calendar



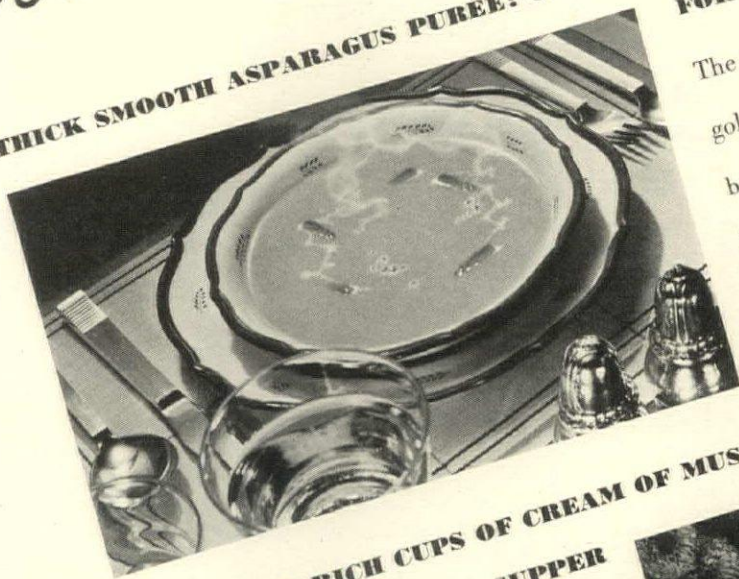
October, cool and comfortable, brings its assortment of garden tasks

1	Through October and until frost hardens the ground tulips can be planted. Mulch later.
2	Store geraniums used for Summer bedding in cool cellar. Feed ornamental shrubs and trees.
3	Prepare seed beds for later sowing of hardy annuals. Dig dahlias, clumps and tritonias.
4	Use slow-acting fertilizers—bone meal and well-rotted manure—on Fall-planted material.
5	Set out new rhubarb plants. Give old plants a dressing of manure. Cure gladiolus bulbs.
6	Plant lilies on arrival from nursery using sand under and over bulbs. Pot parsley plants.
7	Water newly planted perennials, roses and rhododendrons. Place frame over Christmas rose.
8	Compost leaves—except those saved for later mulching. Feed lily-of-the-valley leaf mold.
9	Store apples in cellar, together with celery in boxes of earth—onions on wire trays.
10	Carrots, beets and parsnips should be stored in boxes of sand. Store cabbages outdoors.
11	Select favorite chrysanthemums and those not too hardy and give them cold frame protection.
12	Tulips that are to remain in the ground should be planted 6" deep. Those to be lifted, 4".
13	Continue to cut lawn but not so close as in Summer. Pot hyacinths and tulips for forcing.
14	Cut back to soil—raspberry and blackberry canes that have fruited this year. Tie others.
15	Peonies can still be planted. Set out rock plants. Procure seeds of alpines to sow later.
16	On warm days open windows where house plants grow. Set biennial seedlings in cold frames.

17	Burn glad tops, dahlia foliage and other plants that may spread disease. Weed borders.
18	If season is dry, continue to water newly-planted evergreens. Mark stored bulbs and roots.
19	Dig and manure sweet-pea trenches now. Plant seed in November. Then cover with boards.
20	Spade vegetable garden and leave rough or sow to Winter Rye to be turned in next Spring.
21	Newly-planted daffodils should be mulched the first year. Use peat moss or leaves.
22	The mulch for ground covers and creeping plants in rock garden is sand and peat moss.
23	Store a box of potting soil in cellar for house plants and for starting seeds next Spring.
24	Where field mice destroy tulips and other bulbs mix some rodent repellent in the soil.
25	Be sure to tag those plants that are slow to appear in Spring. Plant roses on arrival.
26	Tender bulbs that have flowered outdoors in pots can be labeled and put away in bags.
27	Harvest gourds for table decorations. Root up and compose these and other annual vines.
28	Be sure panes in cold frame sash are snugly puttied. Oil tools before putting away.
29	Outdoor amaryllis should come indoors and be kept in dark place till new growth starts.
30	See that labels on shrubs are in place and loosen the wire to prevent cutting the bark.
31	Now that you have done all these garden tasks, see that firewood is stacked on the back porch and that there's cider enough in the house and old as well as new books to read.

Fall Openings

THICK SMOOTH ASPARAGUS PUREE: OPENING COURSE



FOR A SMART AUTUMN LUNCH

The garden green of young asparagus mellowed with the golden glow of table butter. Dainty asparagus tips beckoning your spoon. And it tastes just as lovely as it looks! Each smooth, smooth sip is laden with the exquisite taste of fresh asparagus. Campbell's is an elegant asparagus soup. Have it soon!

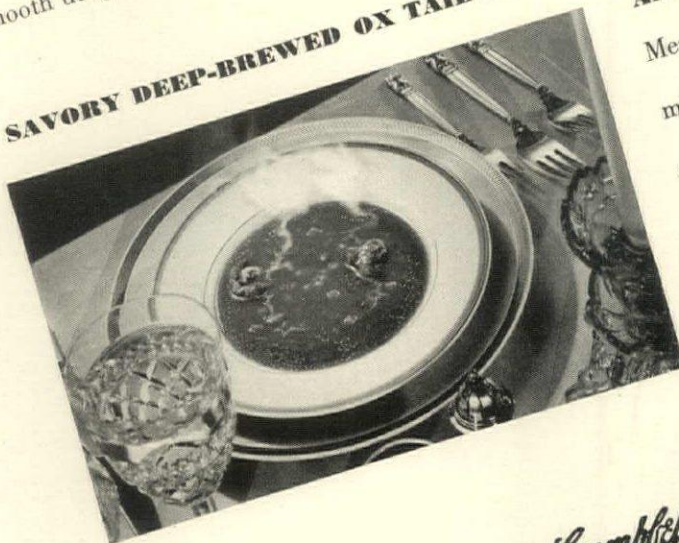
CREAMY RICH CUPS OF CREAM OF MUSHROOM: LAVISH LEAD-OFF FOR A SUNDAY SUPPER

Here's heavy farm-sweet cream blended with cultivated mushrooms, fresh, and white, and at their flavor-prime. Here, too, floating all through each cupful, are mushroom slices, a bounty of them. This is the cream of mushroom! The delicate aroma whispers it. The creamy look of it bears witness. And the taste of it, the smooth delightful mushroom flavor, is glorious proof.



SAVORY DEEP-BREWED OX TAIL SOUP: A BRITISH DINNER BEGINNER— AND A GOOD ONE!

Meaty ox tail joints, barley and other vegetables mingle in a lusty beef stock. At first whiff, appetites spring to attention. And its rousing flavor sets the dinner marching on — triumphantly. Campbell's Ox Tail Soup for your next dinner-party. Company — forward!



Campbell's
SOUPS

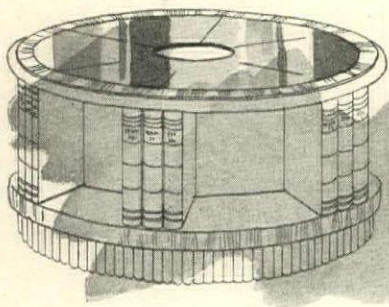
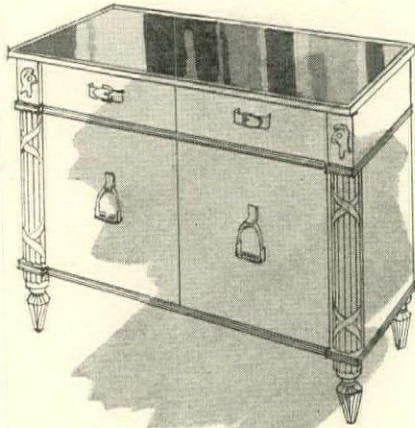


DESIGNED

FOR SLOANE'S HOUSE OF YEARS

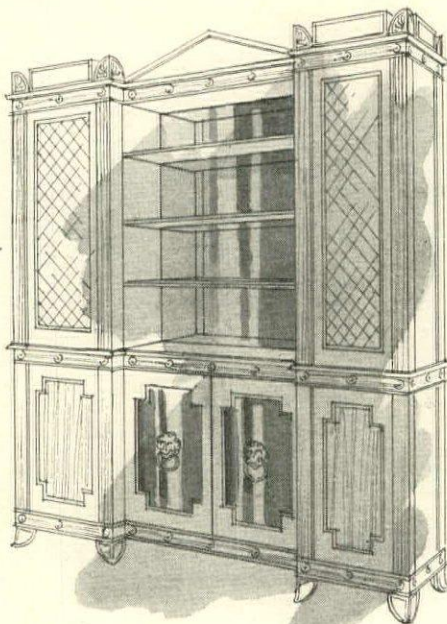
We wanted something extra eye-opening for the current House of Years. We got it...by cajoling our premier decorator into actually working out several of his cherished ideas for furniture. Sketched here are three notable pieces from his group designed especially for the House. They speak for themselves...and what they say is prophetic of things to come in decoration.

MODERN perspective on French Jacobin: mahogany commode with leather drawer fronts, stirrups, belt and buckle handles. The top is mirrored; the union of leather and wood a new one to watch...\$175.



REVOLVING coffee table. Done in yew wood and pine with sections for books, a well for flowers and a mirror top to reflect them...\$135.

MAGNIFICENT break front of Regency influence. The front panels are of gun-metal mirrors, topped by a plain mirror. The grille side compartments are indirectly lighted...\$650.



W & J

Sloane

FIFTH AVENUE AT 47TH • NEW YORK

MEDITERRANEAN

(CONTINUED FROM PAGE 60)

bobbing up at convenient intervals as ports of call for cruise ships... islands that concern themselves with relics of the Stone Age and other islands frivolously contented to become fashionable resorts, with bathing beaches, casinos and golf courses. Mediterranean islands are all things to all people. Let the archeologist have his Malta. You and I can take our Brioni.

The charm of a Mediterranean trip, then, is its variety. If you go in for strenuous exercise, you will find it equally convenient to climb a pyramid in the suburbs of Cairo or to go skiing down an Alp within an hour or two of Nice. If you yearn for a highly-varied cuisine when you travel, you may eat "Pasto Fazule" at Naples and feast on "Cous Cous" in Algiers. If the manners and customs of the socialites are your favorite study, spend an evening with them at Monte Carlo and tea with them on the terrace of Sheppard's Hotel in Cairo, bearing in mind that these are international socialites, ranging from the pre-revolutionary Russian aristocrat to the Indian Maharajah.

If the search for romantic settings is your specialty in travel, then let me advise you to spend a night at a desert camp beneath those Egyptian stars that hang like jewels in a purple sky. Sleep, or better still, toss wakefully on your bed of Oriental carpets, reflecting wistfully upon your future as outlined for you in the sand by an imaginative local sheik. Perhaps you are an "escapologist" whose principal desire is to do things that are different from those of your daily routine when at home. If so, exchange your smooth-rolling limousine for the diminutive donkey who stands ready to ride you around the walls of Jerusalem until every joint in your body is jarred loose.

You need only put your mind to it to discover any number of diverting things that can be done in these classical borderlands of the Sea of the Ancients, which is also an ideal Sea of the Moderns.

Old and new live side by side around the Mediterranean. Admittedly, the French Riviera, in the full swing of a fashionable season, becomes the favorite setting for ultra-modern modes and amusements, yet it is always very easy to motor just a few miles inland from Nice or Cannes, back into the mountains that screen the "Côte d'Azur" from the colder climates of Northern Europe, and presto, you return to the Middle Ages. Take the road that leads to the old town of Vence which was founded by the Romans two thousand years ago. At the street corners and in the little public squares you will find antique fountains where the housewives of Vence still fill their tall water jars. Before their shops, in the sunshine, sit the carpenters, potters and other craftsmen—just as their great-grandfathers did many years ago.

Continue still further along the zig-zag road to the village of Gourdon, a place that seems to have been carved in the side of a mountain, twenty-five hundred feet above the sea. Here the streets, deserted for the most part, are not more than four feet wide and are arched over by ancient houses. Should you chance to meet the oldest inhabitant, he may tell you that the world is

beset by new-fangled notions, for say what you may, the surest way to cure any illness is to wrap a live toad in a leaf and place it beneath the patient's head. Meanwhile, on the Côte d'Azur, only a few miles distant, people are dancing to the new swing rhythms.

The old and the new live side by side in the Mediterranean borderlands and at times the one merges into the other. Cleopatra's barges, those super-luxury liners of long ago, were the talk of the Roman Empire and, according to historians, played no small part in inducing Marc Anthony to take up permanent residence on the banks of the Nile. When Cleopatra entertained, all of the popular diversions of the day were concentrated in a setting of such splendor that the rough-and-ready Roman soldiers imagined themselves transplanted to another and far more fascinating world. The barges, of course, have gone the way of all obsolete shipping, but the early Egyptian idea of concentrating many amusements in one place has been perpetuated at Gezira.

Gezira is an island in the Nile, anchored to the city of Cairo by means of a bridge, placing it within convenient reach of pleasure seekers. Down one side of this island is an avenue of Golden Mohirs and down the other an arcade of palm trees, acacias and tamarisks. Between the two is a concentration of diversions that would have made Cleopatra envious: a first-class golf course more than six thousand yards long, with a par of 72; thirty-five tennis courts, a swimming pool, squash courts, croquet lawns, bowling greens, a polo field, and a race track where swift Arabian horses compete with thoroughbreds from overseas. To a race-track crowd, perhaps more colorful than any other sporting resort can offer, add a background equally characteristic of Egypt: a skyline punctuated with many graceful minarets, a fleet of native sailing boats moving lazily up and down the Nile.

Before the Battle of the Pyramids, Napoleon Bonaparte said to his troops: "Soldiers, forty centuries look down upon you," thus inspiring them to greater daring. When you play golf on the Mena House course which now occupies a portion of that famous battlefield at the foot of the pyramids, you are quite likely to sense the importance of your situation. Forty centuries also look down on you and dare you to go around in par. This thought will key up your game just as the sunshine and desert air keep up your system.

Long before the Song of Solomon was thought of, an Egyptian poet put into hieroglyphics these surprisingly modern sentiments: "All things are transitory. Generations are born and generations die and are as if they had never been. Therefore, eat, drink and make merry; cast away all cares and enjoy happiness until the day shall come when you too must set out for the land that loveth silence."

The worthy Dr. Johnson might not have approved of these sentiments, but they form the credo of many present-day pleasure travelers, therefore the grand object of their journeyings should also be to see the shores of the Mediterranean.

MALCOLM LAPRADE

BACKGROUNDS AND BORDERS

(CONTINUED FROM PAGE 63)

Zoning restrictions, as well as architectural considerations, frequently interfere. And, until American suburbs reach a better understanding of the value of garden privacy, we're likely to continue to forego walls in favor of traditional hedges.

In hedges and, less frequently, in other types of boundary planting, we may encounter not only unimaginative repetition but seasonal conflict as well.

Let me submit an example plucked from my own Long Island garden: For some seventy-five feet along the western property line runs a perennial border. Behind it, grapevines on wires hang up a verdant curtain. Two apple trees, set inside the border, break and relieve the comparatively straight line composed. Silhouetted upon this pleasant green, flowers in Summer show up to advantage. In addition, more berries are produced than the family, nobly assisted by catbirds and neighborhood small boys, can consume. The grapes, undeniably, have their good points. Nevertheless, in early Spring before they leaf out, they present a spectacle, drab and unprofitable. Daffodils cannot look their best in competition with bare canes andbarer wires. Tulips are fading before foliage is sufficiently advanced to supply a floral stage. The early border and a grape background are poorly matched. They suffer from horticultural incompatibility at this season of the year.

The cure proposed in this case—and there usually is a cure for landscape ills, if only we can hit upon it—is to plant, back of the grape line, secondary groups of shrubs and trees that leaf out early in the year.

Not every remedy is as simple as this. I know of one copse of spruces, firs and Japanese maples, delightful in color and graceful in form; yet, to its owner, it has presented a perplexing problem in underplanting. The multiplicity of rootlets close to the surface complicates the choice of ground cover. I'm inclined to think that *Vinca minor*, plumbago and wood hyacinths would do the trick; and, if that trio failed, Bugle-weed (*Ajuga reptans*) could save the day for the owner.

When space is at a premium, as it so often is where borders are concerned, roots and their problems should receive serious study. Handicaps destined to follow the planting of certain species or varieties should be weighed before the first hole is dug.

Borders planned in close proximity to large trees, particularly poplars, willows and maples, will present difficulties increasing with the passing years. Elms, oaks, dogwoods, apples, honey locusts and tulip trees are much more considerate of the gardener; but mature trees of all types are forever in search of food and drink, a fact not to be overlooked either in laying out a new garden or in fertilizing and irrigating an established one.

Near a corner of my Long Island home droops a large weeping willow. It's an appropriate tree (willows and old houses on the Island seem to possess a natural affinity) and an artful one. Still, it is not the best tree for that spot. Its grasping roots too greatly limit the plant material possible at the

house foundations. Regel's privet, *Taxus canadensis*, *Taxus baccata repandens*, Indian currant, snowberry, English ivy (as a ground cover) and, curiously enough, *Primula denticulata cashimeriana* are among the plants able to hold their own against its fibrous onslaughts. A thornless honey locust (provided I could have found one, for not every nursery stocks *Gleditsia triacanthos inermis*) might have been just as ornamental as the willow and would have permitted in its shade a more abundant plant life.

To root-prune this giant is out of the question. Injury to its feeding system doubtless would double in short order the number of its matted roots. But to some extent I have controlled, by means of a sunken stone and mortar wall, the direction of growth. Less than twenty feet from the trunk, a lily pool reposes. No roots, so far as I can tell, have yet burrowed under the wall in an effort to drink the pool dry. Most willow species want water in large quantities and they'll go to extremes to procure it. In all probability, my tree absorbs and transpires from four hundred to five hundred pounds of water a day; but, up to the present, it has refrained from robbing the soil near the pool. My stone Horatius still holds the bridge up to now.

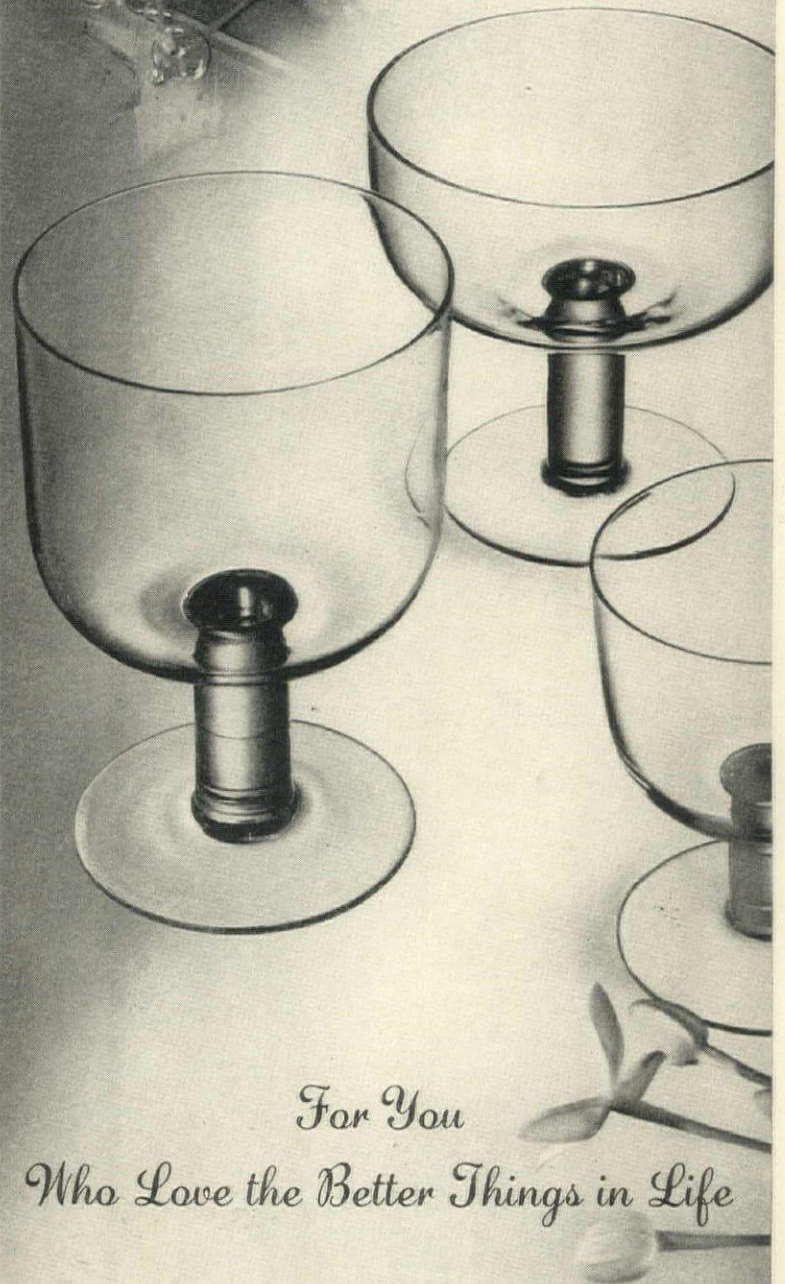
I daresay it's only a matter of time before the willow joins forces with a Douglas fir to gang up on a not-too-distant flower bed. We'll settle that matter when it comes up—possibly by sinking a copper sheet around the bed. I see no necessity to borrow trouble. Be that as it may, I admit there are moments when I wish I still thought *Salix* was a synonym for "salt".

Even more disastrous may be a border background of ill-chosen shrubs. The ideal perennial border, I suppose, is twelve to fifteen feet wide and as much is allowed for framing it. But ideal borders are as rare as stock-brokers who rejoice in the New Deal. Most of us elect to cultivate a much more constricted area. And we multiply our tribulations by failing to calculate in the beginning the requirements at maturity of the rear guard.

Lilacs, for instance, make excellent hedges. In alkaline soil, not too much shade and with room to expand, they may be soul-stirring. Bone meal and sun, as a rule, are provided; but how infrequent is an appreciation of the shrub's normal habits. They're expansive creatures. Common lilacs grow twenty feet tall, if you let them; and each plant can take full possession of a circle ten feet in diameter. Beloved though they are for fragrance and historic association, lilac hedges are un congenial with limited borders. They demand too many square feet. Their large leaves, too, visually contract the plot they surround. For small places, named hybrid specimens are the best.

One old-fashioned shrub, however, is remarkably pertinent to modest properties and to backgrounds in relatively narrow borders anywhere. That shrub is Bridal Wreath (*Spiraea prunifolia plena*), as well-known as the New York sky line. Strangely, it hasn't been overplanted, although its cousin, *S. Vanhouttei*, is as common in the suburbs,

(Continued on page 92)

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UNRIVALLED MODERN GLASS

For You

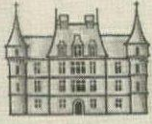
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Let this striking "Student Suite", designed by Edward Hald, be the brilliant note on your well-appointed table. Glasses range from the water goblet at \$8.00 a dozen to the liqueur size at \$5.50. An identifying label marks all genuine pieces. We will gladly send you a booklet and name of the nearest shop carrying this superb Orrefors Crystal.

Inset; glass blower Gustaf Bergqvist, gold medalist, Paris Exhibition.

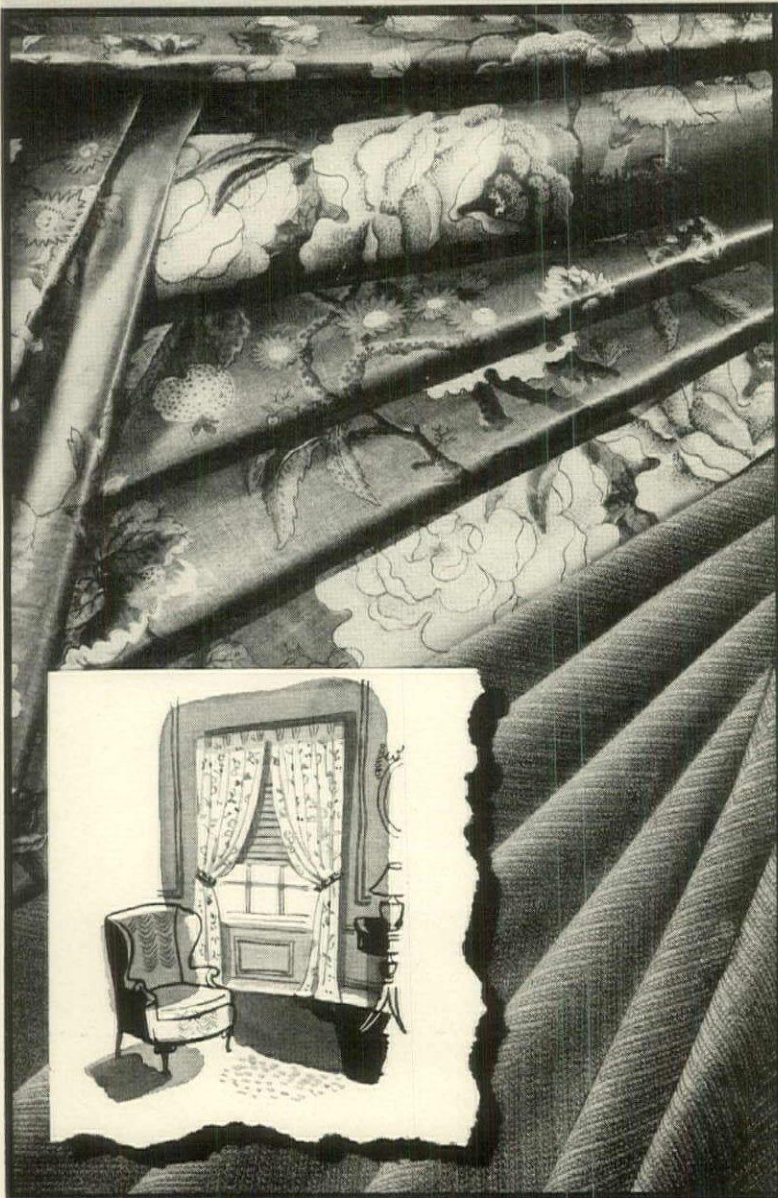
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*Reg. U. S. Pat. Off.



Drapery and Upholstery Fabrics—Seventh Floor

★MACY'S

COLORFUL CLEMATIS

(CONTINUED FROM PAGE 65)

most necessary requisition for their health is that the soil should in no way hold a trace of acidity. To overcome this feature add lime to the spot in which they are planted. It is a good idea to dig a hole two to three feet deep for each plant and mix the soil taken out with lime, peat moss, and well-rotted manure.

Although clematis are great lovers of moisture, they must not have their feet wet, so good drainage is absolutely necessary. The spot selected must be away from strong winds, in the sun a good part of the day and never on the north side of the house.

The young vines should be supplied immediately with support. The best plan is to insert a stake when planting. This will prevent the stem from breaking and will make it an easier task to transfer the tendrils onto the permanent trellis or support.

Another of the most important things is to plant the crown of the vine at least three inches below the surface of the ground. It is best when buying clematis to get a plant which is growing on its own roots, as it will make for stronger growth and be less susceptible to disease. The most appropriate time for planting is in late Fall.

Remember to water the plants well, especially in pre-blooming period. As a precaution against disease, give frequent dressings of sulphur and Bordeaux mixture.

When purchasing clematis vines, it is wise to establish the method of pruning for the particular variety which has been selected, for some vary to a great degree. Varieties flowering continuously from young growing summer wood should only be pruned back each Spring as far as they have died, although any frail-looking shoots should be cut out at the bottom. Others that flower early in the Spring from last year's wood, and again in late Summer from new wood, should be cut back half way in the Spring, or in case they have Winter-killed, clear to the ground. Most of the smaller flowering types are practically herbaceous and will need cutting back each year.

It is well to remember that the roots of the clematis contain spare eyes, which are carried on the roots beneath the ground, and in case the vine fails to produce strong, fast-growing shoots, it is a good idea to cut it back entirely, about an inch below the ground. This will enable the eyes which are held in readiness to send up a new and much stronger growth. A good starting list of large and medium sized clematis is:

Ascotiensis. A large azure-blue flower, very star-like in shape, with interesting buds which are tapering and assume many shapes. This plant attains a height from eight to ten feet, and blooms from July to late September.

Comtesse de Bouchaud. Attractive gracefully-curved petals, ranging in color from satiny rose to rich pink. Flowers are borne from July to September. The vine is an unusually strong grower often reaching a height from eight to ten feet.

Duchess of Edinburgh. One of the

few doubles, a rich pure white blossom, quite glossy in character. A good grower and ideal for use on a pillar.

Jackmani Superba. An attractive dark violet-purple, larger than its well known cousin, Jackmani. Considered a good grower.

Lausoniana. Pale blue blossoms, flushed with mauve. Blooms from June to September and is a very strong grower.

Lord Neville. Very rich-textured petals of plum color, a most unusual and exquisite shade.

Mme. Edouard André. A red clematis whose flower contains a purplish cast. It is rather a slow grower, never exceeding seven feet. However, the vine excels itself in profusion of bloom.

Prins Hendrik. Ruffled petals of rich azure-blue, often seven inches in diameter. Ideal as a cut flower. Vine attains height of about seven feet.

Ramona. A lavender-blue, with dark anthers. Rapid grower and a fine bloomer.

Henryi. Extremely large white flower, vigorous grower. Attains height of eight feet.

Mme. Baron-Veillard. Lilac-rose blossoms, changing to a darker lavender as the weather gets cooler. Blooms from Spring to late Fall. A most rapid grower and reaches a height from ten to twelve feet.

Montana rubens. Apple-blossom pink flowers, one to two inches across, which become even a richer pink as they open wide. A rapid grower, attaining a height of from ten to fifteen feet. Blooms in May and June.

Texensis. Urn-shaped blossoms of reddish-rose, tinted with buff, and pinkish-buff tones. Bears attractive long-haired seed-clusters which are almost as attractive as the blossoms themselves.

Crispa. Very graceful foliage, gray-blue bell-shaped blossoms. Blooms from July to September. This plant will attain a height of eight feet.

Paniculata. Perhaps one of the best known of the small flowering types. Bears panicles of extremely fragrant white flowers. A very prolific and abundant bloomer.

Tangutica Obtusiuscula. Yellow bells on strong stems. Flowers somewhat resemble our well-known Japanese Lantern. Ideal for cutting. Blooms from late June until September. Considered a good grower.

We who have limited our varieties to those in current catalogs look ahead to a more comprehensive list from abroad; to *C. Alpina* with its flowers "like great blue columbines", to *Armandii* with its glossy green leaves eight inches in length, to *Campaniflora* with its "loose lace-like curtain of soft blue", to *Jouiniana* with "its cascades of fragrant lilac flowers", to *Rehderiana* "laden with sweet-scented, primrose yellow, cowslip-like flowers", to *Huldine*, "white with lavender bars inside", to *Pourpre Mat*, handsome, heavy, and the last to bloom. This list will supplement our current catalogs.



The
CORNER SHOP
at
MACY'S

Good
Mixers

Macy's Corner Shop is an expert matchmaker, reverently mixing the old with the new. If you are a connoisseur of venerable furniture, it will warm your heart to see such mellow reproductions as this gleaming sideboard. Meticulously copied from a rare and lovely Serpentine Hepplewhite sideboard found in an



ancient English mansion, it is so like its aristocratic ancestor, you would not hesitate to use old pieces with it. The price is only \$229. We also have sets of old Georgian chairs ranging from \$198 to \$449. They are completely at home with the Hepplewhite copy. 9th Floor at 34th St. & Broadway.

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Come to Palm Springs and discover a new world of health and happiness. Here under ancient palms you will find new life; scenic beauty and sports as endless as the desert expanse. Golden play days, starlit nights. Come where it's summertime all winter, and yield to the spell of "desert magic."



Palm Springs has the finest winter climate in the western hemisphere (average noon day temperature 81°; nights 45°). Complete community, excellent accommodations, branch shops of famous stores, schools, churches, theatres, brokerage office and airport.

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Write for illustrated free booklet: Palm Springs Associates, Room 1, Palm Springs, California.

For those considering fall or winter rentals, the Westbury offers an interesting choice of one to seven rooms with serving pantries. Every apartment has been newly decorated. Furnished or unfurnished.

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Now... A ONE-PIECE SINK and RANGE

...it's the
**MONEL
DUOCRAT**

A MODERN marriage of convenience! For could anything be more convenient than this happy union of sink and range! In the Duocrat* those two important "work centers" are just one step apart—joined for life by a smooth unbroken expanse of silvery Monel.

The range in this step-saving combination comes from the American Stove Company of St. Louis, Mo. It's a specially designed Magic Chef, which measures up to the gas industry's strictest specifications for range performance and styling. The one-piece Monel sink and range top and the steel base cabinet come from the Whitehead Metal Products Co. Inc.

Monel is the ideal metal to do double duty on the Duocrat. Water from the sink cannot rust Monel—not in a thousand years. Hot pots

leave no black marks and the heaviest skillet cannot crack or chip Monel. As for stains—they simply don't "take" on Monel. They cannot penetrate it. So they are easily and quickly removed with common household cleansers.

The Duocrat illustrated above is 108 inches long. For the smaller kitchen, there is a standard model 72 inches long. Other sizes from 48 to 168 inches are also available. See your local gas company or plumber for full information. Or write to the Whitehead Metal Products Co. Inc., 303 West 10th St., New York, for the name of the nearest Whitehead dealer.

*Trade Mark Patent Pending
THE INTERNATIONAL NICKEL COMPANY, INC.
73 Wall Street New York, N. Y.

Monel inherits from Nickel its finest qualities—strength, beauty and ability to withstand rust and corrosion. When you specify metals, remember that the addition of Nickel brings toughness, strength, beauty and extra years of service to steels, irons and non-ferrous alloys.



WINNING COLORS

(CONTINUED FROM PAGE 52)

ETHEL LEWIS designed a living room with pale pink ceiling, deeper pink walls, both casein paint. Trim: oil-painted a grayed deep pink. Upholstery materials: brilliant turquoise chenille and modern woven leaf design shades of pink on off-white. Draperies: off-white, chenille fabric with loops. Carpet: hand-carved tufted rug in wine color.

LUCILLE SCHLIMME did a bath-dressing-room. Walls: warm gray. Trim: slightly darker, both oil paint. Ceiling: turquoise green casein paint. Draperies: vertically striped chintz in turquoise, gray and coral pink. Waterproofed turquoise green fabric for the shower curtains. Rug: deep mulberry, shaggy-weave broadloom.

MIRIAM STEVENSON's living room, with pickled pine furniture, has two walls of deep turquoise and one of rich wine red, all in oil paint, and the fourth wall in beige casein paint. Ceiling: white casein paint. Upholstery fabrics: deep turquoise, self stripe chenille and wine-colored satin. Draperies: a design

of leaves printed on heavy beige-gray fabric in turquoise, wine and putty. Rug: deep wine nubby broadloom.

WALLER FREEMAN projected a formal living room with walls of neutral gray and ceiling of pale chartreuse, both in casein paint. Trim: pure white oil paint with touches of silver. Venetian blinds and niches pale chartreuse. Draperies: printed percale in dull greens, chartreuse, pinkish red and brown on pale chartreuse. Upholstery: kumquat-colored velvet, and chartreuse taffeta with wine and soft blue lines. Rug: gray-blue broadloom.

MARGERY SILL WICKWARE evolved a bedroom with pale gray walls and light almond ceiling, both in casein paint. Trim: oil paint, deeper gray than wall. Draperies: draw curtains of almond green taffeta, over-curtains of blue chintz with ribbon swag and wreath design in gray, chartreuse, mahogany and white. Upholstery: deep blue and mahogany textured velveteen. Rug: royal blue nubby broadloom.



Hortense Reit (left) and Waller Freeman get down to business in our color-mixing contest held at the Decorator's Club recently.



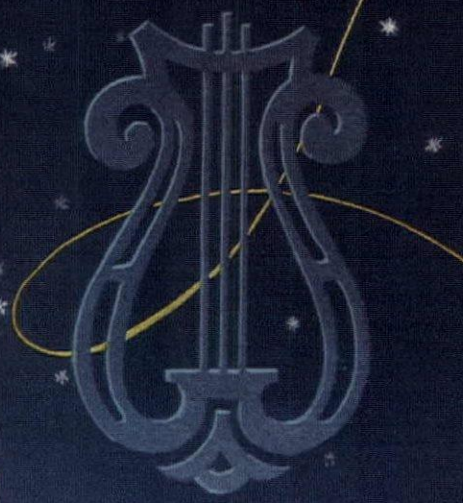
Miriam Stevenson (left) tries out a color while Margery Sill Wickware (next) and Mrs. Truman Handy of Thedlow (right) stir.



Left to right: Contestants Ethel Lewis, Lucile Schlimme, Bertha Schaefer, Mrs. Gertrude Gheen Robinson wield a brush for fun



Nocturne

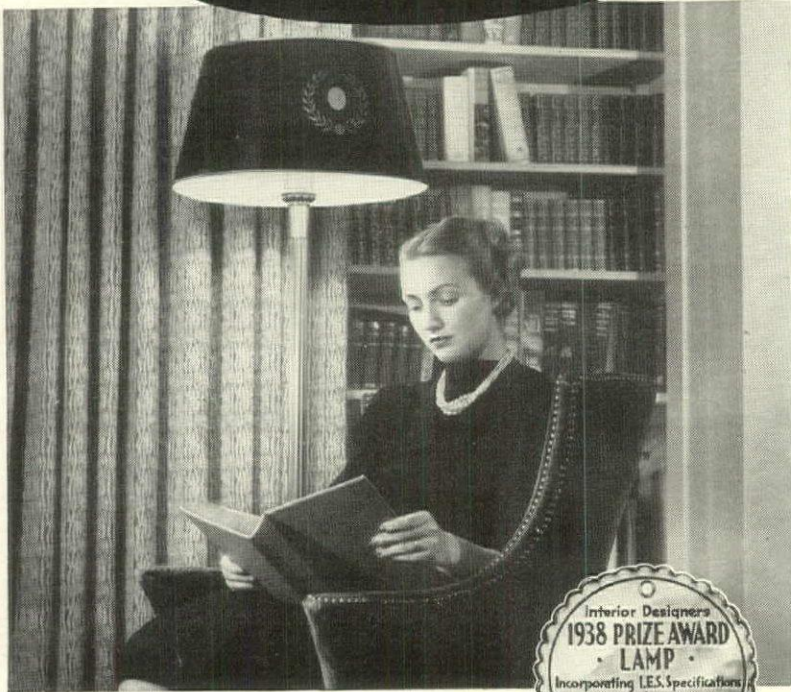


GORHAM Sterling

Nocturne—rhythm sculptured in silver. Line flowing into graceful line with a balance and beauty avowing this brilliant new pattern as Gorham's own. Every Gorham pattern—whether

evoking a lovely memory of the past or anticipating the smartest new-day trend, holds steadfastly to the ideal of perfect artistry that has made Gorham America's Leading Silversmiths Since 1831.

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NEW I. E. S. LAMPS
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3-light model, 18th Century French

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• Enjoy in your own home, the beauty and sight-saving benefits of these prize winning

lamps, sanctioned by leading decorators and approved by lighting specialists.

Harmonizing floor and table models, distinguished by the Blue Ribbon Award shown above, are on display at your favorite store, in these authentic period designs: 18th Century English, Early American, 18th Century French, Contemporary Modern.

Light Condition your home with these beautiful new lamps and enjoy new decorative harmony, combined with good lighting. I. E. S. Better Sight Lamp Makers, 2117 Keith Building, Cleveland, Ohio.



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Prize winning lamps carry both the Blue Ribbon award and the I. E. S. Certification Tag.

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WINES AND FOODS

*Notes on a wine cellar and what to eat and drink—
a department written by the Editor—who is also
President of the New York Wine and Food Society*

ADVICE ON CHEESE. The Dutch, who are a wise people in many respects, eat cheese for breakfast. In support of this gustatory custom they quote the saying, "Cheese is gold at breakfast, silver at lunch and lead at dinner." In certain parts of New England, of course, apple pie with its companionate cheese is an integral part of orthodox breakfast fare.

STEINWEIN AND HERMITAGE. Although they are not generally tooted with loud-sounding trumpets, the two white wines that appeal to our palate in certain moods and with certain foods are Steinwein and Hermitage.

Hermitage, as the favorite of Edward VII, had its hour of glory, was passed by for a time, and now is coming into its own. Down on the left bank of the River Rhone, opposite Tournon, the natives have taken pride in this product of their vines for many a generation. While most of it is red, the white Hermitage is not so rare as to command fantastic prices. Its greatest years are 1915, 1918, 1920, 1923, 1924, 1926, 1928, 1929 and 1933.

Although classed among the lesser German wines, Steinwein has a heritage of fifty generations behind it—fifty generations of appreciators of this sturdy, fragrant libation that pours from the squat green flagons or *Bocksbeutel*. It is also one of the longest lived wines, having the capacity for improving in the flagon for thirty or forty years. Its home is Würzburg—equally famous for beer. The later vintages, 1925, 1927, 1929 and 1931, are the ones to cherish.

SUN-COOKED. Life in this depression of woe seemed just a little easier to endure after we tasted some of the California sun-cooked fruits. What does the poem say?—"The kiss of the sun for pardon"? Well, that kiss can also lift preserved strawberries and plums to a flavor beyond criticism.

BRANDY IN THE KITCHEN. Besides the two excellent ways to enjoy brandy—either as a liqueur or with good club soda as a highball—the well-appointed cook can also find a dozen or more ways in which to insinuate it into food—to the food's betterment. Brandy Butter Sauce, to use over your Erown Betty this Fall, is composed of a wine-glass of brandy, the white of an egg, a quarter-pound of fresh butter and an equal amount of confectioner's sugar. A very grand dessert (of which you don't want to eat *too much*) is made by boiling two quarts of chestnuts which are then put through a ricer. To this add a tablespoon of confectioner's sugar, half a teaspoon of vanilla extract and half a gill of brandy. Mix these well and put in a glass dish. Sweeten and whip a pint of cream and pour over. Put in the ice box and serve very cold. Gingerbread is also im-

proved by having brandy dribbled into the butter and, of course, without brandy you really can't make authoritative Nesselrode Pudding.

EUREKA! Our search for the Perfect Apple Dumpling seems to be near its end. A reader in Sloatsburg, N. Y., sends us a recipe used in a local family for 110 years. It is calculated to make you love your enemies. Here it is:

3 cups of flour, sifted four times
3 level teaspoons of baking powder
½ teaspoon of salt
4 tablespoons of butter

Mix these together *very* lightly with the tips of fingers until it is like corn meal. Then pour in, slowly, enough milk to form a soft dough. Put the dough on a *cloth* and roll *lightly* to one-half an inch in thickness. Cut in squares large enough to hold half an apple. Pare and core the apples, and cut each in quarters. Flavor with the following:

½ teaspoon of sugar
Butter the size of a large pea
¼ teaspoon of cinnamon

Then wrap two pieces of apple in the dough. Steam about half an hour. Test with a broom straw (cake tester is used nowadays) and if the apple is tender, it is done. Serve with hard sauce flavored with brandy.

WINES FOR FLAT PURSES. Thanks to the favorable exchange, good French wines are now becoming available at well under twelve dollars a case. It is encouraging to find a good Claret, a pleasant white Bordeaux of the Graves character, a red and a white Burgundy of acceptable quality, a red and a white Rhone all available for this reasonable figure. From Spain also come delicate wines of equal deliciousness and quite as reasonable in price. Such an accommodation to flattened purses is one of the surest ways to real temperance at table, for the way of the really temperate is to drink wine with food.

PEARS. One of these days, when the mood and the time conspire, we would like to write a lengthy panegyric on pears. As far back as anyone wants to look into the history of fruit on the Continent and in England, the pear has been held the pinnacle of the Autumn harvest and with infinite care hybridizers through several centuries have brought to perfection a vast array of pears with distinctive flavors. To list even a fraction of them would fill more than these two columns. U. P. Hedrich's "Pears of New York" lists 89 leading kinds and 2,838 minor varieties.

Now New York pears can be good, but Oregon pears can be sublime and the season for them is upon us. What a perfect dessert they make—a good pear eaten slowly! Some gourmets add a bit of cheese and some a glass of sweet white wine.

RICHARDSON WRIGHT

HOUSE & GARDEN'S BOOKSHELF

OUR SHADE TREES. By Ephraim Porter Felt. New York, N. Y.: Orange Judd Publishing Company. \$2.

To all who love trees great with the passing of many years of sunshine and rain, or robust saplings of the nursery rows, this comprehensive volume will be a welcome addition to their libraries.

For a long period an active worker in the Bartlett Tree Research Laboratory, as Chief Entomologist and Director, Dr. Felt brings to the intimate consideration of his readers the tree's side of tree existence. Naturally, as the healthy tree takes care of itself, Dr. Felt's activities have been directed more and more to the salvaging of injured, ailing, or infected trees, and his book is laden with accumulated lore as to the reasons for unhealthfulness in trees, and what effective remedies are available to combat it.

The comprehensive observation of a large tree is not easy, and the practical suggestions of one so well-versed in tree troubles as to when the needed help can be given by the owner and when the aid of the tree surgeon is absolutely necessary, is plainly set forth.

As Dr. Felt warns his readers, the loss of a large tree cannot be made good within a person's lifetime, and such irreplaceable treasures are well worthy of constant and intelligent watchfulness for the first symptom of disease, and the prompt application or administration of every known remedy.

In quite another direction is the care of a tree which is not diseased, but perhaps may be starved through exhaustion of the soil in which it has grown for many years. The proper food to be supplied and the methods of getting it to the feeding roots are fully described, with illustrations of the devices that are used.

Another form of care-taking is that of proper pruning and cabling against damage by high winds or by ice storms in the Winter; and still another is the protection of feature trees of great height and beauty from disastrous lightning strokes by a proper metallic cable reaching from the highest top far down below the ground surface at the foot. Illustrations accompanying the description of these processes make the operations easily understood.

Valuable tables as to the relative desirability of the various shade trees in fifty different sections of the United States enable the reader to make a selection for his own immediate neighborhood—with no mistakes; this is a priceless advantage in tree growing, where one must wait years before finding out his errors.

The book has numerous general illustrations apart from the text: some pictures of famous old trees; specific tree groups in the general open landscape; examples of the invaluable beauty which may be added to the general roadsides by judicious planting, and the like. And all of this is made readily available by a generous index.

SOILLESS GROWTH OF PLANTS. By Carleton Ellis and Miller W. Swaney. New York, N. Y.: Reinhold Publishing Corporation.

It is not readily apparent why the slen- (Continued on page 83)



An original design by Howard Greer as featured by Carolyn Modes.

You're Invited

to see the style creations* shown by

The Dealer Members

of the

Grand Rapids Furniture Makers Guild*

named below who contributed this advertisement at their own expense as a personal service to you

- NEBRASKA
 - Omaha - - - - - Orchard & Wilhelm Co.
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 - Portsmouth - - - - - Margeson's
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 - Buffalo - - - - - Conley Furniture Co.
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 - Scranton - - - - - Stoehr & Fister
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 - Providence - - - - - Burke-Tarr's
- SOUTH CAROLINA
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 - Milwaukee - - - - - The Klode Furniture Company
- WYOMING
 - Casper - - - - - Cornell's
- CANADA
 - Montreal - - - - - Henry Morgan & Co. Limited

One of the above stores is *Near Your Home*

You are cordially invited to visit it to see the new fashions and to acquaint yourself with the beauty and quality, involving no premium, of Registered-Certified Grand Rapids Guild Furniture, including many of the new style creations* shown on the following pages.



A home in Sterling Ridge, Westchester County, N. Y.



The
Wedgwood

An Environment of Hospitality
for Successful Entertaining

Clever hostesses know that the key to successful functions lies in the dining room . . . in its furnishings as much as in the menu and entertainment. The Wedgwood dining suite will establish an air of gracious hospitality and charm. Styled in the 18th century manner, made of mahogany and other selected cabinet woods, this is but one of many smart Dexter creations for dining and bedrooms.

May we send you this new booklet giving intriguing suggestions on "The Selection and Care of Fine Furniture" with a portfolio illustrating smart new furniture fashions of the season? Sent on receipt of 10 cents. Please address Department B.



GRAND RAPIDS CHAIR COMPANY
Makers of Dining and Bedroom Furniture
GRAND RAPIDS, MICHIGAN

You May Be
IN THE SELECTION
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MAKE your home what you will—*today!* Yesterday is gone, with its meed of joy and sorrow. Tomorrow will remain forever unborn. But *today is yours*—to mold to your heart's desire.

Your longing to have a beautiful, tastefully furnished home is legitimate and natural. Recent years have given American people new awareness that their personal environments reflect accurately the spirit and character of their own individuality and good taste. You want a lovely distinctive background against which you can be your most charming self, both in daily family life and when entertaining.

That is why—when you are selecting furniture—genuine *Registered-Certified* creations for living, dining and sleeping rooms will appeal so irresistibly to you. Not only will you see for yourself their aristocratic styling, choice materials and meticulous craftsmanship . . . but the salesman will be able to give you *positive documented proof* of their authenticity, excellence and value.

Registered-Certified furniture is made by ten historic quality Grand Rapids makers who, though competitors, banded themselves together as the Grand Rapids Furniture Makers



Quality Furniture priced for moderate budgets. Featured by stores of distinction throughout the continent.

JOHNSON FURNITURE COMPANY
JOHNSON-HANDLEY-JOHNSON COMPANY
GRAND RAPIDS, MICHIGAN

Send 25c for illustrated brochure "Popular Period Styles."
NEW YORK CITY . . . JOHN STUART, INC., 4TH AVENUE AT 32ND STREET



To Prove

THAT GOOD TASTE
NEED NOT BE EXPENSIVE



Ultimate proof that *good taste in furnishing need not be expensive* is found in Mueller's new budget group of fine living room creations. Lovely to look at . . . grand to live with . . . characterized by *inner* as well as outer beauty . . . these upholstered pieces offer an outstanding opportunity to enrich your home with enduring charm and comfort at only a modest expenditure. These and other Mueller Masterpieces merit your thoughtful consideration.

YOURS . . . for the asking! This interesting brochure illustrating and describing many of the season's smartest living room creations will be sent free upon request. Please address Dept. 110.



MUELLER FURNITURE COMPANY
GRAND RAPIDS, MICHIGAN

Sure of Distinction OF SMART NEW STYLES OF LEGALLY GRAND RAPIDS Guild FURNITURE

Guild, and "covenanted" themselves and to each other, to the maintenance of the high craftsmanship ideals that so long ago established Grand Rapids firmly as the furniture style center of the nation.

Each piece is trade-marked, numbered and registered by the Guild. With your purchase of a *Registered-Certified* piece or suite, you receive a forgery-proof Certificate of Registration, attested by all the historic quality manufacturer members of the Guild, and your Guild dealer, pledging without reservation the authenticity, excellence, quality and value of your purchase. Thus in buying *Registered-Certified* furniture you have positive assurance that you will derive from it lasting satisfaction and meticulous pride of ownership.

Guild dealers are appointed because of their integrity, honesty and fine record of service in their communities. While there are of course many good

furniture stores who are not Guild dealers, you may depend upon it that every Guild dealer will take special pride in serving you and that he is unusually well equipped to help you make a thoughtful selection of furnishings for your home.

You will desire to remember, too, that even though all good furniture is not *Registered-Certified*, all *Registered-Certified* Grand Rapids Guild furniture is *good* furniture.

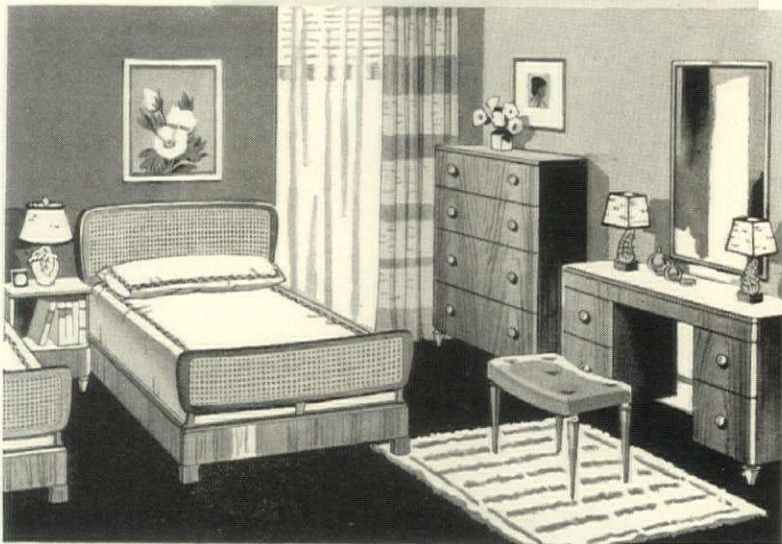
The ten historic manufacturers who comprise the Grand Rapids Furniture Makers Guild are:

- Imperial Furniture Co.
- Johnson Furniture Co.
- Johnson-Handley-Johnson Co.
- Grand Rapids Chair Company
- Mueller Furniture Co.
- Ralph Morse Furniture Co.
- The Widdicomb Furniture Co.
- John Widdicomb Company
- Brower Furniture Co.
- Wm. A. Berkey Furniture Co.

May we send you with the compliments of the Guild manufacturer members, publisher, and dealers, a copy of the next issue of THE STYLIST — 16 pages, eight dramatized by 4-color offset process, free from all advertising, devoted to the pictorial and editorial presentation of what is new and exciting in furniture style trends from the foremost design creators of the Furniture Capital of America, together with correlated accessories for home furnishings. Address GRAND RAPIDS FURNITURE MAKERS GUILD, 702 BUILDING & LOAN BUILDING, GRAND RAPIDS, MICH.



WIDDICOMB'S ORIGINALS in Swedish Modern



See these delightful *original* creations...the newest style trend in furniture that offers unrivalled beauty and comfort for your home. From Widdicomb's Originals, you can select a piece or two at a time, furnish a room or an entire house in an endless variety of charming formal or informal effects.

THE WIDDICOMB FURNITURE CO.

Makers of fine furniture since 1865
GRAND RAPIDS, MICHIGAN

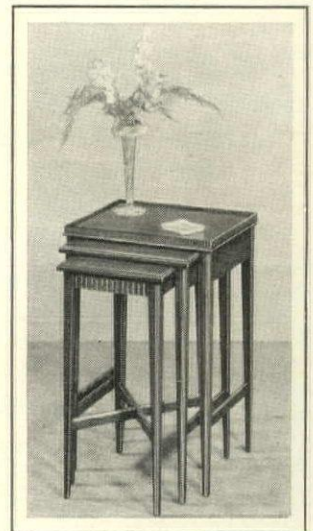
WRITE FOR THIS free booklet which suggests so many decorative possibilities for your home.



Imperial Tables



CREATE an atmosphere of home, hospitality and happiness with Imperial's delightful new tables! Offered in a broad range of authentic styles, types and woods, Imperial Tables are noted the world over for their excellence of design, materials, workmanship and finish, yet they are priced as low as \$9.95 at leading dealers.



- Above. Chippendale book end table. Figured mahogany or walnut top and shelves.
- Right. 18th century English nest of tables. Figured mahogany tops.
- Group. Book cabinet or what-not expressing Chippendale influence. Mahogany or walnut.
- Chippendale coffee table with removable tray. Mahogany or walnut.
- 18th century English lamp table. Made of mahogany.



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You will be fascinated by this booklet featuring Imperial's new Jeffersonian group of sixty authentic American solid mahogany pieces pictured and described with room scenes and suggested decorative arrangements for your home. Please send 10c to cover mailing costs. Address Dept. D-10.

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Practical Thatch Roofing

Combining Charm with Unusual Insulation

Palmyra reeds, in strips for simplified laying, for new construction or old. Fire-resistant. Obnoxious to insects. Solves the thatch problem for architectural designs. An extraordinary roof at the price of an ordinary roof.

Detailed information on request.

Old English Thatch

Manufacturers — Stamford, Connecticut

Handy Heat on Wheels

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BATH—PORCH—CAMPS
GARAGES—OFFICES—SICK ROOM

OR for any room where you need occasional or extra heat, this portable, electric steam radiator is in every way an efficient handy little steam plant, giving the same satisfactory heat as any steam or hot water radiator.

Comes to you all ready to lift out of the box and start using. Simply plug in the cord, and have "jiffy heat".

Ideal for those cool, damp days of late Fall and early Spring, before the fire has been started or after it has been let out. For taking the chill off the room for baby's bath; making the breakfast niche more comfortable; and as general auxiliary for other heating.

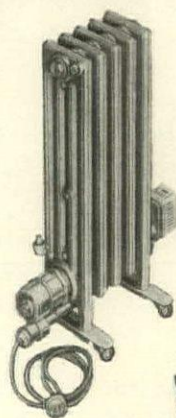
This handy heat on wheels has double ball bearing casters, so is easy to move from one room to another. Is thermostatically controlled. Don't have to watch it. The automatic current control is an economy watch dog. Small size uses no more current than an ordinary flat iron.

Send for special folder H, showing 4 sizes, giving prices and telling more about it.

