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WOMAN'S COLLEGE
OF NORTH CAROLINA

The American Home

June 1941

10¢

15¢ IN CANADA

WHAT IS HAPPENING IN OUR U.S.A.?

20 pages on Family Vacations

Be yourself when you plan your rooms!

BEFORE we planned this bathroom, we asked three different women to tell us their favorite colors. Then we decorated the same room three different ways, to show how your own rooms can express *your* individuality.

For your best guide in decorating your home is—yourself! Start with the colors you like. And start with a floor of Armstrong's Linoleum that lets you carry out your color scheme in correct good taste. Armstrong's Linoleum today offers you the widest range of color and pattern. You can even design your own floors if you wish!

Your local linoleum merchant will tell you the whole story—and demonstrate how Armstrong floors last for years when permanently cemented over cushioning felt.

For additional help in planning rooms that express you, write for "Tomorrow's Ideas in Home Decoration," a new, 30-page book of personality rooms illustrated in color. Sent for 10¢ (outside U. S. A., 40¢). Armstrong Cork Company, Floor Div., 4106 Pine St., Lancaster, Pa. (Makers of cork products since 1860)

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

Mrs. M. J. B.'s favorite colors are red and chartreuse. So we chose as a base for the color scheme a floor of Armstrong's No. 027 Red Marbelle, set off by rows of chartreuse stars. Wall is Armstrong's No. 705 Peach Linowall, joined to floor by easy-to-clean, round cornered linoleum cove base. Tones of these same colors complete the scheme. Like it?

Mrs. R. M. told us her favorite colors are blue and yellow . . . so aptly expressed in this Armstrong's No. 5702 Embossed Inlaid Linoleum floor. Wall is Armstrong's No. 772 Daisy Yellow Linowall, a durable material that, like linoleum, saves work. A damp cloth keeps it spick-and-span. Easy-to-clean rounded cove base is Armstrong's No. 30 Midnight Blue.

Mrs. C. L. S. likes blue and black. So we started this color scheme with Armstrong's No. 0475 Straight Line Inlaid Linoleum, set off by two wide black strips. Cove base is Armstrong's No. 27 Black Linoleum. Note the rounded corners for cleaning ease. Our second key color is found on the wall—Armstrong's No. 771 Light Azure Linowall, another clean-easy feature. Complete listing of this room's furnishings sent to you free on request. Just write.

ARMSTRONG'S LINOLEUM FLOORS

for every room in the house

PLAIN • INLAID • EMBOSSED • JASPÉ • MARBELLE • MONOBELLE • ARMSTRONG'S QUAKER RUGS and LINOWALL

6 ways to *year 'round* comfort *with the NEW* G-E ROOM CONDITIONER

_IT FILTERS
Removes dirt, smoke, foreign odors.

_IT CIRCULATES
Conditions and recirculates room air.

At long last, a Room Conditioner that can serve you 365 days in the year in your office or home.

Actually, the new G-E Room Conditioner performs 6 functions. It constantly filters the air, removes dust and dirt. It steadily and gently circulates the air...no drafts! It wrings moisture from the air, creating an invigorating, healthy atmosphere. It transfers heat and stuffiness to the outside...replaces it with fresh air. It muffles outside noises that distract and disturb. And most important at this time of year... it COOLS!

Many doctors and business employers readily acknowledge the benefits of air conditioning. It brings a new peace of mind and comfort to your family . . . it steps up efficiency in the office.

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And you need not be without this service a minute longer. G-E Room Conditioning is within the reach of almost everybody.

Just pick up your phone and call G-E or mail the coupon below for full details and prices.

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Fresh air is introduced—stale air forced outside.

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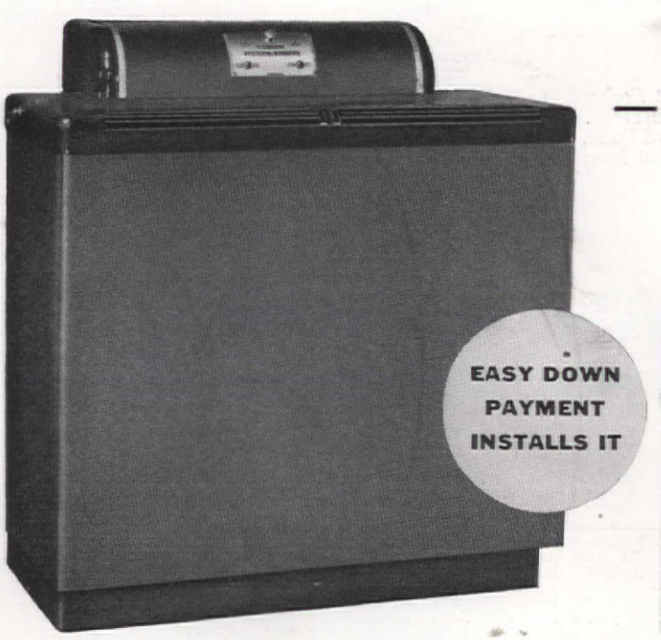

EASY DOWN PAYMENT INSTALLS IT

_IT COOLS
Air passes over icy coils for cool, cool comfort.

GENERAL ELECTRIC ROOM CONDITIONER

LOOK IN YOUR CLASSIFIED DIRECTORY UNDER AIR CONDITIONING FOR PHONE NUMBER AND CALL **G-E**

OR MAIL COUPON FOR INFORMATION

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Please send me complete details.

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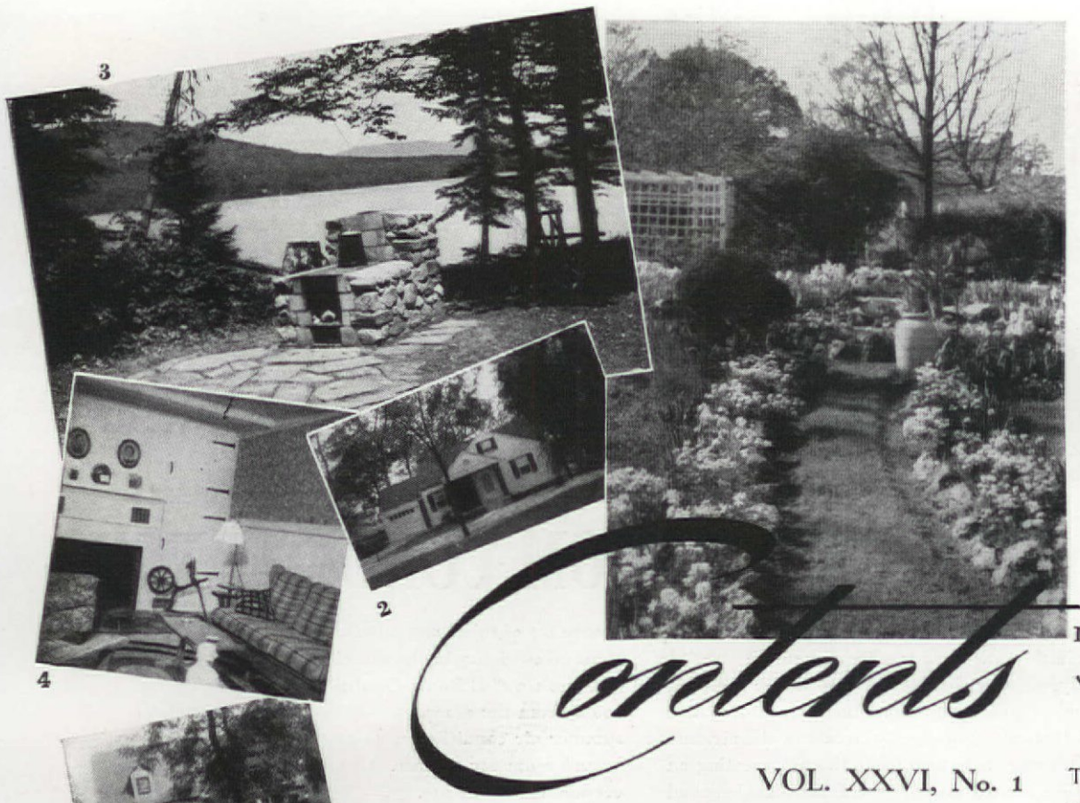
Address_____
City_____ State_____



