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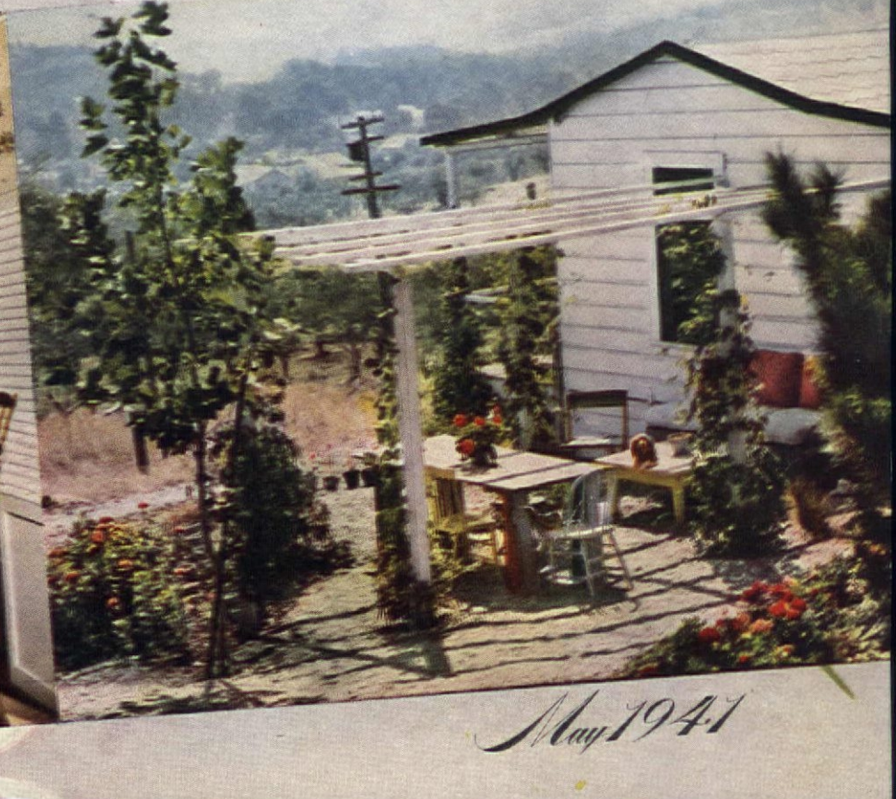

May 1941

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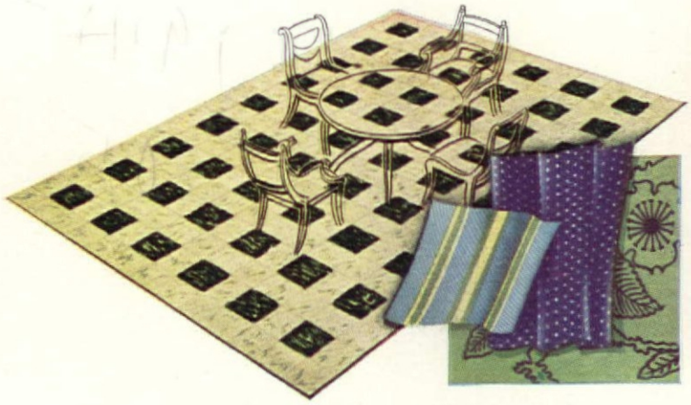
Freedom in room design STARTS WITH THE FLOOR!



HAVEN'T YOU often wished that the rooms in your home could lead a more colorful life? You can make that wish come true if you let your shopping shoes take you to your linoleum merchant.

Name any color you like, and he'll show you dozens of delightful effects in Armstrong's Linoleum that will start you planning rooms that you've been dreaming about.

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You'll like, too, the foot-easy comfort of an Armstrong floor cemented in place over cushioning felt. And your pocketbook will like the way such a floor lasts through the years without expensive refinishing.

More color schemes for you

We'll help you start your planning of rooms that live—and let you live—a more colorful life if you write for "Tomorrow's Ideas in Home Decoration." This 30-page book brings you decorating land's latest ideas, all illustrated in full, natural color. Sent for 10¢ (outside U. S. A., 40¢). Armstrong Cork Company, Floor Division, 4105 Pine St., Lancaster, Pa. (Makers of cork products since 1860)

Look for the name Armstrong's on the back of the goods you buy.

If you like Red, you can give your room warmth and cheer with this brand-new idea in Armstrong's Linoleum—No. 3 Jaspé, a delicate striated effect. A simple Linostrip border in plain red will add to the effect without adding much to the cost. To complete your color scheme, use tones of red and yellow for draperies and accessories.

If you like Green, you can have your color and a smart formality, too, with a floor of Armstrong's No. 250 Straight Line Inlaid Linoleum such as this block effect. This floor can be cemented in place with or without a border, as you wish. Tones of green as well as blue and yellow can be used to complete your color scheme.

If you like Brown, may we suggest Armstrong's No. 029 Marbelle Linoleum? We've done it to a turn in the room above by adding a border of plain brown linoleum, and a striking center motif of brown with chocolate trimmings. You can design a special floor effect such as this yourself with the help of Armstrong's Linosets and Linostrips. Complete list of room furnishings sent free on request.

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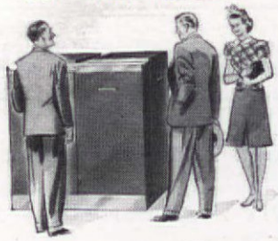

G-E Winter Air Conditioners (oil or gas fired) circulate *conditioned* warm air heat—filtered and moistened for better health. Summer cooling units can be added.

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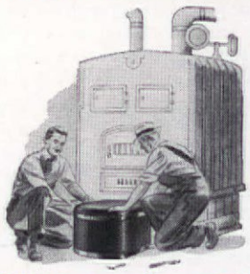

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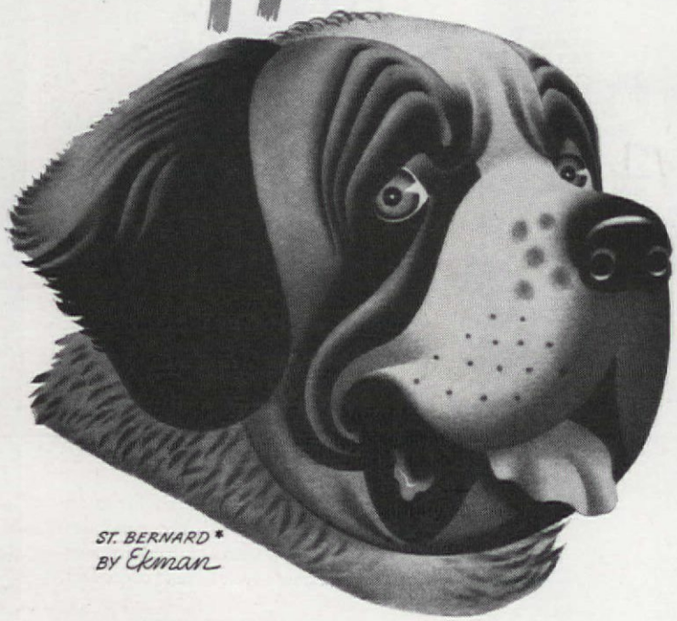

-but my stomach can't!

Hard to digest foods, faulty feeding are responsible for most common dog ailments **VETERINARIANS SAY**

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Home of McAllester Clarke, Lake Forest, Ill.

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Birthplace in Berks County, Pa.

Daniel Boone

THE GRANDFATHER of Daniel Boone was George Boone who came from Exeter, England and purchased large tracts of land in Maryland, Virginia and what is now Pennsylvania, subsequently founding a settlement which he named after himself—Georgetown, D.C. Daniel was born in Berks County, Pa., on November 2, 1734.

Married in August, 1756, he had heard glowing accounts of Kentucky from the lips of John Finley, who had penetrated that country to trade with the Indians; so on May 1st, 1769, with several adventurous neighbors, he plunged into the western wilderness and became the founder of the great state of Kentucky.

Daniel Boone is popularly known as a deer-slayer and Indian fighter, but he was of a gentle and kindly disposition. While the Indians considered him to be their most skilful foe, they looked upon him as a man of honor, and treated him with a certain rough consideration, in all their dealings.

On one expedition Daniel Boone remained in the wilderness for about two years, during which time he saw no human beings save hunting companions and hostile Indians. Several times during his life he was captured by the Indians and on one occasion was adopted by the Shawnee chief, Black Fish, the ceremony consisting of painting his body and plucking out all of his hair with the exception of a scalp lock.

In the 1790's Boone, losing his Kentucky holdings through defective titles and taxes, moved to Missouri, then a Spanish possession, where he was appointed commander of the Femme Osage district and given a grant of 8,000 acres. When Napoleon acquired the territory and sold it to the United States, Boone again found his titles worthless; but, the Kentucky Legislature aiding, Congress was persuaded to permit him to retain 850 acres.

He was born in the Dutch Colonial stone and timber house a few miles from the City of Reading, Pa. Daniel Boone kept his coffin under his bed and was placed in it on his death September 26th, 1820. He died in the stone house (left) at St. Charles, Missouri.

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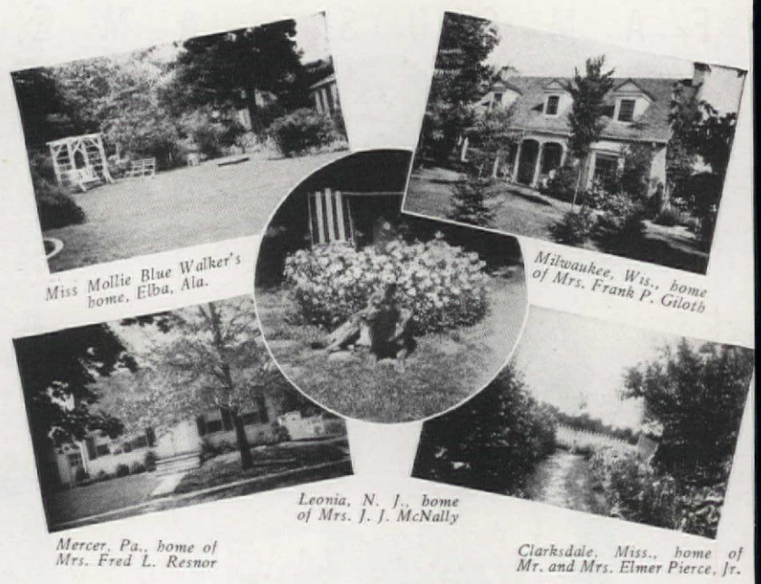
Your Daddy uses me to keep in touch with home *wherever* he is, Jimmy. 'Course I'm useful lots of other ways, too . . . like buying the groceries, calling the doctor when you are sick, keeping in touch with friends —

You're certainly a pal to have around! But how much —

Not much, Jimmy. I cost so little you needn't give it a thought. Your Mother says I earn my keep many times over!

BELL TELEPHONE SYSTEM



Miss Mollie Blue Walker's home, Elba, Ala.

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Leonia, N. J., home of Mrs. J. J. McNally

Mercer, Pa., home of Mrs. Fred L. Resnor

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Home of Mr. and Mrs. E. E. Erdmann, Menominee, Mich.

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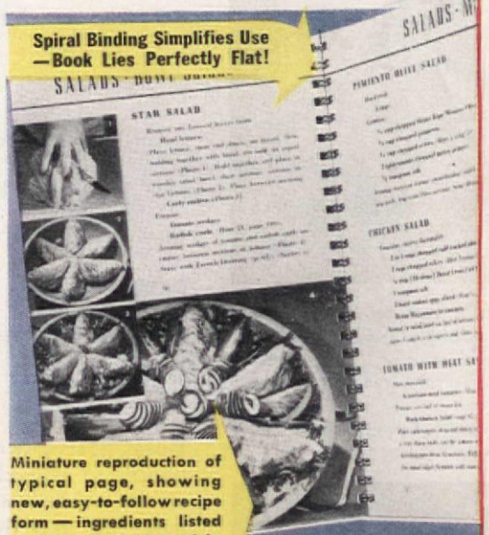

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Photograph by Chicago Tribune Color Studio

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Here's a breakfast that *tastes so good* it wakes up your appetite—makes you *eager* to eat and the famous FLAVOR of Kellogg's toasted Corn Flakes, you know, has made them the largest-selling ready-to-eat cereal in America!

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TRY THEM TOO, FOR LUNCH...

But all the time you're enjoying the appetizing goodness of this delicious breakfast—remember this: You're taking aboard good, sound nourishment, too—food-energy, vitamins, minerals, proteins—that will help you feel your best! Eat the Self-Starter Breakfast!*

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A big bowlful of Kellogg's Corn Flakes with some fruit and lots of milk and sugar.

It gives you— **FOOD ENERGY! VITAMINS! MINERALS! PROTEINS!**

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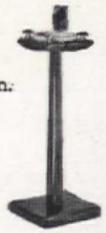
TO BE *Treasured Always* **IN YOUR OWN FAMILY**

This CUSHMAN "PENNSYLVANIA PIECRUST GROUP" *faithfully reproducing a Cherished Design of the Ages**

ABOVE—*No. 1041 Vanity with No. 1047 Mirror and No. 1042 Vanity Bench.*

Pennsylvania called it "Piecrust" and took it to its heart.
Yet in a shell or lapping wave it finds its counterpart.
For skilled Colonial craftsmen and cabinet makers fine
Took inspiration from the sea in forming this design.
In stately Pennsylvania homes this pattern found its place,
Admired for its symmetry, its beauty and its grace.
Now Cushman recreates it in a suite of true perfection,
With pieces for the bedroom; it's a choice, complete collection.
Like every Cushman piece that's made, these lovely
new Creations—
The heirlooms of tomorrow—will last for generations.
Their hand-rubbed maple lustre gives them an added charm.
They even have a finish that hot dishes cannot harm!
Your dealer has this "Pennsylvania Piecrust" on display.
Its cost is modest for its worth. Why not see it today?

ABOVE—*The bedroom you've always wanted—with furnishings rich in tradition, yet sturdy and practical. From left to right are illustrated—No. 1049 Bedside Table, No. 1049D Double Bed with No. 7058 Bed Lamp, No. 1045 Five Drawer Chest, No. 6187 Forest Hall Chair, No. 3-82 Studio Lamp, No. 1047 Mirror and No. 1043 Dresser.*



SPECIAL OFFER (Direct from Factory for Limited Time Only)
Colonial Smoking Stand $3.00 prepaid
(Add 25c for shipment West of Mississippi River)
(Height 21 inches with 4¾ inch glass tray and 6 inch holder)

To show you the beautiful maple finish and craftsmanship of CUSHMAN COLONIAL CREATIONS, we will send you this charming hand pegged and wedged stand for only $3.00, prepaid (a fraction of its value.)

FREE — 32 page illustrated book of tasteful room decorations, period designs, color schemes, etc., by prominent decorators. For booklet only, send 10c to cover mailing costs (no stamps, please.) Address

H. T. CUSHMAN MFG. COMPANY
Box 85, North Bennington, Vermont

*See MAY HOUSE and GARDEN magazine for NAME of DEALER nearest you

Cushman COLONIAL *Creations*

We like to get letters like these . . .

MY THANKS to you and to Mrs. C. A. Traverse for the answer to a distracted mother's prayer via her article, "Six Weeks in Bed," in the February issue. I don't think I have ever seen so many concrete ideas in one short article. Besides helping me, it set me to thinking—that is, the consideration she gave, not only to her little son's comfort, but also to the psychological effect of that comfort. If she sends in any more articles, please let us have them.—E. C.

I AM passing on to you an idea suggested in a letter I received from a woman in Iowa who liked my little article in your December issue (We'll Keep Our Merry Christmas Still). She wrote about her family's customs at Christmas time, and I thought you might find it worth while to get together ideas of that sort from a large number of people stressing the intangibles of the Christmas celebration as you did in the collection of handmade gifts last year. I believe there would be good response to a rather determined opposition to the commercialization of the Time that goes on apace.—MARY LINDSAY HOFFMAN, Kentucky.

[We, of THE AMERICAN HOME, are strong for the observance of Christmas as a family festival marked by sentiment, reverence, gratitude, and simple, unselfish happiness. Would you, our readers, like to know how others celebrate the day in their homes? If so, will you tell us what *you* do?]

FOR several years the Fort Ticonderoga (New York) Garden Club has been improving its annual flower show by carrying out ideas taken from articles in THE AMERICAN HOME. In our 1940 show we featured an original entry that you may think good enough to pass along to other garden club readers of your excellent magazine. The Club members—who live on one of the most-often-fought-over pieces of ground in the United States—made a "Peace Entry," the motif around which the show was centered. Against a background and above a bank of green (ferns and oak branches) and white (phlox, achillea, gladiolus, hydrangea, cosmos, and Shasta daisies) was placed a large, oblong panel on which was written, in small white or pastel flowers and their foliage, "God Send Peace to the World." The letters were made a day in advance and stored in the vegetable crisper of an electric refrigerator until time to erect the exhibit. Planned and executed by Mrs. Dean Macauley, it took our Show out of the "just another country flower show" class and helped make it a worth-while community effort.—FLORENCE BENEDICT HILL, New York.

IN ALL this world of books and more books, do you suppose there might be some people who have books they don't care about any longer and would consider giving to a country girl who is not able now to buy any? I am a young woman who lives on a hill farm in middle Tennessee. There are no libraries near and, it so happens, no young people of my own age or interests, so I have to make my own entertainment, which has to be inexpensive. For the most part my spending money comes from a share in the chickens; right now we are getting anywhere from six to ten eggs a day and they are worth 27 cents a dozen. In summer I raise flowers, sew for myself, make scrap books, and I love to read and study. I like especially books of travel, biography and historical fiction. I would like to learn more about some of the famous men and women of history than given in brief sketches in school texts, and if you know anyone who can spare any such books, I'd be so glad to get a few. I would be proud of them and, if they wished, I would pay the postage.—E. B., Tennessee.

"Peace Entry" at Fort Ticonderoga Garden Club Show

[Anticipating that THE AMERICAN HOME family includes a good many people who will want to respond, we suggest that they write to us for E. B.'s address, listing *not* more than five titles that they would like to send her. We can go over the lists and arrange things so as to avoid duplications and save her from an embarrassing tidal wave of contributions in the way of reading matter.]

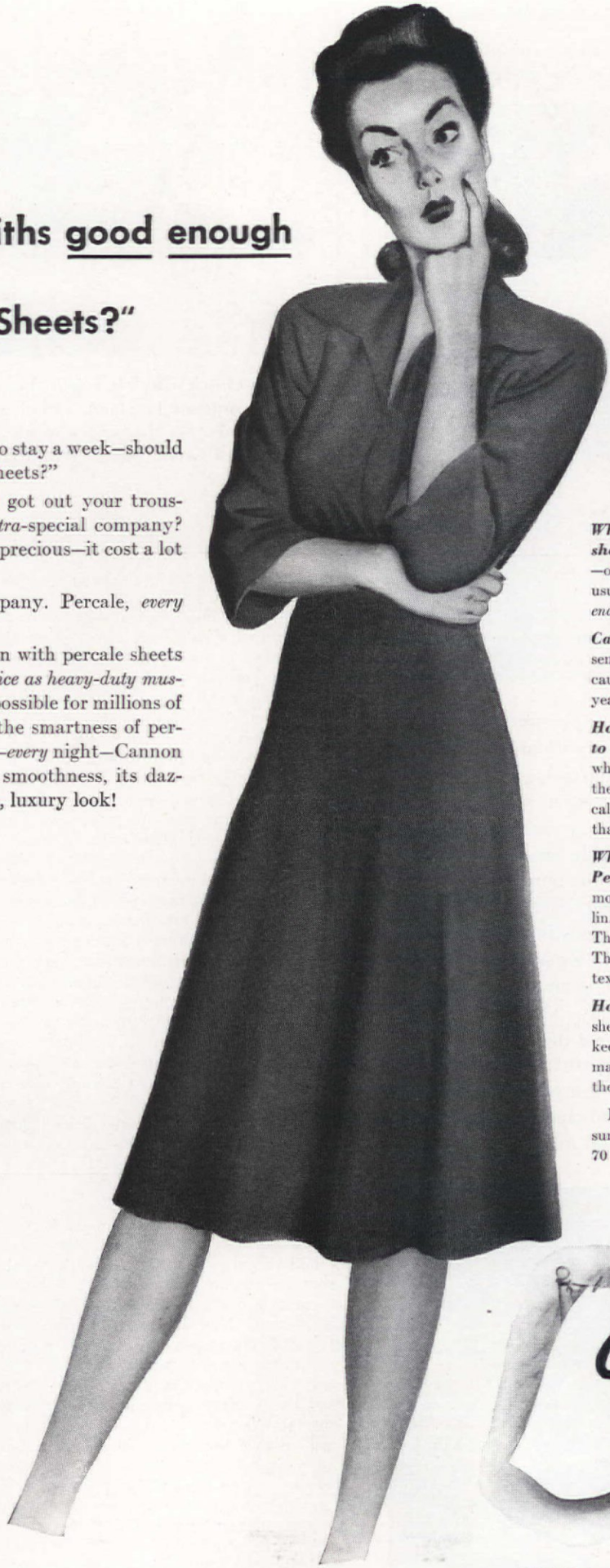
IT WAS with mixed emotions that I received your letter enclosing the very welcome check for our Valentine party story. Yesterday I drove my blind mother to a city hospital for an expected operation for cataracts on both eyes, so I was feeling pretty low in mind and spirit.

You'd love our cheerful kitchen since it had its "face lifted." (Living in boxes and not remembering which box holds which is no fun for a "cook-maker.") New floor covered with inlaid linoleum; monel sink and sectional de luxe cabinets; remodeled wall cabinets; new sliding towel rack; ventilator, marvelous retained-heat gas range, and a new electric laundry and ironer. Our color scheme is unusual and appealing—gray metal trim on all cabinets, gray flexboard, gray shadow plaid Sanitas in breakfast nook and on top of walls; white enameled woodwork, and the cabinets lined with mandarin red, like the inside of a persimmon; white curtains with red geraniums appliquéd, and a fat, cozy gray-green ginger jar on top of one of our three medicine chests holding sprays of English ivy. Since my kitchen is where I spend most of my time (except when I'm in the garden digging), we're all delighted to have it such a happy, cheerful workshop. Dad and Son actually enjoy doing the dishes at night now in our beautiful modern sink . . . Tonight I am scheduled to attend a meeting in a nearby village where I hope to start a new garden club—which means that more city folk will find a healthful hobby to enjoy.
—K. F. Z., New York.

PERHAPS you will be interested to know that I have heard from three of the art organizations I mentioned in the piece, "Art on Your Budget." Mrs. Robinson of the sculpture galleries writes that "we have received loads of inquiries." The Collectors of American Art wrote almost the minute the magazine came out to say "We have gotten five inquiries already because of the article, and hope for definite results." And I have also heard from the Associated American Artists. I mention this because it makes me really happy if people are going to buy more art as a result of just one piece.—JULIETTA K. ARTHUR, New York.

I WANT to tell you how much my husband and I enjoy THE AMERICAN HOME. Perhaps I shouldn't include my husband without relating some of the incidents that led up to his reading it. The first few copies that came he glanced through rapidly and one day he said, "What under the sun do you see in those magazines that you spend so much time reading them?" I showed him one (December, 1939) and how every page contained some article on which I could comment, and told him about the many tasty dishes he had eaten that had come from its pages. "Well," he said, "I guess it's a woman's magazine. I'm going to subscribe for one *I* can read." He did; in fact, he took a couple that deal with hunting, fishing and sports—natural interests for men, I suppose. But it didn't discourage me, for I knew THE AMERICAN HOME offers many items that he should read since we are a young couple trying to get enough together to build a home without going into debt. Often I would try to call his attention to some idea, such as bookshelves or decorated plant boxes, but he'd just answer, "Yeah? Well, you read it, and I'll read mine."

"Are the Smiths good enough for Percale Sheets?"



"THE SMITHS ARE COMING to stay a week—should I bring out the percale sheets?"

Remember when you got out your trousseau percale only for *extra*-special company? No wonder! Percale was precious—it cost a lot and you had little of it.

Percale was for company. Percale, *every* night, was for the rich.

But then came Cannon with percale sheets *for just about the same price as heavy-duty muslin!* Cannon—making it possible for millions of women to "step up" to the smartness of percale. Now *you* can know—*every* night—Cannon Percale's fine, caressing smoothness, its dazzling whiteness, its fresh, luxury look!

Learn These Answers Before the May-June White Sales!

What kind of hems should I expect in a quality sheet? Hems should be generous and absolutely straight—or the sheet will never fold properly. A "torn" size sheet usually assures a straight hem. See that the hem, and the *ends* of the hem, are sewn with tiny stitches.

Can I save any money with Cannon Percale? If you send your sheets to a laundry, Cannon Percale Sheets, because they're lighter, can actually save you about $3.25 a year for each bed, at average pound rates.

How do Cannon Percale Sheets wear in comparison to muslin? We talked with a large number of women who had used both muslin and Cannon Percale Sheets. Of these women, 14.2% thought muslin wore better than percale; and *40.5%* thought Cannon Percale wore better than muslin! The rest were not sure.

What is the difference between muslin and Cannon Percale? Cannon Percale Sheets are woven with 25% more threads to the square inch than the best-grade muslin. A better grade of cotton is used in Cannon Percale. The threads are finer quality and more highly twisted. The sheet is lighter and has a smoother, more luxurious texture than muslin.

How does Cannon Percale launder? These *lighter* sheets are easier to handle. They finish beautifully, always keep their dazzling whiteness. In fact, after a year's normal use, Cannon Percale is a lovelier, softer sheet than on the day it was bought.

For FREE booklet containing further answers to consumers' sheet questions, write to Cannon Mills, Inc., 70 Worth St., New York, N. Y.

CANNON TOWELS • CANNON SHEETS • CANNON HOSIERY

Your store also has a low-price, high-value Cannon Muslin sheet at about one dollar.

Fostoria
MADE IN U.S.A.
FINE CRYSTAL

OPEN STOCK..No pattern ever made offers a wider selection than Fostoria's "American." Over 250 separate items. Every piece *open stock.*

Sparkling "American", amazingly durable, surprisingly economical

In addition to vigorous beauty and antique charm, Fostoria's "American" pattern is a rugged and durable crystal. Undismayed by the bumps and abuse of everyday life, this amazingly practical glass is also perfectly satisfactory for serving all kinds of hot foods and drinks. Many women buy "American" because it's so inexpensive. They eventually use it on all informal occasions because the sparkle, dignity and charm has an everlasting and universal appeal.

NOT EXPENSIVE
A complete service is exceptionally inexpensive. Gifts for as little as 50c each. At your store. Or write for illustrated leaflet 43. Fostoria Glass Company, Moundsville, West Virginia.

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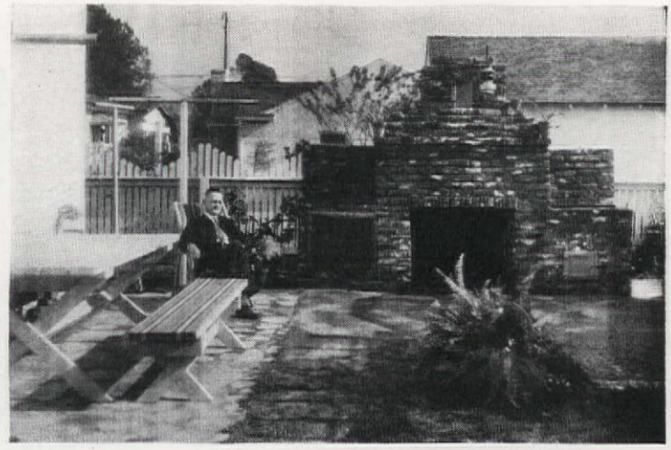

The first brick work Mr. Earle Moyer ever attempted resulted in this outdoor fireplace, with barbecue unit and storage compartment, in the garden of his Alhambra, Calif., home. "Plenty of work but well worth the effort," he writes

Even the July, 1940, issue with the inexpensive outdoor fireplaces made little impression on him, but then came the October issue and the first page to strike my eye in my husband's interest was 58 with, "It May Be a Man's World—" I folded the pages back and laid the copy on top of the pile of reading material. Sure enough, it was the first book he picked up. He started to lay it aside, then the picture of the work bench caught his eye. "Why, hon," he exclaimed, "look at this. It's just the kind of arrangement I should have in my room when we build our home." (That has become our favorite expression.) Well, I was pleased, for he showed even more enthusiasm over it than I had dreamed he would. Since then, he has read every issue as it came and pointed out things of interest even before I could get an opportunity to look at them. He says he is going to keep right on now so as to help me compile the best ideas, and some day we'll have a home all built in our scrap book. Then we can set about putting it together with real material. When we have a home to be proud of it will be with due thanks for the splendid ideas we are getting from our favorite magazine, THE AMERICAN HOME.—From an enthusiastic reader, MRS. LER. O., New York.

WHEN THE AMERICAN HOME came out in its new set-up, I lost no time voicing my views, which were not entirely complimentary. Your reply assured me that subsequent issues would not be a disappointment, and it is high time I acknowledged that it is true. The combination of articles and advertisements is very satisfying and the entire quality of the magazine is excellent. While vacationing in St. Louis, I was taken to see a recently completed home in beautiful Webster Groves, Mo. The bride living in it proudly told me that her ideas had been taken almost entirely from THE AMERICAN HOME, which her mother had been receiving as a Christmas present; and that it was not until the magazine began to come that she had become interested in the better ways of building and furnishing homes. She was delighted with the results and more than a little proud of herself. Other friends have made good use of the many ideas in their various homes ranging from the most pretentious to the most humble, and now I, in my Y. W. C. A. one room, am still happy to find usable and lovely ideas. Thank you.—O. M., California.

ABOUT one year ago I found, in an old AMERICAN HOME magazine, a picture of a house built in New Jersey. It was very suitable for our lot and the plan seemed most suitable also. Wanting more information, I sent the picture to you and in a short while you came forth with all information wished. We sent to the architect for plans. My husband even went to New Jersey to see the house and came home feeling quite satisfied. Well, we planned to build it ourselves, and on the 30th of May, 1940, I drove the first nail. Now, this sixth day of February, 1941, we are about to paper and move in. Thank you for starting us on our way. To show my appreciation I enclose $2.00 for a three-year subscription. THE AMERICAN HOME started us and I want it to keep up the good work, so together we should do great things.—MRS. W. D., Connecticut.

HAVE you on file any information about the "May Basket"? I would like to find out about its origin, its early use, and where the custom is observed regularly today. Can you help me?—M. M. H., Alabama.

[Apparently not. We don't find anything in our files or elsewhere at hand. But the topic is such a cheery one, and its application on Beacon Hill (see page 114 of this issue) sounds so jolly, that we would be glad if any of our readers could tell us what they know about the custom, and how they and their families use May Baskets in their celebrations.]

"Babs says do you mind if she copies your salad? And what kind of mayonnaise do you use?"

That question-arousing superb flavor of

KRAFT *Mayonnaise*

comes from fine eggs and oil, choice vinegar, and FRESH LEMON JUICE!

SWEETEST OF ALL MUSIC to the ear of a hostess—those flattering questions: "Tell me how you do it" . . . "What kind did you use?" . . .

You learn to expect them when you serve Kraft Mayonnaise on your salads. For Kraft's has a delicate captivating flavor and it's velvety *smooth*.

Really fine eggs and oil, choice vinegar, fragrant spices, are used in Kraft Mayonnaise. And—final touch for rare piquancy of flavor—*fresh lemon juice!*

Do try a jar very soon. You'll agree that this mayonnaise, always *Kitchen-Fresh* at your dealer's, is definitely a find.

DEVILED EGGS, red ripe peeled tomatoes, and Kraft Mayonnaise!

Alice, you really do live in Wonderland!

AMERICAN HEATING EQUIPMENT
COST NO MORE THAN OTHERS
"Standard" PLUMBING FIXTURES

YOU'LL THRILL to the automatic comfort and fuel-saving efficiency of the new No. 6-T Arcoflame Oil Heating Unit — and acclaim its handsome and beautiful Canyon Two-Tone Red Jacket.

IT'S RICH in beauty and features—it's the smart Utility Hostess Sink, available in acid-resisting enamel, in white and colors. Has non-tarnishing swinging spout faucet and many other advantages.

"YOUR home is always so cozy and warm. A flick of the finger sets the temperature for your comfort. That basement playroom is adorable. And your kitchen, bathroom and powder room are simply beautiful. Alice, you *really do* live in Wonderland!"

And so can *you* enjoy greater comfort and beauty in *your home* — regardless of your budget! For there's AMERICAN Heating Equipment and "Standard" Plumbing Fixtures in all price ranges, to meet all needs. You can choose an AMERICAN Boiler and Radiator Heat, or a Sunbeam Warm-Air Furnace or Winter Air Conditioner — for Coal — stoker or hand-fired — Oil or Gas. You can select "Standard" Plumbing Fixtures in white or 11 beautiful colors for any size or style bathroom or kitchen.

For modernizing at same time with both AMERICAN Heating Equipment and "Standard" Plumbing Fixtures you can use our Special Summer Finance Plan: No down payment, no payments *till October 7th!* Then as long as three years to pay on low monthly terms. For full information ask your Heating and Plumbing Contractor. And write to our Pittsburgh office for a free copy of the colorful 64-page book on better Heating and Plumbing for your home.

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New York CORPORATION *Pittsburgh*

Cast Iron & Steel Boilers & Furnaces for Coal, Oil, Gas • Radiators • Cast Iron Enameled & Vitreous China Plumbing Fixtures & Plumbers' Brass Goods • Winter Air Conditioning Units • Coal & Gas Water Heaters • Oil Burners • Heating Accessories

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Heating and Plumbing are too important to health to be entrusted to anyone but Heating and Plumbing Contractors.

Harry W. Reed.
CHAIRMAN

Dear Reader:

Sketches by Herbert E. Marsden

Dear Bride

DOES it seem strange to be asked to read a serious "sermon" rather than be led gaily from page to page of merchandise to buy? Not that one bride out of a hundred thousand CAN buy what most editors think she can, but all the same it is an old publishing tradition to assemble the best, and ONLY the best, for the bride to gaze upon, with no vulgar reference to prices and a young man's salary. Well, then, let's dispense with Brides'-Issue-Tradition and suggest that you, too, read what we have to say in these next few pages, and read with the same serious concentration we've asked of your parents. We believe you will find these warnings against dullness and pomposity more constructive than anything ever before published for Brides-to-Be. We sincerely believe you may profit much from our wide experience and we have deliberately kept you and your problems in mind throughout this entire issue. Will you please feel free to write us for any further help we may extend? We should be delighted to assist you in planning your American home—let us help if we can, won't you?—THE EDITORS

HAVING exhorted you in print, having praised you and proudly exhibited your accomplishments and ingeniousness in print; having traveled continuously throughout these eight and a half years of editing THE AMERICAN HOME, to keep in touch with what you were doing, what you wanted; having come back to our desks sometimes with overflowing enthusiasm and hope, sometimes depressed, we have of late been coming back with one dominant impression—the alarming increase in pseudo-elegance in American homes. Perhaps it is because American women are gullible, fall for every "promotion," or perhaps they have not realized the shoddiness of third-rate elegance in simple American homes. We should like neither to exhort you nor praise you but to ask you to read with open minds what we feel we must say, call it a "lecture," a warning, or what you will—we should like to speak our little piece openly, with straightforwardness and honesty. We trust it will not seem too brutally blunt, but it lies on our hearts so heavily that only with vehemence can we fully express ourselves. No offense is meant, but neither is it intended to be a good-natured lecture. Will you read what we have to say and read it with serious concentration? Thank you.

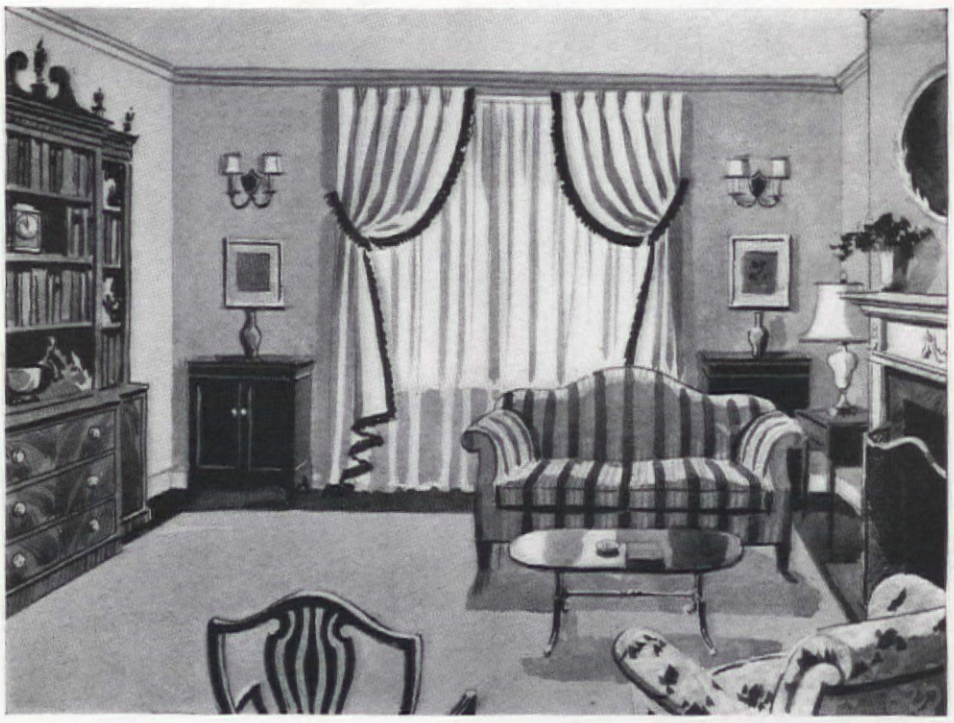
—THE EDITORS

Ernest Gruensfeld, architect. Frank Willming, photographer

YOU see on these two pages three beautiful rooms and one extremely stupid room—all of them American. The stupid, meaningless room in the upper right-hand corner of the facing page is one which, unfortunately, is growing more and more popular in our U. S. A. It offends our every native American sense of values and good taste. It has no more place in the American way of life than would a baronial hall—less, as a matter of fact. Its owners fondly believe that it is a reproduction of the two exquisite rooms below it, whereas it is in no way whatsoever a reproduction—merely a sterile, stupid *imitation* of them. There is not a thing in the room that is truly beautiful or of any value, aesthetically or otherwise. There is one comfortable, usable piece of furniture in the entire room. An American man, in mufti, looks and feels foolish as well as uncomfortable in this so-called "living room." Its ignorant owner has not taken the pains to find out that she has imitated a parlor or a drawing room, and has spent precious money on a cheap, pompous little imitation of stately magnificence, has tried to compress into a low-ceilinged, little room with no architectural distinction, the feeling of grandeur. Quite insensitive to the incongruity of creating an 18th century drawing room for strenuous, healthy, outdoor-loving American families. She has bought "simplified" adaptation—simplified to a point where both beauty and comfort have been eliminated, all because she craves "elegance and formality."

Yes, we know all about the "promotions" of 18th century and how rapidly it has caught on and that trying to stem the tide is probably futile. However, it sincerely grieves

us, even revolts us, to think of all the straight-forward American homes we have seen—and then found this grotesque scheme for living inside them. It saddens us to think that for every hundred good exteriors, not more than a dozen will be furnished in good enough taste to publish. We are stopped by the charm of some simple little house, we meet the "lady of the house," herself dressed becomingly, brightly alert in her manner—and are ushered into a living room that is shocking, it is either so unbelievably dull and unimaginative or, if newly furnished, resembles this puerile, meaningless room we have drawn here. That it is becoming more and more a "typical American living room" we find alarming—and disgusting. With all the wonderful new materials and fabrics around us, being practical, progressive in all other things and not bound by any stupid caste system—why will American women of their own volition REVERT to something so outside their own lives, their own way of thinking. Why fill up a dignified American home with uncomfortable, shoddy imitations of a period of stiff formality? Men, as well as women, wore lace ruffles, pranced mincingly and sat primly in their satin breeches on the edges of their 18th century chairs. They did not sprawl in tennis shoes and shorts, they did not want reading lamps on their delicate, tippy little tables—they invented little tables for serving tea, coffee, and chocolate in the drawing room—not for a pile of magazines, books, cigarettes, ash trays, lighters, highball glasses, and a pipe rack! If they'd come home from the office at six o'clock and sat in one room for five hours, you can bet your last dollar they wouldn't have tolerated this stiff, uncomfortable furniture—nor would the exquisitely fragile furniture have taken it, either! For shame, that American women should try to foist on American families in the year 1941 an all-purpose American living room furnished in sham 18th century!



Ralston-Hughes

On the opposite page you see the living room of Mr. and Mrs. Ralph Michaels in Highland Park, Illinois. It is our idea of a living room we wish WERE typically American! Note the substantial, knotty-pine walls, waxed a soft natural color, the tweedy carpet, the really comfortable chairs placed to take advantage of light from the corner window and the view over the wooded ravine. Tables stand where they are needed, the colors harmonize with the woods outside: browns and rusts and beiges, with touches of bright copper. Here is dignity without pompous formality. There is everywhere comfort, well-bred serenity. There is no imitation, there is only genuine livability. And, even though the dining room has been combined with the living room, it has not lost one iota of dignity. We think it a particularly apt contrast, for so far as we can discern, this fad for spurious 18th century is attributed to a sudden desire for "formality and elegance." Has this, perhaps, been confused with dignity? We can quite sympathize with those who revolt against too much sentimental charm, hominess and "cuteness." But pompousness is as tiresome and disagreeable as is sentimentality. Why not seek dignity in their stead—quiet, serene, American-brand dignity?

The room in the center of this page is an exact reproduction of the drawing room in Mount Pleasant, Philadelphia, and, like the room below, is one of a series of American rooms in miniature by Mrs. James Ward Thorne and here reproduced by courtesy of the Art Institute of Chicago. Mount Pleasant reflects the luxury and elegance of the English Georgian period. Of finest walnut and mahogany, richly carved, the furniture is known as "Philadelphia Chippendale" and is of a monumentality and elegance which lifts it to the top rank of pre-Revolutionary craftsmanship. The room below is a reproduction in miniature of the dining room in Kenmore, Fredericksburg, Va. The great elegance of the rooms, the extraordinarily rich plaster work of the ceilings and over mantels, calls for the finest examples of American furniture. Is not the contrast between the pseudo-elegance of the currently popular "swag" drapery in painful contrast to its prototype? Is not elegance on a reduced scale truly pathetic?

Courtesy of the Art Institute of Chicago

Gay 90's window cornice, elongated

Gold Bullion fringe, beloved by our mothers

CROCHETED BEDSPREADS used as draperies

Gilt side lights used as tie-backs

Old mahogany mirror marbleized pink

50¢ "antique" Brass Picture frame made into dressing mirror

Unpainted "modern" marbleized green

Harrie Wood

We love "Swoosh," adore the grand manner

...ement by Kate Clapp

BUT, Dear Reader, again there seems to be some confusion. Pseudo-elegance, as so painfully contrasted on page 17, is not remotely related to the grand manner. True, much "swoosh" today is deliberately done with tongue in cheek, and very amusing and refreshing it is. But it can be done only by the trained, expert hand—or should we say trained tongue? It is nothing for the amateur to attempt and more often than not, when carefully analyzed, turns out to be an amusing angle achieved with luxurious ingredients rather than "swoosh on a budget." The room above, for example—let's analyze it. Certainly it is an effective way to use *beautiful* hand-crocheted bedspreads—but note, please, our emphasis on *beautiful* handwork. A simple Early American design, however good the handiwork, would not have achieved the same effect . . . these are richly ornate in design, with the texture and coloring of old lace. The dressing table is a simple unpainted "modern" desk—but its whole effect depends on its marbleizing—and that's expensive. The same goes for the other items, but most of the room's success can be attributed to SCALE, which is the fundamental rule for all "Swoosh"—SCALE! To attempt the same thing in a small bedroom would result in mere pomposity. And the same rules apply to the lush and ele-

gant flower arrangement by Kate Clapp. Its ingredients are merely fruit and foliage at the base, chrysanthemums, marigolds, and wheat in the upper part of the epergne. The epergne itself is made of several pieces of antique milk glass, not simple to combine to make the finished product!

BUT it takes a skillful hand to achieve the grand manner evidenced here. It is skill and scale, rather than material. So with the tufted headboard—if it is *very* fat, very luxurious. Look twice at the skimpy, miserable imitations offered so frequently these days. But whether done well or skimpily, it is not a headboard for most of us. It will NOT clean well, it was never meant to be used 365 nights a year—it is practical if one has many houses in which to sleep—silly for a bedroom used constantly.

The lamp shade is still another story. Everything is wrong about it, it is "swoosh" with a heavy hand, the grand manner gone sour. The workmanship in the base is unbelievably crude, the proportions of the shade bad, as are the cute little ruffles and cherries on a supposedly elegant lamp base. The Prince of Wales' feather can be a lovely and elegant motif in decoration—but not when treated as though it were hewn out of solid rock! Beware of such "elegance"—it should be obvious

"Swoosh" and humor delightful in the Ray C. Johns home. Full description on page 24

Frank Willming

to even the most untrained eye that it is "too much sugar for a cent."

And this sudden passion for canopied beds, now that ceilings are lower and rooms smaller! All canopied beds do not have to be on the scale of the Gargantuan bed, above, but ANY canopied bed needs a large room, and at least a moderately high ceiling. Few new houses or apartments are designed with canopied beds in mind! And remember, too, that the only reason for the tester was to provide a way of draping curtains *that were pulled at night*, to keep out drafts and the unhealthy night air. There was some reason for dust-catching swags and drippy hangings. But in 1941 a few wisps of slithery fabric at each corner, obviously never intended to be pulled, are a pretty silly contraption!

And so it is with many 18th century affectations, which tradesmen are trying so hard to revive in the 20th century U. S. A. If one had many houses, what matter? But that Americans of moderate means should spend their hard-earned money for things that are not enduring, are not beautiful but merely fads—we are incensed at what appears to be a complete lack of sense of values. We are incensed because we know how ghastly it will be ten years from now, all this cheap, tawdry 18th century imitation; we know how many now buying it will have to keep it ten years from now; how many homes will be as dull and intrinsically bad taste as the older ones are today. We are incensed because it is not intelligent thinking. It is not necessary that homes become outmoded and dull. Never before has so much good furniture been available at low cost, never before have such comfortable chairs, sofas, and beds been available at moderate cost. And, unfortunately never before has so much uncomfortable NEW furniture been put into American homes. Have "swoosh" and the grand manner all about you if you can afford it but, Dear Reader, keep in mind the fact that there is no such thing as grandeur on a small scale!

Eleanor Parke Custis

Rich woodwork, large scale, were the essence of houses in the grand manner. They can't be simulated by emaciated, meagre little features

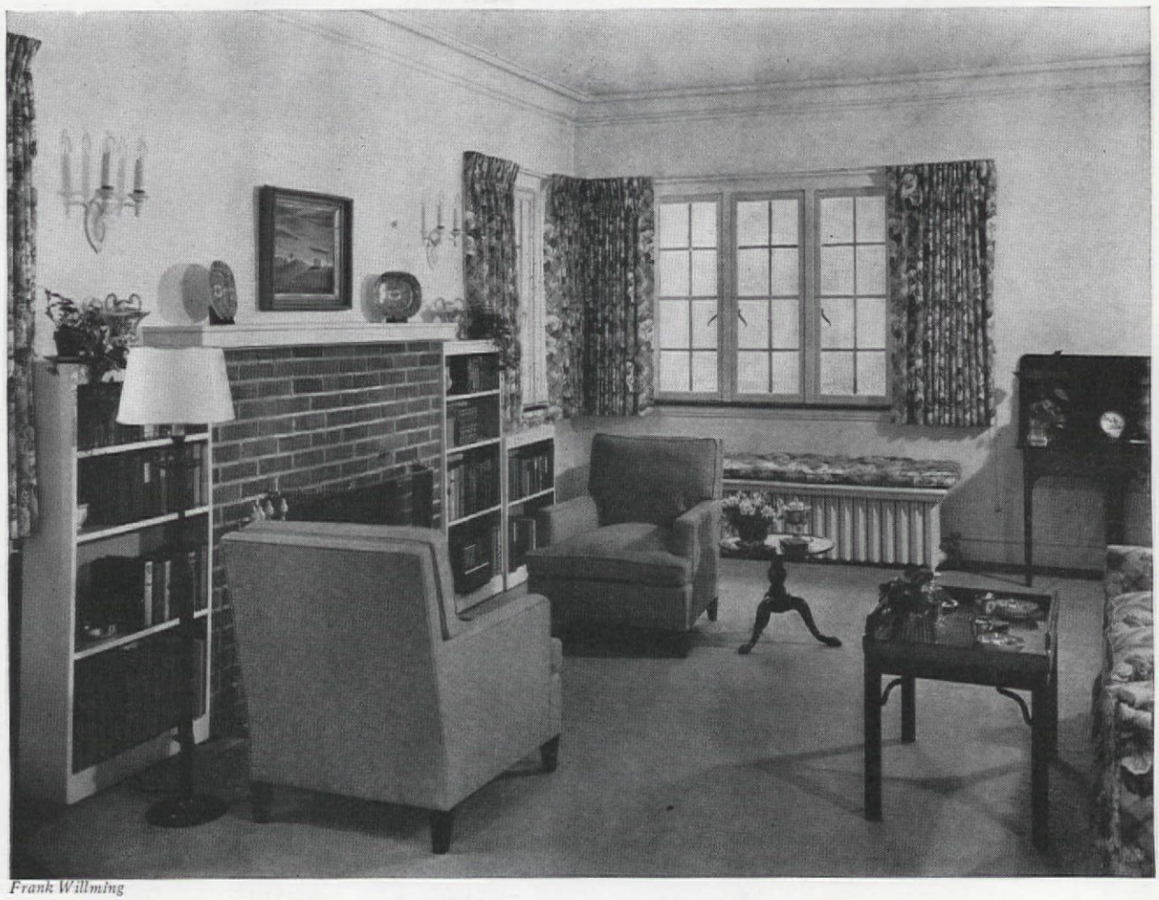
Call it amusing, anything you will—

it was atrocious!

STORE promotions have been going on for years and most of them are keen, bright displays of merchandise that are far more inspiring than row after row of merchandise on a sales floor. Much work and great cost go into these displays of model rooms that give the homemaker much genuine help as well as fresh inspiration. However, last fall a nation-wide "promotion" was put on that in our opinion was in atrocious taste and which offered most inferior design as "high style." We can only sincerely hope that precious little of the stuff was sold. It was pseudo-elegance to stop all elegance. It was apparently meant to convince one that one could be high-brow on a budget. It was the rummest collection of period "reproductions" and pseudo-elegant accessories it has been our misfortune ever to behold. It terrified and depressed us, knowing how many little women were secretly yearning for "elegance" and what temptation this mélange, under the auspices of reputable stores, would bring to them. We sincerely wish that we might take every item shown and patiently explain why it was so bad, both as an investment and as "taste." But that of course would bring down on our heads a libel suit and so we can only warn you against things you instinctively feel are bad, regardless of who sponsors or touts them.

Most merchants and most editors, for that matter, feel that each season they must have something "new" to scream about or they will not get your attention, get you into the store. That, of course, is an honest enough motive if one is selling or talking merchandise. However, when a group of reputable stores and editors of good repute back a promotion as truly horrendous as this one it is high time that every American homemaker have some knowledge and sound convictions of her own before she sets forth to buy. It is necessary that the homemaker stop being taken in by every passing fad and that she start out with her idea of her family in her living room before she is faced with "this is THE thing now . . ." etc. Do not misunderstand us—we are not berating all 18th century furniture. It is merely that most 18th century furniture is, of all styles or periods, the most costly to reproduce faithfully, and that unless it is reproduced well it is merely a tawdry imitation. We

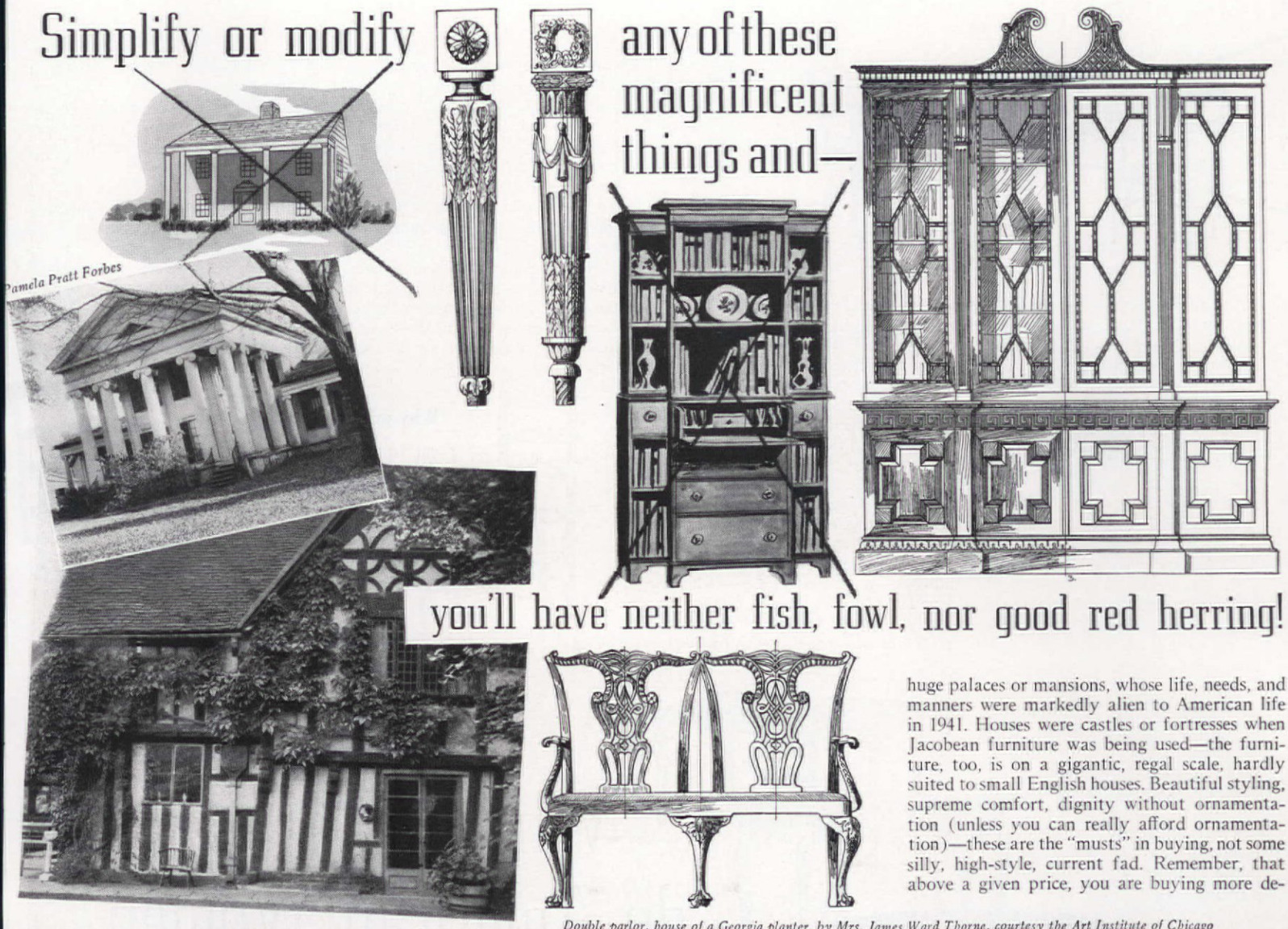
go modern—for far too much called modern is uncouth, dull, and almost rude in its plainness. It is simply that we should like to impress upon you how pathetic is pseudo-elegance . . . that it cannot be scaled down successfully . . . that magnificence expressed an extravagant, exuberant scale of living quite unsuited to American life today . . . that much of the elegant furniture being offered today must be excellently done, or it is nothing at all. It was designed at a time when velvets and rare damasks were used for upholstery in the winter, slip-covered with taffeta for summer use. It is furniture designed only for the extravagantly rich who roamed from room to room of



Frank Willming

This is the sort of room for you to "copy"

Simplify or modify any of these magnificent things and—



you'll have neither fish, fowl, nor good red herring!

huge palaces or mansions, whose life, needs, and manners were markedly alien to American life in 1941. Houses were castles or fortresses when Jacobean furniture was being used—the furniture, too, is on a gigantic, regal scale, hardly suited to small English houses. Beautiful styling, supreme comfort, dignity without ornamentation (unless you can really afford ornamentation)—these are the "musts" in buying, not some silly, high-style, current fad. Remember, that above a given price, you are buying more de-

Double parlor, house of a Georgia planter, by Mrs. James Ward Thorne, courtesy the Art Institute of Chicago

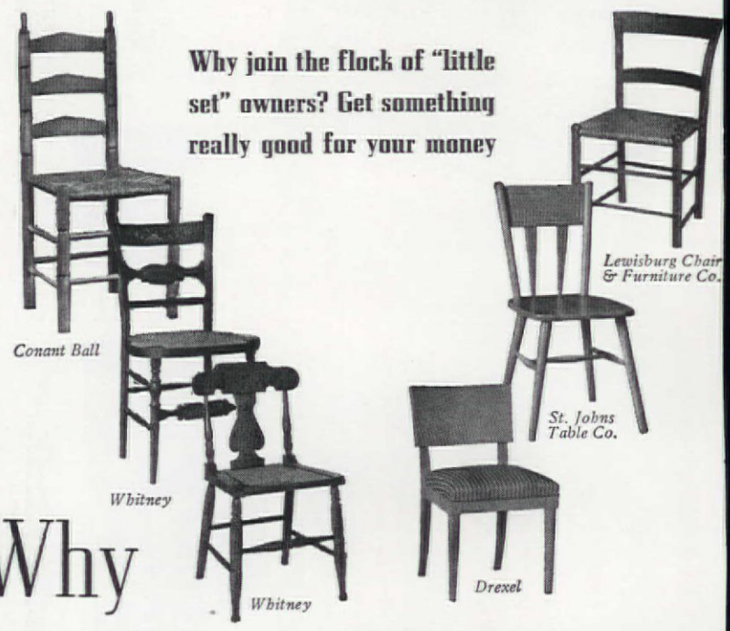
tail or custom production, not better workmanship. It is proper and fitting that we look back occasionally for inspiration, but that we moderns should ignore or misuse new materials and furnish American homes with sham antiques—that is neither intelligent nor American. This 18th century craze has been worked to death, often by manufacturers who could not possibly compete on a basis of strong, smartly simple furniture but can compete when bulges are mistaken for curves, when wretched machine-finished carving and too-glossy finishes are accepted as 18th century reproductions! There is a style or period for every taste, but tastes in furnishings must conform to your way of life. And, equally important, your tastes must conform to your purse. You cannot have good reproductions of Chippendale, Adam, Sheraton painted pieces, or the French Louis' on a budget purse. Even in Colonial times, when expert cabinetmakers were plentiful and cheap, few if any of these were reproduced in America. Is it intelligent to expect to get handwork—good and cheap—today?

These two rooms in the home of Mr. and Mrs. G. F. Baer in Highland Park, Illinois, are, in our opinion, examples of good taste for American living. Here is a bride's house, rented, and therefore furnished with the idea that everything will be serviceable and in good taste wherever it ultimately finds itself. Walls and portable bookshelves in the living room are a restful gray, as is the carpet. Two comfortable fireside chairs are covered with a modern textured material. The print used for simple, unaffected sill-length draperies, the window seat, and the sofa has a gray plaid background, with rose-burgundy flowers.

Small-scale French Provincial furniture makes the small dining room look larger, and soft colors contribute to the same end. Natural color homespun makes the curtains, again short and informal as they should be in this room, while the chairs are upholstered in a natural colored cloth printed in blue, the backs done in blue and green plaid. The difficult high, long window is well handled, again with sill-length draperies with no attempt at "Swoosh" or Swags where they would be unsuitable.

Here is a home really designed for young marrieds in *this* day and age. Everything is straightforward and honest and in keeping with the way they live. These rooms are the sort that one should strive for. Unlike the "swoosh" model room, they will be as pleasing, as livable in 1951 as they are today. And that, of course, is really common-sense planning.

Why join the flock of "little set" owners? Get something really good for your money



Conant Ball

Whitney

Whitney

Lewisburg Chair & Furniture Co.

St. Johns Table Co.

Drexel

Why do American Women *act like a flock of* ?

Thomasville Chair Co.

St. Johns Table Co.

Lewisburg Chair & Furniture Co.

Jamestown Lounge Co.

These tables go from one house to another, never out a window

Not only a buffet—a storage piece that can go from small dining room to foyer or study

Lewisburg Chair & Furniture Co.

St. Johns Table Co.

Drexel

Last buffet has extra storage, all have good lines

WE'LL take "dinette sets" to illustrate the point, shall we? When you realize how many nondescript "dinette sets" at about $39.50 each are being sold, you wonder *how* there can be so many sheep in the world! After all, for that amount of money you ought to get something well designed and basic, and not necessarily matched, that will be useful for many years and in any kind of house or apartment. The chances are that the skimpy "set" will be all right (and merely all right) for your first breakfast room, and after that, what? You may never have another breakfast room, you don't want the set in even a small dining room, and it's not right for bridge. And certainly you don't want to throw forty dollars smack out of the window. There's no point in being "in the middle" with something neither good enough to keep nor bad enough to use as bonfire material.

Just look at the chairs we show, each one perfect of its kind and nice enough for any house. A ladder-back your most exacting ancestor would approve, a fetching little chair with painted decorations, a maple fiddle-back you can have with or without decorations, a smart limed-oak modern chair, a wonderfully inexpensive chair of the same wood, and another "bargain," this time maple, that can be had with a ruffled chintz cushion. And so with the tables and buffets we show you here. All of them will move from room to room and look RIGHT always—not so your shoddy little "18th century" set. So, *why* be another one of the flock of sheep?

Two soups that lead a double life...

Probably they're already two of your favorites. The lively flavor of Campbell's Tomato Soup, and the creamy richness of Campbell's Cream of Mushroom make them always welcome.

But—have you discovered that these two soups are the secret behind a new way of cooking? How much they can help you in making delicious meat loaves, perfect, cream-smooth sauces and other good things?

Try the recipes below. Find out for yourself what new zest these soups lend to your cooking. Once you do, you'll want to keep plenty on hand—to serve as soup and to use as ingredients in lots of tempting dishes.

A SUMPTUOUS SOUP

One your family will want you to serve again and again. Campbell's make it as carefully as you would, of fresh young hothouse mushrooms and extra-heavy cream. You'll find lots of tender mushroom slices in it, too. First choice for party luncheons and a family dinner favorite.

Campbell's CREAM OF MUSHROOM

MAKES CHICKEN À LA KING*

—more easily than you've thought possible! Empty 1 can Campbell's Cream of Mushroom Soup into a saucepan, then stir well. Add, gradually, ½ cup top milk or light cream, and heat. Add 1 cup diced chicken and 1 egg yolk, beaten. Mix in 3 tablespoons, each, pimiento and cooked green pepper, cut in strips. Heat, but do not boil. Serve in patty shells or on toast. Serves 4-5.

LOOK FOR THE RED-AND-WHITE LABEL

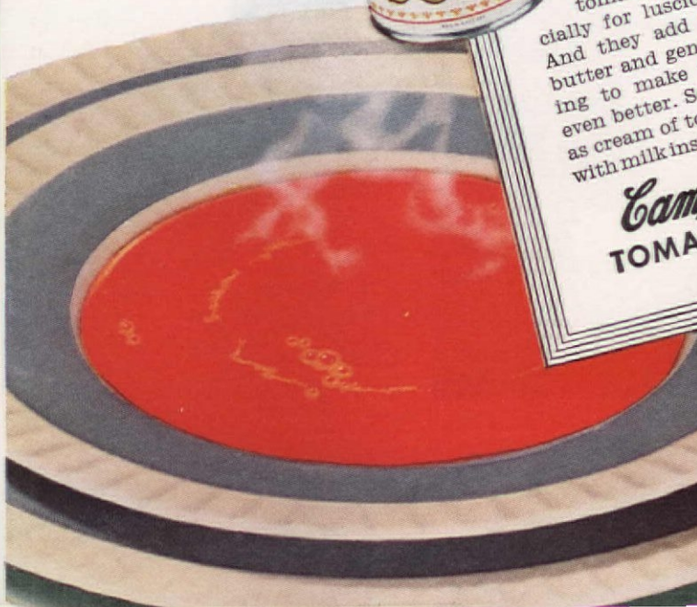
BEST-LIKED OF ALL SOUPS

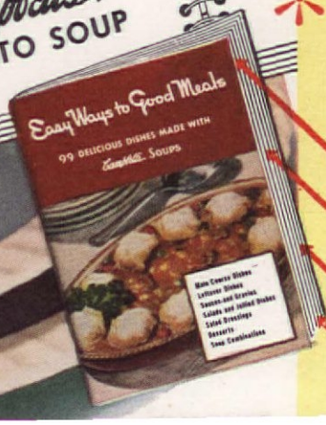
—the one served most frequently—in fact, it's the largest-selling soup in all the world! Campbell's make it of tomatoes grown specially for luscious flavor. And they add fine table butter and gentle seasoning to make that flavor even better. Serve it often as cream of tomato, made with milk instead of water.

Campbell's TOMATO SOUP

A "DRESS-UP" SAUCE*

For a tomato sauce that will turn an everyday dish into party fare, try this: heat Campbell's Tomato Soup just as it comes from the can. Because this soup is condensed, double-thick and double-rich in zesty tomato flavor, it makes a smooth, lively sauce. Pour it over breaded veal cutlets (see illustration), cheese dishes, codfish cakes and spaghetti, to mention just a few favorites.





*Free! Campbell's 48-PAGE USEFUL BOOK OF RECIPES!

"EASY WAYS TO GOOD MEALS"

- 4 pages of new main course dishes
- 8 ways to put life into leftovers
- 13 tempting salads and salad dressings
- 10 new ideas for serving vegetables

99 tempting, easy-to-follow recipes, together with ideas for menus—and new ways of serving your favorite soups. Many full-color pictures, easy directions! For your copy, just fill in this coupon and mail, together with 1 Campbell's Cream of Mushroom Soup label to . . . Dept. A Campbell Soup Company, Camden, N. J.