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SELECT YOUR BOAT

Check this list before you plan a Winter vacation

Oct. 8	COLUMBUS	12 days	St. Pierre, Fort de France, Trinidad, La Guaira, Curacao, Kingston.
Oct. 8	LADY DRAKE	30 days	Bermuda, St. Kitts, Nevis, Antigua, Montserrat, Dominica, St. Lucia, Barbados, St. Vincent, Grenada, Trinidad, Demerara.
Oct. 8	MON. OF BERMUDA	6 days	Bermuda.
Oct. 8	ROTTERDAM	12 days	Port au Prince, Kingston, Havana.
Oct. 8	KUNGS HOLM	5 days	Bermuda.
c Oct. 8	SANTA MARTA	16 days	Havana, Cristobal, Almirante, Port Limon, Havana.
Oct. 8	JAMAICA	15 days	Havana, Port Limon, Cristobal, Havana.
d Oct. 11	TELA	12 days	Puerto Barrios.
Oct. 11	QUEEN OF BERM.	6 days	Bermuda.
b Oct. 12	LADY SOMERS	25 days	Bermuda, Nassau, Kingston.
Oct. 12	TALAMANCA	15 days	Kingston, Puerto Colombia, Cartagena, Cristobal, Kingston.
c Oct. 12	SIXAOLA	8 days	Puerto Cortes, Puerto Barrios.
Oct. 14	MUSA	12 days	Cristobal, Santa Marta.
Oct. 14	SANTA PAULA	16 days	Curacao, La Guaira, Puerto Cabello, Puerto Colombia, Cartagena, Cristobal, Kingston, Cap Haitien.
Oct. 14	AMOR	24 days	Port au Prince, La Guaira, Puerto Cabello, Curacao.
Oct. 15	MON. OF BERMUDA	6 days	Bermuda.
Oct. 15	CARINTHIA	8 days	Nassau, Havana.
Oct. 15	NERISSA	21 days	St. Thomas, St. Croix, St. Kitts, Antigua, Montserrat, Guadeloupe, Dominica, Martinique, St. Lucia, Barbados, Trinidad.
Oct. 15	ANTIGUA	12 days	Santiago, Puerto Barrios, Puerto Cortes.
Oct. 15	MUNARGO	12 days	Nassau, Miami, Havana, Miami, Nassau.
c Oct. 15	TOLOA	16 days	Havana, Cristobal, Port Limon, Havana.
Oct. 15	VERAGUA	15 days	Havana, Port Limon, Cristobal, Havana.
d Oct. 18	CASTILLA	12 days	Puerto Barrios.
Oct. 19	QUIRICUA	15 days	Kingston, Puerto Colombia, Cartagena, Cristobal, Kingston.
c Oct. 19	ULUA	8 days	Tela, Puerto Barrios.
Oct. 19	QUEEN OF BERM.	5 days	Bermuda.
Oct. 21	CALYPSO	24 days	Port au Prince, La Guaira, Puerto Cabello, Curacao.
Oct. 21	PASTORES	13 days	Tela, Puerto Barrios, Puerto Cortes.
Oct. 21	PLATANO	12 days	Cristobal, Santa Marta.
Oct. 21	SANTA ELENA	16 days	Curacao, La Guaira, Puerto Cabello, Puerto Colombia, Cartagena, Cristobal, Kingston, Cap Haitien.
Oct. 22	CHIRIQUI	15 days	Havana, Port Limon, Cristobal, Havana.
c Oct. 22	SIXAOLA	16 days	Havana, Cristobal, Almirante, Port Limon, Havana.
Oct. 22	COLUMBUS	12 days	Port au Prince, Kingston, Colon, Havana.
Oct. 22	MON. OF BERMUDA	6 days	Bermuda.
a Oct. 22	LADY NELSON	30 days	Bermuda, St. Kitts, Nevis, Antigua, Montserrat, Dominica, St. Lucia, Barbados, St. Vincent, Grenada, Trinidad, Demerara.
Oct. 22	ROTTERDAM	13 days	Port au Prince, Kingston, Havana, Nassau
d Oct. 25	TELA	12 days	Puerto Barrios.
c Oct. 25	SANTA MARTA	9 days	Belize, Puerto Cortes, Puerto Barrios.
Oct. 26	JAMAICA	15 days	Kingston, Puerto Colombia, Cartagena, Cristobal, Kingston.
Oct. 26	CARINTHIA	8 days	Nassau, Havana.
Oct. 26	QUEEN OF BERM.	5 days	Bermuda.
Oct. 26	DIXIE	15 days	New Orleans.
b Oct. 26	LADY RODNEY	25 days	Bermuda, Nassau, Kingston.
b Oct. 27	CHOMEDY	30 days	Bermuda, St. Kitts, Nevis, Antigua, Montserrat, Dominica, St. Lucia, Barbados, St. Vincent, Grenada, Trinidad, Demerara.
Oct. 28	MEDIA	24 days	Turks Island, Nine Haitian Outports, Curacao.
Oct. 28	STUYVESANT	17 days	Port au Prince, La Guaira, Puerto Cabello, Curacao.
Oct. 28	SANTA ROSA	16 days	Curacao, La Guaira, Puerto Cabello, Puerto Colombia, Cartagena, Cristobal, Kingston, Cap Haitien.
Oct. 28	MUSA	12 days	Cristobal, Santa Marta.
Oct. 29	MUNARGO	12 days	Nassau, Miami, Havana, Miami, Nassau.
Oct. 29	TALAMANCA	15 days	Havana, Port Limon, Cristobal, Havana.
Oct. 29	ANTIGUA	12 days	Santiago, Puerto Barrios, Puerto Cortes.
c Oct. 29	ULUA	16 days	Havana, Cristobal, Port Limon, Havana, Bermuda.
Oct. 29	MON. OF BERMUDA	6 days	Bermuda.
Nov. 4	SANTA PAULA	16 days	Curacao, La Guaira, Puerto Cabello, Puerto Colombia, Cartagena, Cristobal, Kingston, Cap Haitien.
Nov. 5	CARINTHIA	8 days	Nassau, Bermuda.
Nov. 5	ROTTERDAM	8 days	Nassau, Havana.
Nov. 5	MON. OF BERMUDA	6 days	Bermuda.
Nov. 11	SANTA ELENA	16 days	Curacao, La Guaira, Puerto Cabello, Puerto Colombia, Cartagena, Cristobal, Kingston, Cap Haitien.



FOR YOUR CRUISE

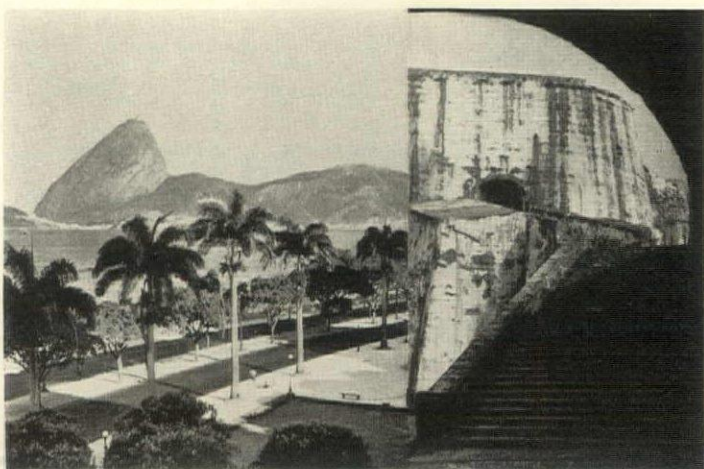
All sailings from New York unless otherwise indicated

Nov. 12	MON. OF BERMUDA	6 days	Bermuda.
Nov. 12	MUNARGO	12 days	Nassau, Miami, Havana, Miami, Nassau.
Nov. 16	DIXIE	15 days	New Orleans.
Nov. 16	CARINTHIA	8 days	Nassau, Havana.
Nov. 18	GRIPSHOLM	11 days	Port au Prince, Kingston, Havana.
Nov. 18	SANTA ROSA	16 days	Curacao, La Guaira, Puerto Cabello, Puerto Colombia, Cartagena, Cristobal, Kingston, Cap Haitien.
Nov. 19	QUEEN OF BERM.	6 days	Bermuda.
Nov. 25	SANTA PAULA	16 days	Curacao, La Guaira, Puerto Cabello, Puerto Colombia, Cartagena, Cristobal, Kingston, Cap Haitien.
Nov. 26	QUEEN OF BERM.	6 days	Bermuda.
Nov. 26	MUNARGO	12 days	Nassau, Miami, Havana, Miami, Nassau.

For further cruises consult your travel agent:
The following have already been announced for 1939

Jan. 5	FRANCONIA	146 days	Trinidad, Rio de Janeiro, Buenos Aires, Montevideo, Cape Town, Victoria Falls, Port Elizabeth, Durban, Zanzibar, Mombasa, Seychelles Islands, Bombay, Ceylon, Sumatra, Penang, Singapore, Angkor, Tourane, Hué, Hong Kong, Manila, Java, Bali, Timor, Northern Australia, New Guinea, New Hebrides, New Caledonia, Fiji Islands, Tongan Islands, Eastern and Western Samoa, San Francisco, Panama Canal.
Jan. 6	KUNGS HOLM	18 days	St. Thomas, Martinique, Trinidad, La Guaira, Curacao, Cristobal, Kingston, Havana.
Jan. 7	EMP. OF BRIT.	128 days	Madeira, Gibraltar, Algiers, Monaco, Naples, Athens, Haifa, Cairo, Bombay, Colombo, Penang, Singapore, Bangkok, Hong Kong, Manila, Bali, Batavia, Durban, Cape Town, St. Helena, Rio de Janeiro, Bahia, Port of Spain, Havana.
Jan. 7	ROTTERDAM	16 days	Cristobal, Curacao, La Guaira, Kingston, Havana.
Jan. 14	NIEUW AMSTDM.	25 days	Curacao, La Guaira, Rio de Janeiro, Bahia, St. Thomas.
Jan. 14	RELIANCE	32 days	Barbadoes, Rio de Janeiro, Bahia, Grenada, La Guaira, St. Juan.
Jan. 21	STELLA POLARIS	111 days	Havana, Panama, Galapagos, South Sea Islands, East Indian Archipelago, Ceylon, Seychelles, Madagascar, Mozambique, Durban, Port Elizabeth, Cape Town, St. Helena, Dakar, Canary Islands, Casablanca, Gibraltar, Southampton (cruise ends here).
Jan. 28	ROTTERDAM	20 days	Cristobal, Curacao, La Guaira, Trinidad, Martinique, St. Thomas, Kingston, Havana.
Jan. 31	GRIPSHOLM	56 days	Nassau, Havana, Cristobal, Balboa, Callao, Lima, Valparaiso, Santiago, Puerto Montt, Straits of Magellan, Punta Arenas, Buenos Aires, Montevideo, Santos, Rio de Janeiro, up the Amazon, Trinidad.
Feb. 4	COLUMBUS	63 days	Casablanca, Teneriffe, Canary Islands, Dakar, St. Helena, Cape Town, Port Elizabeth, Durban, Madagascar, Mombasa, Zanzibar, Port Sudan, Suez, Port Said, Naples, Villefranche, Gibraltar.
Feb. 4	NORMANDIE	24 days	Panama Canal, Martinique, Rio de Janeiro, La Guaira, Nassau.
Feb. 11	BREMEN	40 days	Cristobal, Balboa, Callao, Lima, Valparaiso, Santiago, Puerto Montt, Straits of Magellan, Punta Arenas, Mar del Plata, Buenos Aires, Montevideo, Santos, Sao Paulo, Rio de Janeiro, Bahia, Port of Spain, Nassau.
Feb. 11	NIEUW AMSTDM.	46 days	Havana, Cristobal, Balboa, Callao, Valparaiso, Cape Pillar, Punta Arenas, Mar del Plata, Buenos Aires, Montevideo, Santos, Rio de Janeiro, Bahia, St. Thomas, Nassau.
Feb. 11	CARINTHIA	75 days	Trinidad, Rio de Janeiro, Tristan da Cunha, Cape Town, Port Elizabeth, Durban, Zanzibar, Mombasa, Aden, Port Sudan, Suez, Alexandria, Athens, Naples, Monaco, Gibraltar.
Feb. 18	RELIANCE	32 days	Barbadoes, Rio de Janeiro, Bahia, Grenada, La Guaira, St. Juan.

a From Boston. b From Montreal. c From New Orleans. d From Philadelphia.
These sailings are subject to change without notice.



This
INTERESTING BOOKLET
gives window facts that will open your eyes!



★
GET THIS IMPORTANT NEWS ABOUT WINDOWS BEFORE YOU BUILD!

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weather conditions; never require painting; will not swell, shrink, rust or rot out; cost no more than ordinary windows in the long run. Use the coupon below and send for this outstanding new booklet of window facts today. There is no cost or obligation—and it will revolutionize your conception of what residential windows should be.

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The Kawneer Company, Niles, Michigan: Please send illustrated booklet on Sealair Windows to: HG-1038

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Mother is happy

—because the fuel savings made possible by Balsam-Wool SEALED Insulation will put more dollars into her household budget . . . because Balsam-Wool makes those savings sure as long as the house stands . . . because Balsam-Wool protection means greater comfort in every room.



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OUR fun is often limited to an association of ideas: sailing—seasickness, caviar—eggs, vistas—vertigo. But the worst thing that can happen is to let these associations limit our vacation fun. For example, California—Hollywood may delight some and dissuade others from ever enjoying this Pacific playground.

Far more reasonable is to have California suggest sport and leisure. Especially is this true at the desert resorts hidden in the San Bernardino mountain range of Southern California. In colorful apartments, bungalows, hotels or mansions you can spend the Fall or Winter doing nothing or everything.

"Nothing" includes sitting under a palm tree or pepper tree or vine-covered pergola and watching the sun make patterns on the purple mountains nearby. "Everything" includes driving over the border into old Mexico or north to the Sequoia, General Grant and Yosemite National Parks; horseback-riding through orange groves, across rivers and up mountain passes; golfing, swimming, playing tennis, badminton, or sunbathing. Leisure and sport in the desert.

The usual conception of "desert" is not applicable here. For the Southern California desert is dotted with modern oases, verdant and semi-tropical valleys filled with warm sunshine from early morning until late afternoon.

Palm Springs, for example, is set in a grove of date palms and fig trees and the towering crags of Mount San Jacinto shelter the canyons and groves from severe winds of the open desert. Only about 40 miles from San Bernardino and on the direct route for those bound for Los Angeles from the east, Palm Springs was once a stage stop-over for the gold miners who sought their fortunes in the surrounding mountains. Today it is gaily surrounded by superbly equipped resorts. Not far from Palm Springs is the famous Palm Canyon. Ancient palm trees line a clear water stream which winds

down the canyon, creating a miniature desert oasis. And Murray, Andreas and Tabquitz Canyons with their majestic rock formations and prehistoric woods are only four miles distant.

The region of Palm Springs was pioneered twenty-six years ago by the building of a log cabin called "The Desert Inn". At present all interests center around a beautiful modern resort hotel of the same name.

Sharing the popularity of Palm Springs is Arrowhead Springs to the north. From San Bernardino approximately a ten-mile motor trip, following the crest of the mountains along "The Rim of The World" Highway, brings you into the region of Arrowhead Springs. Located about a thousand feet above the valley floor and bounded on the east and the west by two vast canyons, the Springs were known to the Indians for their medicinal value long before the scientists discovered their similarity with the waters of Carlsbad.

Today the accommodations at Arrowhead Springs are complete enough to make you forget the necessities of life and leave you free to share in the Indian legends hovering near the canyons and above The Arrowhead, itself. This famous rock situated on the face of a mountain slope so resembles an Indian arrow point that people formerly believed that it had been artificially created. Of white quartz and gray granite, it is thrown into vivid relief by the dark green mountain foliage. Legend has it that the Coahuilla Indians were led to this spot by the Good Spirit who sent this arrow of fire to guide them. Today, the Arrowhead guides the vacationists under its shadow through mountain trails and canyons that afford salutary exercise or solitary leisure.

One of the greatest advantages to the desert resorts of Southern California is their accessibility by train, plane and motor and their proximity to San Jacinto State Park, to big Bear Lake, to quaint California missions, and to gardens where larkspur, verbenas and primroses appear in endless variety.



CANYONS slope into the deep and fertile valleys of Southern California and Arizona. The walls of the Grand Canyon, shown above, rise to 6000 feet

Your house can be WHITER



Stone house at York, Penna., painted with Cabot's DOUBLE-WHITE. Fred G. Demywolf, Architect.



DOUBLE-WHITE house in New Canaan, Conn. Gloss Collopake trim. Robert C. Kilborn, Architect.



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The biggest
little bathroom

KOHLER
LAVETTE



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- I EXPECT TO BUILD A HOUSE
 I EXPECT TO REMODEL

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Address _____

HINTERLAND OF SOUTH AFRICA

WHEN we were told that we had to spend a year in South Africa, it was as if our Victorian aunt had willed us her harp. The harp would amuse us a few days while we examined the frame and plucked some of the strings. After that it would be a bore. As boring, we thought, as South Africa would be once we had settled in Cape Town, spent a day in Kruger National Park and seen Victoria Falls.

So we arrived at Cape Town determined to postpone the National Park and Victoria Falls for the moment when we needed some incentive to last out the year, and to take the maximum amount of pleasure from months of confinement in the Capital of South Africa.

It was this determination which made us enthuse over the hills and valleys and vineyards that led us down an avenue of old oak trees and into a stately homestead which was to be our future residence. That same afternoon when some friendly neighbors took us along the Cape Marine Drive, we felt spontaneous admiration for the cove which had given us a sheltered swim, the lighthouse perched on a beetling crag which had afforded a wonderful view of the whole peninsula, and the view of Table Mountain where afternoon shadows had laid fascinating patterns. But we thought that we had squandered, in one afternoon, the pleasures that were to last for months. That was before someone placed in our hands a railroad timetable of weekend excursions which radiated out of Cape Town and into the hinterland of South Africa.

We rode in trains as comfortable as those in the United States—to Bloemfontein, a dignified modern city surrounded by river resorts where we could swim, boat, picnic and listen to pleasant concerts along the shaded banks; to Cape Province where we spent a day in sections reminiscent of the old Dutch colonies; and to the ostrich-breeding center in the Outeniqua Mountains. The days were never unduly hot and the nights spent in simple inns were invariably cool. Gradually we enlarged our weekend travel-area.

From Durban, a favorite seaside resort famed for its beaches and its colorful ricksha boys, we drove to the

Drakensburg National Park in the Province of Natal, not far from the Indian Ocean. But it was not the drive through the mountain passes or the ride on a Basuto pony in the Park that arrested our attention that Saturday afternoon. It was the hour that we had spent in a Zulu village where strange native peoples left their fields and their cattle to offer us a cup of coffee made from the seed of the Kaffir chestnut. Then, donning costumes of beads and bracelets and headbands and loin cloths, they danced happily in a field of heather with eucalyptus forests and mountains in the background.

The hour in a Zulu village had aroused a curiosity about life outside of Cape Town which kept us taking trains into the hinterland. For not too far from where we ate breakfast and read the morning paper were at least four tribes living as they had for centuries, dressing as their ancestors had dressed. There was a glamour in their primitive lives, and friendliness in their attitude toward strangers. Their language was impossible to interpret, but in watching their community occupations it was evident that they had a well-organized social system and that the younger members bowed to the discipline of their elders.

In the Spring of the year we met a group of Americans who had spent two months on a safari from Cairo, Egypt, south through the Sudan across the Equator and down to the Congo, Kenya and Tanganyika regions. Their impressions of South Africa and Cape Town were that, off the beaten track, one might still find a bit of the real Africa free from the bonds of western civilization. The recommendations of the leader of this safari group and of the friendly inhabitants of Cape Town helped us to route our excursions.

The year in South Africa passed so quickly that it was not until the last week of our stay that we found time to marvel at the mile-wide Victoria Falls with more than twice the drop of Niagara and to watch the creatures of the African wilds roam unrestricted through the bushveld paths of Kruger National Park. The hinterland of South Africa had kept us well occupied.

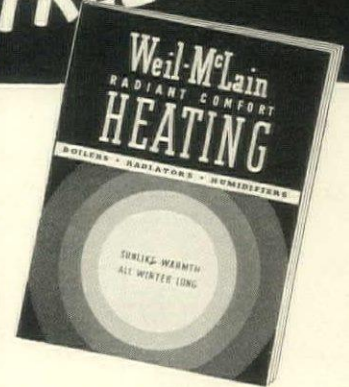
THOS. COOK & SON



ZEBRAS, buffalos, antelopes, giraffes and matchless wild animals have been slaughtered in the settled parts of South Africa, but here you see them roaming unrestricted in the bush-covered veldt of the spacious and picturesque Kruger National Park, a highspot in South African travel

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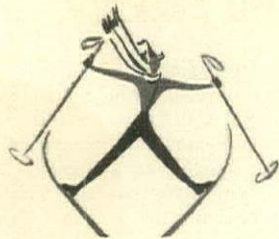
What makes the Atlantic so salubrious in October is the knowledge that the hectic days of Summer are over... September leaving with a tan... Autumn arriving with a tang... warm, yet bracing... a little more kick in the climate and the combers... a delicious blending of two seasons in one!

An Atlantic City Autumn will make you over... Try it!

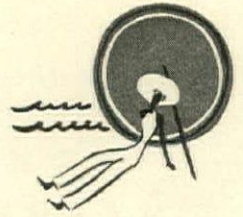
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Litchfield
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Northampton
Wiggins Old Country Store, Wiggins Old Tavern and Hotel Northampton—combining old charm and modern accommodations. Authentic New England Antiques.

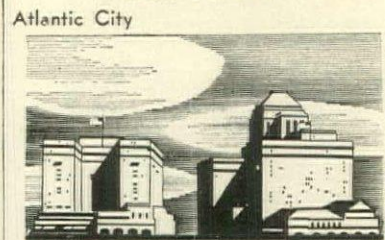
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AUTUMN TOUR

October is an ideal month for a tour through the East Coast's beautiful mountain country. You may choose the White Mountains, the Berkshires or the Green Mountains in New England; the Poconos in Pennsylvania, or the Adirondacks in New York; or perhaps a favorite range of your own acquaintance.

Why not explore the antique shops you have passed during the heat of summer, rummage through old trunks, and search the barn for unfinished treasures of Early American vintage? Take time out for a stop at that little inn or tea shop, and poke around the shady glen that has caught your eye so many times.

The air will be clear and cool, and you may discover a few mountain tops not usually visible in the vicinity of your favorite resort. Autumn foliage is a paradise of color, tinting mile after mile in the many hues of an artist's palette, and we envy your opportunity to view nature's art work at its best.

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Marlborough-Blenheim. Maintaining the standards of 35 years' continuous ownership management. American and European plans. Josiah White & Sons Co.

NEW MEXICO

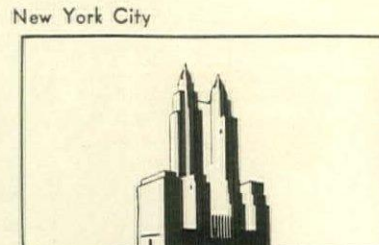
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days under a warm, friendly sun.
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For speed choose the Rex or gyro-
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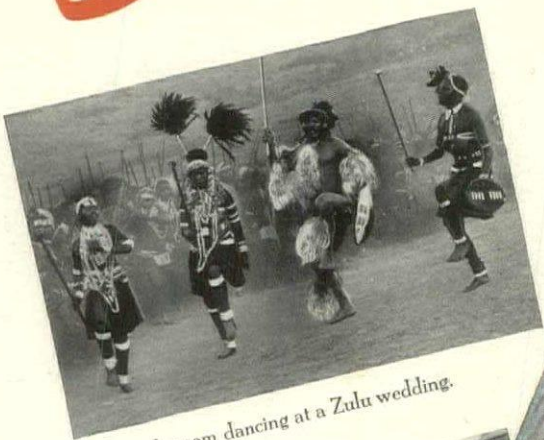
Italian Line



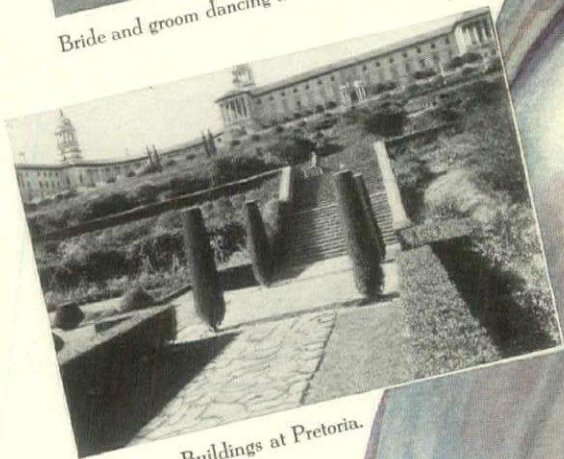
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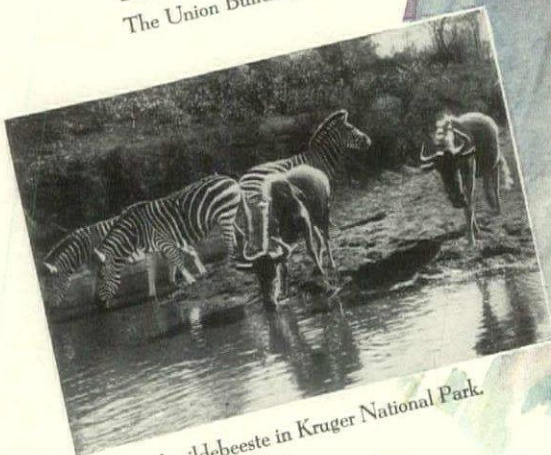
South Africa



Bride and groom dancing at a Zulu wedding.



The Union Buildings at Pretoria.



Zebra and wildebeest in Kruger National Park.



GO DIRECT, VIA EUROPE, OR SOUTH AMERICA, OR BY WORLD CRUISES • DETAILED INFORMATION FROM ALL LEADING TOURIST AND TRAVEL AGENCIES

SOUTH AMERICA

(CONTINUED FROM PAGE 58)

the market, you'll begin to enjoy your vantage point on top of the roof.

"Soon the river narrows and great stalks of bamboo meet overhead. The shade is refreshing. The boatman calls your attention to monkeys. You may not see them but you'll hear them chatter all right. You'll find bright-colored orchids blooming on the highest trees. You'll pass little rafts thatched with bamboo like those on the rivers of China. I hope you'll be offered a rum punch and that you'll dodge overhanging branches rather than leave the roof. Perhaps you'll have hot rice and chicken for your lunch. The coffee will be brought to you in the small vinegar cruet in common use here. Pour a little of the black extract into your cup and fill it with hot water.

"The best moment of all is when the motor of the launch is turned off so that the boat can be poled around for the return trip. Birds in colored plumage fly from one side of the river to the other as soon as all is silent. That is a moment in the jungle that I'll never forget.

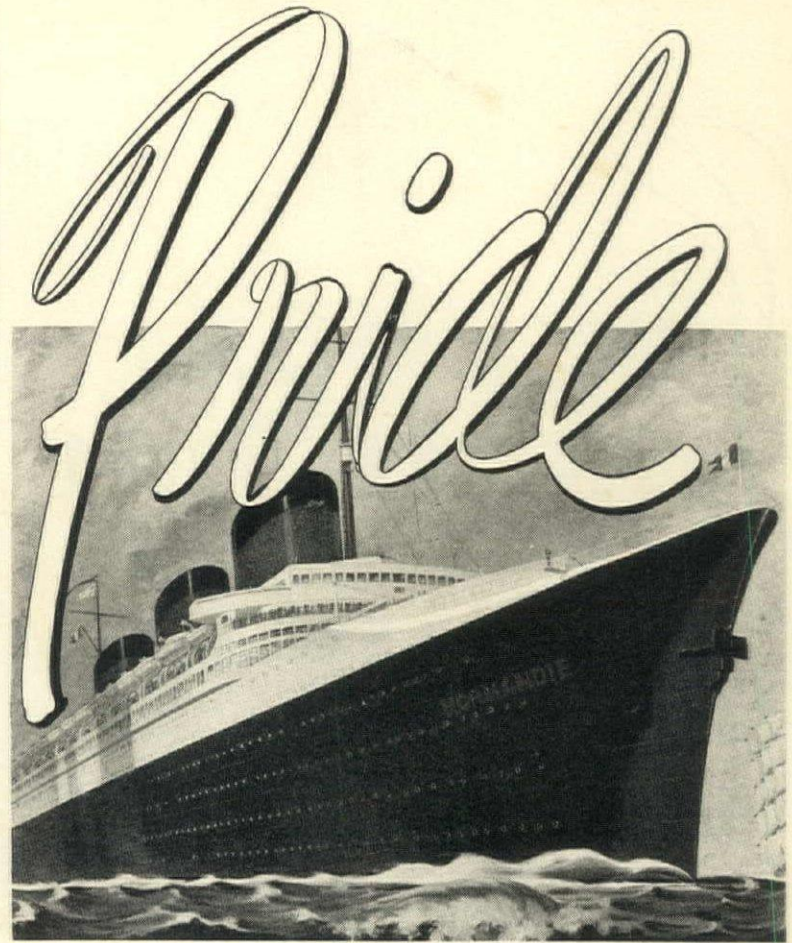
"And since I have come back I've compared notes with my wife. In two hours she found that there were a lot of European-bred men in Guayaquil living a leisurely existence on little money; that the Indians worked for ten cents a day; and that there were funerals in the early morning before the heat of the day. Now go into the jungles on the Guayas River, as I told you in the beginning."

The notes of the cruise director pause respectfully at Lima. He mentions the diamond mines, the Inca burying grounds and the Palace of Perricholi. There are historical references to Bolívar and Pizarro; stories about the food delicacies served at the quaint Hotel Maury—about the new irrigation projects financed through the sale of Peruvian matches—about "The Railway of the Moon" which carries the inhabitants of Lima up the Rimac valley and into the gay sunny village of Chosica. There was no doubt that the cruise director knew everything about Peru; that he particularly admired its second largest city, Arequipa. Especially one landlady and all the llamas in Arequipa:

"Arequipa has been known since 1540 as a rest station for runners carrying fresh fish to the tables of the Incas in their Highland Capital. It has an invigorating climate and an electric atmosphere that give the Arequipans a volatile temperament.

"Encourage guests to stay at the Quinta Bates where good American food and comfort are as well-known as Mrs. Bates—the landlady—herself. In her long rambling house with a dozen additions of rooms, nooks, sun-parlors and baths—all on different levels—everyone succumbs to the bewitching sight of the volcano that towers above her roof garden.

"Get acquainted with Mrs. Bates. (She was born in New York State, (Continued on page 86)



WITHOUT PREJUDICE

The French Line is rightfully proud of the NORMANDIE, world's largest ship. Her record compels admiration. Since launching, the NORMANDIE has maintained regular, scheduled speed with security . . . not merely for one record crossing, but day in and day out, at every season of the year. Her passenger list, always impressive, testifies to the public's appreciation of the NORMANDIE'S speed, luxury and comfort.

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French Line

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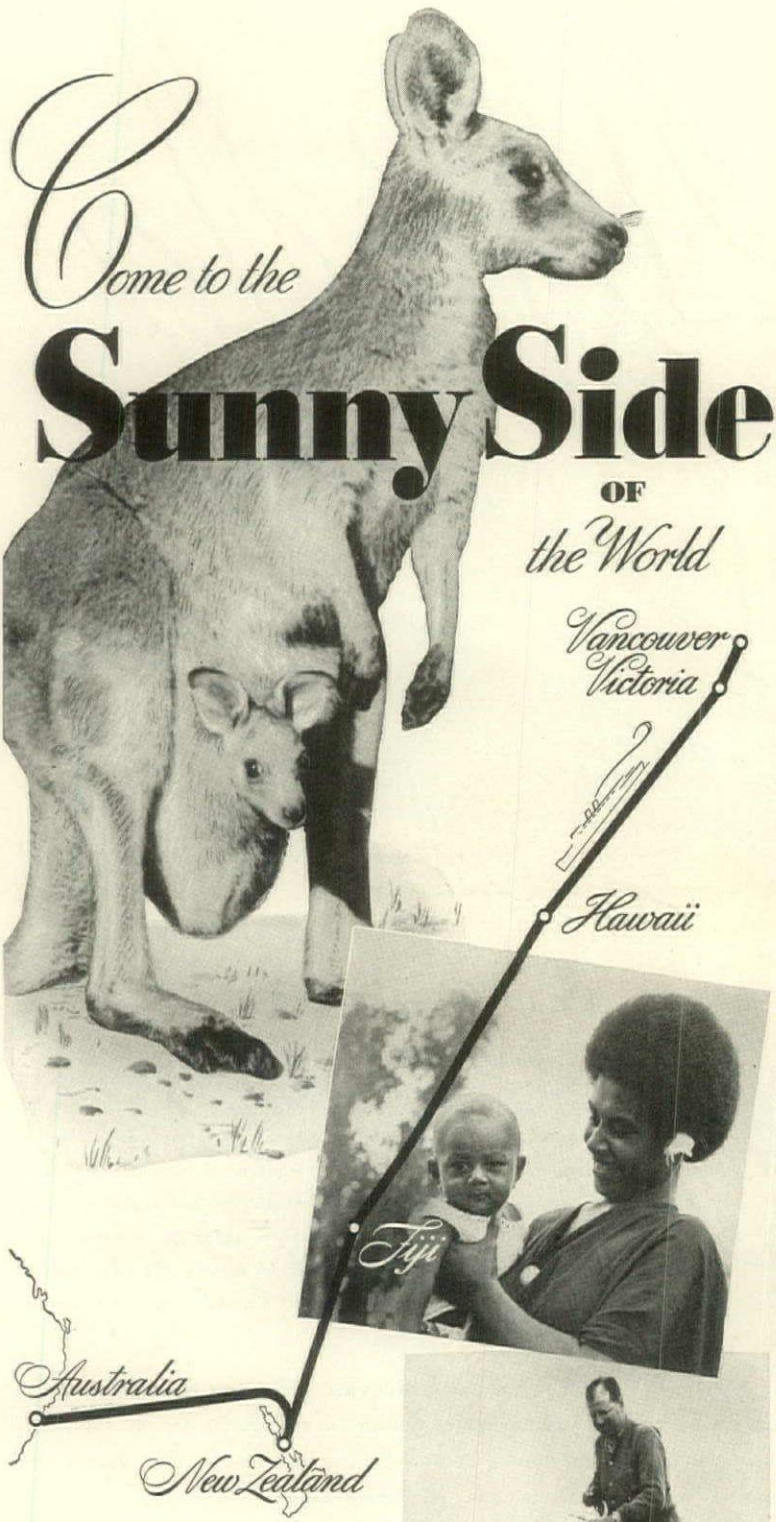
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TRAFFIC AGENTS—CANADIAN PACIFIC

SOUTH AMERICA

(CONTINUED FROM PAGE 85)

you know.) Have her tell you about her life in the copper-mining town of Boliva, her escape from massacre at the hands of the Corocoro Indians. Everyone calls her *tia* and she is the best-known woman on the continent.

"Today Mrs. Bates is the god-mother of all the Indians in Arequipa. Ask her about how she helps them bury their children and how she goes to their weddings at 4:30 in the morning. Everything Mrs. Bates tells you is an inside story which you'll want to retell. Your listeners will enjoy them as much as General Pershing and Noel Coward once did."

Of the llamas who fill the narrow streets of Arequipa bearing panniers of charcoal and coils of rope made from their own wool, the cruise director writes:

"I know you won't neglect pointing out the llamas and their Indian owners. But try to spot some pink and smoke-blue ones among the more common gray and beige llamas. They are part sheep and part camel. Note the way they stretch their pretty inquisitive heads; the way they whine pitifully when frightened by an automobile. Their masters whistle softly the directions that the herd must take. Llamas are the gentlest of beasts; no one would think of whipping or overloading them.

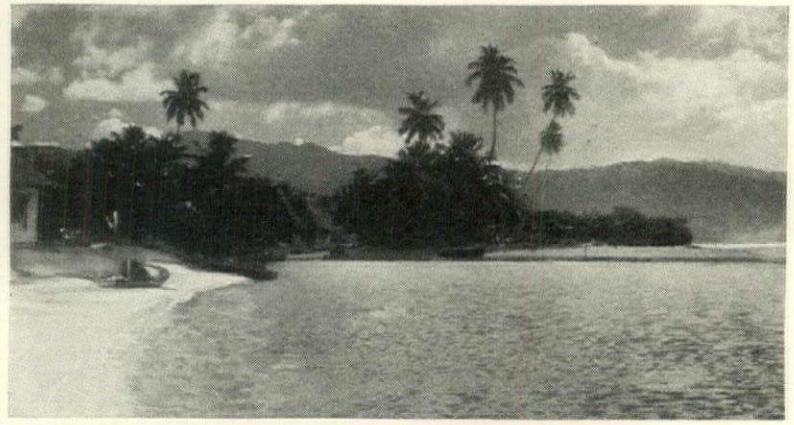
"You had better caution anyone about stroking a llama. They won't kick or bite but they are said to eject a poisonous saliva from their mouths

if angered. That is why they are never permitted to enter the United States."

The cruise director continued with a description of La Paz, that capital of Bolivia that resembles the Spanish town of Toledo. He went into gastronomic ecstasy over the wines and lobsters of Santiago, the capital of Chile. He added some information about the little frequented Chilean Lakes that reflect snow-capped mountains in their steel-blue water. But when he attempted to give some data about the trip by air from Santiago on the Pacific to Buenos Aires on the South Atlantic, he wrote one simple line: "It's indescribable!"

From Buenos Aires north to Rio there is a division of opinion as to whether life on an Argentine cattle ranch with a gaucho as host is more exciting than a week in a luxurious resort outside of Montevideo where the humming birds are called "kiss-flowers" and the people speak Portuguese; whether riding in the mountains in Petropolis is not more stimulating than courting a Brazilian beauty who has to be home before sunset.

On one subject there is unanimous agreement. That the fulfilment of everyone's visit to South America is to go up the Amazon. After passing the flowering shores of the Para River, there is a turn to the left. Before you—broad, ageless, mysterious—as beautiful as you have imagined it is the Amazon "cutting through the jungles with a golden track."



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Hotel rates are pleasingly low. For booklet HG consult your travel agent, or United Fruit Co., Canadian National Steamships, Pan American Airways, Eastern Air Lines, or The Jamaica Tourist Trade Development Board, 230 Park Avenue, New York, or Kingston, Jamaica, B.W.I. (Cable "Devboard").



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BASIC BEDROOMS

THE following stores (as we go to press) are reproducing our "Basic Bedroom" on page 37 in full. If you are interested in the color scheme, the furniture, the accessories, or in the room as a whole you will find these stores completely equipped to supply you with the merchandise or to answer any questions.

- | | |
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| <p>CALIFORNIA
OAKLAND, The Bonyng Furniture Co.
SAN FRANCISCO, John Breuner Company</p> <p>COLORADO
DENVER, Del-Teet Furniture Company</p> <p>CONNECTICUT
HARTFORD, The Wm. H. Post Carpet Co.
MILFORD, Wayside Furniture Shops</p> <p>DISTRICT OF COLUMBIA
WASHINGTON, Mayer & Co.</p> <p>ILLINOIS
CHICAGO, Marshall Field & Company</p> <p>KANSAS
WICHITA, Geo. Innes Company</p> <p>LOUISIANA
SHREVEPORT, Friend-Piper Furniture Studios</p> <p>MARYLAND
BALTIMORE, M. Shalvitz & Sons</p> | <p>MASSACHUSETTS
SPRINGFIELD, The Red Lion Shop</p> <p>MICHIGAN
BAY CITY, C. E. Rosenbury & Son
DETROIT, Tuttle & Clark</p> <p>MISSOURI
ST. LOUIS, The Lammert Furniture Co.</p> <p>NEW YORK
BRONX, Mallary Furniture Corp.
BROOKLYN, Frederick Loeser & Co.</p> <p>OHIO
CANTON, Thurin Carpet & Rug Company
COLUMBUS, John F. Rees Company</p> <p>WEST VIRGINIA
PARKERSBURG, Dils Brothers & Co.</p> <p>WISCONSIN
MILWAUKEE, Klode Furniture Company</p> |
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HOUSE & GARDEN'S BOOKSHELF

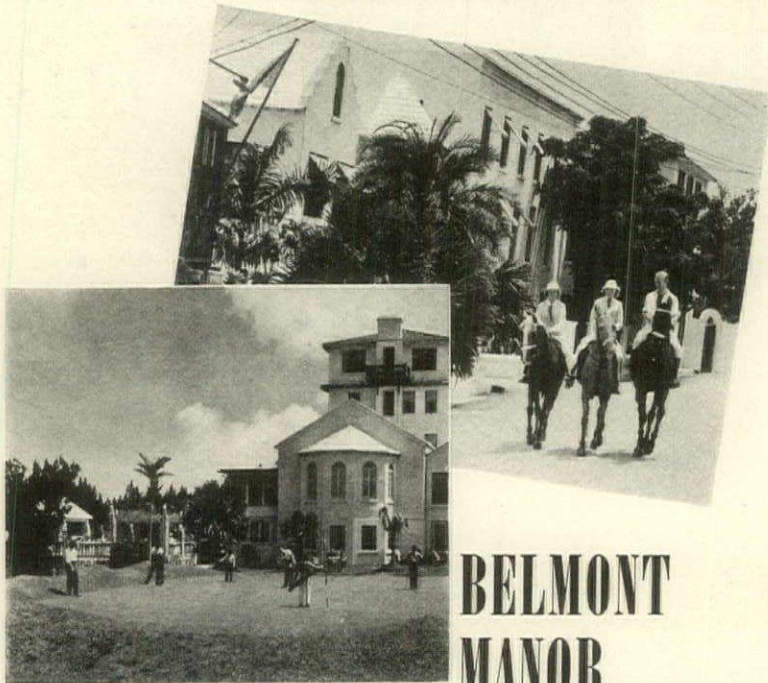
(CONTINUED FROM PAGE 75)

der supply of new material in this book has been elaborated into a bound volume, unless, perhaps, it was to preempt the word "Soilless" as the title word on the book-list. Other things being equal, it would be laughable to make such an attempt when the authors set forth a history of their experiments in growing their trial plants *in sand*, the major constituent of all soils since the word was first used in scientific parlance, and even in our household dictionaries, since the Year One. The authors evidently appreciate the paucity of the material they are able to present concerning their own peculiar idea of the meaning of the word "soilless," for they invoke reports from other experimenters in the same line to be included in subsequent editions.

Premising that with all recognized authorities he insists upon regarding sand as in fact soil, the writer submits to the authors of the book under discussion, for inclusion in their future editions, the following statements as to well-known conditions of Soilless Growth that have progressed far beyond the phase of experiment.

The eminent Dr. William F. Ganong, in his authoritative "Textbook of Botany for Colleges," of which a dozen editions have been published since the first, in 1916, reprints illustrations from Pfeffer of the growth of plants in distilled water to which only soluble nutrients have been added. To come with one jump appreciably closer to the present time, let us consult a number of periodicals of the year 1936, and from them all gather into one story an account of what had been achieved to that time with clear water and no soil of any sort, not even sand, with appropriate nutrient solutions. These reports were of commercial installations of soilless agriculture at several places in California—the experimental stage having been previously worked out, largely at the University of California. There were in operation in 1935, in Los Angeles, Watsonville, Richmond, Capitola and Montebello in that State, acres of tank area from which crops were marketed as from any farm. The installation at Montebello covered an area 200 feet wide and 800 feet long (nearly four acres) and

(Continued on page 89)



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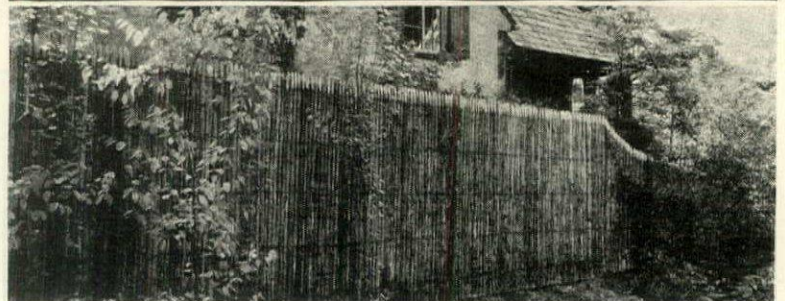
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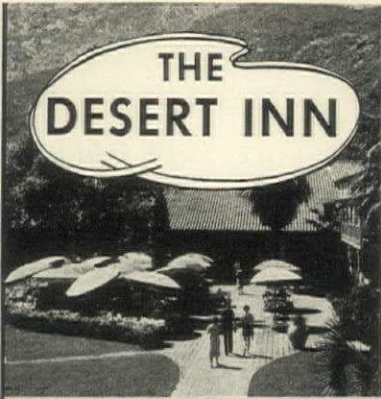
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HOUSE & GARDEN'S BOOKSHELF

(CONTINUED FROM PAGE 88)



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Write for "Sands of Time." Address Suite A, Desert Inn.

THE DESERT INN

3 HOURS FROM LOS ANGELES

PALM SPRINGS CALIFORNIA

produced tomatoes, strawberries, and sweet peas. The tanks have a covering of wire screen, with a carpet of excelsior, peat moss, or straw, in which the seeds are sown or young plants set out. The necessary chemicals are added to the water in the tanks at regular intervals, and slowly diffused by mechanically operated currents, and this chemically treated water is warmed to the temperature at which the crop makes its most abundant returns. At Montebello, the great plant is heated from a central boiler fired by natural gas, and each tank is controlled by a thermostat. Some of the tanks are roofed over by screens to control the number of light hours in each day which proves most advantageous to the crop.

At best, soilless farming can succeed only in narrow limits and with few crops. We dirt farmers need not tremble lest it threaten our time-honored calling.

PLANNING AND PLANTING YOUR OWN PLACE. By Louis Van de Boe. *New York, N. Y.: The Macmillan Company.*

With helpful foresight, the author calls a halt upon his readers in a prefatory chapter wherein he warns them that a home place really begins with the selection of the plot upon which the house will be built. This much decided, the style of the house is to be chosen, and then will follow the actual laying out and planting, so devised as to produce a harmonious ensemble. At this juncture, it is the part of wisdom to cast a look backward—in which it swiftly becomes very plain that to make an enduring start one must see, in his mind, the house he desires as it will look on the plot he is viewing with the naked eye. The truth is that it is the house that controls the choice of the plot, and its future grading to levels or slopes, and its large or feature planting—and all the rest of it.

The ultimate grading plan can better be conceived after the house is built, but, given a previous surveyor's map of levels, the grading may be planned and partly done while the building goes on.

In the book are given plain rules

for grading and terracing and these are illustrated by sketches with particular attention to drives and walks and their necessary drainage; for the construction of essential gutters and such catch-basins as are demanded by the grading decided upon. These decisions are aided by photographic views of plots of land which have been worked into beautiful lines and curving sweeps—several pictures showing the appearances of the terrain at successive periods of the work. This enables the reader to visualize developments.

Once these preparations are completed and the lawns made (or revived, if neglected) the planting of the area becomes the absorbing task. For this, the author has provided an enormous wealth of material from which a score of quite different schemes may be selected, according to the house-builder's specific taste.

Beginning with the trees first, those suitable for larger and smaller houses are considered, each in its class, with the proportion of evergreens sufficient to prevent the place from looking bare in Winter. A profusion of pictures and drawings illustrates modes adapted to styles of architecture in the houses. Shrubby plants and evergreens in that class, vines and creepers in great variety are thoroughly discussed, with much information in tabular form where it is quickly available; all this being accompanied by numerous half-tone views.

The ornamental garden-to-be shares in this detailed treatment, with notes as to special soils and such fertilizers as may be needed for the plants selected, colors and times of bloom, and suitability for sunny or shaded spots.

The rock-garden and the newer evergreen garden have an equally complete attention, with sketches of possible designs and photographic views of actual constructions. A generous section covering the secrets of maintenance, including the tools and other equipment which will come in handy every so often, brings the body of the book to a triumphant close—a piece of work remarkably well done. And all that has gone before is crowned by a voluminous index. It is a book that no place owner should try to do without. He can't!

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ORIENTAL FLOWERING CRABAPPLES

(CONTINUED FROM PAGE 30)



**A Square Meal
for TREES...**

Yes—"trees must eat"—but conditions surrounding most shade trees today are such that the natural woodland methods of enriching the soil are largely lost. Nature's feeding balance has been destroyed. Trees growing on lawns and in other unnatural conditions in time exhaust the soil, with the result that—twig growth is less . . . foliage is smaller . . . limbs die off . . . disease strikes harder . . . beauty is lost . . . death may occur. Nearly 20 years ago Bartlett developed a feeding formula—Bartlett Green Tree Food—which has proven itself, under all tests of the laboratory and the field, to closely approximate Nature at her best in providing adequate supplies of proper food. Bartlett Green Tree Food is so formulated that a normal tree growth is assured—health and beauty restored—when trees are fed the Bartlett Way. Also, Bartlett Green Tree Food has proven itself a superb food for lawns and flowers. You may economically make a feeding test of Bartlett Green Tree Food on the most under-

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the Zumi Crab, *Malus zumi*, some are bright yellow, but the ones we value the most are red and yellow, red on the side towards the sun, and yellow on the side away from the sun. Such is the fruit of the Cherry Crab, and the Cut-leaf Crab, *Malus toringoides*, the best of all the crabapples for ornamental fruit. It was introduced into this country for the first time in 1904 and since that time has proved itself the best in fruit of the hundred different kinds growing at the Arnold Arboretum in Boston. The individual fruits are almost half an inch long, slightly pear-shaped, and colored a glorious mixture of red and yellow, red on the side turned towards the sun and yellow on the side shaded from the sun. For a good yellow-fruited form, the Arnold Crab, originating in the Arnold Arboretum before 1883 as a chance hybrid, is probably the best since its fruits are a brilliant golden yellow. It is difficult to say what varieties are most enticing to birds, for in years when birds are numerous almost all of the varieties prove attractive, although there is a tree here and there which for some reason may be left untouched.

The nurseryman propagates crabapples both by seed and by grafting. Certain species like the Manchurian Crab and the Japanese Flowering Crab are supposed to come true from seed, but in this country there are few sources where pure seed of such strains is available. In the two largest collections in the country, that at the Arnold Arboretum and in the parks at Rochester, New York, the trees are so closely planted that cross fertilization can easily occur in the Spring and seed collected from such sources results in wide variations. The better way to propagate crabapples is by grafting from known trees using as understock seedlings of particular species.

One illustration bears this out very well. Ordinarily the Sargent Crab is a low-growing plant, never over eight feet tall and often twice as broad. If it is grown from seed collected in this country, for some reason the plants are much taller-growing and lose that habit of low growth entirely for which they are valued. Trees asexually propagated from others known to be low-growing will keep that character.

Most plants unfortunately have a few drawbacks, and no story is com-

plete unless these are mentioned. The crabapples are no exception. Being members of the apple family, they are susceptible to the same troubles as are most apples, and fortunately these troubles can be controlled as they are for most apples. Fire, blight, borers in the trunk, and sometimes scale, afflict crabapples to some extent, but usually can be fairly well-controlled, using the same methods of control as for apples. Alternate bearing is another difficulty: that is, the trees have a large number of fruits one year and a smaller crop the next, although usually the number of flowers on the tree in the Spring looks to be about the same. This is not too serious, but does considerably reduce the effectiveness of the trees at fruiting time during some years.

The crabapples native to this country are an alternate host for the juniper rust, and often the double-flowered Bechtel Crab will be greatly disfigured by blotches formed on its leaves by this disease. Fortunately, recent investigations in the pathological laboratories at the Arnold Arboretum have shown that the oriental crabs are not as susceptible so they can be planted in place of the native ones wherever this disease is prevalent. A colloidal sulfur spray manufactured under the trade name of Linco is available, and if used properly will bring this blighting disease under control. The important point to observe in its application is that it should be applied just prior to expected rains, and that the first application must be made just after the leaf buds have started to open. Then five or six applications should be made at 7 to 10 day intervals. If this schedule is not rigidly conformed to, the disease may easily get a strong foothold and then any amount of spraying will not check it. Consequently it is possible to enjoy the native crabapples even in regions where there are a large number of junipers and the disease is prevalent.

Crabapples can serve in the garden, aiding in supplying interest the entire year. In the Winter there are some with fruits, and some with very interesting forms, such as the Tea Crab already mentioned. In Spring there are the beautiful flowers and in late Summer and Fall there are the gorgeous fruits. We should plant more of them!

Again, as Autumn approaches, we say:

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BOOKS & PERIODICALS

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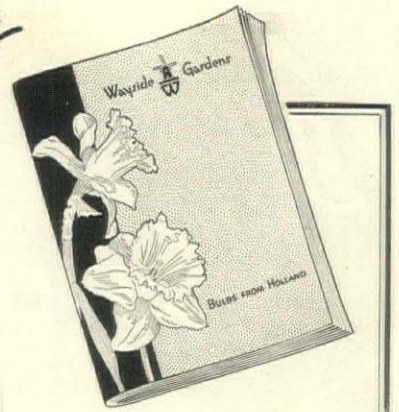
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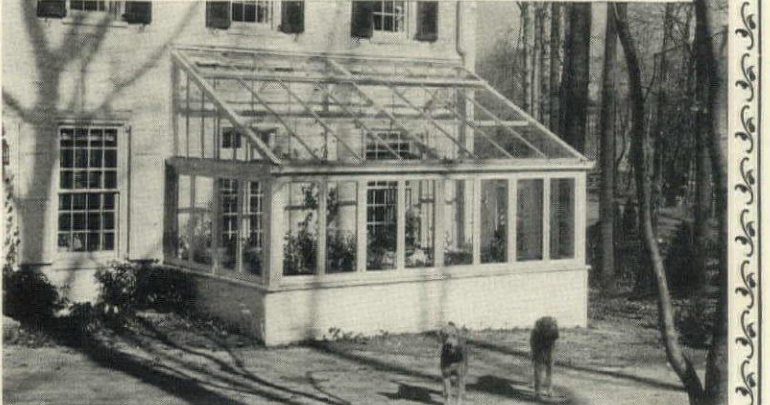
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BACKGROUNDS AND BORDERS

(CONTINUED FROM PAGE 69)

of course, as Jimson weed around a share-cropper's pigsty.

Bridal Wreath, in recent years, appears to have been overlooked. As a hedge-plant, it deserves bell-ringing. Its twiggy growth is slender and upright; its leaves unfold early and their smallness and grace add apparent distance to the prospect; its double white buttons are attractive, though they shatter soon.

When planted three feet apart in the row, it averages seven feet in height; one pruning a year will keep it neat and compact; and its roots are as circumspect as a schoolgirl in her first evening dress. If ever a shrub earned an "A" on its home-work, Bridal Wreath wins that rating.

There are others, to be sure, adept at enabling perennials to put their best blossoms forward. Hicks' yew, for low evergreen hedges, is to my mind in a class by itself; while tall evergreen hedges of hemlock are unbeatable for certain purposes.

There's a new barberry, too, that one should keep an eye on—*Berberis Mentorensis*, a fastigate, almost evergreen sort, developed fairly recently at the Wayside Gardens in Ohio. This firm tells me that an unclipped row of it is now five feet tall and three feet wide, but that its maximum hedge height

is not yet fully determined. Outstanding characteristics of this plant are indifference to soil conditions, ability to withstand drought, and tolerance of sun and shade alike. Under practical test in a new garden I'm making in Baltimore, I have twenty-five of them. I'm watching them with fatherly interest, for I have an idea they'll be, in a few more years, as familiar as honey-suckle is today.

Backgrounds and borders are one of the most fascinating of garden elements; one, I say advisedly, because they are (or should be) as indivisible as Siamese twins. They present for solution problem after problem in root competition, soil preparation, exposures, design and Heaven knows what. No phase of gardening is more challenging or, by the same token, more stimulating.

For fifteen very long years I've slaved over my own particular brain child and enjoyed the labor. Whenever I begin to think the border looks pretty good and start to show a trace of cockiness, some new bug or old fungus steps in to put me in my place.

In spite of season after season of experience, what I don't know about borders would fill a book. Just between ourselves, if my publishers don't keep their guard up, it will.



by seeing the same sort of tulips each spring; if you want to put zip and zing with beauty in your tulip bed—"go to town" with your friends or, just have the downright satisfaction of having the loveliest tulips that grow in any garden—look below.