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2. *Home of Mr. A. S. Edmonds, Kansas City, Mo.*
3. *Outdoor fireplace of Mr. Harry A. Sanders, Jr., Greenville, Moosehead Lake, Me.*
4. *Living room of Mrs. O. F. Crutchfield, Chillicothe, Ill.*
5. *Home of Mrs. Ethel Milk, Arlington, Va.*
6. *Home of Mr. and Mrs. Fred Walling, Greeley, Col.*
7. *Home of Mr. and Mrs. T. C. Edic, Marshfield, Mass.*
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"Well, everyone was doing it... so..."

I inspected Grace's new guest room and saw 'em—

I spent the weekend with Mary and she had 'em, too—

Jean built her whole linen closet around 'em.

Everyone was buying *percale* sheets! Everyone—luxuriating in those smart, smooth, gleaming percale sheets! Except me!

"My friends can't *all* be getting rich enough to buy percale," I figured. So I looked—and *learned. These* sheets were genuine *Cannon* Percale sheets, yet they actually cost about the same as heavy-duty muslin! No wonder everybody has stepped up to percale. No wonder *I* joined the wise ones—and got lovely, luxurious Cannon Percale sheets for every bed in my house!

MADE BY THE MAKERS OF CANNON TOWELS AND HOSIERY

Consumers' guide for sheet buying in the May-June white sales

What is the difference between muslin and percale? There is a difference both in "thread count" and in the quality of cotton used. For example, 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 and more highly twisted. The sheet is lighter, and has a smoother, more luxurious texture than muslin.

How does percale 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. *But 40.5% thought Cannon Percale wore better than muslin!* The rest were not sure.

Can I save any money with Cannon Percale Sheets? 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.

If I do my washing at home, will I find any advantage in Cannon Percale? Definitely. You'll find these lighter sheets easier to handle and to iron, than muslin. They launder beautifully, and always keep their dazzling whiteness.

For FREE booklet—"What do you know about sheets?"—write to Cannon Mills, Inc., 70 Worth St., New York, N. Y.

Your store also has big-value Cannon Muslin Sheets at a low popular price.

"HooRAY! I want to shout from the House-Tops!"

Hooray — why so excited?

Why, Sue — that's my cousin — she just got engaged!

Oh, bless your heart, I know that! I brought the proposal myself, when Jim was half a continent away!

Well, for goodness sakes! And now how loud shall I shout so every one will know?

Don't shout at all! With me in the house, good news travels everywhere. Sue's already told her best friends — and Granny, first of all!

Well, I do declare — you're the biggest help we have!

Your mother says so, too! She says I have brought you so much fun and have solved so many problems that she just couldn't do without me. Especially when it costs so little to have me handy all the time.

BELL TELEPHONE SYSTEM

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While every precaution is taken to insure accuracy, we cannot guarantee against the possibility of an occasional change or omission in the preparation of this index.

GRADUATION DAY

An Old American Institution

NOW, in June—at the time when the whine of the scythe-sharpener is heard across the fields and the sweet smell of clover drifts through open windows—all over America, graduation exercises are being held in High School Auditoriums.

YOU hear the glee club singing and the measured voice of the Reverend Doctor saying the invocation. You see yourself as you were years ago standing in the same kind of group, on the same sort of stage—holding the ribboned white diploma in your hand. Festooned overhead were the class colors in gay crepe paper—white for purity, blue for loyalty! And in big cardboard letters, tufted with moss and field flowers, hung the class motto—"Onward and Upward," perhaps, or "The Will To Do and Dare."

HOW very stern and grand the young men looked in their Sunday suits and tall, stiff collars! But after all, they were merely a background for the girls. Slim priestesses before the altar of learning, they seemed, in their long, full-skirted organdie frocks, garlanded with row on row of lace and touched off with elegant silver-spangled white fans.

AND what mighty problems were solved on the platform that night! "Is life worth living?" thundered Tommy Pearson. "Hitch your wagon to a star," advised shy Nellie Watson for thirty terrified minutes. And even prim Effie Sharp was heard to sniffle when "Red" Waples, in a deep, hushed voice, ended his valedictory with—"Classmates, we must part. With quivering lips, trembling hands, tearful eyes and sorrowful hearts, we say a s-a-a-d, s-a-a-d farewell."

TIMES have changed . . . but Graduation Day, as an old American institution, has lost no whit of its glamour, charm and deep significance. Here at the House of Heinz, these picturesque memories serve to recall our own long history, and the many generations of graduates, and mothers and grandmothers of graduates we have been privileged to serve for more than 70 years.

TO THEIR intelligence and fine creative talent in the arts of home cooking, we owe many a prized recipe—many exquisite nuances of spicing and flavor that have made our 57 Varieties renowned throughout the world.

LOOK back far enough into the history of our delicious home-style soups, our oven-baked beans, or the crispy jade slices of cucumber pickle that bear our name—and *somewhere* along the line you'll find a sunny home kitchen where these delicacies were first made extra toothsome . . . and where our own chefs first learned the ABC's of simple, wholesome American cookery at its best.

57

H. J. HEINZ COMPANY

An Old American Institution

AMERICAN Heating Equipment & "Standard" Plumbing Fixtures can bring you a new conception of home life! You can enjoy heating that's free from care or worry, inexpensive as it is efficient. Your kitchen and bathroom can sparkle with color and beauty—be filled with work-saving features galore.

And yet, you needn't spend one cent more than you can afford. For there are quality-proved AMERICAN Boilers and Radiator Heat and SUNBEAM Warm-Air Furnaces and Winter Air Conditioners in all sizes, all price ranges—for Coal—stoker or hand-fired—Oil or Gas. And from the scores of smart, modern "Standard" Plumbing Fixtures, in white and 11 beautiful colors, you can select a kitchen and bathroom to fit your individual tastes and budget.