Name _____

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Shown also on the cover

Frank Willming

In Wayne, Illinois, the home of Mr. and Mrs. Ray C. Johns is the delight of all who are privileged to pass its portals

For

HERE is a house that is really right for the people who live in it and the way they live. Casual and informal, as it should be in the country, it is full of original and dramatic touches that make it a truly personal background for its owners, Mr. and Mrs. Ray C. Johns, and their daughter. We take off our editorial hat to Mrs. Johns for her dramatic use of color, for the growing plants and branches and flowers without which one cannot imagine her, for her genius in handling even the tiniest of rooms with a flair and an awareness of the fitness of things, all of which have stamped indelibly her own personality upon her home.

The clear space in the center of the long living room divides it, one might say, into two rooms. At one end there is the big window with its sturdy country draperies and its chairs and tables grouped around. At the other, the cheery fireplace near handy bookshelves and more comfortable chairs. And having seen mustard yellow and parlor pink together against white walls just slightly grayed, could you ask for

anything gayer? And what could be nicer with panelled wainscot, rough beams and plaster, all so simple and so perfect for the country, than French Provincial furniture and goatskin rugs?

The little entrance hallway has little architectural distinction. But see what has been done. A thriving plant and ivy trained to frame the window provide interest and color.

The tiny breakfast room (see page 19 and below) is clever enough to be a stage set. The round table, draped to the floor with white leatherette appliquéd with red felt, and the white wire chairs with their fat red felt cushions doubtless once graced an "ice cream parlor." The window, which takes up almost an entire wall, is framed with Picasso sketches and hung with a bamboo blind and little half-way curtains of white batiste, just hung with rings. To add still more gaiety, there are gold polka dots on the wallpaper, gold fringe on the round cushions.

And then there is the little powder room (page 19 and below). The color scheme is deep blue-violet and cerise, with lots of white. Walls are blue-violet, the floor white linoleum with, of all things, cabbage roses cut out of wallpaper and laid in each of the four corners, and a white fur rug. White organdy piped in cerise makes the curtains, tied back with cerise satin bows; cerise slipper satin covers the bench and pillows, while the love seat is blue-violet and

Example—

cerise plaid taffeta. Bench and powder tables are white iron, and even the hat box has its own particular gaiety, a cover of quilted cerise satin.

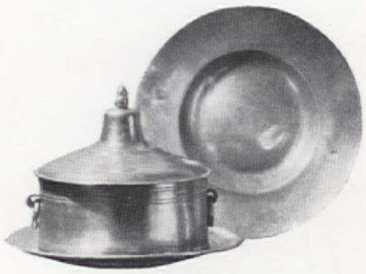
Not to be outdone, the kitchen has a red ceiling, white walls, black and white linoleum on the floor, red string rug in front of the sink, red and white striped linen toweling for curtains, red leaves in a bottle on the window sill and big red apples on the drainboard! Open shelves filled with yellow Quimper ware add their own particular bit of color. The white gateway leads to the kitchen door and beyond it to the walled garden where the family dines all summer. Here's charm without "quaintness," dignity and personality which a stereotyped "period" room rarely if ever achieves. It's planned for real 1941 American living—not for hoop skirts and knights in armor!

Frank Willming

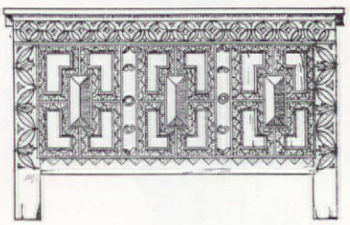
Suitable for a drawing room in a frivolous, voluptuous period . . incongruous in an American living room!

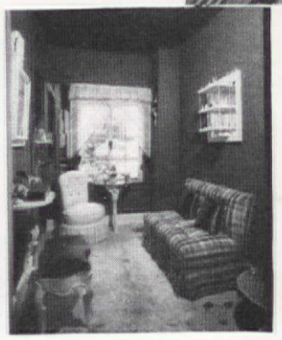
R. Tebbs

Great-great-grandmother was a functionalist, even if her children are loath to accept it. She *Used* all this stuff and kept it on hooks where she could reach and get it. She would die "a-laughing" if she could see you using them as decoration, or polishing pewter when smart men had invented non-tarnishable metals for modern use



Chests were made massive to resist vandalism, well suited as seat or to serve as bed for knights in heavy armor. Is that your problem?





Look backward, little one, but you'll pardon us if we remind you that your personal "accessories" too should suit your era of thinking? Or if we tell you that you remind us that Gothic, of all things, was once denounced as a licentious, modern style

Dear Bride

do you know WHY so many middle-aged homes look like this?

INERTIA, probably, is reason No. 1. But a close runner-up will be that the house is full of furniture "not good enough to keep, too good to throw away." Of course, the fallacy of it all is that it is simply NOT good enough to keep—what they mean is that they've spent too much on trash their whole lives and now, if one good piece were to be brought in, all else would suffer by comparison. Is it not a horrible admission of bad judgment in a major life investment—the furnishing of one's home? Be wise, Dear Bride, look again at those things "not on your budget," then pray fervently you'll never allow them to GET on your budget, however large it grows. Your judgment should grow, too!

For instance, right at the top of our list of what not to buy come spindly little tables whose manufacturers have tried to give them the grand manner in cheap, fancy curves and carving. Well, the answer is it can't be done—the glory of budget-priced furniture comes in fine, simple lines easily mass-produced by machine, and don't think for a minute that cheap surface ornamentation is anything but bad. And as for their size: *what* could you put on the outrageously small tops of these garnished and curlicued gems, and who ever saw anything that would fit into a trough like that of the one below? We'll take ours in clean designs, and big enough to hold books, magazines, and a lamp better than the little skirted joker that's every bit as bad as anything on the page.

In case you're wondering about our "smart striped" (that's what the salesman will emphasize) love seat, just take another good look at it. Would your husband really want to sit on it, and can you imagine curling up with a good book on something minus both cushions and arms? To say nothing of the fact hat its rolled back isn't good and, even if it were, wouldn't cover lack of balance and proportion.

Lastly, we want to speak our piece about corner cupboards. We've seen some beautiful ones, every one of which cost real money. It's not hard to understand why. A corner cupboard must *fit* in the corner, and don't think such exacting work can be turned out at a dime a dozen. To make matters worse, our "bargain" hides behind curves and decoration and what's supposed to be a pediment top. And, come what may, a corner cupboard takes up room without *making* room for much of anything on its triangular shelves.

There are better things for you. Fine, sensible, simple furniture that suits the active life you lead. Fabrics and wallpapers and carpets with lively patterns, interesting textures, wonderful colors. Just be wise and careful, and please listen to our words of advice, and you'll never find yourself with a houseful of furniture that belongs in the fire but costs too much for kindling.

These are ~~not~~ on your budget!

You've seen a lot of what they call "smart" furniture. We say much of it, like this love seat, is uncomfortable, not good design. Don't be taken in by "stunning" (!) upholstery

Wonderful combination of ridiculous tables, a silly lamp

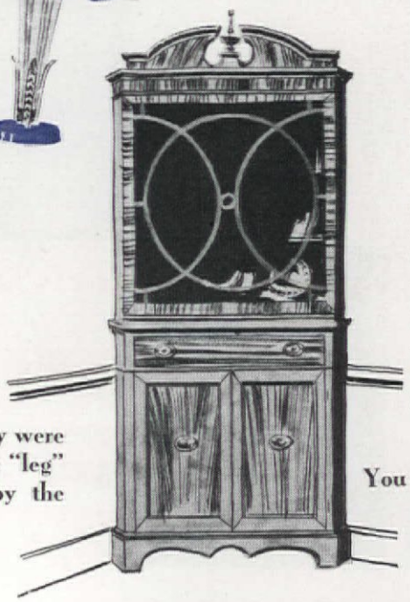
Here's what we mean:

Have you a little gem like this

You just try to think of a good use for this table—we give up. Obviously, it's no object of beauty: awful curves that couldn't be produced for a price even if they were good—and is that a screw we see joining that outside "leg" to the "trough"? Well, maybe you could put it by the sofa and try to pretend it wasn't there. A spindly lamp would be good on it, and maybe one book

LOOK at the photographs on the opposite page and be honest when you decide which one reminds you of your living room. The top one is pretty dull, isn't it? And depressingly "middle-aged." It looks as if someone doesn't care. If it looks like yours, you better do something about it—quick!

That room is a first-class example of the kind of mistakes brides used to make when buying furniture. Two overstuffed chairs, one in a dowdy geometric pattern that was supposed to lend interest or something, both with ecru lace "tidies." A sofa or studio couch with a practical, and only that, covering and three or four limp pillows. A table with a silly little lamp by the window, and two or three more tables, all of them wobbly and badly



You can't afford a corner cupboard—and anyway there's no real room on its piece-of-pie-shaped shelves

designed. A burgundy or taupe carpet, and a few pictures to brighten up hopelessly ivory walls. That was just about all, and all pretty sad.

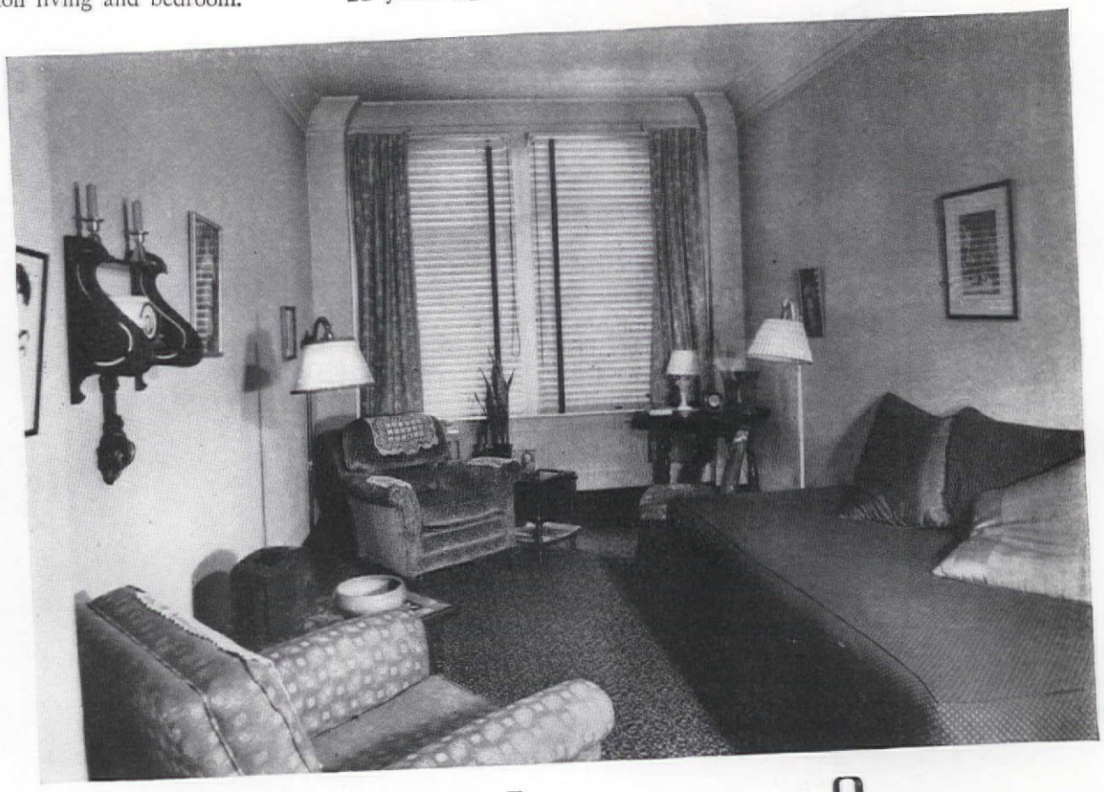
Well, you don't have to stand for anything like that now, and good proof is in the "after" of the same room in Mrs. Florence Doyle's apartment in San Francisco. She got to work with a smart decorator, Mr. Rudi Blesh, of Gump's. Her long, narrow, and dark room with nondescript furniture sticking out at angles now is a smart combination living and bedroom. Instead of doing an obviously "combination room" decorating job, they produced something much smarter. Rolled bolsters make a studio couch into a handsome piece that looks like a modern sofa. And by careful arrangement, there is a perfect conversation group, plus a desk for the study end.

To give the room architectural interest and make it look about three times as wide they used a wallpaper mural on one wall, and covered the opposite wall with mirror.

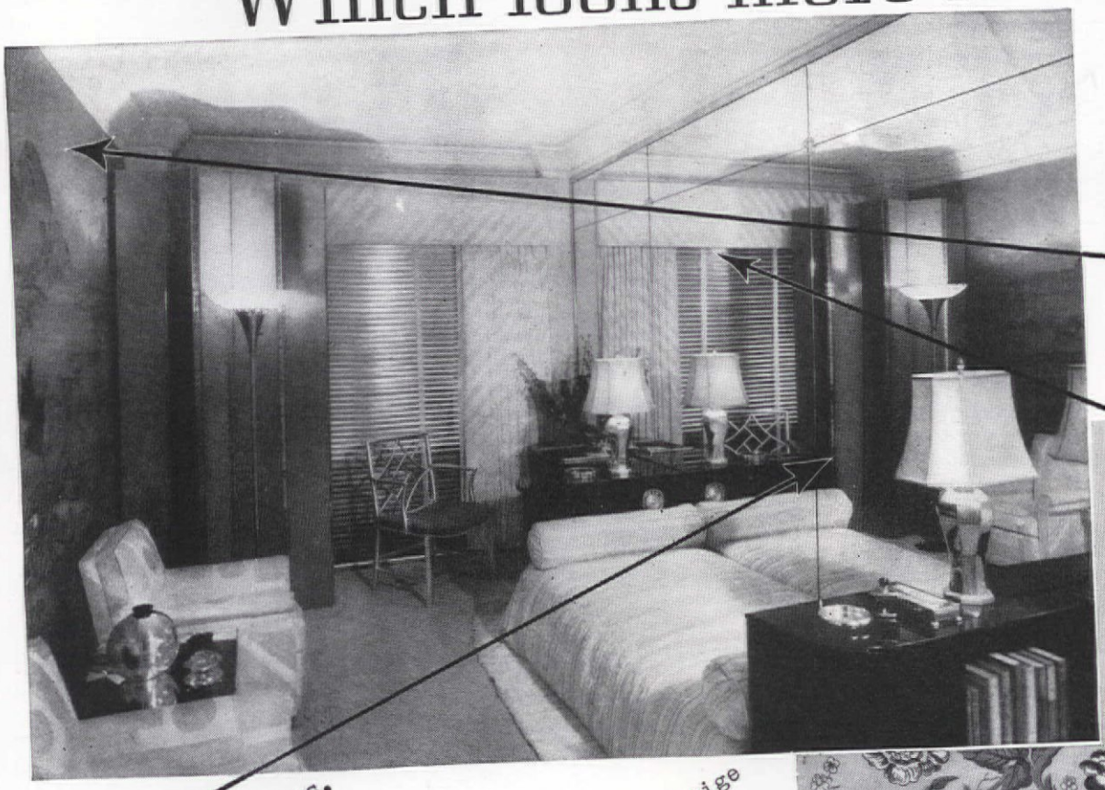
(Wonderfully colored and designed wallpapers can be had at modest prices now, don't forget.) The off-white, room-size looped cotton rug is simply standard widths put together with *zippers* to make laundering easy, and so it can be changed to fit another room whenever desired.

Modern furniture—simple pieces that look built-in rather than intruding on small floor space—furthers the illusion of space in this 12' x 17' room. The colors do a job, too: quiet neutrals for large areas, accented by Mrs. Doyle's favorite lipstick red for seat covers of the two silver lattice-back chairs.—HELEN BELL GRADY, Berkeley, Calif.

Are you still living with the furniture you made a mistake on 15 years ago? Aren't you *tired* of it? Better read this story



Which looks more like yours?

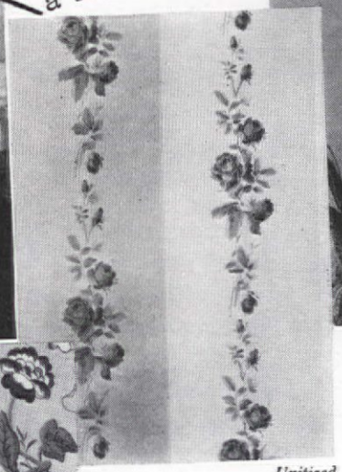


Take a lesson from top-flight decorators. Mirror doubles floor space, worth twice what it costs. Use it as a structural material, not decoration

Notice this fine mural paper—not too expensive when you do only one wall

Katzenbach & Warren

Looks like two windows—one's a reflection!



Unitized

Don't buy a cheap beige scenic—have a really striking wallpaper. An elegant tree panel for either side of mirror or fireplace, or an all-over or striped floral

Imperial

1. Old Aunt Bess could
beat rugs all day.
A strong man's job
was to her just play.

2. But the chore that
used to floor Aunt Bess
Was washing windows
(look at the mess!)

3. Now her slim niece Jane
who's five feet at best,
Cleans windows with ease,
and's *still* full of zest.

4. She uses Windex.
In *minutes* she's done,
So she romps with her dogs
—has lots of fun.

5. For Windexing windows
is really no feat.
Spray it on. Wipe it off.
That gleam is a treat!

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

7. Don't be tempted by imitators who promise "more for your money." WINDEX is a quality, *oil-free* cleaner which leaves no dust-catching film, doesn't streak, sheds no dust on sills or floor.

NEW REDUCED PRICES!

WINDEX

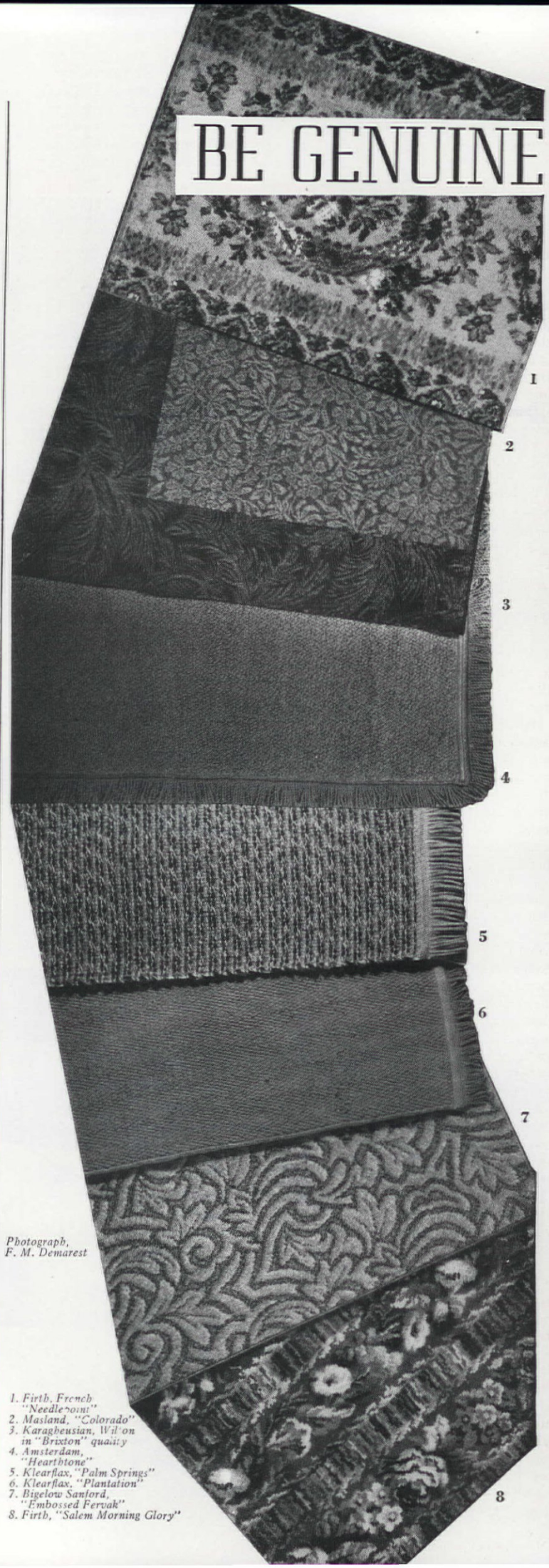
NOW NEVER OVER **15¢**

for handy-size bottle anywhere in U. S. A.

Ask your dealer about the new reduced price —also about big 20-oz. economy refill size.

Copr. 1941, The Drackett Co.

BE GENUINE



Photograph, F. M. Demarest

1. Firth, French "Needlepoint"
2. Masland, "Colorado"
3. Karagheusian, Wilton in "Brixton" quality
4. Amsterdam, "Hearthstone"
5. Klearflax, "Palm Springs"
6. Klearflax, "Plantation"
7. Bigelow Sanford, "Embossed Fervak"
8. Firth, "Salem Morning Glory"

—Imitation fools no one

AS YOU'VE gathered if you've read through the magazine as far as this page, *we* don't like cheap imitations of something which really can't be cheapened successfully. If you have inherited or acquired really beautiful Orientals or Aubussons, why you're just terribly fortunate, that's all, and certainly you should use them and enjoy them as much as if they were set with diamonds. But if you have had no such luck, we beg you not to pretend, for an imitation is always an imitation and never fools anyone.

Because it is so big, the carpet or rug on your floor is one of the first things you see when you step into a room, and the first thing your friends see. Therefore it had better be good! You can't say, like one woman I know, that she doesn't care what her face looks like because she's behind it! Your rug is behind nothing—in fact it's lying all spread out on the floor, as prominent as it can possibly be. If it is middle-aged or frowsy or cheap looking, your whole room will suffer. And that is a little unfair to the nice furniture and new draperies and pleasant colors.

Now, we don't want you to spend all your savings of the last twenty years on a new carpet, just for the sake of having a new one. But we do urge that when you take the plunge you try to get something real, "genu-wine" 1941, and not something so old-fashioned nobody will notice it and it will just lie there on the floor practically unseen, contributing not an iota to your or anybody else's pleasure.

The genuine 1941 affair is so exciting that you don't have to consider cheap imitations of fabulously expensive Orientals and Aubussons—*and it's no more expensive*—sometimes a good deal less. Anyway, don't you like change as much as we do? Don't you want something exciting and different from the same old things your mother and grandmother had before you? Goodness knows your car bears not the slightest resemblance to the old family horse and buggy; your clothes aren't any more like grandmother's than you are, and why should you keep on insisting on the same kind of rug she had? Unless, we repeat, you're lucky enough to have a really priceless heirloom.

If you're smart you'll take your cue from smart decorators—and incidentally they're lucky too. Not so very long ago they had to have a carpet specially designed if they wanted anything the least bit unusual. If not specially designed, at least specially colored to match some subtle color scheme. But no more! You needn't feel you have to have "special order" rugs, which take a long time to make and are very costly, because there is an infinite variety of utterly new ideas on the market.

All right, we'll be specific. Can you resist the new florals? Some of them are as gay as your favorite chintz, with green leaves, pink roses and probably bits of other colors woven into the design. These have two virtues besides their exciting new look; being patterned, they don't show soil or footmarks; and being multi-colored, they permit you a wide choice in the other colors to be used with them. There are two on this page which show what we mean; look at the top and the bottom ones. Believe us, the colors are good enough to eat! Now, mind you, these are not expensive; probably cost a great deal less than a cheap imitation of something our grandmothers liked. It won't take much more than a fifty dollar bill to buy either in a 9 x 12 size.

You've probably seen also the magnificent "carved" rugs of which decorators are so fond today. These, of course, *are* expensive. But there are ways to get the same effect, which is one of the newest, without the actual carving technique. Witness the carpet second from the bottom. This may cost $2 more than the florals, but could anything be smarter?

The tone-on-tone carpets are probably familiar to everyone by now. There are two of them on this page, second and third from the top, typical of the best on the market. This type of carpet is good-looking, practical in the extreme.

Texture is another quality of up-to-date carpets we have been harping on for some time now. And it's especially exciting in cottons—not cottagey rag rugs, not by any means. But heavy-woven cottons which lie flat and sturdily on the floor, and are often fringed all around, whether they are rectangular, oval or round. Magnificent colors are available, colors which decorators once had to order specially dyed. There are three on this page which give an idea of the variety of weave and pattern. These are truly of this generation, they are stunning to look at, glorious in color, and easy to have cleaned. We haven't mentioned price, but by this time you should know that, like you, we're interested in the smartest, most up-to-date carpets and rugs that can be had at prices most of us can pay. For, all things being equal, we don't think it makes sense to buy out-of-date merchandise, or rather, cheap copies of merchandise out-dated by our 1941 mode of living, when there are available, at the same or lower prices, new ideas in merchandise so much more suitable in every way.

CIRCLE TREAD

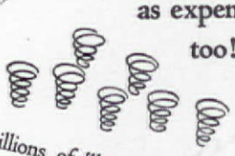
Ozite

REG. U.S. PAT. OFF.

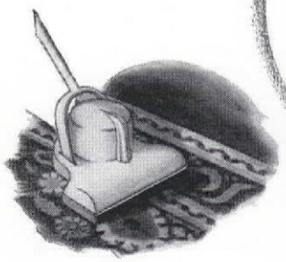
RUG CUSHION

makes one rug last as long as 2 or 3 . . . so Circle Tread OZITE really doesn't cost a *cent* considering what it *saves!*

Insist on Circle Tread OZITE and you'll save the price of the rug! And your rug will feel twice as expensive, too!

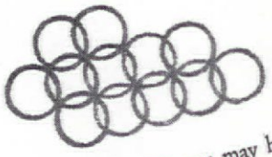


puts millions of "hair springs" under your rugs...soft and bouncy to walk on, makes even *inexpensive* rugs feel luxurious!



provides an air space *under* the rug so your vacuum cleaner can *really* get the dirt out. Increases the efficiency of your cleaner . . . keeps colors brighter.

Circle Tread Ozite is sold under a guarantee of satisfaction by the largest manufacturer of quality rug cushions. Three weights to meet every budget. Made of real hair, with adhesive fabric center. Sterilized by "Ozonizing." Permanently mothproofed. Sold everywhere.



LOOK FOR THIS CIRCLE TREAD DESIGN!

if it isn't real OZITE, you may have to buy another pad long before *real* OZITE would wear out! It's cheaper and safer to insist on genuine Circle Tread Ozite.

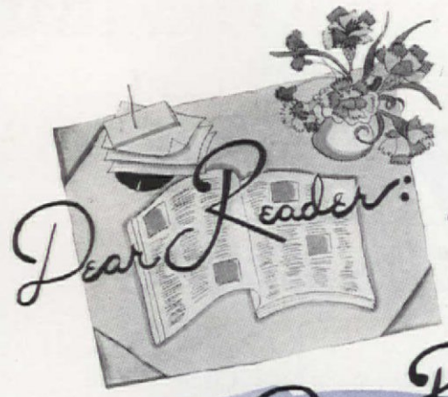
Buy the best . . . know no regrets!

Circle Tread Ozite is guaranteed to satisfy!

GUARANTEED AS ADVERTISED IN Good Housekeeping Magazine

Send for FREE Booklet on Care of Rugs and Carpets

Loads of valuable information on care of rugs and carpets. Ask for Booklet 117, sent free with sample of Circle Tread Ozite. Address Clinton Carpet Co., Merchandise Mart, Chicago.



Dear Reader: Gumption Story # 1

"Stick to your guns!" is the author's advice to all young couples starting out on a shoestring. She did, and found that even a very shabby remodeled apartment could become glamorous

Dear Bride

WE DECIDED that no one was going to make us swerve from our plan of very low rent. After all, we were newly married and didn't have any extra money to spend on a shiny new house or a fancy apartment. Instead, we stuck to our guns and economized on rent. Now, pardon us, please, we are very proud of our pretty home, our bank account, and the lovely antique cherry cupboard and walnut bed that our rent savings bought.

We are specially proud of our bedroom with its five windows, corner fireplace, and nice roominess. The windows were ugly, high from the floor, with dark woodwork and cloudy glass. The wallpaper was splotchily faded. The closet was dark and even given to leaking plaster dust. We tackled it first. I took off the paper by soaking it with warm water and peeling it. What a mess I was! I am long-legged and awkward, and as I squirmed about on the stepladder, sloshing water on the ceiling, dirty rivers ran down my arms. In that cramped space I could not get clear of falling paper, and the plaster just would come, too. Later the plaster was repaired and Bob added a light (30 cents).

It's not so much what you have, but what you can do with it that counts. Examples: an ugly fireplace perked up by muslin ruffle on the mantel shelf; plain Jane muslin made into pretty curtains; paper doily around ceiling light

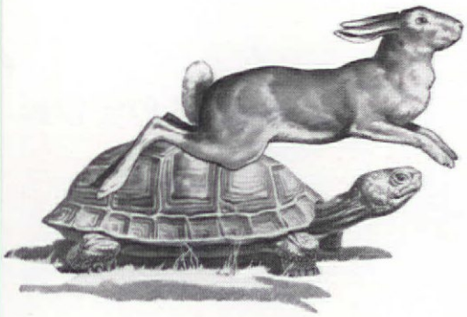
BETTY BEECH, Marion, Ohio

Since our bedroom furniture is antique ivory and the room is full of light, we decided on blue walls. Then we discovered casein paint, a remarkable stuff. A gallon of beautiful soft blue cost only $2.10. We wiped the walls and ceiling with a damp cloth and then painted right over the paper on ceilings and walls, and over the plaster in the closet. Just use a huge brush and work to a wet edge. You can paint in circles, triangles, or stripes, for no brush marks will show.

The best idea is our wall border. It's nothing but the heavy white lace edge cut from shelf paper, but the white on blue is striking. We also bordered the space above our fireplace with this edging. Total cost about 55 cents. On the ceiling around the base of the center light fixture we pasted a lace paper doily. All this is not too fussy, for the room is so large that it assimilates lots of fluff.

There was no view to be seen out the windows, and the sills needed refinishing anyway. Unbleached muslin, two widths per window, hung from ceiling to floor and around the corner, finally solved the problem. I gave these curtains a two-inch heading and ruffled edges—a glamorous background for my dressing table with pink skirt and blue pockets. Behind the bed hangs an heirloom blue-and-white coverlet.

By the fireplace is a lovely copper-banded blanket chest. On the mantel are copper candlesticks with deep blue candles, and a blue-banded copper lustre pitcher, and along the mantel edge skips a muslin ruffle to match the curtains. Three colorful flower prints, very brightly framed, top it all off.



Here's The Simple, Sensible Idea That Makes MERCURY Different!

THE illustration on the left sums up the basic idea that makes Mercury far different from all other cars. The rabbit is built for speed . . . with hardly an ounce of excess weight to slow him down. Fleet-footed, nimble and alert, he can beat the turtle every time—no matter what the fable says! Mercury, also, is free from superfluous weight. Built to principles of aircraft engineering, it has *more power per pound* than most other automobiles. This sensible, *new-and-different* method of construction gives Mercury a world of stamina and thrilling "get up and go." It's a spirited, youthful car that fits today's driving needs *exactly*. That's why it gets out in front—in traffic or on the straightaway—and *stays* there!

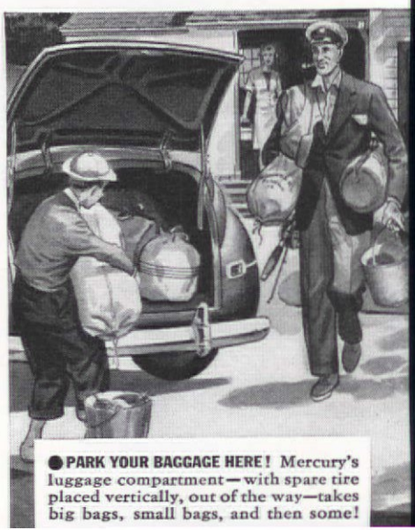
● **ROOM TO SPARE!** You can stretch out, relax and take it easy in today's BIG Mercury! There's plenty of head room and leg room for big people to enjoy!

● **ROAD-HUGGING SAFETY!** Mercury's new larger, wider tires put *more rubber on the road.* You get a smoother, safer ride—better grip on curves, wet pavement!

Get Yourself A Flying License!

YOU get the very *feel* of flight when you "take off" in a Mercury! For this completely new and basically different car really seems to have wings in the effortless way it streaks across country and takes the miles in its stride. ● Relaxed on broad, luxurious seats, you cruise along cradled in the "comfort zone"—between long, slow-motion springs. Balanced weight distribution and new wider tires give you better grip on wet roads and sharp curves. ● You'll like everything about Mercury—the smart, youthful sweep of its lines; its powerhouse V-8 engine; the lavish, roomy way it caters to your comfort. And you'll be amazed at Mercury's high gas mileage!

● **YOU TRAVEL IN STYLE** at the wheel of this smart new Mercury Convertible for five! Automatic top, in your choice of olive-drab or black fabric, is electrically operated! White sidewall tires extra.



● **PARK YOUR BAGGAGE HERE!** Mercury's luggage compartment—with spare tire placed vertically, out of the way—takes big bags, small bags, and then some!

MERCURY EIGHT

Story #2 is Gumption + Humor

SUSANA BLANCHARD
Ventura, Calif.

—and is that our pet combination!

When you've been house hunting until you're about ready to pitch a tent in the middle of the street, anything at the right price looks good. Our little old cottage needed lots of paint and hard work, and we had to buy mostly secondhand furniture—but we soon fixed that!

AN OLD house is fun to do over and fun to live in if you have patience, energy, and plenty of humor. Rough hands and paint in your hair, sagging stairs and ceilings festooned with cobwebs, go with most old houses, and ours was no exception. It was a sweet but thoroughly delapidated cottage about forty years old. It really needed rejuvenating.

Aside from a few new panes of glass and a plug here and there to keep out unwelcome spiders, there were no structural changes. The main transformation was due to a few good coats of paint, white inside and out, which gave the house a fresh, crisp look. We furnished most of it in bad Victorian, as limited funds allowed nothing more elegant. Many of the curious little pieces were picked up in not too reputable secondhand stores. A good bath and new finish made them presentable.

The baby's nursery, shown here, is our pride and joy, and certainly the best decorating job. It was twenty-seven feet long and only ten feet wide, so we divided it into two sections, one half for sleeping and dressing, the other half for a work and play room. Windows line one entire wall, and, rather than cut out the afternoon sunlight with curtains, we made valances of blue denim bed-ticking edged with white cotton fringe. On either side are blue-and-white printed tie-back curtains, also of mattress ticking. They were practical and inexpensive, for lining was unnecessary.

In the play-room end, shown above, is an old upright piano, which in its natural state of dark varnish was much too conspicuous. It was an atrocity anywhere, and in the baby's nursery it looked bigger and blacker than ever. Painting it seemed the only solution. This we did, and then garnished it here and there with figures and flowers to conform with the other furniture and make it one of the gay attractions in the room. The toy containers, guaranteed to promote neatness in the smallest of small fry, started out as lard buckets at the local market. I gave them a good dose of white paint, plus a few more of the same figure and flower decorations, for gaiety.

Jalopy gone gay

Tubs for toys

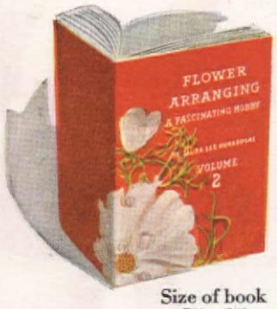
Blue ticking, white cotton fringe valance

Robert Clark

The other half of the room, at left, houses bed and dresser, and was given extra interest by the addition of book shelves. These shelves also do their duty in disguising an ugly radiator. The grooves in the wall were so deep that even the peasant bedstead seemed out of place. The crèche above the bed was an afterthought, but with its painted boughs for background has taken away from the bareness of the wall, tied the room together.

Home can be brighter at the touch of your hand

A few flowers deftly transformed into a gay design are one of the refreshing touches that brighten a home. They lend an atmosphere of gracious living. So does ice-cold Coca-Cola. Its refreshing taste and quality have established it in the modern scheme of pleasant living. Frosty bottles of Coca-Cola invitingly arrayed make the happy little ritual of daily refreshment more welcome to guests and family alike.

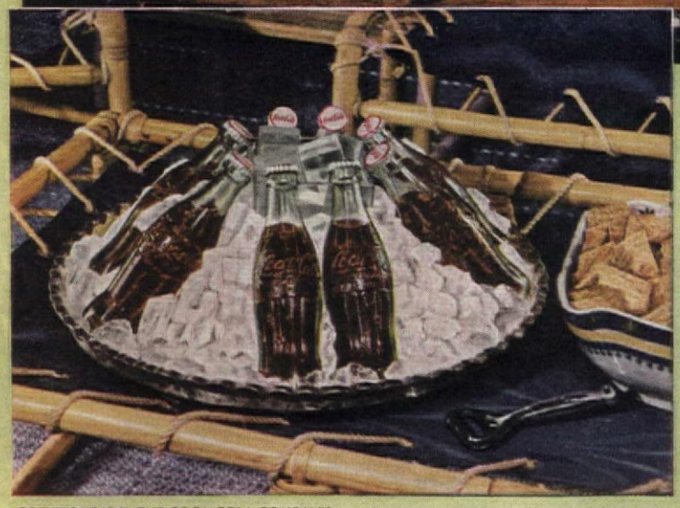


Size of book
7" x 9"

NEW! VOLUME 2

Send for this Entirely New Book

This new and larger 1941 edition of "Flower Arranging" by Laura Lee Burroughs contains *new* pictures, *new* material, 48 new, beautiful photographic color reproductions of flower arrangements, with designs, descriptions and many suggestions. Send your name and address (clearly printed) with ten cents in coin or stamps (to cover cost of handling and mailing) to The Coca-Cola Company, Atlanta, Georgia, Dept. AH.



Pansies and Grape-Hyacinths,— one of a series of arrangements illustrated and diagramed in the book offered on this page.

Ice and Coca-Cola belong together. So be sure to pre-cool the bottles thoroughly in your refrigerator. Then, in serving, use ice to keep them cold. It can be charmingly done in an attractive arrangement of the bottles in ice. And the easy way to buy Coca-Cola is in the handy six-bottle carton from your dealer.

The
Six-Bottle Carton

COPYRIGHT 1941, THE COCA-COLA COMPANY

PROUDLY WE HAIL
THE NATION-WIDE SWING TO

AMERICAN 18th CENTURY

RUGS AND CARPETS

★

Have you seen these lovely Firth designs which fostered a whole new decorative trend?

. . . and did you know that *your* home can glory in their friendly elegance, their soft, warm colors, for as little as fifty dollars?

Yes, in certain qualities, for even *less* than fifty dollars you can own such a rug as you have always dreamed of owning . . . gloriously *American* . . . its design and colors recaptured at last from some treasured heirloom of New England or the South. Now your living room can boast such lovely colorings as you have seen in the old houses of Charleston . . . your bedroom can have the cozy charm of an old Salem cottage . . .

★

"I never dreamed I could afford your 'Ashley River' design," she wrote, "—but I asked the salesman how much, just for fun. Then I knew the rug I'd always hoped for was mine. And there we were, seeing how nicely it blends with the draperies I already have."
(No. 7520)

It's GEORGETOWN
(No. 6[illegible])

"Best of all", their letter said, "it goes *perfectly* with everything we had—all our furniture somehow looks better than ever before." That's one joy of these designs: they are so completely adaptable to so many furniture combinations.

NATCHEZ. The early plantation houses have yielded no rug design more lovely than this, or more suited to the modern use of the American 18th Century style. (No. 6209)

BOSTON. A lovely old New England hooked rug...softened by the years...mellow in tone and texture...served as the inspiration of our "18th Century Boston" design. (No. S. J. 48.)

NEW ORLEANS. Many of the old families still possess rugs with the same charming floral medallions, the same Aubusson pink ground as in this careful re-creation by Firth. (No. 6210)

Her new rug is "Portsmouth", in Firth's popularly priced Waverly quality . . . a "hooked" design available in three background colorings: shades of rose and wine (No. 4375); of Queen Mary blue (No. 4376); and of beige and coral (No. 4377).

your dining room, the friendly elegance that made the 18th Century the Golden Age of decoration.

Firth, as you know, has long been first in the re-creation of American floorcovering designs . . . famous alike for "hooked" rugs with all the flavor of Cape Cod . . . and sunny American designs in the spirit of the great California ranches . . . and for the more sophisticated 18th Century and Federal patterns which are sweeping the nation today.

Today, to be fashion-right is to be *American* in your decoration. And we honestly believe that you will not find *anywhere* such beautifully American rug designs . . . of *every* type and period . . . as at the Firth store in your locality.

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

Firth

RUGS AND CARPETS

Imagine! This beautiful $4 Rug-Hooking Set for only $2!

Now you can make a hooked rug of heirloom loveliness—working it in easily-handled 15" squares to any size rug you want. For only $2 (*half* its retail value) we'll send you everything for your first square—the burlap stamped with a charming design; yarns in Dusty Rose, Moonstone, and Sage-Leaf; hooking needle,

FIRTH CARPET COMPANY
295 Fifth Avenue, New York

☐ Send me the Rug Hooking Set. I enclose $2.

☐ Send me_____duplicate squares with yarns at $1.50 each. I enclose $_____.

☐ Send me FREE your booklet, "How to Achieve the Charm of 18th Century in your Modern American Home."

Name_____

Address_____

STEVEN HALL
Chester, Vermont

There's a reason for *gumption story # 3*

TRYING to make a big, old house livable with practically no money and not much more furniture is a job that goes on and on. Our guest room was in such an awful state that I still went into it hastily, with my eyes closed, when I heard that Alice Rankin was coming for the week end. She's a decorator, and I wanted to give her learned eye something to notice. My husband, an understanding soul, wondered if fifteen dollars would do it.

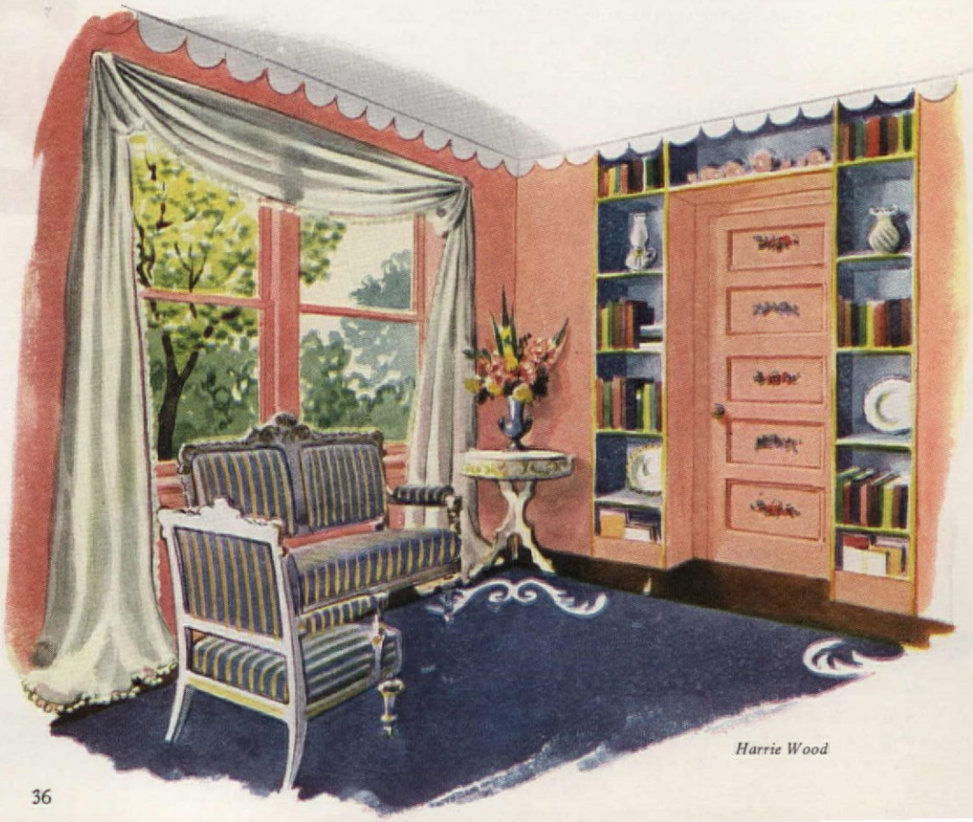
"Of course," I said. "After all, I have something to start with."

What I had to start with was an eight-by-ten room with one window, a completely hopeless wallpaper, dirty white woodwork, and a worn, painted floor. The furnishings were scanty—a small rag rug, a small chest of drawers painted white, an old-fashioned washstand painted green, a single mattress and spring on a wood base. I also had some scraps of wallpaper left over from our last house, and a daring, optimistic spirit to carry me along.

The biggest piece of paper was white with trailing green ivy. That would cover the window wall anyway. Then I would paint both wallpaper and woodwork on the other three walls a soft green to match the ivy. Dark gray paint would do for the floor. If I did the papering and painting myself, maybe I could afford to buy a cheap little upholstered chair to make the room look comfortable and inviting.

So to work! Alice was due the following Saturday, and, believe me, the room would be ready!

On Friday night my husband looked and looked at the newly decorated guest room.



Harrie Wood

Gumption story # 4

Two decorators do themselves a $10 job—page 58

"Well," he finally said, "I guess Alice's eye is sure to be doomed. I don't see why you did it this way but . . ."

"I didn't," I said. "It just came out this way. There's a reason for everything."

"It's hard to see any reason in that funny looking wall . . ."

I explained that I didn't have enough wallpaper to cover all the walls. The break between the paper and the green paint looked kind of abrupt so I simply cut out some of the ivy leaves from the scraps I had left, and pasted them to trail over the adjoining green wall so as to give a more finished look.

The best place for the chest was beside the bed, but there was such a silly little gap left between them. So I had a frame built around the chest to make it fill in the whole space at the head of the bed. It had a neat, custom-made look, I thought.

"Ye-e-s—but why the painting job . . pink roses of all . . ."

"I know, I know, but all our single guests are sure to be women. And we *like* pink roses. Besides I had to do something to soften the joint between the chest and the frame. Then naturally, of course, I had to paint the washstand to match."

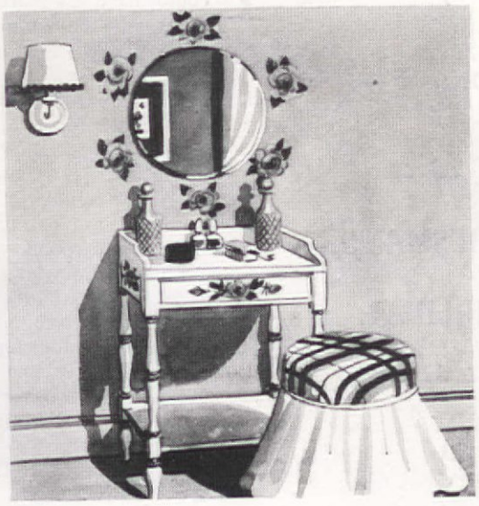
"Uh huh . . . and naturally, of course, you had to paint roses on the wall around the mirror, too."

Well, I did have to. There was a bad spot on the paper that the paint didn't cover. The painted roses fixed that, and looked pretty blooming around the mirror, anyway. It was a cheap mirror and needed a little "trimming."

By that time my husband was eyeing the bold, red plaid swag over the window and thinking it looked a little wild. But it was fun and just as effective as one I'd seen in a decorator's room, even if mine was just a rayon tablecloth and the decorator's had been the very finest variety of heavy plaid taffeta.

"Tablecloth! Why a tablecloth?" My husband has moments of looking at me as though I shouldn't be at large. It's very irritating.

"Why not a tablecloth?" I snapped. "I couldn't find any plaid material that had a bold enough design and was cheap enough, too. The tablecloth cost twenty-five cents and is every bit as effective as an expensive taffeta."



Meyercord Decals

Can of paint trims up old washstand, turns it into fancy powder table, left

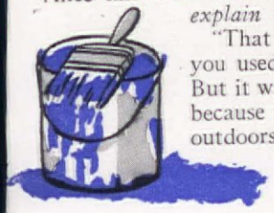
My husband sighed. "And even I can see that it's bold enough. I suppose that chair is some little thing you picked up at the junk dealer's for the big sum of fifty cents?"

The chair, as a matter of fact, didn't cost anything, because it was a wedding present that had been in the attic ever since. Red velveteen upholstery and a coat of white paint made it bright, if not beautiful. The pictures over the bed didn't cost much, either, for they came out of THE AMERICAN HOME—some, from the series of flower prints. I pasted them on red percale and put them in white frames from the five and ten. They did the trick of breaking up that long, blank green wall.

But I'm always so honest that I couldn't resist giving a complete account of that fifteen dollars. It did grow a little. I spent fifteen dollars and twenty cents, as a matter of chilly fact. My husband looked pleased at this report, but started backing out of the room when I added that such a small room really should have an all-over dark green carpet.

"I think it looks very, *very* nice, just as it is," he said.

Alice Rankin said the same thing when she came the next day. Only Alice knows a lot about decorating, among other things. She could *explain* to me exactly why the room looked so nice.



"That wallpaper, for instance," said Alice. "Of course you used it that way to make your window important. But it was clever of you to choose that particular pattern because it becomes part of the window and brings the outdoors right into the room. Naturally the ivy trailing over the green wall emphasizes that effectively."

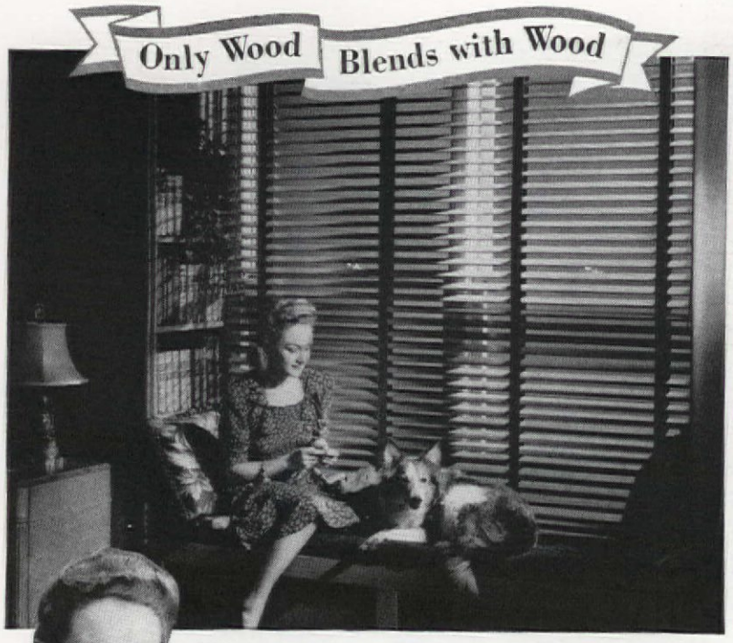
"Oh naturally," I said hastily, and, I hoped, reasonably convincingly.

"In decorating," said Alice, "there's always a reason for everything."

"Yes," I said meekly. "I know there is."

Well, Alice's reasons weren't the same as mine, but they certainly sounded like good ones. She said the plaid swag was smart, not because it was cheap, but because it was a dashing color combination; roses painted around the mirror were amusing—she didn't know about the spot; the custom-made chest was perfect, and well worth the price. And so on and on she went.

Can't draw? Instead of being baffled by a little thing like that, buy some "decals." All kinds of flowers, ready and waiting to bloom on your furniture



"**Take it easy,** Jo-Jo, I do. I'm so glad we fixed up this window seat with these Wood Venetian blinds. No millionaire can have better blinds than ours. Of course, with our wood floors, wood sash, wood chairs, wood piano, wood tables, I couldn't consider a harsh substitute. Only wood blends with my other things of wood." Smart woman, to get the best for service, style and harmony. No sharp glare, no harsh rattle, no rust. It's easy to insist on Wood Venetians. Just tell your Venetian blind dealer what you want.

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ANNE HUBBARD LEE
Forest Park, Georgia

Gumption Story #4 is a "BUSMAN'S HOLIDAY," a story of

2 Gals who practiced

THERE are all kinds of vacations. But no sea, mountain, or sight-seeing excursion could have compared in interest and sport with the one my friend and I had last summer. We decorated a house! But it was a vacation because we went to another state and, though we are decorators by profession, we attacked this house for love, not money. It was a sporting challenge because we had less than $10 with which to "do" two rooms.

The walls and ceilings of these rooms were painted a dark, nauseating, mustard yellow. Furthermore, both rooms were small, square, dark, and utterly devoid of any interesting architectural features. No fireplaces, no built-in bookshelves, no corner cupboards, nothing. The furniture consisted of four semi-Victorian chairs and one stiff old settee, one monstrous upright piano and one not-too-impossible table. We were completely minus pictures, rugs, and curtains. And we had only two weeks to do the job.

Were we down-hearted? Perish the thought. This was meat and strong drink to us. And, believe it or not, the most exhilarating element was that we had so little money to spend on the entire project! That was a real challenge to us.

The first step was to do away with the depressing pall of that jaundiced yellow calcimine on walls and ceilings. We had them washed clean of all paint. For the living room we chose a dusty, light-giving, pink flat paint, and for the dining room, which opened into it via a large, square arch, a soft companion shade of powder blue. All the woodwork was painted to match the walls in each room. In order to lower the ceiling in the living room, we painted it white, and continued the white, in large, Victorian scallops, down onto the walls, making a border of these scallops all around the room. To lower the ceiling in the dining room, we painted it a darker shade of the wall blue. The effect was really *something!*

And speaking of painting, we soon saw that—due to lack of capital—most of our decorating would have to be done with a paint brush! And so we did not spare the paints.

Because of its minute proportions and Victorian furniture, we decided to make the living room into a little "parlor." So we painted pink moss-rosebuds, blue harebells, and white lilies of the valley on all the panels of both doors, as well as around the inner facing of the arch that led into our newly painted and much improved dining room.

One door, which opened into a bedroom, completely spoiled that wall for anything else, so we built a row of narrow shelves all up the two sides and across the top of the doorway. These we lined with a vivid harebell

blue, painting the outer edges gold. On these shelves we alternated books with pieces of old china and milk glass which we had brought down with us, or had found stored away in various cupboards in the house. For the long shelf that went across the top of the door we found, among our friend's things, an exquisite and priceless treasure: a pink luster child's tea set with gold handles—perfect for the room.

Two chairs, the small drum-top table, and the settee were all painted antique white, the carved motifs of scrolls and plumes across the tops being touched up in gold. Around the apron of the table we painted a scroll design in gold. And on top of the table we put a lovely blue pottery vase of pink and gold gladioli, and a quaint old paperweight. We upholstered the settee and one of the chairs in a pink, blue, and gold narrow floral stripe. On the other chair we used a fabric with big, gay bouquets on a white background. White tobacco cloth edged with white ball fringe was looped high at the windows, making soft draperies that didn't keep out the much needed light but did enhance the windows considerably.

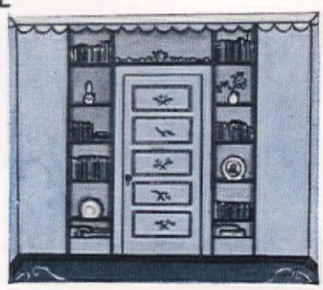
Finally, we *painted* a rug on the floor! That was the absolute climax of our decorating spree in this room. Leaving a margin of natural floor around the border of the room, we painted a huge square of dark, dull blue. And in each of the four corners, painted a largish scroll design in antique white. The "rug" brought the entire room into one compact unit, and those scrolls exceeded our highest expectations in giving the curlicue Victorian flavor that we so much wanted.

The piano stumped both of us at first. We would have pitched that ugly upright right out the back door, but our friend wanted to keep it. (No piece of furniture is as unfriendly to a good decorating scheme as one of those old red mahogany jobs.) You couldn't *ignore* such a huge thing, so we decided to *dramatize* it, to make it look as though the whole room had been designed around this monstrosity. It had to go in the dining room, of all places, because there wasn't room in the parlor.

There was only one wall space large enough—the wall opposite the archway from the living room. So there we pushed the piano, willy-nilly. And then we painted it white. All over. There was a raised scroll design on the front and this we painted gold. While our brush was in the gold, we also painted the rusty, once nickel-plated pedals. And then we executed our *pièce de résistance*—the one note that made the unwanted piano appear as though we had searched the countryside for it. On the powder-blue wall, about a foot above the top of the piano, we painted a large, voluptuous, bold garland of pink roses, blue harebells, white daisies, and lavender petunias which we looped across the wall, entwined with gold-painted ribbons. We caught up each end with golden, painted ribbon bows, the ends of which trailed down each side of the piano, almost to the floor. It was a miracle how that piano suddenly appeared recessed in that garland of roses, and, contrary to all legend (that white makes objects look larger), how painting the piano white had made it seem but one-third its former width and height! A miracle, it seemed to us.

Seen through the be-flowered arch from the parlor, the piano recessed in its garland looked dainty, airy-fairy and most Victorian. Guests sipping tea in the parlor would think, "Ah, there is the music room." Which

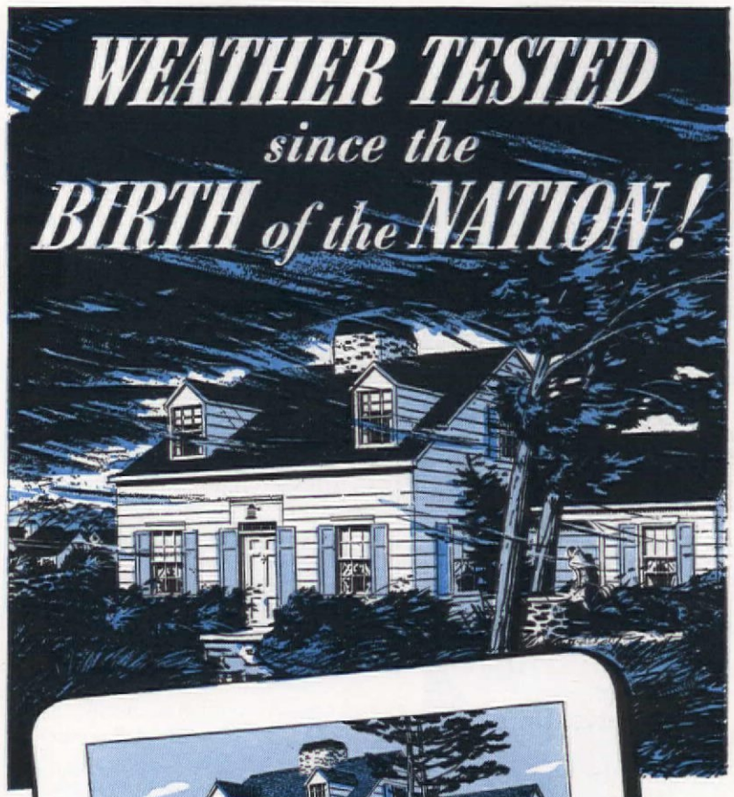
what they'd Preached!



illusion was not dispelled by any conventional dining-room furniture set out in the middle of the room. (We saw to that!)

In the kitchen we found a small breakfast-room table and four small chairs, vaguely Windsor in period. These we painted white to match the piano. The table went in front of the large double window, a chair tucked under each end. The other two chairs are against the wall, two small flower prints hanging above one, and a lovely Victorian plate on the wall above the other.

The room still looked pathetically bare. And so we put four blue-painted shelves across the entire width of the double windows, and on these placed all the pieces of colored glass—rose, amethyst, blue and amber—we could muster. All across the window sill we put a row of potted plants in quaint old pitchers, cups, and pots. Instead of using any sort of draperies at the window (since the variety of colored glass was decoration enough) we simply hung a deep, gathered ruffle of the white tobacco cloth, like a valance, across the top of the window. Good, for it didn't keep out light.



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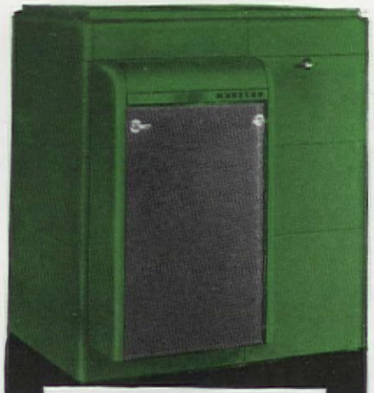
New* DUTCH BOY PURE WHITE LEAD *Paint



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Out in the garage we found an old washstand and mirror. These we painted white, too, decorating the mirror frame with a wreath of small roses, harebells, etc., all around the glass. We hung this gay mirror on the wall above the washstand, and there we were with a very sweet "buffet." On top we placed a beautiful, old silver tea set, and, lacking a tray, we put it on a piece of unframed rectangular mirror which colorfully reflected, not only the tea set, but the delicate hand-painted flowers around the mirror above.

I might add here that you don't have to be anything of an artist to have flowers—or carrots, for that matter—blooming all over your walls and furniture. Decals are the well-known little miracles that take the place of an artist. Most five- and ten-cent stores sell them at about a dime a sheet, in all kinds of subjects and designs. They're colorful and gay, and all you have to do is wet and transfer them. But if you can draw at all, simple flowers and ribbons, conventional motifs, and such things as hearts and scallops, really are easy to execute.

To finish our little dining room, we needed a rug, which of course was much more than we could afford out of our meager ten dollars. So again we got busy and produced one out of the trusty can of paint. This one was simply an enormous, nearly room-size square of deep burgundy, the deepest shade of the roses in the garland over the piano.

Oh, there were dozens of things we could have done if we'd had either more time, or money, or both. But for the ten dollars and two weeks, we were thrilled with the transformation. We had worked like dogs, pack-mules and day-laborers combined—but we loved it!

And I suppose we have proved, too, that your regular job or profession can be turned into a vacation. It's just a matter of the spirit of the thing. As I said before, we attacked this little house for love, not money. And we were perfectly free to be as mad as hatters because we did not have to please a conventional client with a fine, conventional house. This was supposed to be a summer house meant for fun, and our "client" was a friend with a bright sense of humor instead of a big bank account.

When it comes right down to having yourself a time, it seems to me that money is not a bad thing to be without. It's a lot of fun to splash the paint and make the most of what you have—or haven't. And you can be sure that after you're all through, the house will be fun to live in. This house was fun to live in, we know from first-hand information. Our friend loves to let her friends be fooled into thinking there is a music room—and every day in the week she grins at the fantastic painted flowers, the rejuvenated jalopy furniture, the rugs that really aren't rugs at all.

WIFE WINS ARGUMENT

HE said that his bed couldn't be improved. SHE knew better. HE challenged HER to prove him wrong. SHE did just that, by buying a mattress built around an Owen Innerspring. The next morning he admitted defeat —said HE never had rested so well.

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Gumption

We certainly were sharp bargain hunters when it came to spending our hard-earned money on wallpaper. The local dealer offered us some last year's patterns for a song, so we bought the whole lot

Right from the first we admitted that we couldn't paper. But in between our scrubbing and painting sprees, we kept very watchful eyes on the paper hangers. This job had to be absolutely perfect!

We had ourselves a time splashing paint on everything—from doors and walls to our own smocks and shoes. I painted two radiators and a double door, and still feel that I own them. The member who mixed the paint wore an elegant culotte and blouse ensemble that changed color according to paint being mixed. By law you had to remove all paint you spilled on the floor

Story #5 is a story of

redecorating the parish house—the church members doing all their own scrubbing and painting. If you don't think it can be hilarious fun, read this story

FLORIS CULVER THOMPSON
Birmingham, Mich.

"CAN'T we decorate the place ourselves?" asked one dear soul in a group meeting where we sat racking our brains. We had a snug, old-fashioned parish house, but it was in bad shape. The wallpaper was streaked, the paint dirty and the furnishings in need of rejuvenation, but we had no funds for beautifying the place.

"If we do most of the work ourselves and if each of us contributes a few dollars earned by giving 'pay parties,' I believe we can!" The treasurer of the church, who was an extremely practical person, was figuring out loud.

After the job was over, we had a bright, shining and clean parish house. The living, dining, and sewing rooms had lovely wallpaper, yellow with a small floral pattern

"I'll paint! I'd love it!" exclaimed one very enthusiastic member.

"I'll clean the radiators!" said another.

And so it went, everyone eager to dig out the corners and scrub and paint and polish our needy little parish house into its former shiny self.

Our treasurer (whose own husband admits she's efficient) began collecting money. Before the first Saturday night she had collected from almost all of us, including the minister's wife. The person who "loved to paint" whipped up a committee to gather estimates on paint, turpentine, wallpaper and other supplies. The best wallpaper offer was from our local dealer. He said we could have some last year's patterns for a song, provided we took the lot. This settled, we hired paper hangers, for that was the one thing we gals didn't try to do ourselves.

Then the work—and hilarity—began. Our chairman, the head painter, must have had second sight, for even when perched on a stepladder she could see her cohorts coming up the street and would assign them their duties through the open door before they even entered the house. Usually four to six persons worked at a time. The china and silver, furniture, carpets, and draperies were done just as thoroughly as the walls and woodwork. Personally, I painted two radiators and a double door before I was put on another job, part of the housecleaning. Not that I minded being taken off paint duty. I liked it, but didn't care much about cleaning up all the paint I spilled on the floor!

Except that the plaster fell down from the dining-room ceiling (and after lasting about a hundred years it did seem that it could have stood by us a few more decades), we had no major disasters. And the remarkable result is that even our husbands tell us our parish house is beautiful now. Which is something in the way of a compliment, for every last one of them just laughed when we started. They had to be shown, and they were!