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Garden Mart listings will be found on page 91 of this issue

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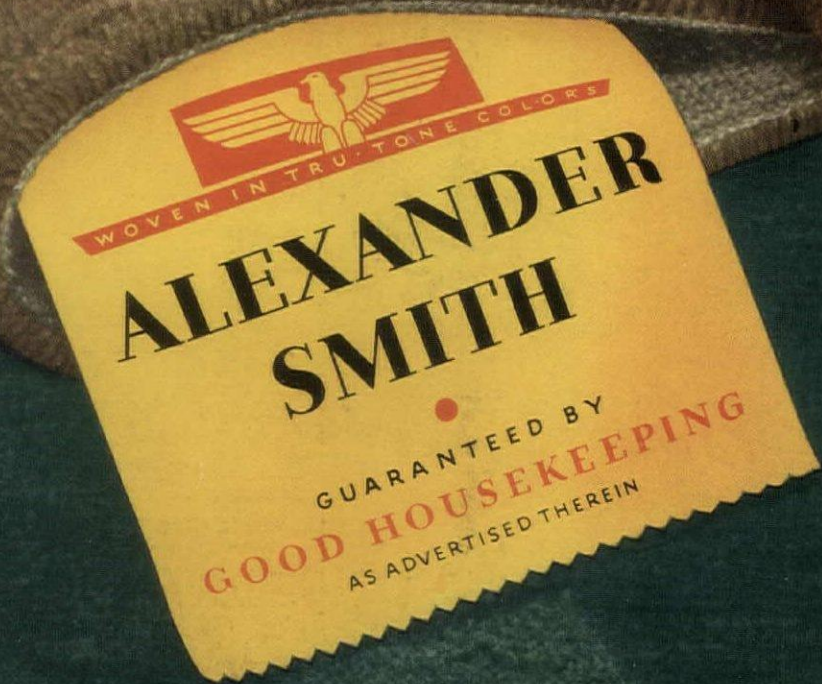
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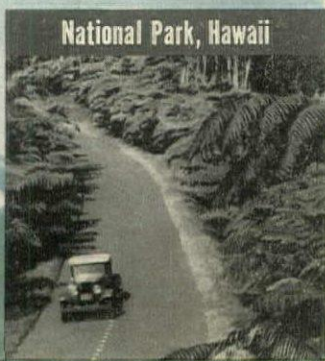
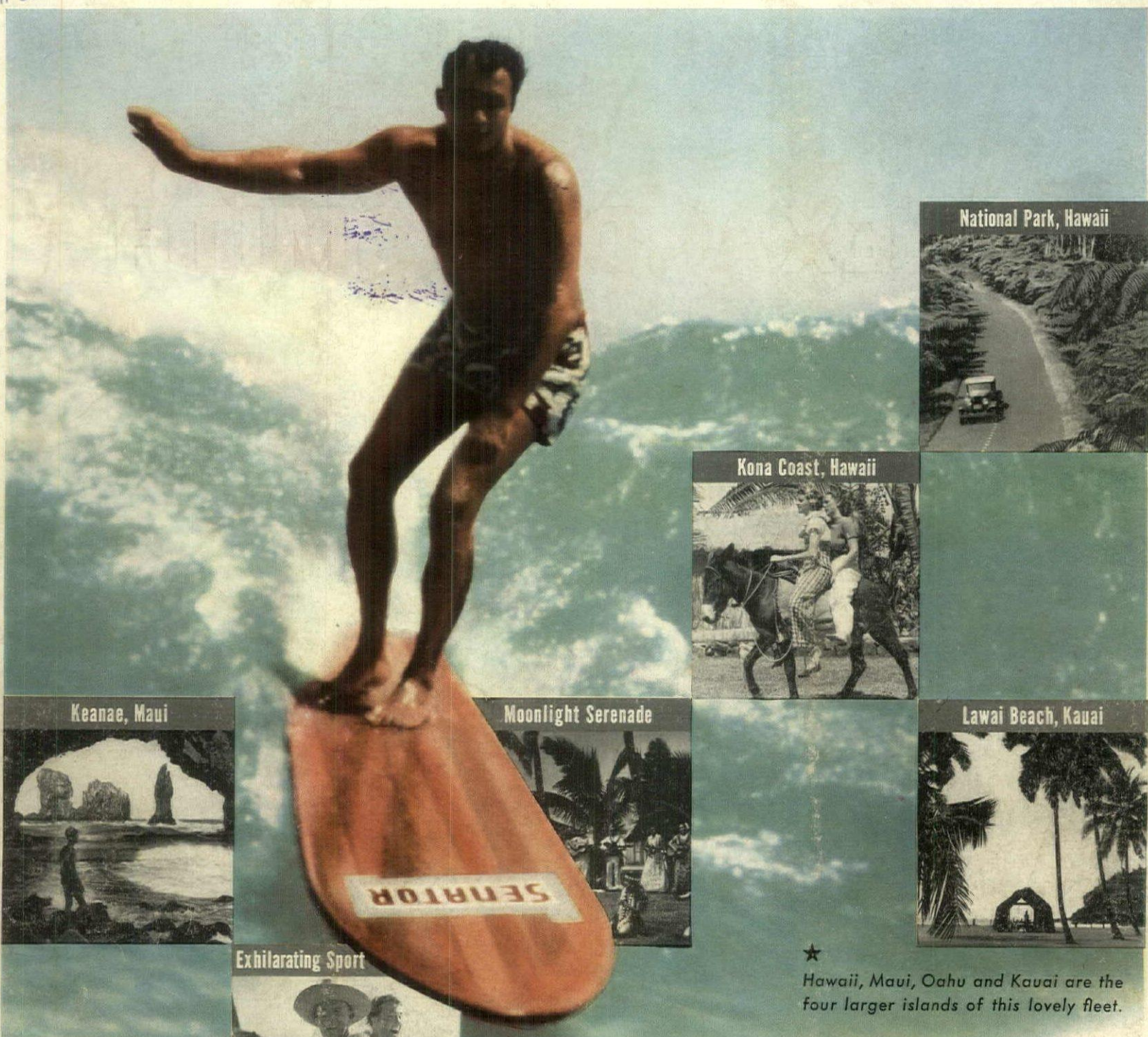
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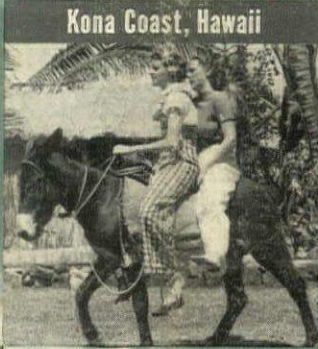
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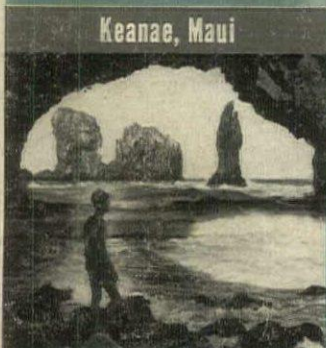
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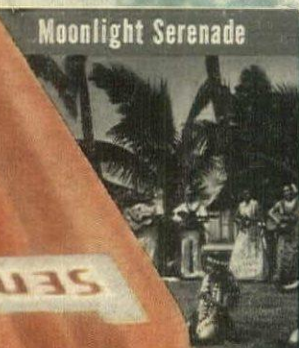
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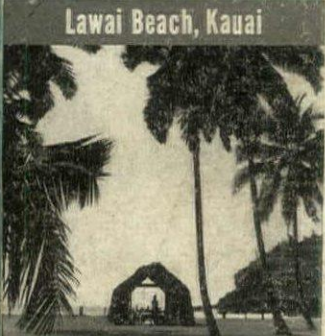
Kona Coast, Hawaii



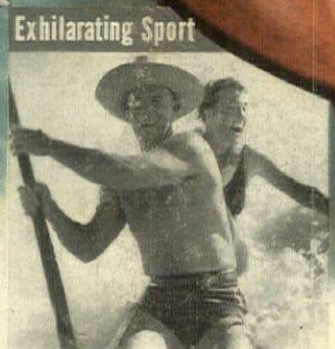
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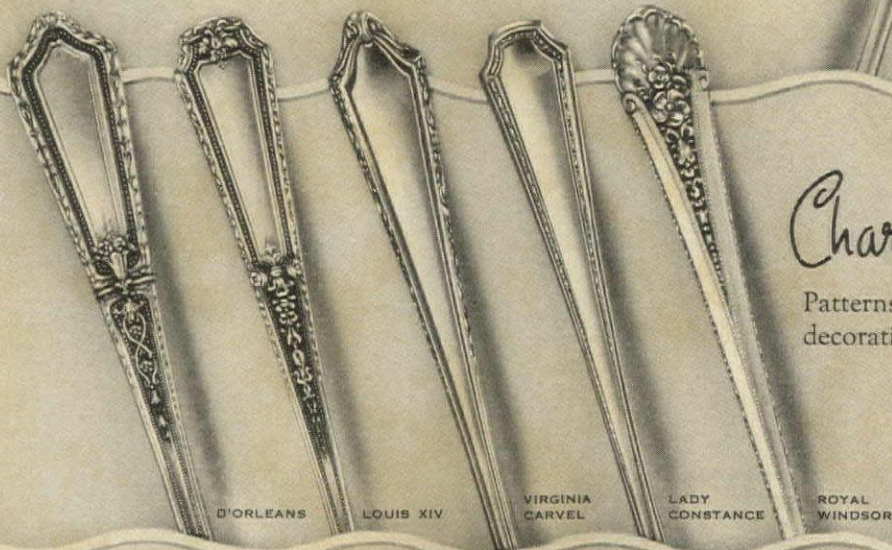
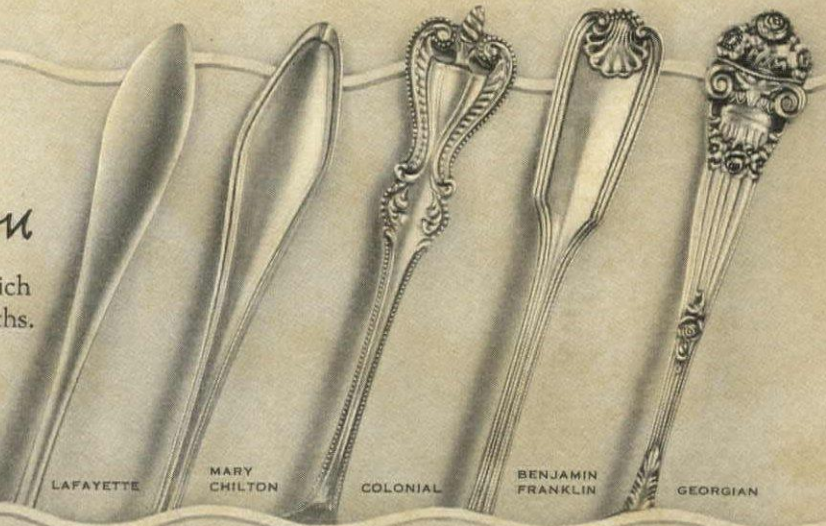
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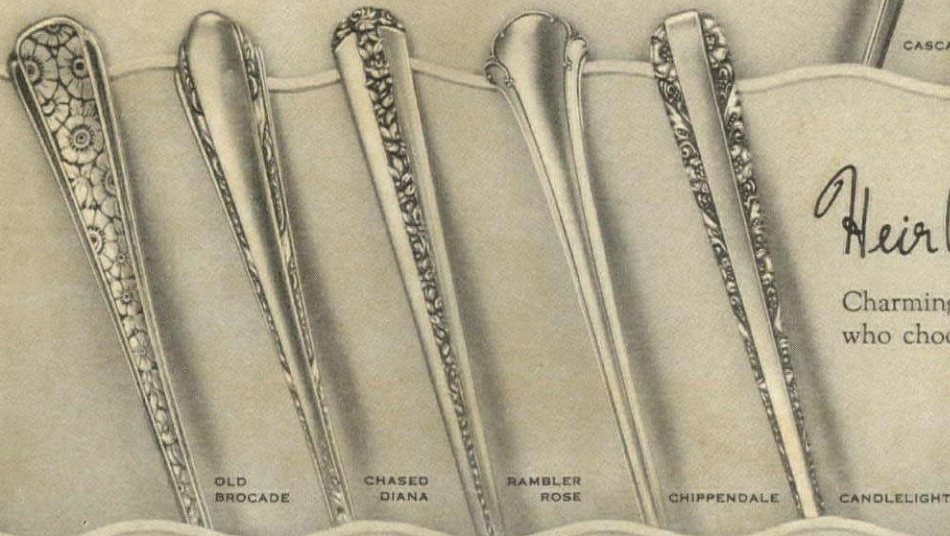
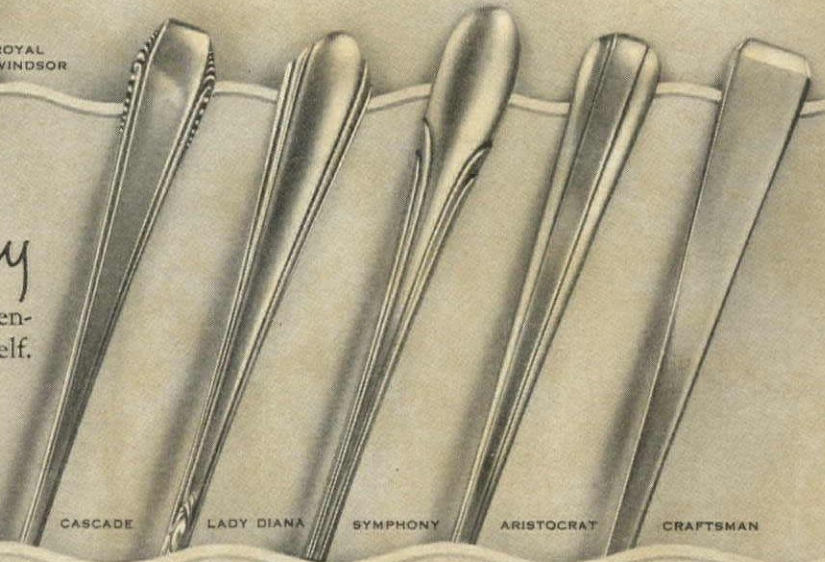


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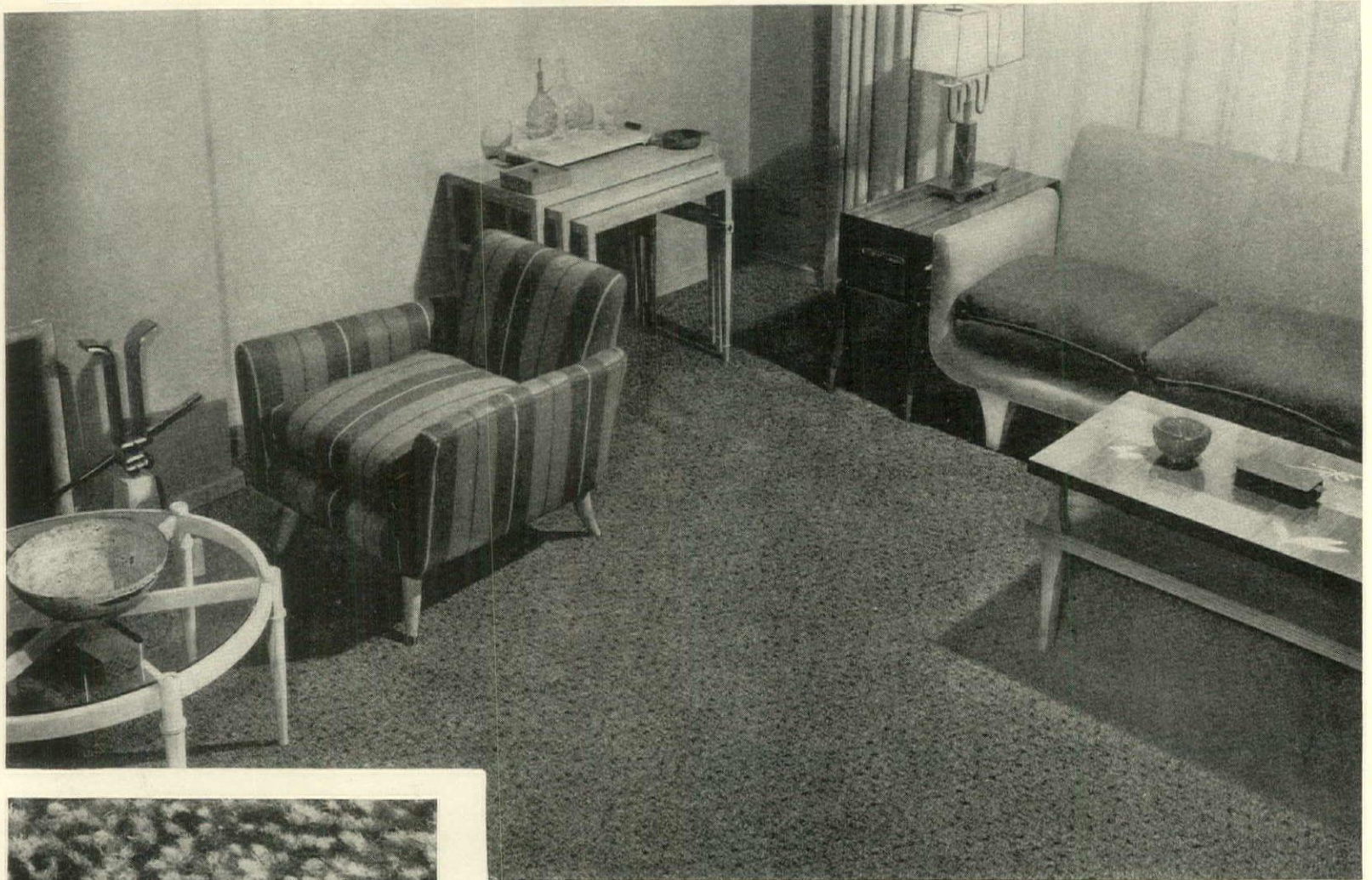
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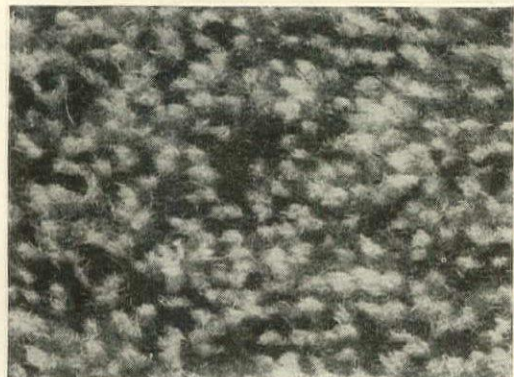


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INSPIRED BY MUSEUM PIECES, the internationally known designer, Lurette Guild has captured their very spirit in the styling of these cages. HENDRYX has made them with exacting care, to catch every detail. They are faithful hand-made reproductions of the originals. The quaint Early American, in maple and pewter; the daring Chippendale in Chinese vermilion and old world brass; the mahogany and Empire brass of Duncan Phyfe, or any of the many other fascinating models will meet your most exacting requirements in decoration. To see one is to own one.

THEY ARE SO DISTINCTIVE that stylists, decorators and editors throughout the country have given them their stamp of approval. They are the latest style note in decoration of the year. These period cages now become distinctive pieces of furniture in your home.



THE FEDERAL. The distinctive simplicity of this cage, embellished with stars and gallery of antique brass, reflects the spirit of the Federal period.

IT IS SO EASY TO KEEP A BIRD in a HENDRYX cage with the new Self-Service features that you will love to have one. After 70 years of bird cage building, HENDRYX knows the exact needs of a bird. There is no cage like a HENDRYX cage. Here is where beauty and utility combine. Ask for these cages at all fine furniture and department stores, and gift and pet shops.

WRITE AT ONCE for the HENDRYX fascinating brochure, "Period Rooms and Period Bird Cages."



THE CHIPPENDALE in black with Chinese vermilion and old-world brass trim, will complement a period or modern room.



THE DUNCAN PHYFE finished in rich mahogany and brass, expresses the richness of the work of that famous craftsman.

Hendryx
BIRD CAGES SINCE 1869

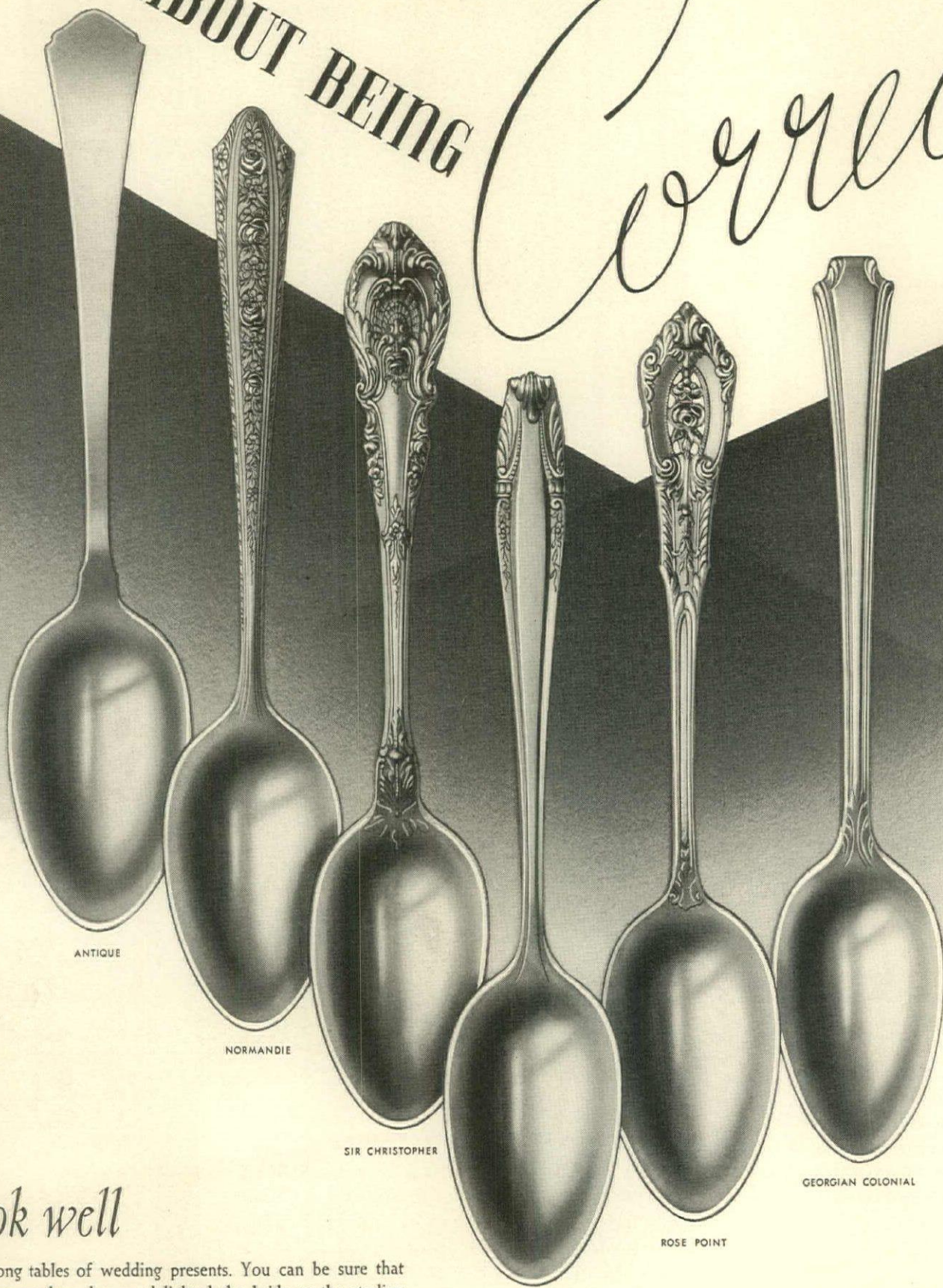
The Andrew B. Hendryx Co., New Haven, Conn.

Please send me your illustrated brochure, "Period Rooms and Period Bird Cages," and tell me the name of my nearest dealer.

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ABOUT BEING

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Look well

at those long tables of wedding presents. You can be sure that no gift among them has so delighted the bride as the sterling bearing the mark "Wallace" Silversmiths. Wallace Sterling patterns beautifully expressive of the past . . . others reflect just the right note of contemporary art. They are distinguished by those qualities which endow them with lasting distinction and charm. Before selecting wedding silver, **visit your jeweler** to see the complete showing of tableware and individual pieces bearing the famous hallmark of WALLACE, founded 1835.

● YOUR JEWELER CAN HELP YOU

Perhaps you desire to **start your set now**. You will find it convenient to purchase one place service at a time. This service consists of one hollow handle knife, one fork, one salad fork, one cream soup spoon, one butter spreader, one tea spoon. You will never miss the money you spend buying this way. Start buying one place service now.

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WALLINGFORD, CONN. • FOUNDED 1835



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 STOCKTON Yeager Furniture Co.
- COLORADO**
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 HARTFORD The Wm. H. Post Cpt. Co.
 MILFORD Wayside Furniture Shops
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 NEW LONDON Putnam Furniture Mfg. Co.
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- GEORGIA**
 ATLANTA Davison-Paxon Co.
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 DECATUR Linn & Scruggs Furn. Dept.
 FREEPORT House of Lindberg, Inc.
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 SPRINGFIELD The John Bressmer Co.
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 BURLINGTON Wyman & Rand, Inc.
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- PORTLAND**
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 BALTIMORE Conway Co.
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 SPRINGFIELD The Red Lion Shop
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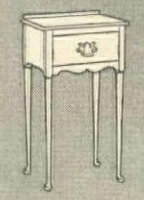


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 reproductions
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Shown here are but three harmonious ensembles of Kindel Colonial Reproductions. Your own decorative ingenuity will suggest countless others. Additional selections can be made at any time. Your nearest Kindel dealer will be happy to show you the hidden qualities that will make your purchase of Kindel creations a source of lasting pride.



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This interesting book, richly illustrated, gives the historic background of 18th century Colonial furniture. It will be sent you postpaid upon receipt of 10c to cover mailing costs.

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HOUSE & GARDEN ANNOUNCES

"Merchandise of Merit" Month

in the nation's leading stores

Whether you are furnishing a complete new home this October—or buying only a single smart new piece of furniture—you are deeply concerned with *quality*. But quality is often hidden from the layman's eye. House & Garden, therefore, has planned to make October a nationwide "Merchandise of Merit" Month, in which *quality* products will be featured, and clearly identified, in the nation's leading stores.

Throughout the country, 137 leading department and furniture stores are cooperating. They invite you to special displays of the exciting new merchandise advertised in this issue of House & Garden—new furniture in modern and traditional designs—the latest colors and patterns in decorative fabrics, silver, china and glass—everything for your home from the simplest kitchen gadgets to major labor-saving equipment. And you will find all these featured products identified by the House & Garden "Merchandise of Merit" Seal. Look for it when you buy. It is your guide to quality.

The list below will help you to locate the store nearest you in which you will find "Merchandise of Merit" featured during October

ALABAMA

BIRMINGHAM
Loveman, Joseph & Loeb

ARKANSAS

FORT SMITH
Arcade Furniture Store
LITTLE ROCK
The Gus Blass Co.

CALIFORNIA

FRESNO
E. Gottschalk & Co., Inc.
LOS ANGELES
J. W. Robinson Co.
SAN BERNARDINO
The Harris Co.
SAN FRANCISCO
O'Connor, Moffatt & Co.
SAN JOSE
L. Hart & Son Co.
SAN MATEO
Levy Bros.
STOCKTON
Stockton Dry Goods Co.

COLORADO

DENVER
Daniels & Fisher Stores Co.

CONNECTICUT

BRIDGEPORT
The Howland Dry Goods Co.
DANBURY
Henry Dick & Son
HARTFORD
Brown-Thomson, Inc.
NEW HAVEN
The Edw. Malley Co.

FLORIDA

ORLANDO
Yowell Drew Co.
ST. PETERSBURG
O'Neal-Aueremann Furn. Co.
TAMPA
Maas Brothers
WEST PALM BEACH
Palm Beach Merc. Co.

GEORGIA

ATLANTA
Davison-Paxon Co.
COLUMBUS
J. A. Kirven Co.
MACON
The Union Dry Goods Co.
SAVANNAH
Leopold Adler

ILLINOIS

CHAMPAIGN
C. A. Kiler

ILLINOIS—Continued

DANVILLE
Sandusky Furn. Store
DECATUR
Linn & Scruggs D. G. & Cpt. Co.
EVANSTON
Lord's
JOLIET
The Boston Store
OAK PARK
B. N. Morton & Co.
PEORIA
Block & Kuhl Co.
ROCKFORD
Chas. V. Weise Co.
SPRINGFIELD
The John Bressmer Co.

INDIANA

FORT WAYNE
Wolf & Dessauer
HAMMOND
Edward C. Minas Co.
INDIANAPOLIS
L. S. Ayres & Co.
LOGANSPORT
The Golden Rule
MISHAWAKA
Beiger Furn. Co.
RICHMOND
Hoosier Merc. Co.
SOUTH BEND
Robertson Bros. Dept. St.

IOWA

BURLINGTON
The Buettner Furn. & Cpt. Co.
CEDAR RAPIDS
The Killian Co.
CLINTON
Tucker Furn. & Carpet Co.
DUBUQUE
Roshek Bros. Co.
FORT DODGE
A. D. McQuilkin Co.

KANSAS

HUTCHINSON
Wiley Dry Goods Co.
TOPEKA
The Crosby Bros. & Co.
WICHITA
The Geo. Innes Co.

LOUISIANA

SHREVEPORT
The Hearne Dry Goods Co. Ltd.

MAINE

BANGOR
Freese's

MARYLAND

BALTIMORE
Stewart & Co.
HAGERSTOWN
Maidstone, Inc.

MASSACHUSETTS

BOSTON
Jordan Marsh Co.
LOWELL
The Bon Marché
PITTSFIELD
England Brothers, Inc.
WALTHAM
Grover Cronin, Inc.

MICHIGAN

BATTLE CREEK
Turner Furn. Co.
DETROIT
Crowley, Milner Co.
MUSKEGON
Wm. D. Hardy & Co.
SAGINAW
Henry Feige & Son
TRAVERSE CITY
Wilson Furniture Co.

MINNESOTA

MINNEAPOLIS
Powers Dry Goods Co. Inc.
ST. PAUL
The Emporium

MISSISSIPPI

JACKSON
R. E. Kennington Co.

MISSOURI

KANSAS CITY
The Jones Store Co.
SPRINGFIELD
The Heer Stores Co.

MONTANA

GREAT FALLS
The Paris Fligman Co.

NEBRASKA

HASTINGS
Brach's
LINCOLN
Rudge & Guenzel Co.
OMAHA
Thomas Kilpatrick Co.

NEW HAMPSHIRE

NASHUA
Speare Dry Goods Co.

NEW JERSEY

ATLANTIC CITY
M. E. Blatt Co.
JERSEY CITY
Gray's, Inc.
NEWARK
L. Bamberger & Co.
PLAINFIELD
Tepper Bros.
RAHWAY
Koos Bros.
TRENTON
Swern & Co.

NEW YORK

ALBANY
John G. Myers Co.
AMSTERDAM
Holzheimer & Shaul
BINGHAMTON
Sisson Bros. Welden Co.
BUFFALO
J. N. Adam & Co.
ELMIRA
S. Iszard Co. Inc.
HERKIMER
H. G. Munger & Co.
ITHACA
Rothschild Bros.
JAMESTOWN
Abrahamson Bigelow Co.
KINGSTON
Stock & Cordts, Inc.
PORT CHESTER
The Mulwitz Co.
TROY
Wm. H. Frear & Co.
WATERTOWN
F. A. Empsall & Co.
YONKERS
M. Dee & Son

NORTH CAROLINA

ASHEVILLE
Bon Marché Inc.
CHARLOTTE
J. B. Ivey & Co.
RALEIGH
Boylan-Pearce, Inc.
WILMINGTON
Belk, Williams Co.

NORTH DAKOTA

FARGO
O. J. de Lendrecie Co.

OHIO

AKRON
The M. O'Neil Co.
CHILlicothe
Ebenhack & Son
CLEVELAND
The Higbee Co.
HAMILTON
George Krebs' Sons
LORAIN
Smith & Gerhart

OKLAHOMA

OKLAHOMA CITY
The John H. Brown Co.
TULSA
The Brown-Dumkin
Dry Goods Co.

OREGON

PORTLAND
Meier & Frank Co.

PENNSYLVANIA

ALLENTOWN
H. Leh & Co.
HARRISBURG
Bowman & Co.
HAZLETON
Mrs. E. Reinhart's Sons
LANCASTER
Hager & Bro. Inc.
LEBANON
The Bon Ton
PITTSBURGH
Joseph Horne Co.
POTTSVILLE
L. Hummel & Sons
SCRANTON
Cleland-Simpson Co.
WAYNESBORO
Wolf & McKown
WILKES-BARRE
Fowler Dick & Walker

SOUTH CAROLINA

GREENVILLE
Meyers-Arnold Co. Inc.

TENNESSEE

CHATTANOOGA
Loveman's
MEMPHIS
J. Goldsmith & Sons Co.

TEXAS

CORPUS CHRISTI
R. H. Coleman Furn. Co.
DALLAS
Sanger Bros.
EL PASO
Popular Dry Goods Co.
FORT WORTH
Monnig's
HOUSTON
Foley Bros. Dry Goods Co.
PORT ARTHUR
Hampton's Furn. & Hdwe. Co.
SAN ANTONIO
Joske Bros. Co.

UTAH

SALT LAKE CITY
Zion City Cooper. Merc. Inst.

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J. R. Millner Co. Inc.
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It identifies "Merchandise of Merit"**

For your guidance, House & Garden, which accepts only quality products in its pages, has given to its advertisers the privilege of identifying their products by means of House & Garden's "Merchandise of Merit" Seal, which you see pictured here. You will find this seal (or tag) on quality merchandise in all the homefurnishings departments of stores listed above.

SEE THE PALMER *Quilted* MATTRESS AT THESE BETTER STORES

The Palmer Quilted Mattress is sold by leading Department and Furniture stores from coast to coast. If you fail to find your community listed on this page, write for further information to the Palmer Brothers Company, 230 Fifth Avenue, New York City.

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Anniston: Geo. Cater Furn. Co. **Auburn:** Auburn Furn. Co. **Birmingham:** F. C. Calder Furn. Co.

CALIFORNIA

Alhambra: Cameron Furn. Co. **Bellflower:** Augustus Furn. Co. **Fullerton:** Mason Furn. Co. **Glendale:** Dilley's Furn. Co. **Glendise:** Furn. Exchange. **Huntington:** Eastern Outfitting Co. **Long Beach:** The Aaron Schultz Furn. Co.; Carl's Furn. Co.; Eastern Outfitting Co.; Frank Bros. **Los Angeles:** Eastern Outfitting Co.; Florence Furn. Co.; Gordon Furn. Co.; Kay's Dep't Store; Paul's Furn. Co. **Ocean Park:** Ocean Park Furn. Co. **Pasadena:** Eastern Outfitting Co.; Humphrey & Pyle; Pasadena Furn. Mart. **San Pedro:** Cadien Furn. Co. **Santa Monica:** Murphey Furn. Co. **Torrance:** La Mode Furn. **West Los Angeles:** J. H. Munns Furn. Co. **Wilmington:** Moomaw Furn. Co.

COLORADO

Boulder: Blackmarr's. **Colorado Springs:** C. W. Daniels Homefurnishing Co. **Denver:** D. F. Blackmarr Furn. & Carpet Co.; Crown Furn. Co.; Fred Davis Furn. Co.; Del-Teet Furn. Co.; Denver Dry Goods Co.; Desserich Furn. Co. **Englewood:** Graham Furn. Co. **Fort Collins:** Schaap Furn. Co.; Greeley: J. T. Clough Furn. Co.; **Longmont:** Chlanda-Harris Furn. Co.

CONNECTICUT

Danbury: New England Furn. Co. **New London:** Hendel Furn. Co. **Norwich:** Silberman Furn. Co. **Torrington:** Torrington Bedding Co. **Waterbury:** Matzkin's Furn. Co.; The Redwood Furn. Co.

DELAWARE

Wilmington: John T. Feeney; Elwood Souder & Son Co.

FLORIDA

Ft. Lauderdale: Ft. Lauderdale Furn. Co. **Ft. Myers:** Foxworthy Furn. Co. **Jacksonville:** Jacksonville Furn. Co.; E. C. Newsom Furn. Co.; Rhodes Futch Collins Furn. Co.; Standard Furn. Co.; Union Furn. Co. **Lakeland:** Cook Furn. Co. **Lake Wales:** Wales Furn. Co. **Lake Worth:** Roberts Furn. Co. **Miami:** Compton Oden Furn. Co.; Miami Furn. Co.; Moore Furn. Co.; Rhodes-Collins Furn. Co. **Mulberry:** W. S. Badcock Corp. **Ocala:** B. Goldman, Inc. **Pensacola:** Marston & Quina, Inc. **St. Petersburg:** O'Neal Acreman Furn. Co. **Tampa:** Lastinger & Gray Furn. Co.; J. I. Lister Furn. Co. **West Palm Beach:** Pepper Furn. Co.

GEORGIA

Albany: Albany Housefurnishing Co.; Albany Storage & Furn. Co. **Athens:** Bernstein Furn. Co. **Atlanta:** Davison-Paxon Co.; Ed. Matthews & Co.; Rich's, Inc.; Sterchi Bros., Inc. **Augusta:** Jones Furn. Co.; Rhodes Furn. Co. **Cartersville:** Jackson Furn. Co. **Gainesville:** Rhodes-Wood Furn. Co. **La Grange:** Rhodes-Perdue Furn. Co. **Macon:** A. G. Rhodes & Son; Sterchi Bros. Stores, Inc. **Marietta:** Brumby Furn. Co. **Rome:** McBrayer Bros. **Savannah:** Lindsey Morgan Co. **Thomaston:** Rhodes-Perdue Furn. Co. **Valdosta:** Register Furn. Co.; Rhodes-Collins Furn. Co. **Waycross:** R. B. Zachry. **West Point:** J. J. Hagedorn & Co.

ILLINOIS

Chicago: At leading Department and Furniture stores throughout the Metropolitan area. **Rockford:** Blomquist Furn. Store. **Sterling:** Wm. Leath Furn. Co.

INDIANA

Fortville: George McCarty Furn. Co. **Fort Wayne:** Fort Wayne Outfitters. **Indianapolis:** Belmont Furn. Co.; Hicks Furn. Mart; Hodges Auction Co.; Home Appliance Co.; J. B. Lanagan & Co.; Walton Furn. Co. **Richmond:** Hackman-Eickemeyer Co. **Terre Haute:** Hulman & Co.

KENTUCKY

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Store. Cynthia: Carr Furn. Co. **Neon:** Jackson House Furn. Co. **Paris:** Wheeler Furn. Co.

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MARYLAND

Annapolis: McCready & Co. **Baltimore:** I. Benesch & Sons; The Hutzler Brothers Co.; Krastell Furn. Co.; Little Potts; Schuster & Co.; Shevitz Co.; Stewart & Co.; Wm. J. Wieland. **Cambridge:** Nathan's Furn. Store. **Cumberland:** Millenson Furn. Co. **Frostburg:** Hafer's. **Middletown:** Gladhill Furn. Co. **Taneytown:** C. O. Fuss & Son. **Westminster:** F. A. Sharrer & Son.

MASSACHUSETTS

Boston: L. Freeman Furn. Co.; Jordan Marsh Co. **Fall River:** John A. Krupa. **Gloucester:** C. F. Tompkins Co. **Lawrence:** Globe Furn. Co. **New Bedford:** Wayside Furn. Co.; New Bedford Dry Goods Co. **Pittsfield:** Joseph Siegel Furn. Co. **Southbridge:** J. O. Lemoine. **Springfield:** Liberty Furn. Co. **Three Rivers:** Rubertus Bros. **Westfield:** Hearn & Co. **Worcester:** Millberry Furn. Co.; R. Northridge Furn. Co.; Union Furn. Co.

MICHIGAN

Detroit: Balcum Furn. Co.; Bay Furn. Co.; D. Bookstein Furn. Co.; H. & J. Bookstein Furn. Co.; Chene Sample Furn.; F. W. Davis Co.; Goldman, Inc.; Otto Gruenwald Furn.; Hamtramck Furn. Co.; Manor Furn. Co.; Pringle Furn. Co.; Ritz Furn. Co.; Flint: Flint Home Furn. Co.; Weingarden Furn. **Grand Rapids:** Klingman Furn. Co.

MINNESOTA

Duluth: Bellnet Furn. Co.; Duluth Furn. Co. **Faribault:** Ulrich Furn. Co. **Marshall:** Middleton Furn. Co. **Montevideo:** Rubertus Furn. Co. **Owatonna:** Brick Furn. Co. **St. Paul:** The Emporium; J. E. Otto Furn. Co. **St. Cloud:** Horne Furn. Co. **Virginia:** Koski Hardware Co. **Wadena:** Butturf Furn. Co. **Winona:** Winona Furn. Co. **Worthington:** Benson Furn. Co.

MONTANA

Great Falls: Wilson Cole Furn. Co. **Havre:** S. A. Buttrey.

NEBRASKA

Scottsbluff: Seofield Stores.

NEW HAMPSHIRE

Portsmouth: Margeson's.

NEW JERSEY

Atlantic City: National Furn. Co. **Camden:** N. Fuhrman Co. **Hammondton:** Rubba Furn. Co. **Long Branch:** Sea Coast Furn. Co. **Toms River:** Economy Sales Co. **Trenton:** Heitzman Bros. **Northern New Jersey:** At leading stores in the New York Metropolitan area.

NEW YORK

Albany: Murray Sales, Inc.; Wildove Furn. Co. **Amsterdam:** Grand Rapids Furn. House; Hanson & Dickson. **Auburn:** H. R. Wait Co. **Batavia:** Max Pies. **Bath:** A. W. Hewlett. **Binghamton:** Dubrava Furn. Store; Hills, McLean & Haskins; Strand Furn. Co. **Broadalbin:** S. A. Betor. **Buffalo:** J. N. Adam & Co.; F. Erion & Co.; Gardner Furn. Co.; Laufer Furn. Co.; Sattlers; Witkop & Holmes. **Cambridge:** E. C. Oatman. **Canandaigua:** Curtice & McElwee. **Corning:** M. L. Allen & Son. **Endicott:** Endicott Furn. Co. **Geneva:** Charles Wheeler. **Glens Falls:** Wilmarth & Son. **Gloversville:** Economy Furn. Co.; Wayside Furn. Co. **Gouverneur:** M. H. Dain. **Herkimer:** H. C. Mungler & Co., Inc. **Hudson:** R. Gray's Sons. **Jamestown:** Lawson Furn. Co. **Kingston:** Stock & Cordts. **Kirkland:** Harrison's Furn. Salesrooms. **Little Falls:** The Dresher Co. **Lockport:** Miller Furn. Co. **Malone:** Brooks Bros. **Massena:** Northern Home Outfitting Co. **Middletown:** Crawford Furn. Co. **Mohawk:** Ernest Wright. **Narrowsburg:** Rasmussen's

New York City: At leading department and furniture stores throughout the Metropolitan area. **Newburgh:** Burger's Furn. Stores, Inc. **Niagara Falls:** A. Cohen; Herman Elpert, Inc. **Oneida:** John Froass & Son. **Oneonta:** Oneonta Dept. Store. **Oswego:** H. J. Cooper. **Pattersonville:** Pattersonville Furn. Store. **Penn Yan:** Corcoran Co. **Plattsburgh:** Ames Furn. Co. **Potsdam:** Clark & Foote, Inc. **Poughkeepsie:** The Wallace Co. **Rochester:** Sibley Lindsey & Curr. **Rouses Point:** T. A. Sabourin & Co. **Saratoga Springs:** Standard Furn. Store. **Sehenectady:** H. S. Barney Co.; Mont Pleasant Furn. House; Quality Mattress Store. **Seneca Falls:** H. S. Fegley. **Shortsville:** J. M. Stoddard & Sons. **Syracuse:** Brown, Curtis & Brown; E. W. Edwards & Son. **Ticonderoga:** M. J. Wilcox & Son. **Troy:** R. C. Reynolds, Inc. **Tupper Lake:** Tupper Lake Furn. Co. **Utica:** The Dresher Co.; Robert Fraser, Inc.; Edward Galinn; Goodman's Inc.; F. B. Koster; Markson's Furn. Store; Dan Milne Homecraft Service; Modern Furn. Store; Ribyat Bros.; Utica Household Furn. Co.; J. B. Wells & Son Co.; E. Tudor Williams Co. **Whitehall:** Harold A. Scott.

NORTH CAROLINA

Asheville: Haverty Furn. Co. **Burlington:** Clapp-Cable Furn. Co.; R. E. Quinn & Co.; Rhodes-Collins Furn. Co. **Charlotte:** Belk Bros. Co.; Bridges Furn. Co.; Haverty Furn. Co.; Maxwell Bros.; Perry Mincey Co.; Sterchi Bros., Inc. **Concord:** Johnston's. **Durham:** Piedmont Furn. Co.; Rhodes-Collins Furn. Co., Inc. **Fayetteville:** Quinn & Miller Co. **Gastonia:** Rustin Furn. Co. **Goldboro:** Heilig & Meyers. **Graham:** Rich & Thompson. **Greensboro:** Burtner Furn. Co.; Huntley-Stockton-Hill Co.; Kester Furn. Co.; Miller Furn. Co.; Rhodes Furn. Co.; Rustin Furn. Co.; White Oak Dept. Store. **Hendersonville:** Houston Furn. Co. **Hickory:** Better Homes Furn. Co. **High Point:** Ingram Furn. Co. **Kinston:** Quinn & Miller Co. **Raleigh:** Southern Auction & Furn. Co. **Reidsville:** Huntley-Stockton-Hill Co.; A. P. Sands Furn. Co. **Rockingham:** Hallum Furn. Co. **Salisbury:** Rustin Furn. Co. **Shelby:** C. & S. Furn. Co. **Wadesboro:** Ingram-Gathings Co. **Winston-Salem:** Haverty Furn. Co.; Rominger Furn. Co.

NORTH DAKOTA

Devils Lake: Gilbertson Furn. Co. **Rolla:** J. W. Murray Furn. Co. **Williston:** The Hosengen Furn. Co.

OKIO

Akron: C. H. Yeager & Co. **Alliance:** Johnson's Furn. Inc. **Cambridge:** Gillespie-McCulley Co. **Chagrin Falls:** Brewster & Stroud Co. **Cincinnati:** Burton Furn. Co.; The McAlpin Co.; The A. Nielsen Co.; The John Shillito Co. **Cleveland:** The Higbee Co. **Columbus:** South Side Furn. & Uph. Co. **Dayton:** Elder & Johnston Co.; Grether Furn. Co.; Salem Grand Furn. Co.; F. W. Weireter & Co.; Wilhelm Furn. Co. **East Liverpool:** Smith & Phillips. **Lancaster:** Stewart Bros. & Alban Co. **Lorain:** Smith & Gerhart. **Mansfield:** W. E. Jones Piano House. **Martins Ferry:** The Noble Co. **Massillon:** C. O. Finefrock Co. **Newark:** Stewart Bros. & Alward. **Norwalk:** Wm. P. Blinzley Co. **Painesville:** Gail G. Grant, Inc. **Steubenville:** May & Leopold. **Toledo:** Kobacker Furn. Co. **Wadsworth:** Finefrock & Helmick Furn. Co. **Wooster:** The Danford Co. **Xenia:** Galloway & Cherry. **Youngstown:** The Strouss-Hirschberg Co.

PENNSYLVANIA

Allentown: Dungan & Fry. **Athens:** Geo. D. Powers. **Bangor:** Steinmetz Furn. Store. **Beaver:** J. T. Anderson. **Beaver Falls:** J. S. Gary. **Chambersburg:** F. Hayes Harmon. **Chester:** N. Davidowitz. **Coatesville:** Lipkin Furn. Co. **Doylestown:** A. F. Sheetz. **Erie:** Epp Furn. Co. **Gettysburg:** R. W. Wentz & Son. **Hanover:** E. E. Hamm. **Jersey Shore:** R. A. Tubbs. **Johnstown:** Swank Hardware Co. **Lancaster:** Heinitch Furn. Co. **Lebanon:** Lovitz Furn. Co. **Lititz:** R. M. Slachts. **Lock Haven:** H. E. Pursley Co. **Mansfield:** Wilford W. Shore. **Media:** R. Blankenfeld. **Mt. Pleasant:** S. P. Zimmerman Co. **Mt. Wolf:** A. H. Diehl. **New Castle:** J. R. Frew Co. **New Freedom:** Hartenstein & Co. **Norristown:** B. E. Block & Brother. **Oxford:** Lipkin Furn. Co. **Philadelphia:** Harry

J. Cline; Gimbel Bros.; J. B. Liebman & Co.; Lit Bros.; John P. Schmidt; John Wanamaker. **Pittsburgh:** H. L. Hawke, Inc.; M. B. Kline Furn. Co. **Pottstown:** B. E. Block & Brother. **Pottsville:** Diamond Brothers. **Scranton:** Kaplan Furn. Co. **Sharon:** The Sharon Store. **Shenandoah:** Isie Berger. **Somerset:** H. A. Countryman. **Sunbury:** W. A. Dunkelberger. **Susquehanna:** H. Perrine. **Tunkhannock:** Greenwood's. **West Chester:** Harry Hool. **Wilkes-Barre:** Kaplan Brothers & Co. **York:** H. Sleeper & Sons.

RHODE ISLAND

Pawtucket: Dexter Furn. Co.; Shartenberg's Inc.; Smith & Harriet Co. **Providence:** Callender, McAuslan & Troup; East Providence Furn. Co.; Outlet Co.; A. T. Scattergood Co. **Woonsocket:** Commercial Products Co.; Belisle Furn. Co.

SOUTH CAROLINA

Charleston: Haverty Furn. Co.; Rhodes Furn. Co.; Rustin Furn. Co. **Columbia:** Haverty Furn. Co.; Rustin Furn. Co. **Fort Mill:** Young & Young, Inc. **Greenville:** Jones Furn. Co.; Haverty Furn. Co.; Rhodes-Perdue-Collins Furn. Co. **Prosperity:** Prosperity Furn. Co. **Rock Hill:** J. E. Bass & Sons. **Spartanburg:** Herring Furn. Co.

TENNESSEE

Chattanooga: Haverty Furn. Co. **Knoxville:** J. F. Walker & Co.

VERMONT

Burlington: Smith Furn. Co. **East Barre:** M. J. Whitcomb. **Montpelier:** J. O. Goodrich.

VIRGINIA

Alexandria: Frank Michelback. **Altavista:** Schewel Furn. Co. **Appalachia:** M. D. Collier. **Christiansburg:** Troxler Furn. Co. **Danville:** Schewel Furn. Co. **Fredericksburg:** Beck Furn. Corp. **Galax:** Pless Electric & Furn. Co. **Harrisonburg:** J. S. Denton & Sons; Schewel Furn. Co. **Hopewell:** Butterworth Furn. Co. **Lexington:** Schewel Furn. Co. **Lynchburg:** Schewel Furn. Co. **Petersburg:** Harlow-Hardy Co.; Petersburg Furn. Co. **Richmond:** Adkins Furn. Co.; Phillip Levy Co.; Rountree Corp.; Star Furn. Co.; Sydnor & Hundley Inc. **Roanoke:** Hash Furn. Co.; Phelps & Armstead. **Waynesboro:** J. L. Barksdale Furn. Corp. **Winchester:** R. M. Swimley.

WASHINGTON, D.C.

Hecht Co.; J. B. Henderson; J. Lansburgh Furn. Co.; H. A. Linger; Nachman Furn. Co.; P. J. Nee Co.; Palais Royal; Peerless Furn. Co.; Woodward & Lothrop.

WEST VIRGINIA

Fairmont: O. H. Himelick. **Grafton:** J. Lee Evans Furn. Store. **Huntington:** Anderson-Newcomb Co. **Parkersburg:** Patton & Neal Co., Inc. **Wheeling:** Stone & Thomas.

WISCONSIN

Fond du Lac: Grunwald Furn. Co. **La Crosse:** Furn. Mart. **Milwaukee:** Frasch & Zinke; Klode Furn. Co.; Klug Furn. Co.; C. Nisc & Sons, Inc.; Schell Bedding & Furn. Co. **Rice Lake:** Boehmer's Farmers Store. **Superior:** Rudolph Furn. Co. **Wausau:** Home Furn. Co.

WYOMING

Cheyenne: Percy Smith Mercantile Co. **Laramie:** Wolfensberger Furn. Co. **Sheridan:** R. E. Carroll's Furn. Store.



Pleasant dreams

ON A NEW KIND OF MATTRESS



It's Quilted . . . No Tufts

39⁵⁰

At last! Something NEW in mattresses. Say good-bye to the hills and hollows, the hard tuft buttons, of the old-fashioned *tufted* mattress. The surface of the new Palmer is level and smooth—QUILTED, not tufted.

Until you've slept on this new kind of mattress, you can't imagine what COMPLETE RELAXATION really is. You'll get extra hours of rest every night—for the sounder sleep your Palmer mattress brings is worth more rest than you get on an old-style mattress.

Two thick fluffy quilts on top, two thick fluffy quilts on the bottom—made by the world's largest maker of comfortables, the Palmer Brothers Company. The surface of the Palmer Quilted Mattress can never lump or shift—for 38,000 tiny stitches hold the filling firmly in place. The specially built inner spring unit has no cords, or tuft strings, to bind down its resiliency as in the

usual tufted mattress—hence the springs are 100% free-acting.

The Palmer has a handsome Paisley pattern in rose, orchid, green, blue or gold. See it with Palmer Box Springs to match, at your Department or Furniture store, or write Palmer Brothers Company, 230 Fifth Ave., New York City, for the name of the dealer nearest you.

THIS LOVELY PAISLEY pattern comes in rose color as shown, or in gold, green, blue or orchid. Palmer Box Springs are made to match.



PALMER *Quilted* MATTRESS


FAMOUS PALMER COMFORTABLES are sold by leading Department and Specialty stores. Above, a lovely Tri-tone comforter priced at \$8.95. It is filled with fine white wool and covered with crack-proof Celanese* Rayon Taffeta. Palmer Comfortables cost as little as \$2.95 up to \$25.

*Reg. U. S. Pat. Off.



FROM ONE
GIFT PACKAGE

COME 45 PIECES OF
CALIFORNIA COLOR



SERVICE FOR EIGHT—ONLY \$14.95!

Imagine the thrill of opening this exciting gift box and lifting out piece after piece of delicate, pastel dinnerware...Vernon "Modern California" pottery...in azure, pistachio, straw, and orchid. The package itself is adorned with typical California designs...and the pottery it contains is the finest ware made, every piece flawless, durable and craze-proof.

A SPECIAL GIFT PACKAGE AT A SPECIAL PRICE

Just think—for only \$14.95 you get eight 9½-inch plates, eight 7½-inch plates, eight chowders, eight cups and saucers, a 12-inch chop plate, a large vegetable dish, covered sugar bowl and cream pitcher. Each of the forty-five pieces is individually packed without messy cut paper or excelsior, making your gift even more fastidiously perfect!

The Vernon Gift Package solves the problem of the perfect wedding, birthday, or Christmas gift for the truly smart woman, and also makes it possible for you to start your own new pottery service at a real saving of money.

If you prefer gay, vivid colors—for the same price you can buy a 45-piece Gift Package set of Vernon "Early California" ware in green, orange, turquoise, brown and other brilliant tones. At the left are just a few of the many exquisite hand-decorated lines made by Vernon, which blend so well with the solid colors of Modern and Early California.

A beautifully illustrated folder in full color showing these and many other distinctive patterns will be sent to you without cost upon request. Address Vernon Kilns, 2300 East 52nd Street, Dept. C. P., Los Angeles, California.



VERNON
AUTHENTIC CALIFORNIA POTTERY

House & Garden

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Cover Design by Harry Brown

Home furnishing Budget	
Furniture	\$2,000
Decoration	870
Table Settings	740
Management	325
Total	\$3,935



TOTING up the total of the "must haves" which you will find clearly indicated in the pages of this Manual, we arrive at a mean figure of \$3,935. This is not only mean, it is downright dishonest. It is an approximation, a half-truth—and as such let us be the first to warn you to take it with a grain of salt. We know that you could furnish a house for less; we dare say you will want to spend more. But we think that half a truth is better than none and we are trying to give you an indication of what complete homefurnishings for a 5-room house cost and how the several classifications should be proportioned one to the other.

Remember, however, that this figure does not include such necessities as wallpaper, paint, kitchen ranges, refrigerators, heating plants, vacuum cleaners, etc. But it does include all the "must haves" in our Manual. The luxuries—the pieces you will want to add—are listed separately and carefully designated.

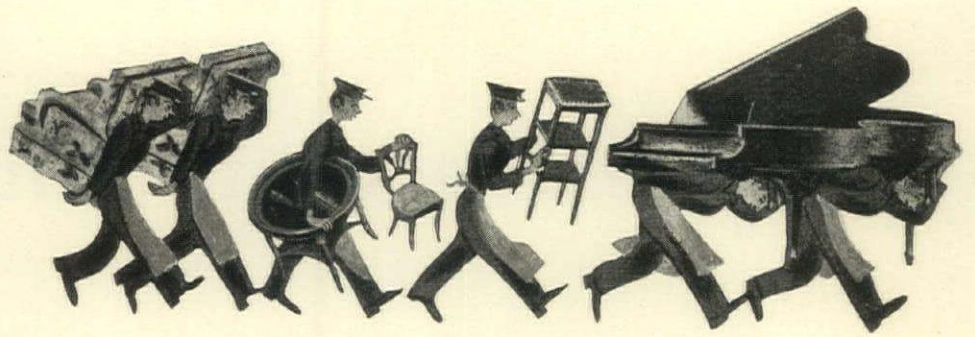
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KERTÉSZ

Good taste is the basis of gracious living and this pleasant living room by B. Altman, in New York, proves that character can be achieved in decoration without the use of expensive pieces. Another view of this room is shown on page 15



Good Taste Budgeted

A successful plan for home furnishings

UNTIL recently, the discriminating young woman with a little money had the choice of three evils. She could buy a few really nice pieces for her home and fill in with cheap makeshifts to be replaced "if and when"; she could make her selection from among the so-called "budget" merchandise usually styled far below her taste and sophistication; or she might buy a skeleton selection of good pieces, leaving uncomfortable gaps to be filled in and skimping on really necessary accessories. It was rarely possible for her to find attractive well-made furniture at a price that she was ready to pay.