Complete Automatic Comfort can be yours with the beautiful Empire Gas Boiler, shown in this modern, smart basement playroom. It's finished in rich, Canyon Two-Tone Red, and has distinctive, new nameplate.

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

The right way to live more

COMFORTABLY! CONVENIENTLY! ECONOMICALLY!

WITH AMERICAN HEATING EQUIPMENT & "Standard" PLUMBING FIXTURES

On our Summer Finance Plan you can modernize your Heating and Plumbing both at the same time, and make no payments till October 7th! Then take up to 3 full years to pay on low monthly terms. Today, consult your Heating and Plumbing Contractor for full information, or write to our Pittsburgh office for a free copy of the colorful 64-page book that tells the whole story.

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

Harry W. Reed.
CHAIRMAN

AMERICAN RADIATOR & Standard Sanitary

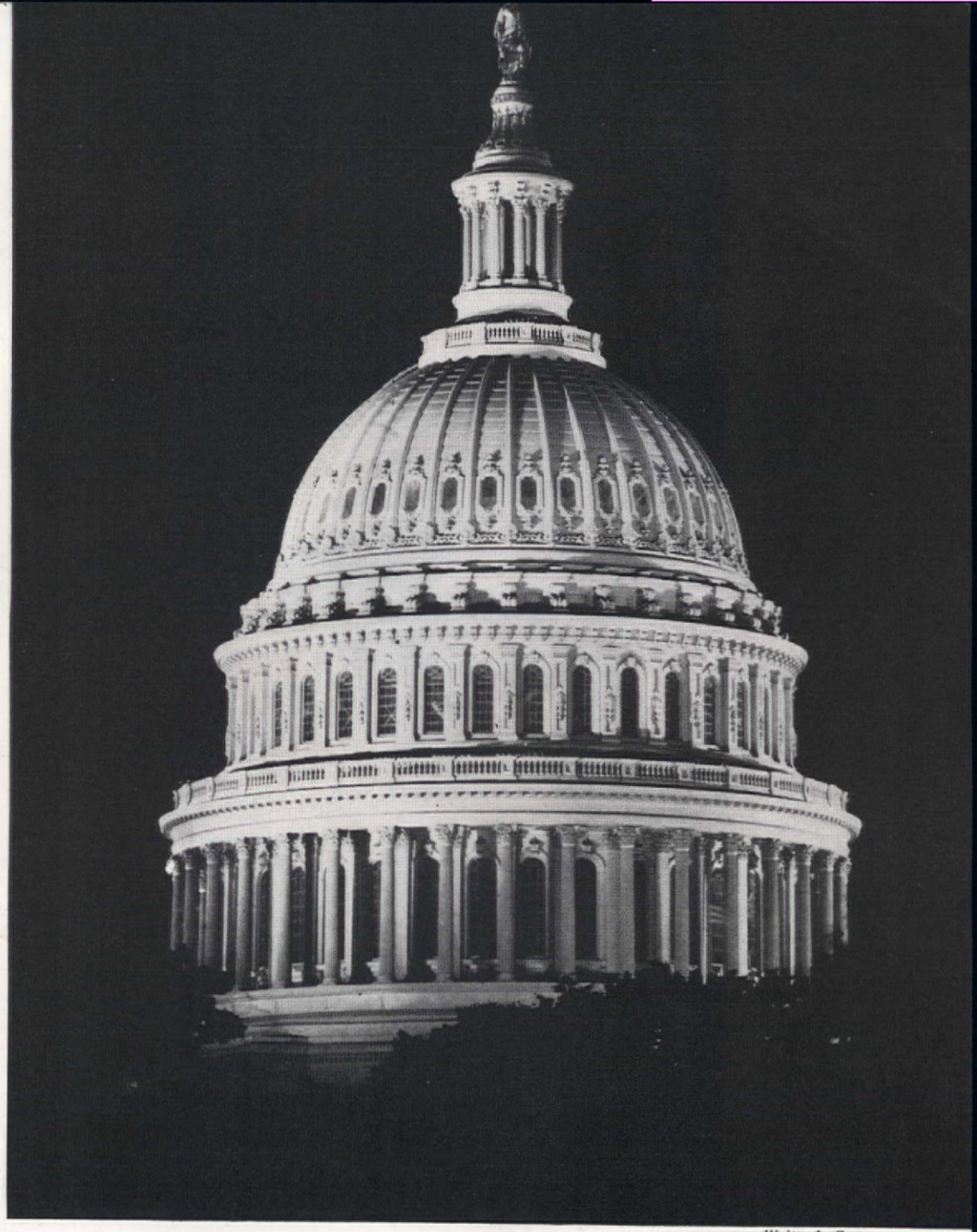
New York CORPORATION Pittsburgh

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

Copyright 1941, American Radiator & Standard Sanitary Corporation

This Lovely Kitchen features the new "Standard" Custom-Line Sink which is available in white and 11 attractive colors, with double drainboards, and new Auto-Unit swinging spout faucet with hose and thumb controlled spray.

Dear Reader,



Walter L. Greene

LET'S go exploring, you and I. Why leave all the fun and thrill of discovery to the experts and professionals in the field? If you think that the job has been done so thoroughly that there are no hinterlands left to conquer, or that this is no time for overseas travel, my answer is . . .

Let's stay right at home and rediscover America!

Perhaps, as a conscientious newspaper and magazine reader and a faithful listener to your favorite radio commentator, you feel that you have a pretty fair picture of this country of ours. It may at times look to you like a hectic mix-up of Congress, selective service rookies, strikes, Hollywood, war relief drives, taxes, and baseball. But those are only a part of it, albeit a very articulate and journalistogenic part—if only there were such a word.

But the America I'm thinking of is the part that means home to a hundred and thirty million people. It is the houses they live in—and the way they live in them; the things they and their families do; the things or places they go to see, or set their hearts on seeing; the way they work and play; the way they make money and spend it, waste it, or give it to others. To discover *that* America you start right in your own neighborhood; in its houses, stores, streets buses, subways. You study the people around you, those you know and those you don't. You open your eyes wider, listen more carefully, rely more upon your own powers of observation, deduction, and analysis. You view things more impersonally—not because you are less interested, but because, on the contrary, you are more concerned—because you are viewing them as they affect *you* and your living.

So we've chosen that theme song for this issue: REDISCOVERING AMERICA. Frankly, we cannot think of anything more important right now to us Americans or, for that matter, to the rest of the free world. And we are confident that those who follow this trail will find that it leads, not to a fabulous pot of gold, but to inestimable treasure of another kind—an inexhaustible mine of Faith and Freedom.

We cannot hope to guide you throughout your rediscovery tour. You wouldn't want us to. You will want to blaze your own trail. But we do want in these pages to set up a few sign posts, reveal a few vistas, fit you out with some charts, set you on your course, and call your attention to some of the things that America is doing to broaden and enrich the home life of its people.