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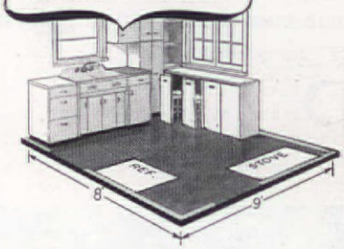

The kitchen unit shown includes a Kitchen Pride *double compartment cabinet sink of porcelain enameled cast iron—two base cabinets for pots, pans, supplies and other storage—a wall cabinet for canned goods and a tall utility cabinet for brooms, brushes and mops.*

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Gumption Story #6

This $1,020 home took "git up and get"

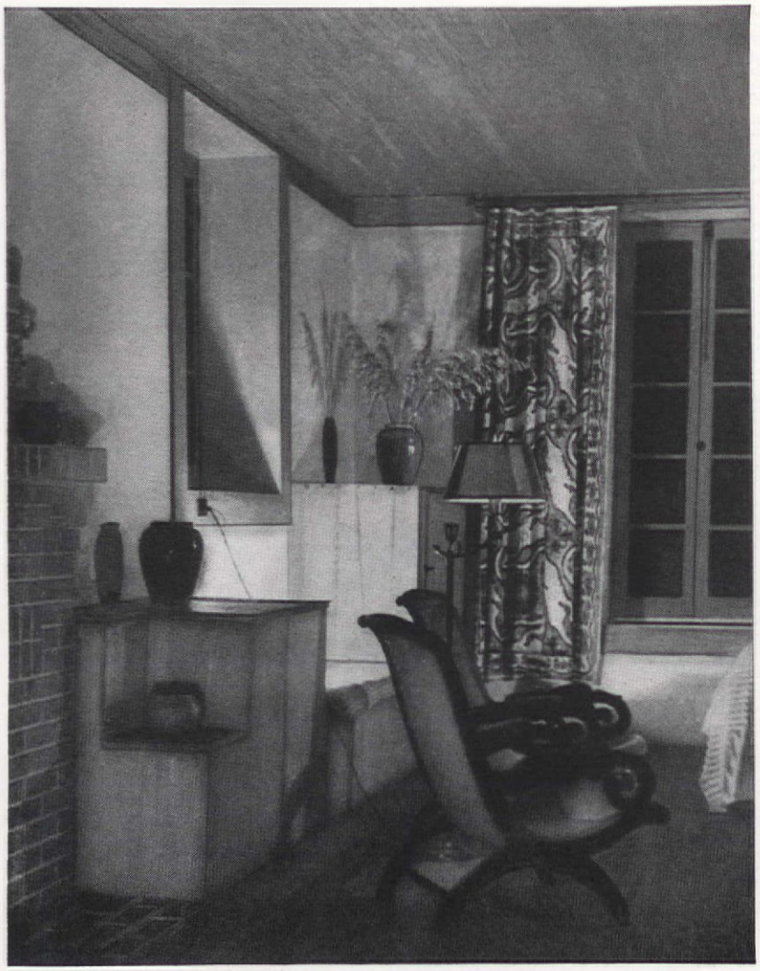
Here's how enterprising young Mr. and Mrs. Anderson of Ocean Springs, Miss., decided they would have a convenient, comfortable, modern home even if they had to build it themselves—and they did for $1,020

PLAIN, everyday Mississippi mud, a mixture of earth composed of sand, gravel, not too much clay, and a suitable amount of moisture, forms the walls of our home. It's of rammed-earth construction and we built it ourselves, using earth of proper specification which we obtained in the neighborhood for eighty-eight cents. The whole three-room house was built for a total cost of $1,020 and we're proud to say it's our own design from stem to stern, a plan to which more rooms can be added in future without much alteration of our original scheme. The house was completed within three months' time, it's been standing for three years now during summer heat and winter rain and has proven completely practical in every way.

My husband is a ceramic sculptor and we had often joked about his modeling a house just the way he would mold a piece of clay. Then we learned that the modeling idea wasn't so far-fetched at all, that sound buildings could be constructed of "rammed earth" laid up in layers like concrete between temporary wood forms. We discovered the Government publication, "Rammed Earth Walls for Building," Farmer's Bulletin #1500, obtainable from the Government Printing Office in Washington, D. C., which gives explicit directions for building. So away we went on the adventure of building our own home by hand instead of waiting for a future ship to come in. And we certainly aren't sorry we did!

In June we chose an attractive site with pines, moss-hung oaks and small yupons on it, overlooking the Gulf of Mexico, and we settled on a small modern house plan—one large living room, 35'-0" long x 18'-0" wide, which would serve as a general room for living, dining, sleeping, and work, with kitchen and bathroom directly off it as auxiliary rooms. The plan centered around a front porch on the water side of the house, one which could serve as a sleeping porch, an outdoor living room, and could be enclosed as an extra room later on when we were able to add a new bedroom and a work-shop wing on the other side of it.

Actual work on the house began in August, when we located earth of proper composition selling for two cents a yard; but hauling the forty-four yards to our lot cost a dollar a yard, upping our calculated costs. A concrete foundation for the house walls was laid below the frost line and constructed 22" wide, four inches wider than the rammed-earth walls were to be. A con-



crete course, two inches thick and exactly eighteen inches wide, was laid atop the foundation as a true base for the walls. Wood forms were clamped to this base and the earth (screened to remove vegetable matter) was rammed into the forms in six-inch layers with an iron tamper. As soon as one layer was completed, the forms around it were removed and another layer was begun. When the walls were built up to proper height on all four sides, roof plates were laid directly on the walls, and the walls were allowed two weeks in which to dry out thoroughly. Then a coat of linseed oil was applied and over it a coat of white linseed oil base paint. Eaves, window and door trim were set in place and painted green. In October, the house was complete and we totaled our costs:

Foundation and chimney	$375.00
Tin roof	108.00
Mud for walls	.88
Hauling mud	44.00
Wooden forms	30.00
Doors and windows	95.00
Floor, ceiling, jambs, joists, and scaffolding	240.00
Wiring and fixtures	35.00
Bathroom fixtures	52.45
Pipe, nails, incidentals	40.00
	$1020.33

Furniture was our next problem and we built much of it right in the house, believing that integral furnishings made sense in a modern scheme of living. My husband was a fair carpenter so he built a low, cushioned, window seat, excellent for sleeping the extra guest. Flanking the center brick fireplace, which provides the only heat necessary in our climate, he built shelves, wood box, and cupboard. At the south end we built in our bed, with dining table and benches opposite.—JACQUELINE ANDERSON

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"COMFORT STREET"

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KIMSUL insulates this home of D. F. McCarthy, Evansville, Ind. Architect Edward J. Thole specified KIMSUL because it makes possible "a satisfactory installation and gives the owner the assurance of a permanent insulation for his residence".

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San Mateo, Cal.—Andre Van Opstal
San Pedro, Cal.—McMahan Fur. Co.
Santa Ana, Cal.—McMahan Fur. Co.
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Vanderhook & Co.
Scheneetady, N. Y.—
The Wallace Co.
Scotts Bluff, Neb.—Scofield Stores
Scranton, Pa.—Cleland Simpson Co.
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Johnson & Sewell Co.
Sioux Falls, S. D.—Donahue Furn.
Shriver-Johnson Co.
South Bend, Ind.—Ellsworth Store
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Spanish Fork Co-op. Inst., Inc.
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Spartanburg, S. C.—Vogel & Son
Spencer, Ia.—Twetten Furn. Co.
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Albert Zink Co.
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Lock Haven, Pa.—Smith & Winter
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Louisville, Ky.—Louis Kort & Sons
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Selecting Rugs today is an exciting Adventure into the Realm of Fashion. You choose Shades and Designs with as much fun as planning wardrobes.

Take a leaf from the Professional Decorator's book and use only the Rug Shades that compliment your own Natural Coloring . . . Complexion, Eyes, Hair.

Build Color around Yourself. Make every Room a Personalized Color Setting with YOU Yourself as the Center of Interest.

Color begins with the Floor

Once you decide the Color of the Rug you have established the Color Motif for the entire room. Your Walls, Draperies, Upholstery, even Lamp Shades, are planned to harmonize with the basic Color set by the Rug. To be safe—use contrasting accent shades rather sparingly.

The Subtle Patterns of Holmes Wiltons not only bring Artistry into your Home but serve you in a very practical way. Foot Markings and Shadings are much less noticeable than on plain color rugs. Think of the hours saved in unnecessary sweeping and vacuuming.

Most mattresses are comfortable. But only Beautyrest gives you the supreme thrill of *luxury comfort*. And for only a penny a night!

Six things to think about when you buy a mattress

1. Don't judge comfort on looks!

Mattresses look alike. But what a wide, wide range of comfort they give! That's because it's what is *inside* a mattress that *counts*.

The "insides" of a Beautyrest are different from any other mattress. That's why Beautyrest gives you a different kind of comfort. Feathery, cloud-like softness. *Luxury* comfort so deep and refreshing that it just thrills you to lie there . . . deliciously . . . completely . . . *relaxed*.

2. There are two kinds of "insides."

← In the *ordinary* mattress, the springs are all joined together. Thus, when one spring goes down, the others must go down, too. This makes for "*sag*" support.

← Each of Beautyrest's 837 coils is individually pocketed. That's why they act *independently*. And why Beautyrest doesn't "sway" with your weight. It cradles you gently and evenly, however you turn. That's *buoyant* support. Only Beautyrest gives it. We make both kinds...so we *know!*

3. How comfortable will it be in 1951?

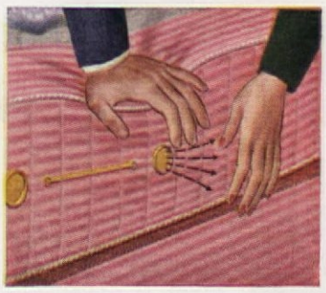
We don't just *say* that the Beautyrest you get today will still be giving you glorious luxury comfort in 1951—we give you a *10-year guarantee* to back it up!

Not that your Beautyrest won't outlast that guarantee. Given care, it probably will. For the United States Testing Company tested 17 different makes on Mattress Endurance Machines (Certified Test No. 11760). And Beautyrest lasted *three times longer* than even the *next best* make!

4. How will it look . . . in 10 years?

In the store, all mattresses—regardless of price—are firm and neat and even. But you know what happens to so many of them. After a few years, their edges commence to sag; lumps and hollows begin to form.

Not on a Beautyrest, though. Because of a patented "sag-proof" border, the edges can *never* break down. The whole mattress stays smooth and firm throughout its long, long life. So, you need to turn it only 4 or 5 times a year!



5. Will it stay "fresh" inside?

Some mattresses have little, round openings around the sides. These are supposed to allow air to circulate throughout the mattress.

But sometimes they are just ornaments . . . don't ventilate at all. Mattresses with these "false" ventilators become stale and musty.

Sit on a Beautyrest and feel the air puff out of ventilators that really *work* . . . keep it fresh and dry and sanitary inside.

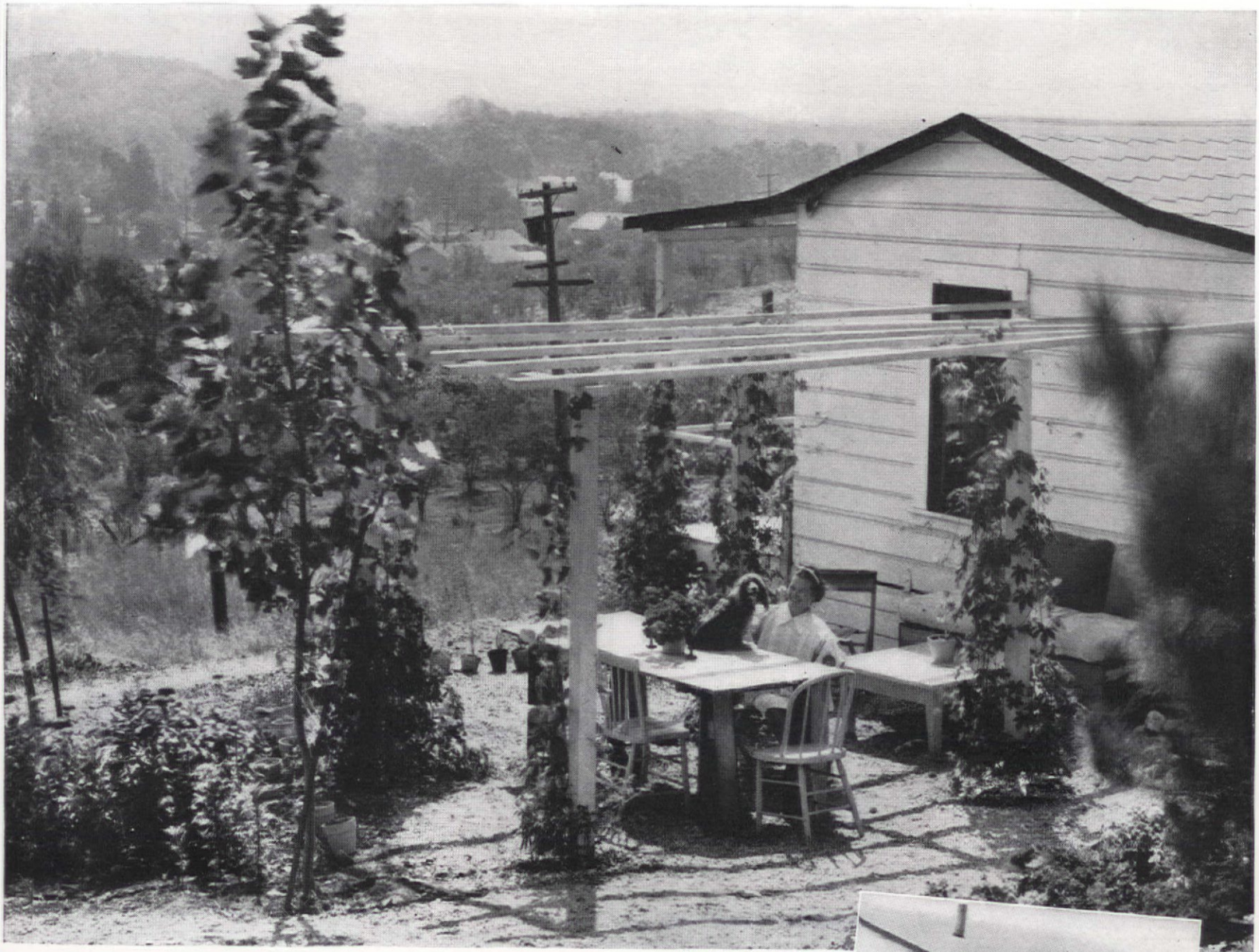
6. What will it cost—over the years?

The price tag on a Beautyrest reads $39.50—*always*. No sales. No seasonal reductions. Different from other mattresses.

Why? Because $39.50 is downright *cheap* for a Beautyrest! On our conservative 10-year guarantee alone, this comes down to only a penny a night. That's right. *A penny a night* for the deep, abiding, *luxury* comfort of a Beautyrest. Think it over. And get the *most* for your mattress money.

← *This label identifies the Beautyrest.*

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



Shown in color on the cover

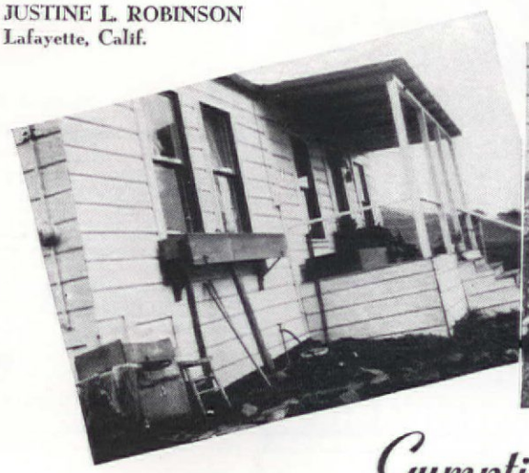
—And this on a $15 rented place!

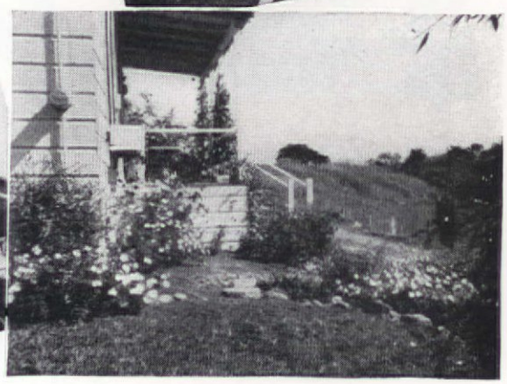
A SUN-baked hill, gaping cracks, tin cans, broken glass, hardy weeds, and puny trees! How discouraging was the site that was to be our garden. Yet we knew that we must have order and color in a few short months if we were to enjoy this $15 a month home which was to be ours (as far as we knew) for only a year. Since my husband commuted to his office and had only late evenings in which to wield paint brush or hammer, it was up to me to do the pick and shovel work. In fourteen long, hot, October days I cleared the way for our garden. I gathered sackfuls of rubbish before I could even survey the ground; then began the task of filling in the huge cracks and making terraces out of promising dents in the hillside. We realized that our pitifully small salary could hardly buy manure or fertilizer to improve the parched adobe. So, we resolved to enrich it by burying all waste matter, making a compost heap and concentrating on hardy plants that would thrive in such a soil and with limited waterings.

The front of the house, jutting out of the steep hillside, was approached by most uninviting steps rising almost perpendicularly toward a box-like porch. To break this forbidding line I filled in flower beds on each side and banked them with rocks, taking the soil from other uneven parts of the yard. Back of the house I made two long terraces with a raised flower bed between them. On the west side I filled a yawning hole to make a rounded terrace, envisioning there a lovely lawn—some day. Then I built an adjoining smaller terrace on a slightly lower level where we could put our garden chairs.

I gave up trying to create a charming picture out of the east side by the kitchen door, and abandoned the steep adobe slope to the approaching rains, hoping that something would happen. It did. Our landlord, pleased with the miracle we had wrought on his shack, built us a garage and along with the construction gang came a bulldozer which, in a few minutes, pushed the hillside into a usable terrace. The rest was up to us, and before we were through,

JUSTINE L. ROBINSON
Lafayette, Calif.





Gumption Story # 7

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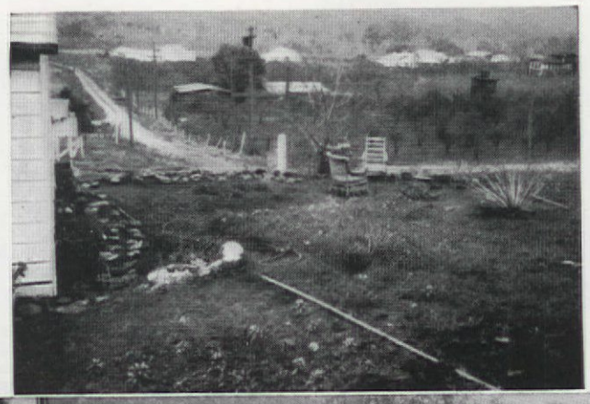

Some day we hope to have a garden all our own. Meanwhile this one, made with what we had, answers the weak-kneed, would-be gardener's cry, "I'd love a garden but, you see, we just rent"

that which was once a homely, useless slope became our "pride and joy."

The garage contractor had quoted us $25 for an arbor. So we built a grand one for $4.25, using four 4 x 4's and six 2 x 4's, and our landlord was so pleased that he paid for it! We made a picnic table from three knotty pine boards (left over from our kitchen carpentry) and sawhorse legs. Against the house we put our extra box couch covered with monk's cloth which I embellished with modernistic initials of turquoise wool. (We had chosen turquoise for our table, the couch base, and the terra cotta pots outlining the terrace.) We sawed off seven inches of the unsightly legs of a square green table that we found in the shack when we moved in, painted it lemon yellow and placed it in front of the couch as a coffee table, or extra serving table. As a ground covering we spread the remainder of the fine white gravel and sand used in building the garage. Behind the terrace my husband dug a barbecue pit and lined it with stones set in our all-too-plentiful adobe mud, which luckily bakes to almost clay-like hardness.

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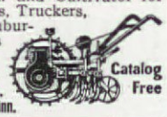

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The lower slope is a magic carpet of portulaca; the upper one is covered with geraniums in the same brilliant hues. On either side are beds in which zinnias and cosmos follow bachelor buttons and fast-growing hops and scarlet runner beans festoon our arbor. For late autumn color there are African marigolds and chrysanthemums. The three trees—a Monterey pine, a Chinese elm and a sycamore—have responded to our care by making at least five feet of growth apiece.

At our once unsightly kitchen doorway, which leads directly to the arbor, we steadied the shaky porch and made steps with large stones. At one side the fruit bin and tool shelf which we built from light shook are now covered with healthy gourd vines, and opposite, our "service garden" of parsley, chives, and rose geranium flourishes.

A horseshoe-pitching range parallels the back of the house. On the hillside above we hope next spring to have a sunny vegetable garden provided we are able to renew our lease. Along the path on the north side grow shade-loving plants donated by friends from their overflowing gardens. The cupboards for our paint cans, flower pots, etc., which formerly leaned against the house, are now nailed neatly inside the garage. A few slips of wild cucumber vines have made luxuriant growth in the shade at the lower end of the path.

Our former landlords would not let us remove any of our plants from the garden on which we had worked for two years, but we did bring some aquatics from the cunning fish pond because they were legally ours. Now they are growing in a wash tub sunk deep in the northwest corner of the terrace and banked with small rocks, trailing plants, and iris. Below the pond our thrifty lawn is bordered by portulaca, zinnias, carnations, and iris. Nearby the golden willow has grown prodigiously and next spring we will prop up some of its drooping branches with an umbrella-shaped frame to provide shade for our garden chairs. Along the bedroom window is a pink and blue perennial border of hollyhocks, anchusa, sweet William, and nicotiana, as well as self-sown bachelor buttons and clarkia.

The slope toward the front is now a mass of the pink, blue, purple, and white blooms of Mexican primroses, stocks, nicotianas, scabiosas and geraniums which began as tiny slips from a neighbor's yard. To encourage the many birds that serenade us all day long we built a bird bath in the center of this garden plot with stepping stones leading down from the main path. Made of a large, colorful rock base, topped by a plow disc painted a soft blue, it seems more artistic to us than most of those commercial ones we are so apt to see.

To break the long front line of the bedroom, we built a seven-foot window box with odds and ends of lumber. In the spring it held white narcissus and ranunculus; later trailing blue lobelia and phlox relieved the architectural shortcomings. Below it lovely winter sweet peas, which at one time threatened to engulf it, are now supplanted by cosmos. In the plots by the porch, giant pansies bloomed profusely all spring and early summer; later stocks and pompon zinnias thrived in the hot sun against a background of Heavenly Blue morning glories which help disguise the awkward height of the porch.

On either side of the soft Chinese red front door are turquoise blue soy sauce barrels filled with variegated ivy. At Christmas time we captured the holiday spirit by replacing them with small, lighted, fir trees. Above the door we wired a bosun's lantern found in a San Francisco curiosity shop. Another electrical job of which my husband is justly proud is the installation of a flood light which shines down the road as a beacon for nocturnal callers to our little transformed home on the hillside. But we are proudest of all of the fact that we turned an unattractive little plot of land into a really lovely and livable spot—and with very little money.

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All plants listed here are strong, field-grown flowering shrubs that are ready to bloom for you this year. All are guaranteed to please you. Select any of the varieties listed at this amazingly low sale price of..... 9¢ ea.

Variety	Description
RED OZIER DOGWOOD	old favorite dogwood shrub
BRIDAL WREATH	a mass of white flowers
DEUTZIA, WHITE OR PINK	a mass of lovely blooms
MOCK ORANGE	highly scented white flowers
BUSH HONEYSUCKLE, RED	graceful plant
TAMARIX	flowers of mistlike orchid
VITEX	long lilac shaded spikes
FORSYTHIA	lovely yellow blossoms
ALTHEA ROSE OF SHARON	assorted colors
WEIGELA	showy rose red blooms
RED SNOWBERRY	lovely red berries
WHITE DOGWOOD	showy white flowers
HARDY HIBISCUS	assorted colors

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Variety	Size	Price
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BAKER ARBORVITAE, landscape size		49c ea.
REDBUDS, extra special value		7c ea.
E. JAPONICA, 2 to 3-ft. size		49c ea.
PFITZER JUNIPER, landscape size		98c ea.
ROSEDALE ARBORVITAE, landscape size		59c ea.
PAMPAS GRASS, strong, field-grown		29c ea.
ZEBRA GRASS, strong, field-grown		19c ea.
CHINESE ARBORVITAE, 6 to 9 inch size		3c ea.
SIEBOLDI ARBORVITAE, landscape size, field-grown		29c ea.
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Enjoy a fragrant, colorful rose garden of your very own this summer. These strong, 2-year-old, field-grown, sure-to-grow roses with fine root systems and heavy tops will win the admiration of every rose lover. Such roses frequently sell for 35c each or more. Select your favorite varieties from this list today — order now and plant early!

ORDER AS FEW OR AS MANY AS YOU DESIRE AT 10c EACH!

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Amer. Beauty (dark red)
Briarcliff (vivid pink)
Betty Uprichard (copper)
Columbia (rich pink)
Caledonia (alabaster wh.)
Etoile de Hollande (dk. red)
E. G. Hill (dazzling red)
Edith Nellie Perkins (copper)
Etoile de France (lively red)
Frau Karl Druschki (white)
Francis Scott Key (dp. red)
Golden Dawn (bright yellow)
J. J. L. Mock (soft pink)
K. A. Victoria (pure white)
Lady Hillingdon (deep yellow)
Luxembourg (yellow orange)
Margaret McGredy (orange)
Mrs. Charles Bell (shell pink)
Mrs. E. P. Thom (yellow)
Paul Neyron (pure pink)
Pres. H. Hoover (red, old gold)
Radiance Red (best red)
Radiance Pink (best pink)
Radiance Shell (best shell)
Radiance, Texas White (wh.)
Roslyn (gold & yellow)
Sensation (scarlet, maroon)
Willomere (pink and yellow)
Sunburst (deep yellow)
Talisman (red, gold, yellow)

CLIMBING ROSES
Clb. Pres. Hoover (red, gold)
Clb. Talisman (red, yellow)
Clb. Paul's Scarlet (dark red)

BABY DOLL ROSES
Cecile Brunner (pink, white)
Golden Salmon (pk., orange)
Ideal (dark red)

YOUR CHOICE OF ANY OF THE ABOVE VARIETIES AT 10c EACH!
Select your roses directly from this list while our stock is still complete. While they last we will ship as few or as many of the above varieties as you desire at 10c each.

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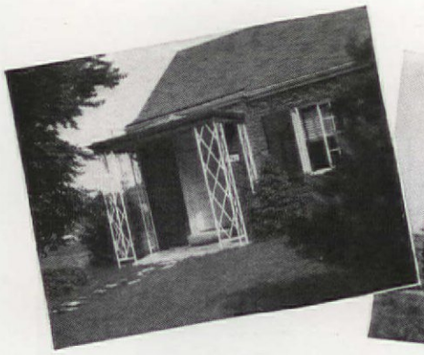
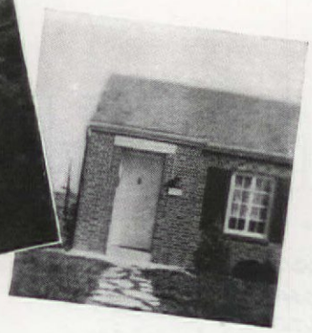
All plants are guaranteed satisfactory! If when you receive them you are not entirely satisfied, just notify us within 5 days and we will refund full purchase price or replace with other stock satisfactory to you!

Send today!

PLANT EARLY!

THE FLOWER SHOP DEPT. S ENNIS, TEXAS

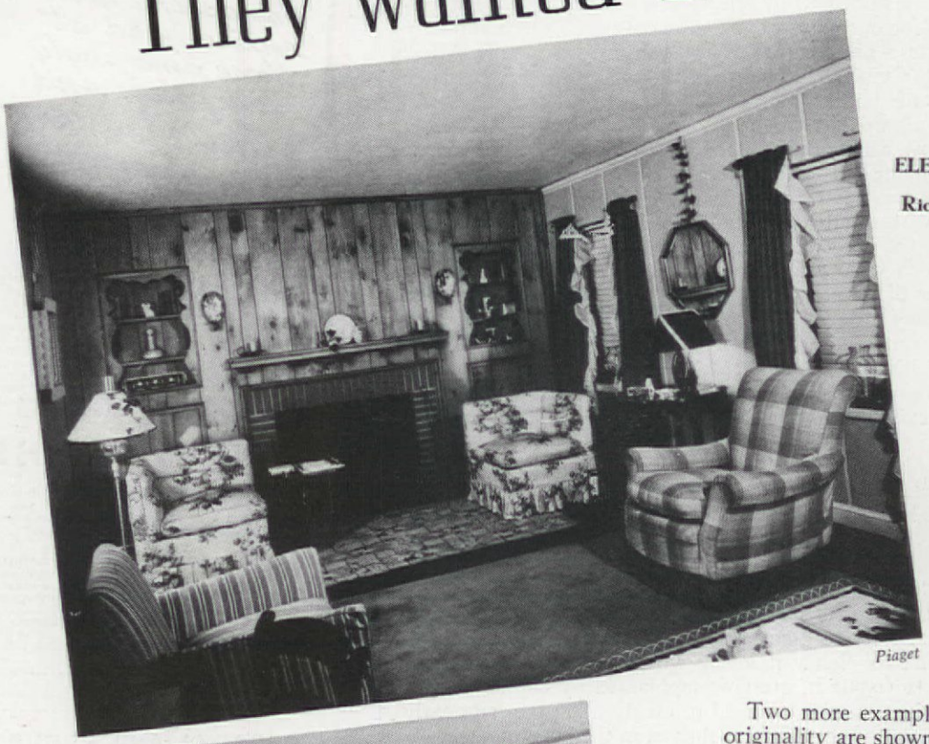




They took a little one-floor, four-room house and filled it with merry ideas, modern and Provincial style furniture, bright colors. He's a newspaper artist, she's a model, and their combined talents did the job for a song

They wanted BRIGHT, not

ELEANOR J. CHAUDRON
Richmond Heights, Missouri



Piaget

IT DIDN'T take us very long to decide that our little Cape Codder would be more fun to live in if the furnishings were given a good dose of originality and color. We had built and furnished the house in 1933, and planned it for extensive entertaining and the need to do all of our own housework. All of which was fine, but still not very exciting. So, with stacks of magazines to give us ideas, we started in on what was to become a real redecorating spree.

The redecorating, however, was a special variety because we had very little money to spend. All of the magic had to be accomplished with slip covers, wallpaper and paint. We bought practically no new furniture, but we ended up with a bright combination of modern and Provincial style atmosphere. There's nothing too conservative about our house now, though to begin with it was pretty much on the "nice but not very interesting" side.

In the living room we restrained our ideas just a little bit, for after all you don't want too much amusement in such a generally used room. And anyway, it did have a very nice wood-paneled fireplace wall, with recessed shelves and cupboards on each side to break up the monotonous effect.

Its entrance door seemed the most logical place for our first decorating spree. (We have no foyer.) So my husband got out his paint box to see what he could do. Now the door panels are hand painted in oils, decorated in gilt, and the recesses framed in gray. You couldn't ask for anything gayer than that.

Two more examples of our attempts at originality are shown in the photograph at the bottom of this page. There is a home-made shadow-box mirror framed in white tole, trimmed and hung with a piece of olive-green checked silk. I topped it off with a flossy little bow at the ceiling line. There you also see a standard floor lamp perked up by a spray of artificial ivy draped over the lamp shade, just for fun. "Well, why not?" was the only thing I could think of when my husband asked about that one.

There wasn't a great deal that we needed to do about the living-room background, but I wouldn't have been happy if we hadn't done *something*. So after a good, plain gray wallpaper was hung, I did a little thinking. Finally I decided to paste strips of passe partout tape at each seam and at the molding. It gives a batten-board effect. We painted the floor a dark blue-green, I made draperies of brown linen with wide white organdy ruffles for edging, and then we turned our attention to the furniture, where we really went to town.

One chair, upholstered in a lively stripe, was left in its original state, but the big, comfortable lounge chair was considerably improved by a bold cotton plaid. Both the sofa and the divided love seat look fresher in their new slip covers, a rose, yellow and dusty green floral pattern on a natural ground. The inside of the secretary was painted in flat gray to match the walls, and the shelves were lined in bright yellow checked gingham. An old walnut wash-stand, slightly rejuvenated, houses our radio and record player. We designed the forty-two-inch coffee table (room for

Gumption Story #8

JUST "RIGHT" furnishings

Photographs from the author

Shown in color on the cover

Cabana-blue and white striped awning over a bar topped with chartreuse linoleum. Stools are yellow canvas, the wall of Chinese matting

everything) with a lovely removable tray top in antiqued tole.

In the bar department we went a little bit giddy. We wanted cabana atmosphere, and I must say that we most certainly have it! Canvas awnings in bright navy blue with white stripes section off this jolly little world, and Chinese matting covers the background wall. The stools are covered in bright yellow canvas with white fringe trim, and the bar top in chartreuse linoleum. There is a scalloped border along the front edge of the bar, and a mirror at the back reflects the gaiety. In another corner of the recreation room we have a buffet-height table of bamboo and grass matting, attached to the partition wall. The floor is painted green, the rock walls tinted dusty coral. Inverted coolie hats shield the ceiling light fixtures. Could any place be brighter and more conducive to fun?

Back to a saner approach to living, the dining room has more traditional furnishings, mostly odd maple pieces. The ceiling and dishes are mulberry, and the hand-hooked wool rug in beige repeats the wallpaper motif. We painted the floor the same dark blue-green as the living room. There is a large window lined with shelves holding pieces of old colored glass and pots of ivy. On one side of the dining room is a reproduction chest in hickory, which serves very nicely for holding linens and silver. Little hanging shelves are more decorative than useful, but we specially like the corner one with its curlicue top. On its shelves are a few choice pieces of china and glass. Not shown is a built-in china cupboard with white batten doors and H and L hinges, and a very old Quimper plate hung above a tall ladder-back chair.

Our bedroom is small, but light and airy. The floor was hardwood, later grooved in random widths. Then we had it painted gray, with the grooves painted white to tie in with the gray-and-white-striped wallpaper. After we'd put down the three scatter rugs we had, I got busy with my decorating ideas. The room is not shown here, but you might as well know how we finally "did" it.

The color scheme is gray, chartreuse and white, for the simple reason that I like those colors. And all the accessories introduce a flower motif—because I like flowers! I made floor-length curtains of starched white piqué, edged them with ruffles and rick-rack on all four sides, and tied them back with artificial flower bouquets complete with ribbon streamers. Then we decided to paint the ceiling chartreuse, and while it may not be a generally accepted idea for a bedroom, it is attractive. Our twin beds are of the spool variety, and for spreads I used patchwork quilts with appliquéd flower motifs over white dotted-swiss flounces. To finish them off I made pillow slips of white piqué with ruffles to match the curtains, and these are very fresh looking used on top of the beds. Above my bed hangs a shelf with four miniature pots of artificial flowers—and we have a pair of chartreuse love birds that do double duty in carrying out our color scheme.

The kitchen, shown at the top left of this page, has, against one wall, a small maple table and two chairs, just right and very cozy for a quick breakfast. Our color scheme for this room is blue and rose (complete with powder-blue love birds), and the linoleum floor has a wide board pattern. We painted a blue ribbon design around the walls, and above each window painted a foreign motto. To add extra interest and spirit, I hung antique cookie boards on the walls. Otherwise, it's a quite modern kitchen, with indirect lighting, a very good range, and all the other practical necessities.

That's about all there is to the "inside story" of our house, except my husband's own, private Swedish peasant style studio in the rathskeller. For the outside, we did nothing but add a roof shelter over the front entrance, supported by white lattice work that looks fresh and welcoming. In the garden we did some extra digging and planted a few unusual flowers, nicely arranged in varying colors. Strangely enough, for we certainly didn't do much to it, the exterior has taken on a vague kind of Hollywood Provincial flavor. And all of this pleases us to perfection!

What a lot a Woman has to know!

The modern woman gracefully carries tremendous responsibilities. Countless are the things she must know to be a good wife, mother, manager. In the management of the home, alone, she must know how to protect the health and safety of her family, how to prevent accidents, fires, burglaries, what to do in emergencies.

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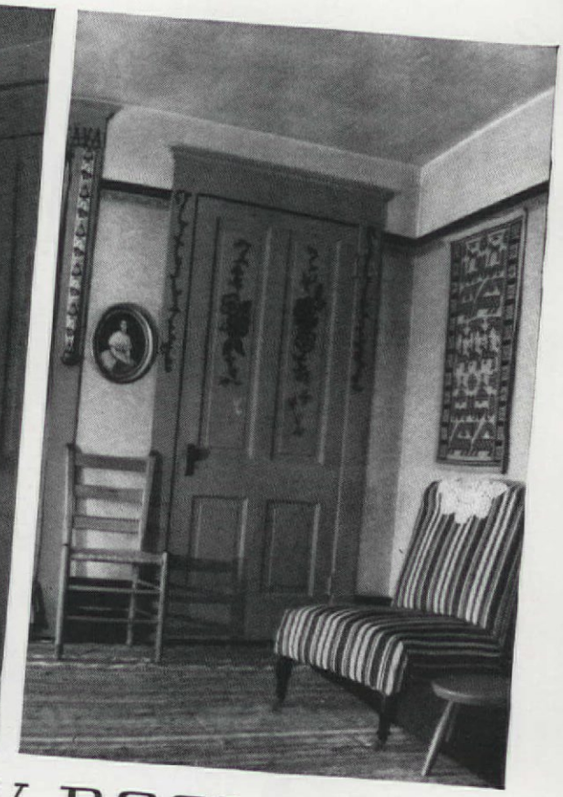
Gumption Story # 9



7 EMPTY ROOMS over

MARY GWEN OWEN
St. Paul, Minn.

WE HAVE a farm for summer and wanted just two or three furnished rooms in town for the winter—and ended up with seven empty rooms over Bracker's Meat Market! Well, at least we would hear only our own radio and smell only our own boiled onions, and it was only two blocks from the theater, and there must be *some* way to furnish seven rooms without spending an awful lot of money.

The decorating "scheme" started with the little blue wooden plate Nina brought us from Stockholm. Our Svenska Hemmet was to have only these reservations: it must be very gay, simple, inexpensive, and quite separate from the English, Welsh, and Early American traditions of the farm. After classes at the college I dashed to the Swedish Museum, the library, and the counter for children's books, and after that drew wobbly designs for what I hoped would turn out to be sturdy peasant furniture and merry copper candelabra. The little blue wooden plate blinked amazedly when I trotted it off down to Olson's Paint Shop to be matched with a gallon of blue paint. I also bought a can of "Sahara Sand," two beautiful new paint brushes, and a whole row of small brushes and tubes of scarlet, chrome green, chrome yellow and more scarlet.

Well, you know how it is when you're the plain tailored type who suppresses all mad desires for bows on your corsets and rings on your toes! Even when Mr. Bracker had said that of course we could paint, even then we didn't suspect what would happen. After all, my only experience with painting had been the second-coat-evenly-applied kind which is entirely and correctly befitting a Presbyterian Manse. But our seven rooms were going to be so bright and so different. So I started in.

Two days later when I came back to mundane

The kitchen is bright with Swedish blue paint and gleaming copper pots and pans. And nothing could be any more cheering than the candle-lighted yellow dining room

reality I was amazed to find that the kitchen doors, the big book case, shelves and benches, trunks and chests, the Swedish cupboard, and my hair, shoes, chin and lovely red smock were all bright paint!

But my amazement at finding the background all Sahara Sand and Swedish blue was nothing compared to seeing the cupboards and the dining room and kitchen door panels gay with swirls of swaying flowers and voluptuous rolling scrolls in giddy colors. Then we even painted Swedish mottoes over the lintels. The woven rag rugs added a touch of prim Swedish orderliness, and the corner where Alex built a high Swedish bed with wooden scallop in front and flippant little red calico ruffle around the moulding on the back wall was right, too.

Then one day Alex brought us a little trunk with rope handles and a tiny doll trunk to match and the sweetest scalloped cradle with a jaunty roof over one end. We painted the cradle and trunks blue and on the roof of the cradle painted with extra special swirls, "Jaa är itt littel Lamm," and "Hius Hius barnet Mitt," phrases from lilting Swedish lullabyes. The words on one side had a very peculiar upward swish, but Edward said it wouldn't matter, we'd rock the baby fast and no one would notice!

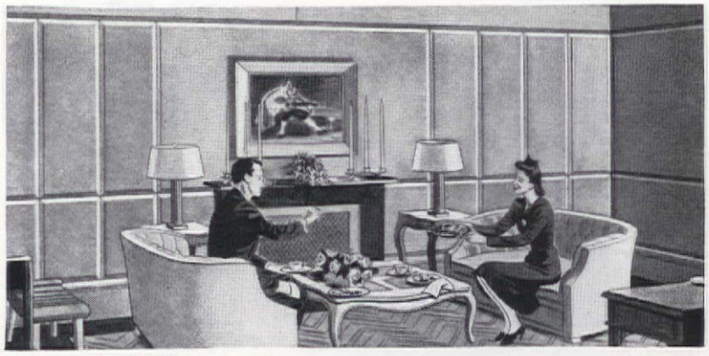
Later a friend gave us a little red-and-white-checked cradle comforter, tied with merry twists of red wool. From a bag of small petticoats and shirts and long woolen drawers which my mother had saved for Zona and me, for just such an occasion no doubt, I braided a ridiculous little round yellow rug for the side of the cradle. There had been times when in my simple ignorance I'd sworn I'd get rid of that awful bundle of rags!

Sometimes we think it's the bridal chest Alex made for a huge brass key I found at the Goodwill one day that is the most fun. Then we think it's the simply soul-satisfying yellow of the gauze curtains and the red-cushioned, yellow-painted wicker chair to match, or else we're sure it's the dove of peace with the olive branch in its mouth on top of the bridal mirror! When we sit at the table and use gay Swedish napkins and watch the flicker of candlelight against the copper candelabra and dashing Swedish cupboard—"Well," we think, "this is the most exciting adventure, eating in all this gaiety." Then when we take wood out of the fat blue wood-box in the blue-doored kitchen, with its rows of blinking copper on blue scalloped shelves, we think, as we talk and brew and laugh, and have gay snacks there, "A kitchen is such a friendly place."

Bracker's Meat Market

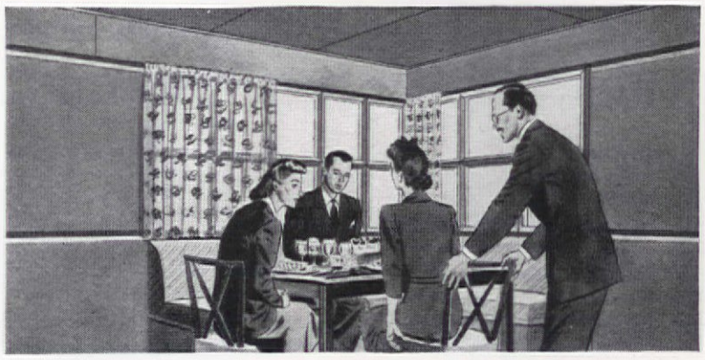
"AT LAST! A modern background for my period furniture!"

WILLIAM HAMBY, *prominent New York architect, uses modern Masonite* Tempered Presdwood* to produce the warmth of Colonial paneled walls.*



• It's hard to believe that these charming walls and ceilings, so reminiscent of Colonial days, are actually made of one of today's most versatile, most modern building materials. And yet, William Hamby, a leading New York residential architect, has designed these lovely panels of economical Tempered Presdwood, a Masonite wood-fibre hardboard which, in this case, is merely waxed to a lustrous sheen.

• The secret of Mr. Hamby's wall design lies in using panels of Tempered Presdwood with a combination of interesting joint treatments in which the panels are separated by fluted wood sticking. Notice particularly the deep, soft shadows between panels. The edges of the Tempered Presdwood may safely be nailed or glued to the sticking because this grainless board does not warp, chip, split or crack when applied according to instructions.



• Here in the "dining" end of this smart living room-dining room unit, Mr. Hamby has made horizontal Tempered Presdwood paneling the predominant note in wall treatment. Tempered Presdwood can be cut or sawed with ordinary tools. It can be painted, enameled, waxed or left natural. Its marble-smooth surface is unusually easy to keep clean, and the board is as permanent as the building itself. Mail coupon below for free sample.

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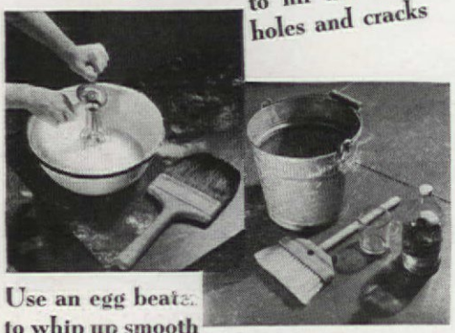
Hang your own wallpaper and REDUCE!

Gumption story # 10

MARY J. STRIGHT, Albany, N. Y.

Use a good finishing plaster to fill the small holes and cracks



Use an egg beater to whip up smooth wallpaper paste. Remove old paper with hot water, cup of vinegar added to pail

IF YOU have been playing bridge and going to the movies instead of swimming at the "Y" and doing your daily dozen, try paper hanging to reduce! At the same time you'll be reducing the budget strain of redecorating. It's hard work, takes a willing spirit and two strong arms, but it can be done. I know because we did it—thirteen rooms, in fact, and all for a song.

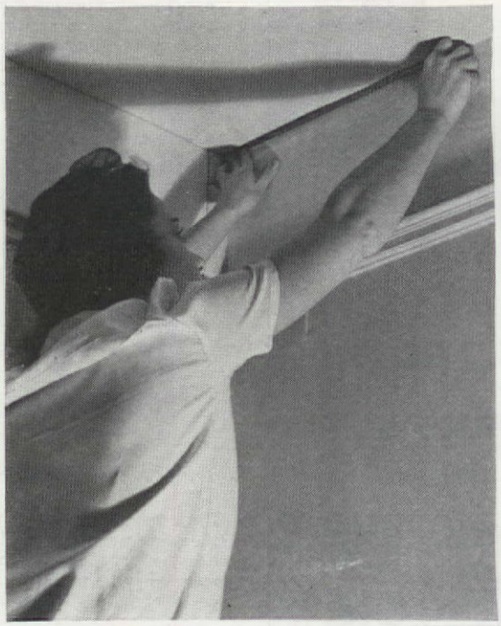
Did we make mistakes? Did we have accidents? Certainly, but we finally learned most of the tricks. We learned that ceiling paper strips should run vertically away from the door, but that in a long narrow room horizontal strips are much easier to hang and just as satisfactory. We discovered that sanded walls are terrible to cover with paper, have to be sized lavishly. That plasterboard takes paper nicely, but it can never be removed. (The paper makes a nice smooth surface to paint over if you want a change.) That you get bumps and scratches and paste in your hair—all of which you forget at the sight of a beautifully papered room. It's worth it.

Measure and cut paper, allowing for waste in matching design. Put paper face downward on the pasting board. (We used an old kitchen table.) Smooth paste on about a third of a strip, fold over. Then finish pasting remainder of strip. Fold over to meet top edge. Pasted paper is quite heavy but this leaves a light end to facilitate handling and setting in place before opening the longer end of the pasted strip.

For ceilings, start at the point farthest from the door, the shortest width of the room. Measure out and mark ceiling at each corner the width of the paper, allowing an inch for lapping on the side wall. (Ceiling paper runs about 18" wide, so your marking point would be about 17" from room corner.) Chalk a length of light cord with carpenter's chalk and stretch it taut between the two points marked on the ceiling. Snap the cord against the plaster and it leaves a light blue line to follow with the edge of the ceiling paper. At this point you apply paste to paper, as described above. After you are on the scaffold, unfold the short, pasted end. Align the outside edge of the paper with the chalk line. Smooth into place with dry paper-hanger's brush, brushing lightly towards the angle where the side wall joins the ceiling. When this part of the strip is set, unfold the longer end of pasted paper and it will go easily into place. Each strip of paper serves as guide line for the one next to it, so don't worry about the chalk line any more.

The side walls are easy, and the corners won't cause trouble if you follow the directions with photograph 6. And don't worry about the spaces over windows and doors. These can be filled in with short pieces as you paper around the room, or they can be done after the long strips are in place.

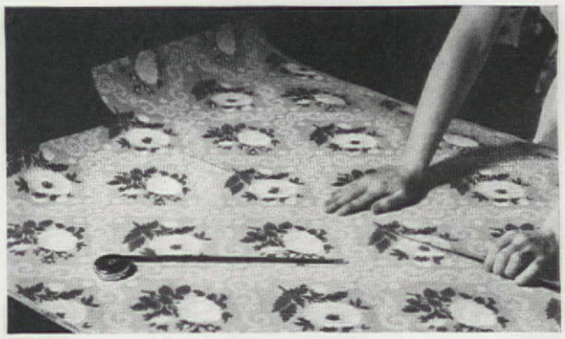
I might as well add that if you don't want to reduce and if you can afford to hire the work done, the paper hangers' union *does* earn its wages! Strenuous is a mild way to describe the job, and what happens to your slacks is best explained by the fact that ours were so pasty they almost stood up straight. But it's still the very best way we know to redecorate on a slim budget.



2 Chalked cord, snapped, leaves guide line

3 Now align paper edge and smooth in place

←1 Measure and mark ceiling about 17" from corner, to allow 1" overlap of ceiling paper on side wall



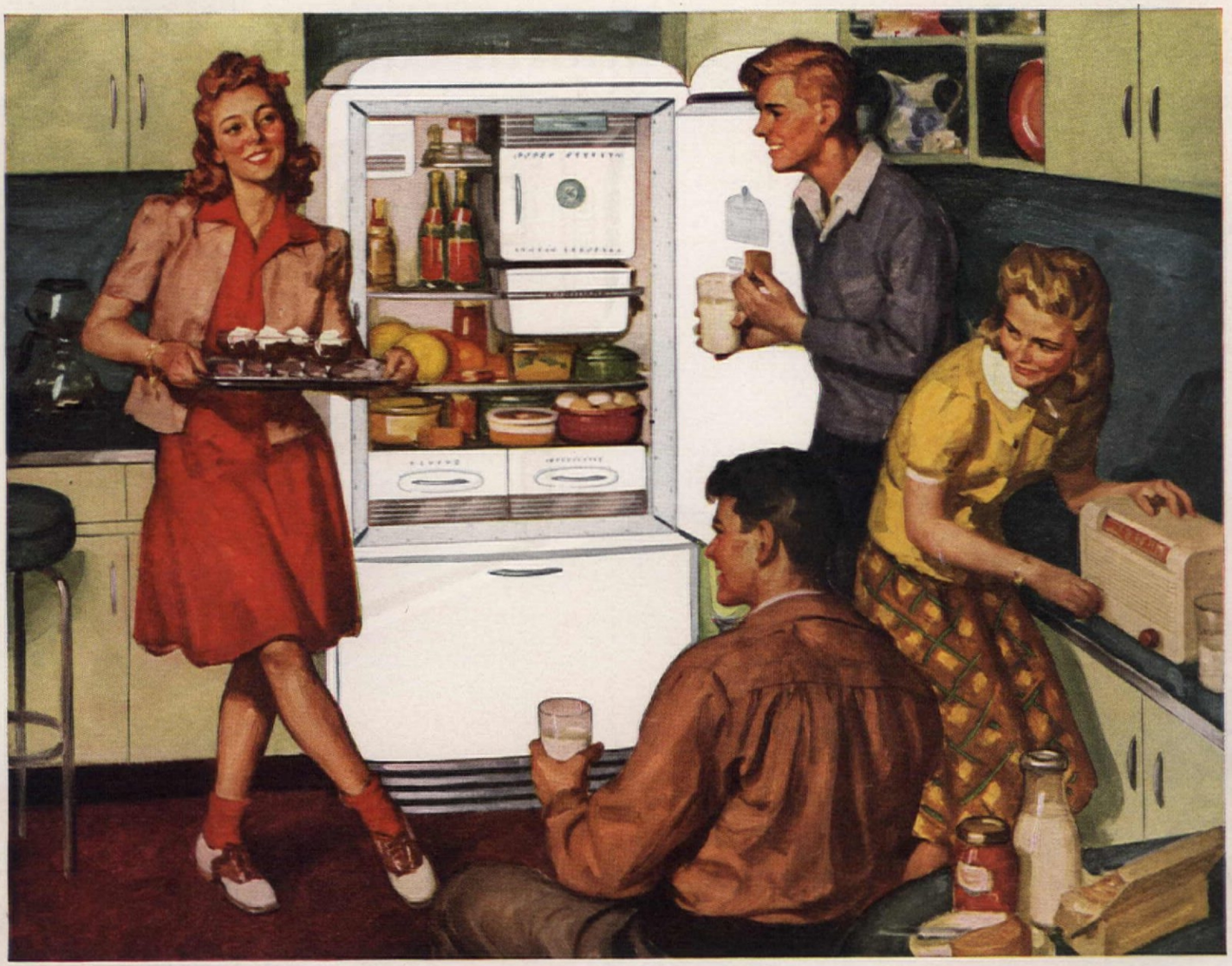
4 Allow for matching of design when you cut paper

5 Smooth paste on ⅓ of strip, fold over, repeat

F. M Demarest

6 Cut your corners! Instead of stretching paper around a corner, measure and cut strip so it will overlap corner by just one inch. This makes strong corner surface, with little chance of its cracking. The rest of the side walls is easy, for each strip simply follows the one next to it. Once started, you have only to wield the smoothing brush

YOU'LL ALWAYS BE GLAD YOU BOUGHT A GENERAL ELECTRIC



How Long Should You Expect Your New Refrigerator To Last?

MAYBE you don't know how long a refrigerator should last, but you've an idea that it's a pretty long time. You're sure you are not going to be buying another one next year—and will probably have several new cars before you're in the market for a refrigerator again.

★ AND YOU'RE right! For by choosing carefully, you'll get many years of service out of your new electric refrigerator. That's why it's important to see them all . . . examine them carefully . . . check their records . . . wonder about the folks who build them . . . and ask your neighbors.

★ WE CAN'T say a General Electric will last forever, but we do know it is honestly and soundly built. And its performance record is so good that surveys show *more people prefer a G-E than any other make.* Maybe we build such a good refrigerator because of the experience we have as the largest builder of electrical products. We know the mechanism is just about tops in the engineering world.

★ WHEN YOU decide on a refrigerator, remember you're buying something that's going to last for years to come—and it must be easy on your pocketbook all that time. So shop carefully and look at the General Electric models before you make up your mind!

★ YOU'LL FIND the new G-E Refrigerators have many improvements that are really worth while. Operating cost is much lower, cold-capacity much greater and the potential life of today's G-E is three times that of early models. Improved interiors facilitate the storing of every kind of food and "conditioned" air keeps it better, longer. Some of the new G-E models even have a "butter box" that keeps table butter just right for easy spreading.

★ TODAY'S refrigerators are all priced about the same but we sincerely believe that you will get more years of excellent service—more value for your money in a General Electric. There is a big 6 cu. ft. G-E that sells for only $119.95* and you can buy one of the very finest General Electric models for as little as $8.00 a month.

*Price subject to regional differentials and to change without notice. See your nearest General Electric dealer.

GENERAL ELECTRIC

Is your home ready for more beautiful carpeting?

Has the thrilling moment arrived when you are ready to shop for beautiful new carpeting?

If so, we want you to know that your desire for more exquisite colors and delightful new texture-effects is exactly what the House of Gulistan has planned to satisfy!

And planned it so that a great range of fastidious styling is now available at prices to suit every purse.

Today, the insistent demand for House of Gulistan creations in 12,000 stores speaks for itself. America evidently recognizes more beautiful carpets when it sees them.

Be sure to look for the label when shopping! Convenient terms almost everywhere. General price ranges are indicated below.

FURNITURE BY W. & J. SLOANE . . . HAT BY LILLY DACHÉ

1. RENAISSANCE CARPETING. *A texture weave in relief, exclusive to Karagheusian. Pattern: "Classique." Color: Amethyst Rose.* $11.50 *per sq. yd.*
2. AXMINSTER WEAVES *from* $3.95 *per sq. yd.*
3. PLAIN SHADE BROADLOOMS *(Hard-Twist and Standard Weaves) from* $4.95 *per sq. yd.*
4. WILTON BROADLOOMS *from* $5.95 *per sq. yd.*
5. GULISTAN CARPETING, $13.75 *per sq. yd.*

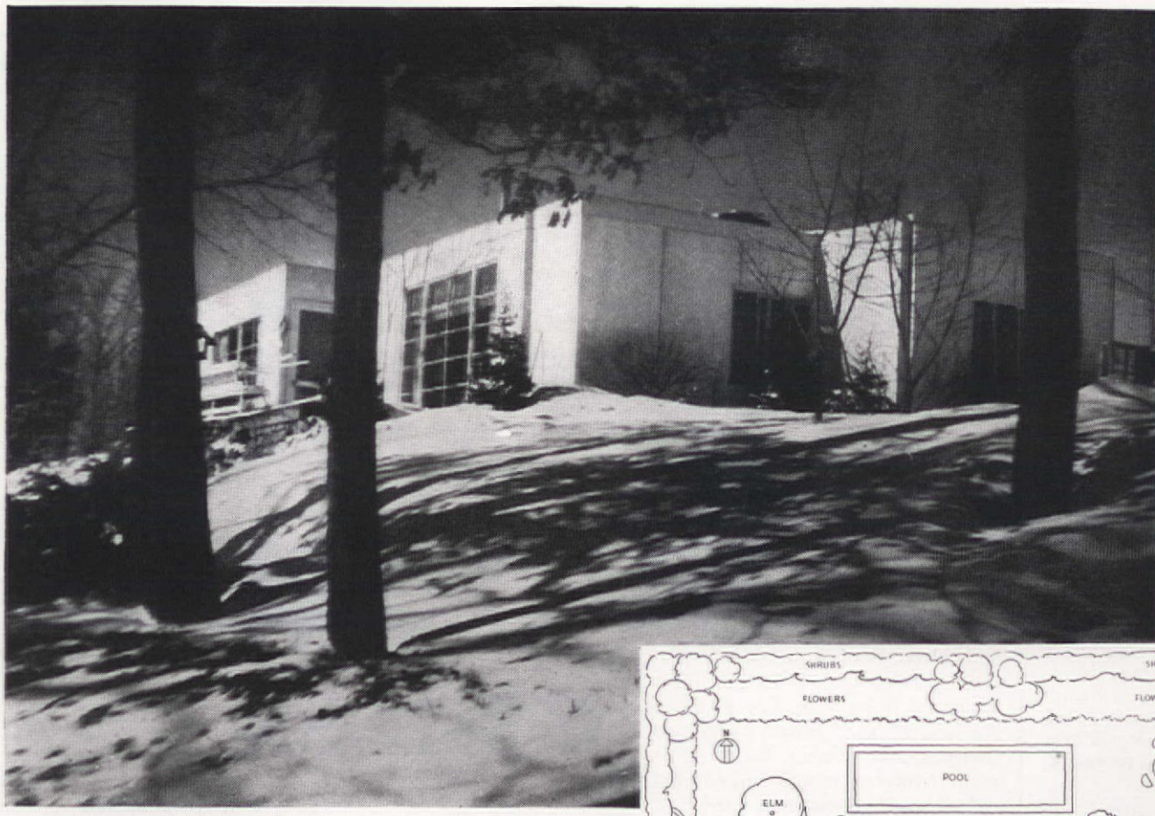
(Prices slightly higher in the West)

PRODUCT OF KARAGHEUSIAN

THE ***HOUSE*** *OF*

Made in U.S.A. BY THE MAKERS OF GULISTAN

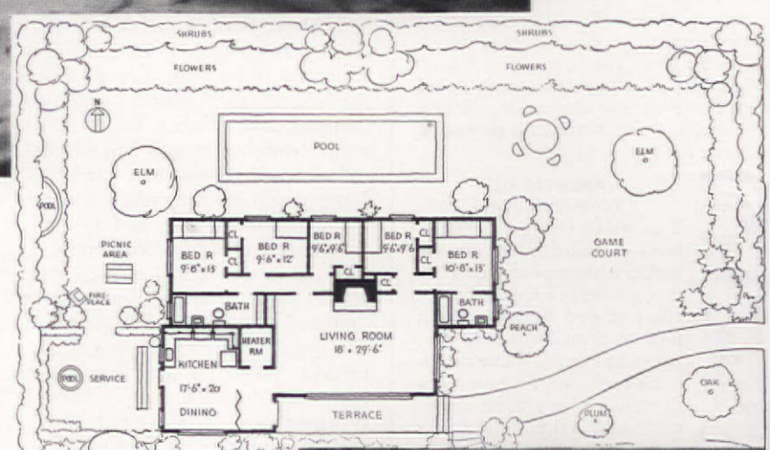
GULISTAN

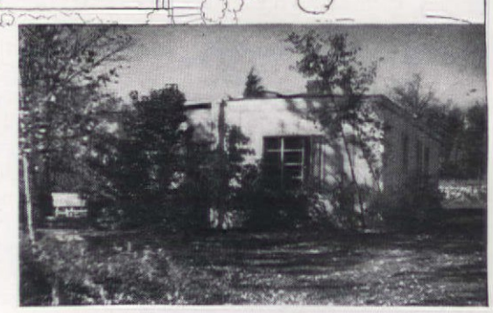


Gumption Story #11

We built it ourselves —*for $500!*

FREDRIC JAY PERKINS
Cedarville, Ill.

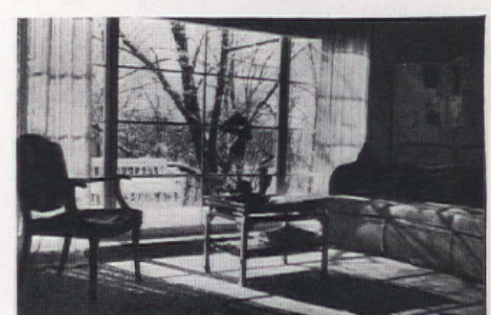


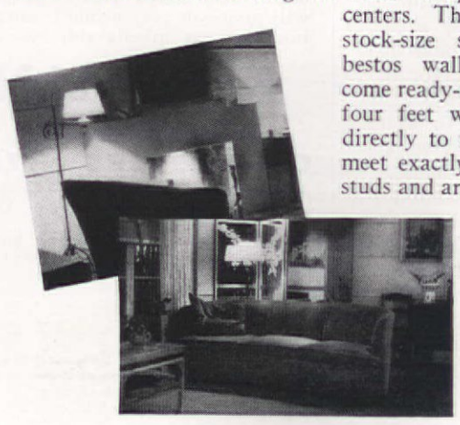


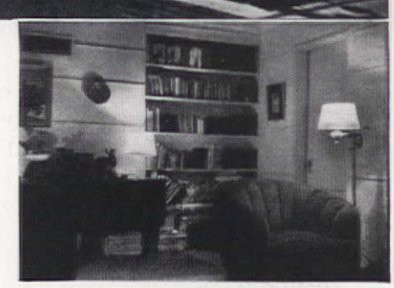
WE WOULDN'T be surprised if building experts could prove on paper that it couldn't be done—but, honest Injun, we did it. We built us a comfortable modern home for approximately $500. *We* consisted of my brothers, my Dad, myself, none of whom is a professional in carpentry or building, and the actual labor, nail by nail, board by board, was our doing. The only professional hand on the job was the man who hung the kitchen cabinet doors. If we'd been less amateurs and had known all the "if's" and "but's" we probably would never have had the cheerful impudence to barge into building a whole house. But we had all the time in the world (it took plenty!) and we acquired a quantity of excellent second-hand lumber from an old brewery, and some perfectly seasoned old shelving from a razed dry goods store (some single boards were nineteen inches across!). What better to do than use both to our advantage? The $500 cost included this lumber, the wallboard used for the walls, the roof covering, the foundation, windows, furnace, toilets, interior and exterior painting and other materials of the house itself. It did not include the kitchen sink, stove, refrigerator, bathtubs, washstands, water heater or any of the interior furnishings.

The project began with the purchase of thirty-six acres of beautiful woodland. We picked a picturesque—and tenable—site near the edge of an abandoned stone quarry and leveled off part of a sloping hill for the house foundation. We had decided against a fully excavated basement for we wanted to economize on space as well as on wall construction and we felt a basement would only become a catchall with us. This was going to be a logically planned, up-to-date house where everything would have a proper place provided for it—and everything would be kept in its place we hoped. It was to be a small house with economical roof construction, walls enclosed by wallboard inside and out, generous windows, one big studio room with a tremendous "picture" window and an open fireplace for general living quarters, minimum-size bedrooms, and no "fixin's" in the way of costly trim or details. We hadn't any conscious determination to do it in modern architectural style but, being limited to essentials and building it in simple, cost-saving rectangular form with no embellishments, it turned out with definite modern character, or, at any rate, so visitors tell us.

We dug just enough excavation to provide sufficient ventilation under the house and laid down a two-foot foundation of rocks and cement. The house rests on this base, with the wood framework erected above it in usual fashion. We built only one story high, however, with all rooms on the ground floor and only a very shallow attic space above them. We used our second-hand 2" x 4" lumber for the wall framework, erecting the studs or uprights on 16" centers. Then we nailed stock-size sheets of asbestos wallboard, which come ready-made in panels four feet wide, eight feet long, directly to the studs. The panels meet exactly in the center of the studs and are nailed down on each







A large studio room, its wallboard background painted lichen green and white, is the general living room. Note 10'-0" wide picture window, handsome $7 cement fireplace

ANSWER This Important Question for Your Family NOW!

Have *you* thought about having a home of your own? Then read the book that has already helped nearly 250,000 families decide what to do about it.

Among almost countless facts about home ownership, this 120-page book, "How To Have The Home You Want," tells what you can safely afford to spend for a home on *your* income. It will help you decide whether building or buying is better for you.

ANSWERS *ALL* YOUR QUESTIONS

You will find many other questions answered. Here are the best dimensions for closets . . . how one set of fixtures give the effect of two bathrooms . . . how to plan kitchens to save time and energy. Home financing is explained. See how much down payment you need. Get authentic help in selecting materials.

SAVE MONEY AND AVOID MISTAKES

When it comes to materials, do you know that certain fireproof materials actually cost less than those that burn? Do you know that faulty foundations often cause cracked walls? Do you know that insulation wisely chosen usually pays for itself? Do you know how to prevent squeaky floors or that there is an asbestos siding which stays clean like a china dish? "How To Have The Home You Want" tells you all those facts and many more.

WRITTEN BY PEOPLE WHO KNOW

"How To Have The Home You Want" is published by the United States Gypsum Company, for 40 years makers of quality building materials. For your copy ask your local USG dealer or mail the coupon, enclosing 10c to cover mailing and handling.

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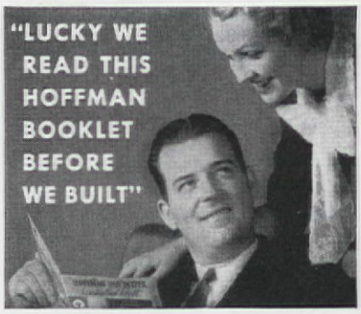
long edge. The vertical joints where they meet are covered by wood batten strips nailed over the joints, dressing up the exterior walls considerably and helping to make the walls airtight. The walls are finished off at the top by a flat cornice board which is carried all around the house and which conceals the junction of the walls and the hip roof over the main part of the house; this roof, which slopes down on each side from the ridge, has usual 2" x 4" rafters covered by the old shelving boards used as sheathing, with roofing paper and a thick coat of asphalt and gravel over them. The roofing paper is extended out and fastened to the top of the cornice board, creating a serviceable rain gutter with no extra construction or equipment. Over the kitchen wing the roof is flat. As a finish, the wallboard panels and batten strips were given a sizing coat and several coats of white paint; they can be faced with brick or plaster in future if we wish. For all floors we laid 2" x 8" joists, wood subflooring, and finished floors of cement, troweled smooth and painted.