Now, we are glad to report, things are different. It may be that the times of depression have developed such a demand for good furniture at a reasonable price that manufacturers and stores everywhere are trying to specialize in this type of merchandise. It may be that improved methods of construction and manufacture permit the sale of high-quality furniture at prices considerably below those which have prevailed in other years. At any rate, it must have become obvious to the most casual shopper that good furniture prices are down.

As an indication of the possibilities which exist today, we call attention to the furniture and furnishings prepared for the Young Homemakers Shop of B. Altman & Company in New York, which are also displayed at the following stores in other cities: Strawbridge & Clothier, Philadelphia, Pa., Porteous, Mitchell & Braun Company, Portland, Me., The Higbee Company, Cleveland, Ohio and The M. O'Neil Company, Akron, Ohio.

The particular credit for the success of this new venture in home furnishings and decoration belongs to John Gerald, head of Altman's Decorating Department. Mr. Gerald, besides being a noted designer and stylist, has a consuming interest in the welfare of the buying public. He has studied at close range the needs and desires of "the discriminating young woman".

Mr. Gerald collected the designs of all the pieces he felt should be in the average home and worked out a plan of basic furniture requirements. In preparing this list he kept his eye on "adaptability" and selected pieces which could be interchanged from room to room, thus paving the way for future additions. With the furniture problem well in hand, Mr. Gerald then developed a color chart—not just a list of colors but an actual guide to the basic shades which sophisticated and decoration-conscious taste is demanding. The definite color schemes were thus established and rugs, draperies, lamps, linens, china and other accessories were selected on this basis, which provided unity of color and style.

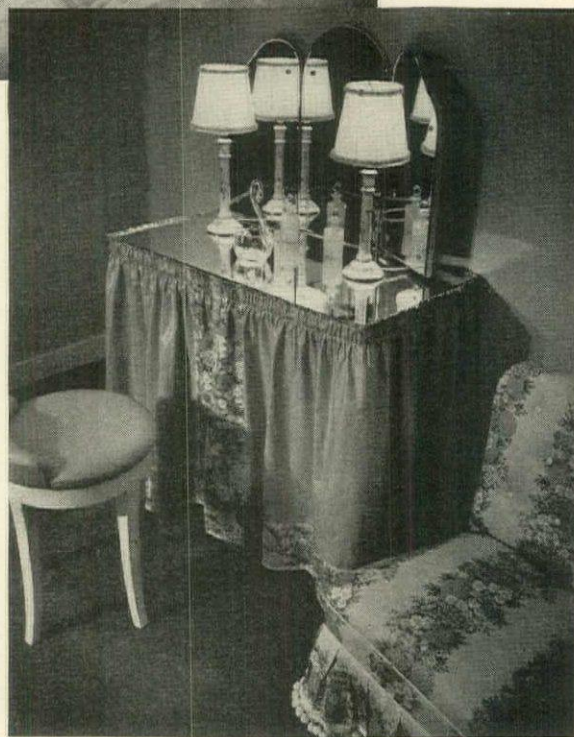
Mr. Gerald has shown us that "it can be done"—that fine interiors can be decorated without sacrificing quality—that good taste can be budgeted.

Decorative fundamentals

KERTÉSZ



A MIST green rug sounds the basic note for the bedroom color scheme. Pale shell pink appears on the wall and, in deeper tones with lettuce green, in the flower chintz draperies; the latter have ready-made valance and are cut three yards long, left unhemmed for you to adjust. Permanent finish organdy glass curtains have extra wide picot ruffles



THE dressing table skirt and the seat of the tiny stool are green chintz bordered with a flowered stripe cut from the same chintz which is used for draperies and for upholstering the chair shown in the corner

THE theory behind the Young Homemakers' Shop (pictured on these two pages), which B. Altman and Co. has just opened in New York, is good taste at moderate cost. High quality is made possible, as we told you on the previous page, by the fact the furniture, fabrics, etc., are planned around basic designs and colors.

The furniture, eighteenth century in style (because this period has the widest appeal and is "basic" for many homes), has all those small detailed touches which have heretofore been obtainable only in pieces costing far more. It is solid mahogany throughout, conforming to the standards of the Mahogany Association in construction. The pieces are scaled to fit the average size room of today, and many are interchangeable from room to room.

Color schemes are worked out around seven basic carpet colors—copper clay, smoke blue, mist green, tokay red, spice brown, sahara beige and aquamarine. Fabrics and accessories are keyed to these colors in lighter or darker tones.

EMELIE DANIELSON



THIS charming all-mahogany bow front chest can go into your bedroom to be used as a dresser. Or you can use it in your foyer as it is pictured here as storage space for household linens, games, or odds and ends



KERTÉSZ



A BREAKFRONT china cabinet is so simply designed that your china may be as elaborate as you wish. It is equipped with drawers for silver and table linens. Side chairs are in a very simple Duncan Phyfe design



EMELIE DANIELSON

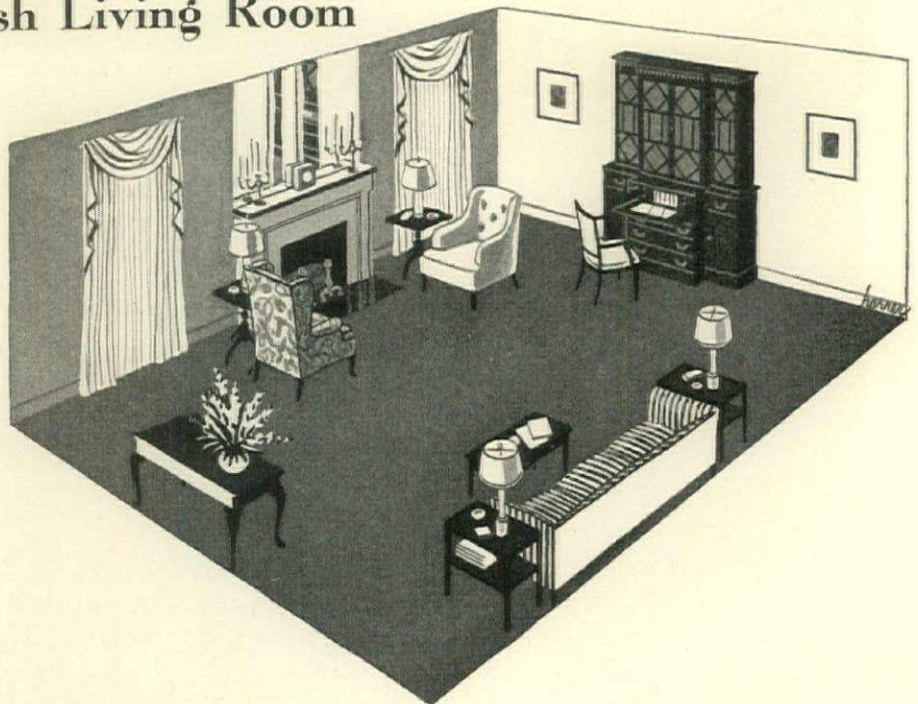
THIS piece of furniture is designed to lead a double life as a desk or as a dressing table. You can use it first in your living room as you see it here and later perhaps in your bedroom as a period dressing table

THE breakfront bookcase which lends dignity to the end of the living room is excellent if the room is also used for dining. It has velvet-lined drawers on either side of the let-down desk which may be used for silverware and center drawers for table linens. The shelves are for books or your best china. The sofa is upholstered in smoke blue and rose stripe, tying in with the smoke blue carpet. The Chippendale side chairs may later be used in your dining room. The large square coffee table is one of the outstanding pieces in the whole collection. It is solid mahogany in a size seldom found except in custom-made tables

18th Century English Living Room

In this living room are Hepplewhite, Sheraton and an occasional Queen Anne piece. The furniture, shown in detail below, includes:

1. "Extensole" table opens into a square shape for bridge or into a dining table of any length you wish. Michigan Artcraft. 2. Low, glass topped table for serving coffee and drinks. Imperial. 3. Mahogany pedestal table for lamp. Kittinger. 4. Comfortable wing chair covered in a big sprawly print. Grand Rapids Bookcase & Chair. 5. Mahogany breakfront with desk compartment for writing, ample storage space. Statton. 6. Button-back armchair, good for reading. Michigan Seating. 7. Tailored sofa from Robert W. Irwin, well-built, spacious, comfortable. 8. Mahogany armchair to use at the desk. Johnson. 9. Two-tiered table for lamps from Drexel.



Living room essentials



1



2



3



4



5



6



7



8



9

To add at leisure

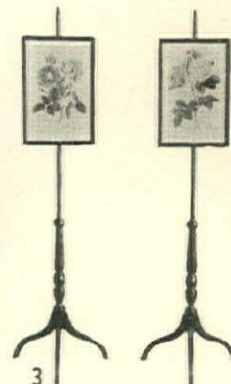
1. For globe addicts, map of the world on low mahogany stand. Baker. 2. Nicely scaled love seat from Mueller. 3. Sheraton pole screens with gay floral prints. Colonial. 4. Mahogany plant stand to use by the windows. From Baker.



1



2



3



4

Furniture

For your
living room, dining room
and bedrooms



FURNITURE is the most important item you have to reckon with in planning your budget. The total cost should average just about half the money you have to spend on equipping your entire home. If you have very little to spend, the total will run even more than half, the laws of average being what they are.

After all, you buy furniture for a long period. If it is good at the outset, its charm and usefulness will increase with the years. Simple classic lines are always good style. Fine finishes mellow with passing time. Faultless structure lives from one generation to the next.

So, although there are definite articles of furniture on which you may economize wisely, for the most part it is both sensible and sound to buy with an eye to the years to come.

The budget we have planned for a five-room house, including everything from brooms to beds, can be done on a total of \$4,000. And of this \$4,000, we have allowed a full \$2,000 for furniture. Of that \$2,000, almost half is allotted to the living room. For the living room is the spot where you spend most of your waking hours, where you read, write and entertain.

When you are shopping there are three definite classes of furniture to look for. First, there are the large pieces which are so important to comfort, efficiency and your social life! Good chairs to lounge and read in, a comfortable sofa, mattresses and springs that insure satisfactory sleep.

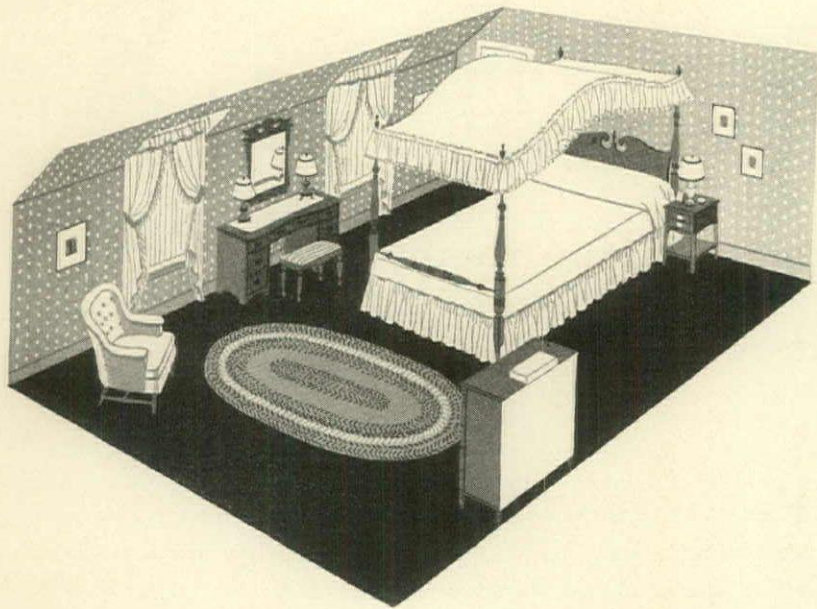
Next there are the adaptable pieces which you buy for a definite purpose now with full knowledge that as your living conditions change and develop the pieces will serve some other spot with equal effectiveness. In case your living room is also your dining room a convertible table is a necessity now. Later, when a real dining room comes along, the table will be equally useful as a console in your foyer or living room. A flat-topped desk will answer your writing problems now, later it may be turned into an attractive dressing table. A chest in your bedroom today may later serve in the hall.

And finally, there are the occasional pieces—small tables, side chairs and the like—well styled, inexpensive, which you buy now with the deliberate intention of replacing later when your budget expands.

Here and on the following pages we have planned a house complete with living room, dining room, two bedrooms. Because the four leading period designs today are 18th Century English, 18th Century French, American Colonial and Modern we have planned one room in each period. And because you are very apt to receive an extra special check to buy the one thing you want most, we have included in addition to the "musts" several of the unusual, hard-to-find pieces that lend distinction to your home.

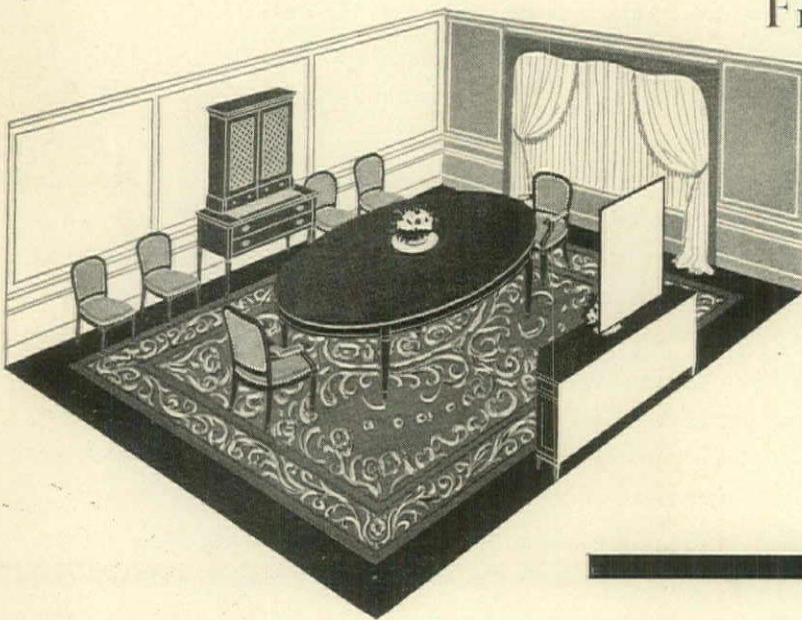
Furniture Budget	
Living room	\$ 700
Dining room	" 500
Master bedroom	" 450
Guest bedroom	" 350
Total	\$ 2000

Colonial Bedroom



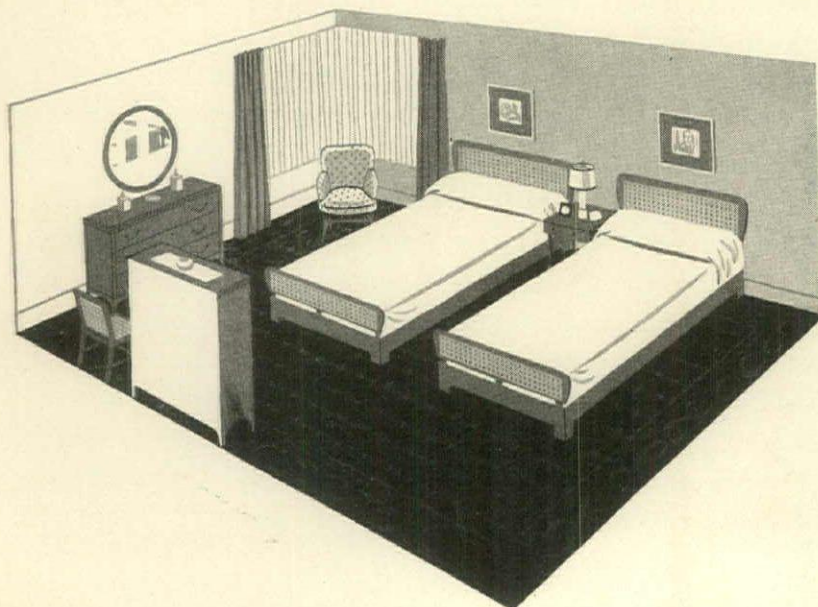
The master bedroom at the left is done in a warm, authentic maple. Pieces (shown in detail on the opposite page) follow the more sophisticated 18th Century English designs rather than the hardier Early American type. The beautiful canopy bed is of course the focal point of the room and the entire decorating scheme uses it as the background. 1. Night table with graceful bent front, two convenient drawers. Heywood-Wakefield. 2. Comfortable chair for reading or lounging, covered with a merry little print. The high back is tufted. Straight peg legs. Statton. 3. Nicely scaled Hepplewhite chest, after a fine original. From Sikes. 4. Superb four-poster bed, authentic in every detail. W. F. Whitney. 5. Because your budget plan offers only one chest at the outset this seven-drawer dressing table will supply welcome storage space. This and the matching mirror, Heywood-Wakefield.

French 18th Century Dining Room



The dining room at the left is French Provincial, nicely simplified, developed in a beautiful old walnut. The detailed pieces shown opposite are: 1. Side chairs and armchairs upholstered in leather, nail studded. You'll need at least four side chairs and two armchairs. John Widdicomb. 2, 3, 4. Dining table, sideboard and grille front cabinet are matching pieces, beautifully carved and finished. Tomlinson. The grille front cabinet is a versatile piece, at home in foyer or in living room.

Modern Bedroom

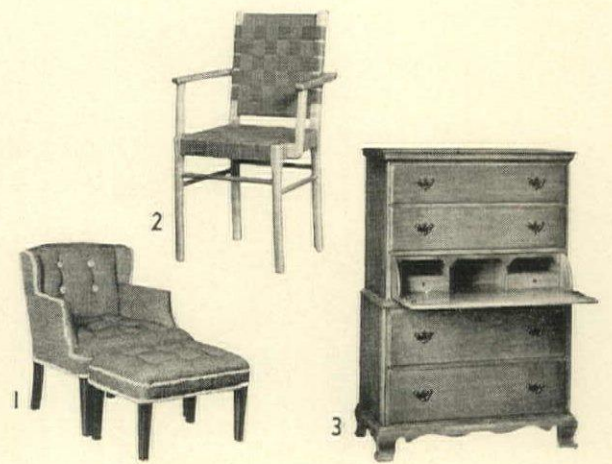


The guest room makes interesting use of space in wide, clean-cut areas as shown in the room scheme at the left. The same furniture pieces (opposite) include many woods in light natural finish. 1. Cane-backed chair in natural oak. Jamestown Lounge. 2. Fine, simple lines in the dresser. You may have it in blond or gray walnut. Robert W. Irwin. 3. A lamp table in Harvest mahogany to place between the beds. Later you will probably want to add another to use at either side. Widdicomb. 4. Cane-backed beds, fresh and different. In Harvest mahogany, also from Widdicomb. 5. Comfortable armchair with textured upholstery. Mueller. 6. Chest to match the dresser. Also from Irwin.

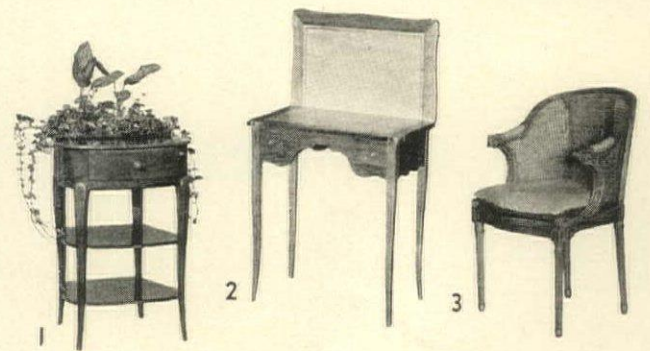
The pieces you will start with



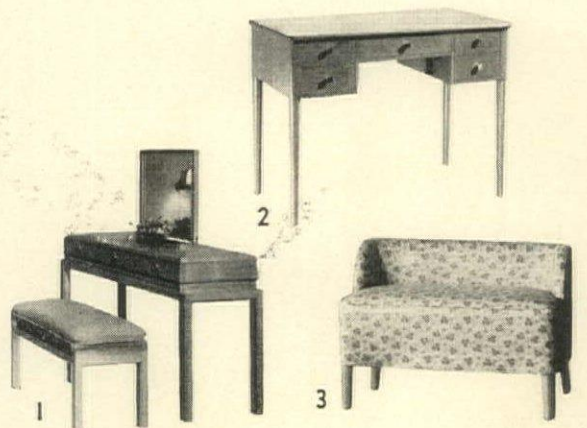
These you will add



1. Bright little armchair with button back, white cotton fringe. Matching hassock, Statton. 2. For color contrast: A Shaker chair painted a warm red, Herman Miller. 3. Chest-on-chest from W. F. Whitney.



1. Graceful little plant stand. Try a pair at the windows or in opposite corners, Baker. 2. Leather-topped game table to bring in a note of fun and 3. Cane-backed chair to use at either side. Both, Tomlinson.



1. Refreshing accent—this dressing table in pigment maple, developed in pastel tones, Charak. 2. Table-top desk in light walnut or mahogany. 3. Slipper bench to place at the end of each bed. Both, Dunbar.



A NOTE of elegance is imparted to this charming living room by Lord & Taylor in the careful selection of its decorative elements. The broadloom carpet and spun-rayon textured draperies are in pleasing harmony with the walls and furniture



Decoration

Floor coverings,
draperies, lamps and new
accessories for your home

THE second largest category on your budget may be lumped under the general term "decoration". It includes your floor coverings, draperies, lamps and other accessories. With them you set your color scheme and build the real personality and style of your home.

Furniture, as we have seen, represents your long-term investment and rightly should absorb at least half what you wish to spend.

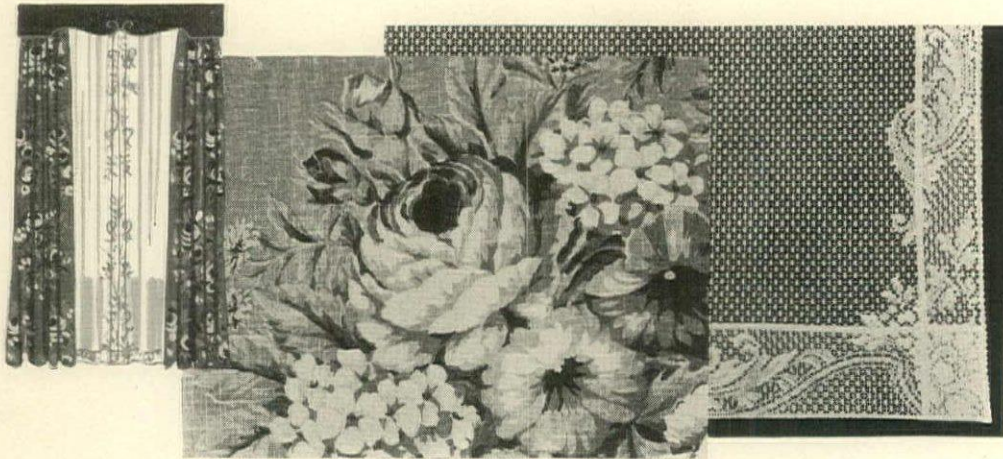
Floor coverings are a semi-long-term investment and it pays to set aside enough of your total fund to get good quality and style—say fifteen percent. And if your budget is limited, you may want to put the major part of your floor covering fund into your living room and dining room rugs and use a few conveniently placed scatter rugs in the bedroom at first. This works out particularly well in Colonial rooms. If you own your home or are fairly permanently located, inlaid linoleum is often smart and may be used with or without rugs. When you choose your living room rug, you might keep in mind the fact that later when you can afford a better one, you can still use it in one of your bedrooms.

It is difficult to lay down hard and fast rules about budgeting draperies. The kind of draperies you are able to have for any given amount depends on how many windows you have and how large they are. For instance, a living room with two windows takes the same size rug as the same room with four windows, but it costs half as much to drape. The price of your fabric is the prime factor, but remember swags and complicated drapings take more yardage than straight draperies. A simple valance any carpenter can make, painted or fabric-covered in a harmonious color, will dress up the window and the room, enhance the appearance of an inexpensive fabric, and often make it possible to use glass curtains without over-draperies. Since a good part of the cost of draperies goes into the labor charge, if you are clever with the needle you can effect substantial savings by making your own.

In selecting your lamps, you will want at least one really good reading lamp in your living room (perhaps two), with two or more decorative lamps for soft lighting and general conversation, depending on the size of the room. Good lighting is not only a safe investment from the point of view of eyesight, but attractive lamps add much to the general finish of a room. Accessories you choose depend on your own taste and needs so much that it is difficult to make any rules. Ash trays, cigarette boxes, bookends, and ornaments must be allowed for, of course. But because these are so often gifts, they figure small in the totals of ordinary home-furnishing budgets.

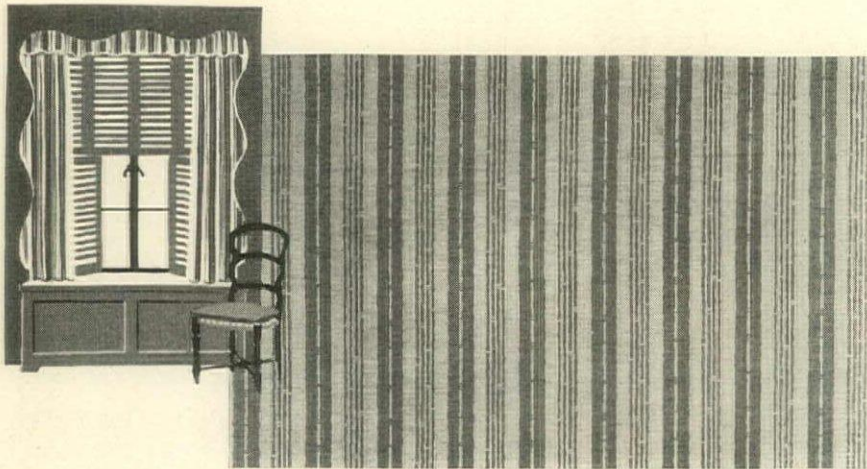
Decoration Budget	
Draperies	\$ 175
Floor Coverings	" 525
Lamps	" 120
Accessories	" 50
Total	\$ 870

Fall draperies budgeted



18th Century

In budgeting your drapery costs you can keep them down without sacrificing appearance and style, not only by selecting a moderately priced and colorful printed linen, such as this from Marshall Field, but by cutting them to hang straight with a simple painted wood valance. The glass curtains are of sheer Quaker Lace and come ready-made in varying lengths



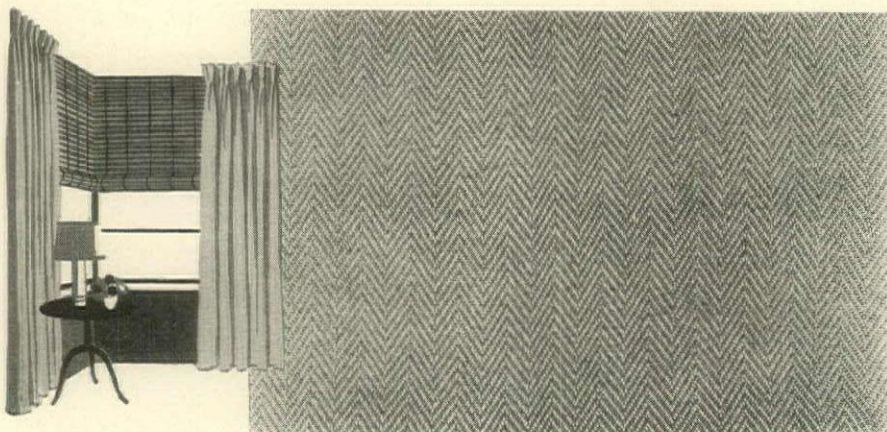
French Provincial

A frame cut in graceful curves is the first step to an attractive window treatment in a provincial room. Choose a small-patterned material—this rose and white washable, vat-dyed cotton stripe from Schwab is ideal—drape it full either to sill or floor. A ruffle beneath the frame is attractive. It is usually much better to line them, but not absolutely necessary



Colonial

A trim window treatment is achieved at small cost with these dotted marquisette curtains with one-inch ball fringe. The dots come in two shades of blue (and five other colors) from Bartmann and Bixer. A scalloped buckram valance tops them off, covered with Pacific Mills' new rose and morning glory linen with blue gray shadow leaves on a natural ground



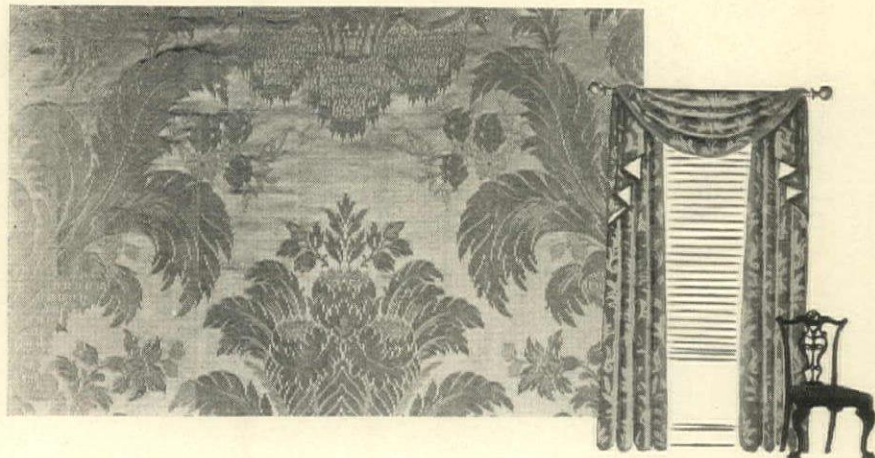
Modern

This textured cotton fabric, loosely woven in a small chevron with a mercerized sheen, from Louisville Textiles looks far more expensive than it is. It makes a handsome modern drapery, lined or unlined, and comes in a natural colored "pearl". Hang straight and full with cartridge pleat heading. Mayfair fibre slat shades are a smart and economical addition

Luxury draperies

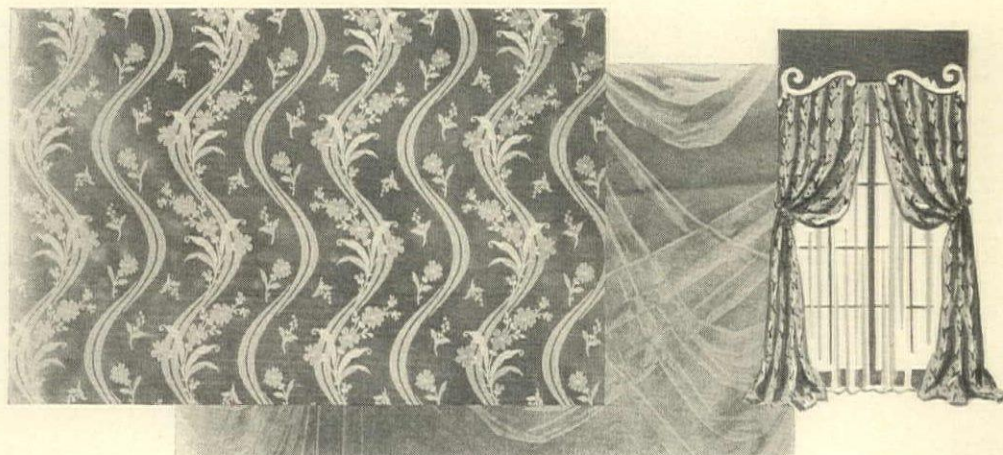
18th Century

Swags take more material than straight draperies, and if the sky is the limit, a draped valance like this adds charm and dignity to a Georgian room. You can choose a damask as fine as you please, for instance this beautiful silk fabric from F. Schumacher, in any of a variety of soft color combinations. Line with sateen, of course, to give a handsome draped effect



Trianon French

In a French room of the more elegant manner (but not the elaborate court style) you might choose a silver gray silk and Crown Rayon brocade damask with tiny mulberry pattern from Desley; loop closely over metal brackets under a shaped scroll valance. Celanese's ninon with a shadow swag pattern may be used as floor length glass curtains



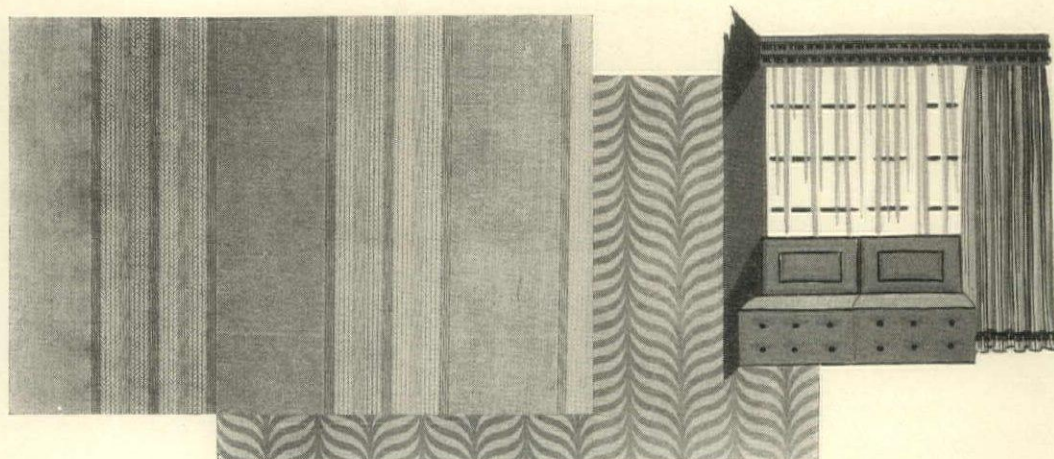
Colonial

Of course for real quality in a Colonial room you can't beat one of those handsome hand-blocked imported linens, such as this from F. Schumacher. Plan your draperies to the floor line, and drape them back fully. The valance may be plain and architectural. Plain white Celanese glass curtains which come ready-made or custom-made may hang to the sill



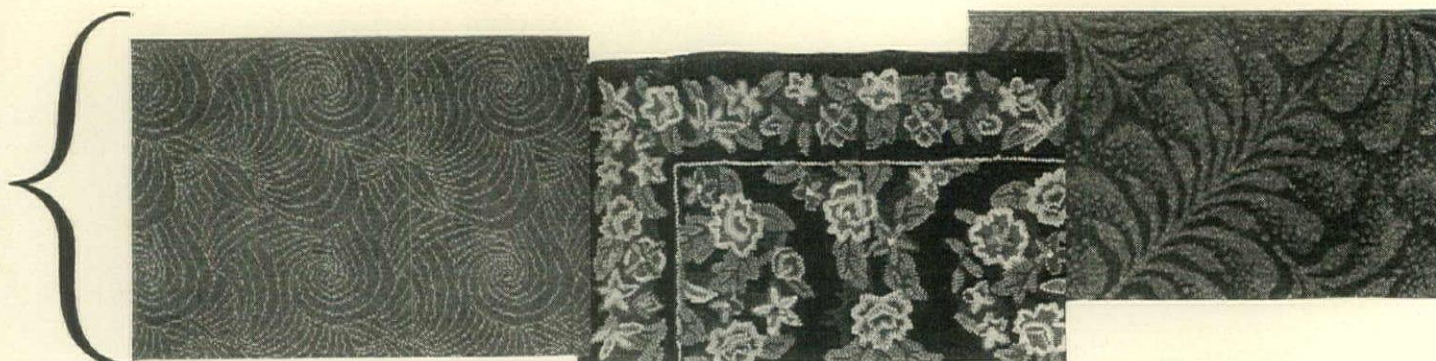
Modern

You may go as luxurious as you want in modern draperies provided they fit the rest of the décor. Try a pastel woven striped silk damask such as this from Scalmandré to enhance the right scheme. A double row of silk bullion fringe may be used for valance and at the bottom of the drapery. Celanese ninon shadow chevron for your glass curtains



Budget floor coverings

18th Century English

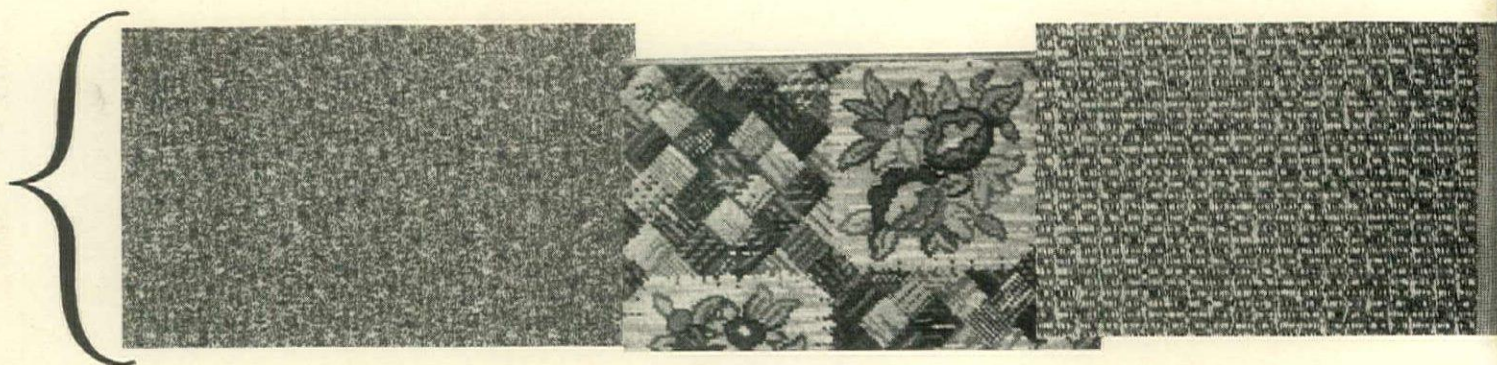


Half completed question marks in all-over textured design. Colors include misty gray. Archibald Holmes

"New Bessarabia". Hook type with floral border and pastel bouquets on black, white or gold. By Asia Mohi

There is fine formality in this swinging-leaf design, "Santoy", a washed frieze broadloom. Artloom

Colonial

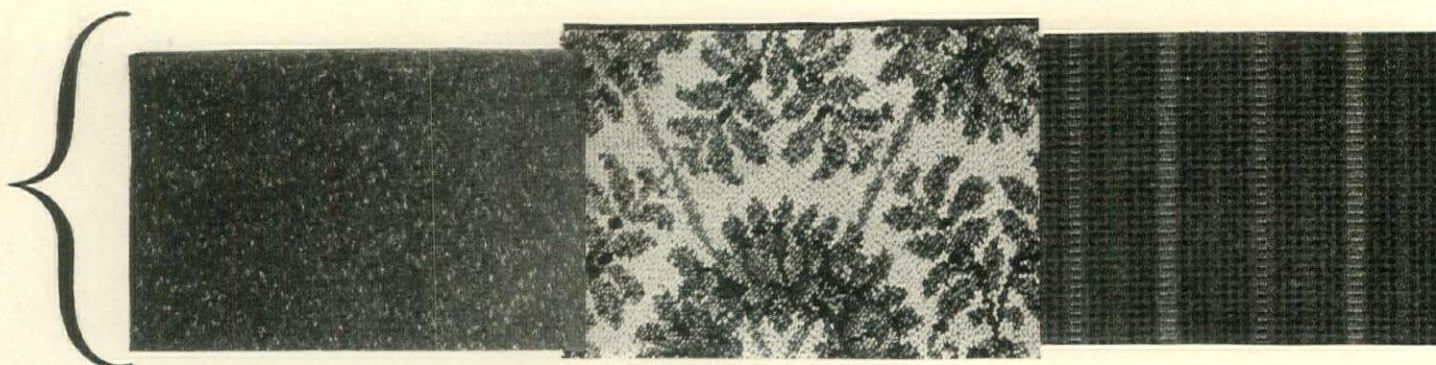


"Tweed-Tex", a heather effect, follows the fashion trend to tweeds. In eight colors. From Hightstown

Block-within-block and flower-within-block. In soft blues, rose and brown. It's from Bigelow Weavers

"Scandia-Flax" combines linen and cotton in a number of clear, clean color combinations. From Klearflax

18th Century French

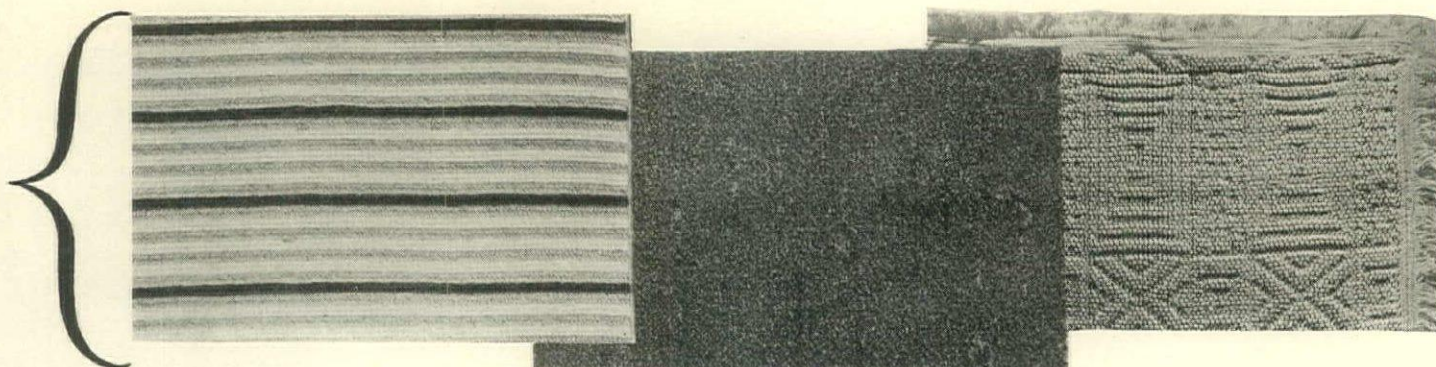


Tweeds to the fore this season. Here is "Tweedmoor", flicker broadloom in nine colors. By Alexander Smith

"Pilgrim Hooked" with swinging wreaths follows the familiar Brussels weave at lower cost. Mohawk

"Mossgrain" is one of Masland's new bedroom rugs with a subtle stripe design on a blue-gray ground

Modern



Rhythmic-stripe design in "Textred". Beige and white accented by deep henna. Amsterdam Textiles

"Swedish Burl", finely piled, closely woven. Its design motif comes from a burl-wood cutting. By Firth

"Peasant", interesting cotton and linen weave, durable and washable. In six different patterns. Klearflax

Luxury floor coverings

18th Century English

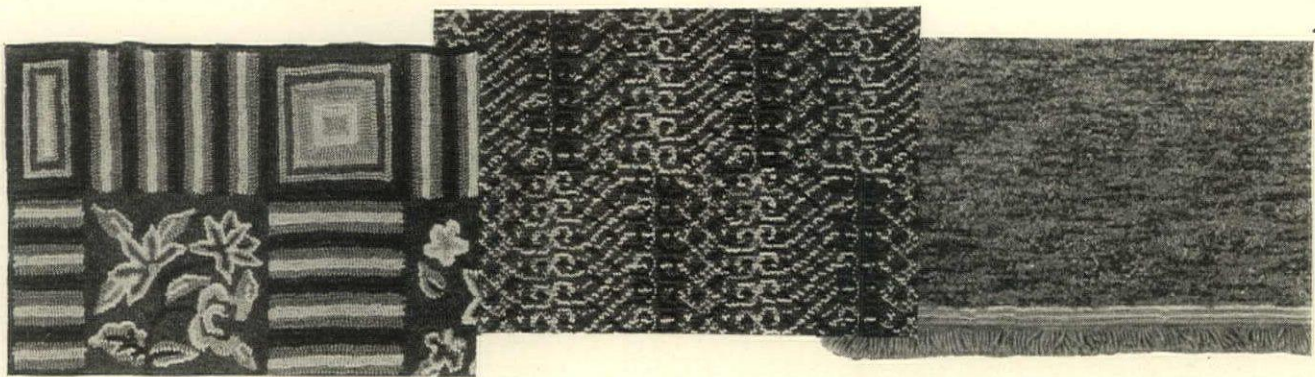


Nodding morning glories on a ground of slate blue. You can have other colors, too. Frances T. Miller

Stylized loops and rosettes for Georgian rooms, richly carved. From Persian Rug Manufactory

Hand needlework on the floor is not a lost art. A delicate floral design. From the Persian Rug Manufactory

Colonial



"Log Cabin" goes easily into formal or informal rooms. In two shades of blue and tangerine. Asia Mohi

"Charlestown", hook type, is also usable in Swedish Modern rooms. Smoky blue ground. Bigelow

For an interesting all-over effect try a deep piled chenille. It comes either mottled or plain. Klearflax

18th Century French

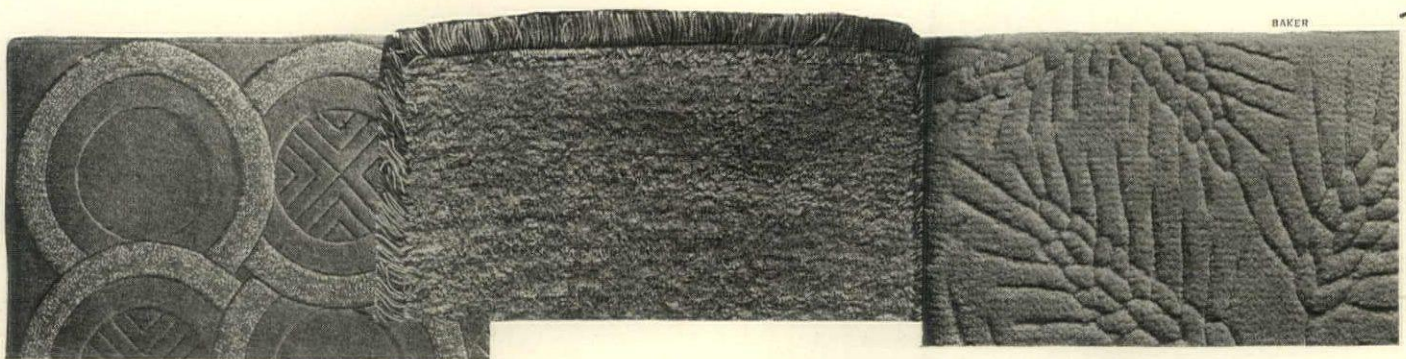


Sheer luxury in plain broadloom—"Crescendo", a thick nubby yarn in wonderful off-shades. From Bigelow

Hand-carved Georgian scroll, taken from an old needlepoint fabric. In brown, turquoise, rose, beige. V'Soske

Finely-stylized blossoms, hand carved, in gray and white on soft yellow. Persian Rug Manufactory

Modern



Modern as 1938, old as the Romans—this fresh looking disk design taken from an ancient vase. V'Soske

"Fiesta", dusty pink chenille with gray fringe. You may have any color, any size, any design. Mohawk

Subtle pattern on your floor, all one color. Richly carved wheat design from the Persian Rug Manufactory

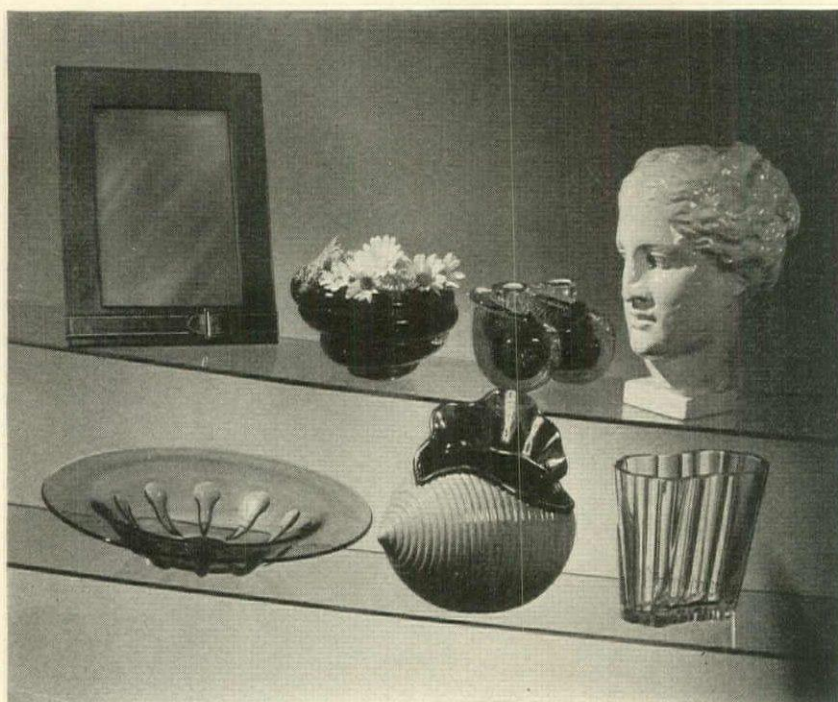
Traditional



Accessories

IF YOU furnish your home with traditional furniture you'll want such things as the swirl-based candlesticks (top row) copied from old pressed glass, from Bloomingdale's; the glazed china figurines in a pastoral mood from Madolin Mapelsden; the antique wooden box of old glass scent bottles, W. & J. Sloane; or a bewigged lady in soft-colored bisque, Scully and Scully. Or you may choose (bottom row) an acorn shaped antique string box from W. & J. Sloane; one of the Royal Doulton series of Dickens figurines, "The Fat Boy", from Ovington's; Lenox china urns in red and gold or green and gold, and matching candy box, from Ovington's; Washington bust reproduced from Louvre original, from W. & J. Sloane

Versatile



THESE accessories you can fit into the most modern backgrounds, yet they suit a traditional room. For instance (top row) the russet cowhide picture frame with leather strap and brass buckle, from Hammacher-Schlemmer; sparkling green Venetian bubble-glass bowl and candlestick group with snail shell motif, from Pitt Petri, and the chalk-white glazed pottery head which will add distinction to any living room, also from Pitt Petri. (Bottom row) You might float flowers in this bowl of Verlys smoky glass with teardrop center from Wanamaker's; use this imported pottery flower shell in gray, lined with a gold glaze, from Alice Marks; or select this crystal oval-shaped fluted vase from Rena Rosenthal

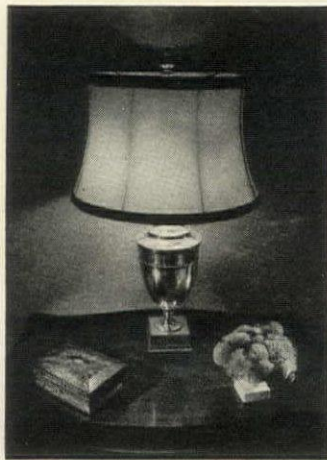
Modern



SINCE a modern background calls for accessories of suave design and simple color, you'll look for such pieces for your house as these (top row): Two silver-plated brass candlesticks and a matching compote which is horizontal and square, from Rena Rosenthal; this frosty Verlys crystal vase with a large all-over pattern of leaves, from Altman's. Or (bottom row) for your favorite photograph, a rope frame of glass from Rena Rosenthal. You might want the geometrical ash tray in heavy crystal, from Pitt Petri; they also have the pink Italian pottery pigeon. For bookends, choose a pair of oval glass vases for flowers with a life-sized crystal fruit decoration on the side, and fill with bright flowers. From Pitt Petri

Studies in light and shadow

Traditional



The silver plated base of this lamp is a copy of a lovely old Sheffield urn. It has a silvery silk shade. Plaza Studios, Inc.



Flowers in the Chinese manner decorate the Spode china base and painted silk shade of this lamp. At A. N. Khouri & Bro.



A single column lamp in Empire design has a shade of slipper satin in deep colors to go with the base. Paul Hanson



This classic metal bridge lamp is endorsed by the IES. Light is reflected ceilingward as well as downward. From Crest Co.

Versatile



A classical white bed lamp for reading is attached to the wall. The dresser lamp, shown below, is white and gold. Lightolier



An old turquoise blue oil lamp of the Second Empire will be a useful decoration to traditional or modern rooms. Wellby

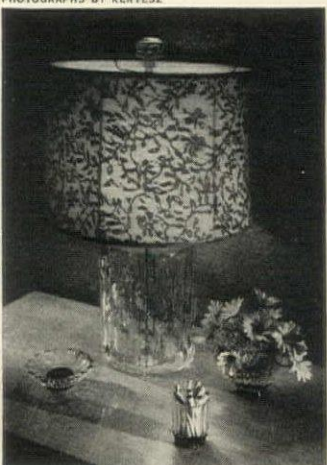


This clear glass base encloses a bouquet of beige flowers. The Lumarith shade is bound in harmonious tones. Paul Hanson



A bedroom floor lamp of imported cut crystal has a convenient glass shelf. The shade is taffeta bound in velvet. Wahl

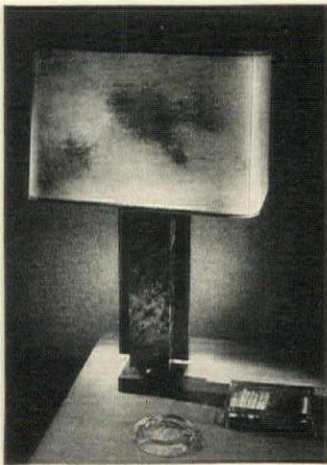
PHOTOGRAPHS BY KERTÉSZ



A handsome, massive lamp is one of Orrefors crystal. Silver leaves pattern the white drum shade. A. J. Van Dugteren, Inc.



With a base carved of natural oak, this unique desk lamp has an unusual shade trimmed with ropes. Wright Accessories, Inc.



A leather shade tops the base of this lamp made of burled wood. The wings of the base are cleverly scored. Van Cleff



Simplicity of design distinguishes this straightforward modern lamp which affords indirect lighting. Lightolier Co.

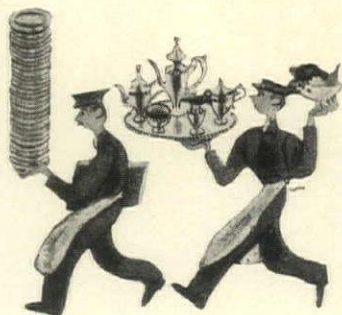
Modern



MARTIN BRUEHL

Party prestige increases when you select these new Fall appointments

Table Settings



Planned for informal dinner,
luncheon, breakfast
and your afternoon tea

A WELL-APPOINTED table is an important part of every home. It is something every woman dreams of, but you may be discouraged by the belief that it is only possible at considerable expense. Perfection requires thought and planning, but a charming table is not necessarily an expensive one. In fact, we have worked out a china, glass, linen and silver list of "must haves" (see below) which, when you consider the number of lovely pieces included and the importance of this home furnishing classification, is very low in cost.

This allowance is made on a basis of amplitude rather than absolute bedrock minimum. For we have included such niceties as finger-bowl doilies, breakfast tray sets, service plates and other adjuncts of smart service. We have also computed our figures on the basis of a minimum number of sterling silver flatware pieces of eight (service for four would lower the total by \$150).

In this minimum, but very complete, list we have not included any sterling hollow ware—counting it in the "desirable but not necessary group", since china and glass pieces can be used instead. Besides, silver hollow ware is one of the things you are sure to receive as a gift.

We did include, however, the following linens: two everyday breakfast mat sets, a gay breakfast mat set to be used when there are guests, a breakfast table cloth with napkins, a tray set for your guest tray, and one or two for everyday, three informal mat sets and one more formal set for luncheon or dinner, a formal damask cloth and eight napkins, a dozen informal and a dozen formal fingerbowl doilies, an everyday tea cloth and napkins and one more elaborate cloth, and a dozen cocktail napkins.

We budgeted, too, for an informal set of dishes to be used for breakfast and luncheon, a formal set for dinner and party luncheons (service for eight), a dozen service plates, a dozen odd dessert plates, an extra serving dish, platters and salad bowl. In glassware we allowed for a dozen of each: fruit juice glasses, water goblets, wine glasses, fingerbowls and sherbets, also cocktail and highball glasses.

On the page opposite, and on the pages that follow are five table settings—for formal and informal dinner, breakfast, luncheon, tea. Each table is set to suggest the appointments necessary for that meal. Small photographs on each page show other items which are associated with that meal but not among the "must haves". Of course in your own home the same plates, silver and linens would be used for more than one meal and purpose, but here for greater variety we have used different patterns on each table.

Table Setting Budget	
China	\$155
Glass	" 80
Table linens	" 190
Flat silver for 8	" 315
Total	\$740

LEFT: Your formal dinner table is set, of course, with your loveliest china, linen and crystal. You'll take pride in service plates like these in Spode with "flower-print" centers, from Plummer. They are used against a pale pink rayon damask cloth, Grande Maison de Blanc, and set off by a Waterford crystal compote and flower holders from Davis Collamore, and U. S. Glass Winthrop crystal from B. Altman. The flatware is Towle's Chippendale pattern, Ovington's.