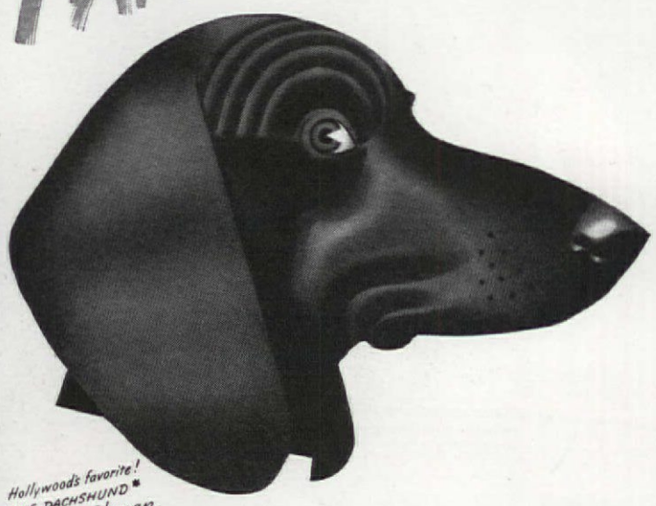
Right at the beginning, which means the acquisition or the building of a home, the F.H.A. and other helpful modern agencies are functioning to make home investments increasingly available and safe. No doubt the perfect house has yet to be designed; however, good design and intelligent planning are playing a larger part than ever before, especially in the development of small, moderate-cost properties. Simplicity, compactness, charm, and common sense are increasingly evident, both indoors and out, with the result that upkeep is easier and cheaper, and families find time to really enjoy their homes instead of having to devote most of their energies to maintaining them.

There has been more progress in architecture and interior design, they say, than in home landscaping which is, perhaps, natural, horticulture being a conservative craft. Yet landscape architects and garden designers are also gaining new heights of skill, fitness, and good taste. And the increasing number of consultants ready to undertake small jobs for very nominal fees and the growing realization of the wisdom of budgeting and planning in advance for landscape work mark the advent of a new era of essentially American gardens and harmoniously developed home settings.

Much has been said of late about the magnificent job done in the United States in the field of fashion since Paris abdicated as style center. As much can and should be said about what has happened in decorating and furnishing. True, those industries never leaned quite as heavily upon foreign sources, but whereas owners were wont to say proudly, "*This* is imported," when showing off some lovely new printed linen draperies or a new shaggy rug, today we can say, with even greater pride, "*This* was made in the United States"—and let us not forget to say it. Thousands of citizens are devoting their lives and abilities to the task of providing for American homes fabrics to drape our windows and cover our furniture, floor coverings and furniture to suit our rooms and our moods, lighting fixtures that are as scientifically correct as they are charming, mirrors, ornaments, clocks, china, tableware, and countless other things, all both useful and beautiful. Along with this beauty has come greater ease and opportunity to enjoy it. American housewives are no longer domestic slaves. Modern kitchen and housekeeping equipment not dreamed of a century ago gives equally unprecedented freedom for recreation, self-improvement, and useful service activities. The modern kitchen is arranged and equipped to really assist in the performance of daily tasks and the use of time-saving, automatically controlled devices is doubly justified because they mean a saving in dollars and cents as well as in energy. The blue has been taken out of Monday; the day of the rightly named sad-iron has gone; cleaning day has lost much of its former, sinister meaning. Amazing, too, the progress made in connection with the production and transportation of food for the home, and its preparation for use with a minimum of effort, waste, and expense. The freezing of vegetables, fruits, meats, and fish is but one of the recently perfected methods of providing the housewife with superior products and delicacies out of season but not out of reach of the average homemaker's purse.

That's the America we're thinking of. Come on, let's rediscover it!

I'M NO PANTY-WAIST



...but sometimes my stomach is!

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Dogs simply aren't equipped to handle *just any* foods. That's why your pet, regardless of breed, needs a balanced, *easy-to-digest* ration for top condition. It's his surest safeguard against listlessness, excessive shedding, loss of appetite—other common diet-caused ailments!

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PARD SWIFT & COMPANY'S NUTRITIONALLY BALANCED DOG FOOD

DEAR EDITOR,

In order for you to appreciate what THE AMERICAN HOME means to me, please let me indulge in a little autobiography. I have been married for ten years. For about seven of those ten years I have been scared to death. Frightened by insecurity . . . by those things that frighten anybody who is unprepared for the collapse of a wall; of responsibility brought on by a family of four youngsters and a pinch-hit job that seems to be a grand port after a storm.

One of the most difficult problems with children is finding a place to rent in the lower priced group where children are tolerated. Like millions of other people, I was turned down dozens of times because of the children, and the poor children were blamed for most everything. Like millions of others, it seemed that we just couldn't do any better than keep the children well fed, clothed, and reasonably happy on my husband's salary. The hope of ever saving enough to make a payment on a house just seemed too, too much. Like everybody else in our circumstances, I do all my own work and I honestly love it.

For several years I have kept a scrapbook. In it are pasted pictures cut from your own little book. Sometimes going through the pages of your brain child, I could boot people who try to tell us that something can be got for nothing. Sometimes, I'd like to know the people. Sometimes I feel bitter over it because those people seem to know so little about really living on a shoe-string and trying to fight for dreams. I am jealous of them because they have managed to get what they wanted when we worked so hard and things seemed in such a confounded rut.

Well, the chance came. We bought the house we've been dreaming about. We didn't have a down payment but we are paying it off the first year with the other payments. It is a little salt-box Colonial about two hundred and fifty years old. It will be a year before we can do any repairs. We are very much delighted, because by that time we will be ready to make them. Taking paint off takes time, and then there are twelve more issues of THE AMERICAN HOME, with new suggestions, in the offing.

When we got in we made many discoveries. In the first place there were two beams in mid-air left by the plumber when the bathroom was put in two years ago. We had a contractor out and he said it would cost twenty dollars to jack them up and rebuild the foundation. We didn't have twenty dollars. My husband borrowed a contractor's jack and got a little sand and a bag of cement. The contractor told us it would cost fifty dollars to put clapboards across the back and fix a corner. My husband fixed the corner and, come the time we have fifteen dollars, he is going to put the clapboards up himself. A mason said it would cost us ten dollars to repoint the chimney. My husband climbed up, with his chest expanded over the beam experience, and did the chimney.

If I were editing your magazine I would write like this:

"Dear Reader:

"I know you will find lots of pictures in my little book that make you dream and scheme. Don't let any of those dreams go. Don't let the lack of money frighten you because it is our heritage to be resourceful. There are so many things we can do for ourselves that we never dreamed we could do. If you long for a little place of your own with all your heart, don't be afraid to start from scratch. Don't be afraid to do without things you have always taken for granted. Create within your mind and heart

Gilbert Stuart

THE SNUFF MAKER'S SON

THE Land and Title Records of North Kingstown, R. I. show that on November 5th, 1751 Gilbert Stuart, a Scotch millwright, entered into partnership with two gentlemen of Newport for the purpose of erecting a snuff mill on the Petaquamscott in the vicinity of Narragansett. Here the snuff maker built his home, a two-story frame house with a gambrel roof. It was in the northeast bedroom that Gilbert Stuart, the portrait painter, was born on December 3rd, 1755.