Inside, all rooms center around a large general room which extends along the south side and is really the heart and soul of the house. It has the open fireplace and great studio window which were the two "must's" of our building program. The window, which gives us a magnificent view summer and winter and abundant sunshine (incidentally lowering the heating bill in winter) is seven feet high and ten feet wide with large horizontal 15" x 25" panes. The fireplace, opposite it, was made of cement and gravel poured by hand into wooden forms, is six feet long and three and a half feet high, cost exactly $7, and has proven entirely satisfactory. It has a smooth plaster finish, an opening three and a half feet long, two and a half feet high. Wallboard panels were used for interior finish too, but they were applied horizontally rather than up and down to eliminate those vertical joints; using two four-foot-wide sheets of wallboard between floor and ceiling in eight-foot sections we got only one middle joint. This was covered by a narrow wood molding and additional moldings were nailed on the walls creating a smart modern effect of horizontal bands. The first molding is three feet above the plain, flat baseboard, something like a chair rail, and the horizontal bands narrow from there up to the decorative, flat ceiling valance board. Plain, narrow moldings also form the woodwork around door and window openings throughout the house.

The fireplace wall was painted flat off-white, other walls, a lichen or soft gray-green color, ceiling beige or putty, and all woodwork was painted to match the wall it's on. The arrangement seems to make the whole room larger, less chopped up, in effect and serves as a foil for the

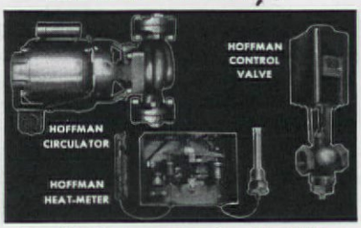


CONTINUOUS CIRCULATION

now brings miraculous

UNIFORM HEAT

all winter long!



Really Sensational—the Way Hoffman Controls Prevent Over and Under-Heating

Hot Water Heating can now be a source of more comfort than you ever dreamed possible! A *revolutionary new kind of control system,* called Hoffman Hot Water Controlled Heat, positively assures you of an *even,* comfortable home temperature from Fall to Spring.

The operating units of this system maintain a *continuous circulation* of hot water to the radiators. Temperature of the circulating water is regulated by a set of Dual Controls to the exact degree required to keep your home at a *constant temperature* in any kind of weather. Radiators are never too hot—never too cold.

No more alternate freezing and roasting!

Any type of oil, gas or stoker-fired hot water system can be equipped with Hoffman Controls. Whether you are building or modernizing, get all the facts first on this comfort-economy system.

LOW COST DOMESTIC HOT WATER

Including an Indirect Water Heater with Hoffman Hot Water Controlled Heat Equipment will give you year around domestic hot water, at unbelievably low cost.

All the hot water you want . . . summer and winter.

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outdoor scene and for the chairs, sofas and other furnishings in coral, soft brown, bone white and chartreuse. The walls are hung with Mother's paintings, one over the mantel, of pine trees in browns and greens, fitting in particularly well. The floor is painted black and is covered over-all by beige carpeting. The kitchen-dining room is a wing at the left of the living room, separated from the front entrance by a folding partition; when this is moved back the whole south side of the house seems one great, closely-connected room. Tile red and black-painted floor, tile red ceiling, beige walls and cream colored cupboards with red lining are the kitchen color scheme, set off by red chintz curtains in Chinese design. Sink, cabinets, breakfast table, and all equipment are built compactly in an alcove separated from the living room by a 5'-0" x 7'-0" room where oil burner and heater are located; three air vents lead from this room to kitchen, bathroom, and living room and a squirrel cage blower-fan circulates heat in winter, fresh air in summer. The oil tank is buried some distance from the house, connected by a pipe.

The five bedrooms and two baths are lined up along the back of the house in compact order like cabins on a ship. There's an individual room for nearly everyone in the family and each is decorated according to the individual's taste. Mother's has pale pink walls, putty-color woodwork. Her curtains and bedspread are deep dusky pink with a flowered pattern in oyster white. Blue is used as an accent color in the room. My bedroom is in yellow with the floor and the lining of the bookshelves painted tile red. It has built-in bunks, as most of the bedrooms do, since they were planned in minimum sizes with the thought that they would be functional rooms, easy on housekeeping maintenance. What we cut down in size here we gave to the studio, making it a room really large enough for general living activities. The larger bathroom is cream with a tile red floor; the tub alcove is canary yellow and the lining of the cupboards is tile red. Mother is just changing the curtains so I don't know what color they will be.

That's the way it goes; you get it all finished and then you want to keep improving and adding anyway. We are building a screened in porch over the large front terrace and the roof is going to be of tin, painted in blue and white stripes like an awning. We haven't seen that idea elsewhere but then we hadn't built a house either till we started this one so we have no hesitancy in trying out new ideas. We're really building the roof because we like the pleasant tinkling sound of rain on tin and when you have a really good reason like that you usually see the idea through. Come to think of it, maybe that's the spirit that got us started and

that saw us all through the planning, building and completion of our $500 house.

BUILDING DATA: *Foundation:* Two-foot foundation of rocks and cement laid on a site of solid rock and two feet of soil. Open concrete terrace extends to edge of cliff and is laid on filled dirt with no foundation. Foundation has proved completely satisfactory with no settling at all and doors and windows still fitting perfectly without cracks between wall and windows.

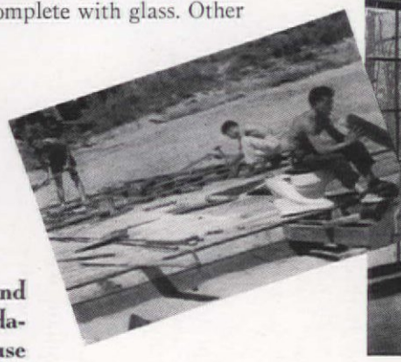
Walls: Second-hand woodwork (thoroughly seasoned with minimum possibility of shrinkage and warping) used for beams, studs, rafters and framing. 2" x 4" upright studs, 2" x 4" sills at top and bottom of them. Asbestos board in half-inch standard sheets, 4'-0" wide x 8'-0" long, used for finished exterior and interior walls. Approximately four thousand square feet used at $45 per thousand totalled $180. Each exterior sheet was sized, given one white coat of paint before nailing. Interior panels were grooved and trimmed with decorative moldings.

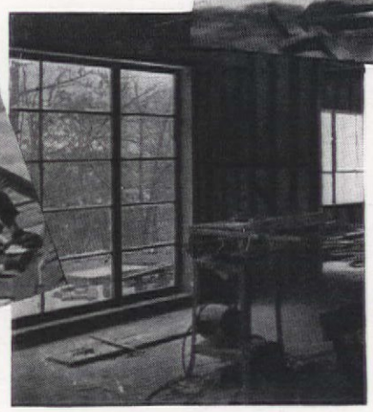
Roof: Body of house has hip roof with second-hand lumber used for 2" x 4" rafters reinforced with stringers. Roof has three-foot clearance. Old 6" shelving boards with ship lap lock laid over rafters as sheathing and covered with approximately twelve rolls of roofing paper coated with asphalt and gravel. Each end of roof has air vents for circulating air in attic.

Flooring: Second-hand lumber bought at 4¢ a running foot used for 2" x 8" floor joists. Old shelf boards from store, perfectly seasoned, laid as sub-flooring at 2¢ a running foot. Roofing paper, then a 1" mixture of Portland cement and sand laid over sub-flooring and troweled smooth as finished floor and painted. Old lumber used for 2" x 6" ceiling joists too at 3¢ a running foot placed 16" on centers across the house.

Windows: Large studio window in living room made at local mill for $20 complete with glass. Other ten windows, steel casements, approximately 4'-0" x 5'-0", with copper screens and regulators purchased at dismantling of Chicago Century of Progress Fair for $55, plus $2.50 delivery charge in cattle truck right to the building site.

Heating and Plumbing: Large, garage-type furnace enclosed in home-made asbestos covering cost $70 originally but we got it for $35 because it was scorched in fire. Three air vents equipped with $25 squirrel cage blower for air circulation lead to kitchen, bathroom and living room from furnace room. Plumbing planned for convenience and economy with short lead pipes. Main pipe in rock wool lined box running underneath house supplies all of our water from an artesian well.





Wallboard walls, inside and outside, concrete slab foundation, gravel roof on this house

Drexel Pieces Solve Space Problems!

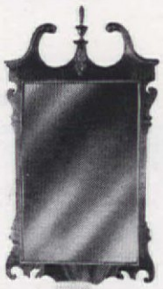
These pieces come from a collection assembled by Drexel to help you with many of your space problems. There are scores of other Drexel pieces just as versatile. Many of them fill more than one function – can be used in bedroom, living room, dining room or hall, as your needs change. A dresser that becomes a commode, a Regency chair that fits any spot, a corner cabinet that's equally correct in dining room or foyer – visualize how useful and beautiful these pieces would be in your home!

Quarter-circle corner cabinet, ideal for small apartment dining room, living room or foyer. (The curved doors give extra shelf space). And use a pair of these cabinets in a large room! 21" deep, 36" wide, 70" high.

This Chippendale chairback bed is ideal for a narrow or low-ceiled room. In a wide room use two of these beds with night table between.

Use this Regency chair as dining chair, card chair or occasional chair in living room or foyer.

Lyre-end dressing table whose little gallery keeps your lipstick from rolling off. With mirror detached, this 20"x33" dressing table makes a perfect desk.



This very compact dresser provides much storage space. Use with mirror in bedroom, without mirror as a bureau in dining room or foyer. Bureau top, 43"x23".

Five-in-one table. (1) Dropleaf center, closed, 48"x29". (2) Dropleaf center, open, 48"x77". (3) Closed, with consoles, 48"x71". (4) Open with consoles, 48"x118". (5) Use consoles separately.

LOOK FOR THE DREXEL SEAL ON EACH PIECE

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I enclose 10c–send your new booklet "Your Home – and Drexel Furniture", and tell me the name of my nearest Drexel dealer.
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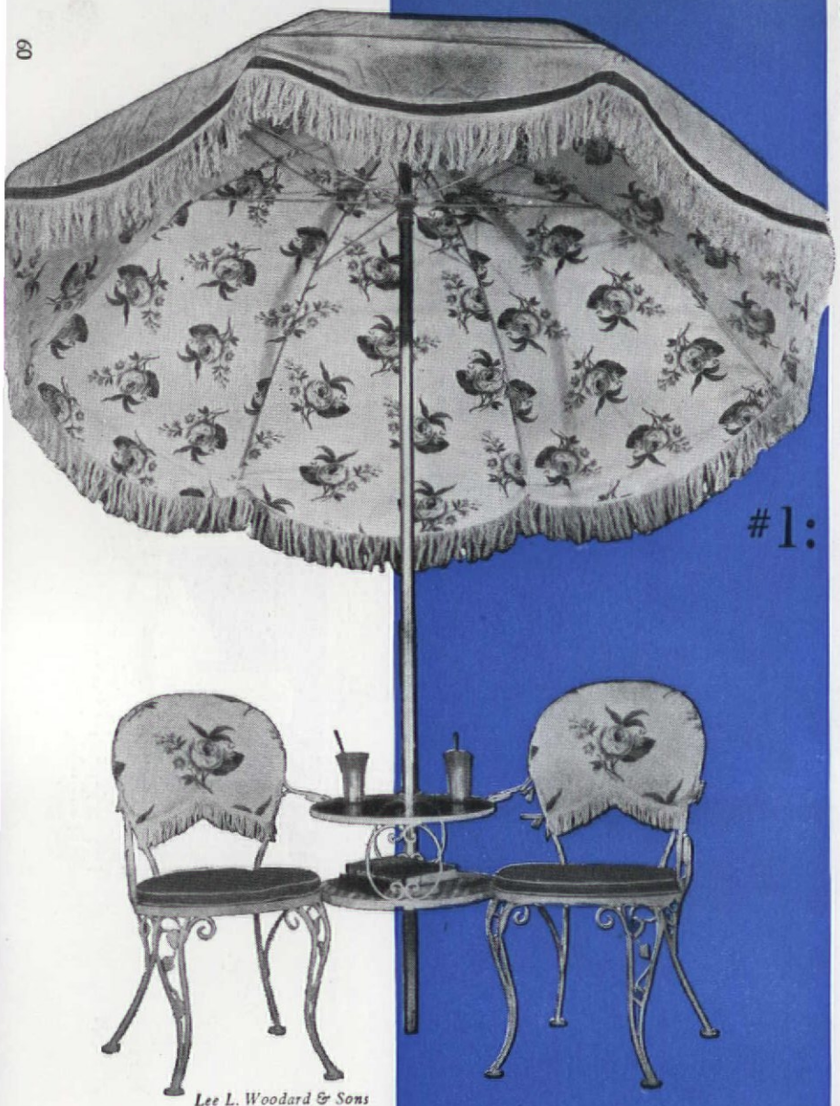
There are 2 Ways to go at Summer Living



Lee L. Woodard & Sons

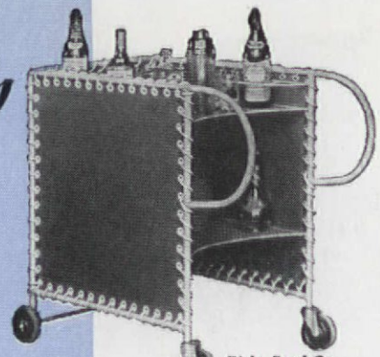
#1:

REMEMBER the old-time summer hotel porch with its rows and rows of rocking chairs? Remember the itinerant peddler with his horse-drawn truck full of identical rocking chairs for your porch? Remember how easy it was to find yourself on your neighbor's porch instead of your own because all porches looked just alike? Those days are gone!

Now you can take your choice of getting the best out of what you have, freshening up with paint and brushes, or of buying some of the really grand things now on the market. They come in practically any color you may wish; they come to fit practically any budget and, we're glad to report, most of them are practical in the extreme. Barbecue tables and benches fold up so they can be put away in a small space; serving tables and carts come on wheels so they can be moved all over the lot; gliders come with removable slip covers on the cushions so they can be kept fresh all summer; lounging chairs come with wide arms and all kinds of conveniences.

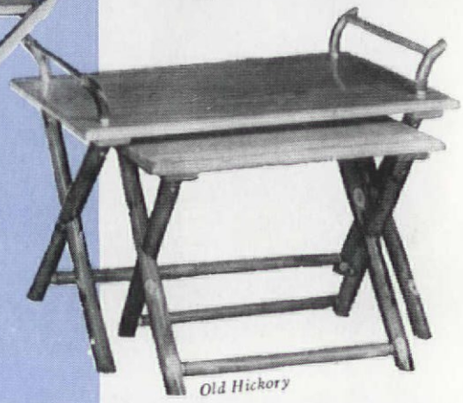
Connor

One of the gayest garden ideas ever is a white iron tête-à-tête affair, with rose-lined parasol. Not inexpensive, but with so much oomph! Below it, practical folding chair and bench-chair for less than $3.00! Right, essentials for outdoor refreshments: luxurious beverage cart on wheels with canvas lashed to sides and front; folding serving table on wheels, inexpensive; rustic sawbuck nest of tables; two folding barbecue sets, knotty pine and white enamel respectively

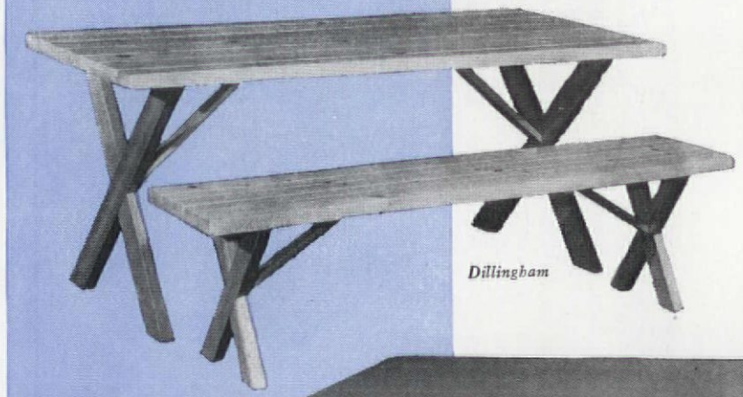


Ficks Reed Co.

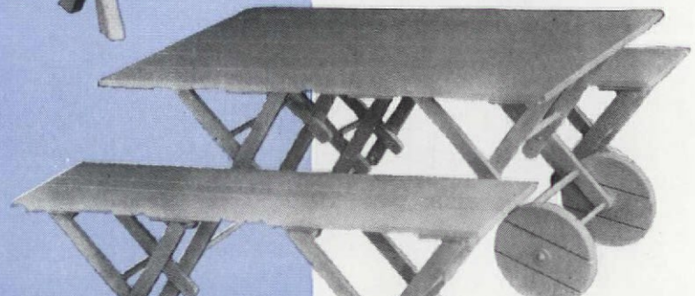
Gold Medal



Old Hickory



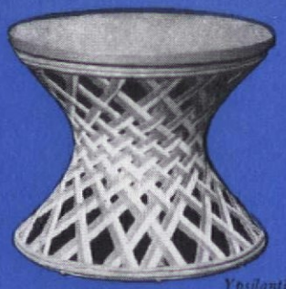
Dillingham



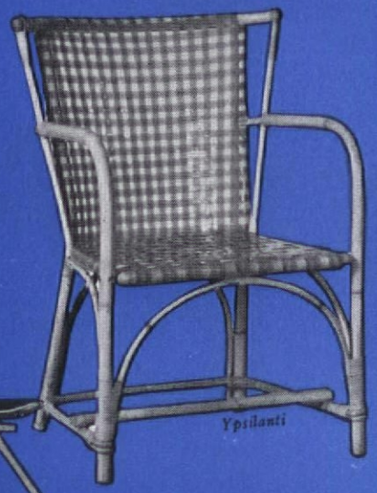
Gold Medal

Juvenile Furniture

Gold Medal



Ypsilanti



Ypsilanti

Here's your standard deck chair with a new detachable arm—handy when serving buffet fashion. A new tabouret, and the chair below it, are of reed and Tenite, a practically indestructible plastic in lovely colors. For real lounging, try a chaisette with adjustable back, platform arms with built-in ash tray, and magazine rack. Top right, a three-piece folding set for the children's supper in the garden (less than $5 for three pieces—they'll just love it!)

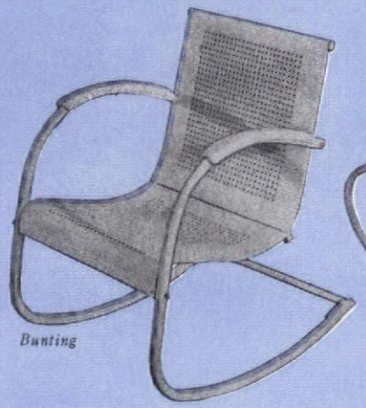
Burton Dixie

Still want a rocker? The 1941 model is all metal, with glider, straight chair, and table to match. Woven rope seat and back on iron can take any weather. A new glider has removable, washable slip covers in a choice of fabrics. Bottom, center, a luxurious idea for the porch looks like native Hawaiian! Complete as you see it, or day bed frame and end tables can be had separately. Far left, barbecue table on wheels with roof of thatched pampas grass. Legs fold for storage

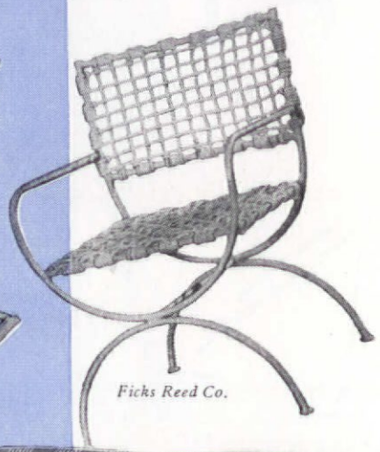
Tropical Sun Co.

Ficks Reed Co.

Connor



Bunting



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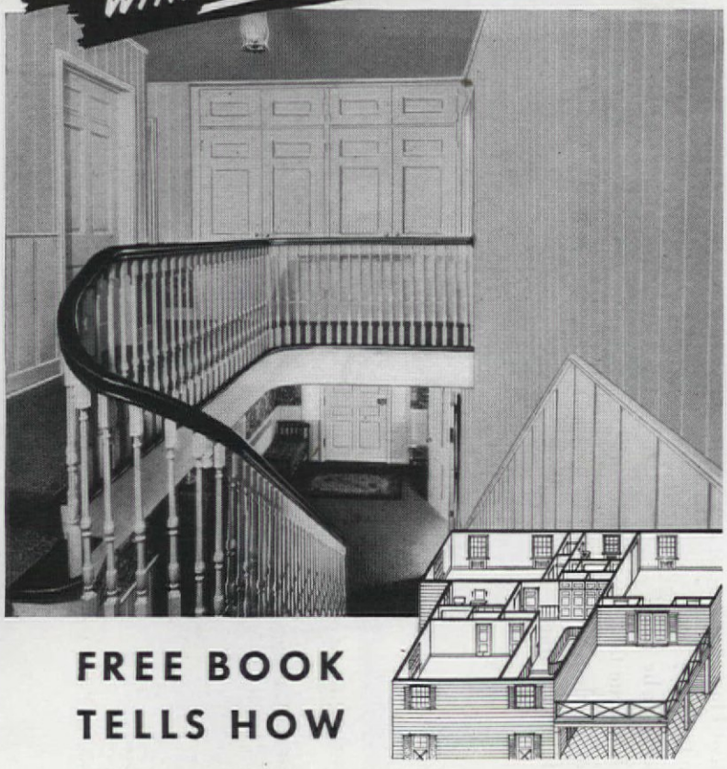
Trimble

Another thought for the children. This little chair can be used in the nursery, in the family car, or out on the lawn

FOR YOUR NEW HOME . . . HAVE THE CONVENIENCE OF CLOSETS WITH BEAUTY IN YOUR HALLS!



FREE BOOK TELLS HOW

● It's easy to make halls more than just passageways. Hall closets put unused space to work and help you make your home a more gracious place in which to live.

Two things make hall closets a complete success. First, efficient planning—to make the things you store easy to reach—second, beautiful doors, designed and finished to compliment your house.

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"Open House" is the name of a new 32-page idea book that will help you plan any home, new or old, the way you like it with conveniences, comfort and lasting charm. It will show you how to choose economical doors of enduring beauty. "Open House" brings you a wealth of ideas about both doors and windows . . . tells you how Ponderosa Pine Woodwork helps you combine economy with correct architectural style for lasting satisfaction.

How Ponderosa Pine Contributes to Gracious Living

Ponderosa Pine, one of the Western Pines, has a close, uniform surface. It is easy to finish with paint, enamel, stain, or varnish. For over forty years builders have considered it ideal for woodwork because of its durability and economy. Its even-textured surface holds finish better, edges don't splinter, grain doesn't "raise." It is easy to work by hand or machine.

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There are 2 Ways to go at Summer Living

#2: The second is by doing the best you can with what you have; letting your surroundings and your ingenuity supply what you cannot or don't want to buy

ETHEL MARY BAKER
Boulder, Colo.

OUR grandmothers took considerable pride in having the parlor "look nice." This was usually accomplished by keeping the door closed (to prevent the family from tracking in dirt) and the window shades drawn (to prevent the sun from fading the carpet), except on special occasions. Modern homes have done away with the old-fashioned parlor, but all too often those of us lucky enough to have an outdoor living room try to make it a "company spot." We surround it with choice, fragile flowers and dress it up with furniture far more decorative than practical. A much better plan is to plant the stately lilies and delphiniums elsewhere and make your outdoor living room the real family gathering place; plant only husky things there and sturdy, reliable shrubbery around it. Then, if a ball is accidentally tossed into the perennial border, no great harm is done. Scatter substantial, but comfortable, furniture about and, if you yearn for a few more decorative pieces, buy furniture that can easily be moved from porch to garden and back again. Pillows covered with ordinary oilcloth stitched up on the machine will usually survive a whole summer and, if you want fancy touches, add some appliqué designs before stitching up the oilcloth, or some strips of oilcloth cut into fringe. Household chores that become tiresome indoors can be accomplished speedily and happily in pleasant surroundings. Fold and dampen the weekly wash on the picnic table, for instance, and let other tasks, such as shelling peas,

hulling berries, and preparing fruits and vegetables for canning, be shared here by the family and even, perhaps, an occasional, informal visitor.

Our own country back yard is not a bit swanky. The lawn often needs a haircut. Briar roses, lilacs, spirea, pussy willows, and silver cedars form a background. A Delaware grape, a trumpet-vine, and a Jackman clematis cover the back porch. Far enough from it so they will not be stumbled over, are two benches, each made of three slabs of pinkish sandstone, around which extra chairs or a portable table are occasionally grouped. But the best thing about it is the sturdy, seventy-foot-long grape arbor.

Nine-foot pieces of secondhand, two-and-a-half-inch gas pipe were set ten feet apart and three feet deep in concrete. Two-by-fours were bolted along the top and to them were nailed rustic rafters of slender, native lodge-pole pine, two feet apart on centers and fastened to a one-by-four-inch plank along the peak. A long pole was then wired securely crosswise between each two uprights to prevent their spreading, and two wires were stretched tightly along each side of the arbor to support the grape vines. Beyond the arbor, the grass merges into a wild garden with a stepping stone path between beds of shade-loving plants —seedling trollius, dozens of hardy primulas in many colors, the cunning butterfly iris, May apples brought from the Ozark Mountains, and narrow-leaved spiderwort. Birdsfoot violets and phlox mingle with jack-in-the-pulpits, trilliums and bloodroots from the Michigan woods, and a particular pride and joy is that lovely spurless columbine, Blue Heaven.

The many rocks scattered through the prairie sod at times seem a nuisance, but they can also be useful. We laid the foundation for a picnic table of small, flat ones, using but little cement. Not only is this table used for picnics but, from late spring until well into autumn, we serve our evening meal there with a gay strip of oilcloth laid over the rock. Because the table is but a few steps from a small gas range on the back porch, we have not yet built an outdoor fireplace; and because we use it for many purposes at all hours, we find it more convenient not to have stationary benches parked around it.

Grapes on the arbor; columbine Blue Heaven; iris cristata, and trollius by the path

Regardless of where your roots are anchored, you can make of your own back-yard area a comfortable, livable spot—not the most fashionable, perhaps, but thoroughly enjoyable in every way.

They must have a secret!

LET'S LISTEN . . .

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"And it's easy to pay for — by the month."

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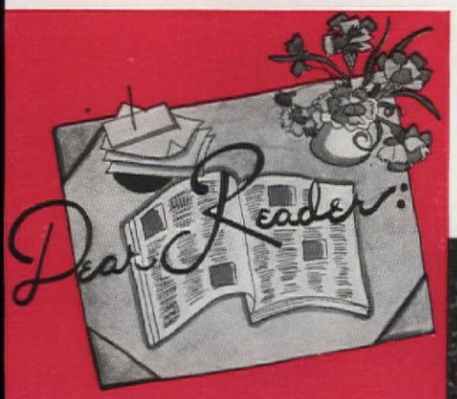


If you love those endearing "small touches" on a home, shutters, swinging gates, stardust, do them this way, with fitness, restraint, taste

What we mean by "CHARM"

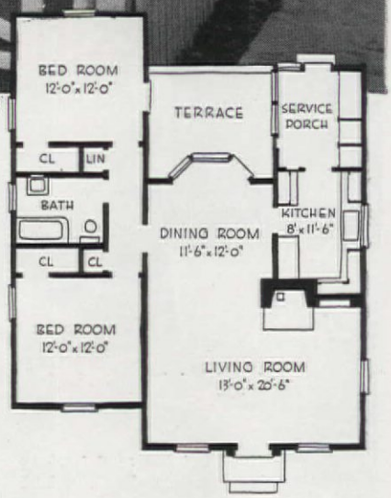
W. Albert Martin

You won't go wrong here because this kind of house is fitted for the hard knocks, unending demands of everyday living. Simple, sound, straightforward, *and* beguiling in design, such cottage types wear well with time and weather. There's no hoity-toity about them, no delusions of grandeur in their treatment, inside or out, but good looks and good value, good common sense

FROM the jingling sleigh bells beside the front door, cheerfully ringing in guests, to the wrought-iron schooner riding atop the ridge pole as a weather vane, this is a happy, honest little house. It has good sense in its plan, sensible design in its shape, soundness in its structure, and a bit of endearing nonsense in its embellishment. All that adds up to what we mean by "charm"—simplicity and honesty with a bit of bloom and gaiety added to them. Houses have it, just as people do. But we don't mean synthetic "glam-oo-r" and we don't mean "drip," those unpleasant qualities which houses have when they are merely pretentious, unreal, stage effects.

A fence of white pickets, arranged in becoming scallops, goes around the house; its front gate opens on a path leading through wild strawberry ground cover to the hospitable front door and stoop, flanked by two equally wide and welcoming windows. The wing which includes the two bedrooms and bath is over there under that big sycamore tree which shades the old white-iron Victorian bench and the old wheelbarrow, loaded with plants the year round.

Everything's on one floor inside the house and the way the living room and dining room are opened up, with the fireplace mantel carried around between them, gives the effect of a very large room. They're both papered in a scenic paper in green tones. An old kerosene lamp lights the Hitchcock chairs, mahogany heirloom sideboard, built-in corner cupboards, antique glass and china, and be-curtained bay window in the dining room. Brass wall lamps help to light the living room, furnished like a nice New England parlor. Knotty pine kitchen.



Home of
Mr. and Mrs. Norman Johnson
Pasadena, California

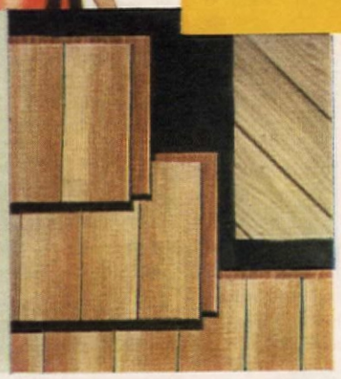
MARSTON and MAYBURY
Architects

Waldo McKinney, Architect, Seattle

Provide your home with adequate insulation, charm and sturdiness at low cost with double-coursed Cedar Shingle sidewalls

Double-Coursing is Economical

Because the Cedar Shingles in double-coursing are laid with a very wide weather exposure and, because it is possible to use No. 2 grade for the exposed course and No. 3 for the concealed course, great economy is effected over other sidewalls of similar quality, sturdiness and attraction.



Easy to Rejuvenate by Double-Coursing

Old homes, garages, stores and auto camps can easily be made modern and attractive with double-coursed Cedar Shingles right over the old sidewalls. Then again, Shingles are the most practical material for new roofs and for over-roofing right over the old roof. Ask your lumber dealer or contractor for particulars.

● Sidewalls covered with double-coursed *Certigrade* Cedar Shingles, and given a very wide exposure, create a strikingly attractive appearance . . . adaptable to the Colonial and Cape Cod as well as today's modern small home designs.

Double-coursing on solid *wood* sheathing requires no other insulation due to the known natural insulative qualities of genuine Red Cedar. Double-coursing gives the appearance of much more expensive construction and the deep butt shadow lines, due to the slight overlapping of the shingles, provide the homespun charm of traditional American architecture.

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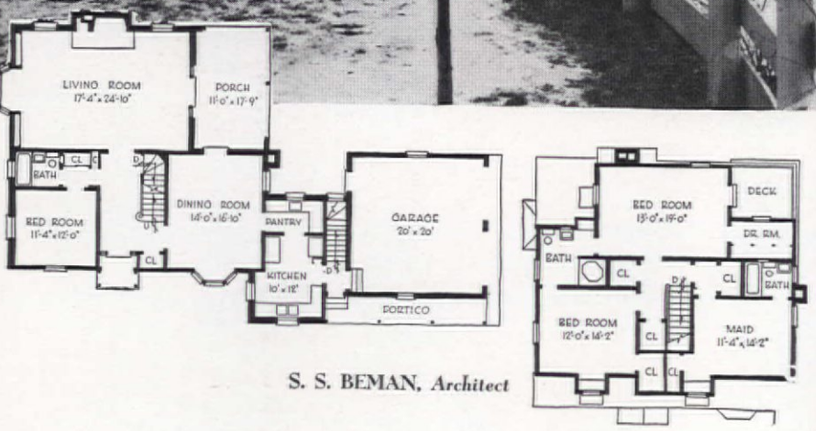
This is what we mean by "CHARM"



S. S. BEMAN, *Architect*

Frank Willming

HERE'S another home with the solid, enduring virtues of good, simple, cottage lines, a comfortable plan and eye-snaring details. Narrow clapboard and brick walls painted a light sunny yellow, low-lying roof lines and a kitchen-garage which pushes nosily forward with a tiny arched portico across its front, a curved farmhouse fence picture-framing the apple trees on the front lawn, all these make up a home with lively, winning character and good taste. High falutin houses with spurious fancy fronts always grow shoddy and tiresome, but genuine unassuming charm like this wears well and mellows with age.

The tiny entrance porch, partly outside, partly inside, the house walls, leads to a wide front hall. On its left side is a full-fledged bedroom and bath while the dining room, kitchen, and garage are carried across the front of the right side. At the top of the comfortably proportioned stair are three bedrooms, dressing room, two baths, and extra-generous closets, making good use of every inch of second-floor space. The living room at the back of the first floor has a nice relation of width to length and each wall has interest. The fireplace wall with its long New England mantel, framing both wood-box opening and fire chamber, is paneled in white, random-width boards; the two end walls are papered in handsome gray and white medallion-patterned Colonial paper; there's a wide bay-window seat and bookshelves at one end, a Dutch door opening on a pleasant living porch at the other. Either of the two tiers of draperies can be drawn. (Glass curtains would shut out the lovely view.)

Data supplied by Ruth E. Lee

Comfortably-spaced living room which is truly lovely to look at from every side, practical for wear and tear of everyday living. Grouping of red leather armchair, brick red, slip-covered sofa, pair of wing chairs in bird and fruit pattern, at fireplace is handy arrangement

Winnetka, Illinois, home of Mr. and Mrs. E. R. Harrington

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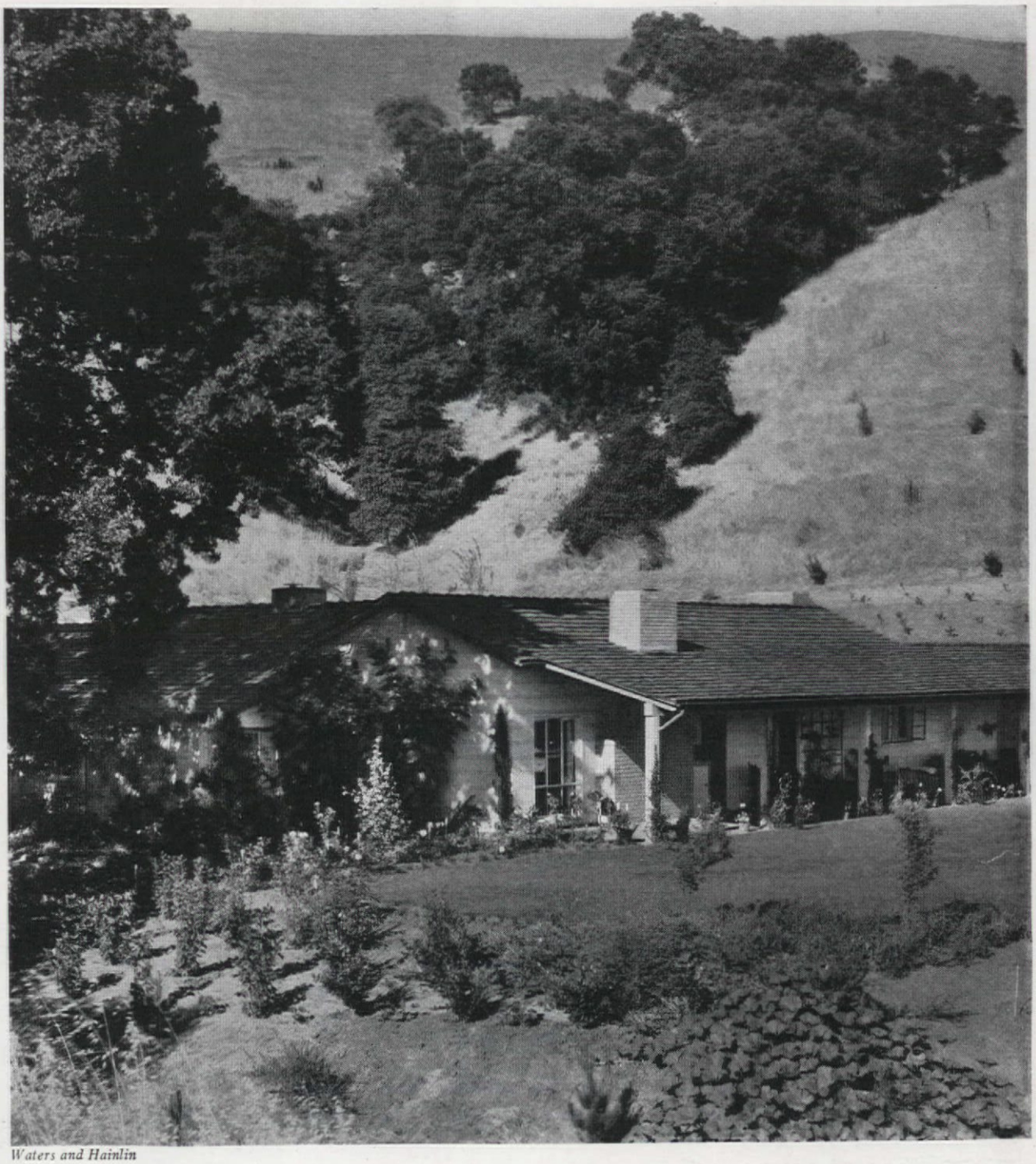
FOR those among us who like houses with plenty of charm, please (and don't spare the picturesque touches, Mr. Architect, so long as they're the real McCoy and not bogus) here's a number which calls for some hat tossing—a ten-gallon Western hat preferably, since it represents a Western brand of charm. It's in California, out in open country beyond San Francisco where there's land enough for a house to stretch itself out comfortably and get settled to its best scenic advantage. A glance at that rolling, arbored hill behind the house, the colorful, year-round gardens surrounding it, the peaceful valley lying beneath the knoll on which the house stands are easy assurance that no mistake was made here—it's a picture-book setting of which every advantage was taken. It's a picture book house, too—the kind you greet with a long-drawn-



Waters and Hainlin

What we mean by "CHARM"

Redwood siding walls painted white, cedar shake roof, *and* the stuff dreams are made of make up this Western version of "charm." Set off by hills, valley, and gardens, the informal ranch house style of Dr. Leo Musser's Happy Valley, Calif., home catches eye and heart at once

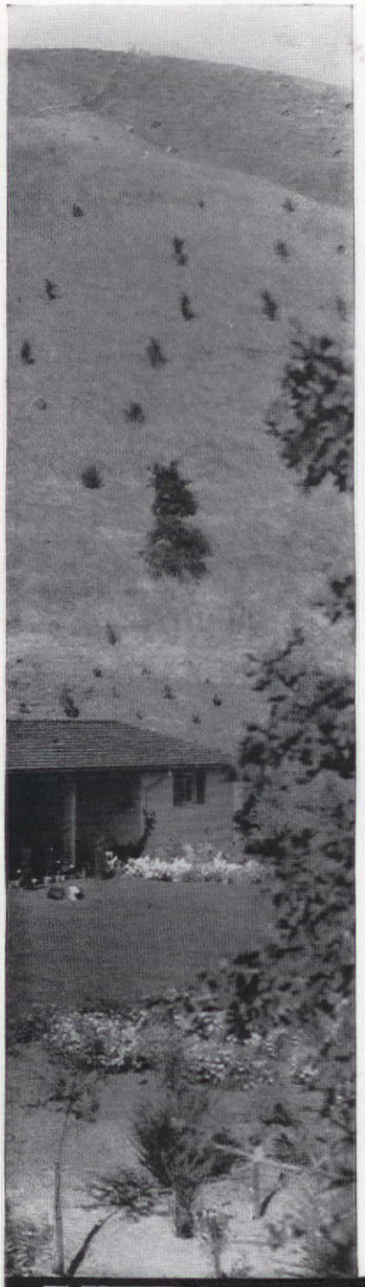
Architects: MILLER and WARNECKE

out "oh-o-o-h!" at first glance when you first see its low rambling mass, widespread porches and wings. But, best of all, and unlike many things as pretty as a picture, it retains your regard and increases it. For there's nothing self-conscious about its charm, no stylistic flourishes or "corny" Senor and Senorita, or El Rancho stuff imposed on it. It's a casually graceful home of an easy going, rustic character which is perfectly suited to its site. And, *again*, that's what we mean by real charm.

In a number of ways, the rustic Western ranch house of simple wood siding, boards and battens, or adobe construction, is the counterpart of

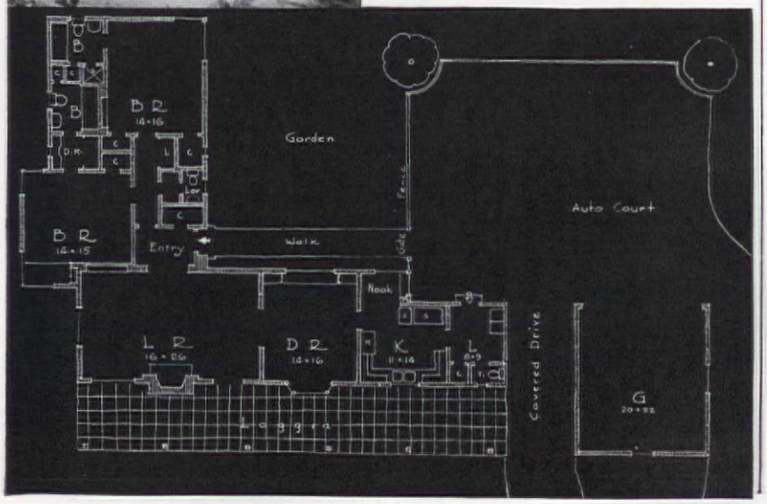
the Cape Cod cottage, New England "Salt Box," Pennsylvania stone farmhouse and other natural, small-house types. Its original design was really intended for small-size homes unlike the Georgian, Southern Colonial, and formal French styles, which were created for mansions and large scale residences of formal character and numerous rooms.

This particular redwood siding ranch house is really a modest six-room home, though its appearance of wandering hither and yon makes it appear larger. It suits its owner, Dr. Leo Musser, to a T just the way it suits its site and that's as it should be, too, since we're told it is "just what the doctor ordered." The plan follows the old Spanish custom of building around a court, so the front entrance is really at the back. When you drive up the winding road to the house, you drive straight through the covered passage which connects house with double garage, into the rear court, where the garage opens. This court is enclosed by a low picket fence, which also protects a neat little garden between house and court. A white gate in the fence opens onto an arbor-sheltered walk, bordered by poinsettias, and leads to the wide Dutch half door which is the main entrance.



And this is where we come in, through the Dutch door into a tiny entrance hall in the bedroom wing. At the left is the doorway into the living room, which is a graciously and generously proportioned room with a beamed, pine ceiling (saw surfaced and machine combed for texture) and a huge brick fireplace; bookshelves and a novel shelf arrangement for copper pots around the fireplace are special features and so are two enormous, floor-to-ceiling steel windows which seem to bring a rustic garden and huge, sheltering oak trees right into the room. A door leads out to the wide, brick-paved front terrace from this room, a delightful porch covered by an extension of the cedar shake house roof and framed by roughly sawn, pine stained posts; it is a pleasant spot to enjoy a wide view of the valley and it has several features worth note—the low brick coping under the dining-room bay, an effective place for plants so they can be enjoyed from inside as well as out; the wood box door, so the fireplace can be supplied without

HELEN BELL GRADY
Berkeley, Calif.



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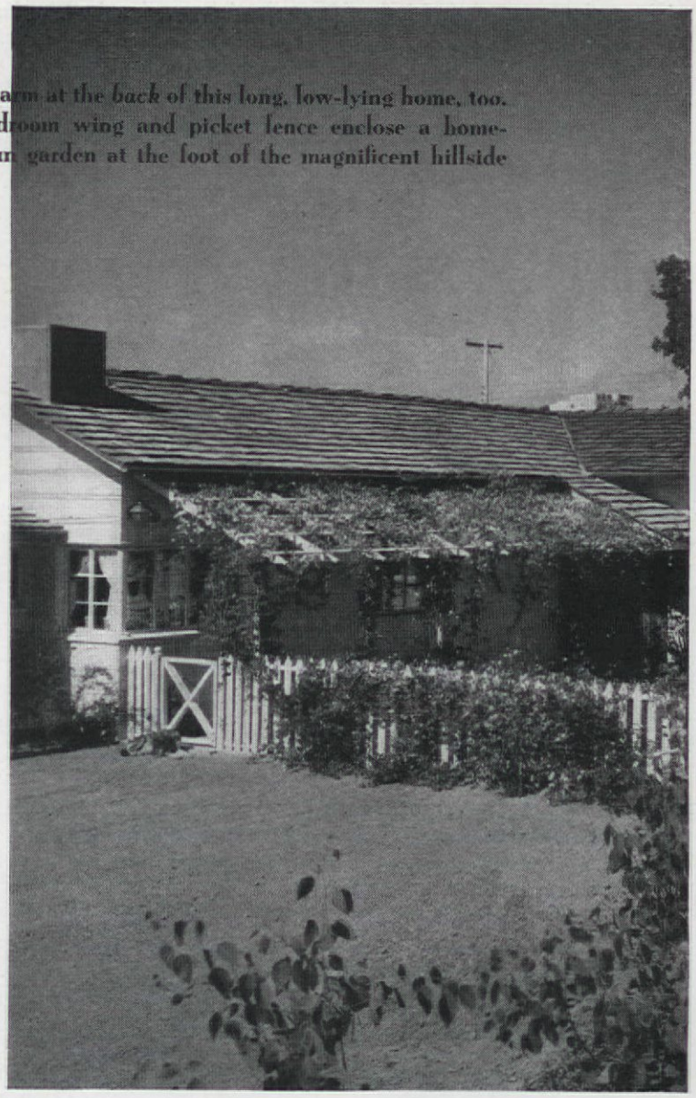


Charm at the *back* of this long, low-lying home, too. Bedroom wing and picket fence enclose a homespun garden at the foot of the magnificent hillside

A wood box door on the outside of the house is a sensible feature, since it permits you to supply the fireplace without carrying dirty wood through the rooms. Chimney has plant shelves also

tramping through the house; the termination of the porch roof just short of the end wall of the house so that the living room window will get some direct light on this side.

The dining room has windows on opposite sides: the frilly-curtained view-catching bay and a wide window on the opposite side of the room which looks out over the garden and is surrounded by built-in cupboards and shelves set with blue willow ware. Blue is used for seat covers and there's a blue Chinese rug making an agreeable color foil for the handsome, jointed wall paneling of light pine. The adjoining blue and white kitchen, wisely and attractively planned, has a delightful breakfast nook with blue-topped table, built-in seats, gaily tiled window sill set with pots of violets. It's in a corner window bay safely out of the way of kitchen traffic.

The two bedrooms in the rear wing have entirely different exposures. One, looking on the flower garden, has a color scheme of green and warm tan carried out in wallpaper, rug, and draperies. The other is in blue and white with maple furniture, and has two large corner windows; a large bunk-bed complete with radio and bookshelves is built in the sunny front window and fitted with a tailored

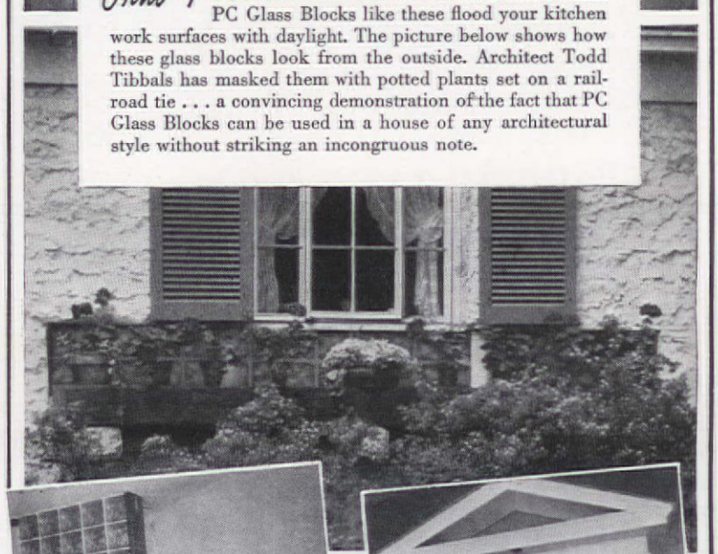
blue cover. It's a fine place to enjoy the view and an indoor sun bath. Each of the two bedrooms has its own bath and there's a delightful dressing room and also a small powder room which is conveniently near the entrance hall. Closets between the rooms and in the hall serve as a sound barrier and give privacy to the comfortable bedroom wing.

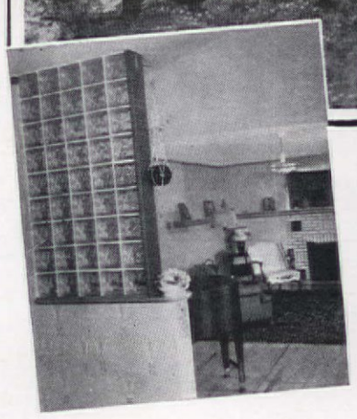
Bedroom wing extends back at right angle to long body of house and rooms overlook garden. Gate and arbor lead to front door

The covered terrace is brick-paved and extends across whole front of house. Bay window in dining room

3 Hints for a "Happy home"

Hint #1 **YOU CAN SEE WHAT YOU'RE DOING** when PC Glass Blocks like these flood your kitchen work surfaces with daylight. The picture below shows how these glass blocks look from the outside. Architect Todd Tibbals has masked them with potted plants set on a railroad tie . . . a convincing demonstration of the fact that PC Glass Blocks can be used in a house of any architectural style without striking an incongruous note.





Hint #2 **A NEW IDEA** in home decoration is a smart, semi-partition of glass blocks like this. It transmits lots of light, pleases the eye, and is non-transparent. PC Glass Blocks can be used in a hundred ways to preserve your privacy, deaden noise, lower heating costs, improve appearance...give you a "happy home". Eight lovely patterns and three sizes to choose from.

Hint #3 **FLANKING YOUR ENTRANCE** door, PC Glass Blocks add to the charm of your home. Through them daylight streams into the house by day, making rooms lighter and more cheerful. And at night indoor illumination frames the doorway with brightness when it is seen from the outside. PC Glass Blocks are inexpensive. Any mason can set them, just like ordinary bricks.

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CHARM

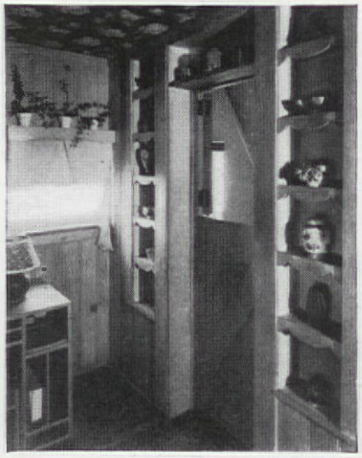
BIG or little, new or old, houses are usually judged by their eye appeal. It's the hang of the roof, the look of the windows, the inviting doorway, the paneled room, the cosy hearth, which determine the general cut of its jib and endear a house to us. Mr. and Mrs. George Gruell's bright, chipper little home at Ventura, Calif., planned by themselves, is pleasant, practical proof. It has individual eye-taking ideas and treatments tucked into every corner of its four rooms and bath and imaginative handling of details from roof top to retaining wall.

Much of the material used in the house—the frame, floor joists, rafters, sub-flooring upstairs, roof sheathing—came from an old carriage barn on the lot which the owners pulled down themselves. They also helped build the new house from foundations to roof, keeping the construction cost down to an amazingly low figure. Exterior walls are 12" tongue-and-grooved boards painted cream, gable ends are white stucco, roof is covered by hand-split shingles left to weather, shutters and window trim are painted old blue, and the whole house rests on a concrete slab. The wide living-room corner bay, the picturesque dormers, individually designed windows, steep roof, front doorway and stone entrance contribute to the engaging charm outside.

Interior charm begins in the pine-paneled entrance hall which, with its rustic-balustered stair, is comfortably located outside living-room floor space. The living room itself has two long walls of pine wainscoting stained a driftwood tone, with shelves and textured gray plaster above the paneling; the same plaster finish is on the front wall of the room, where a Swedish

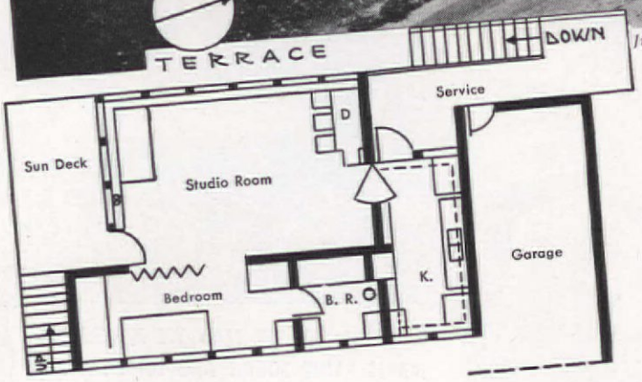
Ventura, Calif., home of Mr. and Mrs. George Gruell

Photographs by Max Tatch

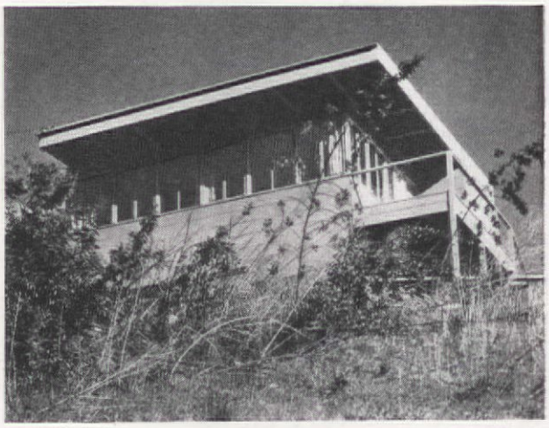


Instead of a blank wall in the upstairs hall, open shelves painted sunny yellow surround a doorway. Wide-silled corner window and long built-in seat flank opposite sides of living-room raised hearth. Old furniture and woodwork were rescued and used to excellent account

Julius Shulman



HOUSE and



FURNITURE

for $2,000 in Los Angeles

KATHARINE MORROW FORD, Lincoln, Mass.

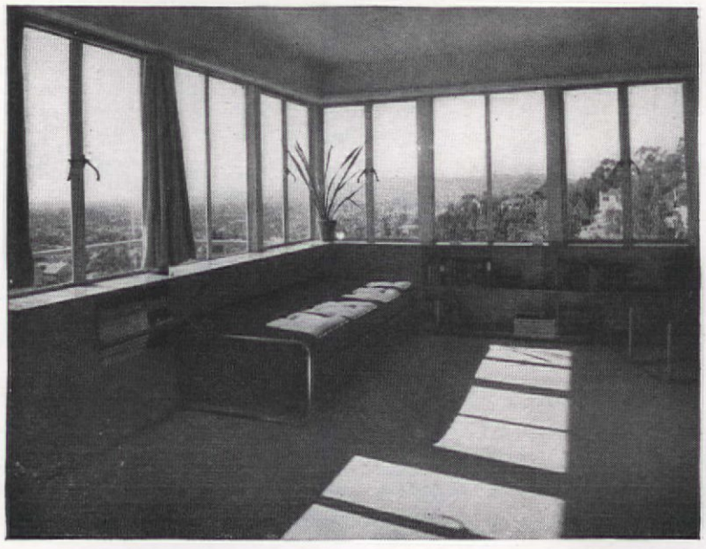
THE pleasure of wide, view-catching windows admitting abundant sun, light, and air; the joy of open, uncluttered space inside the house; the eye-resting relief of crisp, clean-cut lines and omission of meaningless decoration and furnishings are the special virtues of good modern houses. They are all provided in the Dodie Privers' hilltop home in Los Angeles, though it's as big as a minute and built at amazingly low cost. It's a four-room house, as sharp and clean as a whistle in its flat-roofed, rectangular outline. All rooms are above the street to catch maximum down-hill view; they're arranged with flexibility for general or special use; and most of the furnishings and lighting are built right in as part and parcel of the house. The garage is built in the rear of the house at street level and there's a full-size basement inside the existing four walls; completely above ground and commanding the down-hill view, it can be made into extra rooms later.

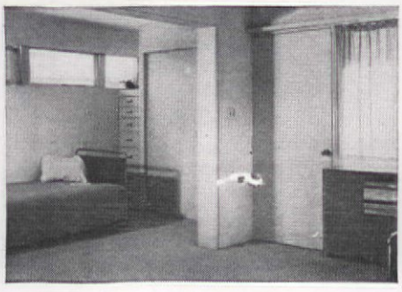
Construction is sound and solid, with no skimping on materials or workmanship. Wide, redwood planks laid horizontally and painted bluish gray form outside walls, the roof is asbestos, and all walls and ceilings have half-inch insulating board. Stock-size materials, ready-made equipment and intelligent devices, such as alternate movable and fixed glass sash, were used to save costs.

Building only three interior partitions saved expense, too, and helped create the flexibility which gives this limited-size interior its spacious effect. A general room, for living, dining, and extra sleeping quarters, has large windows along the two scenic sides of the house and takes up most of the single floor. Behind it is an efficient, galley-like kitchen with windows lighting both ends and door to the sun deck. A bedroom at the street side, with ceiling-height windo for privacy and seclusion, is a complete unit with bath and built-in wardro it can be used as part of the main room or closed off by floor-to-ceiling sli draperies. Mahogany bookshelves, desks, wardrobes, cabinets, and couch fr were built in as part of the job. Fastened to floor and wall they requir sweeping around or under, making maintenance of the rooms easy; and really "belong," are luxurious equipment which is an integral part of house in the modern manner, not just added decoration. Altogether, i brilliantly planned home, perfect for its young working-couple owne it gives them bright living quarters with a maximum of comfort in a mum of space, costs them little in total cost, furnishings, or mainte

Cost Breakdown: RAFAEL SORIANO, *Architect*

Concrete foundation	$ 80.00
Framing, partitions, and outside finish	395.00
Roofing	74.00
Interior finish and putty coat plaster	196.00
Steel sash screens and hardware	100.00
Millwork and interior trim	49.37
Cabinets, kitchen and bathroom accessories	110.61
Painting, interior and exterior	280.00
Plumbing	325.00
Heating and ventilation	50.00
Electrical wiring and fixtures	110.00
Sheet metal and flashing	50.00
Total construction cost	$1,819.98
10% architect's fee	181.99
	$2,001.97





Summing up our philosophy on houses—

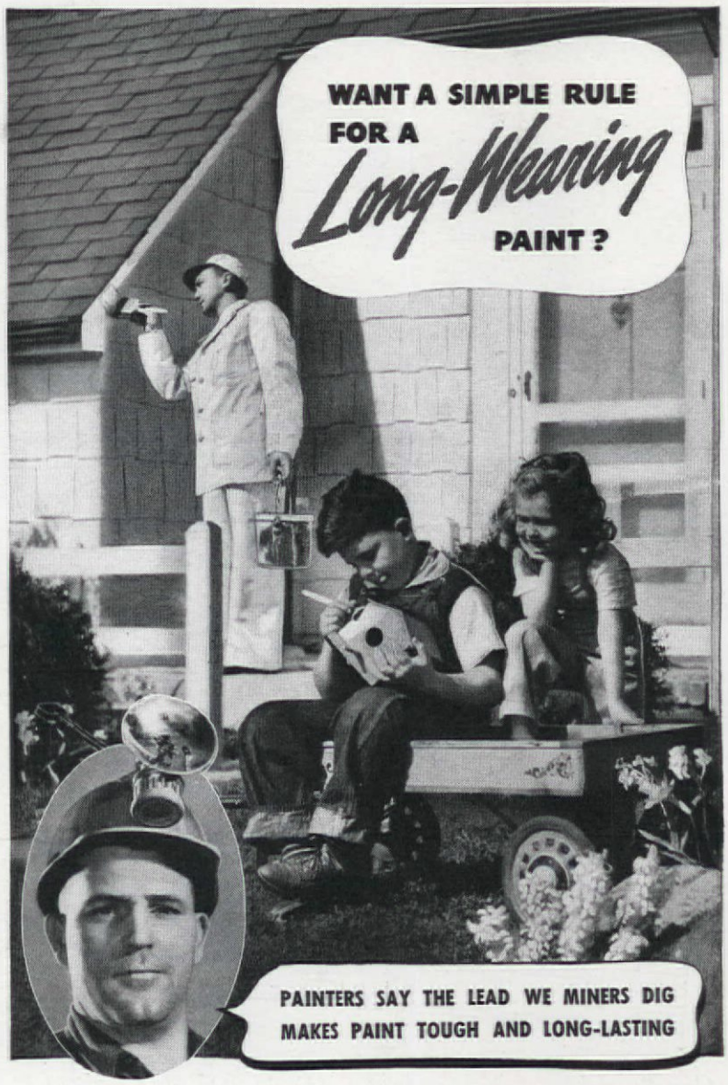
NOW let's *talk* about house design, too, since we're showing our idea of good modern houses and homes with charm on these pages. From where we sit we have a good chance to see the individual prospective homeowner, a bit like Alice in Wonderland, wandering amid the maze of possible house plans, possible house styles, possible treatments, possible details. Which kind of house should she build? This, or this, or this? A modish Georgian exterior, a Southern Colonial job, a 17th century English stone and timber, a fancy French manor house variation, an Early American or Colonial effect? All these, yes, and heaven, too, are suggested to the innocent as possibilities for the home of their dreams. But Dear Reader, Dear Bride, wait a minute, hold on there, *who-o-a-h!* All is still not gold that glitters. Be sure it's the *real* turtle soup, and not the mock, you decide upon.

There are really only two important kinds of house design—*bad* and *good*. They are the two you should know about and be able to pick out, for they can both be found in all those variations of architectural treatments, details, and building materials known as Architectural House Styles. House styles themselves are really only labels—names like Regency, Monterey, Cotswold, Cape Cod, Georgian—which indicate localities or historic periods of time and have to do mostly with surface characteristics. They are no true indication in themselves that a house is good or bad in design. Yet somehow a great deal of hocus-pocus, pretense, and plain chicanery is built up around some of these labels. The weakness of some of us, a love of keeping up with the Joneses, of appearing more important than we are, is exploited by the snob appeal of some names. So "Regency," "Georgian," "English Tudor," "Southern Colonial" house designs—not the true, fine, full-flavored original styles, but designs so diluted from their prototypes in size, scope, detail, richness and structure as to be ludicrous —are promoted as fashionable and "correct." Dear Reader, Dear Bride, they are nothing of the sort, so be careful about deciding on them for *your* home. Unless such styles are suitable to your way of life and perfectly done they are "phonies" and had better not be done at all.

The word "phony" gives us a good diving board for clarifying *bad* house design. Falseness—pretending to be what it isn't—is a nearly infallible gauge of the sour note in any house, new or old. The small-town shack with its front wall built up two stories high (though the sides instantly reveal its true single-story height); the exaggeratedly peaked roof, meaningless small gables, artificial timber work of the imitation English house; the out-of-scale, two-story Southern Colonial portico on the small house which neither serves as an appropriate entrance nor as a porch; the curtained garage window, "making believe" it's a regular room; false hardware—all these are instances.

"Honest" and "appropriate" are equally useful words to describe *good* design. There's no deceit about the building materials, the exterior, interior, or the plans or details of a house of good design. They may be elaborate or simple, plain or fancy, but they will be honest and suitable. The construction will be an honest expression of the materials involved; the plan will be a straightforward, simple solution of the household needs of the inhabitants, the exterior will be an adequate, honest expression of all these components—plan, people, purpose, and materials.

And here on the surrounding pages are some good examples. Some of them are traditional in style, even picturesque and rustic in effect, others could be considered starkly modern. But each has the same basis of honest, straightforward design. The Cape Cod homes, the picturesque ranch house, the two-story cottage, have frills and furbelows which give them charm and "heart tug." But everything is in appropriate character and done with simple honesty. The modern examples added no flourishes at all to their forthright designs, providing excellent living arrangements, good structure, and their special modern charm of clean lines, open space.