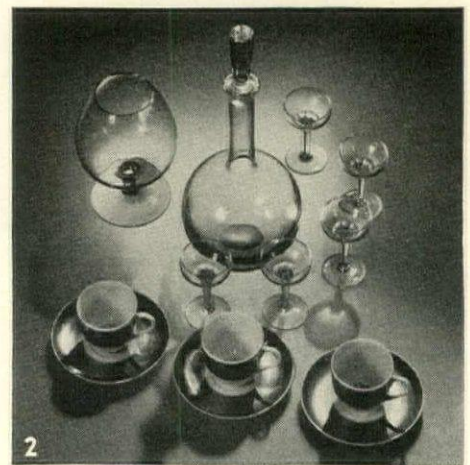
For informal dinner



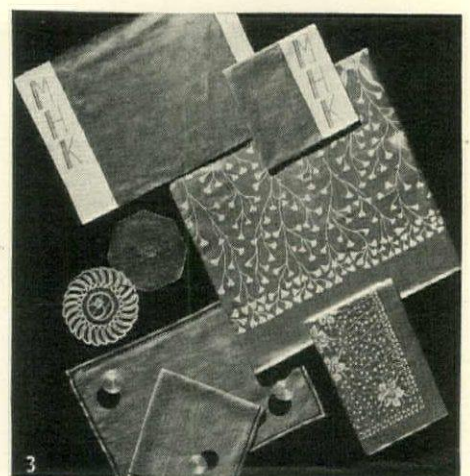
MARTIN BRUEHL

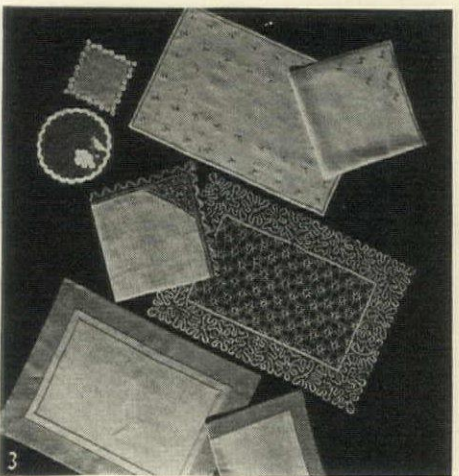
ABOVE: For the gay little dinners to which you invite your more intimate friends look for appointments that lend a stimulating atmosphere to a gathering of even the oldest acquaintances. As guiding theme you might choose Mosse's new modern-Baroque linen which comes in a variety of smart color combinations. With this you will probably prefer plain white Wedgwood plates from Wm. H. Plummer. And you will discover that the modern-Baroque design of R. Wallace's "Stradivari" sterling silver blends well with the scroll motif of the linen. Fostoria's "Drape" pattern stemware is restrained and charming. As an aid to sparkling conversation, select low flowers, float them in Rena Rosenthal's heavy crystal bowl flanked with two handsome modern-classic hurricane lamps of crystal and brass, also from Rena Rosenthal

BELOW: Extra grace notes for your dinner table. 1. (top to bottom) Salad or dessert plates in Johnson Bros. "Old English Bouquet", Marshall Field, Chicago; "Primrose" service plates of Community china, Wanamakers; and Maddock & Miller's Victorian fruit plates. 2. For after dinner: Orrefors decanter and cordial glasses, Sweden House; brandy inhaler of Heisey glass, Scully & Scully; white and gold china cups, Rena Rosenthal. 3. Linens: Initialed linen mat set, McCutcheon; a colored Gribbon rayon-damask cloth, B. Altman; gray linen mat set, maroon and silver disc motif, Léron. Fingerbowl doilies: Organdy, Léron; Milan lace, Grande Maison de Blanc. 4. Orrefors champagne glasses, Georg Jensen; Cataract-Sharpe's fingerbowl, Macy's; Crystal cigarette set, Alfred Orlik



MARTINUS ANDERSEN





MARTINUS ANDERSEN

BELOW: When you select your chinaware a serviceable foundation is a pattern like this Royal Copenhagen porcelain from Georg Jensen. It's simple enough to use for breakfast or luncheon, in fact for any informal occasion. The "Chinese Garden" pattern is sophisticated in line, particularly when it is combined with Lord & Taylor's natural hand-blocked linen with a blue-green Chinoiserie pattern. The same blue-green is repeated in the Orrefors glass from Jensen's. International's "Norse" sterling pattern lends a final Scandinavian touch to the whole. Oddly harmonious is the centerpiece—a white porcelain Oriental bowl filled with sprays of althea on a teakwood stand from Yamana. The simply designed Swedish modern table and chairs are to be found at Lord & Taylor's

MARTIN BRUEHL



ABOVE: You don't really need them all but they are nice to have: 1. White pottery salad bowl and plates with colorful still-life motifs. Olive jar with wooden ladle. Carbone. 2. A small tureen in Spode from Davis Collamore. White Haviland china serving plate with blue pattern: Frosty white glasses of clear bamboo design, amber glass spoons. Carole Stupell, Ltd. 3. Linens: A pastel linen mat set, floral embroidery. Fallani and Cohn, from Jas. McCutcheon. Fingerbowl doilies, daisy-bordered white linen, Mosse, or organdy with appliqués, Grande Maison de Blanc. Lace mat set. Jas. McCutcheon. Gray and coral linen luncheon set. Maison de Linge. 4. Green glass fingerbowl, Sweden House. Royal Doulton's "Curnock Rose" plate, Wanamakers. Covered dessert dish and plate, Carbone

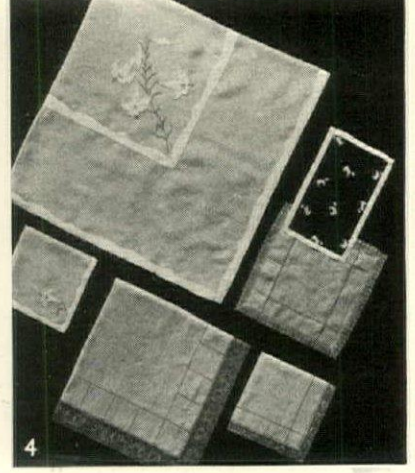
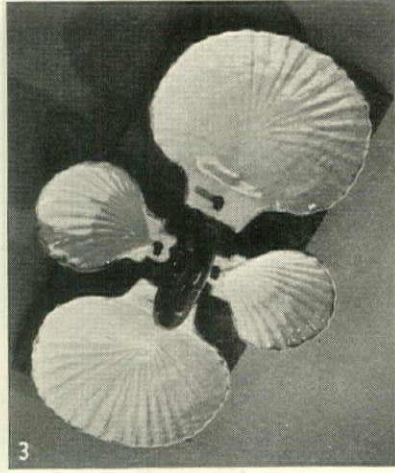
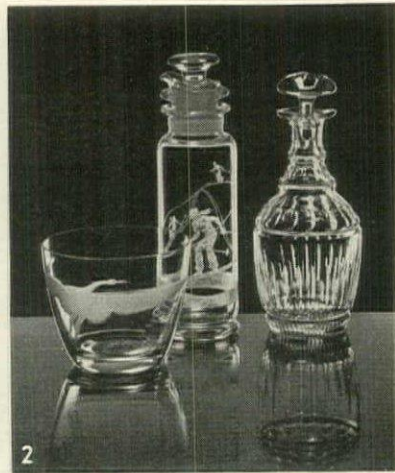
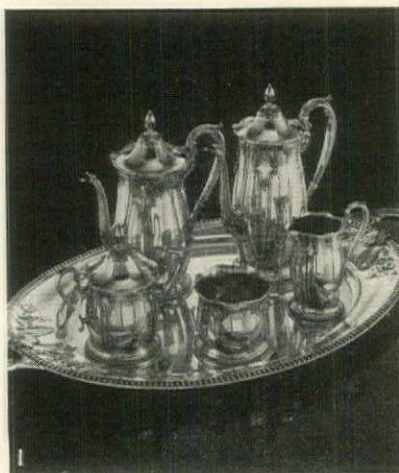
Your luncheon table



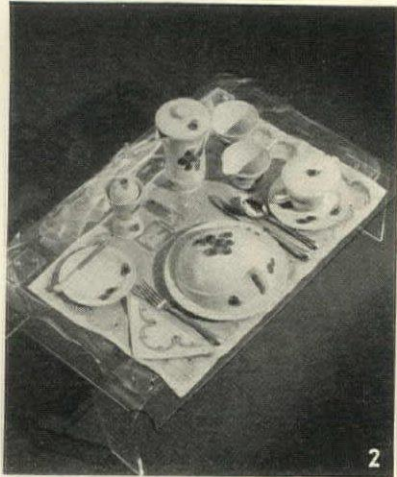
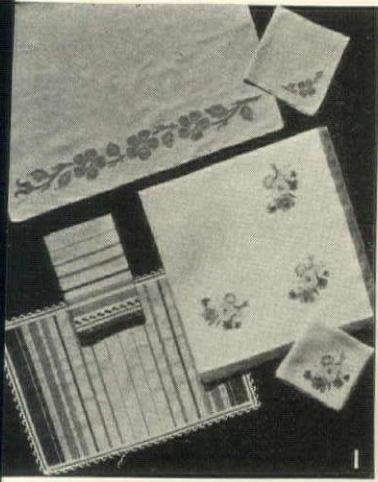
LEFT: Five o'clock tea is one of those gracious customs whose return we welcome with enthusiasm, and here traditional silver is combined with modern china and linen in a setting for an attractive "at home". The Swedish Modern table in mahogany contrasts with a Louis XV beechwood chair which is upholstered in document chintz. Both, Lord & Taylor. The wooden tray has a toile de Jouy design. From Ovington. For silver, start with a teapot, add its companion pieces later. This one is in Wallace's "Stradivari" pattern. With it, flatware in Lunt's "English Shell". Silver from Ovington. Syracuse Shelledge china is pure white, a chaste background for colorful additions later, Pitt Petri. And under all a fine embroidered organdy cloth in powder blue: Saks-Fifth Avenue. Tea cakes from Dean's. Sandwiches from Vendome.

BELOW: 1. You can add to your silver teapot Wallace's complete service and tray in "Stradivari" pattern. 2. Also for the cocktail hour or later you may want Heisey's etched crystal cocktail shaker; Cataract-Sharpe's Georgian crystal decanter, with finger and dart cutting and Fostoria's crystal ice bowl with goose-in-flight carved design. All from Scully and Scully. 3. A smart relish tray of gray-white pottery shells, with deep green trim, hooked to a natural wood tray, with a huge green pottery handle. Carole Stupell, Ltd. 4. For bridge, a five-piece peach linen set with white lily appliqués. McGibbon. Cocktail napkins: deep blue linen with amusing dogs, and more formal cocktail napkins of fine white linen with lace edge, both from Léron. Linen tea cloth and napkins, delicate lace trim. Grande Maison de Blanc.

Planned For Tea



MARTINUS ANDERSEN



MARTINUS ANDERSEN

ABOVE: Some of the things you'd like to add to your repertoire of breakfast equipment. 1. Linens: a three-piece powder blue appliqué set for your guest tray, from Bournefield; striped mats and napkins, Swedish colors, Mosse; and a sheer linen cloth with field flowers from McGibbon. 2. Breakfast tray: a luxurious one, with Lucite non-breakable synthetic glass legs and rim, set with a Cavitt-Shaw pottery breakfast set with strawberry decoration. From Saks-Fifth Avenue. The red and white linen is from Léron; Alvin silver, Wanamaker's. 3. The Westmoreland glasses, milk-glass chicken dish from Altman. For jam, Alvin's etched jar, silver top, Wanamaker. 4. Jumbo cup, Johnson Bros., N. Snellenburg, Philadelphia; and coffee jug in Franciscan pottery, Altman

Breakfast for two

RIGHT: A set of informal pottery is a good basis to begin with if breakfast is an important meal at your house. You can also use it for luncheon, and add other accessories such as those above. The table opposite is set with Vernon Kilns pink and green floral pattern from John Wanamaker. With this you want Gribbon doilies of heavy beige linen from Grande Maison de Blanc, and heavy-footed crystal tumblers in Cambridge's "Martha Washington" pattern are appropriate too; Altman's. Also Reed and Barton's severely simple 17th Century sterling pattern with pistol handled knives. You might use for a centerpiece an Altman antique pewter urn to hold bright garden flowers. Provincial table and chairs of birch in old hickory finish are also from Altman's



MARTIN BRUEHL


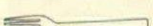

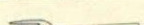
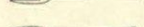

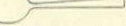
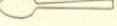

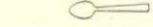









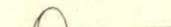
Your silver standard

Of course, you don't expect to buy all your first set of silver yourself—not so long as there is hope of family heirlooms, of solvent relatives and friends who may crash through handsomely. Nevertheless, it is well to know exactly what you need and want and what you can get for how much.

You'll certainly have to choose your flatware pattern whether you buy it out of the butter and egg money or are presented with it. Therefore, you must decide whether your taste, your home and your table appointments dictate a simple or elaborate pattern. On the preceding pages are tables set both simply and elaborately, and below are new patterns from the leading manufacturers of fine silver. Let these illustrations guide your selections.

The chart at the right will give you a rough idea of the pieces needed for four or eight people. The listings above the line are fundamental for correct service, though, of course, you can get along informally with less variety. Most jewelers have a "place setting plan" by which flatware is sold in groups of six pieces: luncheon knife and fork, dessert or soup spoon, teaspoon, salad fork, and butter knife, priced as a unit. The great advantage is that it is so easy to add to your silver one place at a time.

On the other hand, you'll certainly need more teaspoons, and dinner-sized knives and forks are really desirable. You'll need extra forks and dessert spoons for serving and regular tablespoons later on. Many people prefer to use a second luncheon fork for salad instead of the regular salad fork. Special serving pieces, as well as less-often-used flatware, such as iced tea spoons, oyster forks and cream soup spoons, may be added as needed. The "must have" budget for four comes to about \$140; the additions below the line bring it to about \$215. The "must have" budget for eight comes to about \$320, with the additions listed raising it about a hundred dollars. On the opposite page is a group of sterling hollow ware pieces, which, while they are not included in our basic budget, are certainly very nice to have.

YOU WILL NEED		FOR 4	FOR 8
Dinner knife		4	8
Dinner fork		6	12
Luncheon knife		4	8
Luncheon fork		8	16
Salad fork		4	8
Dessert, soup spoon		6	12
Teaspoon		8	16
Butter knife		4	8
Coffee spoon		4	8
Serving spoon		4	8
Serving fork		2	4
Salt spoon		2	4
YOU MAY ADD		FOR 4	FOR 8
Oyster fork		4	8
Iced tea spoon		4	8
Creamed soup spoon		4	8
Sugar tongs		1	1
Carving knife		1	1
Carving fork		1	1
Ladle		1	1
Cake knife		1	1

FROM LEFT TO RIGHT:

"Festival", slim, plain design with delicate floral motif. It is from Lunt

"La Reine", a pattern of elaborate lines and decoration. From R. Wallace

"Juliana", straight and dignified with conventionalized tulip design. Watson

"Primrose", formal lines with a fine engraved pastoral decoration. Kirk

"Cotillion", formal Colonial design of simple elegance. Reed & Barton

"Betsy Patterson", perfectly plain, but unquestionably Colonial. Stieff

"Governor's Lady", unadorned contours and an austere beauty. Gorham

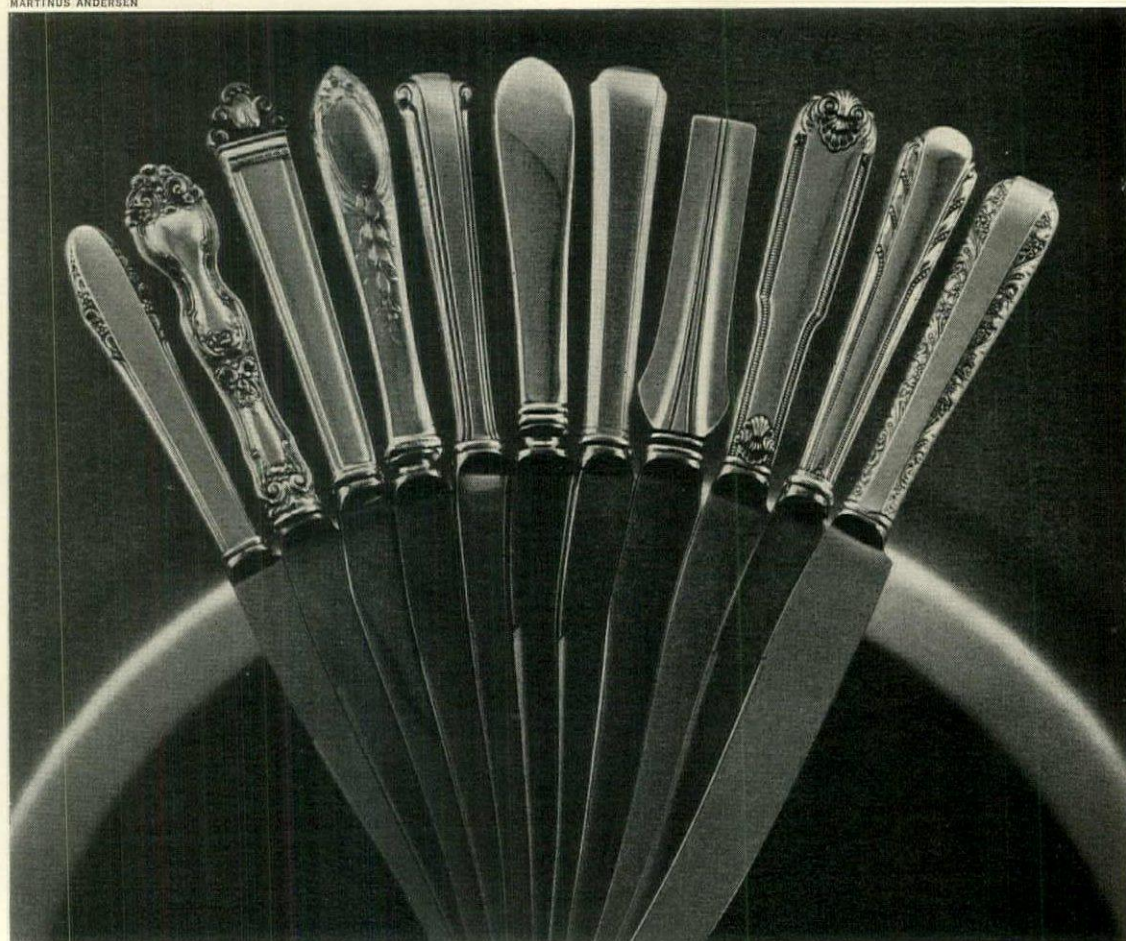
"Elsinore", typically modern Scandinavian in feeling. Georg Jensen

"Whitehall", fine English Georgian with shell ornament. International

"Maytime", having youthful charm, with dainty bead decoration. Alvin

"Candlelight", slender pattern, bordered with exquisite floral. Towle

MARTINUS ANDERSEN





Convenient size mayonnaise or sauce bowl, Towle. Creamer, sugar and tray, also gravy boat, ladle and tray. Both from Alvin



Candlesticks engraved in rose pattern, Samuel Kirk. Compote, gadroon edge, Watson. Bowl, Towle. Butter plate or card tray, Lunt



Round cake dish, fluted border, R. Wallace. Beautiful plain bowl inspired by Paul Revere, Stieff. Bread tray, gadroon edge. International



Double-covered vegetable dish, International. Decorative low open bowl, Lunt. Serving fork, spoon, "Mayan" pattern, Georg Jensen



MARTINUS ANDERSEN

Graceful three-piece after-dinner coffee set with ample tray. The simple border and decoration is Swedish in feeling. From Gorham Co.



A pair of candelabra of graceful Georgian design, International. Pitcher appropriate for many different purposes, Reed & Barton

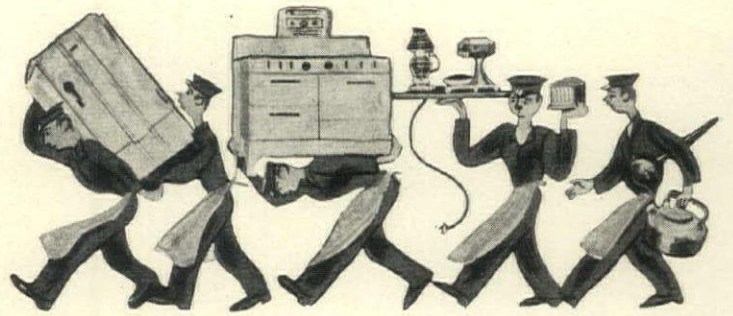
Sterling silver accessories
to add lustre to your home and table



DRESS, CHARLES ARMOUR. UNIFORM, THE CRAWFORD SHOPS. KITCHEN BY GLASS CONTAINER CORP.

MANAGING a house today is actually a pleasant and easy business of letting "the head save the hand". The management center is important in this well-planned and completely modern kitchen which is done in dark green and white

Management



A well-run home keeps pace with modern living

THE successful management of a house involves much more than a dull routine of three meals a day with everything clean and in order. It can be a fascinating business of setting the stage for your special kind of living, with the accents right where you want them for style and comfort.

Since all your arrangements will be determined by your activity, the first step is an honest judgment of what is the most congenial type of life for you. This does not call for a searching self-analysis, it is simply a matter of considering your income, obligations, interests, friends and local customs. These are the elements which will generally indicate the formality or informality of your living pattern. Fortunately few people are consistently one or the other, but good living like good theatre seems to consist of playing up the dominant theme with pleasant inconsistencies for high-lights and relief.

Formal living in town provides the dignity, order and repose which are most suitable to many people. It can be managed on many different scales, but simple or elaborate, it is a charming traditional pattern which fits in with regular theatre-going, concerts and art exhibits, with formal luncheons, small dinners and afternoons "at home".

The essence of this type of living is order and perfection of detail which in a large house must be maintained by a well-trained staff. But in a small house or apartment it is possible to manage with one maid, part-time help or even by yourself. Engaging a regular or part-time maid is an important part of your stage-managing for she must be in character and able to play her part. In a formal scheme there is no place for the hearty willing worker without training or experience. You must look for one who can cook and serve beautifully. Her trim appearance and manner in answering the bells and taking messages will be equally important. Such a one is worth special concessions on your part—it might be shorter hours or extra help with the cleaning, but in this way you will have the service that suits your setting.

If yours is a part-time maid, have her come late in the afternoon so that she can serve your dinner-at-eight with coffee later in the living room. She can open the beds and set out your breakfast trays before she leaves and this will probably mean more to you than having her during the usual hours in the middle of the day.

Living formally, your silver will be kept shining and your fine china, glass and linen will be in constant use so you must take special care to provide convenient storage and serving space. The equivalent of a butler's pantry can be planned with cabinets along one wall of the kitchen, away from the main cooking center. Here will be special drawers for silver and linen, wall cabinets with deep shelves to hold the largest service (Continued on page 60)

Management Budget	
Housewives	\$ 50
Electric appliances	" 25
House cleaning	" 40
Silver care	" 10
Bed & Bath linens	" 200
Total	\$ 325

Highlights of the

LIST OF HOUSEWARE ESSENTIALS

Cooking

- 3 sauce pans with covers
- 2 frying pans
- 1 Dutch oven
- 1 double boiler
- 1 dessert mold
- 3 strainers
- 1 steamer

Baking

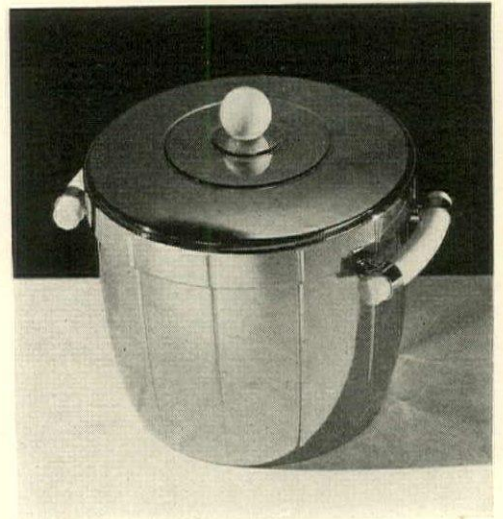
- 1 roasting pan
- 3 cake pans
- 1 cake rack
- 1 muffin pan
- 1 pie pan
- 1 cookie sheet
- 1 casserole

Preparations

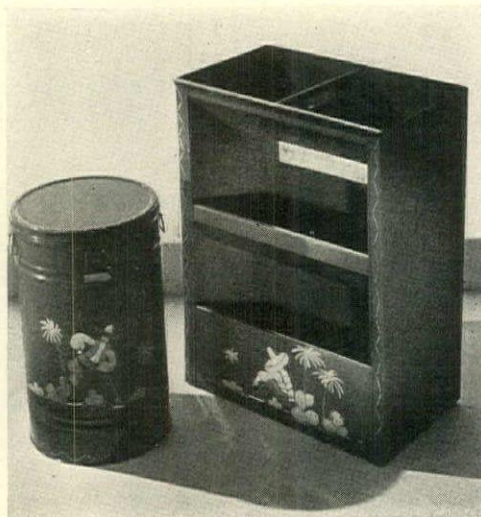
- 1 set of mixing bowls
- measuring cup and spoons
- spoons, knives, spatula
- 1 egg beater
- 1 flour sifter
- 3 graters
- 1 orange squeezer

Accessories

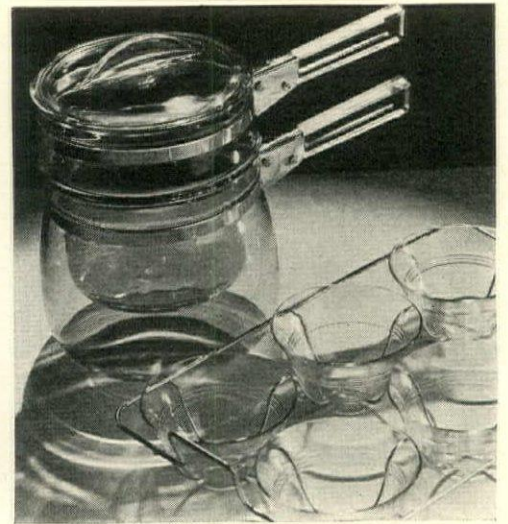
- 4 canisters
- 1 bread box
- 1 dish drainer
- 1 sink strainer
- 1 garbage can
- 1 waste basket
- 1 vegetable bin



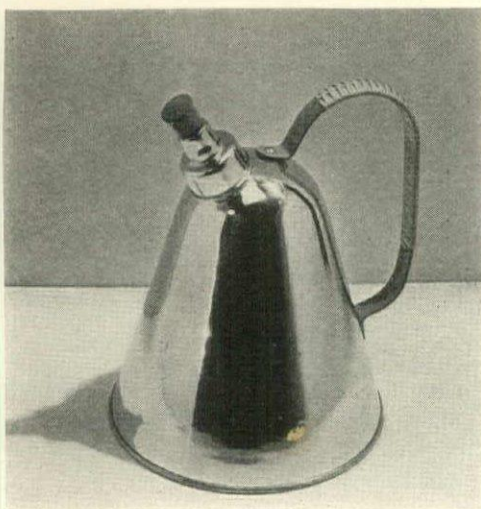
Handsome vacuum jug keeps ice cubes in condition for a long evening. Manning Bowman



Lazy Mexicans in bright colors on dark blue flour and vegetable bins. From Kitchen Art Co.



Pyrex double boiler and custard set with a rack and six thin, heat-proof cups. Corning



New whistling tea-kettle with copper bottom for fast heating. Revere Copper & Brass Co.



Small pot and molds for patty shells; omelet pan, new mixing spoons. Wagner Mfg. Co.



No guess-work or labels with transparent canisters which are easily cleaned. Weinman Bros.

new fall housewares



Good drip coffee for one can be made in the cup with aluminum Dripette. West Bend



Take this travelling coffee-maker with you. It has an alcohol stove and leather case. Silex



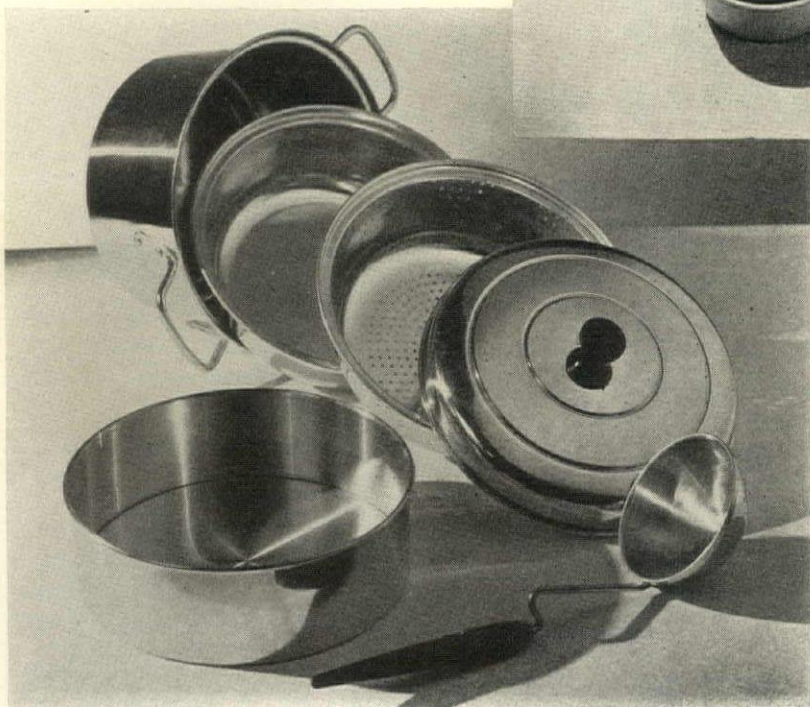
English teapot with inside ledge for tea leaves. Tip back to brew. From Hammacher-Schlemmer



Crêpes Suzette pan and alcohol stove for service at the table. From Hammacher-Schlemmer



ABOVE: For buffets, a "lazy susan" hors d'oeuvres tray and carved wood leaf for cheese or cakes. Bellette, Inc. Wicker wine server and ramekins with colored vegetable handles. Weil-Freeman



AT LEFT: Steamer makes seven cooking combinations, West Bend. Large cake pan with push-up bottom; preserving ladle with bent handle to hook over the kettle edge. Aluminum Goods

Electrical appliances



New twelve-cup coffee-maker with handle on upper bowl to prevent it from rolling over when it is being washed. Heat control mechanism keeps the coffee hot indefinitely. The Silex Co.



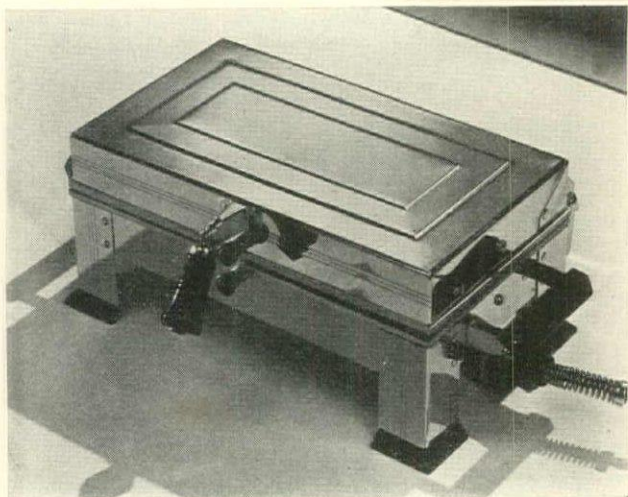
The spherical urn in this coffee service makes enough for confirmed coffee drinkers, forty-two demi-tasse servings. The set includes crystal cups, saucers and trays. Manning-Bowman



This "Food Fixer" has a lightweight molded plastic case, beautifully balanced for use. The sixteen speed switch is conveniently located just a "thumb distance" from handle. A. C. Gilbert



Fresh, hot popcorn—made right before your eyes in this electric popper—is a new feature for informal cocktail parties. Kernels are bigger, better than ever. From Knapp-Monarch



Toasted sandwiches and grilled specialties for lunch or late suppers can be made at the table with this electric grill. Adjustable for necessary thickness of sandwich. General Electric



This "Toast 'n Jam" set is a convenient way to serve a good breakfast stand-by. The set comprises a two-slice automatic toaster, colored bowls on tray. Toastmaster, McGraw Electric

Silver care

RIGHT: It is still true that daily use is the best way to keep sterling silver clean and shining, but it is seldom possible to follow this advice with every piece. Hence good cleaners and modern storage methods must be used to keep all your silver bright.

The maple chest by Towle will keep a full set of flat silver in perfect condition. The fold-over cloth case and separate piece holders are Pamilla Cloth, a tarnish-resistant fabric. Stay-brite paper in large sheets is most convenient for wrapping large platters, pitchers, vegetable dishes, etc., to prevent tarnish.

Silver can be dipped in hot water with Tra-lure compound, rinsed and wiped clean. Good polishes are: Gorham's, International Silver, Reed and Barton's, and Wright's.



KERTÉSZ



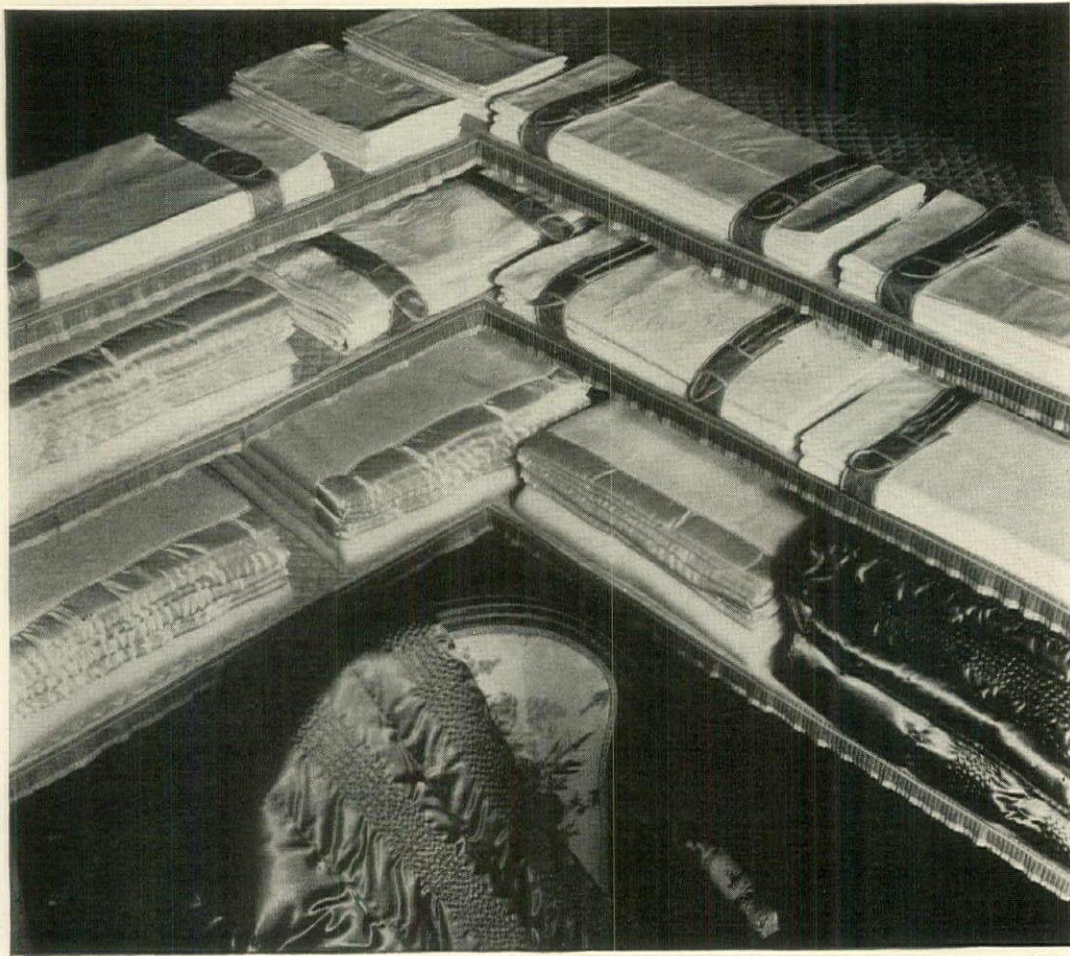
House cleaning

LEFT: Since modern cleaning equipment has made a simple task out of a former drudgery, an up-to-date cleaning closet is a first essential. The new Universal vacuum cleaner made by Landers, Frary & Clark has plenty of power and attachments for every dusty corner. "Flight", the new Bissell carpet sweeper, empties by pushing the handle, closes automatically.

The triangular-shaped Bates Dust-Away mop and tissues start a new technique in mopping. Floors can be kept shining with the good waxes shown, either paste or liquid. "Click", the new cleaner by the Dri-Brite Co., takes stubborn dirt off painted surfaces. All washing processes are more easily and better done if Calgon is used to "normalize" the water. Hood rubber gloves keep hands soft and lovely.

Cleaning equipment

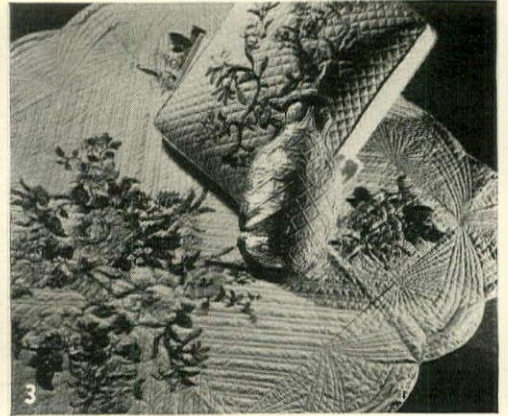
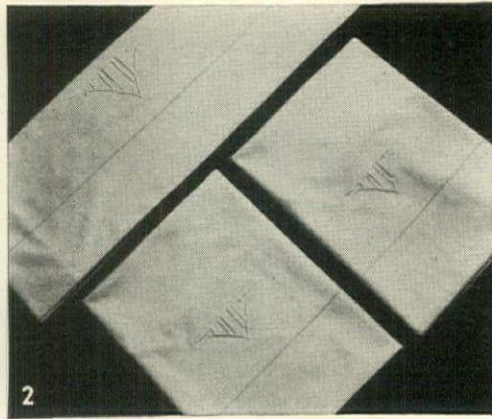
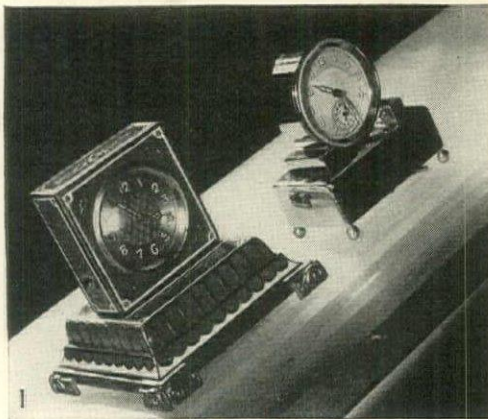
Bed linens and accessories



These are "musts"

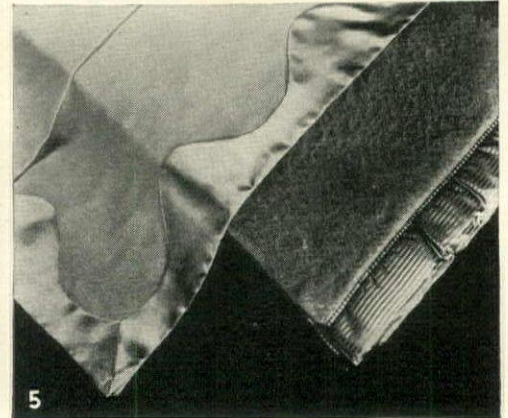
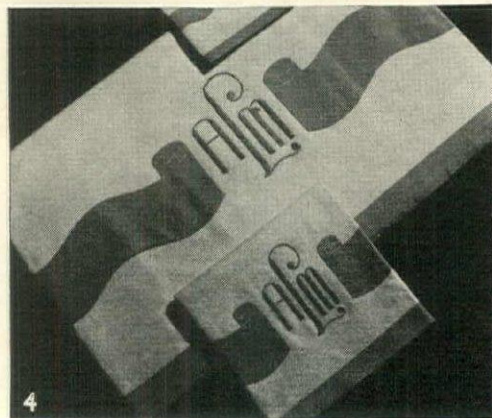
START with white as your theme song. It's cleaner, it's fresher-looking, and it makes a perfect background for those pastel or deep-toned luxuries you will save up to buy later on. For twin beds, your closet might look like the one at the left and include:

Twelve white sheets of Utica Percale, finely hemstitched, un-monogrammed (81" x 108" gives extra length for tuck-in). Twelve matching pillowcases; 4 white North Star blankets, light and warm, all wool with wide satin bindings; 2 Palmer comfortables, of fine white goose down, covered in Celanese satin (pastel here if you wish)—like the one pictured on the chair. And 2 white bedspreads, "Marseilles" double fabric jacquard, sun- and tubfast, made by Bates.



These are luxuries

1. Musical alarm clocks—wake up to "Heigho", "Blue Danube", etc. Cloisonné or chromium. Lewis & Conger.
2. Luxury sheets of Wamsutta Supercalc, the finest, smoothest imaginable. Pastels, monogrammed in white.
3. Chaise throw, prop pillow and bottle cover, quilted chintz with appliqué floral design. From Eleanor Beard.
4. White again in a luxury top sheet, case and towel. Appliqué and monogram in rose pink. From Mosse.
5. Mosse pale satin and crêpe blanket cover, over Kenwood "Classic" pastel blanket, with an ombré satin edging.



Bath linens and accessories

These are "musts"

HERE again you choose white for your background color, and this time there's an even more practical reason: manufacturers tell us white towels are just about twice as absorbent as colored ones.

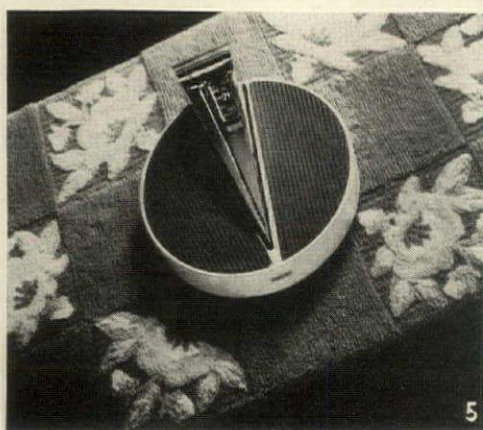
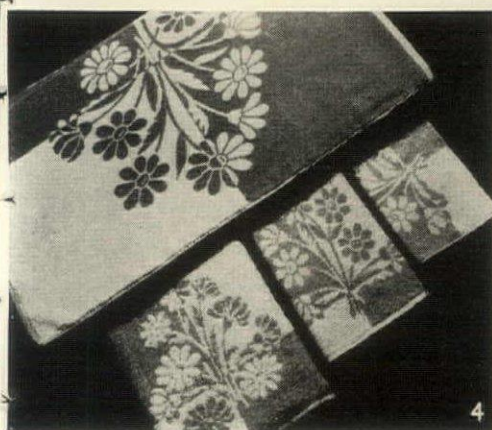
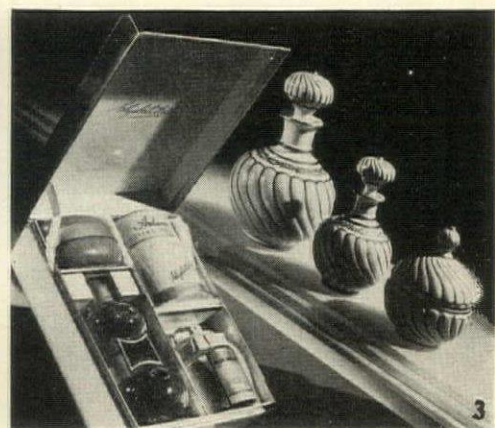
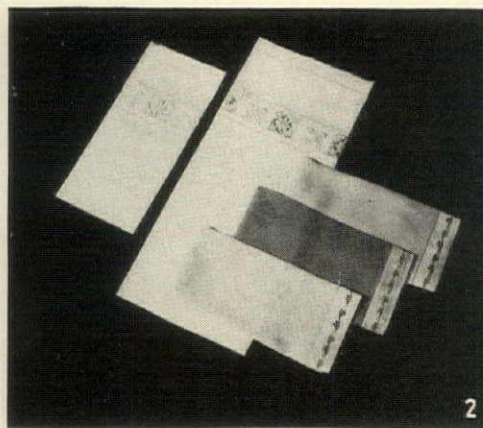
So your staple, heavy-duty towels are white—great, soft, fluffy ones, with pastel borders like those pictured at the right. Have 12 giant ones, 12 face towels, 12 face cloths and 3 mats, all in the new "Princess" design by Martex.

For the shower curtain we've suggested Kleinert's "Illusion" in a Swedish Modern design—fine and sheer. And don't forget the hamper, of white reed with a colored pyroxylin top, F. A. Whitney.

The closet trimmings on this and the opposite page are especially selected from Lord & Taylor.



BRUEHL

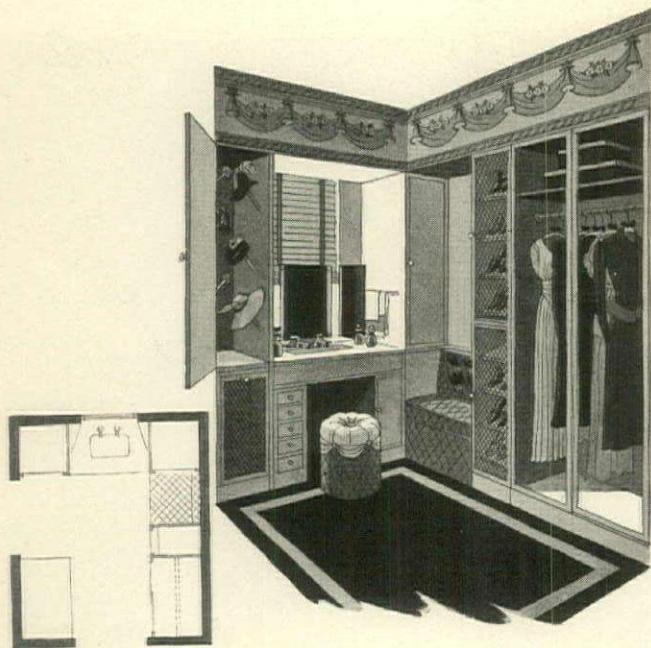


These are luxuries

1. Guest room shower curtain, hand-painted on Celanese fabric, Para. Clear makeup with a Newton electric mirror.
2. White embroidered linen huck guest towels, Grande Maison de Blanc. Flower pastel towels, Bournefield.
3. Arden's fragrant "Blue Grass" bath box: bath salts, powder, soap and cologne. Blue and gold bottles, Sloane.
4. "Harlequin Bouquet", Cannon's pastel 2-tone ensemble of towels, with appropriate, matching cloth and mat.
5. Tennessee bath rug, all wool in pastel colors. On it, chromium illuminated bathroom scale, from Detecto.

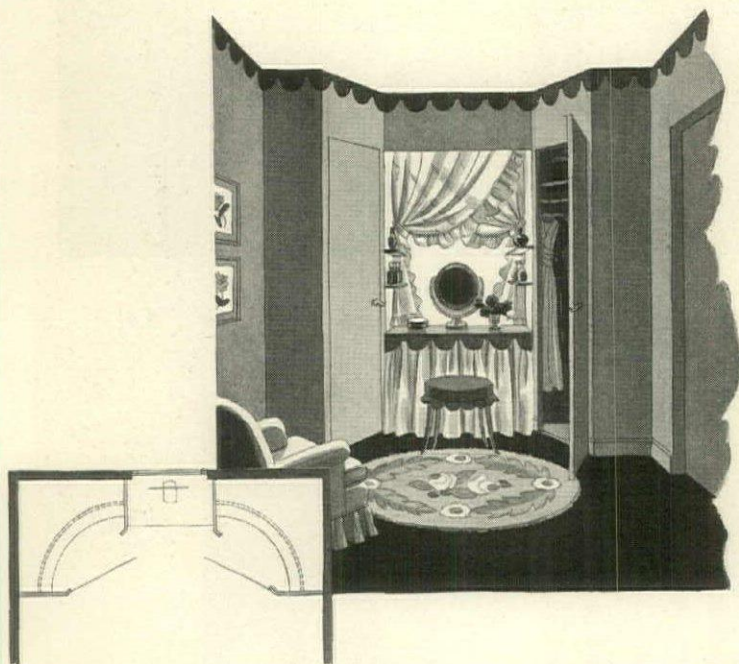
Closets

A solution to the perennial problem



SINCE a separate dressing room is probably every woman's dream of luxury, it is time we realized that this is not necessarily an extravagance. The dressing room may not be much larger than the space now used for a closet, dresser and dressing table in the bedroom, but with careful planning it can be twice as convenient.

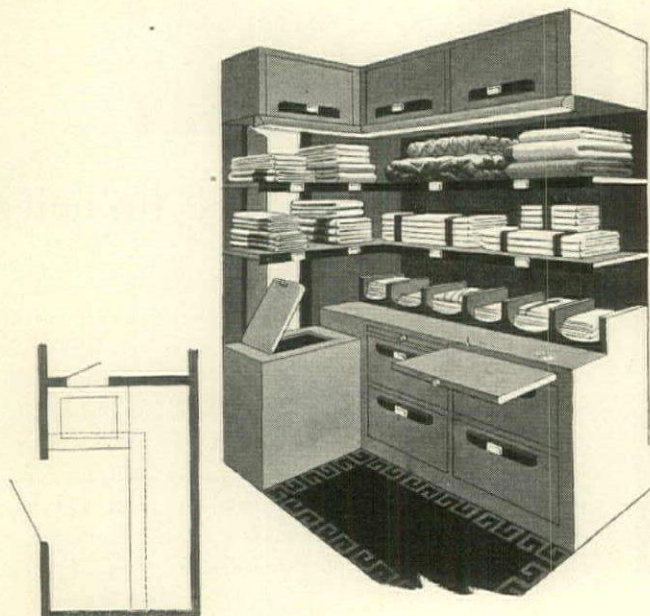
In this large dressing room the small lavatory is an important feature of the comfortable "make-up center". Under the hat closet is a soiled-clothes hamper, the shoe cabinet is behind mesh doors. Lower left in the plan is shown the drawer section for lingerie, blouses, stockings and gloves.



THE difficult problem of building two closets into an average size bedroom can be turned into a decorative feature if the closets open "on the bias" as shown.

This plan gives easy access to more usable space than ordinary closet arrangements and it also creates a pleasant wall treatment and frame for a dressing table built between the two closets. Curved or flexible rod fixtures (dotted lines on plan) are available for this type of installation.

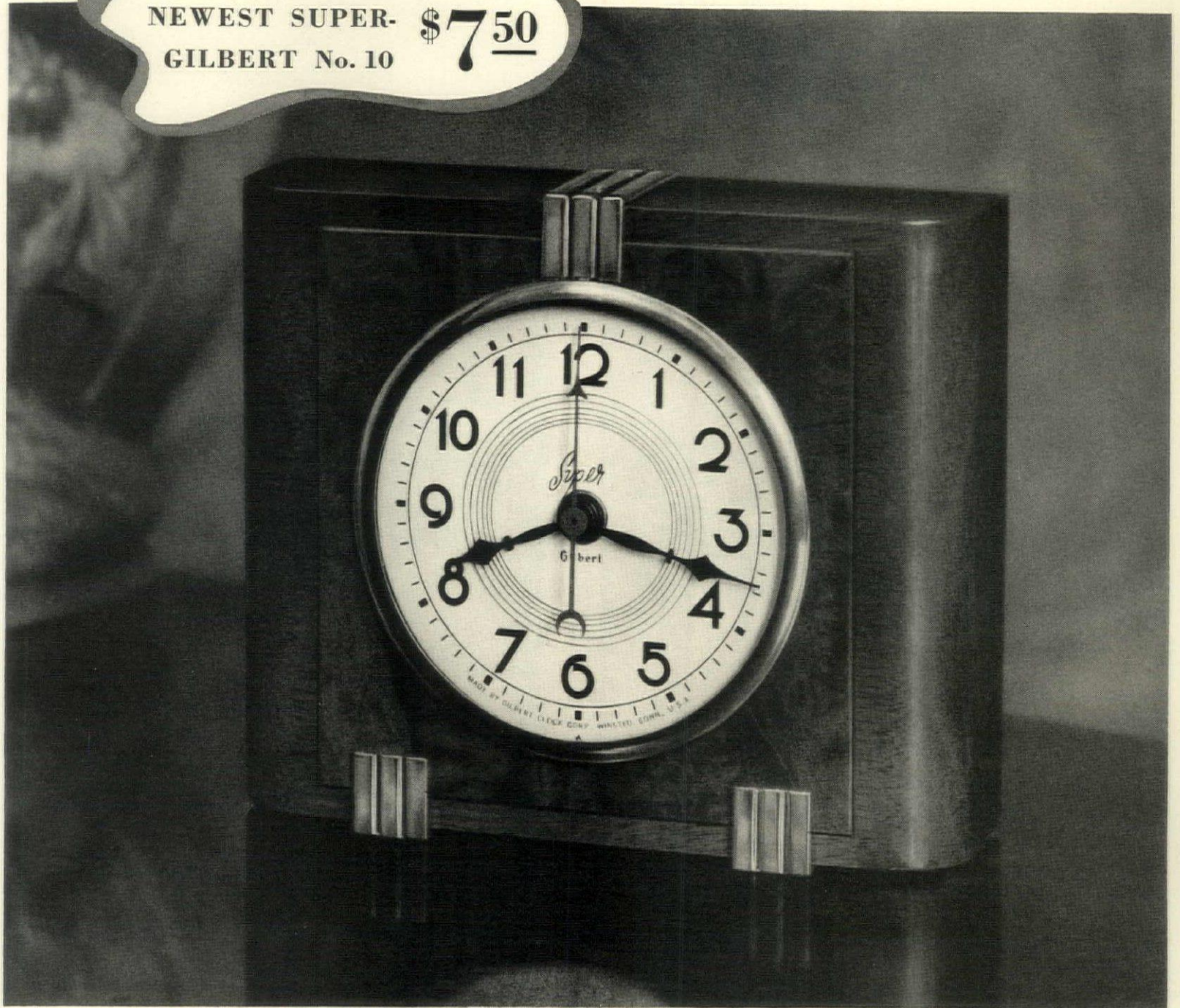
The dropped ceiling over the dressing table and the use of a wallpaper border are important finishing details which give the elements of this room unity and style.



THIS linen closet is accessible through the regular door from the hall and through a second small door from the bath—both opening directly on shelves which hold the bath linens. Below these shelves is the clothes chute, shown with the lid partly open, so that soiled linen can be dropped down the chute from either the bath or the closet.

The pull-out shelf is for convenience in sorting linen and the large drawers below hold heavy blankets and comforters. With good light cast down over the shelves and card markers for each section, everything in this compact closet is easily found.

NEWEST SUPER- \$7.50
GILBERT No. 10



PRESENTING

THE NEW

Super-Gilbert Clocks

While Gilbert continues its leadership in popular priced models, the new Super-Gilberts now displayed for the first time at leading jewelers and department stores set a new high standard of excellence.

These exciting new models combine the best traditions of early American craftsmanship with the newest development in present-day clock making. Modern and classical case designs smartly styled by famous designers. Built with the good time-keeping precision that has distinguished Gilbert Clocks for more than a century. . . . Choice of spring wound or electric. The new Super-Gilbert No. 10, with gold-plated mountings, at \$7.50, illustrated above, is a truly exceptional value. See this and other models today at your favorite dealer's.

The William L. Gilbert Clock Corporation, Winsted, Connecticut

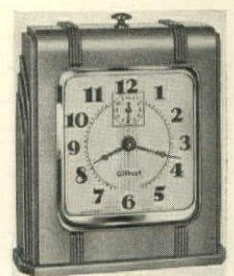
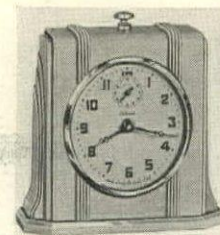
CLOCK MAKERS TO THE NATION SINCE 1807

The four clocks illustrated below are from the popular priced Gilbert line:

No. 4714-M



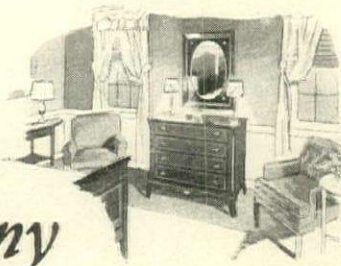
No. 4719



No. 4705

No. 4678-Sovereign

An Exquisite Mahogany Room by STATTON



Every Statton piece here grouped is reproduced in genuine solid mahogany with a meticulous discrimination for fidelity to the originals . . . in genuineness of woods; in faithfulness to design; in sturdiness of construction; and in skilled craftsmanship. This makes every piece an object of beauty and utility to be prized through successive generations of ownership. And most amazing: these solid mahogany pieces are priced within the range of most Americans of culture and good taste. Send for free booklet on maple and mahogany reproductions of Early American furniture. Address STATTON, Hagerstown, Washington Co., Maryland.