Gilbert's father sold his interest in the snuff mill about 1761 and moved with his family to Newport, where they lived in what the artist later referred to as "a hovel on Bannister's Wharf". At the age of thirteen Gilbert was drawing portraits in black lead and one of his pastels, made in his early teens, may be seen at the Essex Institute at Salem. His first really serious work was done in the studio of the Scotch artist, Cosmo Alexander, who came to Newport to paint portraits of several of the city's well-to-do citizens. Later Stuart accompanied his instructor to Scotland and failing to support himself, after his master's death, worked his passage home aboard a collier.

Soon after his return to Newport and while Gilbert was pursuing his art and studying music, his father, who was a Royalist, fled to Nova Scotia leaving his family behind. His property was soon confiscated, and Gilbert, sailing for England just before the Battle of Bunker Hill, found himself penniless walking the streets of London. He appealed to Benjamin West for assistance and was put to work, copying, in the latter's studio. Here he remained for several years, helping West in the painting of some of his huge canvasses.

Upon reaching the age of thirty, Stuart married and in 1788 went to Ireland where he painted a number of successful portraits. In 1793 he returned to America. His success was immediate and he worked diligently in New York and Philadelphia, executing the many commissions given him by some of the great men and beautiful women of those early days.

Stuart was extravagant in his expenditures and upon his death left little but some half-finished portraits. His body lies somewhere in Boston Common, the exact spot being unknown. A tablet upon the railing of the Common, shown at the left, identifies the artist as the "Painter of the portraits of Washington, Louis XVI and George III" and contains also the following words: "This tablet placed by the Paint and Clay Club 1897".

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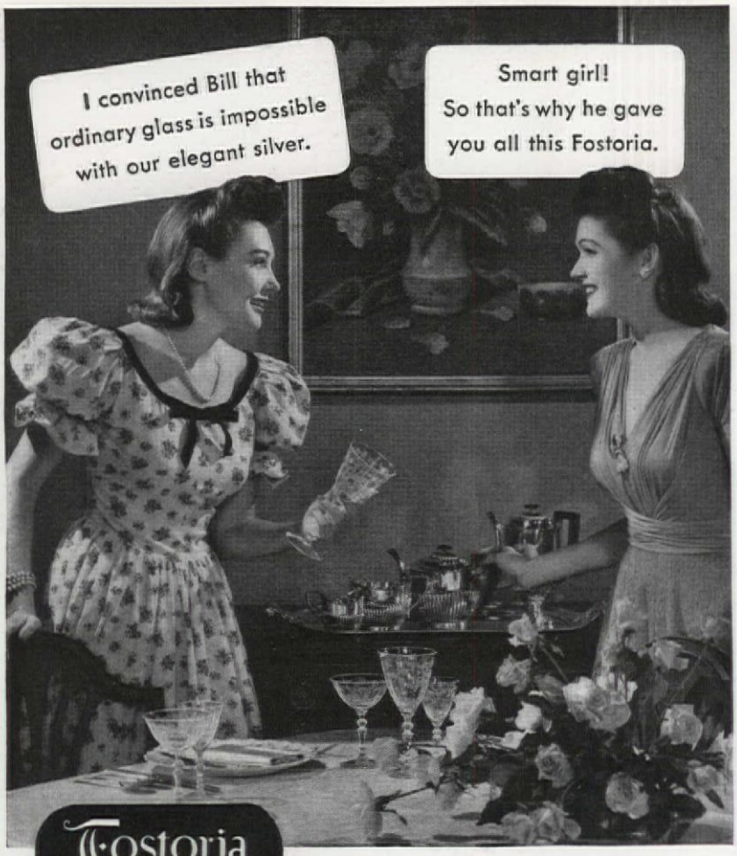

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IT'S NOT EXPENSIVE Figured in years of use and pleasure, *good* crystal is really the *most* economical. If you prefer looking before shopping, write for our leaflets. Fostoria Glass Co., Desk 45, Moundsville, W.Va.

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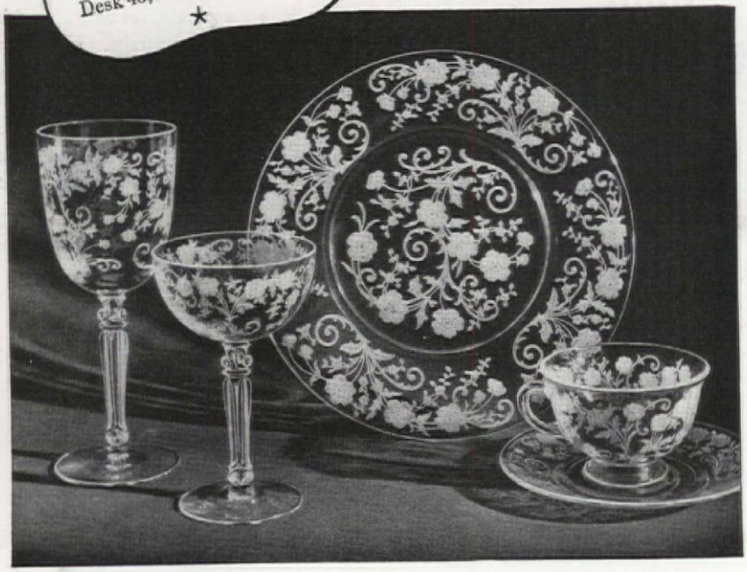
For Big Moments When Table Settings Are So Important

There's an irresistible charm in Fostoria's new "Master-Etching." It has the poise needed for graceful living. It's the kind of crystal for those who look and fall in love... for the bride whose friendship you cherish... for your own state occasions when every table detail must be its very shining best. Be sure to see Buttercup, and note how perfectly it harmonizes with Spode's pattern by the same name.



what you are denied outwardly and somehow those dreams can be real. . . ."

And so, dear editor, if you have got this far, it is over. I just hope you continue writing about people who are trying to live on a low income. I hope you continue to publish pictures of rooms and furniture that can be built by the handy husband. After all, our kind knows a good bit more of living than those who are less blessed by having everything handed them on that silver platter.—K. A. B., Haverhill, Mass.

—And now, a sequel to the foregoing. . .

Early last week, I brought home some little decorated flower pots to fill for my next door neighbors—an aged couple from England. On returning them, I was invited to have a cup of tea and see what the leaves had to say. "In a span of three days you will receive a letter from a stranger containing a gift of money. It will be a complete surprise and, while not a large sum, it will mean more in happiness to you than a large sum." So the teacup said only a few days ago.

And then this morning came your letter! I am so excited over it, there was no sense in trying to get the cleaning done before I answered it. I wandered from room to room looking at the dust and disorder as though I didn't know anything about it. Of course, you may use that letter, but I do hope you will delete my slang, as I am prone to chat along without any dignity. The check is that "gift" and it will pay for the five bundles of clapboards that my husband will put up. Imagine my "busting into print"! And the local lumber company won't feel so bad about it, either. Thank you very much, Mrs. Austin, for your kind reception of my letter, for wanting to use it, and for the five bundles of clapboards.—K. A. B.