IF you like your paint jobs to last, here's something it will pay you to remember:

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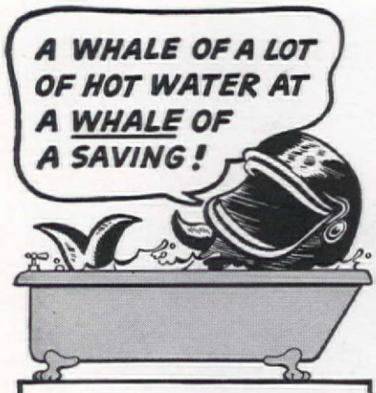

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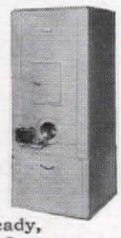

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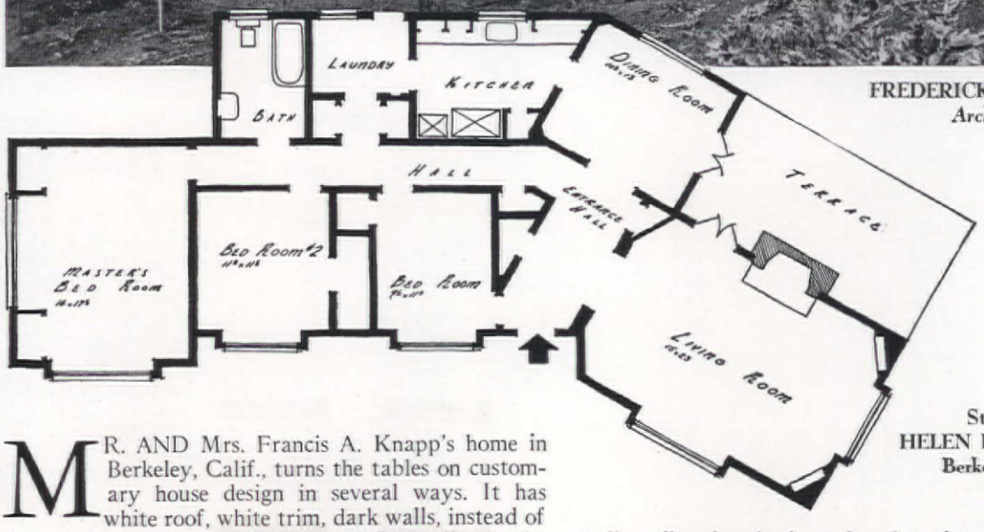
MODERN in the best sense



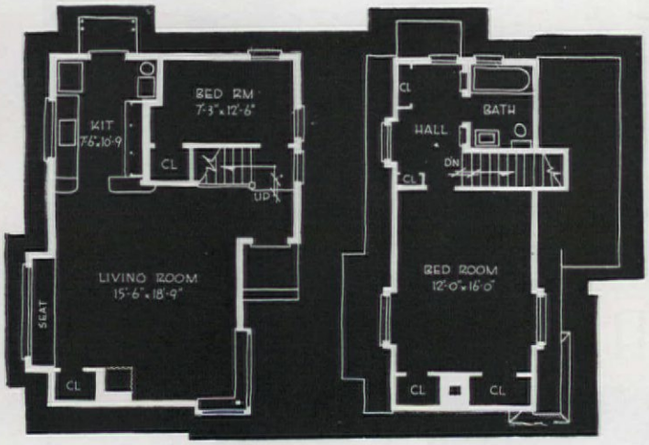
FREDERICK L. CONFER
Architect

Story by
HELEN BELL GRADY
Berkeley, Calif.

MR. AND Mrs. Francis A. Knapp's home in Berkeley, Calif., turns the tables on customary house design in several ways. It has white roof, white trim, dark walls, instead of the usual light walls and dark roof. Its walls are the simplest kind of stained redwood siding, needing no painting, and trim is plain, without fussy detail. It has living and dining rooms at the very back of the house instead of the front, and this end turns out at an angle—a turn for the better since it gives the living room a view of San Francisco bay and avoids a monotonous, long, flat front. Built for $7,200, it has eight good rooms, ample closets, and built-ins on one floor. It is really tailored to its irregular site, placed end-wise on the lot with service unit and three bedrooms at the front. Garage is in front, too, at street level, and connected to the house by a matching redwood wall.

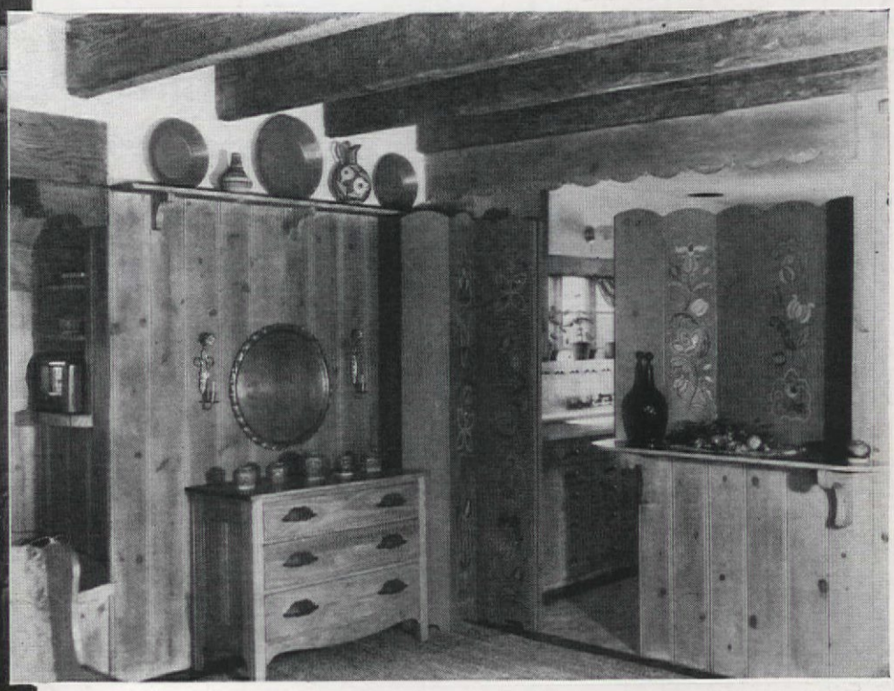
Because the owners have not paid for ornamentation, because the plan is tailored to take in every advantage of site, because it achieves dignity and comfort with inexpensive rustic materials, the Knapp home is truly modern in the best sense of that very much abused word.

aplenty *in a* 4-room Cottage



raised-hearth fireplace is built in next a powder-room closet. A rustic window seat, built in under the row of little casement windows at one side, is handy to the fireplace and also makes a good place to draw up a long trestle table for supper parties. The ceiling of this room is the exposed sub-flooring of the upper floor, old weathered boards supported by 4" x 12" driftwood timbers from an old wharf. Similar old timbers frame the wide-silled corner window, which makes a sunny spot for plants.

The kitchen is at the back of this room and it, too, has fresh, delightful details at every turn. Separated from the living room by a breakfast bar, blue-green folding screens painted with colorful peasant designs can shut in this whole room. On one side is a blue-green Welsh dresser with open shelves painted rose color; on the other, a picturesque, boxed-out window over the sink, framed by scalloped boards painted rose. The boys' room, back of the stairway (it squeezes a closet under it), is one step up from the hall and has pine-paneled walls, too, with bunks, deep drawers, built-in desk, coral-papered ceiling, brown percale curtains. Upstairs, much use is made of limited space. The tiny hall has pine-wainscoted walls topped by a patterned paper of huge white flowers against a plum background carried over the ceiling. Magazine shelves are built under one dormer window, handy to a desk there. The wall between hall and bathroom had to be deep enough for pipes, which made it possible to surround the amusing Dutch door on the bathroom with open pottery shelves. Storage space in the gable off the white bathroom could be made into a third bedroom, if desired. The main bedroom is paneled in dead cedar with a blue star-studded ceiling paper.



Pine paneling, stained driftwood color to match old exposed wharf timbers, is topped by pottery shelves. Folding screens, painted in brilliant peasant style, separate the bright, cosy kitchen from the ample living room

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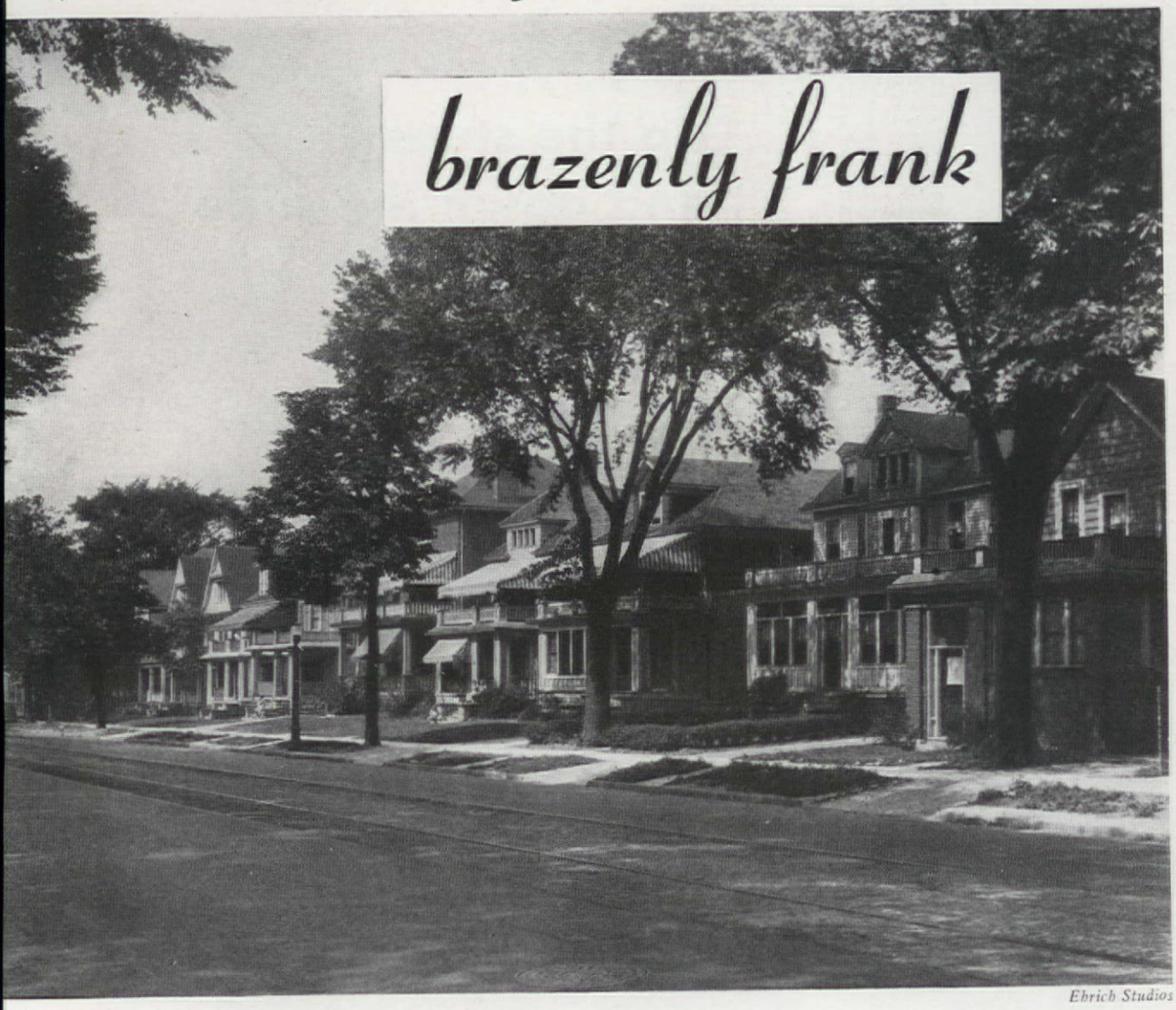


Ehrich Studios

—but why kid yourself any longer?

All right, *your* house is no dream home in appearance or comfort but just a nondescript back number which you're stuck with. DO SOMETHING about it anyway. Fix up those threadbare "wear points," get use and service out of your rooms, give the house, and incidentally yourself, a *psychological* remodeling

PAUL JERMAN, New York City

THERE is no getting around it, the new homes they're building today are easy on the eye, tuck in some mighty smart ideas, can be kept up with less time, trouble, and back-breaking work. We all like to know about them, read about them, see their shiny new fronts and interiors. But, oh my, there are an awful lot of persons who might just as well face the fact that they are never going to own one for *they* are the not-too-proud possessors of one of those twenty, forty, or fifty-year-old houses which they are saddled with for keeps. But, look here, there are worse fates. Many of those older houses are merely outmoded and not outworn; they often have a roominess and soundness of structure very comfortable to live with. So, instead of just crying in your soup, why not look around you and see if it isn't *you* as well as the house that has slipped a bit.

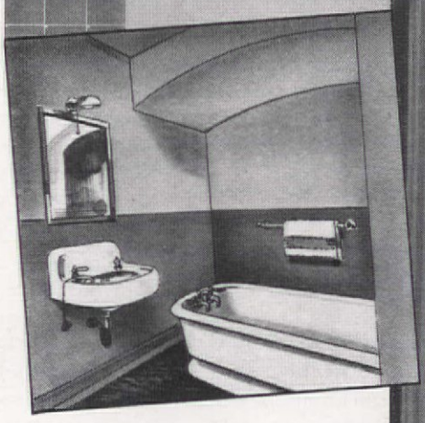
Maybe you've let the house become just a hatrack instead of a home, maybe your spirit has left your home though you're still living there, maybe what is needed is a psychological remodeling. It's quite possible to lift the morale of a house and lift your own in doing so, and getting it done is often more a case of spirit and pride than heavy expense. Elaborate, costly rebuildings with new fronts, new additions, or complicated interior changes, aren't compulsory. In many, many instances a little revision and reorganization within existing rooms and a check-up and snapping up of the "wear points" of the house will do wonders. It's these wear points—light fixtures, switch plates, hardware, paint jobs, woodwork finishes, architectural details, etc., etc., etc., which tend to run down a house. If you let them go down without any replacing or restoring, your house will turn into a shabby, discouraging place in which to live. The broken down fence, the missing shutter, the worn spot on the linoleum, the dingy fireplace, are pretty much like the missing coat button or frayed cuff in their effect on you and on the onlooker. But you can go and replace the frayed suit or the worn suit more easily than you can a house which has been allowed to head down the trail toward rack and ruin. So for heaven's sake DO something about it—the house may not be that little dream home you've had in the back of your mind for years but it's *your* house and you're stuck with it, and it's up to you to keep its chin up and your own, or you'll wake up some morning and realize you're living in something only a couple of ghosts would want—and they'd only want to haunt it. If you try to get a loan or mortgage on it *then*, you'll really need heaven to help you.

Why not get out pencil and paper and check on some of those details, those wear points which make a house look seedy, if neglected. Try to see them with a fresh eye. Those overworked spots which take the worst beating from hands large and small, clean and jam-covered, are a good place to begin; switches which have developed temperament so they have to be joggled a bit to work properly, switch plates with their finish worn to the bone, the finish on doors, windows, wood trim and floors which have begun to look like various stages of erosion (especially around doorknobs and where traffic is heavy on the floor), chipped, broken, and tarnished faucets and shower handles, old style, badly lighted medicine cabinets, outmoded tubs, toilets and washstands. Bathroom and kitchen accessories are an especially important point to see to because, like lighting fixtures and wallpapers, too, they can definitely "date" your house.

Such wear points can be fixed up and improved with a little face-lifting or replaced with bright, new products without tearing down the house or breaking the family pocketbook. And, while you're about it, why not make some notes on new details you'd like to have—the convenience of extra electrical outlets so lamp cords won't be tangled all over the living room; a three-way switch in the hall so you can light the stairs ahead of you a you ascend or descend, new appliance outlets in the kitchen so the toaste waffle iron, and other equipment won't have to wait their turns to be us and won't blow fuses. Think of the insufficient storage space you've alwa had in the kitchen and the poor working surfaces it affords; several wel equipped wall and floor cabinets would fix up that situation just quickly as installation of one of the attractive new wall and flooring m terials would brighten up bathroom or kitchen. It would probably b good time, too, to replace that dining room door which has the crac panel—the one which gave Junior's temper and foot such a good worl that rainy day. And perhaps you'll find in this check-up that you war bring your place really up to snuff and first rate condition; it woul hurt to inquire about a new heating unit, roof and wall insulation, sto sash, new dining-room corner cupboards, new living-room fireplace mante and bookshelves, new window sash, ways of finishing off a basement game room or an extra attic room, a new porch perhaps or entrance doorway, a thorough paint job inside and out. Many such improvements can be managed on monthly payments.

Of equal importance is a cold-blooded analysis of the functioning of your house. Are you really getting proper use out of it? Is it taking care of the needs of the family? To do so, all rooms in the house should be organized intelligently to give you convenience and comfort. Lots of big houses

Make Your Dream of a Beautiful BATH ROOM *Come True*



Transform your old bathroom or kitchen into a spotless, gleaming room of colorful beauty.

•

Veos Porcelain Enamel on steel wall tile simplifies installation, reducing cost, saving time and eliminating all fuss, muss and litter.

THE GREATEST IMPROVEMENT IN CENTURIES!

The surface of Veos Tile is genuine, glass-smooth, porcelain enamel. Instead of a clay base, however, Veos Porcelain Enamel is fused onto rust-resisting steel. In Veos, you have all the sanitary cleanliness and glistening colorful beauty of ceramics *plus* the greater durability of steel and a 25-year guarantee against surface cracking, crazing, or color fading.

Another important advantage—Veos is light in weight and can be used on ceilings as well as walls.

It's so easy to have spotless walls with Veos. Just wipe with a damp cloth—it polishes like fine china. Millions of square feet of Veos are in service—in homes, hotels, hospitals, ocean liners. Veos is truly the wall of today!

1 Patented self-locating foundation sheet goes right over existing walls; gives added insulation.

2 Individual Veos Tiles fit accurately into grooves in the foundation sheet, permanently held in place by special adhesive.

3 Joints are then neatly pointed up and waterproofed with matching or contrasting colored grout.

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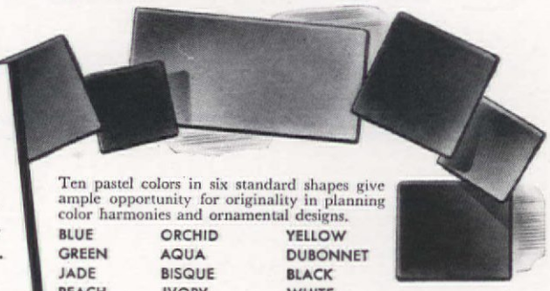
3 Years to Pay

See your Veos dealer for suggestions on remodeling your bathroom or kitchen. He is an expert, with factory trained applicators, who will do your job quickly without muss, fuss or bother—and arrange for easy payment terms, if desired.



Ten pastel colors in six standard shapes give ample opportunity for originality in planning color harmonies and ornamental designs.

BLUE	ORCHID	YELLOW
GREEN	AQUA	DUBONNET
JADE	BISQUE	BLACK
PEACH	IVORY	WHITE

VEOS *Porcelain Enamel on Steel* TILE

The Beauty of Ancient Ceramics PLUS *the Permanence of* MODERN STEEL

Each detail of this lovely staircase reveals the beauty of the WESTERN PINES*

This fine Colonial staircase shows how perfectly the Western Pines lend themselves to the skill of the worker in wood.

Note the slender spindles, the gracefully curved hand rail, the "tailored" look of the wainscoting, the effective shadow lines cast by the raised panels in the doors.

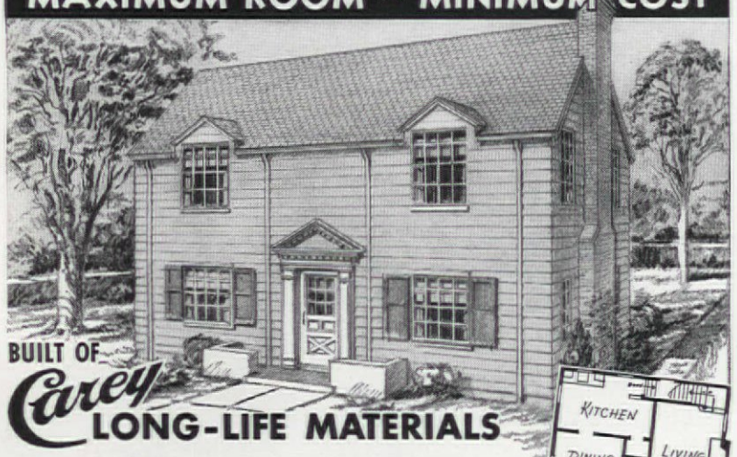
Soft textured, uniform in grain, the Western Pines are a joy to the decorator. Paints and enamels dry to the smoothness and sheen of fine porcelain.

If you are interested in beautiful interiors, write for a copy of our illustrated booklet, "Building Your Home." It is FREE for the asking. Western Pine Association, Dept. 149-F, Yeon Building, Portland, Oregon.

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

THESE ARE THE WESTERN PINES

Planned to the last inch for
MAXIMUM ROOM ·· MINIMUM COST



BUILT OF Carey LONG-LIFE MATERIALS

Architect Lee Firth, master of small house design, has accomplished the almost impossible in planning this smart Colonial of 6 sizable rooms into a space 23 by 29 feet. Yet here it is: only 17,500 cubic feet, and not a skimpy room in the house. A 43-foot lot accommodates it, with space for the drive.

Construction is as efficient as the planning is ingenious. Outside walls of fireproof CAREY CERAMO Clapboard Siding; cleansed by rain. Beautiful fadeless CERAMO Shingles. CAREY Rock Wool Insulation for all-year comfort, and rock-bottom fuel bills. All fire-resistant, long-lasting, minimum maintenance products.

This is CAREY House No. 110. May be built under liberal F. H. A. Plan; paid for in easy monthly installments. Write for floor plan and description, with directions for securing blue prints and specifications of this and other up-to-minute homes.

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☐ Book describing CAREY products and their uses
☐ Folder on CAREY House above, No. 110

FOR REMODELING
☐ Rock Wool Insulation
☐ Re-siding
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CAREY CORK INSULATED SHINGLES
The asphalt shingle that gives long wearing roof and roof insulation, both for roof cost only.

CAREY ROCK WOOL INSULATION
Available in loose wool, granulated, felted bats and sealed-roll blankets. Reduces room temperatures in summer; cuts fuel consumption in winter; pays for itself. Adds to fire-safety.

CAREYSTONE SIDING AND SHINGLES
Made of asbestos and cement. Fire resistant; durable as stone. Minimizes upkeep expense.

provide no privacy, no space for recreation, no efficient work or study space. See to it that the head of the house has some secluded, well-equipped spot when he brings work home from the office, try to arrange some place where Mary and her beau can visit except right smack in the family circle, use that spare room for the younger daughter instead of making two growing girls miserable in one bedroom, make that glazed sun porch serve as a second living room instead of a catch-all for summer

1. Durably finished hardware with lock right in door knob. 2. Light washable plastic door hardware. 3. Handsomely-turned door handle for more formal houses. 4. Modern design in dull finished metal with distinguished simplicity. 5. Lighting fixture built in flush with ceiling

furniture. And *don't* be a magpie and use the attic only for a collection of discards you'll never use again; put it to some everyday use.

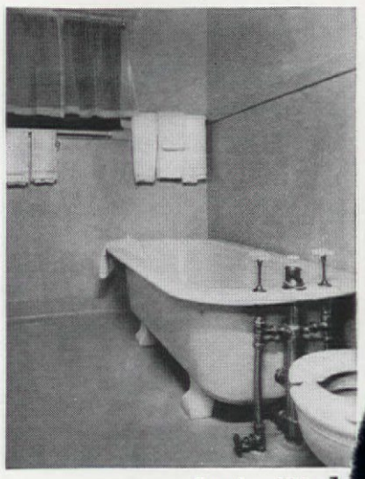
And here is a potpourri of pictures of building equipment and fixtures for the home, just a few samples of the good-looking, practical products on the market for restoring those "wear points" to better than new condition. They include "ideas," too, attractive, useful new architectural details and built-in features. Our first pictures are of hardware, equipment which is certainly subject to some of the hardest drubbing in the house—and shows it inevitably with the passage of time; it's very apt to develop little cranky difficulties, locks which have to be turned in just a certain

6. Spray hose, spout, and faucets at comfortable angle on enclosed sink equipped with drawers and cabinets. 7. Chromium, spray-type shower head. 8. New one-piece chromium faucets and spout for washstand. 9. Low, stream-lined porcelain toilet. 10. Square tub for 4′-0″ x 4′-0″ space, white and colored. 11. Washstand *and* storage

way, knobs which get loose. Most hardware in middle-aged houses is outmoded in design, too; the curlicues and extra-fancy treatments of some years back look pretty sad today, especially when the finish is dingy and threadworn as it often gets. The newer hardware is simpler, cleaner in line, and carried out in durable metal finishes, some of them in stainless metal, others in readily cleaned plastics. There's also a wide variety of period hardware available now in brass and iron, excellent designs adapted from authentic models and suitable for houses of many types.

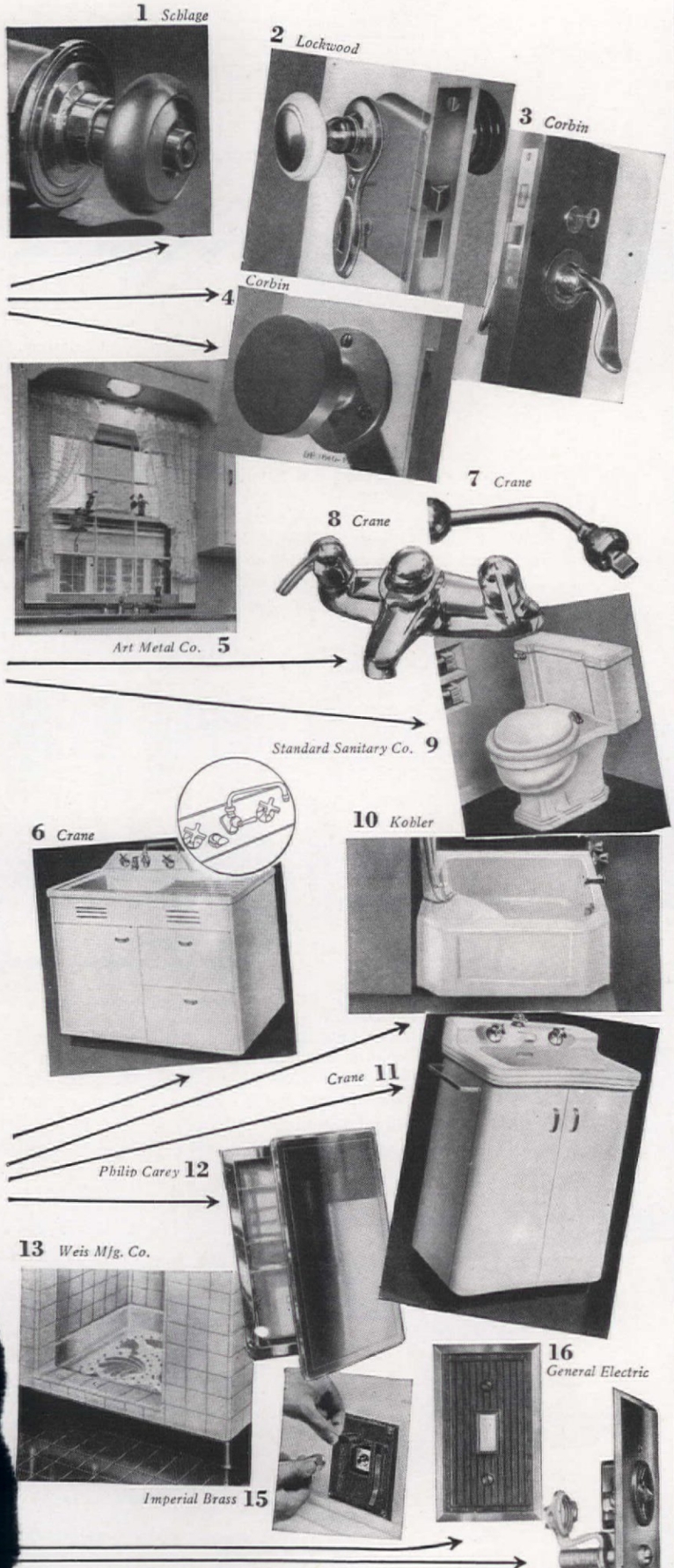
Bathroom fixtures have been much improved and will dress up and modernize any old-time bath. The new square type of tub often permits a completely changed plan for the bath, one which saves wall and floor

12. New stainless steel medicine cabinet. 13. Decorative, slip-proof, shower base. 14. Linoleum on floor, walls, and round tub modernizes old bathroom. 15. New gas-range connection. 16, 17, 18. Neat switch plate, fan outlet, new convenience outlet



Congoleum Nairn 14

space; built-in seat for footbathing and a handy wide rim are other features of new tubs. Ready-made shower units, with non-slip floors, constructed in various shapes and sizes to fit different bathroom layouts, are practical and economical additions. Washstands have been improved in looks and in usefulness —towel hangers, wider ledge spaces, metal and porcelain enclosures providing towel and storage space are part of some new fixtures. Faucets, shower heads, valves, spouts, and other metal parts of bathroom fixtures have been streamlined into handsome, chromium-finished, one-piece affairs, replacing the old, clumsily turned ones. The old family medicine chest has also turned into a sparkling chromium-and-mirror job, with durable finish and trim design; some have fluorescent lighting and electrical outlets for shaving, triplicate mirrors, and other helpful features. And in the kitchen there are many new en-



closed sink units complete with drawer space, vegetable storage space, towel dryer, a new efficient type of mixing spout, and retractable spray hose. Electrically operated units which chop up and dispose of garbage right at the sink can be installed also. New electrical wiring and equipment will certainly do a great part of the job of bringing convenience to a down-at-the-heel, unserviceable house, along with a fresh appearance. New, more secure convenience out-

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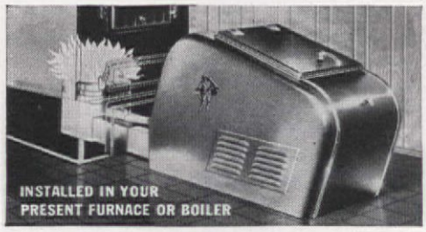
Listen, Peg!

This Spring weather we really appreciate our Combustioneer.

It's simply wonderful to have the whole house at an even temperature all the time—no more roasting one minute and shivering the next. We set the thermostat and our Combustioneer keeps the right amount of fire day and night.



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19 *J. Thomas Rhamstine*

20 *California Redwood*

21 *Curtis*

22 *Fir-Tex*

23 *Sketches by W. J. Hennessey*

lets, special outlets for fans, clocks, radio, outdoor gadgets, plug-in strips with outlets every few feet introduce convenience while new switch plates and new fixtures brighten up the place decoratively.

New architectural features, large and small, increase the decorative and practical worth of any home, too. **19.** An attractive brass knocker in Colonial design for the front door includes a peep hole inside the house so callers can be given the once-over before admission. **20.** Ready-made picket fences for Colonial-type homes come in a number of patterns as effective as these high and low pickets between brick piers. **21.** The fireplace is really a feature which deserves to be 'done right by', as it is in this interior with the graceful, tiled, stock mantel and adjoining bookshelves (one fitted with a magazine rack). **22.** Wallboards, insulating boards, used as plaster bases or as finished wall coverings are a practical way of carrying out interior remodelings. **23.** The rescue of the bleak and unused sun room, shown in our 'before and after' sketches, called for no great change, simply the enclosing of the radiator, addition of a few shelves around it, 'pulling together' the windows by using Venetian blinds and draperies, the addition of a comfortable day bed, and fresh color everywhere. **24.** A forsaken-looking little extra room with an arm chair placed cater-cornered at one side, and an old desk in a dark corner, was made usefully attractive by cupboards, bookshelves, and desk space built across the whole window wall. The room really earns its share of the overhead now. **25.** New storm sash isn't bulky and troublesome to install; made as part of the window it can be put in, taken out easily in these metal casements. **26.** New windows, improved in construction and design, are a most effective way of face-lifting a house inside and out. Light-weight metal sash such as this wide aluminum window is easily lifted, doesn't stick, is fireproof, and allows maximum glass area. **27.** A smart new window idea is this wood sash which slides open and closed by turning a handle; it's easily reached for cleaning, allows every degree of ventilation. **28.** Complete window equipment in one unit, weather stripping, detachable storm sash, roll-up screening, slim steel and wood frame, is provided in such handsome sash as this. **29.** Garage doors can have architectural character which adds a lot to the house. Made to swing overhead in a single piece are these louvered and windowed doors. **30.** Bulky old worn-out dining-room pieces can be replaced with built-in corner and wall cabinets, providing better storage and display space, modernizing the whole room. **31.** A good looking front door, inside as well as out, is a most important factor in the home. Here's one well proportioned, glazed to light the hall, framed by neat, narrow, well-fitting reeded trim. **32.** Full length bedroom mirror-doors are always a real convenience, particularly "in cahoots" with decorative shelving and storage. **33.** The focal point in the living room, usually making or breaking it, the fireplace needs a satisfactory mantel such as this handsome one with good details, generous scale. **34.** And last of all, the basement can often be inexpensively fixed up into a game room for the children's own entertaining or made to serve as an auxiliary living room to save wear and tear on first-floor quarters.

25 *Curtis*

26 *Kawneer Co.*

29 *Frantz Mfg. Co.*

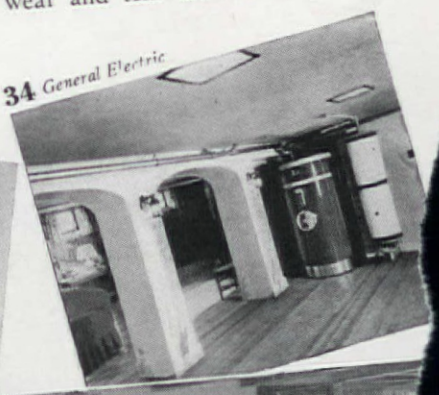
24

27 *Andersen*

Rolscreen Co. 28

33 *Morgan*

34 *General Electric*



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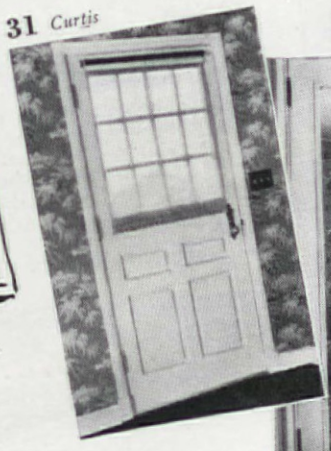
31 *Curtis*



32 *Curtis*

35 *Kobler*

New heating units in trim, colorful jackets fit agreeably with new game rooms

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BLOSSOM OUT!

A bouquet of upholstery ideas for individualizing your Chrysler!

IN A CHRYSLER TAILORED to TASTE!

YOU know what you like... why not get it? Blossom out in a Chrysler, tailored to your taste! Your pride will expand ...and your purse won't suffer! There's a perfectly amazing variety of selection in the regular price range.

Upholstery in broadcloths... pile fabrics... Bedford cords and leathers! Gay colors... quiet colors... two-tone combinations... stripes... plaids... novelties. Plastic paneling and carpets to match! Your taste, from ceiling to floor!

WHY SHIFT GEARS?

Have you experienced the modern thrill of *Fluid Drive* with Vacamatic transmission? Why shift gears when *Fluid Driving* is so much smoother, easier, simpler? Learn the super-smoothness of a car that can't jerk or buck or clash. Feel the surge of Spitfire power delivered through oil, instead of rigid metal!

See the truly modern Chrysler! Experience the delights of *Fluid Drive* and Vacamatic transmission. Then ask yourself these questions: Why shift gears? Why make work of driving? And why not have a car that's tailored to your taste?

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BE MODERN *with Fluid Drive and Vacamatic Transmission* **BUY CHRYSLER!**

We're Proud to Have Started It!

Courtesy, Mrs. Norman Baker

Three scenes from a true story: "It happened in Huntington" . . .

BY "IT" we mean that chain of events referred to in our March editorial. A program of calm, intelligent, cooperative discussion of roadside improvement problems by representatives of the outdoor advertising business and the conservation-minded public, instead of the hammer and tongs warfare that has characterized efforts for improvement in the past. We promised you the whole story, and here it is, as reported by the Chairman of the New York State Roadside Council at the Second Joint Conference on Roadside Improvement held in New York last December:

"We have always felt that roadside improvement should be rationally discussed with the billboard industry. Due to an article in the AMERICAN HOME magazine of March, 1940, on village improvement, written by Mrs. Norman B. Baker, one of our vice-chairmen, a member of the Long Island Association and a well known landscape architect, two of the officials of the outdoor advertising industry invited her to a conference, at which it was decided to designate the town of Huntington in Suffolk County as the proverbial guinea pig, to determine if—and how far—the billboard people and a roadside committee, such as Mrs. Baker's, could cooperate.

"I was fortunate to be invited to the second conference, the so-called 'Billboard Clinic', probably the first of its kind in the state, and I went to it filled with curiosity and some doubts as to results. We met . . . in the little hotel of Huntington, to discuss the billboard project—a part of Huntington's eight-year-old plan of civic improvement. The group consisted of Mr. Dreyfuss, president of the United Advertising Corporation, which operates in four eastern states; Mr. Hamm, district manager of the General Outdoor Advertising Co., Inc.; two of their aides; Mrs. Baker, and myself. After a short conference, we decided that a trip out of doors

These pictures typify the restoration of beauty along the roads of Pennsylvania—

Pa. State Planning Board

where business interests, civic groups, and homeowners are working together

"Children and pets are safest at home

so we fenced the yard"

YOU can let your children play in the healthful sunshine without worrying about their safety, when your yard is fenced with Cyclone. It protects children from strangers. Keeps them—and the pup, too—from carelessly running into dangerous streets to play.

Fence your yard with Cyclone. Years after your children have grown up, this sturdy fence will still guard your home, lawn and flowers. For Cyclone Fence is made to last — its heavy galvanizing resists rust.

Many people are surprised to find how little Cyclone protection costs. So before you buy any fence, ask us for a free estimate. And mail the coupon below for our fence book.

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USS CYCLONE FENCE
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through the business and rural areas of Huntington might be helpful. As we drove, we pointed out objectionable boards, stopping beside them, and diagnosing the source of our objections. It was significant, and rather exciting to us, that the almost invariable reply of the billboard men was, 'This board was placed 25 years ago. We would not do that today.' The result of this 'Billboard Clinic' was a happy one

Pa. State Planning Board

Business sections may be for "roadside" or "general commercial" service; either ugly or otherwise

for Huntington. The concrete result was that approximately 30 boards will be removed entirely from the rural areas, in exchange for approximately 15 locations in the business zones of the town. Furthermore, a four-panel board, standing across the road from the Walt Whitman Homestead, on property owned by the General Outdoor Advertising Co. Inc., will be voluntarily torn down by them . . . and its location will be landscaped as a tribute to Walt Whitman. Furthermore, representatives of the billboard industry feel that similar billboard clinics could be held in any community of the state with a local roadside group. Although this takes time and patience, it is well worth while and may result in mutual benefit."

That is the specific step forward about which we feel especially elated, but it is gratifying to find it typical of more and more modern approaches to the important and universal problem of roadside improvement in various parts of the country. "Go to Pennsylvania," says Mrs. Baker, "and study the great Cooperative Roadside Program that is starting there. The business organizations that have been using the scenic roads for their show windows have agreed to work with homeowners and civic groups under the sponsorship of the State Planning Board in a clean-up project. Along stretches of the famous scenic highways of the state totalling some 155 miles, all billboards are coming down. Gas stations and wayside stands are to take down the many small signs that have gradually come to roost on them, making them eyesores along the highway." The groups engaged on that broad-minded, constructive project are the Pennsylvania Department of Commerce, Outdoor Advertising Association, Associated Petroleum Industries, Pennsylvania Hotels Association, American Highway Sign Association, Motor Police, Sign Manufacturers Association, National Sign Association, and Pennsylvania Roadside Council.

"That sort of better roadside news keeps coming," Mrs. Baker continues, "news about clean-up work, tree planting, the making of roadside parks, all kinds of beautification activities. In some states, as Michigan, the Highway Department scours the state for beautiful sites for small wayside parks. Views are opened up and native trees and shrubs planted; tables, benches, and shelters are provided and stone fireplaces, with wood piled near them, ready for travelers and recreation-seeking citizens. In Iowa, a group

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2 SUPER-EASY OPERATION —light weight, precision manufacture, modern bearings and outstanding design improvements give easier cutting and better performance.

3 EASY HAND ADJUSTMENT —instant finger tip control for blade and roller changes without the use of wrench, screw driver or other tools.

4 NO OILING OR GREASING —operation with whispering quietness without lubrication. No messy oil holes or grease cups to fill throughout its life.

Priced lower in 1941 to meet limited budgets—this Clemson Lawn Machine gives you four-way step-up in grass-cutting performance.

Whether you have a small lawn, or an estate of many acres, you will be amazed how easy it is to cut any kind of grass with the Clemson Lawn Machine.

There are many other outstanding features which make the Clemson Model C-17 the favorite in thousands of homes. Visit your nearest dealer and inspect the baked-on enamel and chromium finish, the all-metal handle, the hub nuts recessed inside the rubber tires to protect shrubbery. Or write us direct for literature and prices.

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Please send booklet describing the improved C-17 Mower and tell me name of my nearest dealer.
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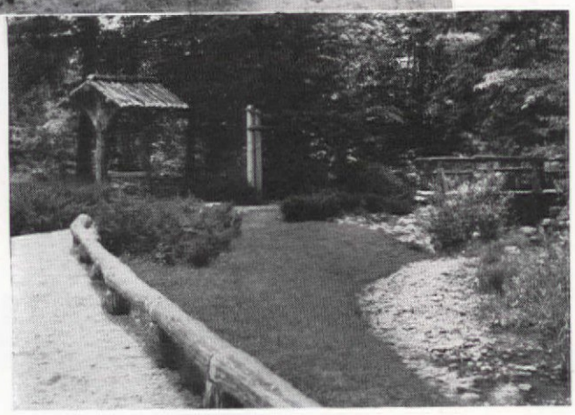
Charles C.

A home and its view. A ca billboard versus public in

of boys' and girls' 4-H Club Junior Chamber of Commer the State University are all h the Highway Department such parks, and develop sentiment to insure their prote

"Miles of planting are being to restore natural roadside b lost when horse and h roads were widened and stra ened to take modern traffic.

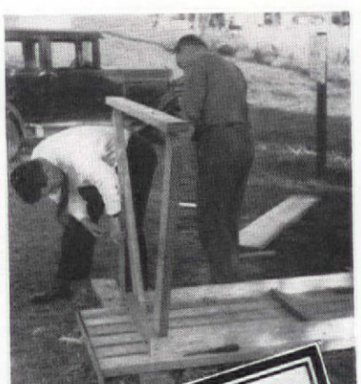
MICHIGAN

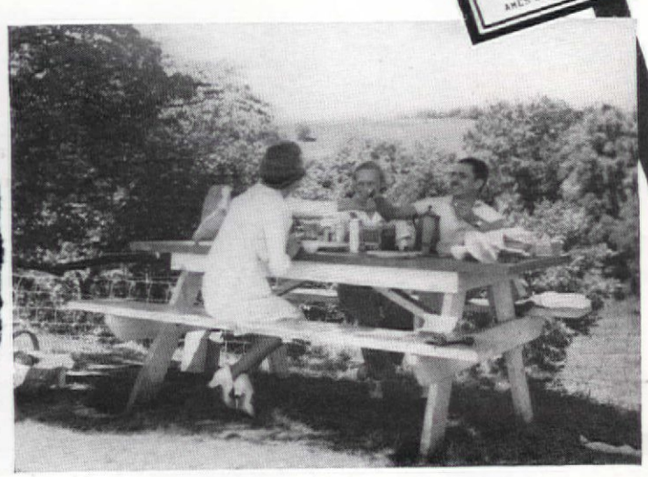


Along a Michigan highway, before and after a state wayside park was made. In Iowa, boys and girls work with state agencies to provide public benefits like these

Louisiana, Boy Scouts and 4-H Club members have done valiant work, setting out, thus far, more than two million trees. Even commercial highway users are joining the drive for roadside improvement. Gas stations are better built and landscaped than ever; farm stands, in many cases, are becoming beauty spots, because their owners have found that it pays all around and because Granges and other farm groups are making their influence felt. These things are not happening by accident, but because Americans are waking up to the fact that the natural beauty of the landscape, of which every home and every town is a part, has been needlessly and thoughtlessly despoiled, and must now be restored and preserved."

Don't think that it is all clear sailing. The policy of arbitration, friendly conference, and cooperative effort is new; education of business interests *and* the public must go on. And it will. Take the work of the American Automobile Association. It recently issued a 60-





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Eight popular Garden Club Tools are shown above, hanging on the TRUE TEMPER Garden Tool Holder.

You can fasten this tool holder to the wall of garage or shed in five minutes and ever after have a safe and convenient place to keep your garden tools. Made of braced steel plate, size 6" x 48" —with hooks to hold 11 or more tools.

Your hardware dealer has these tool holders too. If his supply is all sold, send us a dollar bill for one Garden Tool Holder, prepaid, and we'll include free a copy of the 100-page TRUE TEMPER Garden Book. Address The Makers of TRUE TEMPER Products, 1929 Keith Building, Cleveland, Ohio.

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Rotary & Sickle $75, $125, $195, $250—Also Electrics $69.50
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26 VARIETIES HARDY PERENNIAL plants from outdoor beds at 2c each, including Lychnis, Sweet Williams, Hesperis, Marguerite, Coreopsis, etc. 30 varieties field CLUMPS at 9c each, including Eximia Everblooming Bleedingheart, Blackberry Lily, Hardy Asters, Cushion Mums, Hibiscus, Painted Daisy, Delphinium, Carnation, Rudbeckia, Prunella, Aquilegia, Viola, etc. Send 25c (coin) today for catalogue and generous SAMPLE GARDEN of these plants to follow for spring setting.
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Send for FREE book on landscape training. Study at home, earn while learning. Profitable career; men, women. Give age, occupation. **American Landscape School, 6237 Grand Ave., Des Moines, Ia.**

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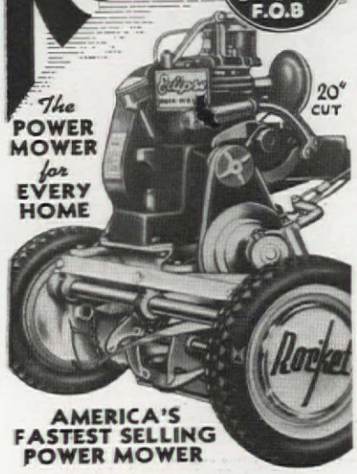

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Thrill to the new mode of mowing. Enjoy the dynamic performance of effortless motorized lawn maintenance. See dealer for demonstration or write direct.

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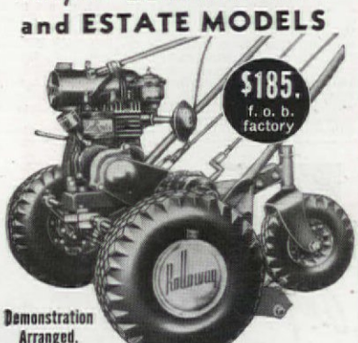

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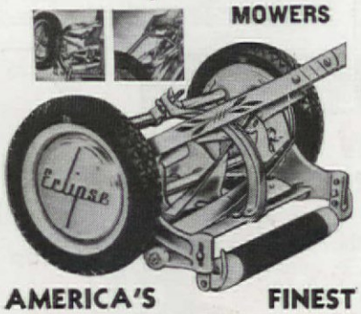

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New Timely Features tailored for better performance, including Natural Grip All-Steel Handle on Deluxe Models. Prices range from 5.75 to 23.50

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page pamphlet on "Roadside Protection—A Study of the Problem and a Zoning Legislative Guide." Here are the findings of a committee that has been at work since 1938 in line with the Association's advocacy of "effective roadside development and control measures in the interest of public health, public safety, decent appearance, and public welfare in general." The detailed analysis is followed by a suggested Roadside Zoning Act, offered as a guide for legislative action anywhere. The whole report reflects the increasing realization of the fact, so well expressed in a New York Supreme Court decision, that "the views of the public change in the passing of years. . . Among the changes which have come . . . is the idea that our cities and villages should be beautiful and that the creation of such beauty tends to the happiness, contentment, comfort, prosperity and general welfare of our citizens."

Therein lies the justification—if any is needed—for the discussion by home and service magazines of matters outside the walls and boundaries of a home. After all, home is where we live, and as one house is "home" for one family, so a community is home for many families; the highways that connect communities are part of the home of all who live in or pass through them—and so all America is home for all Americans. They should draw closer together and work harder to guard its esthetic and its material resources.

THERE is another trend that makes us happy—the steady progress toward pleasanter home grounds and home plantings, in which, also, many groups and interests are taking part: Homeowners who want beauty but don't always know how to get it; landscape architects and nurserymen who can help them; schools of horticulture, garden clubs and other

Like ALL NIGHT RAIN
Really SOAKS The Soil!

How lawn, garden, shrubs **thrive** when you use SOIL-SOAKER "Deep-Soaking" method! Every drop of water sent deep into the soil, clear down to the root-tips—where it does most good, resists evaporation longer!

This hose-like, porous canvas waterer fitted with standard coupling at one end, attaches to hose; other end closed. Water seeps through entire length, **gently**—like slow, steady rainfall—spreads out on both sides. Every drop enters soil, **Really Soaks DEEP!** No run-off on walks, driveways, in street. No waste by evaporation. Great for lawn, flower beds, trees, terraces, parkings. Doesn't wet plant leaves. Durable, mildew-resistant. Used and recommended by Agr. Colleges and Nurseries.

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Genuine copper-bearing steel and bright, heavy, premium zinc coating for longer life.

All joints securely welded; fence retains its attractive design. Bottom wires stay put.

All heavy gauge single wires. (No twisted strands of light gauge wire.) Almost unclimbable, too.

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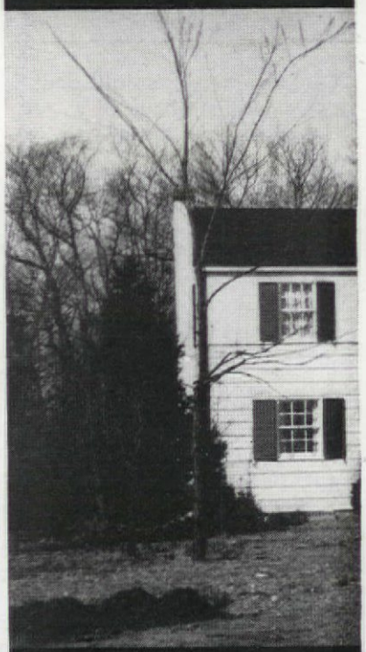
Three stages in the proper



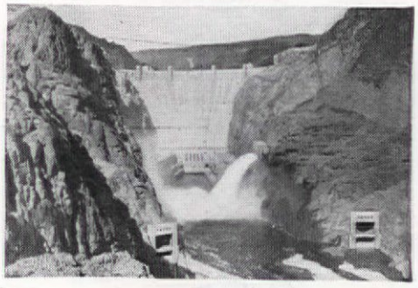
A demonstration of the

development of a moderate priced New Jersey home

wisdom and practical value of planned landscaping

Courtesy, New Jersey Association of Nurserymen

YES'M... BOULDER DAM PROVES THAT A RUUD WATER HEATER'S TANK OF MONEL WILL GIVE YOU LIFETIME FREEDOM FROM THE RUST THAT "DIRTIES" HOT WATER AND CAUSES LEAKS!



Madam, if you want *your* hot water tank to stay free of rust and rust leaks—take a tip from the engineers who built Boulder Dam.

They had to lick rust, too—had to engineer it out, in a "water tank" 115 miles long—built to last at least 200 years. And they did it with MONEL—with giant valves of this gleaming metal that won't weaken because of rust or corrosion.

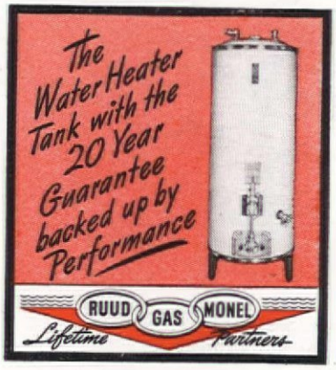
Yes, Madam, there's proof in this famous dam that the MONEL Tank of a Ruud Automatic Water Heater will never rust or "dirty" your beauty bath...never cause rust stains or rust out and have to be replaced!

Actions speak louder than words: Get more than a guarantee on your next water heater tank—get *proof.* Remember that Ruud's Tank of MONEL is not only guaranteed for 20 years against leaks or failure due to rust—but backed up by actual performance that proves it will last a *lifetime!*

You'll be pleasantly surprised to find that a Ruud Gas Water Heater costs less today *with* a MONEL Tank than it did 10 years ago *without* one!

Be smart, Madam—ask your gas company, plumber or dealer in bottled or tank gas (butane or propane) about RUUD—the Automatic GAS Water Heater buy with the Lifetime MONEL Tank.

Builders! Get details of Ruud's new "400" Series for small, low-cost homes. Write Ruud Manufacturing Company, Pittsburgh, Pa.



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NO RUBBING WAX

Floors and linoleum take on a lovely lasting lustre without one stroke of rubbing! AEROWAX *dries* to a shine!

At Hardware, Drug, Grocery, 10¢ Stores. Pint can is only **20¢**

AEROMIST
GLASS CLEANER

Spray Aeromist on windows, windshields, mirrors—then wipe it dry. They'll sparkle! Requires no water.

Ask for Aeromist at Drug, Grocery, 10¢ Stores. 8 ozs. **10¢**

BUGDED
KILLS BEDBUGS

BUGDED kills these pests and their eggs quickly and easily. It's pleasant scented. Low in price.

Sold at Drug and 10¢ Stores. 6 oz. can only . . . . **10¢**

AERO
SCRATCH REMOVER

Hides ugly scratches and blemishes in furniture and woodwork. Easily buffs to a lustre, too.

At Hardware and 10¢ Stores. The 4 oz. bottle is only . . . **10¢**

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DRAIN PIPE OPENER

Regular use of WIZARD will keep drains clean and open. Have a can of it always ready.

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— BUT YOU MUST ACT QUICKLY!

This year the unusual, truly distinctive Tulips are exceptionally rare. Through great diligence, the country's foremost specialists in these finer, true to name varieties has made a wide selection available to those who act promptly. The supply of these hard-to-get tulips is strictly limited, and will soon be sold out. Tulip fanciers are urged to place orders now from the new limited edition Nelis Catalog. Send — now — for free catalog.

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Save Time and Labor with a MONTAMOWER

Tired backs and aching arms just don't happen to users of MontaMower. All the drudgery and noise of lawn mowing is done away with. No dead weight to push and pull. Instead, just 7 pounds of live mechanism that first gathers, then cuts the grass closely, smoothly, and to the correct height; no matting; no streaking; no clatter; no rattles. Cuts a 16" swath through long grass, dandelions, spike grass and weeds. Cuts right up to walls, fences, trees or posts; leaves no fringes to be trimmed by hand. Cutters are self-sharpening. Built to last many years. Many thousands in use. Sold direct from factory. Costs little. Write at once for guarantee information and literature.

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THE SOLVAY AIR-DRYETTE IS USED WITH
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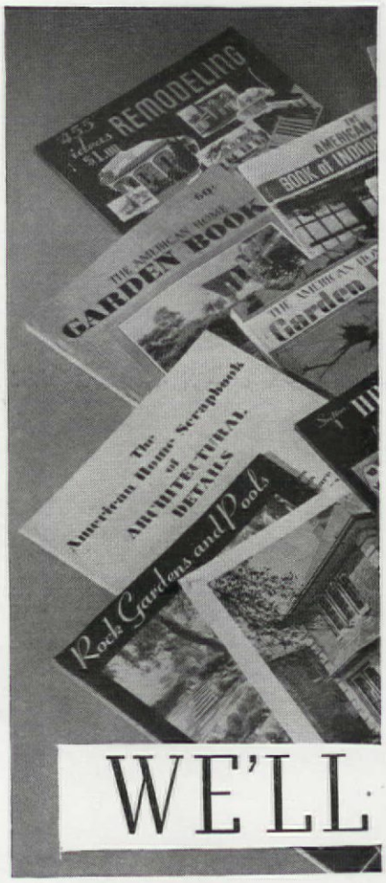
organizations. We "point with pride" to the efforts of the organized nursery industry of New Jersey which, for the last two years, has had a special committee studying the problem of "standards for better small-home planting." It has expressed the belief that the landscape treatment of average homes costing under $10,000 has not advanced in keeping with the improvement in architecture, interior decoration, and furnishings. It repeatedly stresses the desirability of securing competent landscape advice before starting to build or, preferably, before even completing the plans for a home.

And to demonstrate the possibilities of a planned program, the chairman of the committee carried through the landscaping of the home illustrated on page 89, which cost, land included, under $10,000. Of this, $1,000 was allotted for all outside contracting work, the preparation of a detailed landscape plan, planting, supervision, and all plant materials (guaranteed for one year). Such a demonstration and expenditure may sound too ambitious for the average house of that price; but if, at present, they are, they should not be. For people buying or building such houses have well developed tastes and desires; they are accustomed to paying up to $100 for single pieces of furniture; much more for a car with a useful life of five to ten years. Yet few recognize and will pay for the real value of a planting, a home setting, that not only is permanent, but steadily increases the worth of the property over the years.

"The American Home," says the New Jersey nurserymen's committee, "is doing a lot to develop appreciation for better planting." It says that an article, "The Good and the Bad of It," published in September, 1939, was one factor that launched the Association upon its campaign. So again, "We are proud to have started it," and we urge our readers everywhere to join this crusade for less ugliness and more beauty in and around their homes.



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JUST ask us about fiddle-back chairs or how best to boil an egg. We can tell you about rock gardens and recreation rooms, house plans and parties, too.

You see, we've been at this business of homemaking for a long time, and from a thoroughly practical point of view. We have homes and gardens and families of our own, and believe us, an article has to be sound to get in The American Home. No fads or fripperies for us! That's why our articles are of the durable, lasting variety—and therefore why we have classified and bound the best of them as booklets.

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JARI POWER SCYTHE

Cuts grass, weeds, brush — trims close to all obstacles. Time saver for parks, estates, highways, etc. 36" power blade.—Self propelled, three point contact to follow ground contour. Write for details and prices.

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Seed
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1 & 2 Cylinders
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48 PERENNIAL PLANTS ON $1

Large, field grown, blooming size. 12 single and double varieties including: Alyssum, Aquilegia, Campanula, Coral Lilies, Delphiniums, Pinkvoolen, Gypsophila, Perethrum, etc. **1 Giant Pacific Hybrid Delph,** and **1 Double Shasta Daisy, FREE,** if ordered **NOW.** Shipped in strong cartons. Satisfaction Guaranteed. **NOVOTNY GARDENS, Osage, I**

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F. M. Demarest

house, garden, draperies, recipe?

Suppose, after all these years, you're ready to build that summer house: instead of battling your way through the attic for old copies that may be missing anyway, you get out "Log Cabins and Summer Camps." Or the living room has to be brightened up and $10 is all you have to spend: "Smart Interiors" has 262 pages of the very best decorating ideas. We could go on for six pages, but instead we'll just remind you that material for your next club lecture might come out of "Period Furniture"—that dad *might* improve with the help of "The Handy Man's Book"—that our garden booklets cover everything from lily pools and herbs to flower arrangements—that it's pure folly even to think of building a house without our books of plans—that the Menu Maker is as important as butter and eggs in anyone's kitchen.

Excuse us, please, if we seem just a touch too smug about our answering ability. But we've never been stumped by a homemaking problem, and we don't want you to be, either. We want you to consider these booklets because we *know* they can tell you the answers. Write us, enclosing a stamped addressed envelope, for a complete list of them with prices.

TIRED PLAYING PUSHCART *with a Lawn Mower?*

Let a Roberton do the work while you just stroll along and guide it! Electricorgasoline. Economy operation; less than 2c an hour. Simple controls; light, easy to handle.

Send for **FREE FOLDER** Gasoline

Roberton Mfg. Co. Dept. AH5. **Michigan City, Ind.**
Exclusive Makers of Power Mowers for Home Lawns

KILLS HAUCK FLAME GUN **WEEDS**

2000° F. controlled heat quickly, easily destroys weeds (seeds and all), poison ivy, crab grass, insects, etc. Keeps driveways, fences, irrigation ditches, orchards, etc., clean. Hundred home and farm uses. Burns kerosene. Inexpensive—safe—easy to use. 10 day trial. 7 popular priced models. Write today for free catalog and prices.

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World's Oldest, Largest Makers Quality Insecticides

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STOPS ALL CLIMBING INSECTS

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The original mineral water conditioner

Take the first step
Find out how much Permutit can save you in time and work... how much it adds to everyday living.

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CUTS HEDGES, SHRUBS, TERRACE GRASS, BORDERS

Ten times faster, easier. A woman can use it. Electric Hedgshear saves hours of labor. Gives a neater job on any height hedge. Self-sharpening. Works from any light socket. Weighs only 5¾ lbs. Proved in thousands of American gardens. Guaranteed.

WRITE for Free Booklet on the Hedgshear. No obligation.

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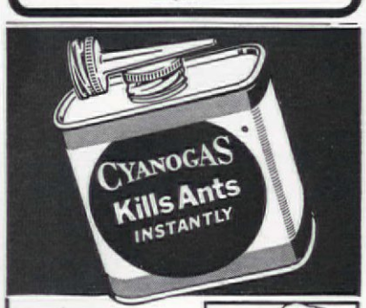

If you have a lawn or garden, keep a can of Cyanogas on hand. This gas-producing powder will solve your ant problem. The spouted can is specially designed for treating ant nests. A pinch will kill all ants in nest—*Instantly!* **SPECTACULARLY EFFECTIVE!** Easy to apply. A little goes a long way. Drug, hardware, seed stores carry Cyanogas or can get it for you.

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JOHNSON CACTUS GARDENS Box 200 Hynes, Calif.

EVINRUDE LAWN-BOY POWER MOWER

Easiest power mowing is Lawn-Boy mowing. One hand controls everything—starting, stopping, steering... Cuts 18" swaths, heavy growths of grass, in a quarter of the time. Mows a good sized lawn for 5¢ fuel cost. Quiet, easy starting 4-cycle motor; speed selector; adjustable cutting heights; rubber tires. 2 models, $79.50 (illustrated) and $110... Write today.

EVINRUDE Lawn-Boy
1802 W. Hope, Milwaukee, Wisconsin.

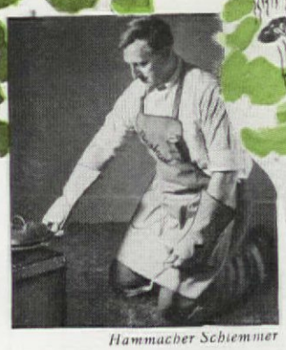
Model "S" $79.50 EASY TERMS

FREE CATALOG

Personal!

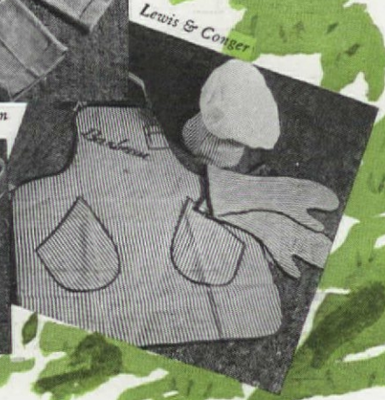
Let the men flourish the steaks while you have fun at your barbecue parties. Here are all the sports clothes, personal conveniences, health and beauty paraphernalia you'll need

OUTDOOR parties and barbecues and even camping out over night are great fun, *but*, thank you just the same, we'll have no "roughing it." We think civilization is fine, and personally we'll take all its comforts right along with us. Since the man of the house will turn into a man of the wide open spaces who knows all about steaks, let him do that part of the job. You can wear slacks and look like the queen

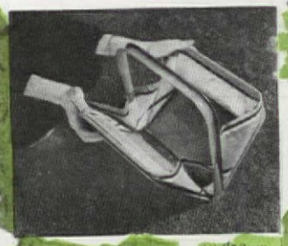


Hammacher Schiemmer

Joyce *Dennison*



Lewis & Conger



The host wears a barbecue apron in solid beige or blue-and-white stripes. Mitts with asbestos palms match. You wear corduroy slacks and vest with bold plaid shirt and sun-tan-color, horse-leather shoes. Folding basket is metal and duck

Comfort and safety: sit on auto robe in case, have rubber-lined kit for beauty aids, first aid kit to fix burns, skinned knees

You can have your "roughing it"—and we'll take an outing with civilized conveniences!

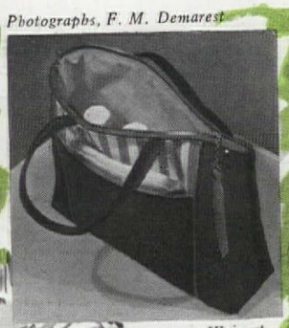
Knapp-Monarch

Kool-Grip

Red-hot coals and logs won't burn the man who handles them with asbestos gloves. The vacuum jug for food or liquids has a mouth and a spigot

Lewis & Conger

Photographs, F. M. Demarest



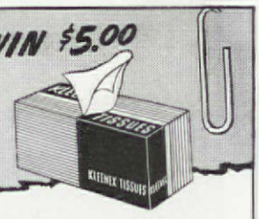
Kleinert

Johnson & Johnson

ScotTissue Twin Announcement
A Softer ScotTissue at a New Lower Price
"BOY! IT'S SO MUCH SOFTER" — Softie
"IT SAVES MONEY FOR MUMMY, TOO!" — Toughie
FINER QUALITY... lower cost—at the same time. That is the amazing result recently achieved by the Scott Paper Company's research staff.
ScotTissue always has been as soft as seemed possible without sacrificing practical strength.
Now a way has been found to remarkably improve ScotTissue's softness, yet still retain its twin quality—toughness—necessary for practical toilet use. It resists tearing and shredding even when moist . . . its rapid absorbency insures immaculate, thorough cleansing.
And you get this improved ScotTissue at a saving in cost!
Begin today to enjoy its extra comfort and economy. Each roll gives you 1000 strong individual sheets. Fewer sheets are needed—the roll lasts longer.
Copyright, 1941, Scott Paper Co.
Soft as old Linen
ScotTissue
The absorbent soft white Toilet Tissue
1000 SHEETS
Scott Paper Company, Chester, Pa. U.S.A.
Featured at your Dealer's Now

"TELL ME ANOTHER" AND WIN $5.00 says KLEENEX★

We will pay $5.00 for every "Kleenex True Confession" published. Mail to KLEENEX, 919 North Michigan Avenue, Chicago, Illinois.



"DON'T PUT A COLD IN YOUR POCKET"

MY SWEETHEART CRIED. SO NOW I'M SMART! I USE SOFT KLEENEX INSTEAD OF HANKIES... USE EACH SHEET ONCE...THEN DESTROY IT.

(*from a letter by* M. G., Baton Rouge, La.)

Bringing up Baby

IS A CINCH WITH SOFT, STRONG, EASY-ON-THE-SKIN KLEENEX... FOR BIBS, HANKIES AND MANY OTHER USES.

(*from a letter by* D. B., Burbank, Calif.)

I Know My Necking

AFTER LINGERING IN LOVERS' LANE, IT'S EASY TO REMOVE ALL TRACE OF LIPSTICK SMEAR BECAUSE I KEEP A BOX OF KLEENEX IN THE GLOVE COMPARTMENT OF MY CAR!

(*from a letter by* J. McG., Providence, Ky.)

KLEENEX★ DISPOSABLE TISSUES
(★Trade Mark Reg. U. S. Pat. Off.)