This lovely straight front chest recaptures early Maryland craftsmanship (about 1770) combining graceful Sheraton lines with the vine and bell motif in the inlay so typical of many Virginia pieces. The dignified and beautiful mirror is from a portrait frame (1790).



This graceful sleigh bed is adapted from an Empire bed found in New York State, probably made about 1810. Its flowing line is typical of the symmetry of the best Empire designs. Night stand is copied from a Virginia original of about 1770.



Graceful tapered leg Sheraton inlaid table adapted from a Maryland serving table, about 1790. Fretwork Crest mirror with convex frame from Hartford, Conn., about 1770—unique contour. The tapered leg inlaid bench recaptures all the delicate detail found in the original from Virginia about 1780.



The characteristic vine and bell motif inlay so typical of many Virginia pieces, is used again in this lovely Sheraton straight front chest—a desirable companion piece to the dresser illustrated above. The original is now the favorite possession of a Maryland collector. Date about 1770.

Statton Trutype FURNITURE

These interesting Statton Trutype Reproductions are on display at

- | | |
|--|--|
| Allentown, Pa. C. A. Dorney Furn. Co. | Montgomery, Ala. Frank Tennille Furn. Co. |
| Atlanta, Ga. W. E. Browne Dec. Co. | Newark, N. J. W. Wilderotters Sons, Inc. |
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| Minneapolis, Minn. The Dayton Co. | Wilmington, Del. Wilmington Furn. Co. |
| Mobile, Ala. Weatherby Furniture Co. | Worcester, Mass. Sawyer's |

PERIOD CAGES



LURELLE GUILD has designed a group of period style bird cages for the Andrew B. Hendryx Co. to go with any type of decoration. The one above is Duncan Phyfe, with antiqued brass trim, mahogany stand



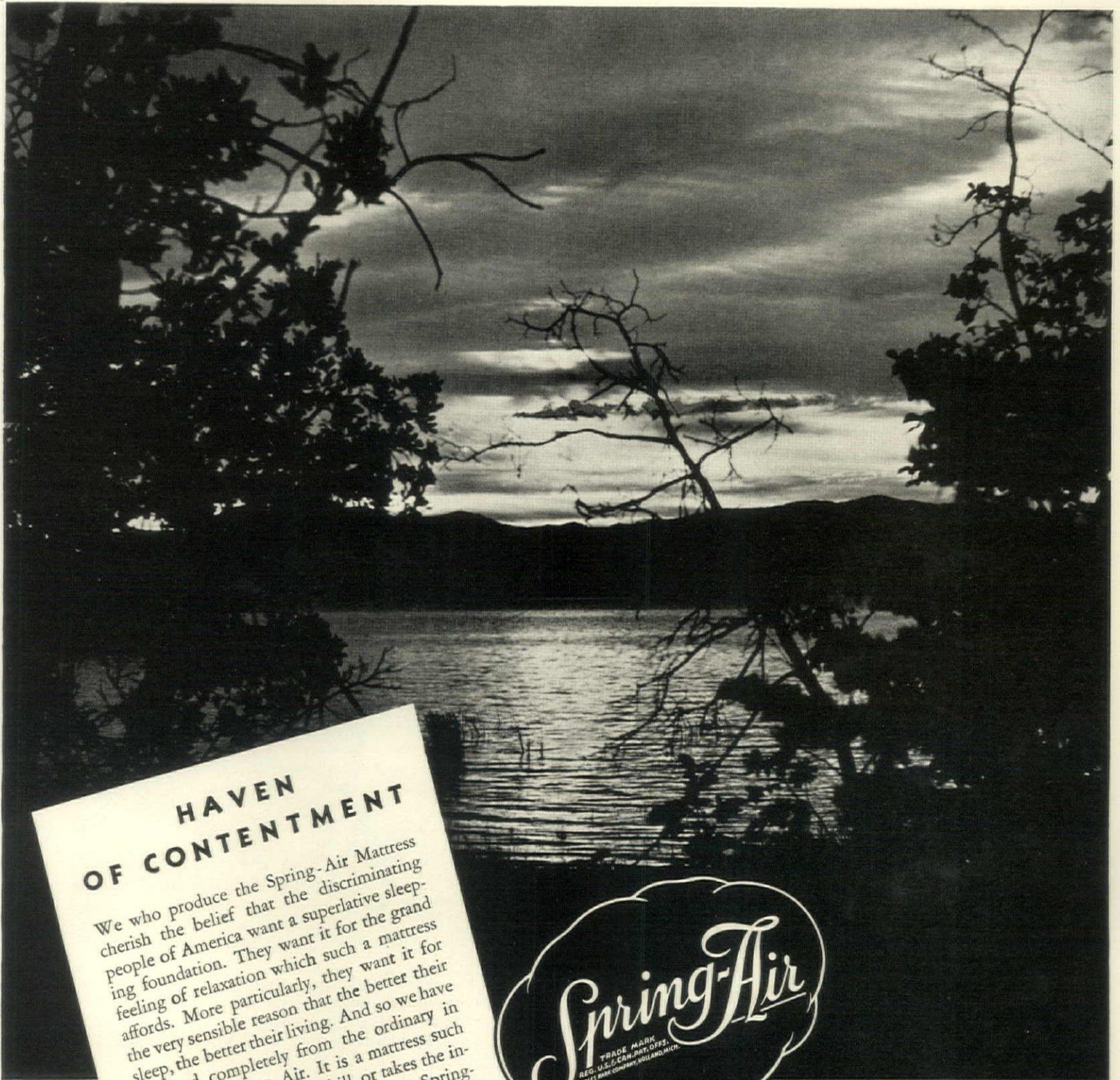
LEFT: For a Georgian room—this charming cage, called "Chippendale", black metal with Chinese vermilion trim, also from Hendryx. The metal and wood stand is in black and gold



RIGHT: Victorian cage, a copy of an old one, is a Richard L. Sandfort design. It is of cast iron painted white, and can hang or rest on the modern flower stand as illustrated



LEFT: All the delicate lines of the Sheraton style—this Hendryx cage comes in antique green and cream with finials and crossed antique brass arrows, and green and crystal drops



HAVEN OF CONTENTMENT

We who produce the Spring-Air Mattress cherish the belief that the discriminating people of America want a superlative sleeping foundation. They want it for the grand feeling of relaxation which such a mattress affords. More particularly, they want it for the very sensible reason that the better their sleep, the better their living. And so we have departed completely from the ordinary in fashioning Spring-Air. It is a mattress such as no one else uses the skill, or takes the infinite pains to make. First to discover Spring-Air were the nation's foremost judges of mattress value—the executive heads of our outstanding hotels and hospitals. Spring-Air became America's most highly respected mattress. Today, hundreds of thousands have added to that distinction by also making Spring-Air the country's best-liked mattress. Scientific design, and a determined adherence to the highest standards of excellence have taken their rightful place in the mattress industry. You, too, will thrill to the pleasure of sleeping on Spring-Air, the Mattress that feels so good!



THERE ARE TWO MODERN TYPES

Look for the identifying Spring-Air Label, as well as the Karr Guarantee Label which assures a 5-to-15-year period (depending upon the model) of undiminished satisfaction. Choose either the easy-to-handle Outer-Spring type, or the popular Inner-Spring style; latest models are now on display at better stores everywhere — \$24.50 to \$49.50.



SEND FOR 9x12-INCH PRINT OF ABOVE PHOTO

You may have a 9x12-inch reproduction of the above picture, suitable for framing and without advertising, by sending only 10c to cover cost of handling, to Spring-Air, Holland, Michigan. Print your name and address plainly.

SPRING-AIR
 General Offices: HOLLAND, MICHIGAN
 Canadian Offices: SPRING-AIR, 41 Spruce St., Toronto, Ont.
 50 Divisions in U. S. and Canada

PHOTO BY C. D. KARR
 © 1938 SPRING-AIR, HOLLAND, MICHIGAN

Photographed for Spring-Air in the Bedding Department of Marshall Field & Co., Chicago

WEDGWOOD



A 8023

Cornflower

AN UNDERGLAZE DESIGN
ON SHELL EDGE SHAPE

THE beautiful coloring of this new Queensware design is typical of the vigorous methods of decoration of the early nineteenth century... sunshine and warmth reminiscent of the harvest field. The shell edge is one of the oldest shapes made by WEDGWOOD, and reminds one of those lovely antique pie crust tables which are so highly valued by collectors.

Send 10 cents to cover postage, and we will gladly forward to you our new booklet, showing many patterns in full and natural colors.

Josiah Wedgwood & Sons, Inc.
OF AMERICA.

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Jasper, Basalt,
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WEDGWOOD

LUXURIES FOR THE TRAVELER

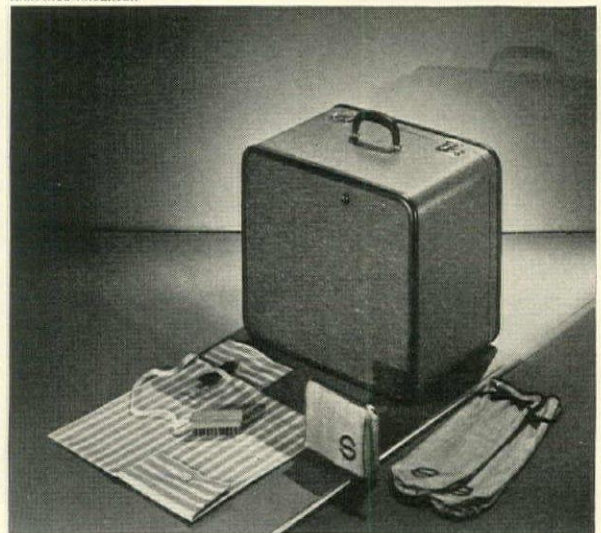


PRACTICALLY all the conveniences of your boudoir are assured by the large Helena Rubinstein "Cruise" case. And the smaller "Stowaway" contains everything you need for short trips. Both in black or brown Fabrikoid and natural linen



THE zipped ostrich leather toilet set has fittings in various colors. Other space-savers: Red leather folding slippers in case; four folding clothes hangers in pigskin pocket; clothes brush, zipped red leather top sewing kit. All from Mark Cross

MARTINUS ANDERSEN



YOU'LL revel in this convenient combination hat and shoe box with ample pocket in lid, 18" sq. x 12" deep. Gray green home-spun finish. Oshkosh. Traveling accessories: single, double shoe bags and valet's emergency kit. Rosomax-Campbell

WHY
WOMEN WHO
Sleep
IN SINGLE
BEDS

PREFER THE BLANKET
THAT *Stays* TUCKED IN!

ONCE you've spent a night under a North Star Zephyr you'll know the answer! Made in three generous sizes, this super-soft fleece wool blanket is correctly tailored to stay tucked in for the night — whether your bed is single, twin or double. Zephyrs come in a tempting choice of modern colors: ashes of roses, Delft blue, French blue, chamois, eggshell, dusk orchid, rosepink, Araby green and white . . . each set off by silk-satin binding to match. On display wherever fine blankets are sold.



SLEEP SERENELY UNDER

NORTH★STAR

All wool

BLANKETS

\$6⁹⁵

to

\$60⁰⁰

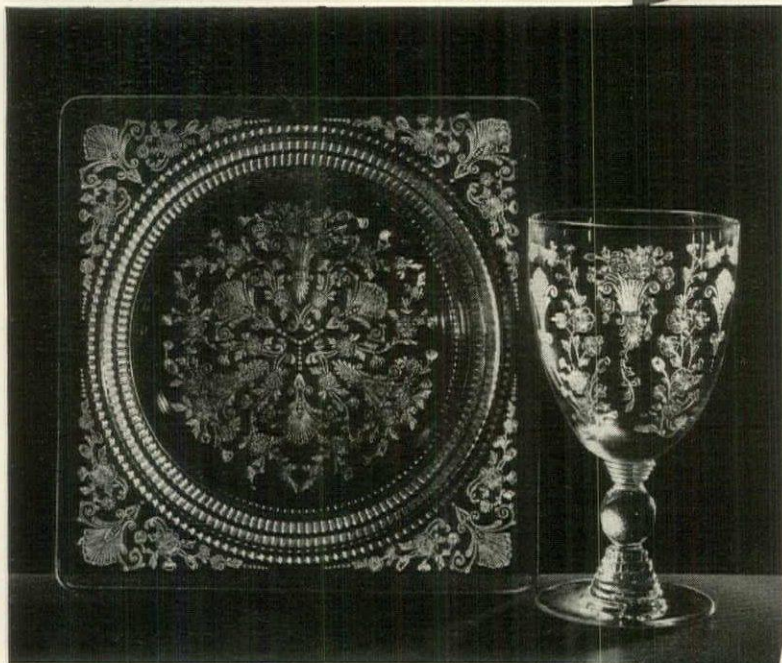
DUNCAN

THE LOVELIEST GLASSWARE IN AMERICA

WITH DUNCAN'S MATCHLESS ETCHINGS



Duncan . . . one of the oldest glassmakers in America . . . has just developed the newest etching process. The Cameo. This photograph gives an idea of the added detail it gives to the etching, but you must see it in your stores to appreciate the great brilliance this double etching gives.



THE "FIRST LOVE" ETCHING, TO MATCH 1847 ROGERS BROS. "FIRST LOVE" PATTERN

By special arrangement with 1847 Rogers Bros., Duncan has created a complete line of etched glassware to match "First Love" Silverplate. If you have this popular 1847 Rogers Bros. pattern *why not* complete your service with glassware to match?



THE DUNCAN & MILLER GLASS COMPANY, WASHINGTON, PA.

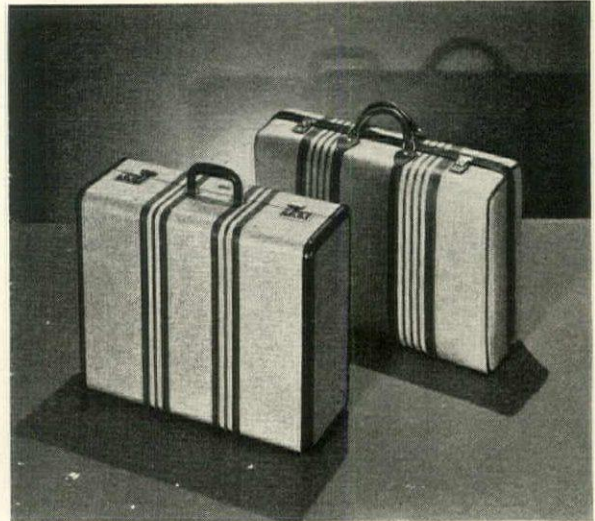
Send me the folder on Duncan's Terrace Pattern and the "First Love" Etching.

Your Name

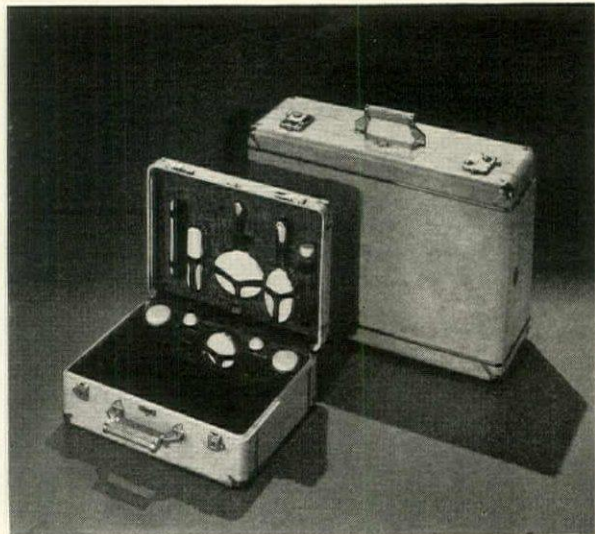
Address

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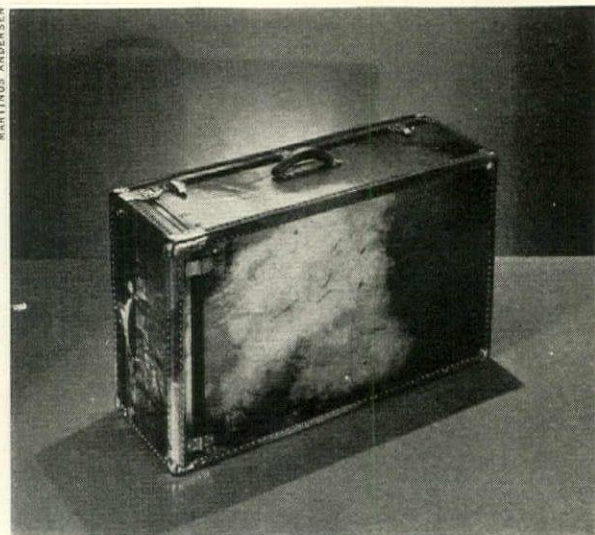
LUXURIES FOR THE TRAVELER



HERE'S a "Mr. and Mrs." pair of bags which are just about what you will need; "Knockabout" bag with compartment for two suits and ample room for other apparel, and a "Sky-Robe" which holds numerous dresses, hats, shoes, etc. Both in Hartmann's striped canvas ducord. From Bloomingdale's



THIS small case with white enamel fittings, has a luxurious air you will love and is, of course, most practical besides. The tray case has an equally sophisticated look, as both are by Wheary and of blond colored rawhide with stainless steel corners and bands. Abercrombie & Fitch carries them both



HERE is a miniature wardrobe trunk designed to carry more garments than many a trunk almost twice its size. Besides having twelve hangers it has space for shoes, etc. It is made by Mendel Drucker, has a beautiful "Tufraw" hide covering in rich natural tones, and comes from Jas. McCreery

A NEW

Simmons TRIUMPH

- ★ NEW PADDED HEADBOARD BED
- ★ ★ SIMMONS INNERSPRING MATTRESS
- ★ ★ SIMMONS BOX SPRING
- ★ ★ ★ ★ CROWN TESTED RAYON TAFFETA SLIP COVER AND SPREAD



COMPLETE ENSEMBLE

★ ★ ★ BED • MATTRESS • BOX SPRING
★ ★ ★ SLIP COVER, SPREAD ENSEMBLE

69.50

HEADBOARD AND BOX SPRING AT A NEW LOW COST.

You've often wondered . . . *why not* a combination bed and box spring? Here it is! This new headboard bed . . . a Simmons box spring with a padded headboard attached . . . is the all-upholstered bed used by fine decorators and brought to you for the first time at such a low cost. You may select it in the three headboard shapes illustrated.

A SIMMONS INNERSPRING MATTRESS. This attractive introductory offer includes a quality Simmons inner-coil mattress, comfortably upholstered with generous layers of felt and covered in standard quality 8-oz. ticking. Nothing has been forgotten . . . there are ventilators for "fresh keeping" and convenient handles for easy turning.



CROWN TESTED RAYON QUILTED TAFFETA SLIP COVER AND SPREAD ENSEMBLE.

At last an upholstered bed that solves the bother and cost of reupholstery . . . that always looks crisp and new! This new bed has been designed especially for slip covers. Whisk them off for an inexpensive cleaning. Change them with your decorative scheme. These handsome quilted ensembles

have been Crown tested for fast color and long wear. They are superbly tailored, lined. You may select slip cover and spread ensemble in any of five new, and very lovely, Fall decorator colors.

ENSEMBLE COMPLETE; as shown and described above, \$69.50 . . . with Simmons *Beautyrest* mattress \$84.50. At leading furniture and department stores.

SIMMONS

NEW YORK ☆ CHICAGO ☆ SAN FRANCISCO ☆ ATLANTA

Simmons: Makers of Beautyrest mattress. World's largest manufacturers of beds, springs, mattresses, studio couches, metal furniture.

New! a Toast 'n Jam Set

A CAPITAL IDEA! A snug little tray, two colorful peasant-pottery dishes for jam and marmalade—and the gorgeous new Toastmaster toaster, all in one neat package!

Useful? No end! Every morning, let your toaster ride grandly to the breakfast table on its tray of satiny primavera wood. Or to the kitchen for the youngsters' after-school snacks. Then back to its place on your sideboard—too proud a possession to hide in the pantry.

And think of the better breakfasts you'll have, with perfect toast, crisp and hot and browned to a turn! That's the very way the

Toastmaster automatic pop-up type toaster *always* makes toast. Order what you want, and that's what you get.

The Flexible Timer sees to that. Set the indicator for just the shade you like, press the lever—and enjoy your paper. The toast can't burn. The timer works fast when the toaster is cold, *faster* when it's hot. Then up pops the toast and off goes the current—and every slice is *right!*

This new Toast 'n Jam Set, Toastmaster's very latest, costs barely more than the toaster alone. Wouldn't you like one? Can you think of a

nicer gift? And have you seen the two new Toastmaster Hospitality Sets, so complete and luxurious? They're ideal for all informal entertaining.

You'll find *all* these fine Toastmaster* products, wherever the best appliances are sold.

JUST LIKE HOME—Most good restaurants and hotels serve delicious toast made on Toastmaster Toasters.

*"TOASTMASTER" is a registered trademark of MCGRAW ELECTRIC COMPANY, Toastmaster Products Division, Elgin, Illinois. European Sales Office: Frank V. Magrini, Ltd., Phoenix House, 19-23 Oxford St., London, W. 1, England.



TOASTMASTER
REG. U. S. PAT. OFF.

Toast 'n Jam Set

TOASTMASTER PRODUCTS: 2-slice automatic pop-up type toaster, \$16.00; 1-slice, \$10.50; Hospitality Sets, \$19.95, \$23.95; folding stand, \$5.95; Toast 'n Jam Set, \$17.95; Junior non-automatic type toaster, \$7.50; automatic waffle-baker, \$12.50.



\$17.95

LUXURIES FOR THE TRAVELER



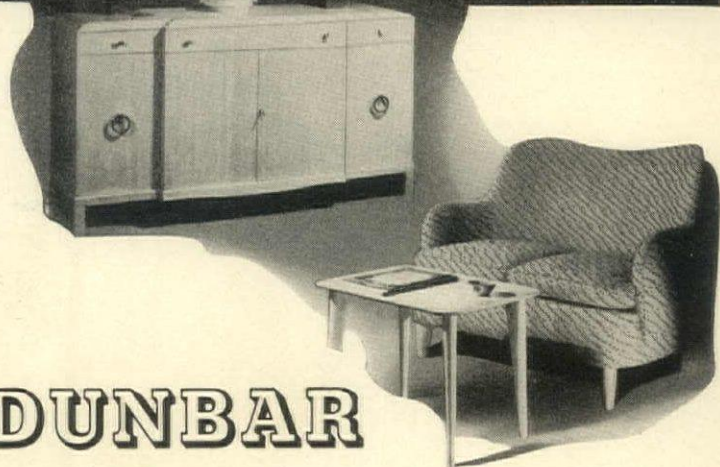
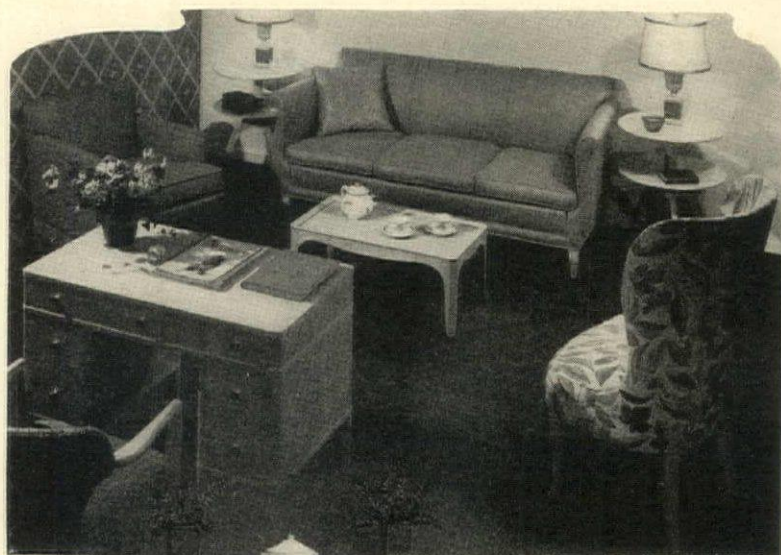
To FIND your lingerie in perfect order in these lovely "Crown" woven Celanese satin cases, delicately scented with sachet, is one of those minor delights which add so much to the sum total of a perfect trip. The cases are designed in various sizes, materials and colors. Prince Matchabelli



If YOU dread ruining good luggage by jamming it in and yanking it out of a car, you should get the sturdy pieces pictured above. The roomy "Foldaway" suitcase folds into the small case. The flat bag is for shoes. Both of brown duck with cowhide trimming and from Abercrombie & Fitch



No NEED to worry about spilling bottles with this new "Travel Case", for its swinging tray holds them upright whether the case is open or closed. The "Treasure Box" contains essential preparations for ten treatments. Both are black or brown alligator or morocco grain Fabrikoid. Elizabeth Arden



DUNBAR

Enduring MODERN

In creating sensible, livable Modern furniture for the bedroom, living room and dining room Dunbar gives you more than original styling and fine craftsmanship at a moderate price. For the first time, Modern furniture is available, correlated as to style, scale and price.

Prominent stores throughout the country are now showing Dunbar Enduring Modern. Write for name of nearest dealer.



Write for your copy of our free booklet, illustrating complete room scenes and groupings in Dunbar Enduring Modern.

DUNBAR

FURNITURE MFG. CO. • BERNE, IND.
CHICAGO: 1638 MERCHANDISE MART





TRADITIONAL DIGNITY

THIS decorative floral pattern, No. 7514, was reproduced by Strahan from an old French hand-printed wallpaper. Its graceful composition of flowers and leaves forms a background of unusual charm and vitality; a refreshing retreat from a streamlined world. Authentic design, superior materials, and the infinite care of master craftsmen have built the proud, half-century-old tradition of Strahan wallpapers.

THOMAS STRAHAN

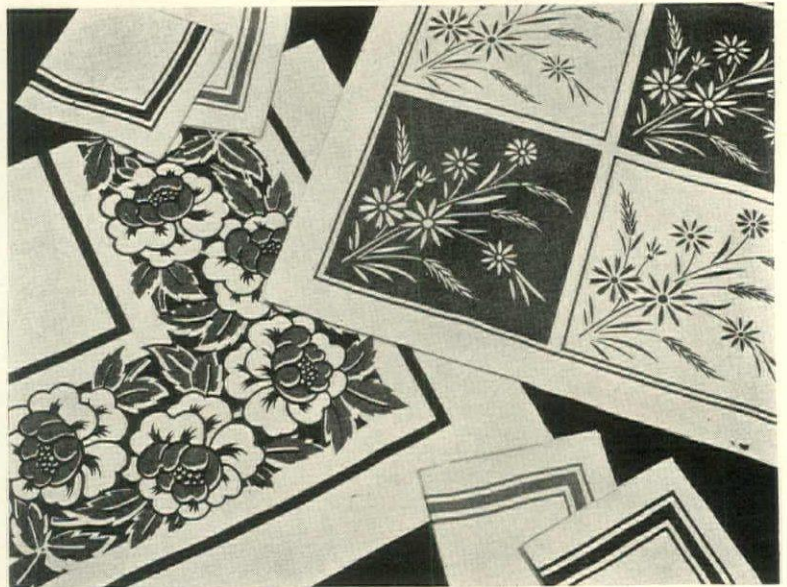
Company

Established 1886 . . . Chelsea, Massachusetts

Chicago Showroom
6 North Michigan Avenue

New York Showroom
417 Fifth Avenue

ACCESSORIES FOR YOUR TABLE



For breakfast and luncheon you will want one or two gay but inexpensive cloths like the hand-blocked Dinkelspiel "Field Rose" and "Daisy" patterns above. They are linen-finished Indian Head and come in interesting colors. From McCreery's



MARTINUS ANDERSEN

PACIFIC CLAY's deep blue coupe bowl (top) is decorated with a sheaf of golden yellow wheat and is a party dish of many uses. Appropriate for serving spaghetti, a salad or hors-d'œuvres. It comes in 12", 15" and 17" sizes. From Stern's

SELECT glasses for your favorite drinks first—and add the others later. Old-fashioned, Cataract Sharpe glass, Stern's. Highball glass, Fostoria. Port, Cataract Sharpe glass, Frederick Loeser. Cocktail, United States Glass, from B. Altman

You will find the Cambridge three division crystal bowl from B. Altman's perfect for popcorn, olives, etc., and the long Orrefors dish suggests those icy vegetables so delicious with Martinis, or delectable canapés. It comes from Georg Jensen



Furniture courtesy The Sikes Co., Inc.

Burlington
BEDSPREADS

Nordic



Wheatley



Daisy



DRESS-UP your beds with one of the new Fall "ideas" in Burlington Bedspreads—and presto! you've transformed even the most ordinary of rooms into one of charm and gaiety. For each Burlington spread is cleverly woven in sparkling new designs and interesting color combinations to lend distinction to any modern or period decorative scheme. Each spread is exceptionally durable, for the Burlington label is your assurance of quality, and the Crown-Tested rayon gives you a double check on lasting beauty. At your favorite store, priced from \$2.95 to \$5.95.

Daisy SIZES: 86" x 105" - 76" x 105"
White conventional flower motifs, over bright colored grounds, combine to give an embroidered effect to this interesting all cotton spread, bordered with ball fringe.

Wheatley SIZES: 86" x 105" - 76" x 105"
Decorator colors have been used effectively for this Crown-Tested rayon satin spread with over design of dainty sprays of wheat interlaced.

Nordic SIZES: 90" x 108" - 76" x 108"
Crown-Tested spun rayon with softness of color and texture forms the satin ground of this handsome spread, which is definitely contemporary in feeling.

FRESH, LASTING *Beauty* IN MODERN OAK



MODERN OAK CORNER - LIVING ROOM

Modern Oak is new—new in design only, for it is produced by the long time makers of Feudal Oak—Modern Oak is a 20th Century streamlined addition to this famous line, designed for those who prefer furniture styling dominantly modern.

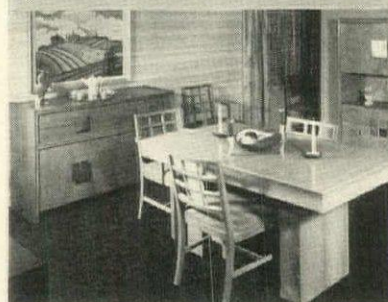
Modern Oak embodies life-time construction and a warmth in tone on sheer surfaces which lends dignity yet is free from stiff formality. Note the graceful lines—the concave moldings that reflect the satiny straw colored finish.

If you like the appearance of Modern Oak as shown here—we urge you to see it on your dealer's floor. If he does not have Modern Oak, we will be glad to send you our completely illustrated booklet and tell you where you can see it.

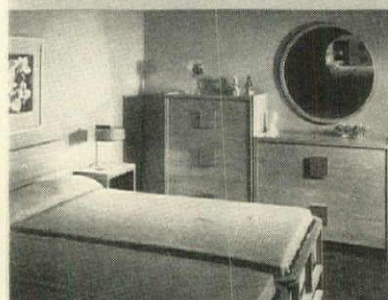
Many people prefer the older designs in Feudal Oak which are amply illustrated in our booklet shown below. We will be glad to mail either one or both booklets to you if you will include postage.



MODERN OAK SECTIONAL PIECES



MODERN OAK DINING ROOM



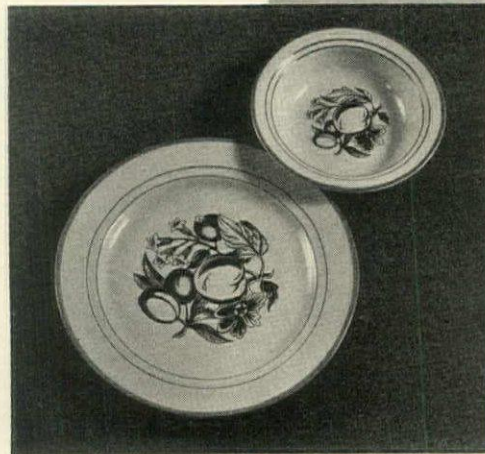
MODERN OAK BEDROOM

JAMESTOWN LOUNGE
Company
Jamestown, N.Y.

Send 10c in coin or stamps for either the "Modern Oak" or Feudal Oak Booklet



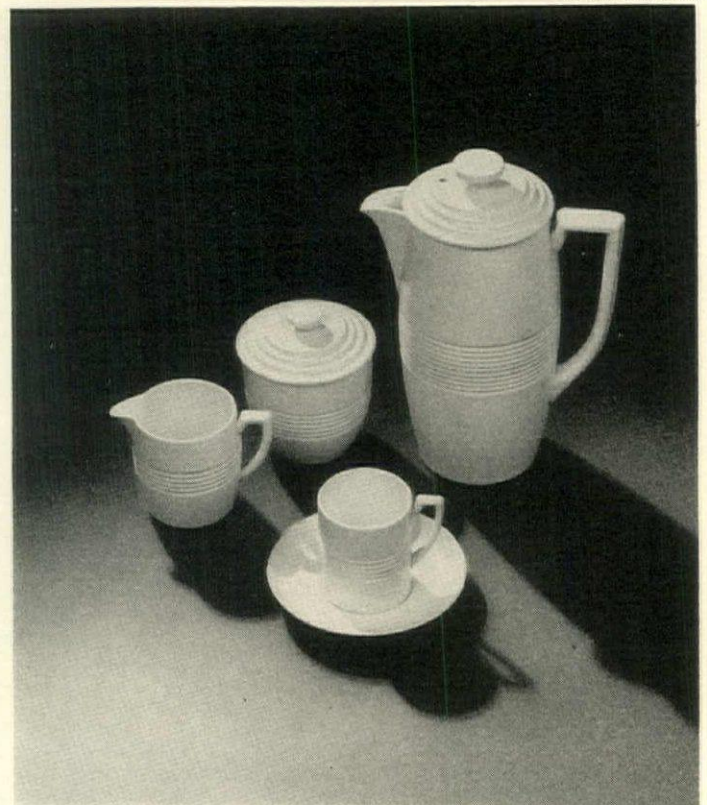
ADDITIONAL TABLE APPOINTMENTS



For the tea hour you will naturally want a lovely tray. Shown at the top is a Georgian reproduction; wood, painted black, with an eighteenth century decoration in mellow colors. The size is 20" x 26". A matching folding stand. From Ovington's

You will be intrigued with the decorative possibilities of the American provincial "Fruit" pattern above—sophisticated version of Franciscan pottery. It is in one of the popular new dusty blue shades with a deeper blue and white design in the center

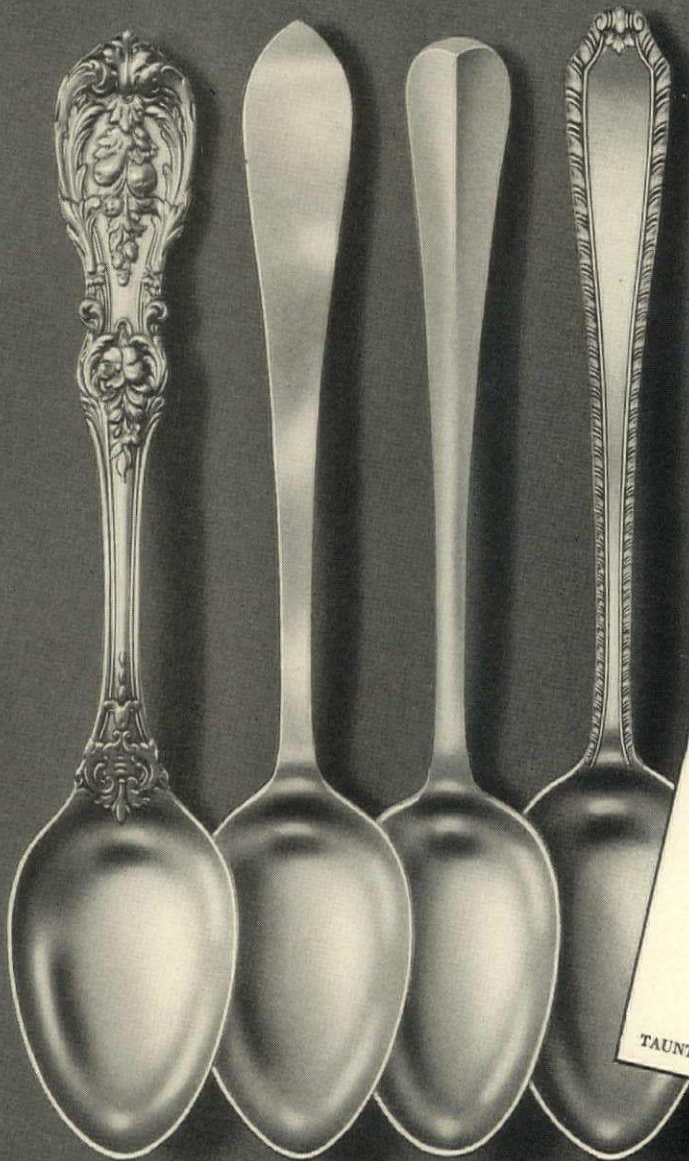
MARTINUS ANDERSEN



Would you expect the famous old name of Wedgwood to mark this ultra modern after-dinner coffee set? Called "Moonstone", it is a lustrous creamy white. Like so many famous Wedgwood designs, it has classic feeling. To be found at Rena Rosenthal



Compliments make dinner music



FRANCIS FIRST

POINTED
ANTIQUE

SEVENTEENTH
CENTURY

HAWTHORN

*when you set your table
with REED & BARTON STERLING*

Perhaps it's the pride of possessing such lovely sterling . . . then again, it may be her guests' kind words and flattering appraisal . . . which assure the hostess throughout her lifetime . . . that she did right . . . in choosing her own "personality sterling" from more than a score of superb Reed & Barton patterns available. Your local jeweler will show you how lovely they look on your table.

Reed & Barton
SILVERSMITHS SINCE 1824
TAUNTON, MASSACHUSETTS . NEW YORK, 4 MAIDEN LANE



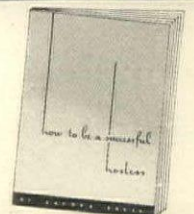
COTILLION

Reed & Barton, Silversmiths, Box 990, Taunton, Mass.

- I am enclosing 10c for which please send me your book, "How to be a Successful Hostess."
- Send free illustrated literature describing patterns which I have named on the margin.

NAME _____ STREET _____

CITY _____ STATE _____



Betsy Ross
VENETIAN BLINDS



Today

the famous
Betsy Ross
VENETIAN BLINDS
for as little as \$1.95

With a choice of 256 Color Combinations
16 Tape Colors . . . 16 Slat Colors



So low a price for so fine a blind has won for Betsy Ross the acclaim of thousands as the most amazing value ever offered in a Venetian Blind.

Only the unique Carey-McFall system of manufacture has made it possible to produce a high quality Venetian Blind at a cost so surprisingly low that it is really more economical to have them than to be without them.



an exceptionally fine, strictly Custom Made Venetian Blind, designed for those who seek the utmost in elegance, dignity and service.

In beauty and smartness, in craftsmanship and convenience features, Betsy Ross Venetian Blinds stand supreme among ready made blinds. Furnished in sizes to fit any window, and with a choice of 256 color combinations sufficient to harmonize with the decorative scheme of any home.

On sale at the better Department, Housefurnishing and Window Shade Shops. Or write us for name of the dealer nearest you.

Venetian Blind Division

CAREY-McFALL COMPANY

ESTABLISHED 1864

General Offices: 2162 E. DAUPHIN ST., PHILADELPHIA, PA.

THE TUCKAWAY GARDEN

THERE is usually a story behind a garden. It expresses some personal taste, whim or interest or indicates some longing. This may be a taste for certain colors, a whim for unusual arrangements, an interest in uncommon plants or a longing to get away from the confusion of life. "Tuckaway Garden" is just such a retreat.

Soon after the war Alec Couard, an artist, while staying and painting at the home of his friend Evan Owen in North Stamford, Connecticut, conceived the idea of building a studio in an old cellar foundation to the rear of a house that had burned down.

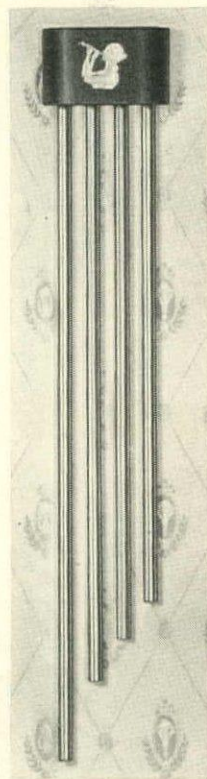
The studio, only twelve by twenty-five feet, has three sides of thick masonry. The fourth side, adjoining a walled garden, is of timber finished with clap-

boards. And it was on this south side of the house that a stone courtyard and a sunken garden were enclosed by a massive green gate. For further seclusion to both the studio and garden, this gate opens—not onto a path as you might assume—but toward a pear orchard some sixty feet square.

In the interior the thick walls of masonry have never been plastered over. Air space under the studio floor has prevented excess dampness and a corner fireplace serves to heat the room except in very severe weather when a chunk stove is used. For further circulation of air, two small balconies are built over the east and west ends of the room. The simple furnishings, rustic-type antiques, American and
(Continued on page 79)



THE charming garden of an artist makes its studio a feature in the layout with a paved court along the length



AMBASSADOR MODEL
Photo at right shows typical installation of Ivory Model.



RITTENHOUSE
ELECTRIC DOOR CHIMES
INSTEAD OF BR-R-RINGS

The beautiful tones and graceful styling of Rittenhouse Chimes add much to the pleasure and pride you take in your home. When the door-button is pressed, musical chime tones announce your guests in a charming manner. Developed after years of experimentation by our acoustic engineers, styled by Sidney McKay Crosssett well known artist, they are truly fine instruments which you will be proud to own.

The 4-tube Ambassador model shown plays 8 Westminster chime notes. Also available are two additional single note signals for rear or side entrance, maids' calls, etc. Length 55". Finished in either Ivory Art Metal or Antique Bronze with brushed brass tubes and figure. Price \$34.50. Model with beautiful solid cast bronze shield is 60" long and priced at \$50.00. Various other Rittenhouse Chime Models with one and two note signals are available as low as \$2.75. Your electrical dealer, department, or hardware store has them or can get them for you.

★ Write for free descriptive folder showing all models.

THE A. E. RITTENHOUSE CO., Inc.
Dept. 26, Honeoye Falls, N. Y. (Est. 1903)



AS A CONSUMER YOU ARE ENTITLED TO GET WHAT YOU ASK FOR. INSIST ON GENUINE RITTENHOUSE CHIMES



Originated in September, 1936, by House & Garden . . .

Published with ever-increasing success during the past two years . . .

NOW—

An established House & Garden feature . . .

10 Double Numbers a Year!

During the past two years, House & Garden has published 11 great Double Numbers, each including a separately-bound portfolio devoted to one phase of home planning or improvement. Each one was a complete sell-out. Each created a new record of newsstand sales.

Now, House & Garden moves forward into a new program of 10 Double Numbers a year, assured of enthusiastic support from its hundreds of thousands of home-loving readers.

Each of the new Double Numbers will feature a Portfolio devoted to a major home activity, at the time when interest in this subject is at its peak. Having brought you the Portfolio of House Modernization in September, the Survey of New Home Furnishings in October, House & Garden now gives you . . .

in November "THE HOME OF TOMORROW"

In the second section of this next great Double Number, House & Garden looks toward the future as a means of properly evaluating the home of today. Outstanding modern architects will contribute sketches and ideas for homes of revolutionary style and construction. They will discuss trends in present-day design and planning which will have marked influence on tomorrow's homes. They will forecast new materials—new forms—new equipment.

In addition, House & Garden will conduct a thorough examination of materials and equipment, now available, which will be applicable to future home construction.

in December "CHRISTMAS IN THE HOME"

Here you'll find a wealth of suggestions for Holiday entertaining, wines and food, table settings, and decorations. And, you'll find a Portfolio of gifts for every part of the home, as well as personal gifts. Each one is being carefully chosen now by House & Garden's staff, so that you may have, gathered in one volume, the pick of the entire country. In order to simplify your shopping still farther, House & Garden is arranging for leading stores in every locality to carry the complete collection.

Watch for these important Double Numbers on your newsstand—and remember, there'll be 10 MORE DOUBLE NUMBERS IN 1939.



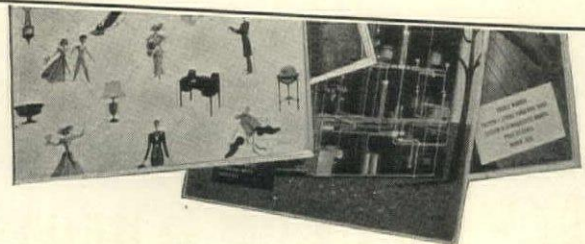
Double Numbers

Answer definite needs of home-makers

At each season of the year, there are certain major activities of the home which require more exhaustive treatment than the general magazine can provide. The Double Number of House & Garden was created to provide this wider and more detailed treatment of such subjects . . . without slighting in any degree the many others which fall within the scope of the magazine.

Two Complete Publications

House & Garden's Double Numbers consist of two separately-bound, companion publications. The first Section brings you authoritative information on every aspect of the home. The second Section gives you a comprehensive Portfolio devoted to a special phase of home planning or improvement, at precisely the time when your desire for such information is greatest.



HOUSE & GARDEN

12 ISSUES YEARLY—INCLUDING 10 DOUBLE NUMBERS



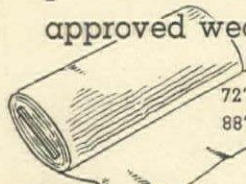
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KENNETH
The finest made
CURTAINS

Charmquissette



Here's an all around curtain that will ADD grace to any room . . . MULTIPLY its hominess and charm . . . and SUBTRACT very little from your budget! CHARMQUISETTE is a new achievement—stocking sheer, yet strong and long wearing, thanks to a special twist in the yarn. The result? A transparent, closely woven, shimmering fabric that is ideal for any room. Because it's a CROWN Tested Rayon Fabric you are assured of laboratory-check-tested and approved wearability.



72" width to the pair . . . about \$2.00
88" width to the pair . . . about \$3.00
BY THE YARD, 40" and 50" wide
White, Eggshell and French Ecru



At leading stores — or write us for name of store nearest you

BARTMANN & BIXER, INC.
339 FIFTH AVENUE • NEW YORK

MANAGEMENT

(CONTINUED FROM PAGE 37)

plates, and an extra counter on which to set out the dishes for each course.

Since the decoration of formal rooms usually stresses the importance of gleaming floors, shining windows and well-rubbed furniture, the cleaning closet should be well stocked with good equipment, polishes and cleansers for regular weekly use.

Formal entertaining is best planned in advance with invitations written on your visiting card for luncheon or dinner, and the date noted on an engagement calendar so that you can arrange the menu, flowers and special details in plenty of time. Attach the guest list to your menus and file them according to the season so they will be suitable for hot and cold weather and the foods that are in the market. Then you will be able to serve your most successful menus over and over again, but not to the same people.

Formal life in the country is something else again, something that must be done in the grand manner or not at all, since it requires a large house, a well-trained staff and a full garage. Since all life in a country house is so completely at the mercy of the domestic staff, every effort should be made to engage a group which will be cooperative and congenial. Usually the best domestic employment agencies, specializing in the problems of large houses, can assemble a staff, all of one nationality, which will work together harmoniously. Then it is up to you to

provide comfortable living facilities, recreation and transportation.

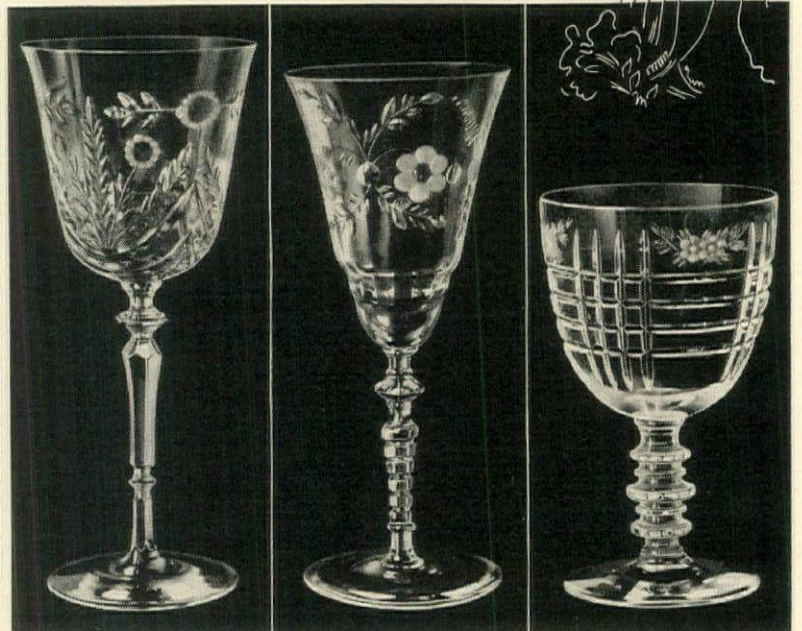
If you find that the local markets carry nothing but staple groceries and kerosene, you can get catalogues from good fancy grocers in town and regularly order your delicacies in large quantities, checking the stock in your own store room. A good home laundry with provision for valet service is usually essential in a large country house.

Great houseparties in the English tradition are the most logical and pleasant type of entertaining. The details of good houseparties depend entirely on the circumstances, the guests and the country-side, but there is one basic rule which must be followed to provide a comfortable background—the daily routine of meal hours, trips to town, time for swimming and other sports should be so definitely set that you, the servants and the guests will know what goes on, and when.

If an informal setting is more your dish and you live in town, your job is easy and pleasant. Don't mistake informality for confusion and haphazard living. You will plan your setting and manage it intelligently, but your aim will be to produce a more flexible and adaptable design for living, one that lends itself to Sunday morning breakfast parties, late suppers, friends dropping in at all hours with long evenings of music or endless discussion.

If you can employ one or more
(Continued on page 73)

Brilliant Beauty
FOR BRIDES



Poised like a tulip on a slender stem, "Chalet" and similar designs are hand-cut in intricate patterns in sparkling, clear-cutting crystal. \$1.25 to \$1.50 ea. polished. 60c to 75c ea. new shape. \$1.25 to \$1.50 ea.

Sizes from goblets to cordials . . . at leading stores everywhere. Prices depend on locality and pattern. Cataract-Sharpe Mfg. Co., Buffalo, New York.



Sharpe

CRYSTAL OF CHARACTER

Heirloom Plate

HALLMARK OF THE FINEST SILVERWARE



She's a lady with a fine creative flair
 —Virginia Conner of Bello, Inc. Co,
 she sets this harvest table with . . .
 CHATEAU^o . . . and drenches it with
 Cinderella Brown . . . an inspiration which we
 think you'll clip — and save. And succeeding
 autumns won't dim the freshness of Heirloom's
 three lovely designs — since theirs is beauty
 undismayed by time. For impatient moderns
 who want fine things and will not wait—Spaced
 Payments may be arranged at Heirloom Deal-
 ers, where Services start as low as \$32.50.

← SILVER DIVIDENDS →

A "partnership" with your Heirloom Dealer will add extra
 place settings to your service without extra cost. Ask him!



Chateau

Our Second Honeymoon

BEGAN WHEN WE GOT RID OF THE 4 BIG JOBS!

THE other day I carried Alice over the threshold of our home the way I did when we were first married 20 years ago. We were beginning our second honeymoon!

It all started last Spring when I said to Alice: "We ought to get more enjoyment out of life before we become a pair of old fogies. Couldn't we modernize this house so it wouldn't be so much work?"

"Frank," she answers, "there are 4 big jobs connected with house-keeping that keep us tied down. If we could find a way to lighten them—life would be a song."

Well—I looked into it, and

learned this wonderful good news! There's been a regular revolution in gas equipment and in the cost of using gas. Millions of smart folks have said "good-bye" to the 4 big jobs. Gas will handle them—do it automatically and inexpensively.

Now GAS does these jobs in our house, and Alice and I are having a second honeymoon. We've got the leisure to do the things we've always wanted to! Weren't we foolish not to have done this years ago!

* * *

It costs nothing to learn how Gas can do the 4 Big Jobs in your home. Ask your Gas Company or Dealer today!



Look for this Seal of Approval of the Testing Laboratories of the American Gas Association when you buy gas equipment. Appliances bearing this seal comply with national requirements for safety, durability and efficiency.

1. GAS FOR COOKING

THE COOK IS A LADY OF LEISURE when she owns an automatic Gas Range. Cooking is faster—cleaner. Broilers are smokeless. Simmer burners eliminate steam. Oven insulation keeps kitchen cool!

2. GAS FOR REFRIGERATION

HOME-MADE ICE CREAM—MM! Just one of the joys of an automatic Gas Refrigerator. You'll appreciate the ample storage space—the releases for ice trays and cubes. No moving parts to wear. Gas Refrigerators are silent, have long life. Upkeep is gratifyingly low.

3. GAS FOR HOUSE HEATING

AN EXTRA "FUN ROOM"—because a Gas Furnace is so trim, clean and quiet you can turn the basement area in which it stands into a playroom. Gas is the only completely automatic heat. There's nothing to tend—no fuel to order or store. No dust, ashes, smoke or soot. A Gas heating unit is low in cost. Installation is simple.

4. GAS FOR WATER HEATING

HUBBY'S HAPPY when there's plenty of hot water for his shower. A Gas Water Heater is the easiest way to assure it—and inexpensively!

LET

GAS

DO THE 4 BIG JOBS

COOKING
WATER HEATING
REFRIGERATION
HOUSE HEATING

AUTUMN SPLENDOR IN THE COUNTRY WEDDING

By Mary Breckinridge Kirkland

HAPPY the bride whose family has a country house, and whether she is married there or merely receives after the ceremony in the picturesque little village church, she is assured of a setting more gracious, as well as more spacious, than that of most city weddings.

There is something at once dignified and unpretentious about a wedding in the country: rooms are large enough to hold a lot of people comfortably; there are broad staircases for dramatic entrances, exits and bouquet-throwing; there is plenty of room for caterers and waiters in the kitchen, and—especially in the Fall—the grounds of even the simplest country place are dramatically beautiful. And just as a ceremony in a country church is more solemn and more touching than in town, gaiety afterward is more spontaneous and unrestrained. People who are blasé about weekend invitations come bounding to the country for a wedding and rise to unexpected heights of jollity or sentiment as the case may be.

Every advantage should, of course, be taken of what Nature has provided. Send to the city for as few flowers as possible, not from motives of economy but because the more the inside of the house looks like the outside, the better. Emphasize the Autumn mood, the grandiose coloring, the intoxicating fragrances. Flowers from your own garden or the same kind of flowers from local sources are appropriate and unselfconscious. That well-known riot of color that Autumn indulges in can safely be brought right into the house and even into the church.

Autumn leaves, Chrysanthemums, Dahlias, Asters and Gladioli are the colors of your mise-en-scène and it would be well to plan the bridesmaids' dresses with them in mind. Dresses in shades of brown would be lovely with lighter flowers, yellow button Chrysanthemums or yellow Orchids.

Attendants in deep gold might well carry deep red or purple flowers. The Autumn bride may even step outside the tradition of all white flowers and carry Anemones or African Daisies; and a recent bride carried dark red Roses against her white velvet gown.

At the reception, mass the paler colors in flowers or foliage where the bride will stand, to give the effect of a diminishing radiance around her and let the colors grow deeper to left and right. But chiefly remember that the beauty of Fall is essentially a lavish beauty, deep-toned, dramatic and challenging, and don't be afraid of the material you have at hand.

WEDDING BREAKFASTS

At the Brides' School, where the *jeunesse adorée* of New York learns the art of entertaining, they prescribe heartier food for a wedding breakfast in the Fall, and this is especially sensible for a country wedding. They suggest two types of menu especially adapted to the season, either of which may be served from a buffet or small tables. Both menus have been satisfactory for serving a large number of peo-

ple. The first makes use of a hot dish for the entrée, and is as follows:

Clear hot bouillon
Deep dish oyster pie
Haricots verts
Rolls
Ice Cream with sliced guavas in rum
Demi-tasse

The second menu features a cold entrée and hot biscuits, which should be baked in relays so as to be always piping hot. The soup is also richer.

Clam broth with whipped cream
Southern ham
Hothouse grape and chestnut salad
Ice Cream
Demi-tasse
Hot biscuits

The ham, Virginia or Kentucky, should be sliced exquisitely thin and give the effect, as nearly as possible, of being uncut. The chestnuts in the salad are the large variety, left whole, while the grapes are halved. The dressing is half whipped cream, which may be thickened with gelatine, and half mayonnaise.

WEDDING CHEER

The wines recommended to accompany both menus are the same. Champagne is the first choice and should, in any case, be served at the bride's table. Where a different wine is served to the guests, it should be Chablis, a dry Sauterne or even Rhine wine, Reisling or Bernkastler Doctor. For any wedding breakfast, the wine should be dry and white.