DEAR EDITOR,

In several editions of your very excellent magazine, I have read articles captioned, "Live In The Country—If," or "Build In The Country—But." For the benefit of some of your more timid readers who desire a rural life, I should like to add some arguments in their behalf.

Twenty-two years ago, my father purchased a pretty brown house and three acres of ground about eighteen miles out of Detroit; and a more enthusiastic family could not be found than the three people who moved into that little house. Three years later, when the little house had to be sold, three heavier hearts would have been hard to find. And through the years of growing from a sixteen-year-old girl to a thirty-four-year-old mother I have had the desire to return some day with my own children to another little brown house in the country.

I should like to follow, paragraph by paragraph, an article in your February issue and, drawing facts from my memories of the past and plans for the future, give a picture of country life as it can be.

Twenty-two years ago, the well-paved roads were few and narrow. Today broad highways reach to all parts of our state, with well-graveled roads branching in all directions. I can remember dad crawling from the driver's seat and stepping knee deep in snow-drifts to help the obliging farmer hitch his team to our bumper. For the last five years, my husband, who drives over half of Michigan, has yet to be pulled out of drifts.

In choosing a location, it is only sensible to take into consideration one's work. Living in the country does not need to mean miles from nowhere; rather, just into the breathing space which can be found not far from any large city if one really looks for it.

Last-minute flat tires never bothered mother and dad, perhaps because they did not wait until the last minute to start. Dad always allowed an extra half hour for the unforeseen, and I have noticed that when one is prepared for emergencies, they seldom arise.

Paragraph number five mentions the loss of friends. If this, to a certain extent, could only be true! There is nothing more enticing to the city-dweller than a friend in the country, and they come in hordes, especially if one has a lake near. I can see mother put on her company smile, somewhat strained, as the seventh carload would drive in on Sunday, to bring our total of guests to twenty-five or thirty. Sometimes they brought their own lunch, more often our own well-stocked cupboard supplied their needs. Some were old friends and were always welcome; many were acquaintances, and some were just friends of friends of friends of ours.

As for the child of the rural home-owner, I hardly know where to begin. My own two boys are past the kindergarten stage, being seven and ten years of age. But they have had experience with both city and country schools. True, our younger did not do well in the rural school and were I to do it over again, I would not send him until he was past the baby stage. I would teach him as much as possible at home and when he was ready, with the co-operation of the country school teacher—and from experience I have found these girls eager to help—my son would soon find his rightful place. Country children may be rough and tumble, but their fun is healthy. Mother's little precious may get his curls mussed up a bit, but he will never be hurt by the sophisticated snobbery that is all too prevalent in our city schools. My oldest boy was inclined to be a "nice boy," and when I had to turn him over to the country boys, I, too, had qualms. But my son is still a "nice boy," and his circle of friends embraces many of those boys he learned to like.

CRISP

o the last
poonful!

Every man's a "yes man" when you set delicious Rice Krispies before him!

It's love at first sight, just to see them eaped in a bowl, golden and tempting. ellow fruit adds a fresh note. With the first op of cool milk, Rice Krispies sing out eir crispness with a Snap! Crackle! Pop! he first bite confirms how super-crisp and vor-packed they are. And the last spoon- l proves they *stay* that way!

Kellogg's unique flavor recipe, plus special oven-popping," plus gentle toasting, does e trick. Start the day off right, with Rice rispies—America's No. 1 rice cereal!

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Delicious with fresh, frozen, cooked or canned fruits

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MADE IN BATTLE CREEK
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Sugar-cured for Extra Flavor

BY THE MAKERS OF
SWIFT'S PREMIUM HAM !

Cold Prem is great for sandwiches, meat platters. For breakfast, try it fried!

Grand with potato salad

How PREM *is made!*

ONLY CHOICE CUTS of fresh, lean pork are used in the making of Prem. Each piece is carefully boned and trimmed . . . just as carefully as the same cuts sold in the market. That's why Prem contains no gristle, is so tender.

SWIFT'S EXCLUSIVE SUGAR-CURE makes Prem unique . . . gives it a "can't-be-copied" flavor. No hot spices are added . . . no spices at all. Prem is healthful as well as delicious.

SWIFT & COMPANY: PURVEYORS OF FINE FOODS

And now for minor annoyances, such as softened water, garbage, etc. I have used hard water for many years and lived in the city while doing so. So that will not bother me, and when we have the necessary funds there is nothing to stop us from having our own water softener. Dad always buried our garbage in a deep hole. Clean vegetable parings made good fertilizer for our garden. As for one delivery of mail a day, one receives enough at one time to make other deliveries unnecessary.

One important item overlooked in your article is electricity. If it is used for cooking, be sure to purchase a small kerosene stove for that rare occasion when an electrical or sleet storm may temporarily disrupt your comfort. I can well remember the morning dad made coffee and toast in the furnace. Neither was much good but we didn't care, for the whole countryside was sparkling with diamonds. It was a feast of beauty and a few hours later the lines had been repaired. We did not even have to miss our evening dinner, and all this took place twenty-two years ago.

The things that are gratis—the apple tree in full bloom—a full moon on a summer's night, turning commonplace views into enchanted fairylands—the first spring morning—a midsummer morning when all the world is full of bird song—these are not free, they are yours only when you feel their beauty and love and cherish them.

Our garden was small and compact, and I hope to have one like it. Dad did not plant at random but studied our small plot until every inch of it was planted wisely. We had berries, fruits, vegetables, and melons.

And so to the timid readers I shall say, there will be annoyances no matter where you live. But you will never find in the city with its advantages, the thrill of crawling into your soft bed, with your windows opened wide to the fragrant, clean, country air, and your tired mind lulled to sleep by a bullfrog lullaby.—A. M. J., Lansing, Mich.

DEAR EDITOR,

The attached really started out to be a billet-doux but took on airs in the composing.—PAUL S. LEEPER, Denison, Texas.

In the incredulous days just before our entry into the first World War, Woodrow Wilson, trying to probe the mind of America, said rather wearily that he would give anything to know just what the people were thinking about. With the promptness of a rebound a Chicago newspaper wag accommodated him with: "Probably Mary Pickford's next picture."

Today, for obvious reasons, no such quip would apply. The nation knows that sacrifice is ahead, even though there is yet an air of unreality about it. Because we have from our very beginnings the legend of Doomsday, every great war has whispered of the end of the world.

What must we give up? Who at this moment knows the answer to that? Who at its beginning knows the ultimate extent of any storm? But in any cataclysm reality acts like an acid, eating through pretense until it meets the foundation of our life, and there a test is made which determines the destiny of a people, so that at length even so honest a question as the one above may come to sound rhetorical. It may become: *What must we keep?*

And the true answer to that cannot come from the mere political theorist or the mere profiteer. It can come only from the simplicity of a great man like Cobbett, who urged the early American squires to maintain honor, courage, and hospitality; or it can come in chorus from nostalgic men—for Ivor Novello must have known that his *Keep the Home Fires Burning* was in reality the voice of an almost infinite host and that he was but the amanuensis.