GUARANTEED Enjoy ELBERT FIREPLACES REQUIRE NO MASONRY

$15 For cabins, basements, houses, etc. Convenient size—burn wood—last for years. INSTALLED like COMMON STOVE—WON'T SMOKE. Easily moved—Little fuel—much heat. Safe—good looking. BUY DIRECT—SAVE ½—$15 with firescreen. F.O.B. factory. Booklet on request.
B. F. ELBERT
655 Harwood-Des Moines, Ia

PERSPIR-ATOR $9.95

The Modern Turkish or Vapor Bath for Home Use

Complete with streamlined cabinet, infra-red electric heater, vaporizer, rubber apron. Portable. Roll up when not in use. Positively guaranteed. Sent postpaid upon receipt of $9.95 . . . or pay $9.95 plus postage on delivery. Try it in your own home. If not satisfied, return within 10 days and we will refund your $9.95.
PERSPIR-ATOR MFG. CO.
Dept. 388 Toledo, Ohio

BEFORE See PADDY'S HAIR GROW AFTER

Fill this amazing novelty with water—spread seed—watch miraculous growth of bright, green hair, eyebrows, and side burns. Grows for months; can be cut and planted again and again. PADDY is 5 inches tall. Durable pottery. 'Tis grand, unusual gift. $1.00 postpaid, complete with seed. Satisfaction guaranteed or money back.
PADDY NOVELTY CO.
530 Washington Ave. Galiad, Texas

WARNING!

Sore Toes From Tight Shoes Warn That CORNS ARE COMING!

Don't wait! At the first sign of sore toes from tight shoes, protect those tender spots with New *Super-Soft* Dr. Scholl's Zino-pads. You'll have quick relief and keep free of corns. They take the ache out of corns. Separate *Medications* included for removing corns. Cost but a trifle. Try them.

Dr Scholl's Zino-pads

NERVOUS Cranky Women

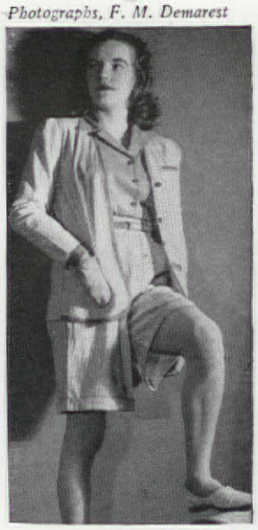
HEED THIS ADVICE!!

Do cross, upset nerves caused by monthly functional disturbances make you fretful, peevish at such times? Are you annoyed by periodic pain, weakness and distress of "irregularities"?

Then try Lydia E. Pinkham's Vegetable Compound—famous for over 60 years in helping hundreds of thousands of women to relieve this distress, calm jittery nerves due to such disturbances and help build up resistance against these annoying symptoms. Pinkham's Compound is WORTH TRYING!

Personal!

Photographs, F. M. Demarest



E. B. Meyers

of sports, and be sure that the conveniences of home are tucked in the car.

For example, on the bottom of page 92 is a neat first aid kit, complete with directions, called the "Autokit." The drawing shows a little boy with the usual skinned knee—just one of many uses. Above that is *the* perfect rubber-lined bag to hold lotion and such. It is navy blue cotton with red and white stripes lining the pockets for cleansing tissues, it can very nicely double as a pocketbook, and it costs only $1! The "Zip-a-Robe," a mod-

Bear Brand yarn

Jergens

Fresh air is just fine for beauty, but so is a little extra softening and protecting of skin

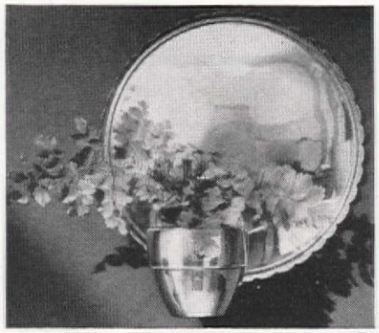
erately-priced luxury, is a plaid wool robe that, in its case, makes a cushion. The asbestos gloves, vacuum jug, and collapsible basket are obviously useful for all the members of the family.

You, of course, will want to make use of the cream and lotion show on this page—a touch of extra beauty treatment before and after the o ing. Then have yourself a time selecting clothes. If you are "the type," you know what that means, wear slacks. With them the plaid shirt un a vest is new, but the beige wool jacket shown at the bottom of this p is very sporting, with belt and big pockets. For warm weather we the red-and-white-striped seersucker jacket and long shorts worn w fireman red shirt (above). And even if you don't go in for knitting you can follow the simple direc for the smart sleeveless sweater a Fortunately, the "shirt sleeve" is both fashionable *and* much to knit than the old-time sweat

Dennison

That brings us to a point in th partment's philosophy: we don' a nickel for the fanciest idea i world unless it is really practica occasional, inexpensive little spree for fun, of course—but mostly we things that are fun and useful,

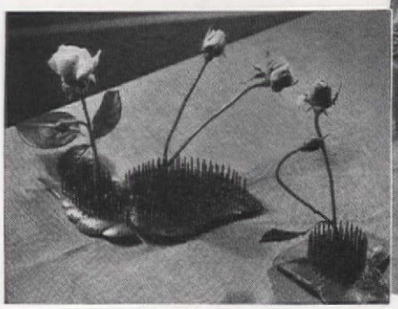
This Month's BRIDGE PRIZES!



1

USEFUL bridge prizes are the ones that are appreciated and we think these seven are "naturals." We're pretty certain that your winner would not shove any of these into the buffet drawer to be forgotten until she has her other bridge club. **1.** The sunflower wall bracket, made by Chase, sells for one dollar. The bowl and reflector are metal. To be used for a favorite plant and hung on a favorite wall. **2.** The Westmoreland chicken egg cup is a booby prize idea. Will brighten up a breakfast tray, or be a handy extra to have for the last riser who eats alone. **3.** Tiny tools for indoor gardening are another clever booby prize and sell for five cents apiece. They'll save a lot of wear on fingernails if you grow indoor plants. Made by R. Wallace and Sons, Manufacturing Company. **4.** The needle-sharp flower holders are made by Dazey Manufacturing Company and are as essential to arranging flowers as the flower bowl itself. **5.** The yellow wooden box is decorated in peasant colors. The size is good for cigarettes or playing cards. It's from Fanny Morse. **6.** A kitchen reminder with a pair of kitchen shears attached is a perfect combination and an asset to any kitchen. Besides listing everything from apples to yeast for the grocery order, it has space for jotting down the daily menu and miscellaneous items. With it you use an ordinary grease pencil furnished with the board. Daily checks on the reminder can be easily wiped off after the groceries are ordered. Then it's ready to use the following day. We won't promise, but we think the shears will stay in the kitchen, with such a handy place to hang them. It's made by J. Wiss and Sons. **7.** Eight small cocktail napkins, just the right size. They're decorated with Swedish peasant designs in bright reds, blues, and yellows on a white background. Some with figures and others with peasant motifs, all for $1. Edmond Dewan.

2



4

3

F. M. Demarest

5

6

7

This Spring you can carry out up-to-the-minute decorative schemes with SANITAS FABRIC WALL COVERINGS. Decorator-Styled Colors are featured!

BEFORE you decorate *any room* this Spring, ask your wall-covering dealer or your paperhanger to show you his 1941 SANITAS Style Book. The SANITAS X-ray in the front of the book shows clearly just why SANITAS is stainproof; permanently washable . . . why it so successfully covers imperfect walls and ceilings . . . making them look new. For 38 years SANITAS has enjoyed a fine reputation for *proven* WASHABILITY and WEARABILITY—now SANITAS wins a new name for BEAUTY!

Sanitas FREE LITERATURE

FABRIC WALL COVERINGS

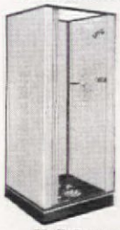
Standard Coated Products Corporation 541A
40 Worth Street, New York

Please send "Beauty Pays a Bonus" and sample of SANITAS Fabric Wall Covering.

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

in your Present Home

You'd include an extra bath in your plans for a new home. Then why not enjoy that added bath—right now—in your *present* home! A Weisway Cabinet Shower takes no more floor space than an easy chair; requires no special treatment of building walls or floor; is a complete, self-contained unit—permanently leakproof; comes in a wide variety of smart models, finishes and colors; has a patented no-slip floor of vitreous porcelain. A Weisway will give your whole family years of extra pleasure and convenience!



FREE BOOKLET shows interesting floor plans, color pictures of actual installation. Write for your copy.

Mail Coupon Today!

WEISWAY *Cabinet Showers*

HENRY WEIS MFG. CO. (Est. 1876)
508 OAK STREET, ELKHART, INDIANA

Please send details about Weisway for [ ] present home; [ ] new home.

Name_____
Street_____
City_____ State_____

CLOROX CLEANLINESS goes far beyond *visible* cleanliness!

SCIENTIFIC TESTS reveal that even homes with every appearance of cleanliness harbor invisible germ dangers which resist ordinary methods of cleansing. Health authorities recommend regular hygienic cleansing as the most effective way to combat this menace. It is the type of cleanliness so easily provided with Ultra-refined Clorox . . . for Clorox is outstanding among the germicides which scientists proclaim safest and best suited for household use. It is free from caustic and other harsh substances . . . intensified in disinfecting action . . . extra-gentle on linens . . . dependable in its many personal uses.

There's PRIDE and PROTECTION in a CLOROX-CLEAN Home!

Clorox disinfects, deodorizes, removes numerous stains from tile, enamel, porcelain, linoleum, wood surfaces . . . bleaches white cottons and linens snowy-white (brightens fast colors), makes them fresh-smelling, sanitary. Simply follow directions on label.

Copr. 1941, Clorox Chemical Co.

IN SLENDERIZED BOTTLE WITH EASY-OFF CAP!

"When it's CLOROX-CLEAN it's hygienically clean!"

AMERICA'S FAVORITE BLEACH AND HOUSEHOLD DISINFECTANT

Ultra-refined

CLOROX

FREE FROM CAUSTIC

BLEACHES • DEODORIZES • DISINFECTS

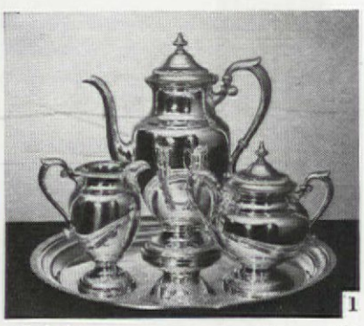
REMOVES NUMEROUS STAINS

. . . Even Scorch, Mildew

What's wrong here?

HOW do you like our quiz game? We, of course, are having a sublime time with it ourselves. In case you missed the opening announcement last month, we will repeat. These quiz pictures are, in a sense, our own "Information Please." Each one has something wrong with it. You spot the errors and quick, quick write us. See how many you get right. Address: American Home Quiz, 444 Madison Avenue, N.Y.C. We will grade the papers and, if you get a passing mark, you will win a prize from our idea grab bag. It might be on decorating, gardening, food, or handicrafts—but it will be a special idea that belongs just to you who have answered the questions correctly—sort of like a personal issue of the department. Fun? Awfully exclusive, but who doesn't really enjoy that? We'll publish the answers the next month. Please make your answers as *brief* as possible and *use the key number* under each picture to identify it.

Of course, as in any contest, even of wits, the judges' decision is irrefutably final and *we won't get involved in any discussion of it or in any correspondence whatsoever.*



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What's wrong here?

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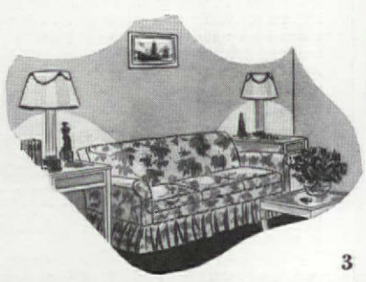
What's wrong here?



3

WIN A PRIZE!

Your Telephone Directory answers many other buying questions, too!

When you want information about the stores, services, products and professional people in your community, turn to the Classified Section at the back of your Telephone Directory. Thousands consult it daily because it is a quick and easy buying guide, full of helpful information. For example:

FIXED DAMAGED CAR QUICKLY

Mr. L. C. had an accident with his car late at night. So he called a garage whose display advertisement said they were always open.

GOT IN TOUCH WITH EXPERT PIANO TUNER

Mrs. M. needed her piano tuned so she looked under "Piano Tuners" and selected one whose advertisement satisfied her of his reliability.

NEEDED VACUUM CLEANER SERVICED

Premier ELECTRIC CLEANERS

Mrs. B.'s vacuum cleaner needed repairs, so she looked in the Classified for the trade mark of the cleaner and under it she found a service man who did the work.

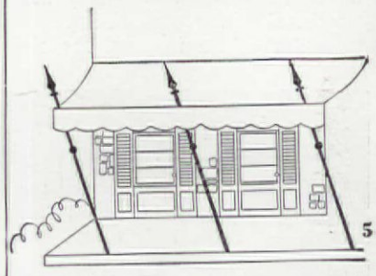
Look it up first in the Classified Section

BELL SYSTEM

WIN A PRIZE!

4

What's wrong here?



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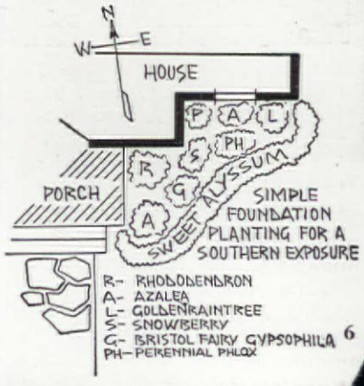


6

What's wrong here?

WIN A PRIZ

For Carefree Floors!

"61"

QUICK DRYING FLOOR VARNISH

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

Pratt & Lambert-Inc., Buffalo, N. Y.

TIME DEALS GENTLY WITH PRATT & LAMBERT PAINT

WARREN'S PORCH SHADES

Make Outdoor Living Delightful

Many times the Outdoor Porch, properly protected, becomes the center of family life. The Cozy Comfort, the Valued Privacy, the Excellent Weather Protection—all spell Health and Enjoyment.

WARREN'S PORCH SHADES come in colors to match or blend with Porch furnishings. Easy to hang, to operate, to remove. They are a wise investment in "The American Way of Life."

Write Today for name of your nearest dealer.

WARREN SHADE CO., Inc.
Home Plant, 2905-15 E. HENNEPIN
MINNEAPOL S. MINN.
tern Branch, 173 Union St., Worcester, Mass.

PEARCE
el BLANKETS

Pearce Blankets for leep. . . . Closely woven st wool, with deep, ap that never flattens New luminous colors ous plaids. . . . Moth-reshrunk, color fast.

STORES $6.95 to $15.95

CE MANUFACTURING CO.
LATROBE, PA.

Here are the answers to the April Quiz

[Illustrated on page 108, April issue]

1. A small child *should* be in bed by the time you sit down to a formal dinner. In any case, she should never be allowed to escape into the dining room, of course.

2. End table should be on room rather than wall side in this room. Floor lamps are best used on *wall* side of furniture, to avoid "tree" effect. Curtains and draperies should be floor, sill, or apron length —*not* in between, as are these. For summer breezes, etc., it's better to tie back your curtains instead of having straight hanging glass curtains like these, which only collect extra dirt when you have windows open.

3. What's wrong with this picture? If your lamp tables are as high as these, you will bump your elbow every time you try to put anything down on them or pick anything up from them, not to mention maybe tipping over the lamp. And if your coffee table is as low as this, your shins will be all black and blue. Lamp tables should be no higher than the arms of the sofa or chair next which they are placed, and coffee tables should be as high as the seat of the sofa in front of which they stand.

4. One pan placed directly over the top of the other prevents upper layer of cake from browning on bottom and lower one from browning on top. Result is two mistakes!

5. Fresh vegetables should be cooked in as little water as possible —½ c. to 1 c. Minerals and vitamins are water soluble and the kitchen sink becomes the best fed member in the family.

6. Flour should always be sifted *before* measuring. Flour packs easily and one cup measured before sifting may mean one-fourth cup too much. Standard recipes require this sifting and give measurements accordingly.

7. The boy is sprinkling African-violet plants (Saintpaulias). This should never be done, as moisture on the thick, hairy leaves is very likely to cause ugly spotting and decay. Water the soil only, preferably by setting the whole pot half its depth in a container of water until the soil is saturated; then remove and drain. Keep it in a north or east window and maintain a moderate temperature and a moist atmosphere.

8. St. Patrick's Day is March 17. Pruning forsythia bushes at that time removes the stems that carry the flower buds that would open a few weeks later. Forsythias and other early spring-flowering shrubs should be pruned as little as possible and then only just after the flowers have faded.

NOW you can put some *Chirrup* and bright plumage on every drab, bare shelf in your house . . . at just 5¢ for 9 feet of thrifty ROYLEDGE! It brings spring into kitchen, pantry, closets and cupboards all over your home!

This modern shelving lies flat without tacks, keeps shelves spick and span. The patented, colorful edge, two layers thick, won't curl, even in steam. It's easy to keep clean, sheds dust. No wonder decorators and particular home-makers are using ROYLEDGE to bring crisp color and cleanliness to all drab shelves!

This sticker identifies Royledge

Feel the Edge! Royledge

New patterns and colors to match period or modern decoration. At shelf-paper counters of all 5 & 10, neighborhood and dept. stores. 5¢ and 10¢ packages. Roylace, Inc., Brooklyn, N. Y.

You Live— in San Diego!

Meet the Smiths, of San Diego. Like all families, this one has a dream -- but they've made *theirs* come true! They've built their own ideal home, in California's most perfect setting. Their days and weeks are filled with new joy, new meaning. Here, in this matchless place, they've found it not only possible but *easy* to live tomorrow's dream!

FREE BOOKLET Address Room 027
San Diego-California Club

SAN·DIEGO
SOUTHERN CALIFORNIA

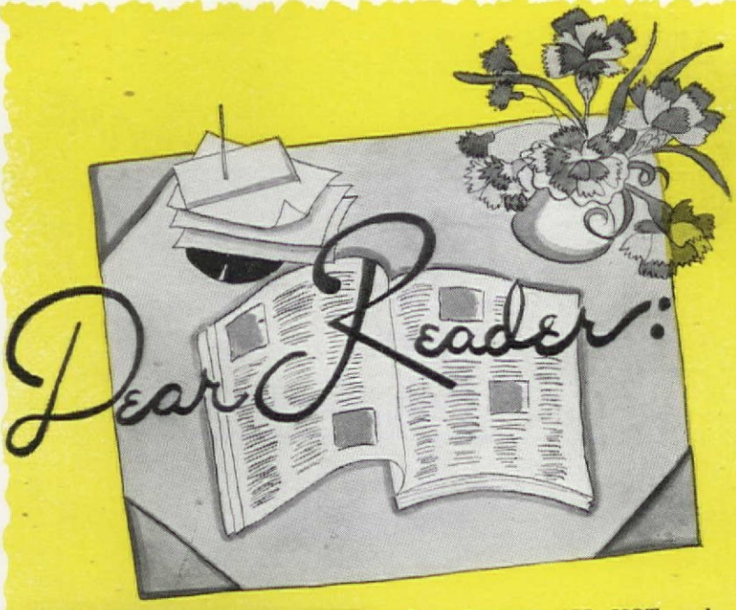
Drive to Oregon in wild flower time!

● From early spring until late autumn Oregon is ablaze with color. Wild azaleas, tree-high rhododendrons, misty-blue wild lilacs are all blooming now along the blue Pacific. In mid-summer mountain meadows will be carpeted with flowers. Send for booklet today!

FREE!
WILD FLOWER BOOKLET

OREGON STATE HIGHWAY COMMISSION
Travel Dept. Room 385, Salem, Oregon
Please send me your illustrated booklet on wild flowers and general vacation information.

Name _____
Address _____
City _____ State _____



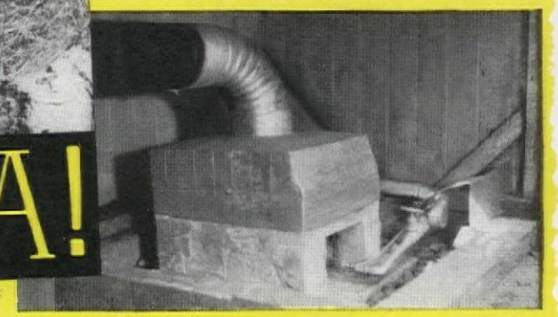
IDEA!

SO YOU'RE ALL HOT and bothered because you think you're not creative—can't paint pictures, design houses, compose or invent. So what? We can't all be Pygmalions, Debussys, Frank Lloyd Wrights, of course. But what of it? We still can make things for our own fun and satisfaction; reincarnate pieces of outmoded, discarded furniture as up-to-date, thoroughly useful accessories; mix equal parts of gumption and imagination and, with the results, delight the family, astonish the natives and generate a fine glow of auto-approval. If you think that "we" is too inclusive, glance over the exhibits in this *new department* of DO-IT-YOURSELF IDEAS of which we are particularly proud, then look about you for little jobs to tackle. Note that all contributions to this cluster of pages were done by MEN. Men who, whatever their business responsibilities and professional ties, are profoundly interested and vigorously absorbed in the delightful work of brightening their homes and home grounds; of adding to the beauty, pleasure, richness, and comfort of living.

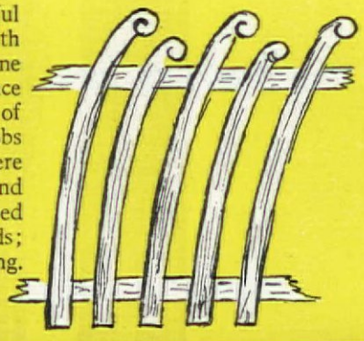
IDEA!

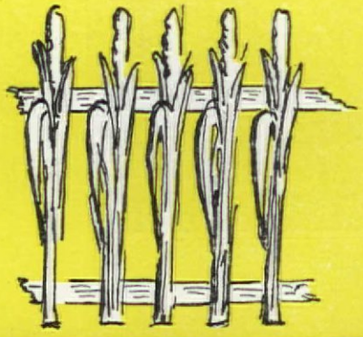
IDEA!

ANY HOME CRAFTSMAN would have a field day in the home of Mr. Peter Hall in Oakland, California. Here are housed his contributions to the handyman's art, his specialty being the making of useful and attractive things out of almost nothing. He sees the possibilities in discarded objects; works in wood and metal; copies antiques; and, for good measure, is an expert grower of tuberous-rooted begonias. Here are two examples, one, a sundial made of an old marble tombstone that came his way. The other is a one-burner gas furnace with thermostatic control built in his little begonia greenhouse. A copper pipe carries the heat around the house to a vent in the roof. More about Mr. Hall on page 105.



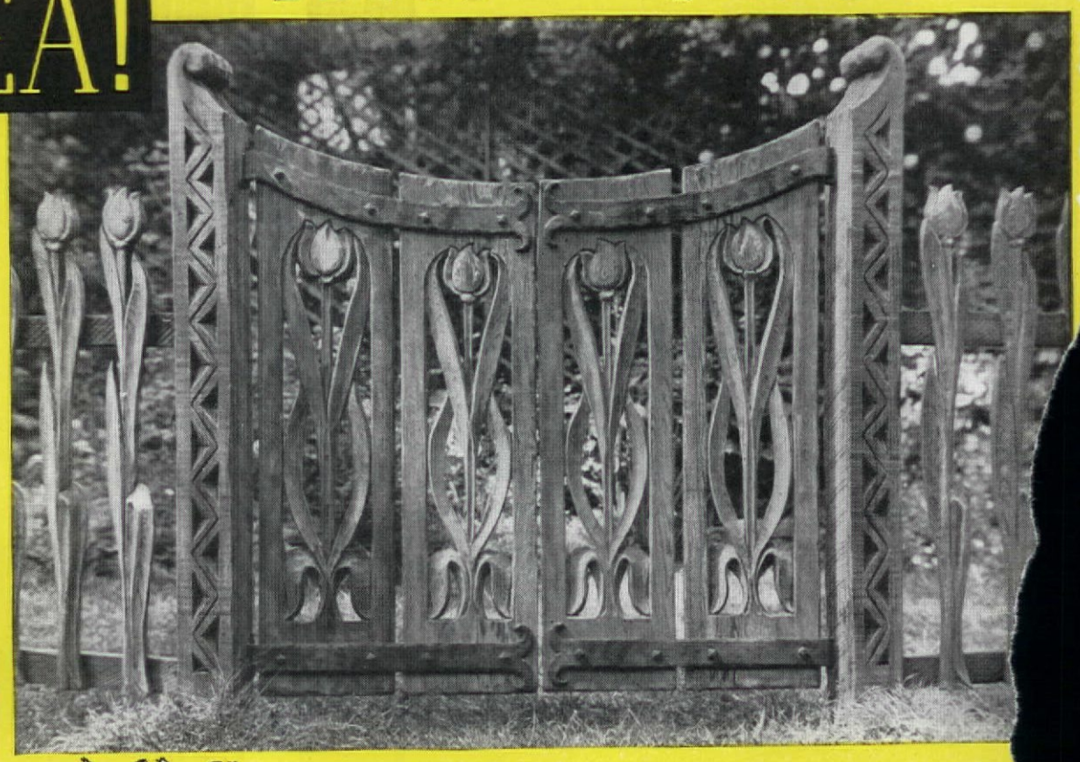
Waters & Hainlin Studios from Helen Bell Grady

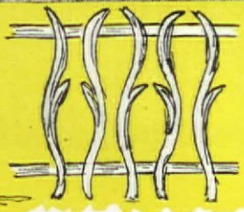




IDEA!

BEAUTY IN A CALIFORNIAN'S HAND-CARVED FENCE. If you are the kind of gardener who digs in the soil for the sheer joy of it and thrills anew with each fulfillment of nature's miracles, why not go a step farther and put the stamp of your handiwork on some of the really functional features of your garden? You will probably want to protect it from the inquisitive snoopings of the neighborhood's dogs and cats, but why not get away from the stereotyped board or chicken-wire affairs and carve yourself a fence? Or, if an entire fence scares you, take one section and decorate it with ornamental pickets, or possibly a gate. The exquisite example of wood carving shown here, and the suggestions for simpler picket motifs, are the work of Mr. Charles Marshall Sayers of Carmel, California; the gate, with its tulip design, has been exhibited at flower shows in Oakland and Chicago. It is made of four separate panels held together by heavy, nail-studded iron hinges and hung on tall, slim but substantial, posts carved in a conventional running design. Of course, this is advanced work by an artist, but all kinds of simpler ideas can be planned and carried out by the enthusiastic beginner. Four inexpensive tools are all that are needed,

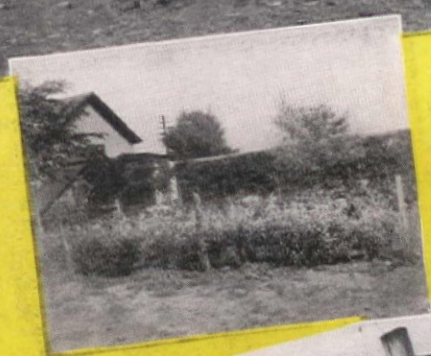




and facility quickly comes with practice. Modern wood carvers u chisel as one wields a pencil, cutting freehand instead of hammering c by bit in the old way. The novice will do well to start with straight until he gets the hang of it, stylizing flower designs as much as m necessary to start with. Mr. Sayers uses weathered redwood, which is tiful in California. But your local lumber dealers will tell you many other available and suitable woods.—SHANE RYAN, Carmel.

IDEA!

ARIZONA MAN GETS BEAUTY IN A HURRY—WITH A SILVER MAPLE HEDGE. Owners of new houses often have trouble finding trees and shrubs that will quickly provide shade, privacy and protection from wearisome winds, and beautify the grounds. Naturally, the cheapest, easiest to get, and fastest growing are never the handsomest and most lasting, but at times immediate results are the main objective. One tree that needs little attention and moisture and gets along in most any soil and in sun or shade, is the silver maple (*Acer saccharinum*). Native to most of the eastern half of the country, it is useful over even a wider area, especially in the Southwest where water is scarce and irrigation difficult. Some object to its habit of sending up sprouts, but Joseph C. Coyle of Yuma, Arizona, found a way to use them as well as the trees —for hedges. Even with a few trees, some lilacs, and hollyhocks, his newly-bought place looked bare. So, while grubbing up some sprouts in a neighbor's yard, he thought of making a 75-foot hedge from his house to his barn. In five years it was 6 feet tall and 3 feet thick, one end forming a neat arch at the kitchen door. It screens the vegetable garden and chicken runs and looks fine from the road. Now he has started a second on the other side of the garden. In planting, he digs a trench 18 inches deep, fills it with water, lets this drain away, sets the sprouts 2 feet apart, and fills it in, leaving a slight depression for watering. To induce bushiness he trims back the hedge every few weeks.



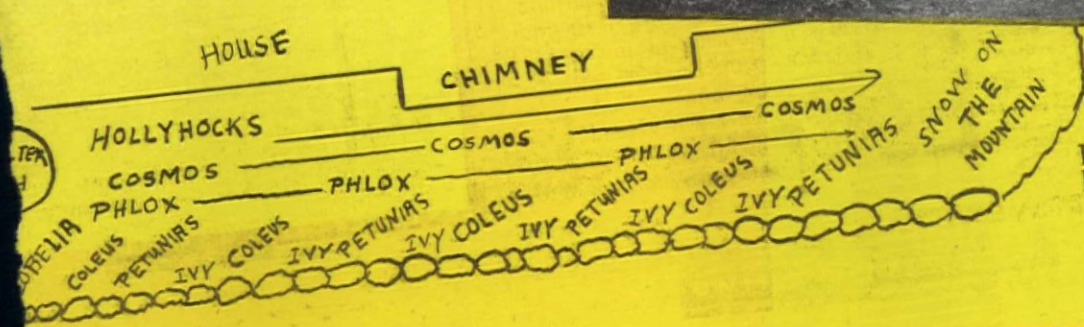
Joseph Coyle's house before and after. The tall hedge is five, the low one two, years old

IDEA!

IDEA!

NEW YORK STATE MAN DOES IT WITH A SIMPLE PLANTING. We moved in in November, but it was early summer before we could grade the narrow strip between house and drive on the south side. It was bare and ugly, and we had little money to spend on the grounds. So, next to the house I set a row of small hollyhocks; while they wouldn't bloom that summer, their bold foliage helped. Down the center of the strip I set phlox plants given, like the hollyhocks, by friendly neighbors. Between the two rows I sowed cosmos seed and planted a few gift cosmos seedlings. Along the front, inside the cobblestones that outline the bed and support the bank, I set alternate coleus and petunias; and, just at the edge, I planted a row of small English ivies which grew rapidly and soon were holding the soil in place despite heavy rains. At the front end, by the corner of the house, I set a pinxter-bush or native azalea dug (with his permission) from a farmer's wood lot, and, at the rear, some snow-on-the-mountain sent by a relative. Thus, very simply, and in very short time, I turned an unsightly place into a beauty spot.—**W. F. MESSENGER, Ballston Spa, N. Y.**

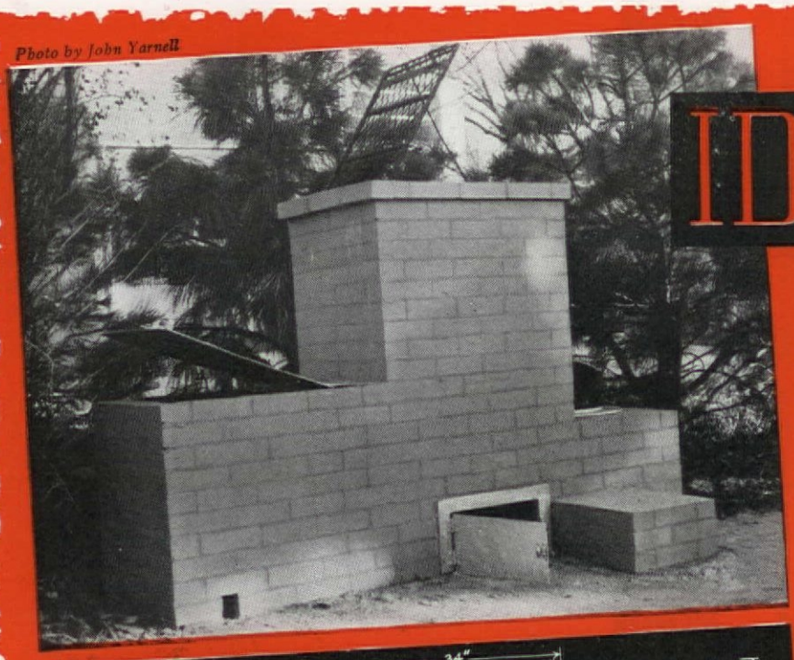
Barren in early spring, beauty by midsummer



WHAT TO DO WITH THOSE OVER-HANGING TREES? Here's an answer: You know how various little details help to sell a house—kitchen cabinets, perhaps; a cute stairway popping up out of an alcove; some bit of landscaping? Well, I admit that the two symmetrical spruce trees, one at either side of the front door of the house we bought, and the nice little hemlock farther down the walk, appealed strongly to our nature-loving fancy and did influence our decision to some extent.

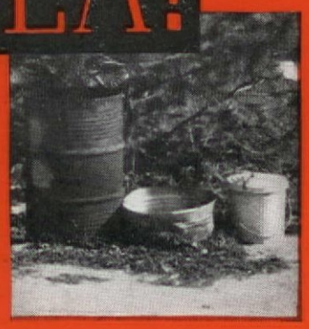
But we hadn't lived there a year when we found that no one could get to our front door without a struggle (or, in wet or snowy weather, a shower) because those spruces shook hands across the path in an agreement to keep out all comers whom the hemlock had not already discouraged. What should we do? We were fond of those trees and couldn't bear to think of cut-

Photo by John Yarnell

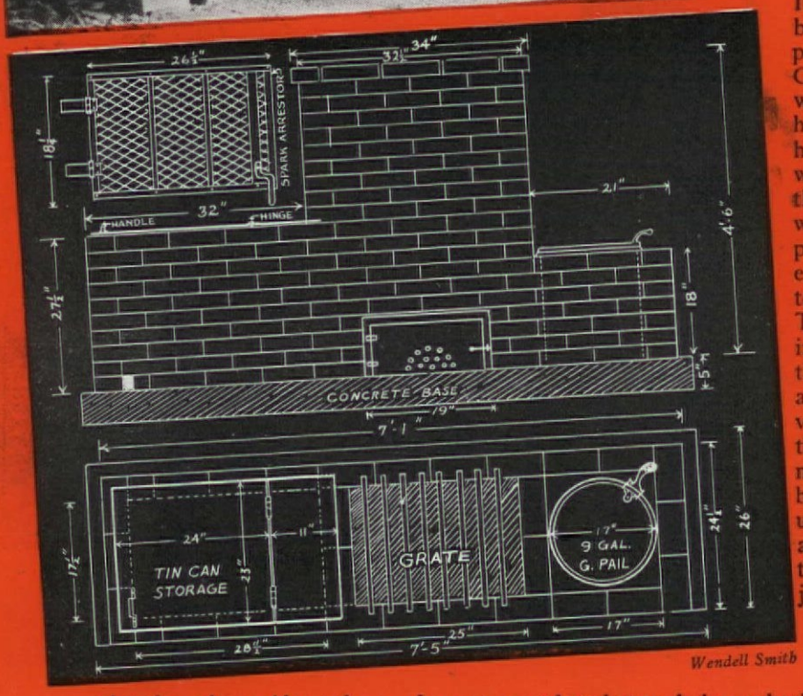


IDEA!

BEAUTY IN YOUR ALLEY, TOO, SAYS WENDELL SMITH OF TOPEKA, KANSAS



MY SPECIALTY IS FIREPLACES. I never pass a house without noting its chimney arrangement and construction. But since the Nelson Antrim Crawfords of this city asked me to design an incinerator for them, I have been studying alleys, sizing up the rear-yard service facilities of the houses, and wondering how these often sad-looking vistas might be improved. Modern homes may be landscaped fore and aft, but all too often the "aft" ends where the lot joins the alley and beyond is no man's land, with each owner looking after (or neglecting?) his own area. My idea is more alley improvement, and as a contribution, I offer the streamlined, mechanized, three-purpose incinerator unit illustrated. It solves the problems of (1) the trash-burner, (2) the tin-can and bottle bin, and (3) the garbage can. I organized them in a single, compact brick unit, incorporating some special features suggested by Mrs. Crawford. For instance, in the bottle and tin-can compartment she wanted a sloping cement floor with a vent in one corner so it could be hosed out and kept clean and sanitary in summer. This compartment has a hinged, sheet-metal lid that rests against the incinerator part when open. All doors, lids, grates, and even the spark-arrestor grill in the chimney are permanently built into or hinged to the masonry, which was designed to harmonize with the lines of the house and then painted the same blue-gray color. The incinerator grate is made of eight three-quarter-inch steel rods 19 inches long, flattened at the ends to fit between the fourth and fifth courses of brick from the bottom. The spark arrestor, 26½ by 18¼ inches, was made to measure of scrap iron and heavy 10-gage steel mesh, and rests on the ledge left when the top course of brick was set out about three-quarters of an inch all around. A scrap-iron handle was bent up over the ledge for convenience and a hinged steel rod holds the grill work open (as seen in the picture) when the incinerator is being fed. The garbage compartment has one of the standard, ready-made containers built into the brickwork so the cover can be raised by a hand lever instead of the usual foot pedal. No water can seep into the outer shell and rust it, and the brick and air insulation keeps the garbage from freezing in the winter. The whole unit rests on a five-inch concrete base, and the job, including all the labor and materials, cost approximately $50.

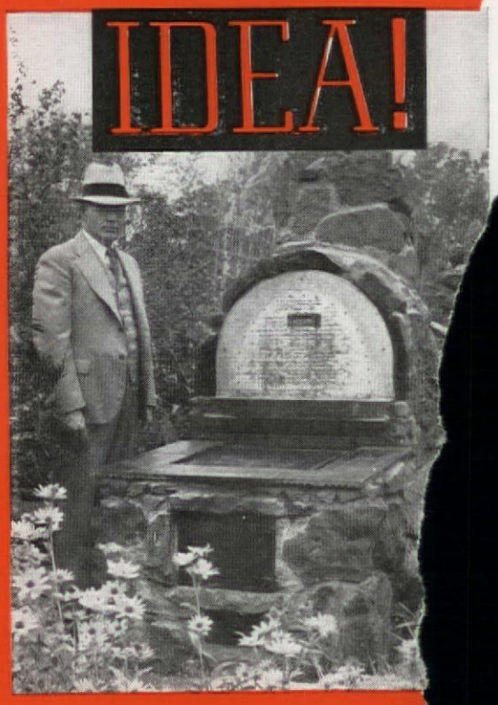


Wendell Smith

ting them down. About then we began to wonder what to do in our back yard, which was in bad shape. An aimless pile of rocks in one corner was a focal point of the eyesore, so we got rid of it and some nondescript roses and other bushes scattered about. Then we planted a privet hedge to satisfy our yearning for an outdoor living room. But the corner still threatened to remain unfinished; obviously, it needed to be "dolled up" if it was not going to look like an indoor living room without any furniture. We could not afford a longed-for rock garden with spreading junipers, so we called on a nurseryman for advice. He suggested that we move into the bare rear corner those three evergreens that were giving our front entrance that "lost in the woods" look. He gave no guarantee that they would live, but said that if we gave them plenty of water, they had a good chance. (Three years later finds them doing nicely, thank you.) Then he suggested putting a cement seat in front of the trees, but we decided on a bird bath instead. All this, including the low material to replace the spruces in front, cost slightly more than $30, although I believe the nurseryman when he says he underestimated the labor needed. But, at that, don't the pictures prove that two wrongs can be combined to make a right?

RONALD L. WHITNEY
Kalamazoo, Mich.

IDEA!



J. B. WOOLSEY
Oklahoma City

A THOROUGHLY PRACTICAL BARBECUE PIT is this, and the of much of the enjoyment we are getting from our outdoo room shown on the next page. It represents a lot of wo planning, and also the application of splendid ideas that I have ob from the pictures and articles published in THE AMERICAN HOME, w

"Never Before" such a beautifully smooth, easy-to-clean linoleum

"Never Before" a genuine inlaid linoleum cushioned in rubber

"Never Before" linoleum colors that match other home furnishings so perfectly!

THE FLOOR IS THE KEY to the color scheme! Walls, curtains and accessories all match some hue in the gay new Nairn Treadlite Linoleum floor! You, too, can get results like this, because Nairn has *keyed all their linoleum colors* to other new home furnishings! . . . The floor here is Nairn Treadlite *DeLuxe*, No. 8525, with ready-made border; walls, Nairn Wall Linoleum, "Sardonyx," No. 7963; table-top and counters, Nairn Plain Linoleum, "Pearl Gray," No. 1123. (To keep them bright, use Nairn Self-Polishing Wax.)

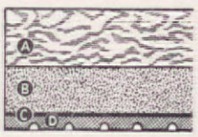
Why, yes, your kitchen will be as gay and time-saving as these

if you re-do it the "Never Before" way!

THERE'S A GLORIOUS NEW THRILL in re-decorating this spring!

BECAUSE—now you get the wonderful "Never Before" advantages of a marvelous new linoleum, perfected by the pioneer linoleum maker. It's Nairn Treadlite Linoleum! It brings you unfailing "keys" to color schemes . . new wear features . . new economies.

LOOK at the diagram and you will see why!



On top, **A** is genuine inlaid linoleum, with all the colors *matched* to other new home furnishings for the first time! They can't fade or wear off. **B** is the new, waterproof felt backing that ends all fear of rotting, and makes a smoother, quicker-to-clean floor! **C** is a unique, built-in rubber cushion which protects the linoleum from strain, helps prolong its life. **D** is the factory-applied adhesive back, to be laid direct to the floor, for an extra-strong installation! YET ALL THIS COSTS YOU NOT ONE CENT MORE!

SO HURRY IN—see the lovely new Nairn Treadlite Linoleum patterns and start planning a "Never Before" kitchen of your own!

FOR GAME-ROOMS, LAUNDRIES, SUNPORCHES! Now Nairn Linoleum Tile (Damp-Proof)—an exclusive new development—makes it practical to put a lovely, resilient, easy-to-clean inlaid linoleum floor in the basement, on a porch, or wherever dampness occurs on or below grade! Installed, tiles are sealed against moisture *not once but four times*. Tiles come in two sizes and six richly marbleized colors. Arrange them in any pattern you like—there are countless possibilities! The floor below uses two tiles, T-78 and T-76.

SEND FOR THIS NEW DECORATION BOOK!—"*A Treasure House Of 'Never Before' Rooms—and How To Do Them!*" Packed with new ideas, new pictures! Send 10c to Box 13, Congoleum-Nairn Inc., Kearny, N. J. . . . The new-style kitchen-dining room above demonstrates again how easy it is to match fabrics, paints, dishes—indeed anything you need, to your floor—if you use Nairn Treadlite Linoleum! This floor is Treadlite Service, No. 9217. Counter-tops, "Coral" No. 1129 in Nairn Linoleum.

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The S.O.S. Company, Chicago, Illinois
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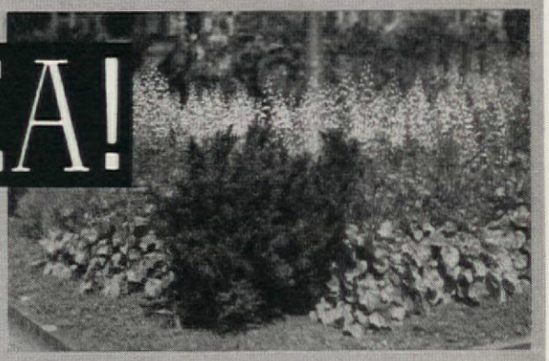
have read for years. In utilizing the entire back yard of our 50 by 150 foot lot for rock garden, pool, and barbecue area, I have used about 75 tons of rock; the largest, back of the pool, weighs some 5,000 pounds and was hauled thirty miles to the garden. The barbecue is, I think, an improvement of various plans from your magazine. The walls are ten inches thick so you do not notice the heat. The heavy steel griddle, twenty-two inches square, for frying or broiling, is removable, as is the grate, which can also be raised and lowered whenever desired.

IDEA!

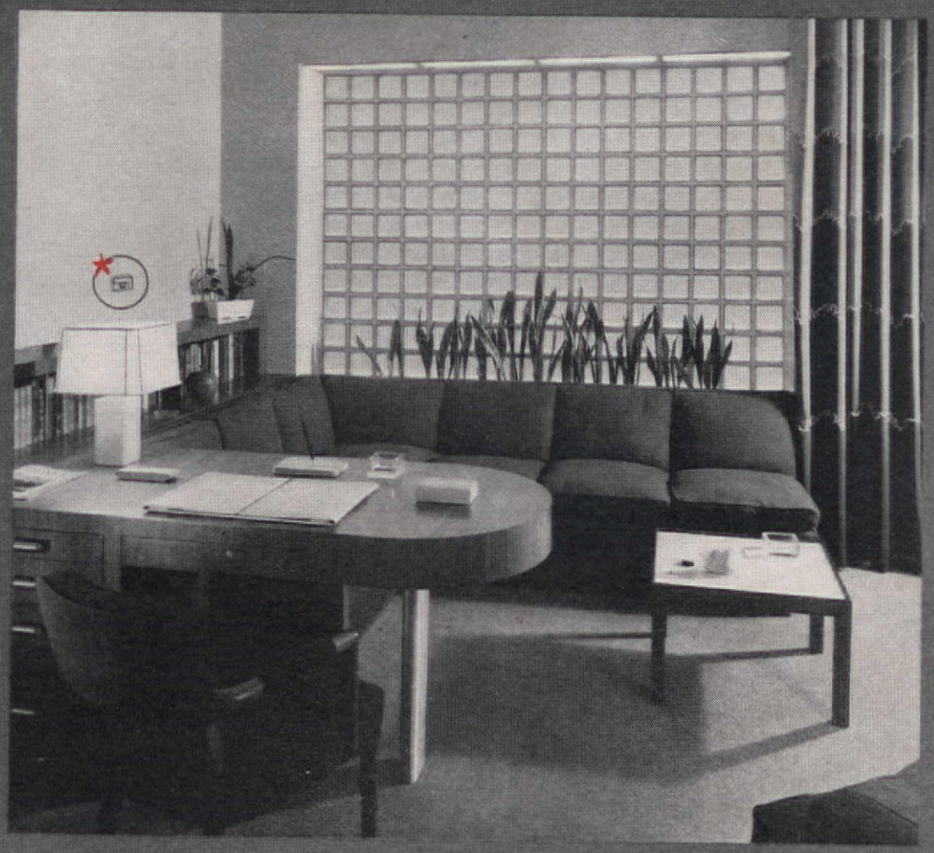


Green yew and white coralbell

SOMETHING DIFFERENT IN ATTRACTIVE SUMMER PLANTINGS is this little border developed in Cleveland Heights, Ohio, by Mr. S. W. Brown, who sent us the picture. Whereas we usually think of using evergreens for background, here he has set a nice specimen of dwarf Japanese yew (*Taxus cuspidata browni*), against a fine clump of a tall, white-flowered variety of coralbell (*Heuchera sanguinea alba*).

IDEA!

WHAT A FEW TREES CAN DO IN THE DUST BOWL! "We a readers of THE AMERICAN HOME and look forward to its a rival each month," writes Mr. J. A. Woerner, of WaKeene Kansas. "Our home is located pretty well out in the so-called dust bov where, it is sometimes said, even God can't grow a tree without som help. I am enclosing a couple of snapshots taken of our home when was first built and five years later, to show what can be done with a fe Chinese elms and a little effort exerted at spare times by an amateu It would be mighty fine if your magazine could give a little more spac



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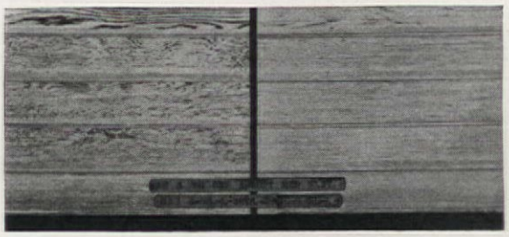
LOOK.. for the label with this Aluminum disc and wood grain when you buy. These marks identify tested Aluminum House Paint, made specially for wood. Names of paint companies who make it will be sent on request.

HERE'S PROOF! At the U. S. Forest Products Laboratory, these two sections of Douglas fir siding were painted exactly the same except for the first coat. On the left half, ordinary priming was used. On the right half, Aluminum priming. Both sides received the same two white topcoats. Look at the difference after six years exposure to sun, rain and snow.



ALCOA ALUMINUM Reg. U. S. Pat. Off.

ALBRON *Pigments for*

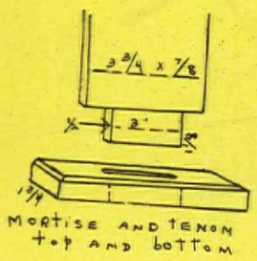
ALUMINUM HOUSE PAINT

FIRST COATER FOR WOOD

—And here's what 3 men did about the table situation

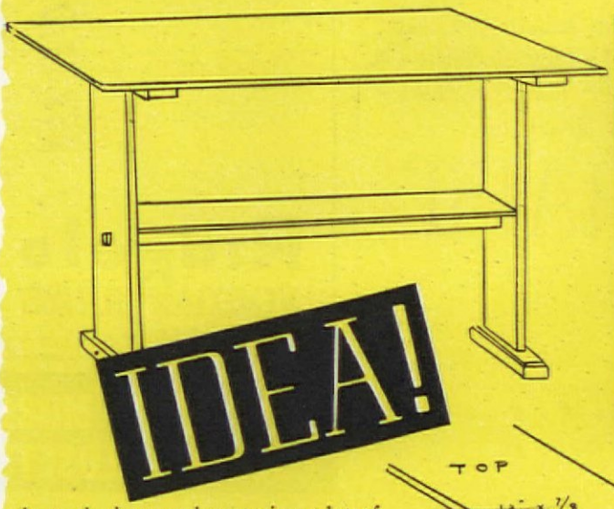
to the encouraging of better homes and home surroundings in this part of the United States." . . . Well, Mr. Woerner, we are mighty glad to see what one enterprising home-lover has done, and we will be glad to hear from others in your region who have found ways to make it lovelier and more livable.

REINCARNATING FURNITURE IS PETER HALL'S HOBBY as already noted on page 98. Here are some of the fruits of his ingenuity and skill with tools. The glass-topped coffee table, built on the base of an old-type hot water boiler, exemplifies his motto: "Never throw anything away." The lyre-base table and carved chair testify to his craftsmanship in cabinet work and upholstery. The magazine rack he designed in the spirit of the old-fashioned whatnot, while the unusual mahogany front-hall table was ingeniously reclaimed from a massive old coat, hat, and cane rack that once graced his parents' home, by eliminating the heavy mirror and frame, cutting



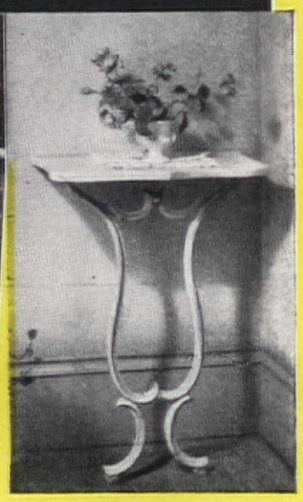
Waters & Hainlin Studios

One smart man made these out of materials that most of us would discard as junk

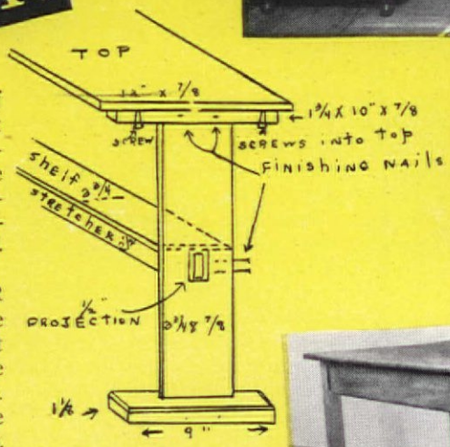


IDEA!

IDEAS!



down the base and removing a lot of "gingerbread." Perhaps his most original achievement was the evolution of two really beautiful console tables, from the base of an old mid-Victorian sewing-machine stand.—**HELEN BELL GRADY, Berkeley, Calif.**



A PLACE IN THE SUN FOR PLANTS. Or at least, a place by the window, that doesn't take up too much room or spoil the view; and a place for books, too. That was the kind of table I made according to the accompanying plans. ine is just even with the window sill, and just wide enough it does not interfere with the curtains. As it was to go in daughter's room, which is furnished in maple, I made it of ite pine and gave it three coats of a maple oil stain and of wax. You can get the same effect by mixing a little rich hogany stain with light oak. And you can sandpaper corners edges for an old look.—**I. H. COUSTER, Bernardsville, N. J.**

IDEA!

GOOD, ROOMY, STURDY COFFEE TABLE was an urgent need in the living room of our farmhouse home. Ready-made tables were too fragile, small, and high, and a custom-built job was beyond our already overstrained budget. But there hat old, painted kitchen table! After the paint was removed, the whole thing was ed with benzine. Next the legs were sawed off so the table would stand about eleven a half inches high, and the overhanging "eaves" of the top were sawed off flush the apron. Paper patterns were then traced on the apron and cut out with saw, l, and file; "cup" gliders were tacked on the stubby legs, and the finishing began. ed linseed oil colored with a little burnt umber and a mite of raw sienna was ed into the sanded and steel-wooled surface and after a few days a rather dull id-proof varnish was applied.—**ANNE ESTABROOK, Chatham Center, N. Y.**

IS MY FATHER IN THERE?

THERE is always room in the financial "dog-house" for a man who doesn't realize he is taking chances. That doesn't mean that a man must be suspicious of everything and everybody. It just means that family finances and family possessions must be studied before any workable plan of protection can be set up.

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The gift of PRAISE

EUNICE SMITH, South Bend, Ind.

I AM only one of a long line of bewildered parents seeking the best way to guide our children, knowing we tread a difficult path. However, recently I have come to pin my faith on a method that, for me at least, has not failed so far, a method which, I think, is most conducive to the harmony of the whole family.

Simply, it is the lavish use of praise. Not futile or pithless flattery, but real, sincere praise where praise is due—and, oh, so welcome. Just yesterday at the dinner table I relayed to my eight-year-old daughter a compliment for her from one of my friends. She wriggled all over, and her little face sparkled as she said: "Mother, I do just *love* compliments." It wasn't so much her words as the ecstatic wriggle that was so revealing. We all love compliments really. We thrive and bloom and grow on them. Being appreciated, having our good points accented, gives us all a feeling of being better people, and feeling we are better we grow better.

One can say forever: "You must not take that which does not belong to you," and it soon goes unheeded unless, with the admonition, there is given an alternative which the child can grasp, hold and preserve. If one says: "We are too proud to take that which does not belong to us," there is the admonition but the child may retain the subtle compliment of pride in his self-respect at the same time.

Good manners and courtesy can be made to appear to children a shining possession if we are forever telling them how impressed our grown-up friends are with them. I love to repeat to the children compliments I have received for them. They drink them in and outdo themselves on each successive occasion. David, now eleven, can be present at almost any adult function and behave with a bearing that belies his years. He knows how to receive guests and introduce people. He rises when women enter or leave the room. He automatically holds the chair for any feminine guest at the dinner table. He is considerate and reserved. But this did not all come about by laying rules of etiquette before him. It came from constant praise for sometimes blundering and small attainments. But he knows that I am proud of him, and he keeps forever striving to make me more proud.

I believe one should start very early with this course in praise rearing. I took my first lesson when David was two. I was down on my knees scrubbing a floor at the end of a hard day. David came to the kitchen door and stepped on the still wet floor, making marks. My voice was sharp as I asked him to go back, please, until the floor was dry. He looked at me a moment and then came a few steps further. "Go back," I said sternly. He went back, but in a split second he came running out and slid the full length of the floor. His eyes twinkled as he looked at me, expecting to be scolded. I was too tired and too exasperated then. I sat down in the middle

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of the floor and cried. David came and put his arms around my neck. I stood him in front of me and held his hands. "Look, David," I said, "Momie is so tired. You are my good little son. You will help me. You will watch at the door and tell David to wait until the floor is dry. You are *such* a good boy, David." I'm sure I don't know what prompted me to say that at such a time. Perhaps it was just a touch of hysteria. But David went manfully back to the doorway and lay down on his stomach. He didn't come out again, but he said over and over in his baby talk, "David Momie's good boy."

It was a revelation I have kept watered and tended ever since. We literally praise the children into accord and cooperation. In the early years before there was enough wisdom in the small heads to make reasoning propitious we gained our point by sheer, blatant "soft soap." David was too brave to cry for more candy, too polite to hit the other little boy who took his toy away from him. I used to say to the children when David was about five and Linda three. "We are gentlefolk and simply do not use vulgar words. You are a gentleman, David. You do not repeat things you hear when you know they are distasteful. You are a lady, Linda, and a

They are the young adventurers in life. Their paths are uncharted save for the compass we afford them. So we must make desirable those qualities we would have our children acquire

Photograph by Werner Wolff of Camera Features

lady never spits." How amazed I was to find the power in these simple statements. The results they brought were amazing.

The children are so sure they are honorable and kindly people that these characteristics are forming in them as truly and surely as each day passes. Does this sound smug or fatuous? It must not. It is just a simple fact. It is amazing, but no more incredible than any other growth or development.

The young mind wearies finally of don't's and criticism and forms a protective numbness, because too much of this rasps and hurts. Discipline is necessary, disapproval inevitable, but these can be tempered with alternate applications of the balm of praise. Surely we are blind if in the rearing of our youngsters we see only those things which need correction and fail to appreciate the innumerable accomplishments of their daily development. They are wonderful. Can it hurt them to tell them we think they are? We have brought David's C grades up to straight A by telling him repeatedly that he had an A brain but was using only C application. We have hurdled with equanimity any number of typical childhood problems instilling forever and always the ideas that as fine people they simply not stoop to meanness or disloyalty or dishonesty; that as intelligent people we are sure their own wisdom will show them the desirability of acquiring certain personal habits, and discarding certain others. Bedtime is eight o'clock. A rigid rule, they have long since ceased to resist it. They are convinced now that the sleep and rest are making them strong, healthy, and beautiful people. In the last nine years I have seen undesirable traits of behavior disappear one by one to be replaced by those qualities which we have so consistently nurtured by praise and encouragement.

I realize I still have far to go, and do not doubt there are loopholes in my methods. I will err as all poor, blundering parents do. But so far the results of my faith in praise have been both gracious and very happy.

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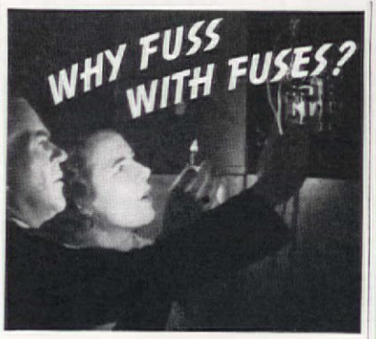

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H. Armstrong Roberts

be a checker-upper

For this habit easily runs into curiosity and that can become a divider between you and your children unless one, with a twinkle in his eye, "tells you off"

CONSTANCE L. BEVAN
Minneapolis, Minn.

I HAVE had a jolt. It was handed to me with perfect good humor by an eighteen-year-old with a twinkle in his eye—my youngest son. The blow was gentle, but it had power enough to knock my self-esteem flat in the dust.

It wasn't anything important I had asked Stan about his elder brother, Bill. But I thought I couldn't stand it any longer not to know the name of the girl who had invited Bill to her sorority formal. The gardenias he had bought for her were cooling their petals in the refrigerator—and still I didn't *know*. Could it be Phyllis, the Alpha Lambda girl with whom he'd had the misunderstanding some months before? Was she trying to make it up with him now? Since Bill himself never talked about it, I was loath to ask him outright. So I asked Stan.

"Sure, I know. It's Phyllis," he said with an oblique grin at me. "Checking up on him, Mom"?

That set me back on my heels. So Bill didn't mind casually mentioning to Stan what he had withheld from me, his mother, the one who would be most interested! Why? Because I was too much interested? Because I had asked too many questions? Because I was too good a checker-upper?

Good? I *thought* I was good! For more than twenty years I had faithfully checked up on everything in sight, from the grocery bill to my husband's dress clothes and the children's playmates. Wasn't it by virtue of this constant checking that I was so successful a housewife and mother? There would certainly be stars in my crown!

True enough, it is a housewifely virtue to check up on material things, and a motherly one to check up on young children. It is vital for their safety that Mother know where and with whom they are playing what, because they haven't yet judgment about what is safe or unsafe, nor any standards by which to choose friends and pleasures.

One of the shining privileges of maturity is not to be checked up so often and so well. At any clinic on mother-and-daughter relations the resentful adolescent usually complains that Mother is always nagging at her about where she is going. Of course, Mother ought to know where, how, and

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with whom her teen-age offspring are disporting themselves, but perhaps she might more easily find out if she didn't ask so many questions with a suspicious air—and ask those questions so often.

Sons object as much as their sisters to parental inquisitions, and are wont to answer, "Where'm I going? I dunno—just out." Maybe your young man really doesn't know at the moment. Or perhaps the last time you asked him whom he was taking to the party, you said something critical about the girl or her family, and now he's sensitive lest you again cast reflections upon the wisdom of his choice. Or maybe you attach too much importance to his social affairs, and plainly regard every "date" as a future daughter-in-law. Or, worse yet, you may just love to tell the neighbors about your children's triumphs.

The teen-age plaint is that we pursue them to the front door with our questions because we do not trust them. And we usually don't. It is so hard to see them go, and not offer suggestions! This they consider an insult to their maturity, their knowledge of the world, and their self control. We *must* know where they go, but do we have to know *everything* about it? If we have already done our best to give them a yardstick by which to measure people, places, and pleasures, we should trust them to use it.

The fewer the questions we ask them, the more ready they will be to tell us what we yearn to know, because they will like us better. Our chances are greater, too, if we have already proved ourselves to be good listeners. Have you always paid attention when your small children were bursting with things to tell you? Oh, that interminable movie plot he wanted to enjoy with you again! Did you answer, "After while you can tell me about it," or nod, "Yes, yes," so absently that the small narrator cried in hurt realization, "Why, Mother, you aren't even listening"! If you haven't listened with a semblance of interest to your little children, you will probably not have a chance to listen to them when they have grown up.

Checking up on a husband is often as annoying to him as it is to adolescents. You married the man, didn't you? Well, trust him! You may be wise enough not to check up too constantly on his lighter moments, but you doubtless think it is a virtue to keep yourself informed about his business affairs. Following this theory I once failed my husband grievously.

For some time I had sensed that all was not well at the office, and had been on the lookout for a good opportunity to ask him all about it. One afternoon he came home early, and proposed that we two drive out to our cabin in the woods, and spend some time by ourselves. It sounded like a pleasant expedition, and so it might have been, if I hadn't recognized it as the heaven-sent moment to ask questions about the trouble at the office. I shall never forget his expression as he groaned out, "Oh, why did you have to bring that up? I came out here to forget it a little while, and try to get some sleep. But I suppose I've got to tell you now."

I learned all I wanted to know about a situation that was taxing him to the utmost, but he slept poorly that night, and I resolved never to check up on a man on his holiday.

Then how is one to know when to ask, and when to keep one's lips sewed up tight? A woman with any sensitivity ought to be able to *feel* the proper times and seasons. She ought to be clairvoyant about the moods of those to whom she stands in the closest relationship in the world. A safe rule in family living might be to cut your questions by half.

But how does one find out what one wants so much to know? Some things, like what kind of meeting your husband is going to, or whom Bill is taking to the prom, you don't have to know. Other things, like what is wrong at the office, you don't have to know until your husband is ready to tell you. And some things you'd be better off if you never knew. If you must be a checker-upper, why not take the time to check up on yourself?

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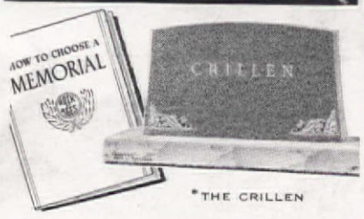

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We advocate collecting antiques purely as a cultural hobby—not for the purpose of filling a home with old things that may boast of history, but are sadly lacking in beauty and comfort

Old Inkstands recall fond messages

My poodle dog inkwells are iron. They're French and have eyes of garnets

Photographs by Frank Willming

AGNES L. SASSCIER
Chicago, Ill.

IF YOU are modern-minded you will, of course, have on your desk an inkstand containing the last word in fountain-pen efficiency. However, if you are one of those who upon occasion abandon themselves to the tranquil ways of the past, there is fun and fancy aplenty ahead for you.

My urge to collect old inkstands dates back some years. It was while visiting a friend in New Rochelle, N. Y., that my interest was aroused. She showed me an exquisite box made of creamy alabaster, a material of which dreams are made. Its rectangular sides were pierced with a delicate border, and its lid was surmounted by a beautiful cameo, carved against a shield-shaped frame of the same material. My weakness for cameos led me to examine it more closely. Like another Pandora, I raised its lid. However, instead of the woes of the world, I found a container for that precious fluid that has for centuries been the medium through which historians and lovers alike have expressed themselves. Under the lid there were two little brass-tipped wells; one a container for ink, the other pierced for sand or pounce, the powder forerunner of blotting paper. Blotting paper did not come into use until the 1800's and even then it was not extensively employed until about the middle of that century.

Over a cup of tea my friend and I discussed the probable date and origin of this little treasure. We believed it was made about 1850 and was of Florentine workmanship. The following Christmas I found it, to my delight, under the Christmas tree. Thus it became the first inkstand in my now extensive collection.

My second example is of glorious canary-colored glass, sextagonal in shape, with reeded sides and double base. I bought it in a shop in Philadelphia. The proprietor brought forth many a lovely piece for my inspection in my early days of collecting. "It's of Sand wich glass, I'm sure," h said when he showed th piece to me and handed to me to examine. Even those days the very name was as a magic talisman, so I bought it. Toda however, I feel reasonably certain that it *is* of Sandwich origin.

I found my third inkstand in Baltimore. It is like a large wooden m stenciled in black and gold, with two containers of aquamarine g seemingly blown right into the hollows provided for them. As they nar at the opening, it would have been impossible to encase them otherw The edges of the collars fold inside. These containers were for red black ink, and there are perforations for five quill pens. I have been that this type inkstand, carrying two receptacles, was used in busi houses, while those carrying one receptacle were for private use. This well carries a green label which reads . . . "Manufactured by S. Sillima Co., Chester, Conn." Many's the day it holds forth on our old tavern ta which we use as often for a writing table as for dining. Some of these patterns are being reproduced today—and very beautifully, too.