Even at a buffet breakfast, the bridal party is always seated, preferably in some room apart from the guests. The decoration of the bride's table might be done very picturesquely with grapes and grape leaves. A round table would be charming with bunches of grapes, green, purple, red and tawny yellow, radiating from the center. If grape leaves are used (and if you have to procure them from a florist, they should be ordered well in advance), they should extend well out beyond the clusters of grapes. Other fruits might also be used, but with discretion: avoid the effect of a harvest festival.

GLADIOLUS DECORATIONS

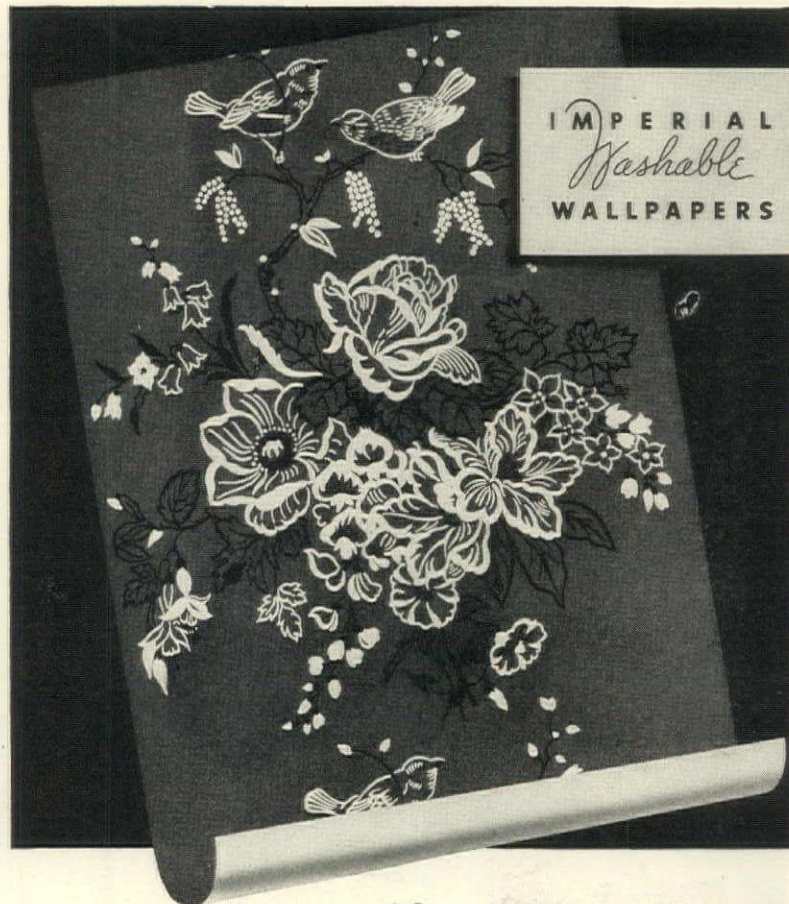
At a recent country wedding, where the bridal party was seated at a long table, the sheaves of Gladioli carried by the bridesmaids formed the chief decoration. They were collected just before the breakfast was served, and placed along the two sides and foot of the table to form a continuous brilliant border. The bride alone entered the room with her bouquet and placed it upon the table before her, its white flowers a charming contrast.

It is excellent to avail oneself of the natural beauties of the countryside, but think twice before you risk using Goldenrod and Wild Asters, beautiful as they look in the fields, for decoration. Too many people have hay fever, and bursts of sneezing here and there do not improve a gala occasion.

IMPERIAL WASHABLE WALLPAPERS

For that important $\frac{2}{3}$ *

THE SPACE THAT SHOWS MOST AND COSTS LEAST TO BEAUTIFY

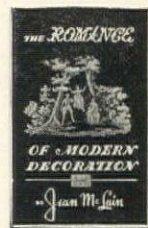


* $\frac{2}{3}$ of your home is wall space. You see it constantly, from the moment you enter. You find that a house is as lovely, or as dull, as its walls. And beautifying this important space is such a simple matter! No other home improvement requires so little expense, gives so much beauty in return!

For the greatest possible beauty harvest, choose the modern magic of the world's finest wallpapers. Imperial Washable Wallpapers are made in all price ranges. Every one is guaranteed washable and fast to light. Be sure that your decorator shows them to you. They are always identified, in sample books, by the Imperial silver label. It is your guarantee of lasting beauty for that important $\frac{2}{3}$.

HOW TO MAKE ROOMS BEAUTIFUL

Told in Jean McLain's book, "The Romance of Modern Decoration." Helps you make the most of that important $\frac{2}{3}$. Teaches the tricks of interior decoration. Send 10¢ to cover mailing costs. Use coupon for Jean McLain's free advice on individual decorating problems. She will send you samples, and tell you where to buy Imperial Washable Wallpapers.



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Imperial Paper and Color Corporation,
Glens Falls, New York

Give this information for every room

Type of Room.....

Size (Dimensions).....

Exposure.....

Type of Furniture.....

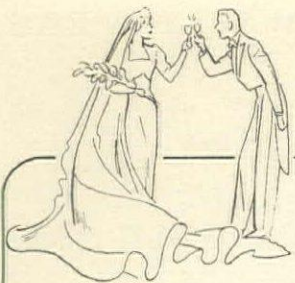
Color Scheme Preferred.....

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

Name.....

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BRIDE IDEAS..



in **BRIGHTEST CRYSTAL**
for Brides who are or will be

Not even the bridegroom should have and hold all of the bride's heart. Fill a little corner of it yourself. And how better than with a gift of Fostoria Cut Crystal?

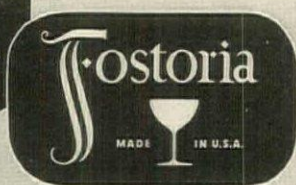
They are first in loveliness, first in the heart of every hostess and foremost for tables romantic as a honeymoon.

Brilliant as diamonds, cut crystal lifts every entertaining occasion far above the commonplace. Each flawless goblet is designed for regal hospitality and dignified simplicity, each an inspiration for elaborate settings or casual dinners.

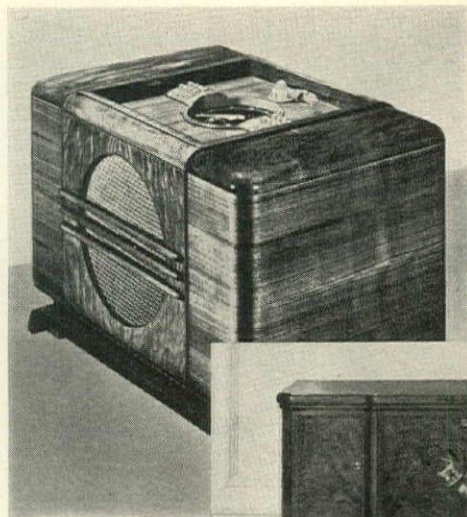
So give crystal for gifts. But keep it too, for your very best dinners. And when selecting, be sure your crystal is correct. In brief, be sure it's Fostoria.

Left to right above: Chelsea, Regal and Drape, three of many Fostoria open stock designs at your dealer's. Or for further information, write to Fostoria Glass Company, Desk 38-N, Moundsville, W. Va.

*Cut
Crystal by*

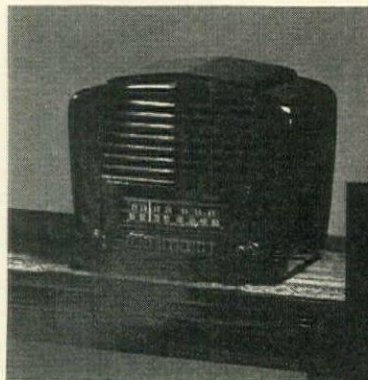


RADIOS FOR A NEW HOUSE



Top picture. 15-tube Zenith armchair model. This new radio features "Radiorgan", a series of six stops from which you can get 64 different combinations of tone. You keep in high and low notes at the same time, season a concert to your taste

Lower picture. Aristocrat of phonograph-radio combinations, the Capehart is shown in Louis XVI design. The 23-tube radio is a marvel of high-fidelity reception; record-changer plays 3 to 20 records in succession. Matched walnut veneer cabinet



Top picture. Crosley's "Sixer"—priced for the most minute budget and a little giant for tone and quality. It has push-button tuning for your five favorite stations, lighted slide-rule dial. It is shown here with attractively chaste modern plastic case

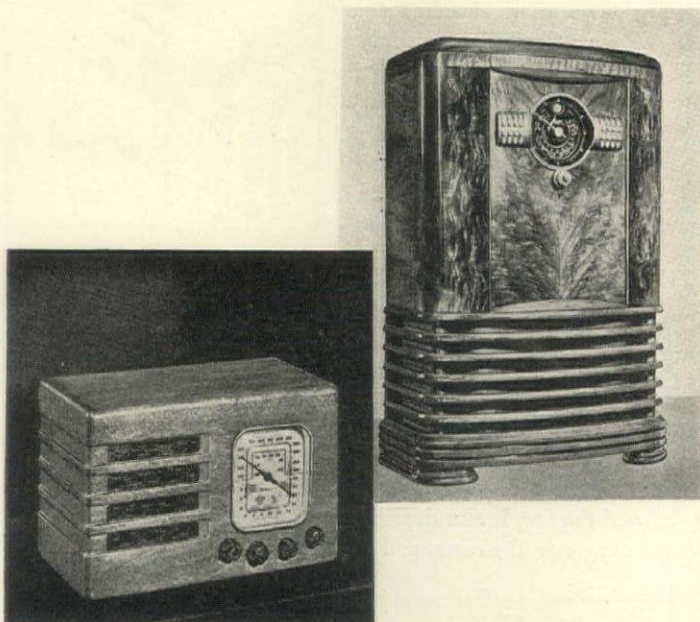
Lower picture. For a small apartment, a small radio. This one, in smartly modern bakelite cabinet, fits nicely into any room. 4-tube, working on both AC or DC, it has 5-inch dynamic speaker and illuminated dial designed for easy reading. Westinghouse

RADIO FOR A NEW HOUSE



Top picture. Perfect two-in-one. This authentic Chippendale side table houses a 5-tube Stromberg Carlson radio, finishing touch for an English living room. Electric flash tuning with six buttons; cabinet is in solid Honduras swirl mahogany

Lower picture. General Electric's de luxe console radio. You set this 1938 marvel at the beginning of the day or evening for exactly the programs you want to hear. Each comes on in its proper order, correctly tuned, without touching the radio again



Top picture. That miraculous Zenith Radiorgan again, this time in a tall console for a larger room. This is a 9-tube superheterodyne with automatic Tip-Touch tuning. The attractive cabinet is finished in grained walnut and stands 43 $\frac{1}{4}$ " high

Lower picture. Swedish Modern with its light woods and suave lines enters the radio field. A 5-tube AC or DC superheterodyne is shown for standard broadcasts, and for American or foreign short-wave. The cabinet is bleached mahogany. Westinghouse

As Previously Announced
by
IRWIN
America's Largest Manufacturer of Fine Furniture

Agencies have been established
with the following dealers where

Pendleton

— a new line of furniture in the
lower price field is now for sale:

ABILENE - - - - - Waldrop Furn. Co.	BEVERLY HILLS, CAL. - - - - - W. & J. Sloane
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ROBERT W. IRWIN COMPANY
Makers of Fine Furniture for Over Sixty Years
GRAND RAPIDS, MICHIGAN

Voilà Madame... I have

label'zem! C'est tres, tres chic, non?



"Horrors, Elise! Pasted labels on daughter's Watson Built-Up Sterling Chest? Hmmm... well, it's true that chest does make it convenient to set the table, too. But you see, Elise, the important reason for the separate trays is



"Confidentially, just everyone wanted to give her Sterling. And you can imagine, Elise . . . spoons from Uncle Herbert . . . salad forks from Aunt Josephine . . . butter spreaders from Cousin Jane. And Mr. Witherspoon and I trying frantically to fill in with the right pieces, knowing all the while that it wouldn't match. So you can see, Elise, how relieved we all were when the jeweler suggested that she choose a Watson pattern. Then everyone could give her these matching individual place settings in trays that form a chest. It's such a clever idea of those Watson people. . . ."



The New Watson "Built-Up" Chest is worth your looking into! Each tray is furnished with a table-setting of six pieces. Priced from \$16.50 to \$32.00, depending upon your choice of ten beautifully-executed patterns of lovely Watson Sterling. And to make your Family Sterling Service complete, Watson offers holloware—goblets, tea and coffee services, everything you need—to match each flatware pattern. Ask your jeweler, or write for new folder, "The Watson Way To Acquire Your Sterling." The Watson Company, 2108 Watson Park, Attleboro, Mass. New York . . Chicago . . Los Angeles.

Watson  **W**  **Sterling**

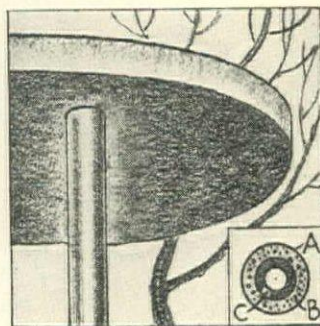
STERLING SILVER EXCLUSIVELY FOR OVER SIXTY YEARS

New Products

Polished Aluminum Column

Costs about \$24 for a column 5-inches in diameter, 9-feet high. The unornamented structural steel column has become popular in contemporary building, but to date paint has been the only finish possible. The

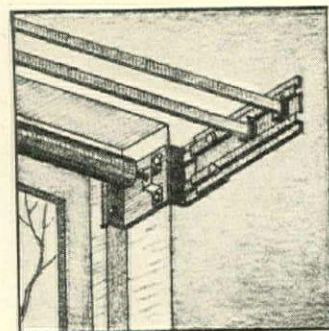
Lally column (C in the detail) has long been used for structural purposes, but now, encased in a polished aluminum shell (A), its usefulness is emphasized. Concrete (B) is poured between the outside of the structural column itself and the aluminum shell, thus rendering it impervious to buckling. Most important are the design possibilities of the gleaming aluminum. The column is shipped and erected with burlap wrapping, and should remain protected until all construction work is entirely completed. (Lally Column Companies)



Brackets for Curtain Rods

Cost about 50c up per window. Steel casements offer a problem in installing roller and Venetian shades, glass curtains and hangings. To meet this condition a series of adjustable brackets has been developed for all standard casements. The outstanding feature of these brackets is that whether there be one or more shades, plus one or more curtain rods, and even a cornice besides, only four screws are necessary to attach each pair of brackets. The company furnishing the casements will provide two threaded screw holes and screws at the top of each side

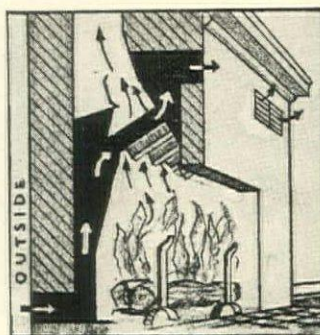
of the window. Hangings render the brackets virtually invisible. Brackets are finished in statuary bronze, brass and silver, and may be easily adapted to the color scheme of your room. (Kirsch Co.)



Fireplace with Fresh Air Intake

Costs \$45 for opening 31 inches wide. The usual fireplace draws cold air from windows and under doors, and creates a cold draft on the floor which sweeps toward the fire. It also depletes the oxygen in the room, and in

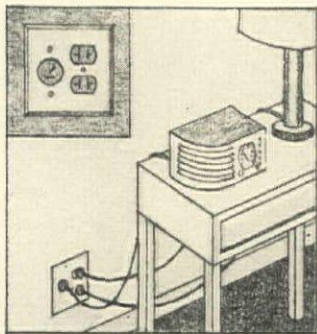
the case of air-conditioned rooms, is apt to upset the "balance". To obviate these disadvantages a new type has been developed made of special boiler plate, 1/4-inch thick, which forms the back and throat of the fireplace. Air is drawn from the outside through a fresh air intake, it is heated in a chamber back of the fire as well as in highly efficient heating tubes above the fire, and it is then discharged into the room through two or more grilles. After circulating through the room, this heated air is drawn back into the fireplace. (Bennett Fireplace Co.)



for convenience

Twenty Sets on One Aerial

Costs about \$8.50 for each outlet. Within a square plate there is provision not only for plugging in a radio set, but for two additional outlets suited to lamps, appliances, etc. More than that, however, a multi-

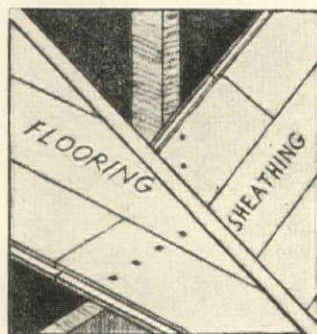


coupler system of wiring permits radios to be installed in any or every room in the house, with each set operating on a separate wave-length, without diminishing the clarity of reception. From two to twenty radio sets can be connected to one efficient doublet antenna. Outside aerials are recommended wherever possible, especially for houses having slate roofs. The system can easily be installed by any electrician and has been thoroughly successful, free from upkeep expenses and from replacements. (Arrow-Hart & Hegeman Electric Co.)

Endless Lumber

Costs only slightly more than the standard product. If you ever observed a hardwood floor being laid, you probably noticed a tongue-and-groove on the ends as well as on the sides of each piece. The result was to make the ends fit as snugly as the sides, and to make the nailing of abutting ends unnecessary. The same technique has now been applied to the wide boards serving as under-flooring, diagonal sheathing, drop-siding and ceiling material. There is a saving in material and labor. It is not necessary to cut boards so that they abut on a joist, stud or rafter, and

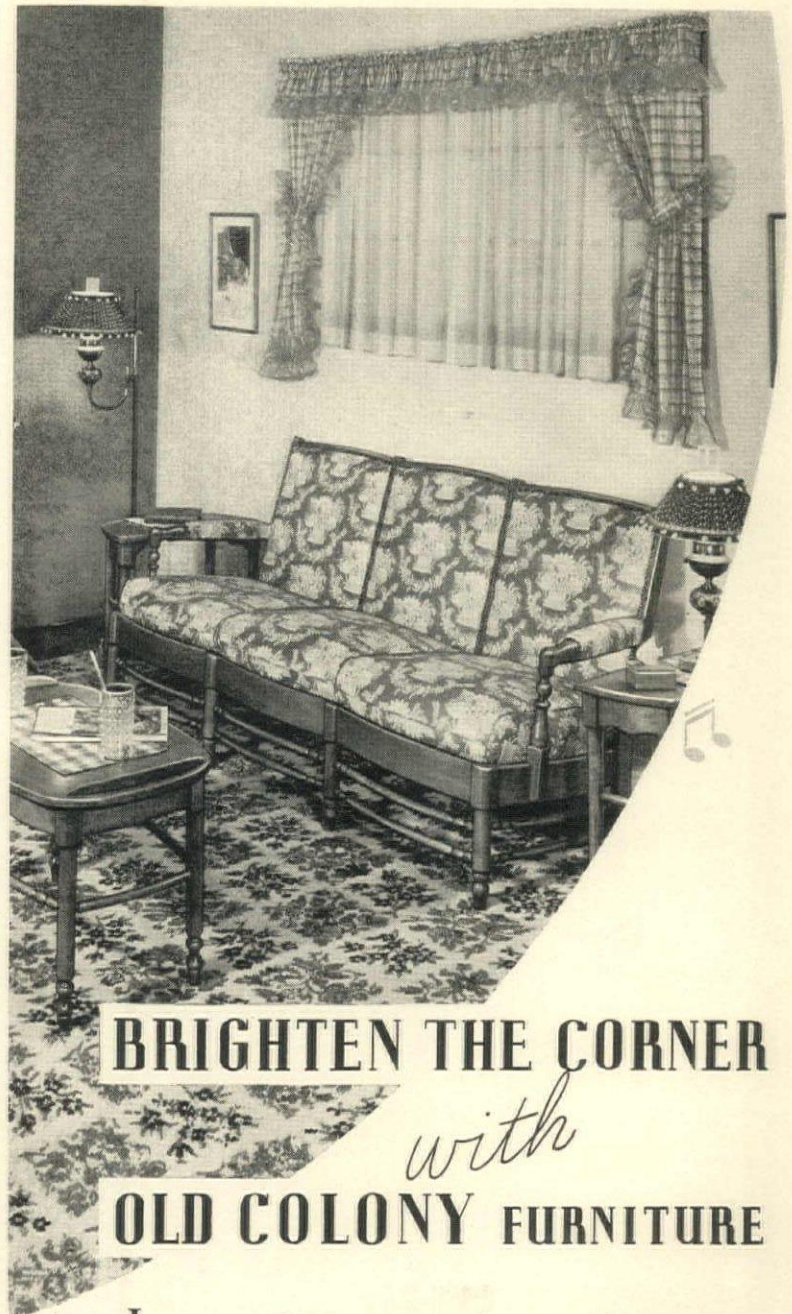
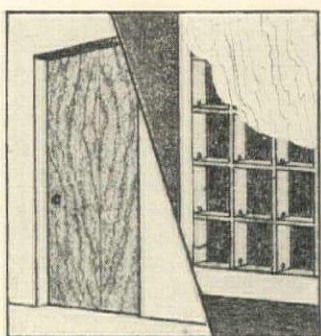
there need be no nails where such butt ends occur. The new technique obviates the danger of splitting boards since it is no longer necessary to drive nails close to the ends. (Weyerhaeuser Sales Co.)



Flush Plywood Door

Costs \$7.50 for door 1 $\frac{3}{8}$ inches thick, 2 feet 6 inches wide by 6 feet 8 inches high, in unselected birch. This door will not sag, shrink, or swell because of the ingenious and sturdy manner in which it is construct-

ed. Around the perimeter there are solid members 1 $\frac{1}{4}$ inches wide at the sides (wider where the lock fits) and 2 $\frac{3}{4}$ inches wide top and bottom. Within this outer frame there is a criss-cross pattern of interlocking wood members about $\frac{1}{4}$ inch thick. The core members have holes for ventilation. Three-ply wood (several varieties are offered) is glued to the core and frame. This door weighs only two-thirds the standard six-panel door, absorbs a minimum of moisture, and comes pre-fitted. It also serves as insulation against heat and noise. (American Plywood Corp.)



BRIGHTEN THE CORNER

with

OLD COLONY FURNITURE

It's easy to brighten any corner or, in fact, an entire room with lovely, livable pieces of OLD COLONY FURNITURE. There are more than 200 distinctive designs from which to choose . . . each one available in the same, mellow, hand-blended finish. That means you can redecorate with a few pieces at a time, as the need arises or whenever your budget permits! And . . . you'll be surprised to see how much charm and comfort will be added to your room with even one or two OLD COLONY pieces. Most of the better furniture and department stores are now showing interesting groupings of Heywood-Wakefield OLD COLONY FURNITURE.



This 24 page booklet on Heywood-Wakefield OLD COLONY FURNITURE contains many suggestions for decorating your home. Simply send 10 cents (coin preferred) to Department D-10, Heywood-Wakefield Co., Gardner, Mass.

HEYWOOD-WAKEFIELD

GARDNER, MASSACHUSETTS

FINE FURNITURE SINCE 1826

**WAVERLY
HOUSE & GARDEN PRINTS
SUNFAST & IVORY-WASHABLE**

Prized for their charm, House & Garden Flower Prints now are authentically reproduced in three exclusive Waverly designs. Beautiful in chintz, cretonne or mohair for slip-covers and draperies. Guaranteed Ivory-washable, sunfast and shrinkproof.

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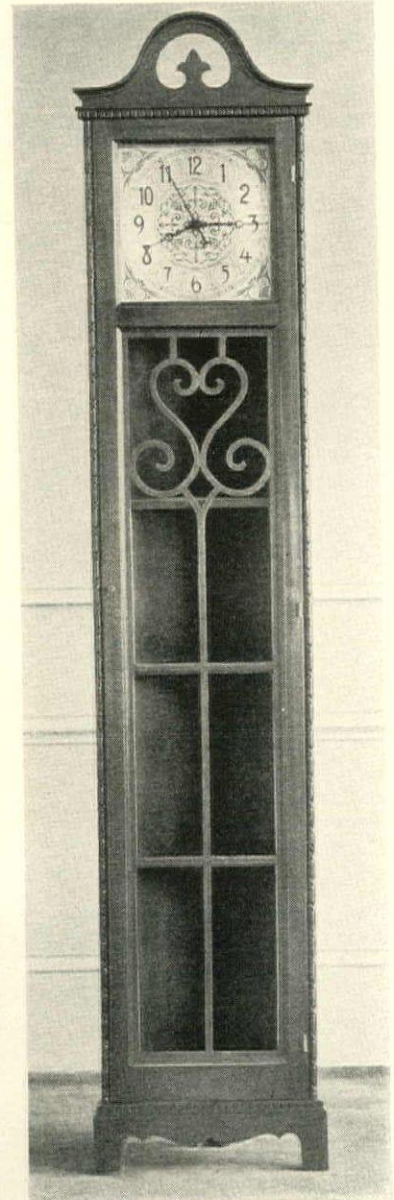
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Waverly Fabrics

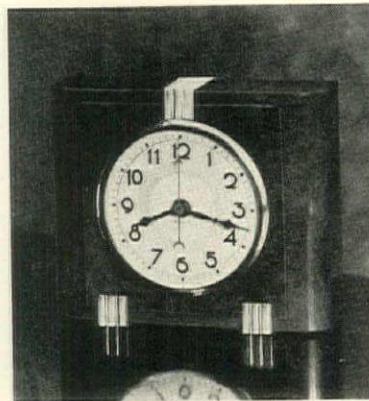
A Division of F. Schumacher & Co., 60 West 40th Street, New York

COLLECTION FOR CLOCK-WATCHERS

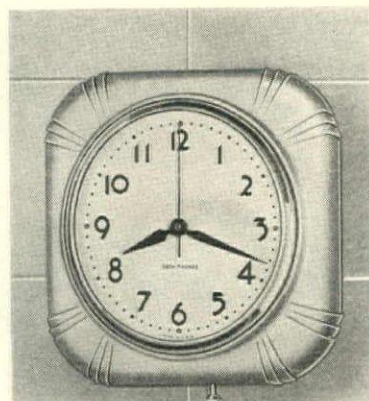
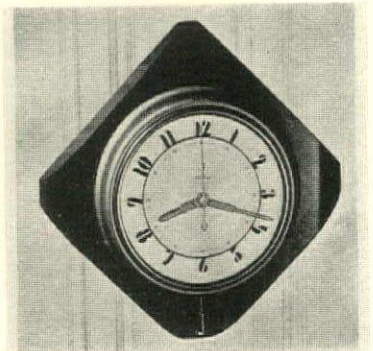
THIS "Colonial" corner clock might have dominated a landing on your grandmother's graceful staircase; now in your hall it creates a dignified eighteenth Century atmosphere. The case is solid mahogany, the movement electric, an hour and half-hour melodious strike. It comes from Colonial



THIS sleekly modern design is one of a new line of Super Gilbert clocks. Its solid mahogany case is hand-rubbed, has beveled ends. Gold plate makes the trim and bezel, and the easily-read dial is of etched metal. The movement may also be either self-starting electric or it may also be eight-day spring wound

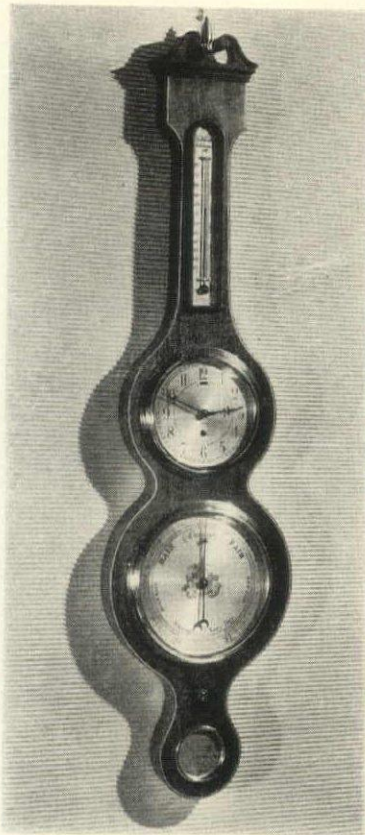


WARREN Telechron's "Shield" is a wall clock well worthy of your notice. It's a self-starting electric 9" square, with smartly-designed case of solid black walnut. Inner bezel buffed and lacquered brass; outer bezel, gold bronze. Dial of 4 1/2" has cream background and chocolate brown numerals



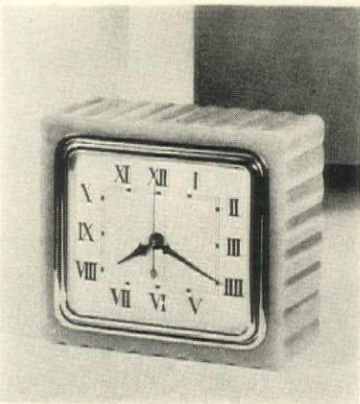
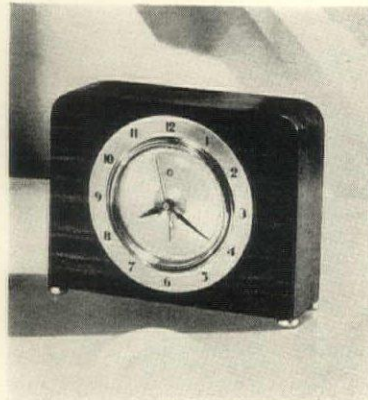
"PROCTOR" is a utility clock especially designed for service rooms—perfect for laundries, kitchens, nurseries, etc., where unadorned simplicity is desirable. The molded Plaskon case is in ivory, green or red; the movement is self-starting electric; and it is also an 8-day key wound model. Seth Thomas

COLLECTION FOR CLOCK-WATCHERS



Go into competition with the local weather man with "Carver", Chelsea's new barometer wall clock. Its holosteric barometer, easily read thermometer and high-grade hygrometer will give you an unbeatable reputation for infallible prediction. The case, which is 38½" high, is made of solid inlaid mahogany

CHASTE, admirably restrained in style is "Sophist", a new General Electric clock. It stands 5¾" high, convenient size for your library desk. The case is mahogany, the dial gold enamel. Some of the bright accents are the gold numeral band and well-designed feet. The movement is self-starting electric

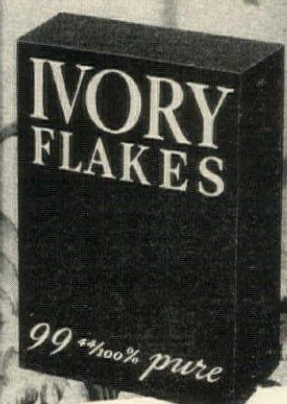
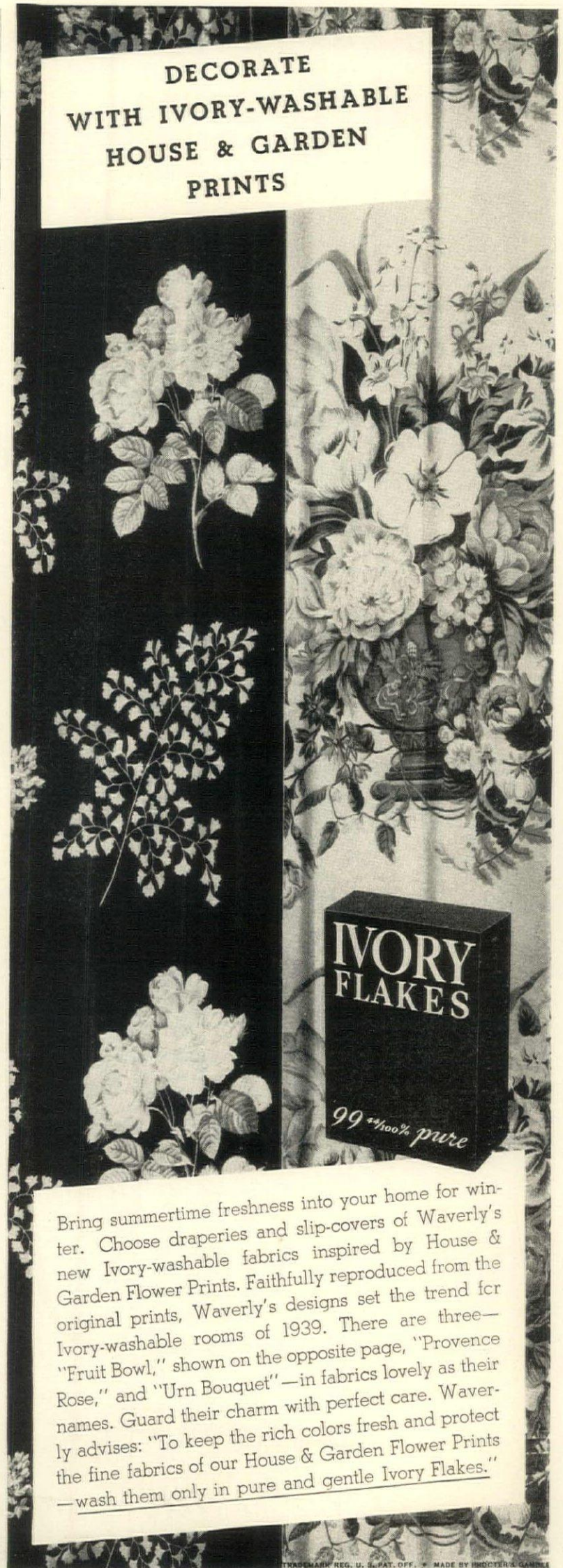


STYLED for a very feminine bedroom is "Basque". Its delicate fluting blends with both traditional and modern decoration. It's a self-starting electric standing 4¼" high. Fiberlon case comes in either ivory or black. The two-toned dial carries dignified and easily read Roman numerals. General Electric



A TRUE document for a Colonial house is this impressive hall clock named after its 18th Century designer, Simon Willard. Product of one of the most famous of Boston clock makers, the original of this authentic mahogany reproduction is in the Edison Institute at Dearborn, Michigan. From Colonial

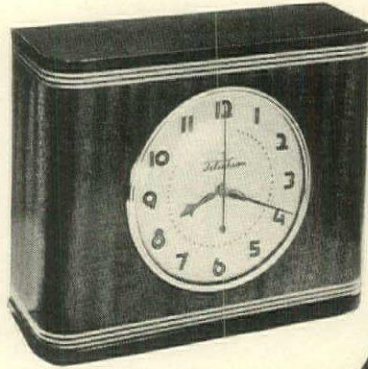
DECORATE
WITH IVORY-WASHABLE
HOUSE & GARDEN
PRINTS



Bring summertime freshness into your home for winter. Choose draperies and slip-covers of Waverly's new Ivory-washable fabrics inspired by House & Garden Flower Prints. Faithfully reproduced from the original prints, Waverly's designs set the trend for Ivory-washable rooms of 1939. There are three—"Fruit Bowl," shown on the opposite page, "Provence Rose," and "Urn Bouquet"—in fabrics lovely as their names. Guard their charm with perfect care. Waverly advises: "To keep the rich colors fresh and protect the fine fabrics of our House & Garden Flower Prints—wash them only in pure and gentle Ivory Flakes."

Distinctive AND Accurate TIME BY TELECHRON

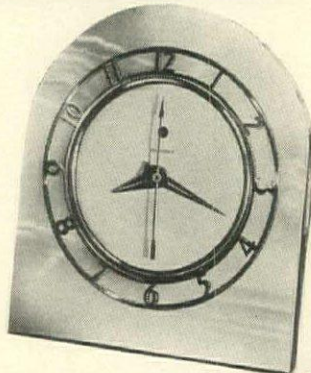
JUBILEE, strikes hour and half-hour on spiral silver-toned rod. Rich and attractive, the case is of brown mahogany, inlaid with white holly. More than eight inches high, Jubilee costs **\$14.95**. There are other Telechrons for as little as \$2.95 . . . each one equipped with the quiet, self-starting Telechron motor.



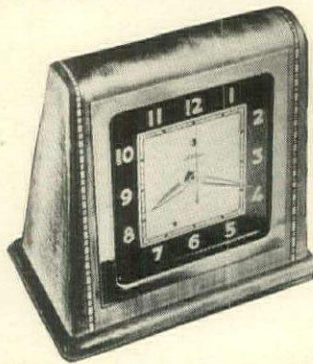
ORGANIZER, with its case molded in walnut plastic, is a clock . . . and a robot, too. It turns your radio on and off, so that you hear what you want and no more. Modestly priced at **\$9.95**. A Telechron in every room means a synchronized house . . . and you will find a Telechron, suitably priced, to suit every room.



STATESMAN, simply designed in Pedrara onyx, is appropriate for a room with formal or semi-formal decoration. It looks well on desk, table, or mantel. Priced at **\$12.50**. Telechrons are the largest selling self-starting electric clocks in the world. Sold by good electric, gift, department and jewelry stores everywhere.



PHARAOH, with mahogany case, vertical side inlays, and brown felt feet, is smart and modern. It has a business-like look and makes a practical gift for home or office. The moderate price is **\$9.95**, too. There's a Telechron for every setting and for every pocketbook, each motor sealed in oil for quietness and long life.



WARREN TELECHRON COMPANY • ASHLAND, MASSACHUSETTS
(In Canada, the Canadian General Electric Co.)

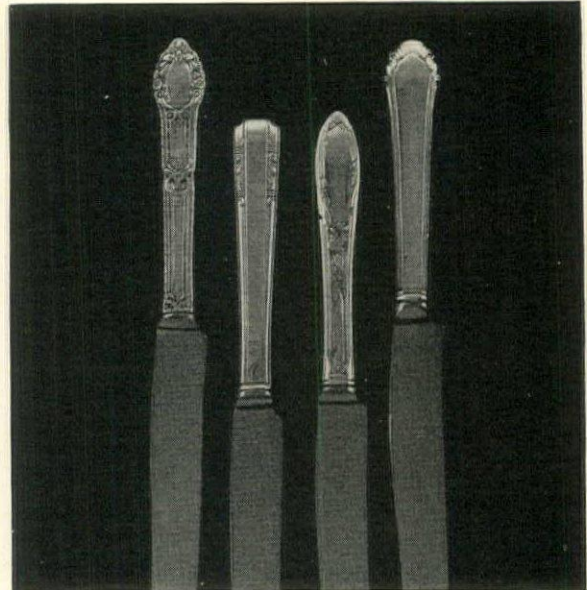
Schools, hotels, hospitals and office buildings are synchronizing their time with efficient Telechron commercial systems.

Telechron

(Reg. U. S. Pat. Off. by Warren Telechron Co.)

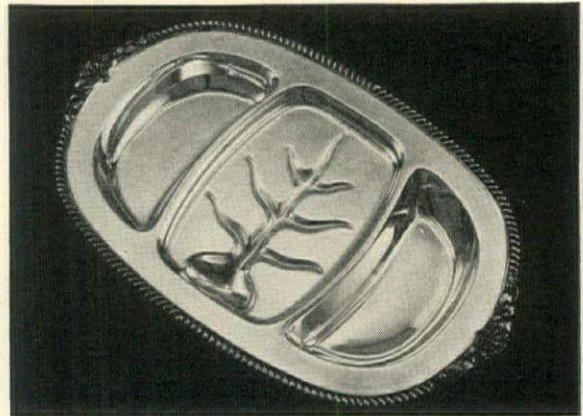
SELF-STARTING ELECTRIC CLOCKS

NEW PLATED SILVER



MARTINUS ANDERSEN

You'll find it good economy to purchase in silver plate many items used mostly for large gatherings and special occasions. Numerous beautiful designs, both modern and traditional, may be had in this medium. We show several such delightful pieces, and also several plated flatware patterns which are new and have a great deal of charm and dignity. Above, from left: "Rendezvous", an elaborate new design in Community Plate; "Personality" which has simple modern-classic lines, from R. Wallace; "Chateau", of slim lines ornamented with delicate floral motifs, is Heirloom Plate; and "Cavalier", a simple but formal pattern inspired by the silver found in Early Colonial homes, Gorham

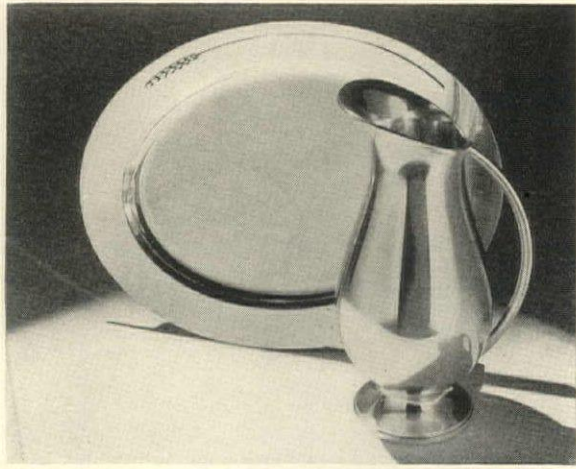


Reed and Barton's twenty-four inch meat-and-two-vegetable serving dish called "Staffordshire" is an eighteenth century design with gadroon border. Such a piece reduces your serving problem to a minimum, and is convenient for buffet meals

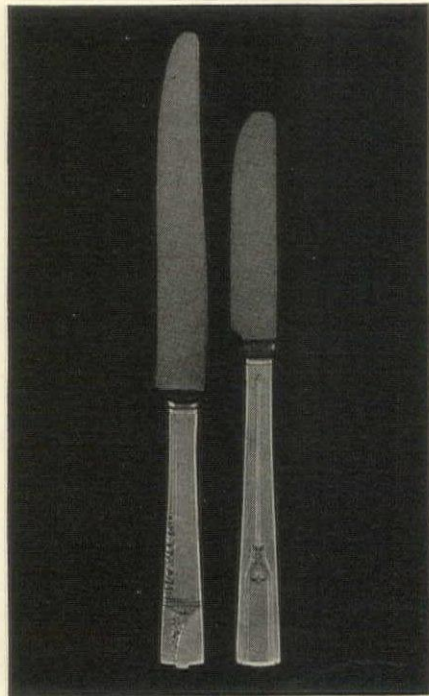


PARTICULARLY appropriate for the Colonial home is this Reed and Barton cocktail shaker, a copy of an old milk jug. From Gorham come the two-in-one covered dish with gadroon edge, and the open dish with the ebony handle

NEW PLATED SILVER



If you are discriminating, you will be pleased with these two extremely plain plated silver pieces. The platter with its effective wheat decoration and the tall modern-looking water pitcher, a copy of an old one, are from R. Wallace



FLATWARE of unusual design. The knife to the left is "Caprice", a floral pattern, from Nobility Plate; short blade design "Revelation" is from Interstate Home Equipment



A SUGAR bowl and cream pitcher set to use either on the breakfast tray or with the dessert course. The small tray is also very convenient for serving. Both this set and the rectangular-shaped little covered cheese dish are from R. Wallace



FROM MORN TILL NIGHT!

Color Counts

when you plan a tempting setting with delicate pastels or vibrant tones... California's FRANCISCAN WARE offers the most complete palette of exquisite colors in designs carefully planned to answer your serving problems... important is the patented craze-proof body that makes this tableware so practical.



The featured ware of the smart stores

FRANCISCAN WARE

REG. U. S. PAT. OFF.

Send for Descriptive Folder



GLADDING, McBEAN & CO. • LOS ANGELES

Now on Tour The BEACON HILL MINIATURES



This label identifies every Beacon Hill piece.

These exquisite miniature room settings featuring pieces from the Beacon Hill Collection of 18th Century heirloom reproductions, every detail reduced in scale, may be seen on dates scheduled at the following:

Barker Bros.	Los Angeles	Sept. 19 to Oct. 3
Lammert Furniture Co.	St. Louis	Oct. 15 to Oct. 29
Sterling & Welch	Cleveland	Nov. 5 to Nov. 19
Flint & Kent	Buffalo	Nov. 22 to Dec. 3
Geo. Watts & Son	Milwaukee	Dec. 10 to Dec. 24
C. J. Benson & Co.	Baltimore	Jan. 15 to Jan. 29

Admiring throngs have already viewed them at

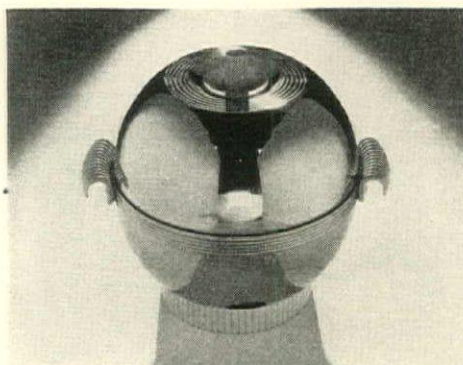
B. Altman & Co.	New York	May 9 to May 23
Paine Furniture Co.	Boston	May 28 to June 10
G. Fox & Co.	Hartford	June 13 to June 27
Gimbels	Pittsburgh	July 27 to Aug. 10
Miller & Rhoads, Inc.	Richmond	Aug. 17 to Aug. 31

Be sure to inspect this unique exhibit when it comes to your city.

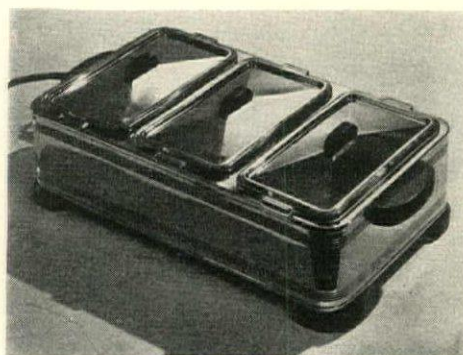
Showings in other cities to be announced

KAPLAN FURNITURE COMPANY
Albany St. Cambridge, Mass.

FOR BUFFET SERVICE



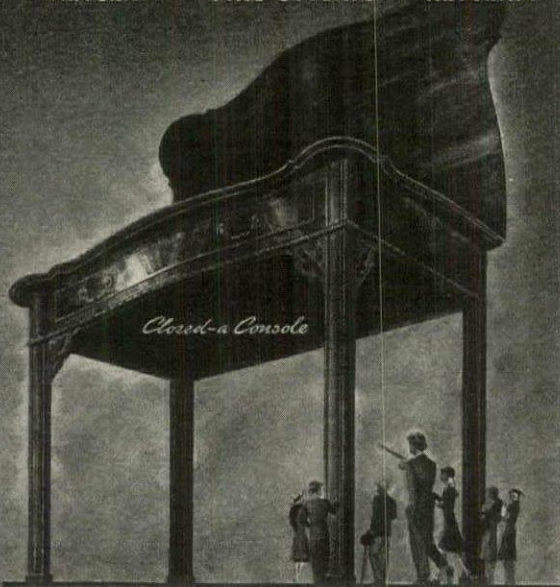
ELECTRIC Table Butler brings style and service to the table, keeping food hot till the last guest is served. Fitted with glass dish for creamed foods. Chase Brass and Copper Co.



WITH this table server a choice of entrées, or perhaps hot smörgåsbord, will make a buffet feature. This waterless server is electrically operated and controlled. Landers, Frary & Clark

NEW IDEAS • ARTCRAFT • FINE STYLING • ARTCRAFT

FINE CRAFTSMANSHIP • ARTCRAFT



Extensole
TRADE MARK REGD.

THE TABLE OF MANY USES

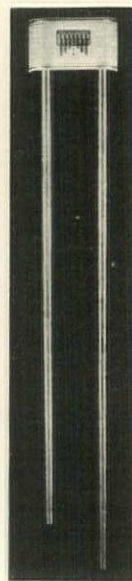
This lovely console readily becomes a square table for luncheon or for bridge and a 78 inch table for dining and buffets. EXTENSOLES are beautifully designed in 18 period and modern styles and sell from \$30 to \$75. . . . For descriptive folder showing prints of the different EXTENSOLE models, write the Artcraft Company, Sparta, Michigan.

PAT. APPLIED FOR

THE MICH. ARTCRAFT CO. INC.

Factory • Sparta • Michigan
Show-room • Keeler Bldg • Grand Rapids

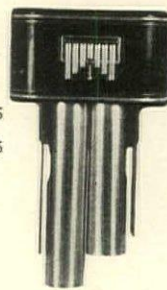
IS YOUR HOME A FIRE STATION?



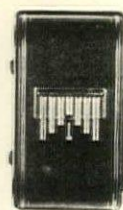
THE LONGFELLOW
1-door type.....\$7.00
2-door type..... 8.00

It is no longer necessary to suffer from harsh doorbell jitters. Mello-Chime is the dignified way to announce the arrival of your guests, with a soothing appealing musical note instead of a harsh fire-alarm doorbell. In no other way can you add so much charm to your home with so little cost.

And now for the first time every model will operate on present doorbell wiring, saving the cost of a special transformer and electrician's fee. Only a screw driver and a few minutes' time are required to install a Mello-Chime. The soft musical notes are soothing to the nerves. Modernize your home and your office too. Mello-Chimes are ideal gifts to your friends.



THE ARISTOCRAT
(at right)
1-door type.....\$5.95
2-door type..... 6.95



THE MELODY
1-door type.....\$3.95
2-door type..... 4.95

The three new smartest models are illustrated, beautifully finished in onebond ivory and satin brass to harmonize with any color scheme. One-door types ring two alternate notes for the front door. Two-door types ring an extra note for the rear door or dinner service.

AT YOUR DEALER, OR REMIT DIRECT
SHIPPED POSTPAID IN U. S. A.

MELLO-CHIME & SIGNAL CO., INC.

220 WEST 42ND STREET

NEW YORK, N. Y.

MANAGEMENT

(CONTINUED FROM PAGE 60)

full-time servants, all well and good. But you can live very comfortably with part-time help or none at all. Here you can use a good hard worker whose willingness and good disposition will make up for any defects in training or appearance. You will be needing a good disposition when you ask everyone to stay on for dinner, or leave the kitchen full of dirty dishes after a late supper.

When you have no help your only problem is yourself. At first it may seem that commanding an army would be easier than keeping yourself in hand, without getting flustered and exhausted to the point of tears over a supper for four. If you are really starting from scratch with your cooking, learn to do two or three main dishes; roasts or casseroles are best because they take no last-minute attention. Even if you fancy yourself as a cook, keep your first dinners simple—use canned soups dressed up with whatever they need: sherry, sliced lemon or grated cheese. With a hot entrée, tossed green salad, fruit or cheese for dessert, your dinner will be good and you will be cool and collected enough to enjoy it.

Right from the start you must learn to let other people help you. There is a simple trick to being the kind of hostess who can turn out a meal with everybody milling around the kitchen, talking, laughing and helping. Figure out what things other people can do: mixing drinks, setting the table or toss-

ing a salad. Keep the needed supplies for each job together in one convenient place so you can tell where they are. Then make up your mind that you will not be upset though things are not done just as you do them yourself, never rearrange the silver and napkins or add a little oil to the salad. It's not the details, but the feeling of genuine informality which will be long remembered.

An attractive and convenient kitchen is naturally an important scene in the informal setting. A snack bar with stools along one kitchen wall will be used to advantage every day for breakfast, lunch or late supper. Here you can make the most of your electric appliances, setting aside a convenient space with plenty of outlets and cords of the right length. Then get the habit of letting them make perfect coffee, toast, waffles or what-not, automatically.

If your kitchen cupboards are always kept in the same logical order, perhaps with small filing-cabinet markers on the shelves and drawer fronts, anyone can find his way around to help you. If you carry this same orderliness into all your closets, making them truly "self-service," your guests can find clean towels, the bridge tables or even the dust pan and brush when they upset the ash trays.

If you plan to live informally but prefer the country, your setting will be much the same but you must make special arrangements for week-end guests.

(Continued on page 82)



The Ming Bowl. For short-stemmed flowers, fruit, walnuts or man's pipes. \$5.



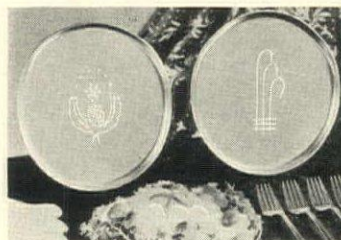
Riviera Tumblers, each, \$2.50. Pitcher, \$10. Tray, \$7.50. Set as shown, \$27.50.



The York Sauce Server. For hot and sweet sauces, dressings, cream. \$4.



The Mayfair Coffee Service. Set including new, large Mayfair Tray, \$41.



Bermuda, Malolo and Imperial Plates. Bermuda plain for engraving. \$2.50 ea.



The Sherwood Vase. Lovely simplicity, for tall flowers. Height 9½ inches. \$6.



Dorchester Double Serving Dish. Use as shown, or as two single servers, \$8.50.



Clipper Ship Buffet Servers. Two sizes: 14 x 22, \$12.50. 10 x 18, \$6.50.

OCTOBER

presents a new star among clocks



STELLAR; Hour and half-hour strike. 8 Day Key-Wound \$15⁰⁰ or Self-Starting Electric. Height 9 3/8". Width 19 1/4".

SETH THOMAS CLOCK OF THE MONTH

The Stellar

The STELLAR will keep any home on an even keel. Mahogany and polished brass make it a bright spot in your furnishing scheme. Precision mechanism makes it a friend to trust.

The STELLAR is one of many Seth Thomas clocks. There are

others with 8 day key-wound or self-starting electric movements, time, strike or chime. At all good jewelry and department stores, or send for our new clock folder. Write Dept. A, Seth Thomas Clocks, Thomaston, Conn. A division of General Time Instruments Corp.

SETH THOMAS CLOCKS

EIGHT DAY KEY-WOUND • SELF-STARTING ELECTRIC

1813 125th ANNIVERSARY 1938

DESIGNED FOR THE

Discriminating

For you who are eager to give exactly the right thing, right in taste, in usefulness, in beauty, there's nothing finer than Kensington. Lurelle Guild and other designers create them. The material is lovely, unique Kensington metal, an alloy of Aluminum which keeps its soft, silvery lustre with almost no care. Choose from the scores of Kensington gifts which are offered by leading department stores, gift shops, and jewelers everywhere.

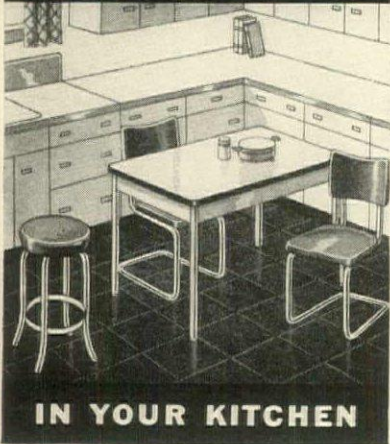


Kensington

INCORPORATED

OF NEW KENSINGTON, PENNSYLVANIA

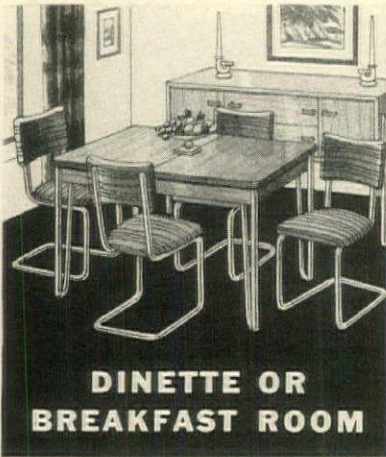
New Low Prices Enable You To Have CHROMSTEEL FURNITURE



IN YOUR KITCHEN

The sturdy, all-steel kitchen table has a stainless porcelain enamel top and wear-proof Chromsteel legs. Kitchen chair retails at your dealer's for \$6.50* with gleaming Chromsteel frame and form-fitting metal seat and back in your choice of colors. Three-piece set—table and two chairs—retails for \$24.95*. All items also priced and sold individually.

*Except in distant cities.



DINETTE OR
BREAKFAST ROOM

The dinette extension table has a beautiful light blonde Birch wood top with Chromsteel legs. Seats and backs of Chromsteel dinette chairs can be upholstered in your favorite color.

See this cheerful, comfortable and practically wear-proof furniture at your dealer's.

FREE

Write for illustrated home furnishing booklet—*it's free.*



HOWELL

ST. CHARLES, ILL.

PLEASE SEND ME FULL-COLOR BOOKLET No. HG95 and full information on following items checked:

- Kitchen Tables Kitchen Stools and Chairs Dinette Tables Dinette Chairs

Name _____

Address _____

FOR BACHELORS ONLY

And Only Bachelors Who Are Called Upon To Furnish The
Bride's Home

by An American Gentleman

WHEN a man marries, all acquaintance with his former companions ceases; and unless it is renewed by sending cards of the newly-married couple, the groom and his former friends are no longer on visiting terms. Reasons of economy may render an extensive connection imprudent, and sound discretion will immediately suggest that many of the bachelor's most agreeable companions would be very improper connections for a benedict, and by no means prudent associates of the hearth. Custom has dictated that no offense shall be taken by those who have not the passport.

In case you are beginning to feel worried about your qualifications as a prudent associate of the hearth, let me quickly explain that the preceding admonitions are not mine but those of a predecessor. They are quoted, lock, stock, barrel and rubicon, from *True Politeness, A Hand-book of Etiquette for Gentlemen*, By An American Gentleman—a tidy tract published many years ago (in the year 1848, to be exact) by Messrs. Leavitt & Allen of New York. I present them here through the courtesy of ancient copyright laws and changing customs. But for present day examples let us use the fictitious characters of Rollo and Miss Dinsmore—soon to be married.

Nowadays it is assumed that any-

one who was good enough to play with Rollo while he was courting Miss Dinsmore in the back room of the Plaza is a fit associate of the hearth. Indeed, in these grasping days reasons of economy may render an extensive connection prudent, rather than imprudent, and you may be sure you are still on visiting terms, for awhile at least, if you promptly follow your cue when you receive the cards of the newly-married or betrothed couple. The cue calls, of course, for the immediate dispatching of a wedding present.