We remember the classic tragedy of the Greek conqueror who returned to discover his native scene unbearably changed, and we know how much happier was Pierre Loti, back from the seas in the autumn of his life, to find inviolate the little stone fountain in the garden of his childhood.

As one, then (to put a point on it), for whom the home is first because it came so near to being last, I think that if I were reduced in meat to a commonalty with Fido I should still want to read about the remembering Down Easter who reproduced in a western land something of his native New England; or about the fine fanatic who forced a house to compromise with a tree; or about the young couple who, to the shame of so many of us, raised a dwelling with their own bare hands, achieving thereby something that startles the architect and stirs to warmth a folk memory; or about the exquisite accomplishment of remodeling a gracious old house without driving away the household gods. All these things and many more. And those yet to come.

For these are adventures in the illimitable realm of the human spirit; they are of the first and last, the smallest and the greatest, domain; they are in the highest humor of which our race is capable, and they make a neighborhood of a continent.

So—even if the barker's tenth part of a dollar should be terribly hard to come by—I'll keep their journal!

Important! **Letters requesting information should be accompanied by a stamped, addressed envelope. Manuscripts and illustrations will not be returned unless they are accompanied by the necessary postage. They will be handled with care, but we assume no responsibility for their safety.**

"When you can buy mayonnaise as perfect as Kraft's I can't imagine bothering to have it made at home!"

Fine eggs and oil!

Fragrant vinegar and spices!

And...for glorious flavor...

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Try Kraft Mayonnaise on your most critical friends and see if they don't agree that it's sheer stubbornness to go on making it when you can *buy* mayonnaise like this!

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Won't you try a jar of this superb *Kitchen-Fresh* mayonnaise . . . *soon?*

Ewing Gallows

What's Your PLEASURE?

Your rediscovery of America should start in your own dooryard. But it can lead you far afield. And, following it, you can indulge your vacation wanderlust

Philip R. Noble

From New England Council

Ewing Galloway

WHEN you start planning or thinking about a vacation, what does the word really mean to you? How do you finally decide on where you will go, how you will get there, how long you will stay? What objectives do you have in mind? What do you hope and expect to bring back with you on your return? How do you finally measure its success? On what do you base your decision whether you will do it again next year, or try something else?

One quite popular theory seems to be that, above all, a holiday should bring change, variety, a break in the routine pattern of existence; new scenes, new faces, new activities, new interests. But that might mean, for a commuting business man, a fortnight's opportunity to do nothing more than stay quietly at home, puttering in garden, garage, or workshop, freed from the necessity for traveling, the nag of an hourly schedule, the sense of servitude to a job or anything but his own inclinations. And why shouldn't it? Is that much to ask after fifty weeks of toil in office or shop?

On the other hand, where does that sort of vacation get his wife, whose routine centers around the home that he sees and enjoys mostly around the edges of the day and at week ends? How about her chance to get away from housekeeping, daily ordering, dusting, mending, and cooking, afternoons of bridge, meetings, and the everlastingly same—no matter how neighborly—neighbors? And how about the youngsters? Will it be the right sort of change for them just to be home from boarding school and among a different group of playmates, or do they definitely need and deserve a trip to green fields and pastures new—supplied, perhaps, by an exposition in a distant big city, a cottage on lake or seashore, a shack or tent in the woods, a fascinating fortnight at some nature camp or Boy or Girl Scout convocation? And shall the vacation be arranged to get them all away from the enervating heat of summer, or the harsh cold of winter; so they can swim or so they can ski; so as to coincide with a family Christmas reunion or so as to bring the family closer together by itself, in peaceful, independent isolation?

The answer? . . . Of course, there isn't any one answer for every individual and every family. The solution in every case, like life itself, is a compromise—a compromise of interests, desires, physical resources, financial means, responsibilities, and all the other factors that fashion our days and our doings. And yet, this rediscovering America idea (you remember, we told you it was going to crop up every now and then through this issue) offers something in the way of a general solution; a sort of common denominator interest for everyone concerned in a family vacation.

Philip R. Noble

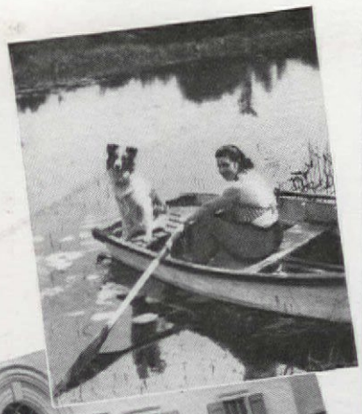
How much this land of ours offers us if we travel! Sandy, sun-bathed beaches, blue, upland lakes, cool, quiet forests, the grandeur of our mountains, the picturesque plains, and everywhere nature's miraculous surprises—come on, let's open our eyes

TAKE the Frisbies, for example, a typical (oh, well, a representative, if you like it better) American family of four. They're all good American citizens, yet the chances are that the sum total of all their real knowledge concerning the America they live in doesn't bulk so very large. Not that they aren't patriotic, proud, interested in what the country is like, what it is doing, what makes it go, and what it has to offer its people—but they just don't get many chances to draw close to it, to look at it face to face, to hear it hum and feel it vibrate, to realize that it needs the sympathetic, intelligent cooperation of all its population no less than they need the sustaining contact with its mighty powers if they are going to live their lives to the full and really make them count.

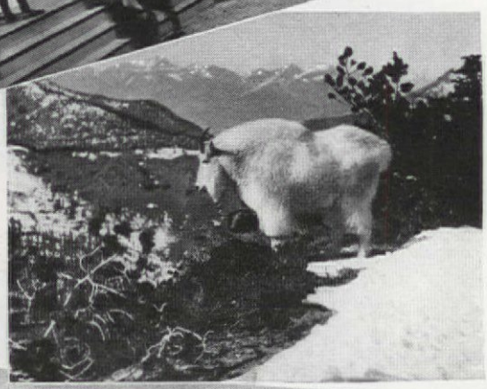
They may plan a few weeks at the ocean, or in the mountains, or woods, but do they realize that, whatever surroundings they choose, they