Soon I began to realize that unusual inkstands were claiming my att

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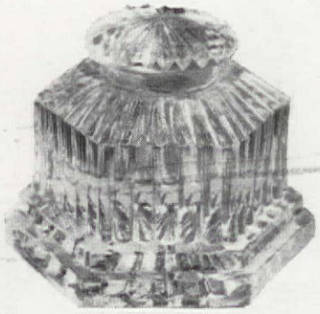
*Reg. Trade Mark

tion, so I decided to collect nice examples in various materials, which have since been gathered in many parts of the country. Kansas City brought me the pair of poodle dogs. They are of iron, and their sharp little eyes are real garnets, which peep out from beneath shaggy brows. Their coats and manes are cropped to the last word in canine smartness. About their collars are stamped the initials "M.F." and the abbreviation "dep." which marks them as French in origin.

The little traveling inkwells were popular before the general use of the fountain pen. I have found them in silver, engraved brass, and even in pinchbeck, encased in finest leather. One carries the word "ink" in old-fashioned script, while another has a case that forms a football. Within these metal holders, a small unstoppered glass bottle contains the ink. The lid is compressed by a spring, and forms a perfect safeguard against the slightest leakage. I often carry one of these with a supply of my favorite fountain-pen ink in my purse, and I have yet to meet with any catastrophe.



Canary glass with reeded sides

A patent was granted in the Colonies as early as 1723, to one D. Hyde, for a reservoir pen using a quill pen point, and by 1830 an English firm was marketing a fountain pen with steel nib. Steel nibs were invented about 1805, but not generally used until many years later. In 1884, we find that L. E. Waterman had designed and patented the first fountain pen with capillary action. Quill pens were fashioned from crow, turkey, and sometimes from goose quills.

Two items of Civil War times have claimed my attention. One is the chimney-adorned igloo, with "David's" written around its side. It is of aquamarine glass, rather crude, with bubbles here and there in its walls, and has become beautifully iridescent over the years. Inkstands of this type are said to have been used by army officers in earlier days. The second is an oddity in clear glass, with a deep pontil on its base, and with a device for filling at the lower side of the base. It bears the imprint "Myer Phineas, Air-tight Inkstand, Pat'd. 19th Aug. 1862." and looks for all the world like a tiny fireplace.

My inkstand of tole, or painted

Prize winner, *House Beautiful's* 13th annual Small House Competition, painted with Cabot's DOUBLE-WHITE and Cabot's Collopakes. Architect, George T. Gillette, New York City.

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use this whiter, longer lasting paint....

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Cabot's Gloss Collopakes are non-fading because made of pure pigments, entirely without fillers. Write for general color card, or special color cards on blues; reds and browns; greens; or creams and grays.

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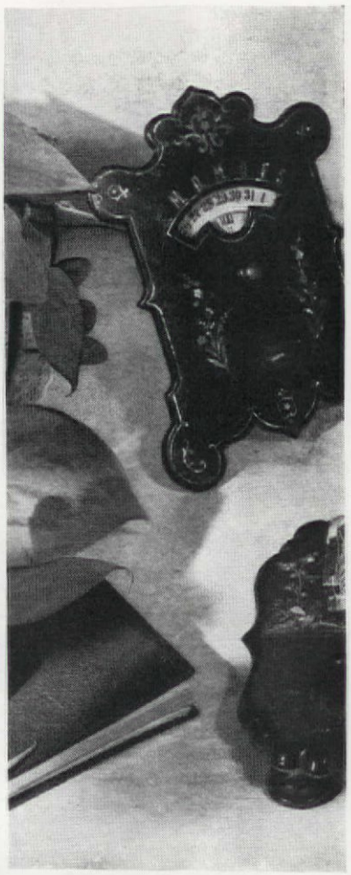


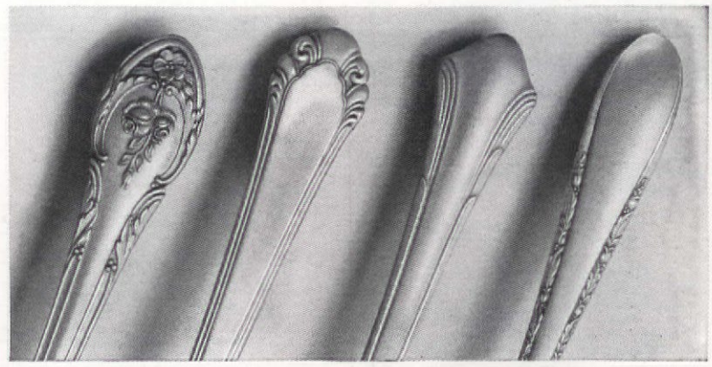
tin, is my latest joy and, oddly, is the oldest in my collection, dating about 1790. Its rectangular body is painted a brilliant sulphur yellow, with traceries in rich deep brown, accented in gold. The front and rear sides bear colorful scenes of mediaeval castles, while the ends are adorned with cherubs, cradled on billowy clouds. The cover is of tortoise shell, bound with finest brass, as are also the receptacles for ink, taper, seals, and sealing wax.

Another silver stand has, instead of a holder for the taper, a container for alcohol. The dainty seals have a cover of alabaster, fluted and inset with tiny brilliants, and an upright rest for stick sealing wax. This can be completely converted into today's needs by removing the fine mesh from the alcohol well, which leaves a perfect inkwell.

Accessories in writing boxes, pen and pencil holders, perpetual cal endars, and sanders, have also bee gathered in, and some of them I u almost daily in my correspondenc A few interesting accessories are: holder for a seal with handle carnelian; a penholder of the sa material; and a precious, tiny f ily seal. It shows in intagli dainty rose with hovering bee, about its edge are the word veritable pin-point type, " sweetness is my life." It is a "T creation and is made of a gem p simulating topaz.

Penned by the scratchy qui smooth steel nib, stories of torical events and human relat ships have come from these c ished founts of the written w

Practically every conceivable material was used for inkwells and their companion accessories. One of the author's favorites, a pearl and lacquer letter box. Note the perpetual calendar and the double inkwell tray. Below, other inkwells from her collection, including one in silver, with pen rest, and a pair of traveling inkwells



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Banish unsightly twine and raffia, needless work with shears. Just a simple twist of the wrist, and TWIST-EMS—strong dark-green "invisible" tapes — protect stems, tie plants to stakes. Millions used.

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From $89.00 up

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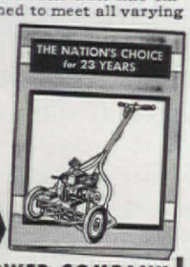

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There never has been a year without aphis. They are the green little insects which swarm by the millions and suck the life from plants, flowers, shrubs and trees. **"Black Leaf 40" Kills Aphis, Leaf Hoppers, Leaf Miners, Most Thrips, Young Sucking Bugs, Mealy Bugs, Lace Bugs and Similar Insects.**

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Insist on Original Factory Sealed Packages for Full Strength 4104

"Black Leaf 40"

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IT WEARS A CAP — A New Weatherproof
METAL PLANT MARKER

USE A PENCIL - No fade-out of your markings.
Beauty, Strength, Permanence. Made of metal; green baked enamel finish.

Slip-over fool-proof metal cap with non-shatterable transparent window.

Stake 7" long; ample white marking space 2½" x 1⅛".

WE WILL SHIP PREPAID

12 markers	$1.00
25 markers	$2.00
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100 markers	$7.00

Smith Industries, Dept. A, Xenia, Ohio

GROW MORE, BETTER VEGETABLES, FLOWERS WITH ROTOTILLER

Trade Mark Reg. U.S. Pat. Off.

Once over with **ROTOTILLER** prepares ground for planting. Fast rotating tines plow, disc, harrow, smooth—all in one operation. Makes ½ to 3 acres unexcelled deep seed bed in 8 hours. Breaks hard sod. Most efficient for cultivating; used by leading growers. Engineered to highest automotive standards for years of hard work; easy to handle; fully guaranteed. 1 to 10 h.p. $232 up. Write for FREE 44-page catalog.

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GROW YOUR COLORS

Give your garden a patriotic motif with Old Glory Petunias—3 packets in one (Red, White, and Blue).

These and 170 other varieties are on display at your dealers; priced 5c, 10c, and up. All Mandeville Seeds are *Triple-Tested* for *Germination, Quality of Flowers,* and *Completeness of Mixture.* Copyrighted packet has map telling when to plant and pictures to help tell seedlings from weeds.

Plant Mandeville Seeds this year and have a BETTER garden.

MANDEVILLE & KING CO.
1041 University Ave., Rochester, N.Y.
Flower Seed Specialists for 65 Years

MANDEVILLE
TRIPLE-TESTED
FLOWER SEEDS
At Stores Everywhere

Would your community like to greet spring differently this year? New ideas here!

Spring

IT IS the first week of May. Boston has shaken off the long New England winter and, staid old city though she is, wants to pick up her skirts and dance. Tulips are blooming in the Public Gardens; jonquils and hyacinths in the tiny city gardens along Beacon street. In the lagoon near the Charles River Embankment, well-dressed children in neat tailored coats sail boats under the eagle eye of prim, white-clad nursemaids. In another lagoon, over in the Public Garden, the swan-boats make their leisurely way, crowded with Boston children and sightseeing visitors. But just around the corner from all this it is festival time!

Two narrow little streets on Beacon Hill have declared their own private holiday, and they are inviting all Boston and her many guests to help them celebrate. May baskets hang in the doors of all the shops that are taking part in this Declaration of Spring. Flowers decorate the balconie and hang in festoons again the weathered brick façad The pavements have be freshly hosed down by t Fire Department. Here gay flower cart stands at curb; farther on an ac dion player and his daug in Italian costumes m sweet music. Everywh

If staid old Bostor can stage these festiv May Day scenes, why can't the rest of us?

on Beacon Hill

Music, flowers, humor, dancing, community fellowship, civic pride —each plays its part

DOROTHY WALLACE
Brookline, Mass.

children are dancing in the streets, almost in the shadow of Bullfinch's majestic State House. For this is Beacon Hill's May Festival as celebrated on Chestnut Street and River Street.

On every side the resourceful visitor can pick up new and ingenious ideas for May baskets, which she can adapt to suit her own house and her own fancy. A dealer in antiques is responsible for the wrought-iron lantern that sways lazily in the wind above his door, full of flowers from his own garden. A decorator who specializes in the modern style has hung out a chromium cocktail shaker to hold his arrangement of spring blossoms. Mrs. Dorothy Barbour, who organized the festival, has filled a big straw hat with gorgeous stalks of stocks and gladiolus and hung it by a window. Of the more conventional containers, none could be lovelier than the antique Sheffield basket

Photographs by Judson B. Niece

GRAND NEW
Mums

YOU are of course welcome to purchase any one or more of our 12 new chrysanthemums. But may we suggest making yourself, "set up," so to speak, by possessing them all. The cost for all 12 is only **$3.75.**

They'll come with separate identifying labels on each. The blooming period will extend from September until long after frost.

New Hand Book

The Hand Book itself is free. Check up on all the 37 new hardy plants it contains. Not to mention new roses and new flowering shrubs. Write for it, enclosing only 25¢ (stamps or coin) to cover cost of handling and mailing this pound and a half book catalog.

Sole American Agents for Sutton's Famous English Seeds

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GROW MORE Beautiful FLOWERS

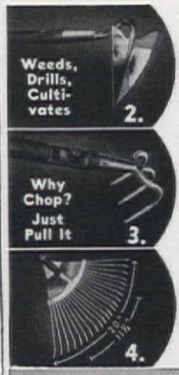
Give your Home Garden a chance to reach *full bloom* by killing destructive insects with *Ever Green Garden Spray. Easy to use*—simply add water and spray! *Non-injurious* to people, pets and plants when sprayed. *Powerful*—kills plant lice, rose beetles, leaf rollers and most chewing and sucking insects. 35c bottle makes 6 gals. of spray. At seed, hardware & drug stores. Distributors: Acme White Lead and Color Works, Detroit, Mich.

EVER GREEN Garden Spray

Modern Gardeners Use SPEEDLINE TOOLS

HERE ARE 4 GOOD EXAMPLES:

Sharpshooter
Accurate, safe to reach around smallest plants and closest spaces. Sides for hoeing, point for weeding.



Speedy Warren Hoe
A multi-purpose tool—not only weeds and cultivates but point plows seed furrows which top "ears" then fill back in.

Speedy Cultivator Jr.
Far safer, easier and faster than big cultivators in usual closely planted garden.

Adjustable Lawn Brume
Change spread and stiffness to suit different jobs — a big advantage.

Made and Guaranteed by
The UNION FORK & HOE Co.
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NATIONAL MOWER CO.
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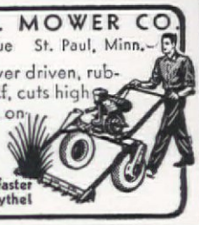

Sickle mower, power driven, rubber tired, pulls self, cuts high grass, hay, weeds, on level or rough. Moderate Price.

Write for Catalog — 6 times faster than a scythe!

NOTICE:—With reference to plant and nursery stock advertising in The American Home, it is to be understood that unless otherwise stated in the advertisement the buyer is to pay transportation charges.

New VITAMIN B_1 CARTRIDGE
Fits into your Garden Hose
"VITAMIZE AS YOU SPRINKLE"

NEW "GRO-FAST" VITAMIN B_1 CARTRIDGE FITS ANY STANDARD HOSE NOZZLE.

NO SPRAYER—NO SPECIAL NOZZLE—NO EXTRA ATTACHMENTS TO BUY.

Now—here's a new, simple, easy way to apply VITAMIN B_1 to your entire lawn and garden and assure yourself of beautiful, luxuriant flowers, plants and grass all summer. NO FUSS—NO BOTHER—NO MESS.

NO EXTRA ATTACHMENTS TO BUY

Simply insert this new, handy "GRO-FAST" CARTRIDGE into the nozzle of your garden hose, replace the nozzle and turn on the water. NOTHING LIKE IT ON THE MARKET. One Cartridge will VITAMIZE 1,500 square feet.

THIRTY WEEKS' SUPPLY . . *Postpaid* **$1.00**
Packed 30 Cartridges in a box—enough to VITAMIZE 1,500 square feet once a week for 30 weeks . . . . .
VITAMIN B_1 in Powder Form for House Plants . . **25c.**

ORDER TODAY...USE THIS COUPON
BURGESS SEED & PLANT CO., 418 G F, GALESBURG, MICH.
☐ Please send me Postpaid a 30 Week's Supply of your "GRO-FAST" VITAMIN B_1 CARTRIDGES. Enclosed is $1.00.
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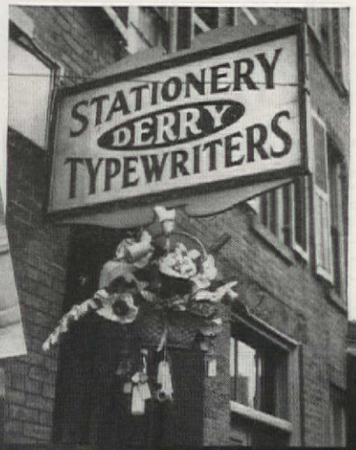


Real flowers in chromium vie with a "stationery bouquet"

which swings high over the doorway of the shop of Gebelein, the silversmith.

Across the street another dealer in antiques is surrounded by an enchanting menagerie. Two years ago he staged a "Dog Show" with inanimate entries of all kinds from collectors all over the city, porcelain and china dogs leading in number. Throughout the day visitors to the shop cast votes for their favorites, and at the end of the festival a tiny silver cup was awarded to the Best in Show. Outside the shop, as an announcement and an invitation, stood a life-size cast-iron Dalmatian, painted with the most realistic markings, holding a basket of flowers in his massive jaw. This year the same shop is holding a "Horse Show." At the door stands a handsome wooden steed, glaring down his nose at the May basket he holds in his teeth. Fastened to the door is a bronze horse from an old weathervane, and at the curb a hitching post, surmounted by a grinning horse's head, reminds one of old times—except for the charming but incongruous basket

of anemones tied around its neck. Another year it may be cats or birds.

Around the corner, a stationer is having a beautiful time at the expense of the whole May basket idea. In a burst of Surrealist inspiration, he has concocted a big bouquet composed entirely of his own wares. Instead of flowers, rubber bands and paper cups dance in the breeze, price tags and seals sway to and fro, and balls of twine nod sedately to the passer-by.

Throughout the two-day festival, the little community holds open house and the neighborhood artisans demonstrate their respective crafts—the making of silver by hand just as Paul Revere fashioned his masterpieces not far from this very spot; wood block printing; etching; the making and glazing of pottery. Such are the activities that flourish in this little two-block area which, though hidden in the midst of a great city, jealously maintains a personality of its own. Perhaps here, where handcrafts flourish, we come closest to the Boston of Colonial times, a little country town of pastures and narrow lanes, of cows grazing on the Commons. In that remote age, the ground where River Street is was at the bottom of the Charles River. Later the filled-in land came to be known for its stables and the fine carriage horses they sheltered. Now the section is best known for its artisans, its traditions, and an atmosphere of good taste and tranquillity in the midst of a hectic world. Where better can one look for ideas with which, plus a little skill, imagination, and enthusiasm you can give a very festive May Day air to your home and lift the spirits of all within it?

Inanimate horse and dog shows feature the May Day revelry. A silversmith "showed his colors" in this exquisite Sheffield basket

"I like it because it keeps my sink glistening and easy to clean"

HERE'S WHY! Bon Ami is as quick-acting as any cleanser you could want. But, unlike coarse, gritty cleansers, Bon Ami does not leave scratches that catch and hold particles of dirt and grease, making your kitchen sink harder and harder to clean.

"I like it because it cleans my bathtub so fast and so safely"

HERE'S WHY! Bon Ami does not depend on coarse grit for its quick-cleansing qualities. Instead of scratching and dulling the surface of bathtubs and basins, Bon Ami actually *polishes as it cleans* . . . keeps the porcelain smooth, shiny and new-looking.

"I like it for my refrigerator because it's so pure and white"

HERE'S WHY! Bon Ami is composed of pure, white ingredients. It is clean in color, fine in texture and odorless. This is important to you . . . especially where food is kept . . . because it means that Bon Ami leaves no unpleasant, musty cleanser smell.

"I like it because it doesn't roughen and redden my hands"

HERE'S WHY! Bon Ami does not rely on rough abrasives or harsh caustics for its effectiveness. It's a quick, thorough cleanser . . . yet one that *spares your hands.* You'll find it not only harmless but nice to use.

Bon Ami

quick, safe, pure - for all your household cleaning

"hasn't scratched yet!"

Copr. 1940, The Bon Ami Co.

This month it's 2 WEDDING RECEPTIONS

China and glass from Plummer, silver from International, linen from American Fabric Co.

Herman Smith helps us plan two kinds of weddings —one is young, easy, gay, and small; the other grand, elegant, also gay, and big

Menu for Wedding Reception given by an older sister

Gold Cubed Madrilene

Chicken Mousse with Avocados

Cream of Almond Sandwiches

Banana Sherbet with Black Cherries

Bride's Cake

Coffee

THIS young, festive, and gay wedding reception is the sort of thing a gal who's been married three or four years might give for her young sister just stepping off. Not too big, just for the well-known "immediate families and close friends." This is the sort of wedding reception that is fun from start to finish and just fancy enough for dash.

A nice, plain, white damask cloth, spanking fresh and ironed to a satin shine; the family silver laid out in tidy rows; big enough plates so that no one feels as though he were balancing a sand pile that constantly had to be shoveled back; marvelous food and not too many kinds, all looking as though the best caterer in the country had had several hands in the making. Actually, all is done by our bright young matron in her own small kitchen.

Our young friend doesn't like flowers lopping all over the place. There isn't any room to waste on that sort of thing. But she does like their wonderful colors and fragrance, especially for a wedding—the perfumed air and all that. So she fills two enormous hurricane glasses with roses, pink and red as all get out, white lilacs, tulips, narcissus, and then, whooshing out of the tops, great fragrant lilies.

The whole table looks as inviting as can be, because of the carefully designed arrangement of all the impedimenta, the beautiful food planned for us in modern manner by Mr. Herman Smith, with his watchful eye on the color scheme and a young married couple's pocketbook. It can be the very nicest party of the year!

By keeping the food simple and heartyish, the arrangements neat as a pin, using brilliant color, silver, and white, the party has a lovely, uncluttered look that is very tempting. It makes sense, too, because it's small enough—planned for about twenty-four—to be easily handled. Note how little you'll have to remove before bringing in the dessert—luscious sherbet—and the bride's cake.

The various single items from these two wedding-reception menus are quite easily interchangeable because they are all so good, but we think the grouping here is especially successful. Mr. Smith planned a jellied Madrilene to suit the young

Stick to one kind?

MY FAMILY WOULDN'T LET ME!

Who would want to, anyway, with this grand and glorious corn-eating on hand the whole year around!

Just count the corn occasions that can't do without Cream Style. If it's delicate-white perfection you want — Del Monte Country Gentleman, of course! If it's Golden Bantam —sweet, creamy and rich — again, *Del Monte!*

And days when you hanker for a heaping skilletful of Whole Kernel Corn sauté — Del Monte Golden Bantam, naturally! Chock-full kernels, clean-snipped and tender.

As for Corn on the Cob, Del Monte brings you such Golden Bantam corn as memories are made of — tall, portly grains, crowding each other for standing room on slender little cobs.

But whichever you favor, don't call your corn life complete till you've tried each and every Del Monte style. Compare them with any other brand — for flavor — for all-around goodness. See if Del Monte Corn — *all four kinds* — isn't the best-tasting corn that ever came your way!

Just be sure you get Del Monte Corn

SURE — BABIES NEED LOOKING AFTER — BUT A GOOD GROCER CAN HELP YOU FIND THE TIME!

MARTHA: She's the *sweetest* baby, Doris. But she must mean an awful lot of extra work for you.

DORIS: Naturally! But then, I've found lots of short-cuts and time-savers to make up for it.

MARTHA: Like what, for instance?

DORIS: Well, like buying groceries. I used to make a regular ordeal of it — running from store to store, trying this and that! It all seems kind of foolish now.

MARTHA: But how else can you get the things you like?

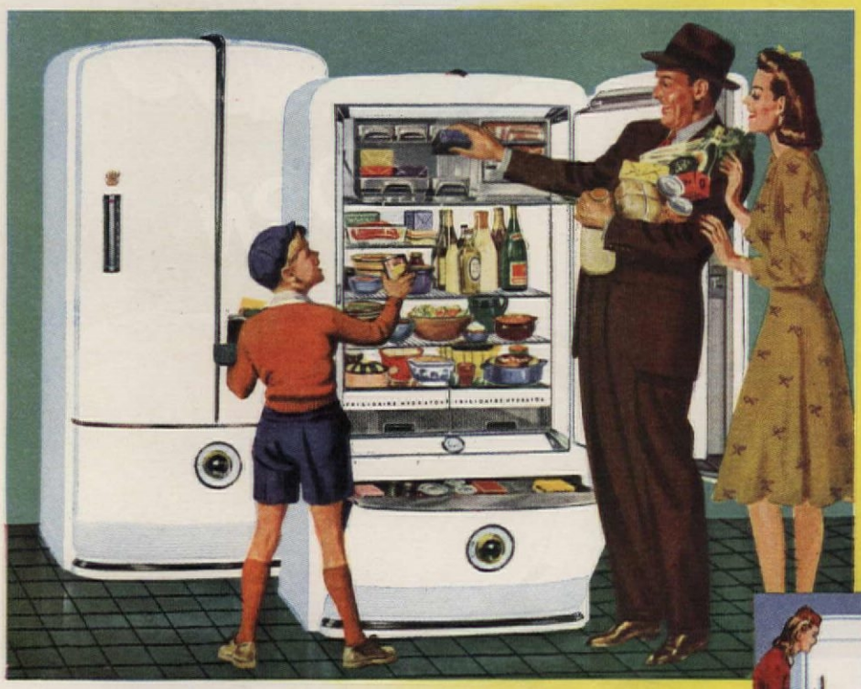
DORIS: First, I listed the things I *knew* always pleased us. Like Del Monte canned fruits and vegetables. Then I found what stores carried them. Plenty of grocers do. Now I stick to those brands and those stores — and shopping's only half as hard!

[Later — at grocer's]

GROCER: Yes — you'll find we carry most Del Monte varieties — and I'm mighty grateful to Mrs. Smith for recommending us. She's one of our most particular customers — and one of the easiest to serve, too. Business like hers is worth having.

More for your money—Inside and Out!

FRIGIDAIRE FOR '41



Fresh, Thrilling Beauty! Created for each 1941 Frigidaire by a world-famous designer.

New Usefulness! Up to 74% more frozen storage room. Bigger food compartments. Adjustable shelves. Exclusive Quickube Ice Trays in all models.

Cost Less to Use! 1941 Frigidaire Sixes have 22 per cent more power to keep food and freeze ice, yet *use less current* than any previous comparable models.

Sensational New Values! Choose from more than a dozen brilliant models—each a bargain priced value. See your Frigidaire dealer for local low prices and easy terms.

See the Frigidaire Cold-Wall—Tomorrow's Refrigerator Today!

Here is Frigidaire's great contribution to modern food preservation. It's the Cold-Wall Refrigerator with chilling coils in the walls. *Only Frigidaire has it*, and this year Cold-Wall prices are down—more than $40 in some models.

Air circulation—which wilts and dries foods—is minimized in the amazing Frigidaire Cold-Wall, because of the chilling coils in the walls. You don't even have to cover foods, yet they keep their fresh, nourishing wholesomeness and vitamins for days longer.

The star feature of 1941 Cold-Wall De Luxe models is the big Super-Freezer Chest. It provides, at eye-level, an extra-large section for frozen food, and for making ice and desserts—*plus* a scientific Meat Tender Compartment.

OTHER GREAT FULLY-FITTED VALUES!

Typical of 1941 Frigidaire bargain values are these Fully-Fitted Standard models—with giant 6 9/10 cu. ft. capacity, Glass-Topped Sliding Hydrators, Quickube Trays, Extra Frozen Storage Space and ALL-Porcelain Interiors. Exteriors may be either durable Dulux or ALL-Porcelain. Every 1941 Frigidaire gives you more for your money—*inside and out!*

Exclusive Quickube Trays!

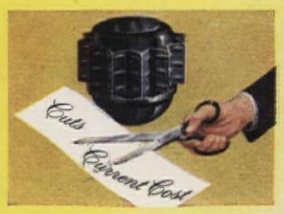
Try them and you will agree that Quickube Trays are best. *Built-in* handles release *both* the trays and the cubes. No separate pry-bars or other gadgets to lose or misplace. Ice, at a touch, the instant you want it.

Sliding Hydrators!

All fully-fitted 1941 Frigidaires have convenient sliding Hydrators—with glass tops in most models. They provide the *moist* cold that is needed to keep fruits, vegetables and other perishables dewy fresh and appetizing.

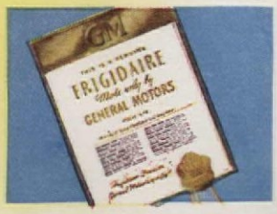
Extra Roomy Meat Tender!

You can save money and have better-tasting meals by buying meat specials and keeping them in a Frigidaire Meat Tender until you wish to use them. Typical easy-sliding, drawer-type Meat Tender is shown above.



Exclusive Meter-Miser!

Nothing else like it! Simplest refrigerating mechanism ever built insures permanent quietness and current savings. Super-powered. Sealed in steel. Never needs oiling. Refrigerates with Frigidaire's exclusive, safe F-114.



You Know What You Get!

To help you choose, each 1941 Frigidaire carries a new Facts Label. It gives the information you want about the model's construction, capacity, features and performance. You know what you get before you buy.

CAUTION: *Some stores may call other makes of refrigerators "Frigidaires" and thus confuse the public. Unless a refrigerator bears the* ***Frigidaire*** *nameplate it is not a* ***Frigidaire.***

FRIGIDAIRE DIVISION
General Motors Sales Corporation • Dayton, Ohio
Canadian Factory at Toronto

Buy the favorite—

buy Frigidaire

FRIGIDAIRE ELECTRIC REFRIGERATORS
RANGES AND WATER HEATERS

... over 6 million built and sold

party because it could quite well be served with its bright red caviar and sour cream on a plate with the chicken mousse, rather than requiring separate cups. It's the nice balance of hot and cold, as well as unusual flavors, on these menus that keeps them exciting.

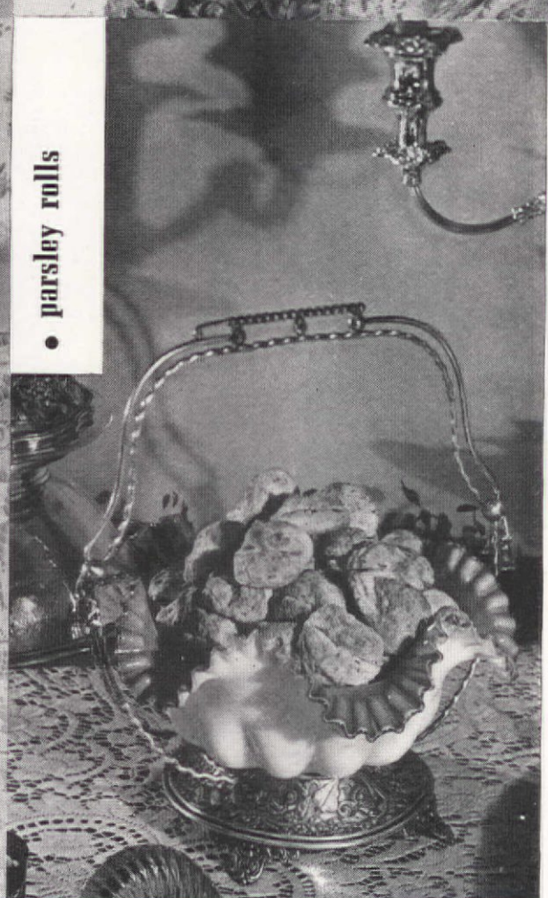
While we think it is quite something to give two party menus, each with a different scheme in mind and each pretty smart, don't for one minute think these recipes have to be filed in your American Home Menu Maker under "weddings" and just sit there and shrivel until the next nuptial collation in the family. There's not a thing to prevent their being brought out on any occasion. The trick about party foods is just like the old basic-dress legerdemain—white piqué collar and cuffs zip off, out whip a couple of strings of "pearls," and it's all new. But they have to be good—really good—basic dresses or recipes to start out with. Served at a wedding or when Uncle Joe comes to dinner, these recipes are equally good.

• cold cubed Madrilene

F. M. Demarest

• hot consommé cardinal

• cold shrimp salad



• parsley rolls

Menu for Wedding Reception given by Mamma or Grandmamma

Hot Consommé Cardinal

Little Cream Puffs filled with Roquefort Cheese

Cold Shrimp with Walnuts, Chutney Mayonnaise

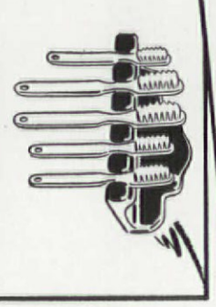
Port Wine Aspic Hot Parsley Rolls

Frozen Pudding Mold filled with Pears in Grenadine with Lily Cakes

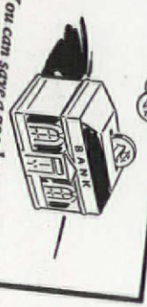
Coffee

Recipe printed on back of each photograph

Here's one way to help make budget ends meet. Use Arm & Hammer, or Cow Brand, Baking Soda as your family's regular tooth powder. It cleans teeth efficiently.



Young and old will like the way it helps to brighten teeth to their natural color—the pleasantly refreshed taste that Baking Soda leaves in the mouth after brushing.



You can save a good many pennies in the course of a year because a package of our Baking Soda, which will last for a long time, costs but a few cents—at your grocer's.

ARM & HAMMER or COW BRAND
BICARBONATE OF SODA
BAKING SODA

CHURCH & DWIGHT CO., Inc.
10 Cedar Street, New York
Please send me Free Book, describing uses of Baking Soda, also a set of Colored Bird Cards. W-26

Name
Street
City *State*

(Please print name and address)

We've been mindful of all the forty-thousand places for each single penny when there's a wedding in the offing and at the same time we remember all too well one extremely expensive but dreary-looking job that made us think the family was going to have to live on rat-tails and soup for at least six months. But nobody wants a skimpy-looking wedding. So, you have real Epicurean-looking and tasting food—none of which calls for rare and elusive ingredients that have to be imported or for which you would have to cut a couple of dozen towels from the trousseau to balance the budget—and like every recipe we will ever give you, they have been so tried and tested (not to mention gobbled up) that they are really and truly fool-proof. We

• parsley rolls

2 c. flour
4 tsp. baking powder
1 tbsp. sugar
½ tsp. salt
4½ tbsp. shortening
1 egg (slightly beaten)
½ c. milk (or enough to make ¾ cup when added to the egg)
1 tbsp. chopped parsley
2 tbsp. melted butter
1 tbsp. chopped parsley

Mix dry ingredients together and cut in shortening until mixture becomes a coarse, mealy texture. Stir in the liquid and chopped parsley, and turn out on a floured board. Knead the dough slightly or until smooth and roll out to ¼" thickness. Cut into small rounds, crease in center with knife, brush with melted butter to which 1 tbsp. chopped parsley has been added and fold over like Parker House rolls. Let stand 15 or 20 min. Bake in a hot oven (425° F.) 10 to 15 min., or until brown. Makes 12 to 16 medium-size rolls.

Recipe submitted by HERMAN SMITH

Tested in THE AMERICAN HOME KITCHEN

• hot consomme cardinal

2 (No. 2½) cans tomatoes
1 medium onion, chopped
1 tbsp. parsley, chopped
1 tbsp. celery or celery leaves, chopped
1 bay leaf
4 cloves (whole)
1 small garlic bud, sliced
2 egg whites (slightly beaten) and shells
Salt and pepper
1 qt. chicken broth (free of fat)
1 tsp. sugar
1 tsp. cider vinegar or lemon juice
Red coloring or beet juice
1 tbsp. quick cooking tapioca
1 apple cut in ½" cubes
2 c. cream (whip)
1 tsp. curry powder
½ tsp. celery salt
Paprika

Put in saucepan tomatoes, onions, parsley, celery, bay leaf, cloves, garlic, egg white and shells, salt, and pepper, and mix well with a wooden spoon. Bring to a boil and simmer two hours. Strain through double thickness of cheesecloth. Now add chicken broth and heat to scalding, stir in sugar, vinegar, and coloring, and strain again. It must be clear! Now add tapioca and apple cubes and simmer until tapioca is cooked and apples transparent but not mushy. Garnish with whipped cream flavored with curry and celery salt, and sprinkled with paprika. The flavor of this consommé is superb and no one will guess that the little cubes floating on top are apples. Serves 12 as first course of a meal or 20 on reception or wedding menu.

Recipe submitted by HERMAN SMITH

Tested in THE AMERICAN HOME KITCHEN

• cold shrimp salad, black walnuts, chutney mayonnaise

4 c. shrimp, canned or fresh
1 tbsp. lemon juice
½ c. chopped chutney
1 c. mayonnaise
1 c. broken walnut meats
Cooked baby beets or radishes
Parsley

Clean and drain cooked shrimp—if canned, wash in cold water and sprinkle over with lemon juice to give it a fresh flavor. Mix chutney and mayonnaise, add nut meats, and mix well with shrimp. Chill thoroughly, garnish with roses cut from baby beets or radishes, and parsley. Serves 8 as main dish of meal or 16 to 20 for reception.

Recipe submitted by [illegible]

Tested in THE AMERICAN HOME KITCHEN

• cold cubed Madrilene

1 tbsp. granulated gelatin
¼ c. cold water
4 cans consommé Madrilene
Red coloring
½ pt. sour cream
2 tbsp. chopped chives
1 (4-oz.) can red caviar

Soak gelatin in cold water about 5 min. and dissolve over hot water. Stir gelatin into Madrilene, color with red coloring, pour into shallow pan and place in the refrigerator to set. Just before serving, cut into squares, place in serving bowl, and garnish with whipped sour cream and chopped chives. Top with red caviar. Serves 8-12.

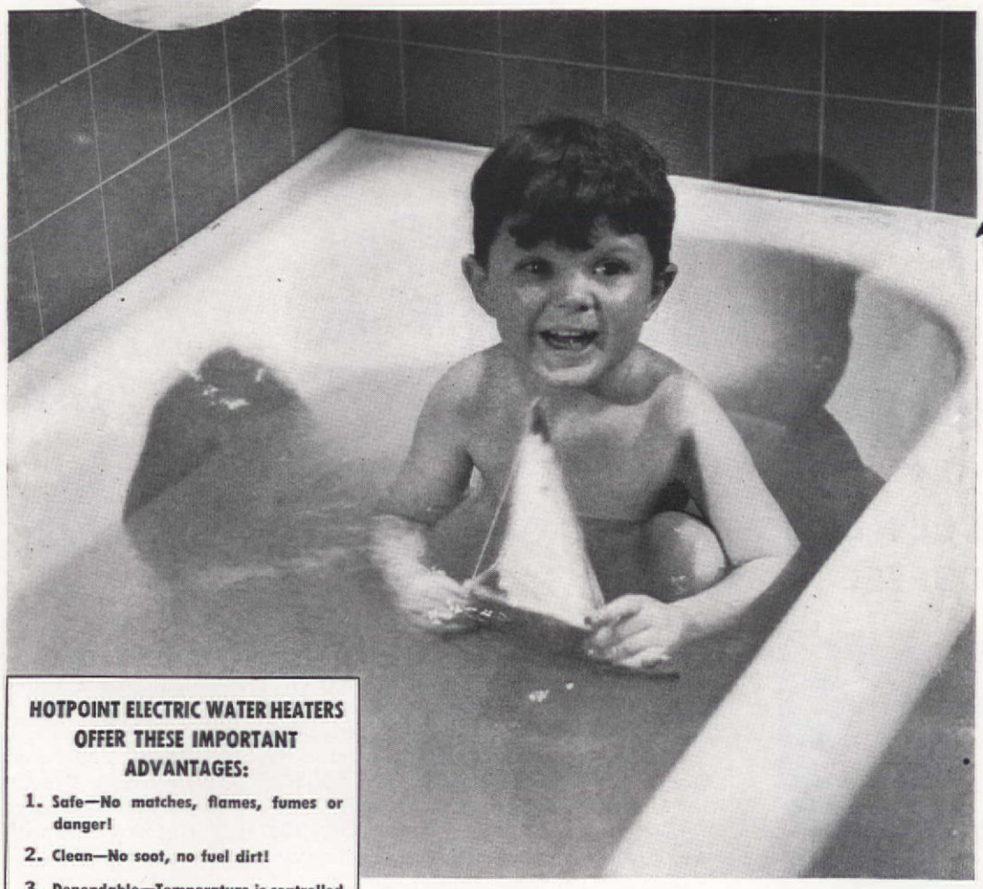
Recipe submitted by HERMAN SMITH

Tested in THE AMERICAN HOME KITCHEN

Photograph printed on back of co

NOW THOUSANDS OF HOMES ENJOY HOTPOINT ELECTRIC WATER HEATING

FOR LESS THAN $3.00 A MONTH!



HOTPOINT ELECTRIC WATER HEATERS OFFER THESE IMPORTANT ADVANTAGES:

1. Safe—No matches, flames, fumes or danger!
2. Clean—No soot, no fuel dirt!
3. Dependable—Temperature is controlled automatically.
4. Thrifty—Heavy insulation reduces heat leakage—assures low operating cost. Can be installed anywhere. No flues.
5. Calrod Heating Unit, immersed directly in water, transfers heat faster, increases economy and efficiency.

A Few Cents A Day Gives You All These Hot Water Comforts—Automatically—Safely!

Hotpoint's Calrod Heating Unit is immersed directly in the water; transfers heat faster; is automatically controlled to prevent overheating or power waste. This built-in economy combined with low electric rates, now available in many communities, cuts the cost of electric water heating to a new low. Millions of families can now enjoy this service for pennies a day. Check the uses listed below. Then ask yourself how else could you buy so much comfort for so little money?

• • •

JUST THINK of the scores of comforts convenient hot water brings you! Here's a partial list of uses:

Washing Hands and Face • Shower and Tub Baths Shampoo • Shaving • Medicinal Uses (such as hot applications for cuts, bruises, swelling) • Dishwashing • Laundry • Dissolving Soap Chips and Powders Cleaning Walls, Floors, Woodwork • Canning Cleaning Poultry • Washing Foods • Quick Bath Opening Tight Jars • Warming Bottles Removing Stains

Models For Every Home On Easy Budget Payments!

INSTANT hot water, 24 hours a day, is yours with a Hotpoint Electric Water Heater. And you get it at safe, controlled temperatures. The Hotpoint Water Heater is quickly installed in any size home—in basement, kitchen or playroom. Easy terms are available through your dealer or electric company. In many localities low electric rates keep average operating cost below $3.00 per month. So before you build or modernize be sure to weigh all the advantages of this safer, cleaner method of home water heating.

HOT WATER makes dishwashing easy, especially with the new Hotpoint Electrasink. Automatically washes all dishes, grinds and flushes garbage down the drain. Costs only a few cents a day for electricity. Protects your hands, health and beauty!

EDISON GENERAL ELECTRIC APPLIANCE CO., INC., 5621 W. TAYLOR STREET, CHICAGO, ILL.

Hotpoint ELECTRIC WATER HEATERS

ELECTRIC RANGES AND REFRIGERATORS • WASHERS AND IRONERS
CLOTHES DRYERS • AUTOMATIC DISHWASHERS • ELECTRASINK

WRITE FOR FREE BOOKLET

Edison General Electric Appliance Co., Inc.
5621 W. Taylor Street, Chicago, Illinois

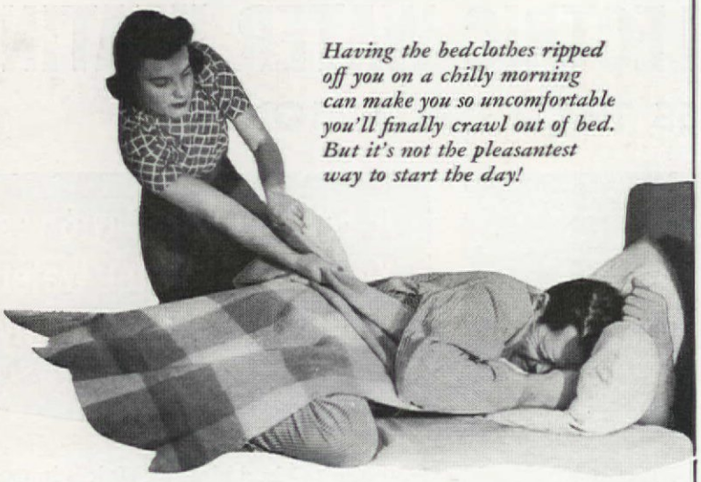
Kindly send me free booklet describing Hotpoint Electric Water Heaters.

*Name*_____

*Address*_____

*City*_____ *State*_____

PULLING THE BEDCLOTHES OFF YOU CAN WAKE YOU UP



Having the bedclothes ripped off you on a chilly morning can make you so uncomfortable you'll finally crawl out of bed. But it's not the pleasantest way to start the day!

Wake up Smiling

WITH THE NEW BLEND CHASE & SANBORN COFFEE

IF YOU WANT to wake up smiling, make the "early morning test" with a golden, tangy cup of the NEW BLEND Chase & Sanborn! Have it before you get out of bed, if you can. If that isn't practical, get down to the table and Chase & Sanborn as soon as possible—*and get happy!*

Its zippy, tantalizing, taste-teasing richness gets the old grin on your face, warms up the engine, gets you going for election! Wake up tomorrow faster, happier with the NEW BLEND Chase & Sanborn!

Listen to Edgar Bergen-Charlie McCarthy on the Chase & Sanborn Radio Program every Sunday on the NBC Red Network

CHASE & SANBORN COFFEE

don't claim that if all you can do is boil an egg you can turn these out, or that they'll make themselves in two minutes—but awfully close to it, if you go at it sensibly and pay attention to the rules!

It's not easy to plan a party that's both inexpensive and exciting, but we think we have done it with the weddings we are showing you this month. We have worked on the theory that if a wedding isn't just about the most important and exciting party in a person's life it is a crying shame. Whether you are planning an after-wedding party for fifteen or fifty, consider your capacity for party giving and not just the fact that it is a wedding you have to contend with. Keep it nice and simple and don't try to have a batch of caterer's men swarming around if you would have to run the guests up in the attic in order to make room for people to get around with the chicken patties. Even if the party is going to be very grand and simply enormous, don't have so many things to eat and people to serve that the effect is of a large bargain sale.

Opposite page: Quaker Lace tablecloth, Gorham and International silver, Plummer china and glass, old glass and silver from Herman Smith

THIS—our Brass Tacks issue—is the cut-to-order, made-to-measure time in our lives to get off a little extra of the heart-to-heart stuff to you brides, one and all. You gals who are just starting out are probably perfect targets for lots of advice. But advice, just that old tripe by the ream, is not our long suit, and we don't propose to deal out any of it, as such. That's precisely the sort of thing we are fed up with, right to the chin. We do, however, propose to back up every suggestion, every idea, every helpful hint of any sort with a demonstrated method of procedure for you to follow at will.

Look, girls, it is not going to get either of us anywhere if we just keep on saying, "Nice you're going to be married. I'm sure you will have a perfectly lovely wedding and be a *beeootiful* bride"! So we are showing you the way to have the perfectly lovely wedding—two ways that make sense to us. One of them is a gay and simple, rather up-to-date, little affair, and the other is in a slightly grand manner, but nicely done. And neither of these parties commits the forever intolerable sin of putting on dog.

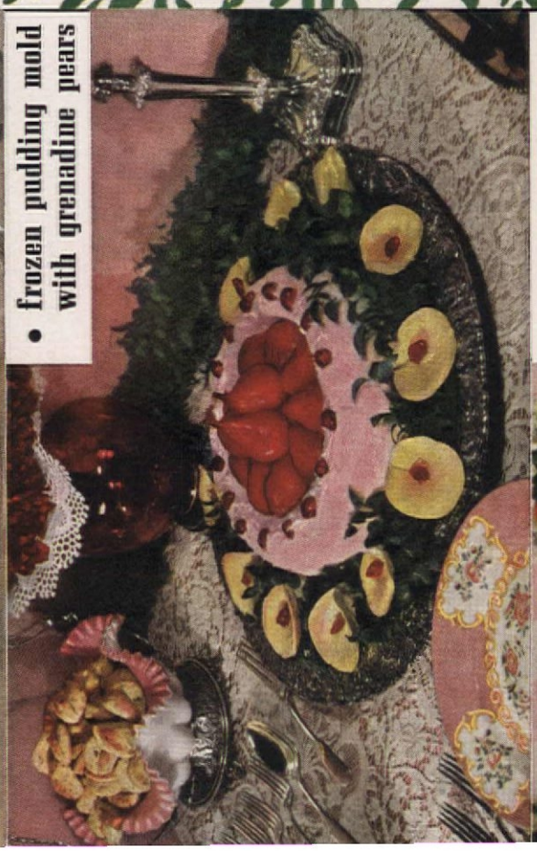
Of course, everybody wants a wedding to be as gay and festive a party as possible. We could just as well save printer's ink on that one. The thing of it is that, of all the times in the whole world, the very absolutely last to make a show, to do anything sham, is at a wedding. If all you can afford for a wedding reception is tea and thin bread and butter, have just that and don't frost the thin bread and butter to make it "look like more." The whole point of a wedding reception should be to make it the nicest party of a girl's life; too many people forget that it is, after all, a party. We have been asking around and the consensu seems to jibe with our own, that there should be magicians at wedding —they are, in the main, so dull and forbiddingly formal, with little o the gay, bright atmosphere that should prevail.

Neither of these two parties, offered as two widely different answer to your letters to us asking for pretty, simple, but "as nice as possibl weddings, could, we think, decline into dullness. For two reasons—o of them that the party looks so pretty and the food tastes so good t everyone is promptly in a pleasant mood. The other reason is that wouldn't have to break the budget wide open to have the little pa or mortgage the homestead even to have the big one. We do pride selves a little, and justifiably, that they are, both of them, frankly unpretentiously good party ideas as such, wedding or no wedding. could hardly mistake our modern young married's buffet. No fus folderols, just a gathering of the clan in her own house or apartmen sort of streamlined menu but lots of it—not too big a party beca she and her kid sister bride hate mobs. It's the young entertaining the young, in the nice direct way that you would love.

The other wedding reception we like an awful lot because it's big

The bravest and best wedding table a doting Mamma and Grandmamma can contrive

• chicken mousse



• frozen pudding mold with grenadine pears

• banana sherbet with black cherries

banana sherbet with black cherries

1½ c. sugar
4 c. water
6 medium-size bananas
½ c. fresh lemon juice
2 egg whites (stiffly beaten)
Black cherries
Peanut butter

PUT sugar and water in saucepan and time 3 min. after it begins to boil. et aside to cool. Crush bananas to a pulp with a silver fork and stir in lemon uice. Mix with cooled sugar syrup and fold in egg whites. Pour into ice tray nd freeze 3 to 4 hours in freezing compartment of refrigerator. Serve with anned black cherries stuffed with peanut butter. Serves 8-12.

Recipe submitted by HERMAN SMITH

Tested in THE AMERICAN HOME KITCHEN

frozen pudding mold with grenadine pears

½ c. small seedless raisins
½ c. crystalized cherries (quartered)
¼ c. finely chopped citron
¼ c. shaved Brazil nuts
½ c. shredded pineapple (pressed free of juice)
½ c. pineapple juice
1 c. sugar
4 egg whites, stiffly beaten
⅛ tsp. salt (add to egg whites)
2 tbsp. brandy or rum
1 pt. cream (whip stiff)
Coloring
Whole canned or fresh pears
Grenadine syrup

COVER raisins with water and simmer 5 min., drain and dry. Mix them with herries, citron, nuts, and pineapple. Meanwhile cook pineapple juice with sugar 5 min. fter it begins to boil. Gradually pour syrup over egg whites and beat until light and luffy like cake icing. Add the fruit and nut mixture, brandy, and whipped cream colored pale pink). Pour into ring mold and place in freezing compartment of refrigerator over night, or pack in mold, seal with waxed paper and freeze in mixture of 4 parts chopped ice to 1 part salt 4 to 6 hrs. Heat pears in syrup, color red, chill, drain dry, and place in center of dessert when removed from mold. Serves 16 to 20.

Submitted by HERMAN SMITH

Tested in THE AMERICAN HOME KITCHEN

chicken mousse with avocados

6 tbsp. butter
¾ c. dry bread crumbs
2 c. thin cream or evaporated milk
⅜ tsp. salt
¼ tsp. nutmeg
3 c. chopped cooked chicken
6 eggs, slightly beaten
⅓ c. cooking sherry
3 large avocados
1½ c. mayonnaise

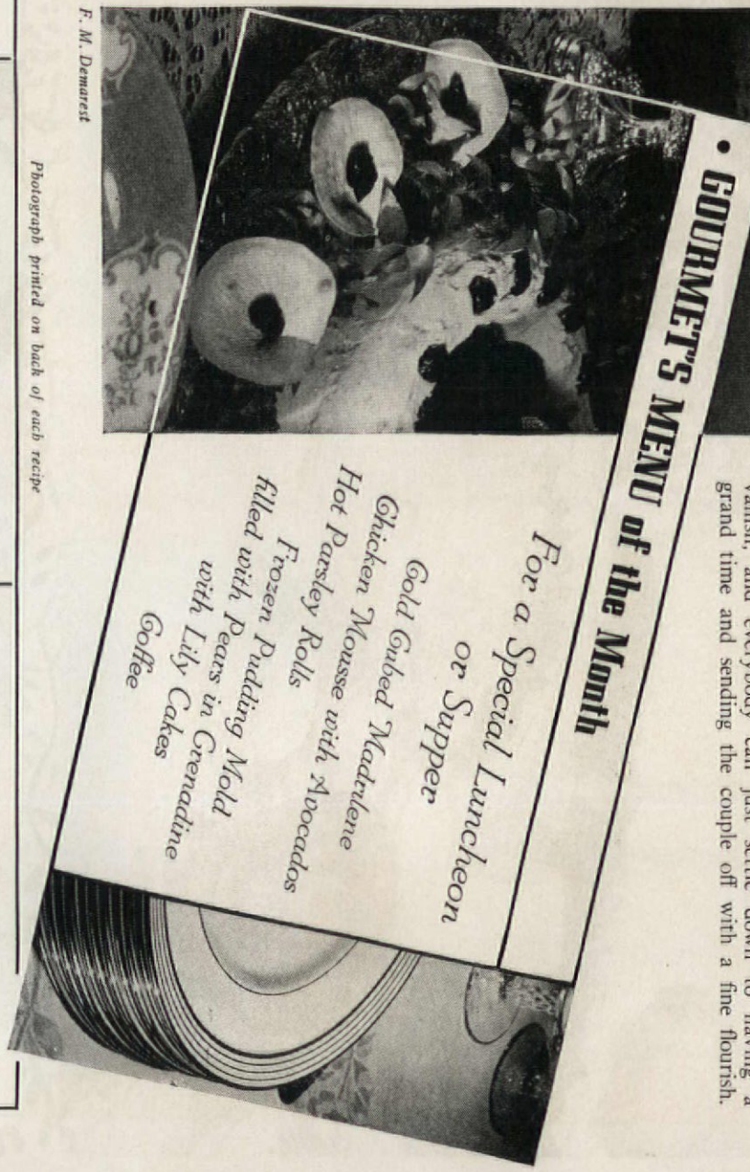
MELT butter in top of double boiler, add crumbs, cream, salt, nutmeg and cook 10 min., stirring frequently. Mix chicken, eggs, and sherry together and stir in hot cream sauce. Pour into a well-greased mold—any shape you may desire—place mold in pan of water, cover with sheet of waxed paper and bake in a moderate oven (350°F.) 45 to 60 min., or until firm A ring mold will take about 30 to 35 min. Cube avocados, mix with mayonnaise and pour around mousse, or fill the center of a ring mold. When served as main dish serves 6, or 12 for reception.

Recipe submitted by HERMAN SMITH

Tested in THE AMERICAN HOME KITCHEN

Photograph printed on back of each recipe

whoosh and as stylish as can be without attempting even once to be the latest thing. It's Mother and Grandmother having the time of their lives for the family's favorite child—lace banquet cloths, Mother's best; the huge silver punch bowl Grandmother hasn't used in years; the candlesticks the doctor gave Mother for a wedding present; silver vases and platters; the best china and glass. Nothing bought new, nothing tricked up because it's correct and smart, but the loveliest and best of an accumulation over a period of family living. Smilax trailing its pleasant green along the table because to Grandmother no wedding is complete without it. . . .



F. M. Demarest

Pink satin under the lace for Mother's sake and, since nobody ever knows what to do with the maid of honor's and brides-maids' bouquets, they are placed right on the pink and red buffet table, to help carry out daughter's pet color scheme. This, by the way, is a combination of colors nicely calculated to defeat dullness or anything like frigid formality before it ever gets a toe-hold. And we practically guarantee its success.

We think Mr. Smith really rose and shone when it came to planning the menu for this big party, it's all so red and pink and luscious looking. Wonderful hot, hot soup with little Roquefort cheese cream puffs—and then cold things like shrimp and wine jelly with hot rolls and a hot-tasting sauce. Such a suave dessert and as beautiful as the dawn to look at, all frozen fruits and cream, and then the firmness of grenadine pears and the crunchiness of little thin, crispy lily cakes. Irresistible, food like that is—especially with a smooth cool punch in your most beautiful little glasses.

Faced with parties like either of these, the young moderns or the more elaborate, every semblance of the silly pomp and the stiffness that too often go with a wedding simply vanish, and everybody can just settle down to having a grand time and sending the couple off with a fine flourish.

Betty Crocker says—

"Rhubarb Pie

should be made the Old-Fashioned way!"

Look at that pink rhubarb oozing out to give your eye a foretaste of what's in store. You'll agree this is just what the doctor ordered as a spring tonic for lazy appetites! And made the "Betty Crocker" way it's delectable. Better try it!

Its success depends in large measure on whether you get a tender, flaky crust. Read how to do that!

RECIPE IN SACKS OF GOLD MEDAL FLOUR. The ingredients are simple: Gold Medal *"Kitchen-tested"* Flour, Fresh Pink Rhubarb, Sugar, Butter, Salt, Shortening. Pie is easy to make if you follow Betty Crocker recipe!

GOLD MEDAL FLOUR, and the Betty Crocker recipes in the sacks, make a "success combination" that can't fail you!

For instance, take this rhubarb pie. The Betty Crocker staff perfected and tested the recipe. Then it was "insurance tested" by average homemakers in their own kitchens. Thus you get a recipe that's known to work perfectly with Gold Medal Flour!

In an "old-fashioned" two-crust pie, the flour plays an important part. It must act properly with the shortening. Otherwise you will not get the tenderness, flavor and flakiness you want.

The care used in producing Gold Medal is your guarantee that this flour will have the proper characteristics for all types of all-purpose baking (*cakes, cookies, pies, biscuits, rolls, bread*).

Over 150 steps are involved in making and testing this flour. And over 50,000 recipes have been examined and tested to bring you the recipes in the sacks.

Most important of all, perhaps, is the testing undergone by the flour in the Betty Crocker kitchen under actual home conditions. Gold Medal *"Kitchen-tested"* Flour embodies a reliability you simply can't be certain of in untested flours!

Why not change to this brand today? It's made by General Mills, Inc., Minneapolis, Minn.

Dozens of recipes for delicious things to bake come to you every year in Gold Medal Flour, every one tested by Betty Crocker staff. (*Silverware coupons in sacks.*)

NOW
Vitamin-and-Mineral
ENRICHED

All Gold Medal Flour now being made is being enriched in Vitamin B_1, Nicotinic Acid (an essential of the important Vitamin B complex) and Iron in the interests of better public health —as part of General Mills' plan of cooperation with the national defense program. The appearance and baking characteristics of Gold Medal Flour are *exactly the same* as heretofore. (Grocers are being supplied with this new enriched flour as rapidly as possible, so if your grocer does not have it yet, we say: "Please be patient.")

Gold Medal "KITCHEN-TESTED" Flour

and the Betty Crocker Recipes in the Sacks

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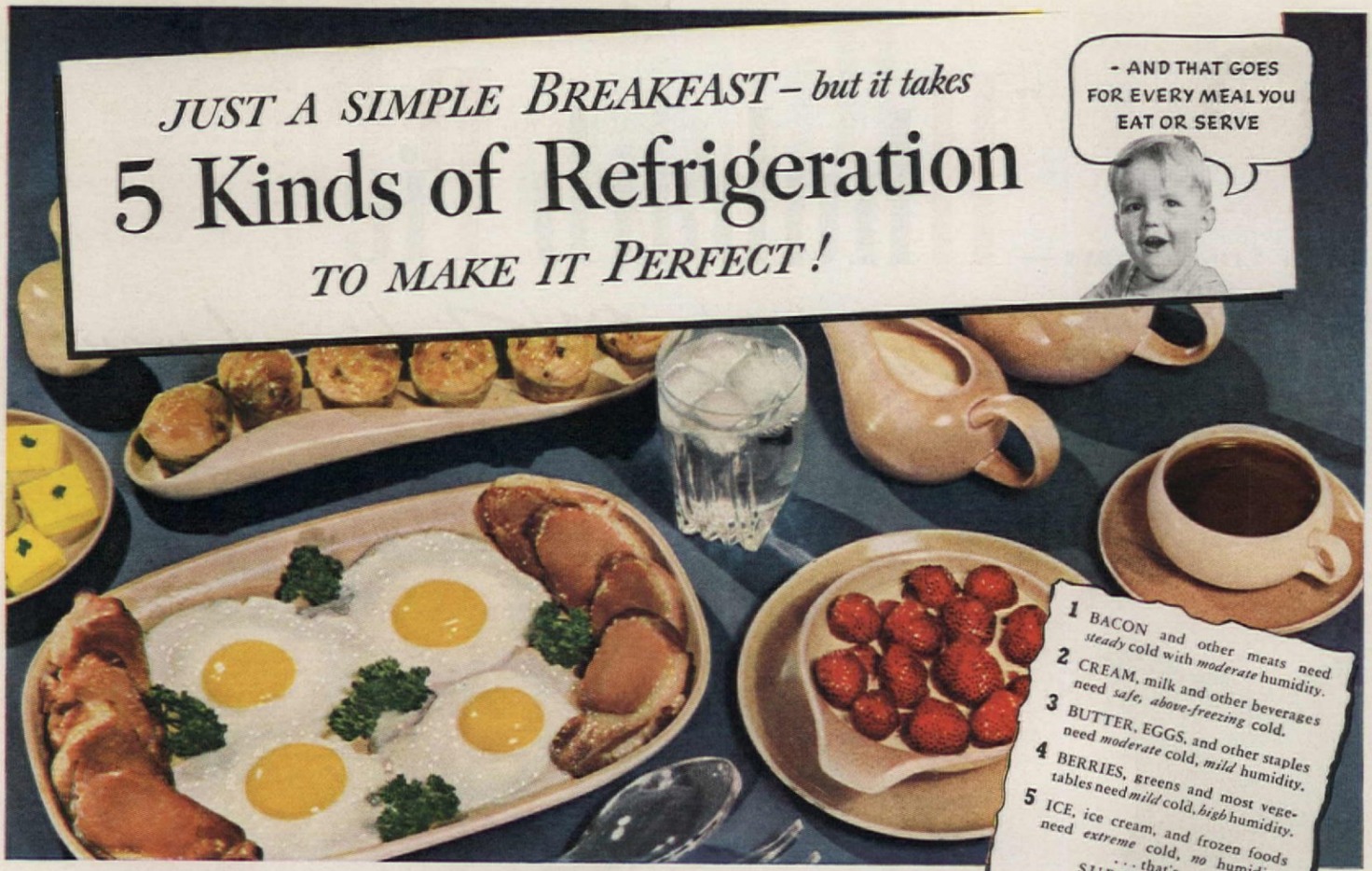


Westinghouse
Super Market REFRIGERATION

...keeps foods IN YOUR HOME just the way your modern food store keeps them

Yes! You can now protect foods in your home with the 5 kinds of refrigeration that modern markets use! The *right* refrigeration for everything on your daily menus! Meals taste better—meal preparation is easier. You save money, make fewer shopping trips. Yet you pay no more for this Westinghouse advantage. And you get, in addition, many other modern conveniences and improvements when you choose a Westinghouse Refrigerator.

TRUE-TEMP CONTROL *makes it possible..*

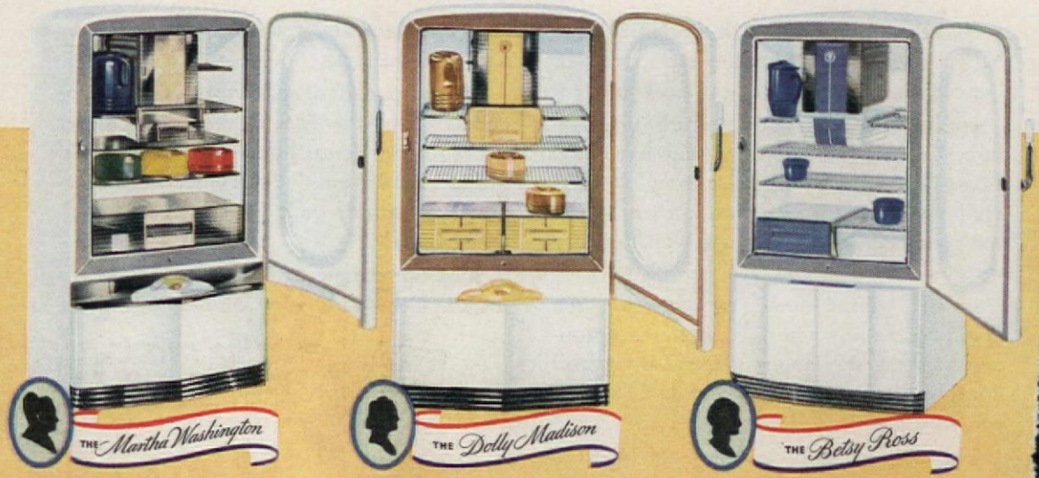
Only
WESTINGHOUSE HAS IT!

TRUE-TEMP CONTROL, an exclusive Westinghouse development, is the secret of SUPER MARKET food protection. Acting from the *food compartment* instead of the *froster*, this system maintains steady, *balanced* cold everywhere in the cabinet. You simply dial the degree of average cold needed. TRUE-TEMP regulates cold and humidity for *all* types of foods automatically!

SEE THE NEW 1941
Westinghouse Refrigerators

The ALL-AMERICAN choice for beauty and convenience, with COLOR-STYLED interiors, amazing efficiency and operating economy. See them at a near-by Westinghouse Dealer's. His name and address are listed in the classified pages of your telephone book. Ask for a complete demonstration—today!

Every house needs **Westinghouse**



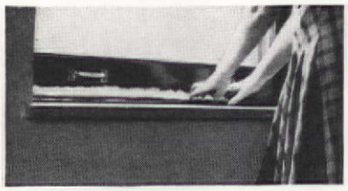
Crystal "Mount Vernon" styling; "Hi-flex" glass shelves, gay "Peasantware" dishes, "Aerospring" self-closing door. The "dream" refrigerator of 1941.

Rich buff, brown and gold trim; double Crispers, plastic-front Meat-Keeper, new dial-type TRUE-TEMP CONTROL. A model with taste and distinction.

Cheerful "Colonial Blue" trim; large Meat Storage Tray and Crisper; "Triplok" trigger-type door latch. Beauty and economy you'll be proud to possess!

THE *Leisure Line* OF ELECTRIC HOME APPLIANCES

Copyright 1941 by Westinghouse Elec. & Mfg. Co.