As a far from friendless bachelor now getting along in years, I have had a great deal of experience selecting these gifts, which, unlike Christmas or birthday remembrances, must be selected with not one person in mind but a happy twain, and which must be (no matter which of the happy twain happens to have been one's special friend) impersonal and yet, one hopes, suitable for cherishing. Love may turn out to be a thing of the moment but a nuptial gift is still traditionally something to remember you by and not something intrinsically impermanent nor yet of such a precarious quality that it court's accident. Married men don't know the bewildered hours they are spared in smart shops; they have wives who make out shopping lists. It is to bachelors,

(Continued on page 75)



the Sta-Fresh Server by West Bend

Here's a new aid to the Perfect Hostess. Foods stay moist and tasty — and your guests marvel at the ingenuity of the humidifier in the cover, which prevents drying out. Smartly designed in "spun" aluminum. The Sta-Fresh has room under its ample cover for cakes, canapés, sandwiches. Without the cover, it's a handsome, full-size serving tray with handy removable wooden inset.



THIS FINGER
OPERATES
THIS CAP

"Trig" Tea Kettle

No more trouble and burned fingers. A convenient trigger on the handle operates the cap on the spout when you are filling or pouring. Cool Bakelite handle. 2½ quart capacity. Available in either "spun" or polished aluminum. The "Trig" whistles when water boils. Its all-around usefulness and convenience make it indispensable in your kitchen.



Serving Oven

The original developed by West Bend. Heats, crisps, freshens rolls, muffins, crackers, and similar foods—on top of any stove—and keeps them piping hot on the table. A delightful accessory which adds smartness to your table at luncheons, dinners, buffets. Consists of mesh basket, cover, and base, in "spun" aluminum with Bakelite handles.

Buy West Bend Giftware at leading department stores and gift shops. If your favorite dealer cannot supply you, send in your order direct.

WEST BEND ALUMINUM CO.

WEST BEND ALUMINUM CO.
Dept. 41, West Bend, Wis.

Send at once:

-Sta-Fresh Servers at - - \$2.75 each
 -"Trig" Tea Kettles - - \$2.85 each
(spun polished)
 -Serving Ovens at - - \$2.75 each
- Prices of all three items are \$2.95 each from Denver west.

I enclose check/money order for \$..... herewith:

Name.....

Address.....

City..... State.....

DISTINCTIVELY DESIGNED Linens styled to your taste

Aleddici—Fine Filtré lace for your formal dinner table or as charming decorative accents on your furniture. Copied from an old 14th Century design, this distinctive pattern has been skillfully hand-embroidered around the edges in a raised outline. You'll marvel that such fine hand work can be so reasonably priced.

Doilies—10x14", 12x18", 16x24"

Scarfs—17x36", 17x45", 17x54", 17x63", 17x72"

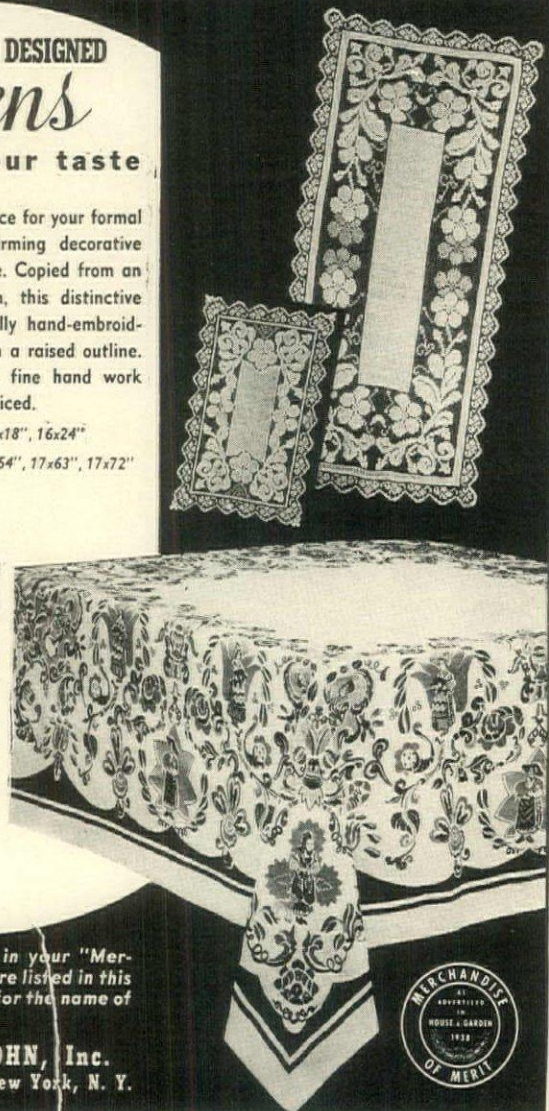
Swedish Modern

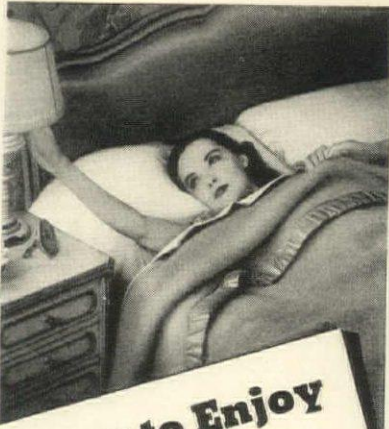
Styled in the latest and smartest decorative mode. Gay and colorful for cheery and informal breakfasts, luncheons, afternoon teas, bridge parties, and dinners. Typical motifs, hand printed in attractive color combinations on sturdy oyster white crash. Popularly priced.

Cloth 52", red, blue, green or gold, with 6, 17" plain band napkins.

Look for these linens in your "Merchandise of Merit" store listed in this magazine, or write us for the name of the store in your city.

FALLANI & COHN, Inc.
13 East 37th Street, New York, N. Y.





**How to Enjoy
1/3
of your life!**

You spend one-third of your life in bed. Why not enjoy the luxurious sleeping comfort, the long-lasting satisfaction of beautiful Kenwood Blankets?

Their luscious colors add beauty to your bedrooms; their generous size and deep soft warmth insure relaxing rest. And because of their sturdy quality, they remain like new, if properly cared for, through a lifetime of use.

Kenwoods Actually Cost Little

When you consider that Kenwood Blankets provide glorious sleeping comfort for so many years, the cost of their rich enjoyment is very small indeed. And what a satisfaction it is to have the *best*, blankets as fine and beautiful as those in the most luxuriously furnished homes. At a time when thrift is so important, quality blankets are a real economy. So choose Kenwoods, and get the utmost in value for your money.

This Book FREE!

Gives correct blanket sizes, types, colors; dependable tests of quality; safe washing instructions; shows all Kenwood Blankets in full color.

For your free copy, send postal, letter, or coupon below to—Kenwood Mills, Dept. X-10, Empire State Bldg., New York, N. Y.



How to Enjoy 1/3 of your life...

**Sleep under
KENWOOD
Blankets**

KENWOOD MILLS, Dept. X-10
Empire State Bldg., New York, N. Y.
Please send new book on selection and care of blankets.

Name _____

Street _____

City _____ State _____

FOR BACHELORS ONLY

(CONTINUED FROM PAGE 74)

principally those who have no mothers to guide them, that I offer my warnings.

You know, of course, that you should time the purchase of your gift so that it may be delivered within ten days of the wedding. If you're going in for something that requires monogramming, remember that the engraving takes time, and don't get absent-minded and have Rollo's monogram messing up the tray or the silver cigarette-box. He may be your friend but this is Miss Dinsmore's wedding.

If you're not pally enough with the bride to know her tastes and the way in which she intends to conduct her house the wisest thing to do is to take Rolly to lunch and introduce a few tactful questions. These should include the size of the apartment or house into which they are moving—there's no point in donating a cast-iron hitching post to a parlor, bedroom and bath; whether there are going to be three servants, a twice-a-week cleaning lady or no servants at all until Rolly pulls off that Pittman deal; and the amount of formality which Mrs. Rollo is going to introduce into her dining room and living room.

The servant question determines whether or not you should go in for the decorative but nuisance offering—such dust-catchers as those knick-knacks that are riding high these days on the crest of the Victorian wave, elaborate reproductions of whatnot decorations, whims in china and porcelain, amusing in Rex Whistler's set-

tings for "Victoria Regina" but maddening to keep in order unless you have a servant who hasn't enough to do—and who is adept at catching objects d'art before they hit the floor.

Goblets and glasses that are curiously shaped, with bulbous bottoms but tight middles or monocle-sized openings at the top, are to be beware of no matter how many servants there are. They may look like fun, but drinking from them and drying them is a hazardous, upside down performance. Ditto for hammered-silver pitchers, cocktail-shakers, almost anything in hammered silver; it is hard to clean and it's not smart enough to be worth it. And when it is used for salad-bowls—well, maybe I'm prejudiced in my taste for chopped green salads that are mixed in a bowl that can take the hacks of the chopper without shattering.

These are by no means all the things to avoid if you'd rather not be the cause of the bride's servant trouble, but you get my point: choose your gift with some thought to its consequences and upkeep. Consider its practical uses, not the appearance it makes on the gift table. You may be spared the distaste Mrs. Carlton always felt for poor Sam. He presented her with a really handsome set of Tunisian brass ashtrays that he had lugged all the way from Algeria, but Mrs. Carlton was continually darting from the room with them. "If there is anything worse than the smell of smouldering

(Continued on page 76)

FREDERICKSBURG

*Arm
chair*



The Charm of **OLD VIRGINIA**

is expressed in this authentic FREDERICKSBURG reproduction. Its hand-carved mahogany and exquisite petit point revive the romantic glory of the old southland. . . See this lovely chair at your dealer's—feel its comfort, study its beauty, consider the years of enjoyment it will offer—and you will want this piece at \$98. If your favorite shop can't supply you, write to Vanderley Brothers.



VANDERLEY BROTHERS, INC. GRAND RAPIDS, MICHIGAN



THE SYMBOL OF

**ROYAL
DOULTON**



THE POMEROY



SWEET AND TWENTY

Typically English—the Pomeroy pattern. The hand-enameled, under-glaze colors are rich, yet soft and imperishable. . . Bearing the seal of Royal Doulton are tablewares in a hundred patterns; individual gift pieces—vases, jugs, figurines, champion dogs—in a wide price range. . . We will be glad to send you the name of a nearby dealer, who offers you a selection of many pieces and patterns.

**WM. S. PITCAIRN
CORPORATION**
Sole American Agents
104 FIFTH AVE., NEW YORK

ALVIN STERLING

To grace your table beautifully...correctly... for every occasion...



Lifelong association with sterling silver makes your choice of pattern all-important. Alvin Silver patterns are as flawless in craftsmanship as they are in style . . . and being sterling, they last a lifetime.

SEE THEM AT YOUR JEWELERS

- FREE** We will be pleased to send complete descriptive price lists of our patterns. Check those desired and mail with name and address.
- | | |
|--|---|
| <input type="checkbox"/> CHASED ROMANTIQUE | <input type="checkbox"/> BRIDAL BOUQUET |
| <input type="checkbox"/> ENGLISH ROSE | <input type="checkbox"/> MARYLAND |
| <input type="checkbox"/> MAYTIME | <input type="checkbox"/> DELLA ROBBIA |
| <input type="checkbox"/> MASTERCRAFT | <input type="checkbox"/> ROMANTIQUE |

THE ALVIN SILVERSMITHS
Makers of Exclusive Silver Designs for 50 Years
PROVIDENCE • RHODE ISLAND

FOR BACHELORS ONLY

(CONTINUED FROM PAGE 75)

cigarettes in a brass ashtray I don't care to encounter it," she would exclaim, and always add: "I wish that Sam What's-His-Name had kept the blamed things. But of course he was Mr. C's best friend in college and I can't throw them out."

The style of living to which Miss Dinsmore subjects your erstwhile crony naturally determines whether you're going to give them the dozen fish-shaped bone dishes or the electric toaster, and it's an important matter to have settled at once, particularly if you're susceptible to salesgirls who can hypnotize you into taking the most elegant and useless bit of chi-chi. It is not only a question of how much money Rollo has; some girls cover up the second-hand table with damask and lace and a Tiffany windowful of silver. And some millionaires' daughters are simple and practical-minded, even to a point of prim plainness, and they want their houses to be. So find out if you're going to be decorating a Cecil B. DeMille set or a triumph of Moscow Art Theatre realism.

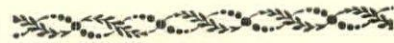
The next important information you must have is what period they're going in for in their love nest. If they're devoted to Regency you don't want to give them something Modern no matter how chic it is, and if they're going to adopt the simplicity of Early American your choice of a Victorian fuss-box wouldn't be too happy a one.

This period restriction affects practically anything at all you might se-

lect: lamps, clocks, pictures, tables, silver, Champagne buckets, compotes and flower bowls may be the handsomest things you've ever seen, but if they're not in the period of the rest of the house you'll never have the pleasure of seeing them on display; they'll be there in case you should begin looking around, but their betrayals of the period will be carefully hidden by elaborate, overflowing floral arrangements. And don't assume, just because you know what the groom's preference was in the past, that the house is going to reflect that penchant; brides, for all their carefree sweetness (or because of it) can change the taste of a Samson. And don't by any means imagine, because Rollo's room at school was as nautical as any Fall River liner, that his bride's home is going to be; lanterns, and ships' clocks with their haunted bells, are hard to place in a Colonial room.

Once you've got the scale and the period set in your mind let your imagination go and try to find something that is different enough to be spared the risk of duplication. If you're thinking of giving a picture don't walk into any art department or store and put your finger on the first fancy frame you see. Discover, through a few minutes' conversation (it's not so silly as it sounds), who the bride's favorite modern artists are. Go to a dealer, pick out one of those artists' best lithographs or etchings at the price you want to pay, and have

(Continued on page 77)



for

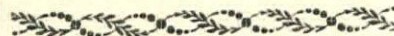
GOOD TIME

from wedding day to golden wedding



A beautiful new clock-barometer by Chelsea which this fall's bride will use and enjoy every day of her married life. Gracefully decorative in rooms of any period, the Carver has a solid mahogany inlaid case, Chelsea 8-day non-striking lever movement, Holosteric barometer, thermometer and hygrometer. \$150. . . . See Chelsea Clocks at your jeweler, or write us for illustrated folder. Chelsea Clock Company, 282 Everett Ave., Chelsea, Mass.

the Chelsea
CARVER



Black design on a heavy gold border



SPARTA PATTERN
in
Syracuse China

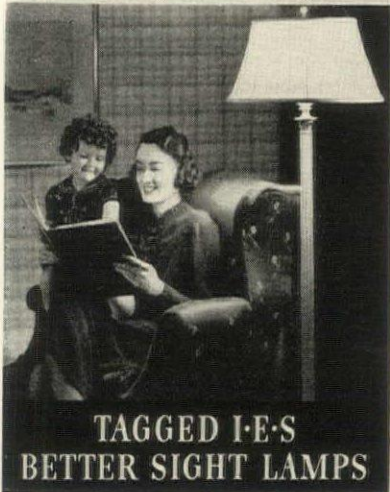
Borrowing simple beauty from ancient Greece, and using it in the manner of modern decorative trends, Sparta pattern of Syracuse TRUE China achieves a richness all its own. Its wide, pure-gold border is accented by a Greek key design in black. The contrast emphasizes the softness of the Old Ivory color, and the beauty of the TRUE CHINA body. Matching pieces will be available even on your china anniversary 20 years later—because it is made in America. Write for descriptive folder HG-10.

Syracuse true china
made by Onondaga Pottery Co., Syracuse, N. Y.

Complete LIGHT CONDITIONING

UNITS

for the
modern home

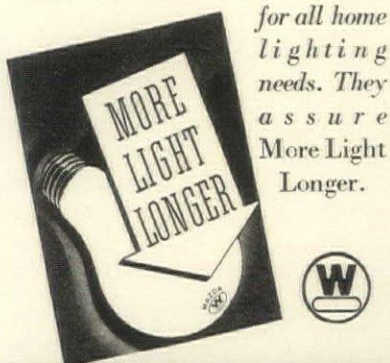


TAGGED I-E-S
BETTER SIGHT LAMPS

These scientifically-designed lamps make Better Light—Better Sight a true reality in every home. Today they are available in many artistic styles and models . . . priced within the means of every home. Look for the I. E. S. Certification Tag to be sure of getting genuine sight-saving lighting, electrical safety and sound value.



Always use
WESTINGHOUSE MAZDA LAMPS



Westinghouse
MAZDA LAMPS

FOR BACHELORS ONLY

(CONTINUED FROM PAGE 76)

it framed yourself or have the dealer or gallery do it for you. It will, then, be certain to find a place on the wall instead of joining "The Stag at Bay" and "September Morn" on the top shelf of the closet.

Don't make a bee-line for the "bars and drinking aids" department the minute you get the wedding invitation. Practically everyone else will do that and any bride of the last ten years will tell you that she has received enough cocktail shakers, fancy stirrers and oddly assorted glasses to make her feel like Armando at high noon of a Saturday, prepared for a rushing week-end business. Decanters are safer bets; all of them are for different wines and hard liquors; so one can't have too many of them.

And there's still scope for originality if you must identify yourself with the convivial life of your lost drinking companion. Hunt up some old shaving-mugs in second-hand and antique shops; they'll do nicely for old-fashioned and some of the less elaborate potions. If you want to make sure of your invitations you can have Elsie's name painted on one, Rollo's on another, and yours on a third, leaving the rest to be christened at Elsie's and Rollo's discretion. Go to any extreme to be saved a disappointed sigh and a branding of unoriginality when your present is unwrapped.

If the newly-weds are unfortunate enough to be setting up housekeeping on the well known shoestring they'll

probably welcome the practical rather than the extravagant. You can avoid some of the curse of being sensible by going in for a useful gadget that is so ingenious that it offsets its commonplace practicality. If you haven't any ideas of your own you'll pick up hundreds of them by strolling through the better specialty stores. If you're not within sprinting distance of either of such places, you can write them for illustrated catalogs which include everything from Rube Goldberg deviltries that squeeze, seed and strain fruits at the wiggle of a little finger to automatic devices that close the windows on cold winter mornings.

Or you can present them with a raft of stationery and the die with which it is engraved. This requires direct consultation for color preferences, and to see whether they want their telephone number given as well as their address, and whether Mrs. Rollo wants any odd-sized "informals" or cards included, but it is such an informal gift that you couldn't give it anyway if you don't know them well enough to discuss it. Mrs. Rollo, who is, we hope, going to have to thank an awful lot of people for their presents, will be sure to welcome this as an intelligent offering. If you know them really well and want to be sure that your contribution is going to do the most good you can tell them that you're going to wait until they're settled down and let them name what they need and didn't get. But if you

(Continued on page 78)



* * * * *

For a half-century, the Joerns name has been inseparably linked with fine furniture for the bedroom. You need only to examine a Joerns bedroom suite to see why we are proud of the craftsmanship that goes into every Joerns suite.

The knowledge gained through fifty years of manufacturing experience has been incorporated in an authoritative booklet called, "Blind Buying," to assist you in recognizing the essential features of quality furniture. Address your request to Dept. H-1038.

JOERNS BROS. FURNITURE CO., Stevens Point, Wisconsin

HOW TO BUY A RUG CUSHION



WITH YOUR EYES OPEN!



Remember to ask, "Is it made of ALL HAIR?" (Pads containing Jute naturally won't give as good service.) Circle Tread Ozite is made of ALL HAIR!



Circle Tread Ozite lasts a lifetime. Your children will be old men before it shows wear!



Ozonizing (man-made lightning) prevents the musty odor found in cheap pads. Only Circle Tread Ozite is permanently MOTH-PROOFED.



So soft . . . your feet will think you're in heaven! Always stays springy, too.



Genuine Circle Tread Ozite saves more money than any "cheaper" rug pad . . . so be on the safe side by insisting on genuine Ozite.

- Look for the Circle Tread design and the name Ozite impressed on the fabric . . . also on the taped edges of genuine Ozite Rug Cushions. Made in 3 weights. Guaranteed.
- For Free Sample and "Booklet G" on Care of Rugs, write Clinton Carpet Co., Merchandise Mart, Chicago.



GUARANTEED
in accordance with
Good Housekeeping
Magazine

FOR BACHELORS ONLY

(CONTINUED FROM PAGE 77)

do this don't let it slip and forget to come through promptly. If you do they'll be sure to think you're one of the most unprincipled pikers in the world, and you probably will be.

If, on the other hand, it is you who are poor and you know old Rollo well enough and can carry the whole thing off with an air, you can present him with any one of your personal possessions that he has frankly asked for in less dignified days. So, if Rollo has always been envying you that sprawling extra arm-chair, have it re-upholstered or a slip-cover made for it, or have that first edition of *Personal History* or *The Wild Party* rebound or buy it a slip-case, and fully admit to him that you're giving him your all.

Or, if you're an architect, cabinet-maker or artist, or have any other special talents, give the dithering pair a lien on your services. Designing their first home for them, landscaping it, building in a cabinet, bookcase or special shelves for victrola records just where they're needed, or painting a picture of a corner of their first living-room or a portrait of the bride to hang over the mantel, will seem like a generous fortune rather than a confession of shortage of cash.

Finally don't go in for humor or mystery presents. Rollo may have a swell memory for jokes and be long on that kind of thing himself, but it is the bride and her mother who undo the presents and to them marriage is a solemn and acquisitive occasion. Too

bad if Mrs. Dinsmore, muttering about that nice Mr. Kaudy having come through as she undoes the tissue-paper and ribbon around that gigantic bundle, has to interrupt herself to back away scornfully from your ill-timed joke and call you a fool.

As for mystery presents—or don't you know what mystery presents are? They're those overwrought fancies whose *raison d'être* no one can explain, whose function no one can identify, whose real destination, everyone feels, was the Lost and Found Department of the Chamber of Horrors. They generally come in several pieces wrapped separately and no one is quite sure how to put them together. The collection is apt to be of pieces that resemble four claw-and-ball legs of a piano stool, an oblong mauve saucer, the receiver of a telephone that doesn't quite fit into a pipe-bowl, a cluster of pink curlicues that oddly resemble shrimp, and a peaked lid of a teapot. Is it an ornament for the mantel, a cake-server or an electric egg-boiler? Nobody knows, nobody ever finds out. So don't send one. Besides, all those people who were married last year and received similar, less-expensive, perhaps, but no less florid and elegant puzzles, have wrapped theirs up after twelve months of bewilderment, inserted their cards and blandly sent them along to Mr. and Mrs. Rollo. Passing them along to successive victims is about the only thing you can do with mystery presents.

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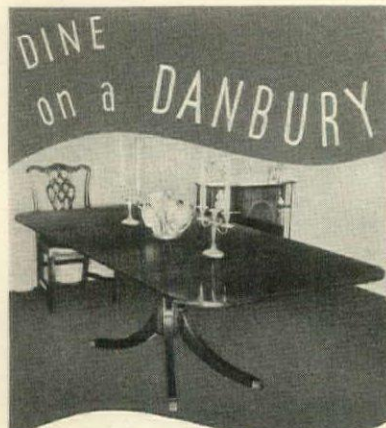
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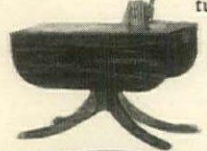
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THE TUCKAWAY GARDEN

(CONTINUED FROM PAGE 58)

European, extend a delightful welcome to guests who come for afternoon tea.

On this occasion it would be a temptation to wander into the courtyard flanked by pear and apple trees. Beneath their shade grow hemerocallis and tiger-lilies, phlox, hollyhocks and red beebalm. From the right, on the east side of the studio, comes the sound of running water.

An investigation reveals that the water flows from a wall fountain—the mouth of Janus—and fills an old Istrian oil jar of carved stone beneath. From the overflowing jar the water continues into a runnel made of red brick and set in the grass. Potted

plants—impatience, purple petunias, and deep pink geraniums edged with pyleia—are left in this rill of running water once a day and then returned to their stands beside the doorway. During the summer there is a permanent display beside this runnel.

The garden color of this spot is but a small example of the floral parade which surrounds the tuckaway garden at different seasons of the year.

Thus Mr. Owen has attained more variety in his garden than is often accomplished in a house with a view and large acreage. But more than that he has, in this charming studio, a cache of peace, seclusion and charm.

MARGARET O. GOLDSMITH



THE studio court is colorful in Summer with potted plants of richly-colored annuals and tender perennials. These are watered in a runnel and brought out to display their beauty as desired—a secondary, mobiliary garden exhibit

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Booklets

FOR THE BRIDE



For smart gift suggestions, and dozens of new decorating ideas, write to the addresses given. These booklets are free unless otherwise specified.

Silver

ENJOY YOUR SILVER. You'll refer to this booklet for sketches of correct table settings, ideas on entertaining—information on the care of your silver—original suggestions for using silver with flowers. It shows the lovely Gorham sterling. Send 10c. THE GORHAM CO., DEPT. HG-10, PROVIDENCE, R. I.

HOW TO BE A SUCCESSFUL HOSTESS is one of the most enlightening booklets for the bride—a guide to smart usage—with chapters on correct and distinguished table settings—with menus, diagrams, photographs, and information on silver and service. Send 10c. REED & BARTON, DEPT. HG-10-38, BOX 990, TAUNTON, MASS.

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"ONLY STERLING IS CORRECT" says Watson, in an interesting series of 8-booklets-in-one on the care and understanding of silver. Each folder pictures a different pattern, gives its history, and uses it in a smart table setting. Send 10c. THE WATSON CO., 298 WATSON PARK, ATTLEBORO, MASS.

STERLING SILVER in 19 Beautiful Patterns is Manchester's picture-and-price list of designs that range from the utmost simplicity to the newly revived intricate patterns. MANCHESTER SILVER CO., DEPT. HG-10, PROVIDENCE, R. I.

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OVINGTON'S BOOK is the latest version of this store's very complete catalog, which now includes a new collection of novelty jewelry. It's a veritable mine of ideas for gifts of distinction, and a source-book of suggestions for new appointments for your home. OVINGTON'S, DEPT. HG-10, 437 FIFTH AVE., N. Y. C.

BEAUTY THAT ENDURES illustrates sixty charming and extremely practical gifts in Kensington metal—everything from an ash tray to a complete coffee service—for your home, and for every bride and hostess on your gift list. KENSINGTON, INC., DEPT. HG-10, NEW KENSINGTON, PA.

HOUSEHOLD NEWS is the Fall edition of Lewis & Conger's catalog—packed with important household accessories—with equipment for smart closets—bathroom and kitchen wares—aids for Fall cleaning—things from the Sleep Shop—and a grand collection of usable gifts. LEWIS & CONGER, DEPT. HG-10, 45TH ST. & 6TH AVE., N. Y. C.

China and Glassware

ROYAL DOULTON, that distinguished English china, offers a flock of leaflets to help you select your dinner service. Each pictures one lovely pattern, with a brief descriptive history of the design and a clue to its decorative associations—along with a list of available pieces. WM. S. PITCAIRN CORP., DEPT. HG-10, 104 FIFTH AVE., N. Y. C.

THE RISE OF WEDGWOOD tells of the beginnings of the famous Queensware. Black Basalt and Jasper ware, prized for their quality and beauty—and the story of the master potter whose skill and taste "converted a rude and inconsiderable manufacture into an elegant Art". Send 10c. JOSIAH WEDGWOOD & SONS, DEPT. HG-10, 162 FIFTH AVE., N. Y. C.

HOW TO BUY GLASSWARE is a key to good taste in ensembling crystal from complete lines of "open stock" patterns. This booklet contains 15 pages of charming table settings and groupings of frequently used items; a chart showing the many uses of the Tear-Drop pattern; and 3 pages on table etiquette. DUNCAN AND MILLER GLASS CO., DEPT. HG-10, WASHINGTON, PA.

A RETURN TO ELEGANCE shows Syracuse china in keeping with the trend of today—patterns that are modern, yet at home with traditional appointments. To learn how this genuine china is made, send also for "The Potter and His Art". ONONDAGA POTTERY CO., DEPT. HG-10, SYRACUSE, N. Y.

SPODE'S LOWESTOFT is a fascinating brochure, by an eminent authority, on the origins and history of this heirloom china of the past—and the future. It pictures many of the old patterns that are enjoying a revival today. COPELAND & THOMPSON, INC., BOOKLET 38, 206 FIFTH AVE., N. Y. C.

DINNERWARE. "Canada's most talked about gift shop" catalogues many new and important patterns in English bone china and semi-porcelain. There are pictures, prices, and brief histories of the most famous makes. HERBERT S. MILLS, DEPT. HG-10, HAMILTON, ONT., CAN.

VERNON CALIFORNIA POTTERY displays patterns and prices of authentic California tableware, whose subtle colors and designs will give a lift to your table settings—both formal and informal. VERNON KILNS, DEPT. C.P., 2300 E. 52nd St., LOS ANGELES, CAL.

FRANCISCAN WARE contributes three colorful patterns in dinnerware, made from a new ceramic material that will not leak, chip or scale. The versatile "El Patio," Spanish "Coronado," and formal "Montecito" are shown, with prices. GLADDING, McBEAN & Co., DEPT. HG-10, 2901 LOS FELIZ BOULEVARD, LOS ANGELES, CAL.

ORREFORS shows exquisite Swedish glass—some of it delightfully and humorously engraved—all of it lovely! From this booklet you can choose unusual crystal tableware in dozens or whole matched sets. A. J. VAN DUGTEREN & SONS, INC., DEPT. HG-10, 1107 BROADWAY, N. Y. C.

MODERN DECORATIVE TABLES is the work of an authority on table settings—a collection of fourteen tables charmingly arranged, with Fostoria crystal, for formal and informal occasions from breakfast to midnight supper. FOSTORIA GLASS CO., DEPT. HG-10, MOUNDSVILLE, W. VA.

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THE STYLIST keeps you posted on what's new and exciting in furniture trends. Published by a guild of historic furniture makers, it shows, in full color, the latest work of leading designers, and helps you select furniture and accessories of every period—for every room. For the current issue, write GRAND RAPIDS FURNITURE MAKERS GUILD, 702 BUILDING & LOAN BLDG., GRAND RAPIDS, MICH.

SO YOU WANT TO FURNISH with Fine Reproductions! This is a catalog for people with a taste for fine antiques, but a purse for reproductions. It shows mahogany bedroom and dining room pieces that copy most faithfully both the designs and the proportions of beautiful old furniture. Send 10c. DREXEL FURNITURE CO., DEPT. HG, DREXEL, N. C.

DECORATING THE HOME WITH MODERN is the title of a new furniture booklet which is just coming off the press as we write this. In addition to a profusion of room scenes and groupings, an interesting feature is "Do's and Don'ts in Modern Decoration." For your copy, write to DUNBAR FURNITURE CO., DEPT. HG-10, BERNE, IND.

LOVELY CHARAK FURNITURE is a new showing of 18th Century pieces for living room, dining room and bedroom—all bearing a label that shows they are "handmade in the workshops of Charak." Send 10c. CHARAK FURNITURE CO., DEPT. HG-10, 444 MADISON AVE., N. Y. C.

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COLONIAL REPRODUCTIONS pictures furniture of fine design that stems from the prosperous days of Early America, when Colonial versions of Queen Anne, Hepplewhite and Chippendale set a high standard of American craftsmanship. It includes price list. Send 10c. KINDEL FURNITURE CO., DEPT. HG, GRAND RAPIDS, MICH.

IT'S LULLABYE TIME is a delightful collection of juvenile room schemes, with furniture that young people can really understand and love. Animal and chickadee ensembles—rugged knotty pine—Treasure Island settings—or modern junior furniture types. LULLABYE FURNITURE CORP., DEPT. H.G.-1038, STEVENS PT., WIS.

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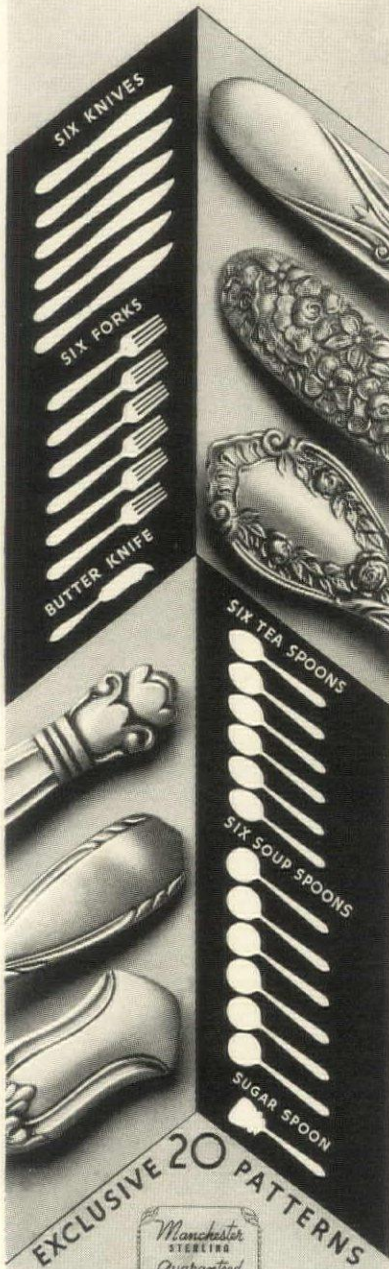
MODERN CHROMSTEEL FURNITURE shows some of the newest designs in gleaming, colorful furniture for kitchens, breakfast rooms, dinettes and sun porches. There are also stunning steel cabinets and units for a model kitchen. Pictures and specifications make planning easy. THE HOWELL CO., DEPT. HG95, ST. CHARLES, ILL.

(Continued on page 81)

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BOOKLETS FOR THE BRIDE

(CONTINUED FROM PAGE 80)

Home Furnishings

WHAT'S NEW IN HOUSEWARES catalogs the very latest in equipment for kitchen, pantry, closet and bath, as well as a host of fascinating accessories for entertaining—all ideal as gifts and for your own home. BOOKLET G. HAMMACHER, SCHLEMMER & Co., 145 E. 57TH ST., N. Y. C.

SERVING OVEN contains news of a well-styled aluminum oven that can be taken from the top of the stove to the table. It keeps baked foods crisp, fresh and hot, is ideal for "serve yourself" suppers, and, when off the stove, lends itself to serving salads, fruit and nuts. WEST BEND ALUMINUM CO., DEPT. 41, WEST BEND, WIS.

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A CHIME SIGNAL that banishes doorbell nerves is the bright and welcome suggestion of this leaflet on the Rittenhouse Junior Electric Door Chime, which replaces the shrill b-r-r-ring with a single vibrant note. It's inexpensive, too. A. E. RITTENHOUSE CO., DEPT. 26, HONEOYE FALLS, N. Y.

HOW TO JUDGE QUALITY in Bath Towels tells you how to detect loosely woven under-texture—how to size up sleaziness at once by the simple slip and rumble tests! It gives some surprising facts about color—and adds notes on the quality points of closely woven Martex towels. WELLINGTON SEARS CO., DEPT. HG-10, 65 WORTH ST., N. Y. C.

THE MATTRESS THAT FEELS SO GOOD takes you shopping for a mattress—tells what to expect in service and comfort and guarantee. It gives prices and describes six comfortable Spring-Air mattresses, both inner- and outer-spring types. SPRING-AIR, DEPT. HG-10, HOLLAND, MICH.

NORTH STAR STORY is "a little book about wool, from the lamb's back to the finished blanket". It takes you round the world on a wool hunt, and into the factory to see North Star blankets made, dyed, pre-shrunk and flaw-tested. NORTH STAR WOOLEN MILL CO., DEPT. HG-10, MINNEAPOLIS, MINN.

THE MATTRESS That Went Through A Test Tube. This is the inside story of a quilted (no tufts or buttons) mattress, and the seven severe tests for durability and comfort through which every part of it has been put. A new style note in coverings is a Paisley pattern that comes in five smart colors. PALMER BROS. CO., DEPT. HG-10, 230 FIFTH AVE., N. Y. C.

WRITE TO THE MANUFACTURERS FOR ANY OF THESE BOOKLETS. THEY'RE FREE UNLESS OTHERWISE NOTED.

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SEEING IS BELIEVING, according to this leaflet, which gives illuminating facts about the I.E.S. Better Sight Lamps that safeguard eyes by combining proper lighting with good decoration. WESTINGHOUSE LAMP CO., DEPT. HG-10, 150 BROADWAY, N. Y. C.

Decoration

THE ROMANCE of Modern Decoration is a complete and delightful primer on one phase of interior decoration—your walls. It will help you to diagnose your house, to cater to the physical features of each room, select color and pattern and choose the right motif for period effects. Sent 10c. Address JEAN McLAIN, DEPT. K-12, IMPERIAL PAPER & COLOR CORP., GLENS FALLS, N. Y.

WALLS AND CEILINGS of Lasting Beauty includes a dozen samples of Wall-Tex, so that you can test that honestly washable fabric wall-covering yourself. It has a chart of room schemes, and a booklet of questions and answers bristling with facts. COLUMBUS COATED FABRICS CORP., DEPT. HG 108, COLUMBUS, OHIO.

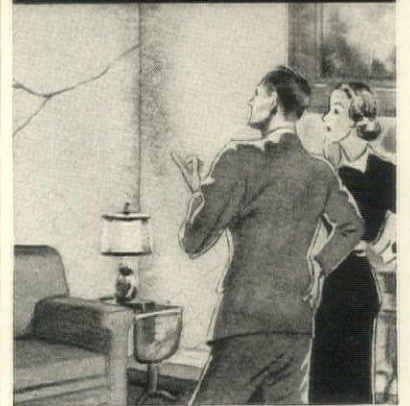
BE YOUR OWN DECORATOR has ideas for every room—ways to get professional-looking effects in draperies, slipcovers and closet ensembles that you can make yourself with the Conso fringes and bindings that decorators use. CONSOLIDATED TRIMMING CORP., DEPT. HG-10, 27 W. 23RD ST., N. Y. C.

CARPET MAGIC, by Clara Dudley, tells when to choose wall-to-wall carpet, and when broadloom rugs. It gives you 12 complete room schemes, in full color, in which a decorator selects not only the rugs, but harmonizing draperies, furniture fabrics and wallpaper. ALEXANDER SMITH & SONS CARPET CO., DEPT. HG-10A, 295 FIFTH AVE., N. Y. C.

TWEED TEX. A smart little folder on a new broadloom rug fabric that looks like Scotch tweed; does not show footprints; does not shade; gives the effect of a plain floor covering; is easy to clean; and comes in eight "decorator" colors and eight widths. HIGHTSTOWN RUG CO., DEPT. HG-10, 295 FIFTH AVE., N. Y. C.

HOW HOLLYWOOD STARS Curtain their Windows. A picture-booklet of gracious interiors, and close-ups of curtain styles and patterns that harmonize with every decorative theme. QUAKER LACE CO., DEPT. HG-10, 330 FIFTH AVE., New York City.

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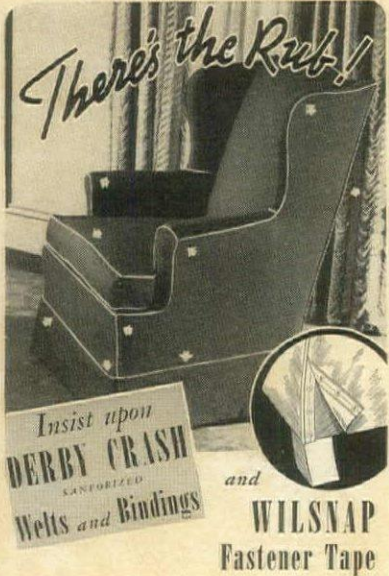
Quaintly charming is this coach bookcase, the original of which could be found in the luggage rack of the old stagecoach commuting between the university cities of London and Glasgow. It is an unusually interesting piece, exemplifying the skill and exacting workmanship of a bygone day. Reproduction by special permission from original in the private collection of Mrs. Harry Freiberg, Cincinnati. Obtainable at leading furniture and department stores.

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MANAGEMENT

(CONTINUED FROM PAGE 73)

The simple and pleasant business of people staying over night can be very wearing if you are constantly waiting on them, fixing this and getting that, but it is easy if you develop your ability to let them help themselves and set up your house accordingly. Keep extra blankets, a heating pad and a small electric fan on the shelf in the guest room closet, and you won't be wondering if your guests are too hot or too cold. A towel stand, well supplied, for each guest and empty shelf space for toilet articles simplify the guest problem in the one-bath house.

A maid in the country usually "lives in" because of the distances and thereon hangs the well-worn complaint that no good maid will stay by herself. Of course it is lonely, but there are many who like the country, so before you engage a person, study her type and honestly consider whether she will be happy. Don't engage her just because she says she will come or you will probably be driving her to the train next day. This is the place to remember there are many advantages in having an older person since they are more apt to be content and country-wise.

THE BOOKSHELF

ENGLISH SILVER—1675—1825. By Stephen C. C. Ensko and Edward Wenhams. *New York: Richard Ensko, Inc.*

Any book that speaks of old silver has a welcome from lovers of "Plate". We wish this little book spoke more feelingly on the subject. We miss the charm of statement which few writers lack when touching this appealing theme.

The authors live up to the preface, however, which promises a handbook describing "concisely the changes in style and form" of English silver of this period, "and the sources from which these changes sprang." It is, therefore, intended primarily for those whose interest in early silver is directed to those articles which were in daily use by past generations.

Line drawings designate form and ornament concisely and make the book a handy reference work. We think the tracing of forms to their sources perhaps the most valuable item.

But when it comes to the Assay Marks, they merely tantalize, which perhaps they were meant to do, for any one who wishes to use a table for such marks needs a complete table. All or nothing, is the only way a piece of old silver can be classified. How the publisher can hope to compete in America with the very readable work of Wyler, with his extensive table of marks and his inclusion of American marks by merely underselling this important work by a quarter of a dollar, is difficult for a practical mind to foresee.

Still every lover of old Plate willingly adds to his library on the subject if a work offers only a single item to justify its inclusion, and this handbook offers not a few. Less inclusive than Oman's work on the same subject, put out by the Victoria and Albert Museum, it still groups its items as conscientiously, so that you can turn handily to each item, and find the information concisely assembled with little need to turn backward and forward for corroborative data and detail. G. G. G.



Masland Bedroom Rugs may be purchased in the Bedroom Rug Department of any store listed below. These stores have Bedroom Rug Departments like that shown at left.

Other stores have been added to this list since this advertisement went to press. If your city is not listed here, write W. & J. Sloane, 295 Fifth Avenue, New York, N. Y., for name of nearest Masland Bedroom Rug Dealer.

Schuneman & Mannheimers • Truman—E. E. Olson
Furn. Co. • Willmar—The Erickson Furn. Co. • Winona
—Bailey & Bailey

MISSOURI

Joplin—Joplin Furniture Co. • Kansas City—Duff & Repp Furn. Co.; The Jones Store Co.; North Mehmorn Furniture Co. • St. Joseph—Townsend, Wyatt & Wall Dry Goods Co. • St. Louis—Kennard Carpet Co.; Lamert Furn. Co.; Slix, Baer & Fuller Co.; Vierheller-Maas Co. • Springfield—Sedgwick Furniture Co.

NEBRASKA

Beatrice—A. Palmer Co. • Kearney—Harold W. Swan
Lincoln—Gold & Co. • North Platte—W. R. Maloney
Co. • Omaha—Orchard & Wilhelm Co. (Retail)

NEW HAMPSHIRE

Laconia—Lougée-Robinson Co.

NEW JERSEY

Newark—L. Bamberger & Co. • Paterson—Van Dyk
Furn. Co.; Quackenbush & Co. • Plainfield—
Tepper Bros.

NEW YORK

Albany—John G. Myers Co. • Auburn—The H. R.
Wait Co. • Binghamton—Hills, McLean & Hoskins,
Inc. • Brooklyn—Frederick Loeser & Co.; Spear &
Co. • Buffalo—E. W. Edwards & Son; Wm. Hengerer
Co. • Elmira—Peterson's Furn. Store • Garden City
—Frederick Loeser & Co. • Jamaica, L. I.—Spear
& Co. • New York City—R. H. Macy & Co.; Spear &
Co.; W. & J. Sloane; John Wanamaker • Port Chester
—The Mulwitz Co. • Poughkeepsie—Luckey Platt & Co.
• Rochester—E. W. Edwards Co.; Sibley Lindsay &
Curr Co. • Syracuse—E. W. Edwards Co. • Troy—
Wm. H. Frear & Co. • Utica—Goodman's Home
Furnishers Inc. • Watertown—Frank M. Emsall Co.
• White Plains—The Mulwitz Co.

NORTH CAROLINA

Charlotte—Efrid's Dept. Store

NORTH DAKOTA

Devils Lake—Goldberg Furn. Co. • Fargo—Bergstrom
& Crowe Furniture Co. • Grand Forks—Poppler Piano
& Furniture Co. • Minot—Lidstrom Furn. Co.

OHIO

Cleveland—Halle Bros.; London Furniture Co. •
Columbus—W. S. Carille & Sons Co.; F. G. & A. Howald
Co.; F. & R. Lazarus Co. • Dayton—The Elder &
Johnston Co. • Springfield—Wren's Dept. Store •
Toledo—The LaSalle & Koch Co.; Lion Dry Goods Co.

OKLAHOMA

Oklahoma City—John A. Brown Co.; Harbour-Long-
mire Co. • Tulsa—Mayo Furn. Co.

OREGON

Portland—Meier & Frank Co.

PENNSYLVANIA

Harrisburg—Bowman & Co. • Johnstown—The Geis
Store • Philadelphia—Gimbel Bros.; Iff Brothers;
N. Snellenburg & Co., Inc. • Pittsburgh—Joseph
Home Co. • Reading—Harold Furn. Co. • Wilkes-
Barre—Isaac Long Sons.

RHODE ISLAND

Providence—Fain's Inc.; Scott & Bosworth.

SOUTH DAKOTA

Aberdeen—Olwin-Angell • Sioux Falls—Donahue
Furniture Co.; G. & G. Rug & Furniture Co.; Schriener
Johnson Co.

TENNESSEE

Memphis—J. Goldsmith & Sons Co.

TEXAS

Dallas—Sanger Bros. • Houston—Geo. A. Stowers
Furn. Co.; Black Bros. Furn. Co. • Waco—R. T. Dennis & Co.

UTAH

Ogden—South-Washington Furniture Co. • Provo—
Taylor Bros. Co. • Salt Lake City—I. & M. Rug &
Linoleum Co.; Western Furniture Co.

VIRGINIA

Richmond—Miller & Rhoads; Thalhimer Bros. •
Roanoke—Thurman & Boone Co.

WASHINGTON

Bremerton—Kaufman-Leonard Co. • Everett—
Rumbaugh-McLain Inc. • Seattle—Case-Litell & Co.;
Frederick & Nelson; Grunbaum Bros. Furn. Co.;
Protas & Levitt; Standard Furn. Co. • Spokane—The
Crescent Store; Palace Dept. Store; Tull & Gibbs •
Tacoma—Craig Furn. Co.; The Fisher Co.; The
People's Store; Schoenfeld's • Walla Walla—
Garden City Furniture Co. • Yakima—Fleming's Inc.

WEST VIRGINIA

Charleston—The Diamond • Wheeling—The Cooney-
Benz Co.; Stone & Thomas Co.

WISCONSIN

Appleton—Bretschneider Furn. Co. • Chippewa Falls
—A. C. Mason Co. • Green Bay—H. C. Prange Co. •
La Crosse—Gantert Furn. & Rug Co. • Manitowoc—The
Henderson-Hoyt Co. • Milwaukee—C. Niss & Sons.

ALABAMA

Birmingham—Burger-Phillips Co.

ARKANSAS

Ft. Smith—Eads Bros. Furn. Co. • Little Rock—
Manufacturers' Furn. Co. • Pine Bluff—John A.
Simpson Furn. Co.

CALIFORNIA

Beverly Hills—W. & J. Sloane • Fresno—Stater Furn.
Co. • Glendale—Associated Carpet Co.; George
Sealey Furn. Co. • Hollywood—Sweet's Furn. Ex-
change • Long Beach—Eastern Outfitting Co.; Shultz
Furn. Co. • Los Angeles—Barker Bros.; Broadway
Department Store, Inc.; Famous Dept. Store; Lifetime
Furniture Co.; Wilders Quality Made Furniture Co.
• Modesto—Johnston Wherry Furn. Co. • Oakland—
John Breuner Co., Inc. • Pasadena—Nald Furn. Co.
• San Bernardino—San Bernardino Furn. Co. • San
Diego—Standard Furn. Co.; H. L. Benbough Co. •
San Francisco—City of Paris Dry Goods Co.; The
Emporium; Milwaukee Furn. Co.; O'Connor Moffatt &
Co.; W. & J. Sloane; Union Furn. Co. • Santa Barbara
—Henry Lewy, Inc. • Santa Monica—Altman Furni-
ture Co. • Santa Paula—Eds Furniture Co. • Stockton
—Stockton Dry Goods Co. • West Los Angeles—Ralph
E. Pierce Furniture Co.

CONNECTICUT

Bridgeport—Howland Dry Goods Co. • Greenwich
—The Mulwitz Co. • Hartford—The Flint-Brace Co.;
G. Fox & Co. • New Haven—H. M. Bullard Co.

DISTRICT OF COLUMBIA

Washington—The Hecht Co.; W. & J. Sloane

ILLINOIS

Chicago—Carson Pirie Scott & Co.; Lorel Rug Co.;
Marshall Field & Co.; John M. Smyth Co. • Evanston
—David G. Barry; John M. Smyth Co. • Peoria—Black
& Kuhl Co. • Springfield—The J. Bressner Co.

INDIANA

Indianapolis—Banner-Whitehill Furn. Co.; Wm. H.
Black Co.; H. P. Wasson & Co.

IOWA

Albia—D. S. Humeston • Cedar Rapids—The
Killian Co.; Martin Dry Goods Co. • Council Bluffs—
Continental-Keller Co. • Des Moines—Anderson Furn.
Co.; Bruce Furn. Co.; Davidson Furn. Co.; Younker
Bros. • Fort Dodge—Home Furn. Co. • Harlan—H.
C. Pauley Furn. Co. • Marshalltown—The McGregor
Co. • Osceola—Reinhart Furn. Co. • Oskaloosa—The
McGregor Co. • Ottumwa—Saul-Edmund Furn. Co.
• Waterloo—Davidson Co.; Selzer Furn. Co. • Webster
City—Greeley Furn. Co.

KANSAS

Kansas City—Glanville Furniture Co. • Topeka—The
Crosby Bros. Co. • Wichita—The Allen W. Hinkle
Dry Goods Co.; George C. Innes Co.

KENTUCKY

Lexington—L. L. Roberts Furniture Co.

MAINE

Portland—Porteous Mitchell & Braun Co.

MARYLAND

Baltimore—Hecht Bros.; Stewart & Co.

MASSACHUSETTS

Boston—Jordan Marsh Co.; John H. Pray & Sons Co.;
R. H. White Co., Inc. • Lawrence—Michael J. Sullivan
• Lynn—Hill & Welch Co. • New Bedford—The Star
Store • Pittsfield—Rice & Kelley • Springfield—
Forbes & Wallace Co.

MICHIGAN

Battle Creek—Gustke & Son • Bay City—W. R. Knepp
& Co.; H. G. Wendland & Co. • Detroit—Crowley-
Milner & Co.; J. L. Hudson Co.; Ernst Kern Co. • Flint
—Fair Store • Grand Rapids—Paul Steketee & Sons;
Wurzberg Dry Gds. Co. • Lansing—J. W. Knapp Co.
• Owasco—Robbins Furniture Co. • Saginaw—Wm.
Wiechmann Co.

MINNESOTA

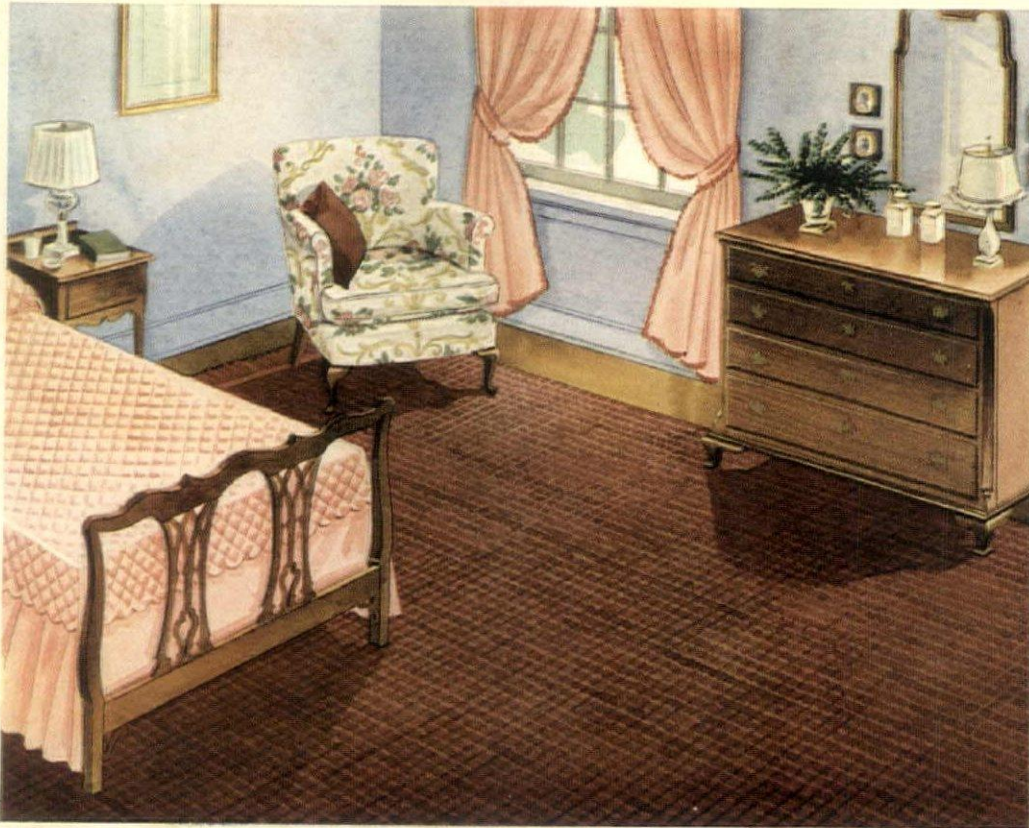
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—Engstrom Furn. Co. • Austin—W. R. Earl Furn. Co. •
Brainerd—Alderman-Maghan Co. • Cohasset—
Swanson Furn. Co. • Crookston—Monroe Furn. Co. •
Duluth—Anderson Furn. Co.; The Glass Block
Fairmont—Olson Furn. Co. • Faribault—Ochs
Brothers • Fergus Falls—Benson Furn. Co. • Fulda—
Reusse Bros. • Hibbing—Ryder Furniture Co. •
Mankato—Landkammer Bros. • Minneapolis—Boutell
Bros.; The Dayton Co.; L. S. Donaldson Co.; New
England Furniture Co. • Owatonna—Brick Furniture
Co. • Red Wing—Peterson Rug & Drapery Shop •
Rochester—Buur Rug Service • St. Cloud—Fandel's •
St. Paul—The Emporium Merc. Co.; The Golden Rule;

MASLAND *Bedroom* RUGS

WORK WONDERS IN

"Forgotten
Bedrooms"

- AT SUCH LITTLE COST



If your "forgotten bedroom" seems bare or cold, see how much warmth and charm a Masland Textura Bedroom Rug in rose (No. 116N) will give it! (Psychologists say that rose used in a room makes women seem prettier—and men happier!) If you're a decorator at heart, see how well the sophisticated gray Masland Moss-

grain Bedroom Rug (No. 44) below is attuned to the modern influence in decoration. A few more of the many textures and colors in Masland Bedroom Rugs are shown at right . . . Top—Foam Green Frieze; Center—Mossgrain Pattern No. 45; Bottom—Cleartone Pattern No. 1200W.



● WITNESSED STATEMENT SERIES:
Lee Moore—warehouseman—
has smoked Luckies for 11 years

“29 YEARS
‘IN TOBACCO’
Sold Me on Luckies for Life”

says Lee Moore, Warehouse Owner. Other Independent
Tobacco Experts Agree With His Choice—2 to 1

Lee Moore is independent...not connected with any cigarette manufacturer. He says: “The better the tobacco, the better the cigarette it makes. I’m set on Luckies because they always buy the finest leaf.”

Most other independent experts agree with Mr. Moore about Luckies. Sworn records show that, among these skilled warehouse operators, auctioneers and buyers, Luckies have twice as many exclusive smok-

ers as have all other cigarettes combined. You get the finest center-leaf tobacco in Luckies. And you also get throat protection. The exclusive “Toasting” process takes out certain harsh throat irritants found in all tobacco, and enriches the natural mellowness of the leaf.

Give Luckies a critical try-out for one week...let your own throat and taste “okay” the verdict of the experts.

Sworn Records Show That- WITH MEN WHO KNOW TOBACCO BEST—IT’S LUCKIES 2 TO 1



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