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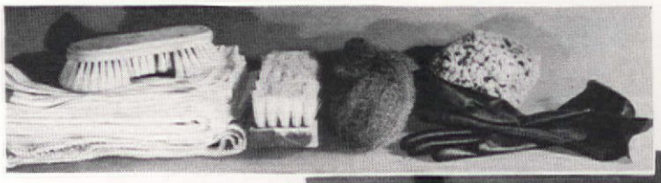
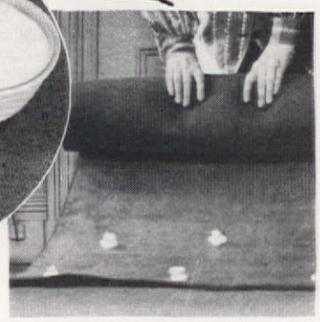


Spring Cleaning AS A PROFESSIONAL WOULD DO IT

1

2

3 4 5 6 7

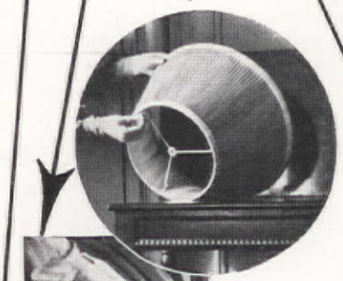


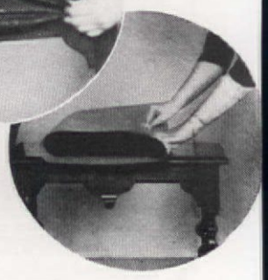
EDNA DEU PREE NELSON
New York City

Photographs by F. M. Demarest and the author

"LET your head save your heels" is the creed of the professional housecleaner. The way a house is cleaned in the spring determines whether home opening in the fall will be a bedlam or a calm procedure of systematized rearranging. The professional *plans* his work and avoids the confusion which accompanies the average renovation.

When you decide to houseclean, list what is to be accomplished. Send away pieces of furniture, rugs, etc., which are to be restored by outside help and start by cleaning one room thoroughly at a time. Keep the fuss and feathers in that room and lock the door at nightfall. **1.** Assemble all cleaning materials beforehand. Cleaning supplies needed are: steel wool (coarse and medium), denatured alcohol, turpentine, benzine, varnish remover, floor and furniture stain, brushes, sponges, quantities of cheese cloth, many packages of tissue paper, Cellophane, naphthalene, moth balls, heavy cord, light-weight rope, heavy brown paper, thumb tacks, gummed tape, cotton batting, safety pins, plenty of cleaning cloths, wax for floors and furniture, and rubber gloves. An electric cleaner, brooms, brushes, utensils for holding liquids are also needed.





2. First comes the floor covering. Vacuum rugs on both sides, removing spots with benzine. Wash well with water to which ammonia and a few drops of benzine have been added (see bottle for directions). When rug is dry, apply moth-proofing. Tie square of cheese cloth around three or four moth balls or squares of naphthalene. Place one of these bags every two square feet over rug. Roll rug within two feet of end and insert heavy sheets of paper along entire width of carpet, extending two feet at each end. Finish rolling

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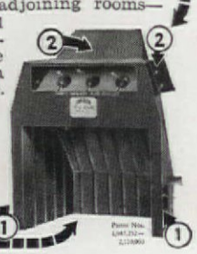
The SUPERIOR Fireplace Circulator is a double-walled metal form including damper, around which you can build any design fireplace—Has die-pressed ribbed reinforced firebox—Circulates warm air throughout the room and adjoining rooms—Saves fuel—Will not smoke—Thousands in use in all climates in homes and cabins.



① *cool air intakes*
② *warm air outlets*
Manufactured by
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rug. Pull paper over ends, tie firmly with heavy cord, and label.

3. Take down the draperies, vacuum, shake or brush. Remove spots with benzine. Send to cleaners, if necessary. They can be mothproofed by the same method suggested for rugs, only use smaller bags. Fold draperies, wrap in heavy paper, label, and store.

4. Furniture and accessories are next: Lamp shades of delicate fabrics should be wrapped in tissue paper or cheese cloth and put away—or wrapped in strips of Cellophane, which will not interfere with their use. Pictures, too, having been washed, can be covered with Cellophane, held in place by transparent tape or thumb tacks. Brush oil paintings lightly with a cloth dampened with alcohol.

Dust books and wash shelves with soap and water. Cover open shelves with Cellophane, held in place with thumb tacks. Hang shelf paper from top to bottom, if shelves are protected by glass or wire doors. Wash bric-a-brac, wrap in tissue paper, and store in odd drawers of furniture in the room in which it is used. Pieces left out should be covered with Cellophane and fastened with strips of gummed tape. Stuff flue openings of fireplaces with newspaper. Over outer openings hang brown paper or Cellophane.

5. Paneled walls are wiped down with turpentine, then waxed. Wax protects the finish, cleans thoroughly and acts as a dust-resistant. Painted walls are washed, if needed. Perhaps a long-handled brush covered with cloth will clean them. Clean rough-textured or stone walls with a long-handled stiff brush. Iron grilling responds handsomely to a washing with wax. Marble mantels, floors, and table tops, after washing in warm soapy water, should have a treatment with wax, which brings out the grain in the marble.

6. Brush and vacuum upholstered pieces. Pin bags of moth-proofing to backs of sofas, chairs, under cushions, on backs of cloth screens and wall pieces. Wash frames of furniture with warm, soapy water. Then wax, polish, and adjust slip covers.

7. Hardwood floors in good condition need only a washing with turpentine and rewaxing. If floor is rough from layers of varnish, alcohol poured over the wood and scrubbed with cloths or steel wool will do wonders. Stain is removed with varnish remover and steel wool—here rubber gloves are essential. Floor is then restained, dried, waxed, and polished.

8. Wash windows and woodwork along with the cleaning of walls. Summer draperies are hung, if the room is kept open, but, if not, finish up your job by stuffing cotton batting along door and window sills where the sashes meet.

Take plenty of time and put things in apple-pie order as you go. Make your cleaning a professional job and really practice the old saw: "Let your head save your heels."

YOU SAVED ME MANY UNPLEASANT HOURS OF SLAVING WITH TOILETS

Sani-Flush cleans unsightly toilet bowls quickly. Porcelain sparkles like new. No unpleasant scrubbing. It even cleans the hidden trap.

Use Sani-Flush twice a week. It cannot injure plumbing connections or septic tanks. (Also cleans out automobile radiators.) **Directions on the can.** Sold everywhere—10c and 25c sizes. The Hygienic Products Company, Canton, Ohio.

FOR 29 YEARS SANI-FLUSH HAS CLEANED TOILET BOWLS WITHOUT SCOURING

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Period and Modern Styles. Color schemes. Draperies. All fundamentals. Practical. Authoritative. *Send for catalogue 12-C.* For N. Y. classes, *send for catalogue 12-R.*
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Laundry *as an*

HELEN B. AMES
New York City

WHEN, in the throes of getting ready for a formal dinner for your husband's boss, or a luncheon for your bridge club, you lay out your best tablecloth or your swankest doilies, what do you honestly think of them? Will they defy criticism, or do they have that dreary, down-at-the-heel look which even the most expensive napery will acquire if it isn't done right by?

Well, you may not be able to afford the latest whimsy in the way of wispy, hand-appliquéd organdy, or super-elegant handmade lace, but there is no excuse at all for not having your table linen rate A-1 in appearance, no matter how humble its origin. It all depends on the care you take with the laundering.

Your damask cloths and napkins are probably made of rayon and cotton and, since rayon has a distaste for very hot water, use lukewarm water and plenty of soap. White damask may be soaked for about fifteen minutes in soapy water: if colored, wash at once. Be careful not to rub or twist damasks when washing them by hand; vigorous treatment may break the long rayon threads that form the pattern.

In a washing machine, five minutes is usually a long enough run. More agitation may send the loosened dirt back into the cloth. Dissolve in hot water a generous quantity of mild soap and add it to the wash water before putting in the articles. A two-inch standing suds is advisable and more soap will soften hard water. Hard water calls, too, for a little suds in the first rinse, to prevent curds from clinging to the cloth. Rinse again in clear, lukewarm water and finally in cool. For white linens, add a little bluing to the last water to prevent that yellow tinge.

When linens are dry, sprinkle and roll firmly to permit dampness to spread evenly. Fold cloths in half lengthwise, for ironing; press fi on the wrong side, then on the rig to bring out luster. Always i with the grain of the fabric. Af pressing, fold again lengthwise, t across as many times as necessar but don't iron crosswise folds.

Lace cloths demand lots of no rubbing, and care not to the lace. Use a curtain stretche drying, or fold cloth in half hang it over two parallel lin prevent strain on the fabric. smaller pieces on a sheet an into shape. Be sure always t on the wrong side.

Give vivid-patterned cloths ty of lukewarm suds, a soapy

Specials—
expert does them

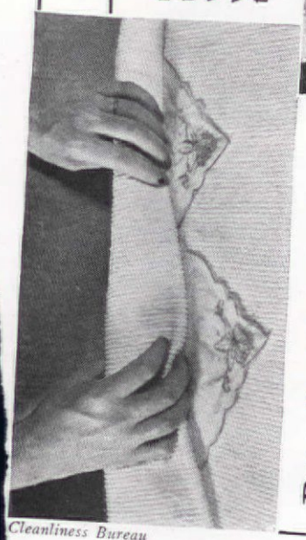
• testing color

WORRIED about whether or not the dye in your new printed luncheon cloth is fast? It's easy to find out. Just dip a corner of the border in lukewarm water and pat it with a white towel. If the color doesn't come off on the towel, and the outlines of the pattern aren't smeared when dry, you can be practically certain that the dye is reliable. A little dye on the towel needn't frighten you too much, either—you may be able to wash the cloth anyway if you are super-careful, and whisk it in and out of the water like a flash. Be sure to hang it where it won't touch anything else, and in the shade, of course.

Additional hints printed on reverse side

• embroidery

neath so the design will not be flattened out. A stiff whisk broom will work wonders in untangling fringe, without pulling and breaking the threads, as a comb is apt to do.



Cleanliness Bureau

ROLL scalloped pieces in a towel for partial drying; pinning them on the line is apt to distort the scallops. If embroidered pieces have been allowed to get bone dry, however, they should be redampened only on the plain part—never on the embroidery. Iron the embroidery on the wrong side, placing a Turkish towel or heavy pad under-

Newspictures

These simple A B C's of fine laundering will make your special linens look as though they had a personal French maid to turn them out

1000 breakfasts from now

. . . YOU'LL APPRECIATE IT EVEN MORE

A PORCELAIN enamel breakfast table helps get your morning off to a flying start. The gleaming surface can quickly be wiped clean and sanitary after a meal. Hot pans or ice cubes will not injure it. Its glass-like hardness stubbornly resists scratching. The morning fruit juice and the party drinks will not stain it. Burning cigarettes cannot harm it.

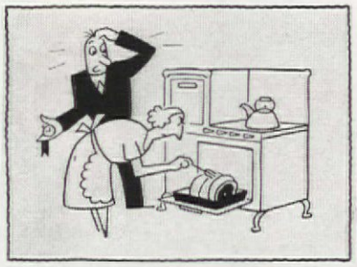
For *extra* value, remember this point. The beauty and wearing quality of porcelain enamel depend in no small way on the iron base underneath. ARMCO developed the *first* porcelain enameling iron. And today most leading manufacturers use ARMCO Ingot Iron — the "world's standard" for fine porcelain enameled products.

See the lovely, modern breakfast sets at your department or furniture stores. They come in a wide range of pleasing designs and colors. And before you buy, be sure to ask this important question: "Is it porcelain enameled on ARMCO Ingot Iron?" The American Rolling Mill Company, 781 Curtis Street, Middletown, Ohio.

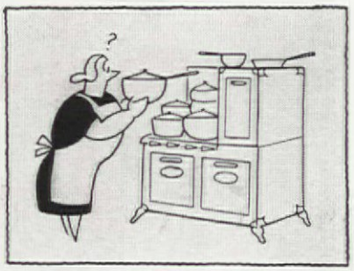
PORCELAIN ENAMEL ON ARMCO INGOT IRON

ARMCO INGOT IRON

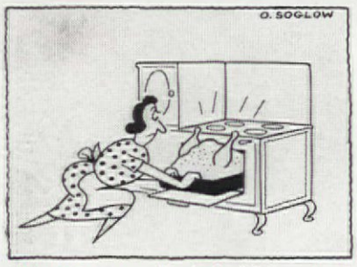
✓ CHECK YOUR PET COOKING PEEVE!



DO ROASTS TAKE FOREVER, then come out too well done? See the Magic Chef All-American gas range! Large, fast oven. Red Wheel control for perfect results! ☐



NO ROOM ON TOP OF STOVE? Magic Chef All-American has space for four big pans without crowding. Burners are guaranteed against burning out for life of range! ☐



OVEN TOO SMALL? Not in the All-American! 18 x 20 inches, it takes a 25-lb. turkey. The bigger Swing-out Broiler is practically an *extra* oven. Broil a roast or chicken! ☐

DRAW YOUR OWN "PEEVE"! No plate warmer? Burners won't light? Stove hard to clean? See the All-American. 615 cooking experts helped design it! ☐

THEN SEE HOW THE NEW MAGIC CHEF ALL-AMERICAN WILL MAKE YOUR HOME LIFE HAPPIER!

WE DEFY YOU to find anything wrong with your old stove that hasn't been corrected in the new Magic Chef All-American! More room on top, new bigger oven, super-speed. Larger, 3-purpose Swing-out Broiler is extra oven, warming compartment and broiler in one. Self-lighting top burners, guaranteed for life of range. Red Wheel oven regulator that never misses. The range you've always wanted! American Stove Company, Chouteau Avenue, St. Louis, Missouri.

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JOIN THE SWING TO GAS! Over 16 million women cook with gas, the Magic Flame. New CP (Certified Performance) Magic Chefs save time, food and money!

SEE THE Hit Parade of Magic Chefs at your dealer or gas company. Beautiful new 1941 Magic Chefs to fit every family budget. Terms as low as . . . . **10¢ A DAY!**

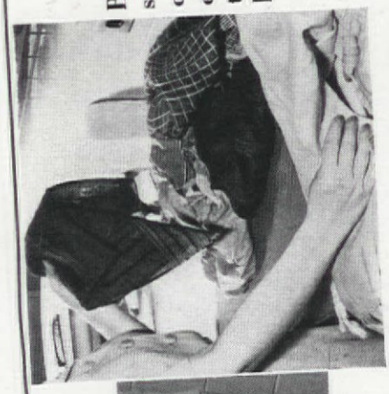
If you live beyond the gas mains Magic Chef and "Pyrofax" tank gas service are available East of the Rockies.

and two cool rinses. Roll tubfast doilies and runners in a Turkish towel to press out moisture. Dry in the shade and smooth with a medium-hot iron. Don't worry if a little of the color comes out in the water the first time these pieces are laundered; it's only an excess of surface dye, and its removal will leave the pattern clearer and brighter. Soap is a grand color-brightener, too, so use plenty of it.

Put both hands under loosely woven cloths as you take them out of the tub, so they won't hang down and stretch from their own weight.

• colored linens

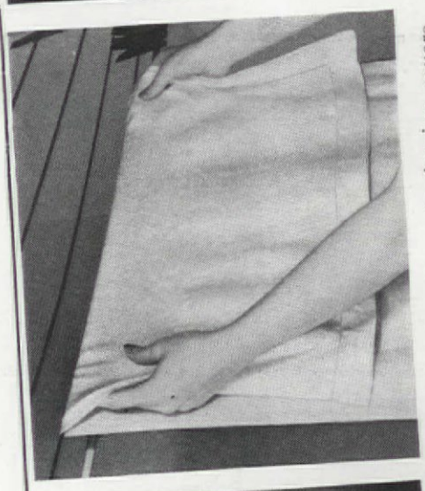
Be safe—separate colored linens from their white brethren

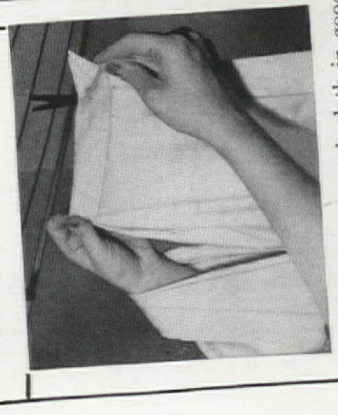


If your colored linens and pastel damasks have tubfast labels, you can go merrily along without worrying about their fading, but it's wise to wash them separately, or with light-colored towels, rather than with white linens. Separate the vivid colors from the delicate ones, too, for the deeper dyes may affect light tints. If your pastels get that dreary, faded look after many washings, a little tint in the last rinse water will restore their delicate complexions to their original shades.

Additional hints printed on reverse side

• drying table linen

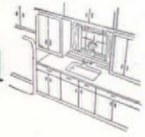




To dry a damask cloth in good shape, and make for easier ironing, square corners, even sides, and hang it one third of the way over the line. Napkins and square doilies should be fastened by the corners—several of them placed together will save space. Hang white cloths in sun to bleach; colored ones in shade.

We DON'T like going to a party given by a disappearing hostess . . .

—a hostess with 1/2 her brain cells trained on other 1/2 on— a red, perspiring hostess



MARION LANE SWEENEY (Brockton, Mass.)

solves it this way

"FRANK," I said to my husband, "we must have a party. We have been to the Glenns', the Pfeiffers', the Parkers' and to the Coonleys', and we must have them here."

"Well, go ahead," he agreed, over the top of his paper, "but don't fuss so much. Why you women can't have a few people in for a meal without getting all flustered about it beats me."

"Mmm," I murmured, still thinking in terms of a guest list, "and I might ask the Linnehans and the Gardners, too. If I invited the Crowells, that would make sixteen, and we could have four tables of bridge afterwards."

Early the next morning, I got busy on the telephone, extending invitations for Monday, the fourteenth, for a buffet supper at seven. The date was a happy one, for our friends all accepted with alacrity. A few nights later, as we sat chatting, I picked up a pencil and some paper, and began planning the menu.

"Do you think lobster Newburg would be nice"? I asked Frank.

"Easy on the pocketbook," spoke up the budget in a warning tone.

"Oh, anything is good," said my spouse, who, like most males, enjoys eating, but doesn't like to plan a menu, "only don't go getting yourself all tired out, so that you won't be able to enjoy your own party."

Have a good time at your own party! What an idea! It clicked with me, and I went on planning with that in mind.

"Chicken pies, cold cuts of ham, tomato aspic salad, green peas, hot rolls, strawberry shortcake and coffee," I read from my list. "How will that be, Frank? Does it sound good, and is there enough variety"?

"Umm, listens good, will taste better." And with those words of wisdom, the party was dismissed from his mind.

Saturday was a day of activity in our kitchen. The ham was cooked, boiled, and put in the refrigerator, needing only to be sliced for serving on Monday. I prepared my favorite tomato aspic salad, from a commercial mix, to which two cups of hot tomato juice are added per package. Two ring molds of this were soon congealing side by side on the refrigerator shelf. By boiling the chickens early on Saturday, I was not only able to bone them for the pies later that day, but also solved the problem of Sunday's dinner, since enough chicken was reserved to have fricassee chicken on Sunday. I ordered frozen peas and strawberries, which

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KNOX GELATINE

Is Plain Unflavored Gelatine No Sugar

SPECIAL FREE OFFER! Send for Knox booklet "Be Fit—Not Fat," with 30 streamlined recipes. Limited edition! Also free, "Mrs. Knox's Quickies," grand time-saver recipes! Knox Gelatine Co., Box 75, Johnstown, N. Y.

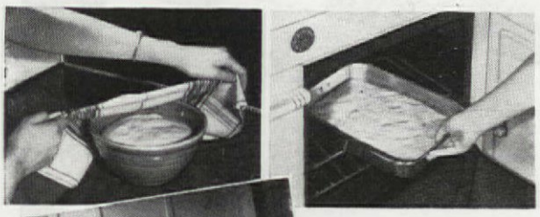
Name_____

Address_____

SATURDAY:

9 A.M. chickens started to cook. 10 A.M. place market order. 11 A.M. tomato aspic congealing on pantry shelf

MONDAY:

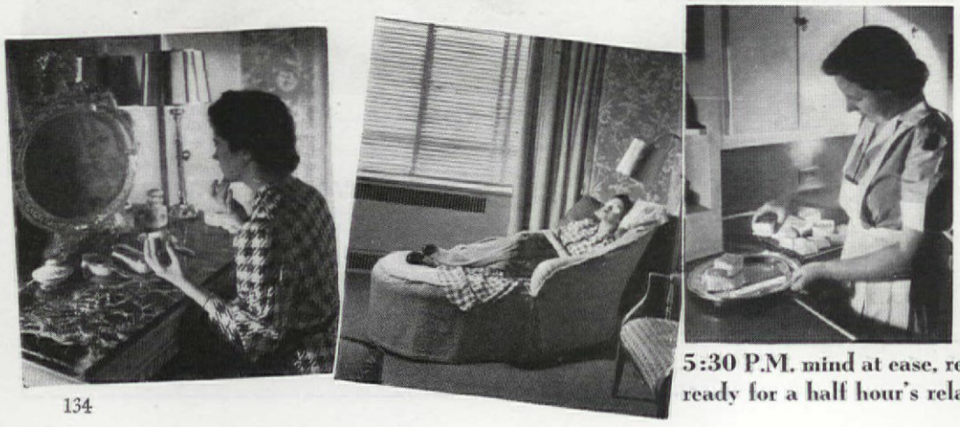


9 A.M. roll dough, put to raise. 9:30 A.M. short cake goes into oven for baking

Courtesy Schrafft's

10 A.M. Lillian calls for shopping and luncheon date. 12 NOON—luncheon at Schrafft's. 4:30 P.M. arrive home to arrange the flowers

4:50 P.M. kitchen survey—chicken pies ready to be popped into the oven. Rolls in pan for final raising. Ham sliced ready to be placed on a silver platter. All's well!



5:30 P.M. mind at ease, refreshed and charming—ready for a half hour's relaxation before the party

lightened the work on Monday even more. Monday morning, after the family left for school and business, and while Belle, who bosses our household, was putting the house in order, I baked some shortcakes and set some Parker House rolls to raise.

Lillian called me a little later, "We are going in town shopping," she announced. "The bargains look good today. We thought we would have luncheon at Schrafft's. Will you come?"

I started to say that I couldn't, then remembered I had everything practically done, so I replied gleefully, "I'll be ready at eleven thirty."

"I'm having sixteen to supper," I calmly announced as we were eating our dessert.

"Sixteen to supper, and you out gallivanting"? cried the others in amazement. A bomb bursting in the quiet dining room at Schrafft's would not have been more of a shock to my friends, and right then and there I established a reputation as a paragon of efficiency.

We shopped until four and I purchased pink roses for the table which Belle had already set when I arrived home. She used a linen tablecloth, with lace inserts that showed the gleam of the dark mahogany underneath. The plates were stacked at one side, silver platters were in place, awaiting the time until the food was to be placed on them. The silver coffee service was winking to the rest of the silver from the end of the table which it graced, rewarding Belle for the vigorous polishing she had given it during the afternoon.

4:45 P.M. giving last touch to table

I arranged the flowers in a silver bowl and stood back to admire my handiwork. Yes, the table was most attractive. In the meantime Belle had set up a portable tray bar from which the cocktails would be served.

I went into the kitchen to see how things were progressing there. Usually pandemonium reigned on party nights, but there was no rush or fuss in evidence. Belle said that she had never seen us give a party like this before. It didn't seem like any more work than an ordinary dinner.

The rolls were in the pans for the final raising. The ham was sliced, ready to be put onto the platters. The chicken pies were on the stove ready to be popped into the oven and the salad was reclining on a crisp bed of lettuce in the refrigerator.

Everything was nearly ready, so I left the kitchen. Belle would arrange the shortcakes on a silver platter ready for the strawberries to be put between the layers and on top of the cake just before serving, and finish the last steps of the meal. I discovered I had time for a bath and a little relaxation. Imagine having a half hour to rest before the party for sixteen!

When I heard my husband shaking cocktails, I knew it was almost time for my guests to arrive, so I completed my make-up, slipped into my dress, and out to join him, feeling rested and ready for the e

"Crackers, cheese and nuts instead of trick d'oeuvres . . . can I get away with it"?

"Better a cracker in the hand than a disapp

Belle sets up portable tray for cocktails; simple appetizers are ready in the kitchen

All photographs by F. M. Demarest

"That's the best party ever gave! I had a time!" And so did the

The Wedding Ring on the Window Sill

–can now stay where it belongs!

Amazing New Electric Sink Banishes Old-Time Dishwashing Drudgery—Brings You New After-Dinner Leisure!

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GENERAL ELECTRIC

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Burnett's Vanilla has full strength of finest vanilla flavor, and is therefore more economical to use. This quality is uniform *always* because only top grades of prime vanilla beans are blended through carefully controlled processes. Burnett's is the *only pure vanilla* nationally distributed . . . and popular everywhere. . . . Twenty-nine different flavoring extracts bear the famous Burnett label. Always say *"Burnett's"* at your grocer's.

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CONTAINS VITAMINS B_1 • D • G

hostess," wisecracked my husband.

Since, like lots of other people, we hadn't space in our dining room to serve as many as sixteen comfortably, we had arranged a buffet, from which everyone could help himself. Small tables were placed in convenient positions for people to set their plates, because men especially dislike diddling their food on their knees.

And I had kept the service in mind, too, when I made out the menu, eliminating dishes which would require much cutting, or which, like steak, for instance, needed a firm base for carving. Everything was planned, I hoped, so that each guest could help himself easily from the buffet and could then find himself a comfortable chair—with a table conveniently at hand. For there is nothing more disastrous to a party than a flock of unnerved guests, all trying to balance plates, cups, glasses, napkins, and worry a bite of fried chicken, without spilling or upsetting anything, while they try to make polite conversation in the bargain.

Our guests arrived promptly and hungry. The food was good, attractive, and plentiful. We all ate enormously and came back for seconds and thirds. After supper, we talked for a while. Everyone seemed in the mood to be contributive, and all too soon the bridge tables were in place. During the evening, our guests served themselves to drinks of their choosing from the portable bar, left equipped in the dining room. Once during the evening, when I was dummy, I suddenly realized that I was enjoying myself immensely. Everything had gone so smoothly. "Just because I had planned in advance," I mused, in surprise. "Doing things ahead and letting the refrigerator be my second helper is the answer." Then the little voice of experience spoke up and said, "Why don't you do it all the time? Remember that you and Belle have only two pairs of hands between you and that there are lots of necessary things to do during a day, besides getting ready for a party. You've got the idea now. Why not plan it all out, and don't attempt fussy, last-minute things. Get as much prepared as you can the day before. Above all don't get tired out so that you can't enjoy the party yourself."

"Your deal," my partner announced, recalling me to the game. And while I shuffled the cards, I resolved fervently that this party was a model to be used as a guide for all other parties.

The evening passed all too quickly, and I enjoyed every minute of it. I knew my guests did, too, not only because they made the usual polite remarks, but because of the feeling of genuine gaiety that prevailed. And as the last guest was sped on his way, I turned to my husband and said, "That was the best party we ever gave. Imagine! I had a good time."

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NATIONAL PRESSURE COOKER CO. DEPT. C3 EAU CLAIRE, WISCONSIN

This month it's

"Quickie": Scotch eggs

Left-Over: Pork loin en casserole

HAVE you tried an emergency shelf in your refrigerator as well as in your pantry? Let your refrigerator work for you. Fill the hydrator with an assortment of washed, crisp greens and edible raw vegetables ready to be whipped into a salad. Add to this a supply of milk, eggs, a variety of cheeses, and fresh fruits. The versatility and excellent food value of hard-cooked eggs make them a good food item to have stored in the refrigerator, and they may be utilized in many different ways, in salads, sandwich fillings, garnishes, or for the main dish of a meal, as in Scotch eggs.

A pantry shelf well supplied with canned meats, sea foods, vegetables, fruits, ready-mixed pastries, packaged one-dish meals, etc., is always useful for an unexpected "hurry up" meal. An adequate supply in the refrigerator and pantry is a "must" for the working wife—she relies upon it nearly every day—and also for those who want to be prepared for the unexpected.

The staples should be checked at least once a week. Don't find yourself with the flour and baking powder sifted together for a cake and then, to your chagrin, discover the last grain of sugar went into the sugar bowl the day before yesterday. Prepared bread crumbs com in handy, too. You can get the in convenient packages at yo grocer's, or make them up fr your own stale bread. Corn-fl crumbs are an interesting variat and both are good to have re to bread meats, to roll croque in, or top casserole dishes.

After your menu has planned you frequently b around looking for new wa

Gourmet's Menu, 1

Bridge Dessert, 14

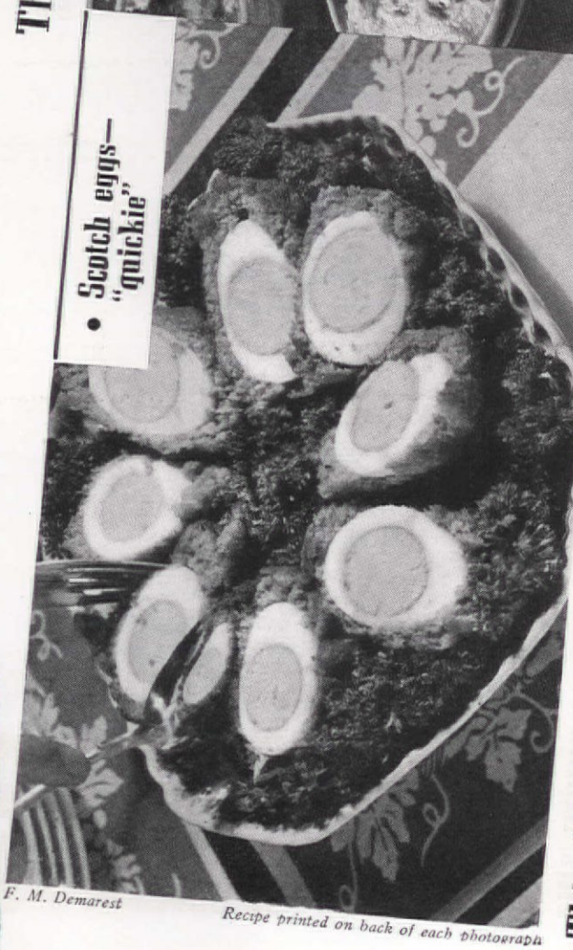
serve it. Are you tired of serving from the same casseroles? Take a look at the clever individual ones which we used to cook and serve this month's left-over recipe. We found them an interesting change—each person enjoyed having his own special dish. The left-over pork, disguised to taste like chicken, was made much more palatable and appetizing by this attractive way of serving. The casseroles are inexpensive and American-made, so your conscience and budget will approve of them. We have had much fun testing and sampling the recipes submitted

This Month's "QUICKIE" and LEFT-OVER Recipes

• pork loin en casserole

This Month's "QUICKIE" and LEFT-OVER Recipes

• Scotch eggs—"quickie"



F. M. Demarest

Recipe printed on back of each photograph

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In Nature's own way, National Biscuit Shredded Wheat brings you the clean, nut-like flavor and well rounded nourishment of whole wheat. Whole grain from America's great wheat fields is softened in billowing steam, pressed into strands and baked crisp and tender.

Delivered fresh to your food store, National Biscuit Shredded Wheat is featured there this month. We suggest that you ask for this delicious, wholesome breakfast by the full name — National Biscuit Shredded Wheat — in the familiar, friendly National Biscuit package.

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YPS

Did YOU get a Youngstown Pressed Steel Kitchen, too? Aren't they wonderful?

Today I got lunch in just fifteen minutes, had my work finished, and was waiting when Joyce came to go shopping.

She said something must have happened for me to be ready on time.

So, I took her to the kitchen to see the reason.

The first thing she said was, "That's just the kitchen I've always wanted--you have plenty of work space and it isn't all cluttered up with things you aren't using--but, it must have been terribly expensive."

When I told her it didn't cost much more than our refrigerator, she couldn't believe it.

You know Joyce, she won't rest till she has one, too.

Youngstown Pressed Steel Div. Dept. 2
Mullins Manufacturing Corp., Warren, Ohio

Please send me YPS Kitchen Planning Booklet------I plan to build---- to remodel----
Please show me how my kitchen Modernized will look in miniature-------

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by Herman Smith this month. They were all so delicious and exciting that it was difficult to choose which ones to use. The menus for the two weddings were so elegant, we selected from both for the Gourmet Menu of the month. By so doing, we were able to give you more of his recipes, which we are sure all of you will want to have.

The bridge dessert—sponge cake Vienna—is one you will really enjoy making as well as eating. The eight thin layers, iced with chocolate, make it look like the work of a professional, but really it's very simple.

This Month's "QUICKIE" and LEFT-OVER Recipes

• Scotch eggs—"quickie"

6 hard cooked eggs
½ c. bread crumbs
⅓ c. milk
1 c. deviled ham (two 4 oz. cans)
1 egg
Bread crumbs
Fat
Parsley

Cook eggs just below boiling point 30 min. Immerse in cold water and remove shells. Place milk and bread crumbs in top of double boiler and cook to a paste. Stir in deviled ham and beaten egg. Coat the cooked eggs ¼" thick with this mixture (if it is too thin to cling to the eggs add more bread crumbs). then roll in bread crumbs and fry in deep fat until brown. Cut in halves lengthwise, serve on bed of parsley.

Note: Cook the eggs the day before and even coat them with the ham mixture if you desire. Then, just a few minutes before serving time, heat the fat, roll eggs in crumbs and fry. It's simple, quick and so good!

Tested in
The American Home Kitchen

Recipe submitted by
Jessie Johnson Davis

This Month's "QUICKIE" and LEFT-OVER Recipes

• pork loin en casserole

5 to 7 slices stale bread
½ c. chopped green pepper
1 medium onion chopped
½ c. tomato juice
¼ tsp. salt
⅛ tsp. pepper
1 tsp. Worcestershire sauce
Left-over pork roast
1 c. left-over gravy

Cut bread into very small cubes and put in mixing bowl. Mix in green pepper and onion, and barely moisten the bread with tomato juice, which has been seasoned with salt, pepper, Worcestershire sauce. Mix well. Line either individual casseroles or a large one with slices of pork roast (loin is especially good) and fill the center with bread mixture. Pour gravy over the top and bake in moderate oven (375° F.) 30 min.

Note: According to staleness and dryness of bread it may be necessary to use more or less tomato juice to moisten the bread. Don't forget that green pepper and onion will also make moisture during the baking.

Tested in
The American Home Kitchen

Recipe submitted by
Mrs. Aylmer Cole

Photograph printed on back of each recipe

Entertain Early

Novel linen and kitchen showers described in our April issue

—avoid the rush!

ELINOR SCOVILLE, Monrovia, Calif.

WHAT are you going to do when you entertain for the bride? Give "just another" party, or one she will always remember? Are you going to plan your party well ahead of the wedding date, for her convenience? Are you going to invite her friends, or yours? Are you going to shatter your friends' budgets, or keep the gifts within a reasonable limit?

How about doing something quite different? If most of the parties already planned for the bride are to be luncheons, give a tea; if everyone else is having game-playing parties, have a theater party. And if you can't manage the size and kind of party you want, single-handed, give a joint party with one or two other friends of the bride.

Try to give her the kind of party that *she* likes. If the bridegroom likes parties, too, have a mixed gathering, but if he doesn't care for social life, have girls only—always adapt the party to the bridal couple in question. Above all, if *he* comes to the party, have a sufficient number of men to back him up; otherwise he'll be terrified.

If the bridal couple likes noisy parties, have a steak fry in the canyon, a badminton party in the yard, a game party in the rumpus room, or a clam bake at the beach. If you have a mountain cabin or a beach cottage, entertain at a week-end party. If your guests of honor like athletic parties, have a big one at the country club; if they adore boats, charter a boat and take an all-day excursion. Or you might have a Sunday horseback ride, with breakfast following.

It *is* possible to give a party without making it a shower, but first warn the bride that this is your idea, or she will be nervous and keyed up every time the door opens. In deciding whether or not you should have a shower, don't lose sight of the fact that showers have only recently become important and that, in some communities where the same group is invited to all the festivities, the gift problem may work a definite hardship. It might be a pleasant relief to have a party just for the enjoyment of everyone and you, as hostess, can give the bride a gift without obligating the other guests in any way.

If you are worried about the effects of a shower on limited budgets, set a top price on gifts—say, nothing over fifty cents. Kitchen, bathroom, and gadget showers can be given on this plan. "Washday" or "sewing" showers are fun and practical, and a tea-towel shower not only provides towels but affords the entertainment needed and the bride takes home a record of her friends' signatures, embroidered on the towels.

It is thoughtful to include the bride's family when you entertain, and if possible remember the female relatives who love to be "in" on things. Another thoughtful gesture, if you have a guest room, is to offer to keep a couple of the out-of-town guests during the festivities; if you can't do this, help to entertain them, taking them for a meal, or an afternoon ride, or an evening at the theater. Think what a help this will be in the bride's home where undoubtedly there is great confusion.

Now, if you *are* going to have a shower, try not to duplicate any previous ones. For the presentation of gifts you could tie in the idea with the

A PRIZE WINNER!

Mrs. Paul Cook's wonderful Chocolate Chip Cake

Mrs. Cook has hands that love to do things! Give her a needle and a bit of cloth or fur and she'll end up with a smart new hat. Hand her a recipe and she'll start "juggling ingredients" until she achieves something as deliciously different as this prize-winning cake.

CHOCOLATE CHIP CAKE

To duplicate the prize-winning results with this recipe you must use Royal Baking Powder as Mrs. Cook did. Its action is different than other baking powders, and to help get delicious prize-worthy cakes *every time* you bake, rely on Royal—the *steady action* baking powder, made with wholesome Cream of Tartar.

½ cup shortening
1¼ cups sugar
3 eggs
1 teaspoon vanilla extract
2¼ cups cake flour
2½ teaspoons Royal Baking Powder
½ teaspoon salt
1 cup milk
3 squares unsweetened chocolate, grated

Cream shortening; add sugar slowly, beating in well. Add well-beaten egg yolks and beat until well blended. Add vanilla. Sift together dry ingredients and add alternately with milk to first mixture. Mix in grated chocolate and add stiffly beaten egg whites, mixing thoroughly. Bake in 2 greased nine-inch layer cake pans in moderate oven at 375° F. about 25 minutes. Cool. Put layers together and cover top and sides with Sea Foam Frosting. Makes 1 two-layer cake.

SEA FOAM FROSTING

½ cup light brown sugar
1 cup granulated sugar
¼ cup water
2 tablespoons strong coffee
¼ teaspoon cream of tartar
whites of 2 eggs
⅛ teaspoon salt
¼ teaspoon Royal Baking Powder

Boil sugar, water, coffee and cream of tartar without stirring until syrup spins a long thread at 248° F. Remove from fire; beat egg whites until stiff. Add syrup very slowly to egg whites, beating continually; add salt. Beat until thick; add baking powder and continue to beat until thick enough to spread on cake without running.

DO IT THE PRIZE-WINNING WAY!

Follow recipe carefully, using level measurements! Oven temperature is important, and above all—remember the important part baking powder plays in cake results. *Steady action* baking powder, like Royal, begins expansion the *moment* it is stirred into the batter. Royal cakes have a fine, *even* texture . . . do not dry out quickly . . . keep their delicious flavor and moisture longer. For four generations outstanding cooks have relied on dependable Royal for all their baking. They *knew* what Royal could do. Why not follow their example to help you get delicious prize-winning results, every time!

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Royal is the only nationally distributed baking powder made with Cream of Tartar—a product of fresh, wholesome grapes. Pure Cream of Tartar makes Royal cost more per can—but the difference *per baking* between Royal and ordinary baking powders is only a *fraction of a cent.* Use dependable Royal whenever you bake—it's well worth the difference in price.

FREE: COOK BOOK OFFER. If you bake at home you'll want a copy of the Royal Cook Book which tells how to make delicious cakes, biscuits, muffins, pies, puddings and main dishes. Send your name and address to Royal Baking Powder, 691 Washington St., New York City, Dept. 55.

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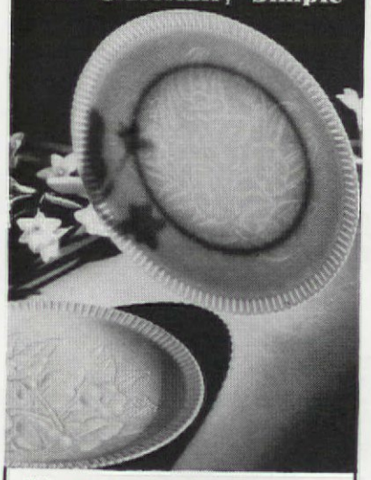

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nearest holiday. Just before May Day you could buy a large basket, big enough to hold the shower gifts, line it with crepe paper, pile in the gifts and cover them with flowers. Leave the giant May basket by the front door after the bride has arrived, and when the bell rings ask her to answer the door for you. If the party is to be near the Fourth of July, make a giant firecracker of cardboard, cover it with red paper, and enclose all of the gifts in that. If there is no holiday, make a huge, fancy white crepe-paper wedding cake, with gifts in each layer. Guessing games can be used if the bride is to hunt for her gifts; jingles can disclose hiding places, or a dishpan can be used for the container at a kitchen shower. For a bathroom shower, stack the gifts behind a shower curtain which may be hung in one corner of the room.

For party favors use any of the traditional ones; tiny shoes, hats (like bridesmaids' garden hats) filled with fresh flowers, and baskets. You can compliment the bride by having a small, individual, bridal bouquet for her; buy a cone with lace-paper frill from the florist, and make a real, miniature bouquet of gardenias, bouvardia, and babies' breath, with white satin streamers and hanging blossoms. The smaller it is, the prettier. If you know the color of the dress she is going to wear, make the bridal bouquet harmonize with it by using different varieties of spring flowers.

For a luncheon, tea, or dinner, we suggest these centerpieces: 1. Make a huge wedding ring of gold or silver filigree or embossed paper, about four inches high. In the center of this place a low bowl of gardenias or any white flower that looks bridal. Your favors and even the food can carry out the wedding-ring theme. 2. Use one of the popular hand-shaped vases in glass, pottery, or fine china, and in it place a perfect, white bridal bouquet, complete to the very dainty flower-tied satin streamers.

Finally, save mementos of the party for the bride—some of the flowers, any favors that she may forget in her excitement, and newspaper clippings for her bride's book.

All of this may sound like more than you bargained for, and it is, if all you had in mind was inviting a few people and collecting some loot for the bride. But we want you to be the best hostess that you know how to be, giving the bride a party that she'll remember with pleasure for its own sake, and giving the guests a grand time without putting too great a strain on their purses. Then they'll go home thinking only of the fun they've had, and not fuming silently over the fact that they've just had to cough up another present, and wondering how soon they can get married, or have a baby, or something equally important, so that they can be on the receiving end for once themselves.

NOW!—An Amazing, New Triple Screen "SIFT-CHINE"
One Operation Sifts Flour Three Times

"SIFT-CHINE," the sensational flour sifter that foremost cooking authorities use, and so highly recommend. One hand holds and operates—"just squeeze the handle"—stir as you sift. A boon to better baking. No more scattering of flour. No more lumpy cakes or biscuits. Approved by Good Housekeeping Institute and other testing bureaus. Super quality—built to last for years. Highly polished finish with or without two encircling pastel bands of green, red, yellow or blue. 5 cup size, TRIPLE screen, one operation sifts flour three times, $1.25; 6 cup size, DOUBLE screen, one operation sifts flour twice, $1.00; 6 cup size, SINGLE screen, 75c; JUNIOR, 3 cup size, SINGLE screen only, 50c. Guaranteed satisfactory. At dealers or postpaid. Stamps accepted. * * * MEETS-A-NEED MFG. CO., 2842 Utah Street, Seattle, Washington.

Insist on a GENUINE
"SIFT-CHINE" Flour Sifter
"Just squeeze the handle"

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TOWEL SHELF *and General Utility Rack*
$1.25

FOR BATHROOM, KITCHEN, CLOSET

Holds heaps of towels, wash cloths, cleansing tissues, as well as linens, hats, bags and other closet stow-aways. Rust-resistant; a convenient dryer for hosiery and lingerie. Sturdy, square metal bars and frame. High lustre chrome finish. Ends of bars form six utility hooks. Provides added space for "everything in its place". Every home can use several.

At department and hardware stores

THE AUTOYRE CO. • OAKVILLE, CONN.

This Month's BRIDGE DESSERT

• sponge cake Vienna

12 egg yolks
1 c. sugar
12 egg whites
6 tbsp. water
1 tsp. vanilla
1½ c. flour
2 tsp. baking powder

BEAT egg yolks until light. Add sugar. Continue beating 15 min. or until thick and pale yellow. Mix in water, vanilla, and flour sifted with baking powder. Fold in stiffly beaten egg whites. Bake in four equal layers in shallow pan (15½" x 11" x ¾") well greased with sweet butter in moderate oven (375° F.) 15 min. Batter should barely cover bottom of pan, as thin layers are unique part of cake.

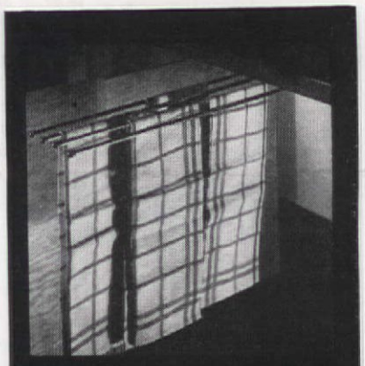
Icing

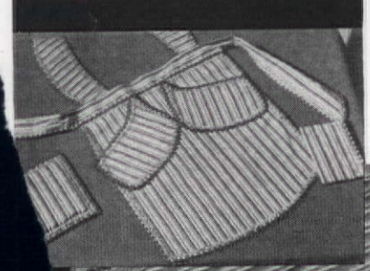
½ lb. pkg. sweet chocolate (broken into chunks)
1 c. strong coffee
2 c. confectioners' sugar
1 lb. sweet butter

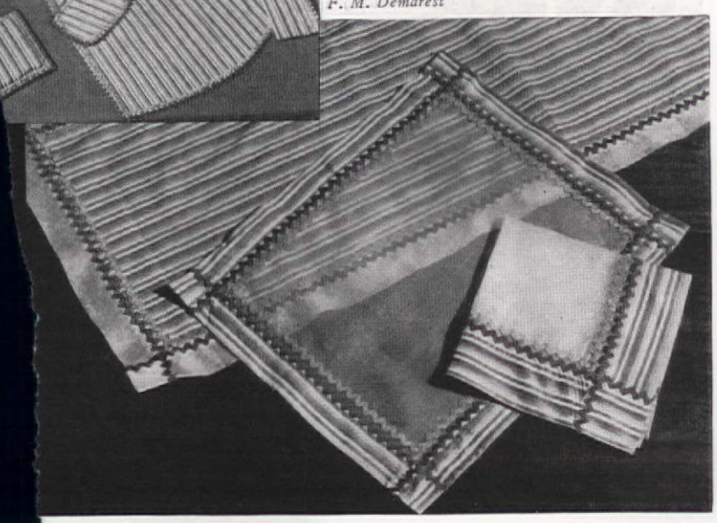
Cook chocolate, coffee and 1 c. sugar slowly until it forms soft ball in cold water. Cool. Cream butter with remaining sugar until light; mix in chocolate mixture, leaving just enough for a thin coating on top layer. Divide icing into 8 equal portions. Place in refrigerator to cool until of firm spreading consistency. Cut cake layers in half. Ice evenly. Cake keeps indefinitely in refrigerator. Let stand a day before serving.

Submitted by THERESA WILDGRUBER *Tested in* THE AMERICAN HOME KITCHEN

Photograph printed on back of recipe







F. M. Demarest

ON PAGE 140: An ironing table pad which speeds up ironing! The ironing surface is always dry because moisture is dispersed both above the pad and through perforated, coated surface, allowing iron to move freely. The cover is sanforized shrunk. From Welmaid Products; the cost, about $1.75.

"Collapsible" fold-away basket, light weight, holds a huge wash, yet folds up so tightly that it can be stored on a shelf. The Calis Co.

Good all-purpose skillet for daily use and an excellent griddle, made of sturdy cast iron. Needs only to be washed and dried before it is ready for use. A grill, ideal for broiling meats, is included and

-AND THEN THEY GOT A *Toastmaster Toaster!*

LOOK into the private lives of the cheeriest couples you know . . . and you'll probably find a *Toastmaster* toaster. It goes naturally with whistling husbands and winning wives.

Every morning's a "Good Morning" when you see this congenial toaster automatically popping up the perfect slices every time. The famous Flexible Timer does the trick. You set it for *your* kind of toast . . . then in a twinkling, you've *got* it, exactly as ordered, and piping hot. No watching, turning, or burning! Why, it's wonderful!

If *you* want bliss like that—if you want to *give* bliss to somebody—be sure that it's a *Toastmaster* toaster you get, with the name right on the handle . . . proof positive that you are getting the finest, for years and years of better toast, better breakfasts.

There's the stunning 2-slice model for $16.00; the equally handsome 1-slice, for $9.95. You'll find both, and other fine *Toastmaster** products ($7.50 to $23.95), wherever the best appliances are sold.... Ask your dealer, or write McGraw Electric Co., Dept. R, Elgin, Ill., for "Entertaining Hints on How to Entertain."

TOASTMASTER *Toasters* FULLY AUTOMATIC.

REG. U. S. PAT. OFF.

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Only $8.43* a Month for this silvery, modern MONEL kitchen

*F. H. A. price for all units shown, exclusive of range and refrigerator. Price F. O. B. Jamestown, N. Y., $264.25. Whitehead-Monel Kitchen Units start as low as $3.20 a month.

This is just one of many Monel dream kitchens — at prices you never dreamed of! Breath-taking Monel beauty, that will *stay* beautiful through the years—because Monel can't chip, crack, rust or wear out. Its silvery, easy-to-clean surface actually grows more lovely with use.

Bring the magic of Monel to your kitchen with Whitehead-Monel Kitchen Units. These perfectly matched pieces combine Monel sinks and work surfaces with spacious metal cabinets — give you a "custom" kitchen at a "ready-made" price. Start with the famous $99.90 *Unacrat* — double-drainboard sink and cabinet combination shown under the window below—and match up other units as desired. Start *today* —the free booklet offered below tells how.

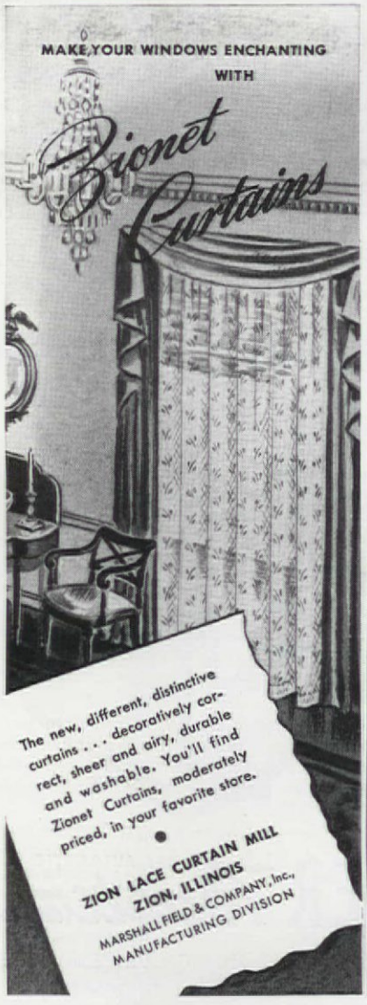
THE INTERNATIONAL NICKEL COMPANY, INC.
73 Wall Street, New York, N. Y.

★SEND FOR FREE BOOKLET
For your copy of "That's the Kitchen I Want," write to: *Whitehead Monel Kitchens Division,* EXCEL METAL CABINET CO., INC., 101 Park Ave., New York, N. Y.

WHITEHEAD *Monel Kitchens*
EXCEL METAL CABINET CO. INC.

MAKE YOUR WINDOWS ENCHANTING WITH

Zionet Curtains



The new, different, distinctive curtains . . . decoratively correct, sheer and airy, durable and washable. You'll find Zionet Curtains, moderately priced, in your favorite store.

•

ZION LACE CURTAIN MILL
ZION, ILLINOIS
MARSHALL FIELD & COMPANY, Inc., MANUFACTURING DIVISION

G-E SILENT SWITCHES

Banish that Annoying Click

With G-E Sphinx Silent Mercury Switches you can turn lights on and off with scarcely a sound. Think of the saving on nerves. Think of the pleasure of operating a switch without a resounding click.

These switches are durable, too. No spring to break and no blades to hammer away.

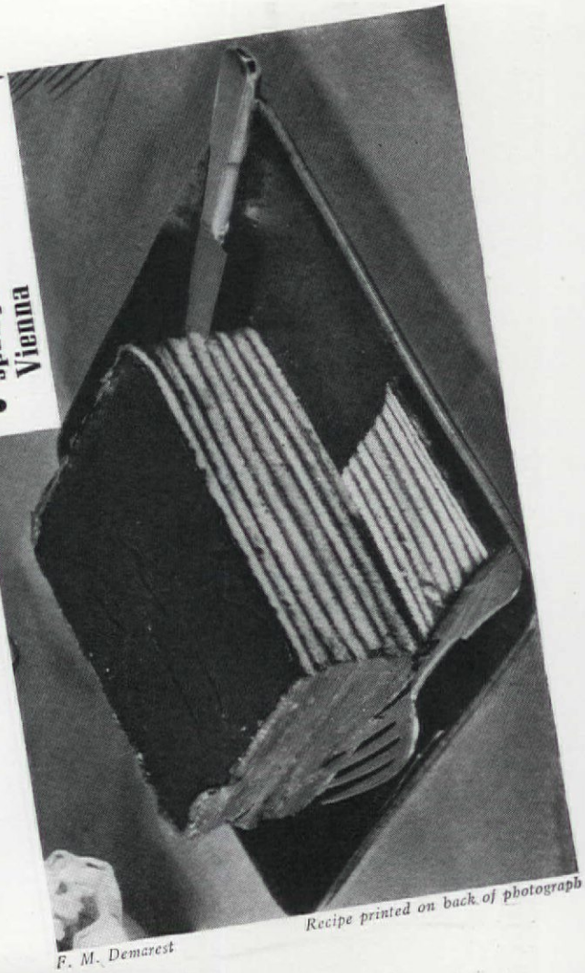
Other advantages from modern G-E Wiring Materials are dramatically portrayed in a booklet, "The Poor Wife's Revenge."

Write for a copy of this booklet and for more information about G-E Sphinx Mercury Switches. Address the General Electric Co., Section W-1825, Appliance and Merchandise Department, Bridgeport, Connecticut.

GENERAL ELECTRIC

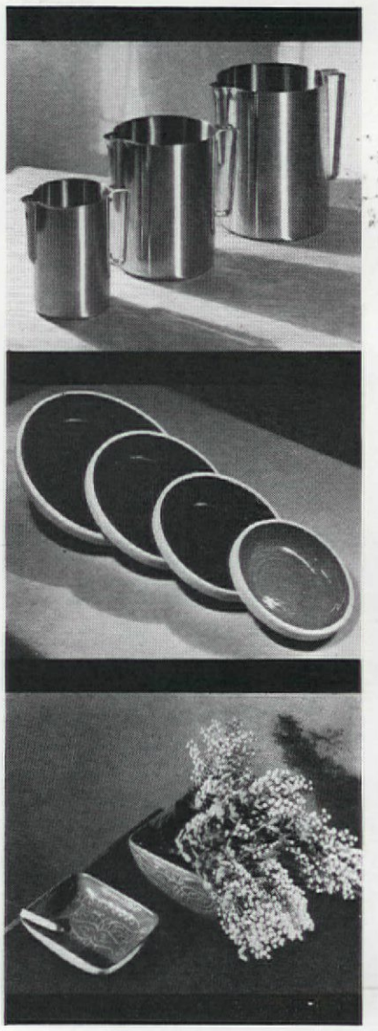
This Month's BRIDGE DESSERT

• sponge cake Vienna



Recipe printed on back of photograph

F. M. Demarest



bacon cooks flat with the grill placed over it. Griswold Mfg. Co.

This new "Thermo-Serv" is really unique. The spherical shape is modern. Easy to clean. Made of insulated spun aluminum with clever penguin embossed design, with a white enamel inset. Thermo-Serv keeps ice cubes for hours, jellied soups and sauces and hot foods, too. Excellent for buffet suppers or picnics. West Bend Aluminum Company makes it.

ON PAGE 141: Wonderful idea! A disappearing towel rack in your kitchen cabinet. Slides at a touch. Requires a space 20 inches long and 8 inches wide. Bars and exposed parts are polished chrome. $4 Knape & Vogt Mfg. Company.

A little apron and pot holder that are just as pretty and styli as your new table mats—they all the same family. Striped ma makes the apron and long ru and organdie is used to bind t The place mats are the other around. Mara Lea Studios.

THIS PAGE: Our pet tr pitchers, beautifully designe made, is simple enough to us camp or summer cottage a handsome. We recommen especially for a fine waffle s syrup in the little pitcher— the middle-size one—and beer or iced coffee in the Carrollton Metal Products

And now about a nice casserole pie plate so sha the pie will slip out just as . . . American made o

inspiration, the plates come in beautiful colors—brown, green, and beige. Bacharach & Niedenthal.

Handmade pottery bowls in a lovely square shape are particularly nice for salad. Wonderful for flowers, having big bases and holding enough water for even woody, stemmed things like mimosa. These also come in strange new colors—deep, deep blue, a wonderful off-white that is especially lovely for mixed flowers from your garden, and best of all a most unusual true mustard, the sort of color you almost never can find. Glidden Pottery at Rubel & Fenton.

THIS PAGE: Something different from Palmer Smith's. Handmade aluminum supper and bread and butter plates! Ideal for a modern table setting or for out-of-door suppers. Alloy has been treated to make the plates cut-resistant, so you can serve steaks without danger of marring. Of course, they are non-breakable, which makes them popular for picnics and other kinds of informal entertaining.

Edmond Dewam has these tea towels with recipes printed right on them. We thought they would make darling aprons for an informal buffet supper and also snappy little kitchen curtains. Children would adore them used on their table.

"Perfect" table broiler from H. D. Electric Company harmonizes with any table setting, and is made of hand-hammered cast aluminum with handles and feet of black bakelite, which will not mar the table finish or the most delicate tablecloth. The platter becomes an attractive service dish for all kinds of meats when not in use for broiling. The broiler has two heats, one for broiling and the other for a lower temperature, to keep food warm while serving. Thermometer is located in top of broiler. Broils meats and fish as well as a variety of other foods and is economical to operate. A grill plate, which can be fitted to the top cover, is available. When cover is reversed on the bottom platter, it provides a two-element heating unit for grilling food of all kinds. The element is easily removed and cleaning is simple. Can be used on either A.C. or D.C.

Casseroles in "Delft Ware" are from Harker Pottery Company and good hard general use will in no way mar their luster. The au gratin casserole comes in 1½ and 2 quart sizes and is offered with a tray in a heavenly shade of delft blue to match the cover. Note how space can be saved by the two-tier refrigerator set. The top piece serves as the cover for the lower and two foods can be stored in the space which would otherwise hold only one.

"Krusty Korn Kob" Baking Mold from Wagner Mfg. Company comes in a new tea size! Makes seven Korn Kobs, each 5¾ inches by 1½ inches. Available in cast aluminum, cast iron, or silverlite iron, and all are pre-seasoned.

Which cake would You like?

Both were made with same ingredients

**Actual photos of cakes made at BETTER HOMEMAKING INSTITUTE, Inc., Grace Viall Gray, Ph. B., Ed. B., Director*

ONLY **Sunbeam** AUTOMATIC **MIXMASTER** REG. U.S. PAT. OFF.

Gives You *ALL* these advantages

YOU, too, can have cakes that amaze you—higher, lighter, velvety grained. You, too, can have whipped cream that stands up twice as long . . . smooth-as-silk mashed potatoes . . . popovers 60% higher than before. And lots more juice from the same oranges, too.

Only Sunbeam Mixmaster gives you *all* these marvelous features:—The Mix-Finder Dial that enables you to "tune-in" the correct mixing speed, instantly. A wide range of *even* mixing speeds that don't vary even when the batter thins-out or thickens-up. The POWERFUL mixer with big, easy-to-clean Full-Mix beaters.

Just think of it, there are over two million enthusiastic Mixmaster users. That's because Mixmaster does the tiring arm-work of cooking, baking, getting meals. There's only ONE Mixmaster. On sale wherever good electric appliances are sold. Be sure yours is a *genuine* Mixmaster.

Sunbeam Mixmaster, complete with juicer, $23.75. (West of Denver, $24.50.)

Made and guaranteed by CHICAGO FLEXIBLE SHAFT COMPANY, 5600 Roosevelt Rd., Dept. 5, Chicago
Canada Factory, 321 Weston Rd. So., Toronto. 52 Years Making Quality Products

Famous for Sunbeam TOASTER, IRONMASTER, COFFEEMASTER, WAFFLEBAKER, SHAVEMASTER

And so— Dear Bride

HERE you are with your ring, your silver pattern chosen, and your wedding date set, and stars in your eyes. This is fine, and just as it should be for a bride, but what have you done about the practical side of the question?

What are you going to do about entertaining and being entertained? About budgeting your hours so that you have a wonderful time at the parties given in your honor and aren't tired and snappy when HE comes to see you in the evening?

What have you planned to do the last ten days before you are married? Are you going to rush around doing ten thousand things and be so tired that your head aches all the way up the aisle, or are you going to be a rested, dewy-eyed bride, knowing that every gift is acknowledged, everything packed in your suitcase, and you, ready for a glorious honeymoon?

ELINOR SCOVILLE helps you with every detail, from the way to announce your engagement right up to the wedding itself.

If you happen to be one of those lucky girls who will marry a young man with a fat salary and money in the bank—GERALDINE WYLIE'S article is definitely *not* for you. But if you chance to be that glamour-girl bride who chooses love in a cottage and a bright young man with a future—here's real, practical help from a bride of four years, who tells her own personal experience and who feels she has learned a thing or two about this marriage business.

JOAN H. BROOKS thinks it unfortunate—and unnecessary—that so many young couples nowadays are indefinitely postponing the wedding date because they "can't afford to get married." She and her husband took the leap on the princely sum of fifteen dollars a week, and "there's never been a day that we've been hungry, or roofless, or sorry that we had the courage to go ahead and get married in the face of seemingly insurmountable financial obstacles." Actual figures for you—down to the last penny—and a wonderful philosophy to pass on to you for shouldering your part of the load.

These three articles, plus a kitchen and a linen "minimum" list for you, you'll find in our "Book for Brides," its cover reproduced here in actual size, its pages illustrated with some unusual gifts for your bridesmaids, his attendants. This booklet is an editorial service booklet edited for our own readers. Together with this issue of THE AMERICAN HOME, it should get you off to a topping start in life, for both are full of down-to-earth information, sincere advice, friendly and practical help with your problems. And as we said way back on page 15, we can help you in any way, please feel free to call upon us.

Our heartiest best wishes to both for a long, happy, and prosperous married life!

Sketch by Herbert E. Marsden

12 pages, actual size. Send stamps to THE AMERICAN 444 Madison Avenue, to cover postage and ha

Contributions by ELINOR SCOVILLE, GERALDINE WYLIE, JOAN H. BROOKS

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SOMETHING NEW FOR THE BRIDGE CLUB!

TREASURE-BASKET SALAD WITH REAL MAYONNAISE

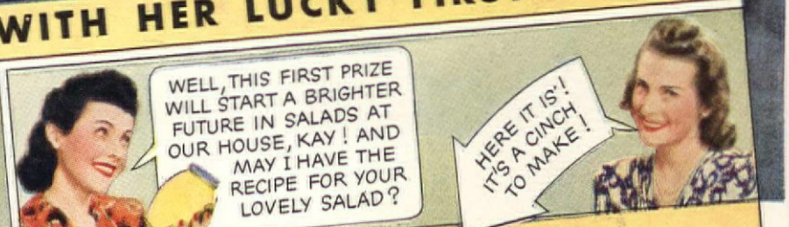
THE MAYONNAISE GIVES GLAMOUR TO THIS SIMPLE SALAD

HERE'S a smart new note—nut meats in the mayonnaise! Delicious! But don't play up your mayonnaise this way unless its flavor is worthy. With Best Foods (in the West) and Hellmann's (in the East) you are safe, because—

IT'S REAL MAYONNAISE—the home kind, with only freshly broken eggs, added egg yolks, choice salad oil, vinegar and piquant seasoning.

IT'S REALLY FRESH—it is made with our own "FRESH-PRESS" Salad Oil, which we ourselves prepare *fresh each day*, as it is needed. That is why this *Real* Mayonnaise, rich as home-made, has such delicate, *zestful* flavor.

FERN WINS A NEW SALAD FUTURE WITH HER LUCKY FIRST PRIZE!



TREASURE-BASKET SALAD

8 medium-sized tomatoes
¾ lb. cottage cheese
4 tablespoons *Real* Mayonnaise
⅜ teaspoon onion, grated
⅛ teaspoon salt
⅛ teaspoon pepper
½ Spanish onion, sliced and separated into rings
1 large green pepper, sliced
1 large sweet red pepper, sliced
Romaine or Lettuce

Cut a slice off stem end of tomatoes. Remove seeds and invert to drain. Mix cottage cheese with *Real* Mayonnaise, grated onion and seasonings, and fill tomatoes. Replace tops on tomatoes. Arrange filled tomatoes, onion rings and pepper rings on romaine or lettuce leaves (as illustrated). Serve with Nut Mayonnaise.

NUT MAYONNAISE: Add 4 tablespoons pistachio, or other nut meats, slivered, to 1½ cups *Real* Mayonnaise. Gives the rich flavor note that puts this simple salad over! Serves 8.

BEST FOODS ⇄ HELLMANN'S

Real Mayonnaise

Seal of Approval Good Housekeeping

↑ IN THE WEST

● *Actual color photograph—James R. Callis inspects a leaf of fine, golden tobacco.*

"Lady— money talks in buying lighter, milder leaf!

"And Luckies pay more to get that lighter leaf!" says James R. Callis, warehouseman of Willow Springs, N. C.

"IT'S like this: year in and year out, I see Luckies pay higher prices to get the finer, milder tobaccos. So I choose Luckies for my own enjoyment, same as most other independent warehousemen, buyers and auctioneers!"

In buying tobacco, you get what you pay for. Luckies pay the price to get the lighter, the naturally milder leaf. So smoke the smoke tobacco experts smoke. Next time, ask for Lucky Strike!

WITH MEN WHO KNOW TOBACCO BEST— IT'S LUCKIES 2 TO 1

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