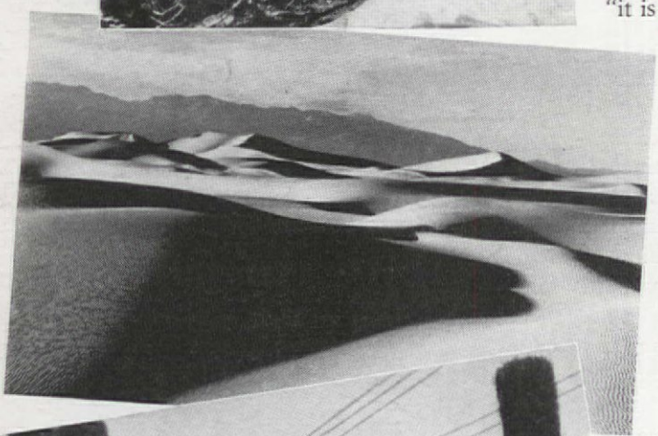
Ewing Galloway

Ewing Galloway



Ewing Galloway





are likely to find there camp sites, cabins, lodges, hotels—all kinds of clean, commodious accommodations established and maintained, or supervised, by Federal, state or other governmental agencies for their comfort and enjoyment? Do they know of the highways, parkways, trails, and paths built and cared for so they can conveniently cover great distances, reach remote and once inaccessible places, and share the thrills of the pioneers who first came upon them? Have they listened to the interesting, lucid explanations of Forest Rangers, Park officials, trained public servants in many fields, as they tell the impressive story of the work of their departments or of the history of mountain range, glacier, canyon, or wind-carved mesa? Have they noticed, from speeding train or auto, the changing vegetation of the countryside and been able to interpret the constant variation; have they viewed with indignation and dismay the results of man's thoughtlessness and greed in the many cruelly eroded hillsides and devastated timberlands, then rejoiced at the increasing evidences of man's ability to heal wounds as well as cause them, to preserve and restore the beauty of our country as well as to destroy it?

One of the richest rewards of traveling with an open eye and inquiring mind is the gaining of first-hand knowledge of the natural resources of a country, in which lie its strength as well as much of its charm. Natural resources, according to Dr. Richard M. Field's admirable, thought-provoking manual, are, in the order of their importance, "climate, water-power, topography, and available raw materials," that is, soil, agricultural products, fuels, and minerals. Think how they combine to determine the nature of a region, the beauty of its countryside, its livability, the density of its population, the extent to which it becomes the scene of such human activities as industry, commerce, transportation, and distribution. Think how they are inseparably linked with the efforts and needs and aspirations of mankind. Do the Frisbies see the country they travel through as the vast, complex, interlocking organism it really is? Do any of us?

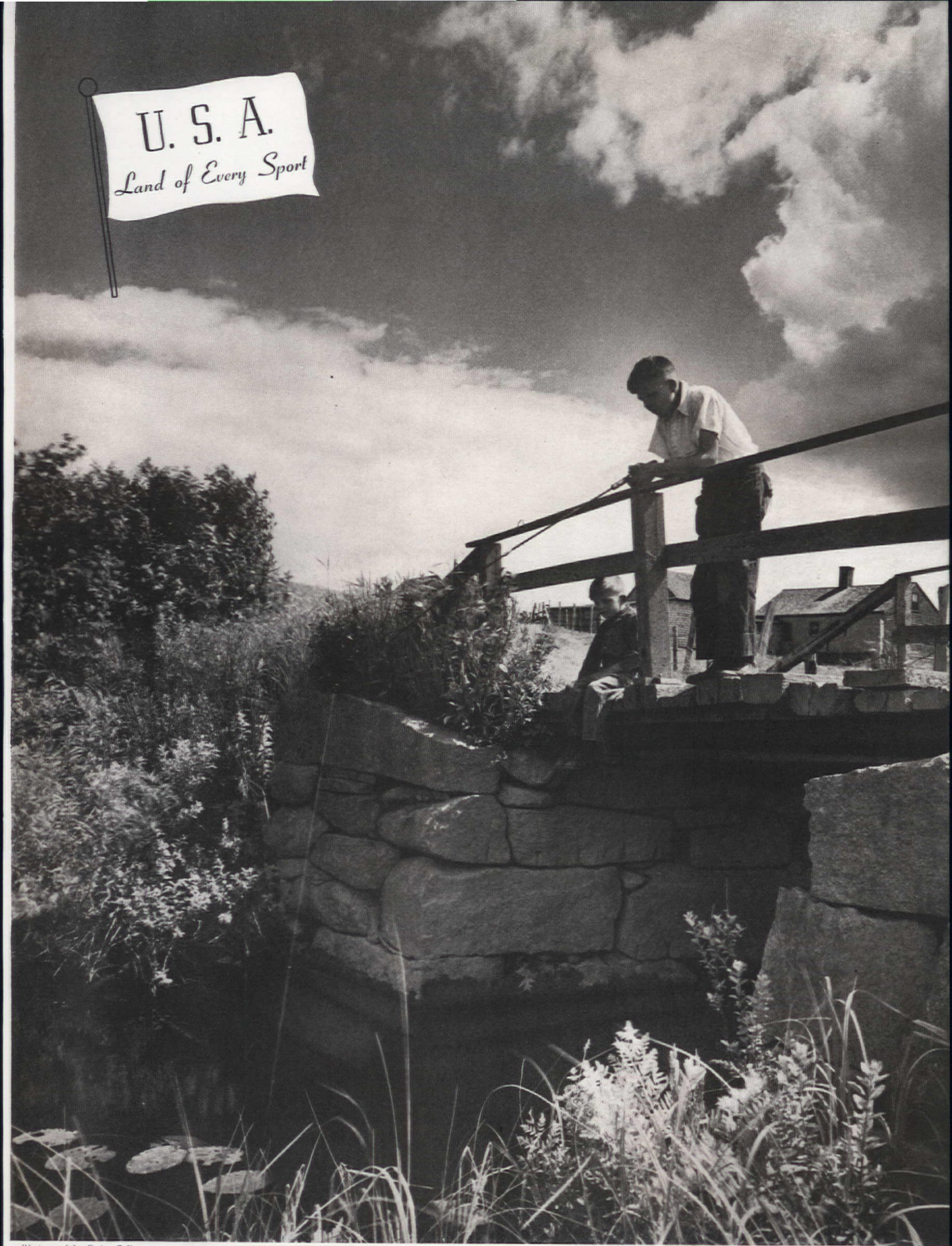
Probably they sat, those Frisbies, in breathless amazement when, at the World's Fair, the futuramas and cities of tomorrow passed before their eyes. Probably they marveled that such plans for the coming generations could be conceived and executed even in miniature. Perhaps they looked forward with excited anticipation to the day when they might actually see the realization of those dreams. But have they ever stopped to think how wonderful and how magnificent, notwithstanding its faults and weaknesses, is this land in which they live and work and are given such glorious opportunities to play?

Oh yes, they play, do Americans. "During reasonably prosperous times," says Dr. Field, "it is estimated that the people of the United States spend over ten billion dollars annually for recreation," approximately four billion of this for motor camping and vacational travel. Why? Largely because of the abundance of some of those natural resources we were talking about. Partly because of other resources, intangible, perhaps, in comparison with earth or rain, forests or coal or ores, but responsible to no small extent for the nation's stability and character. They are not easy to describe but we have tried to suggest them pictorially on the following pages—the sort of resources that build up the minds and bodies of men; that intensify their reverence for the past and strengthen their faith in the present, their hope for the future, their ability to recognize, appreciate, and gain inspiration from beauty.

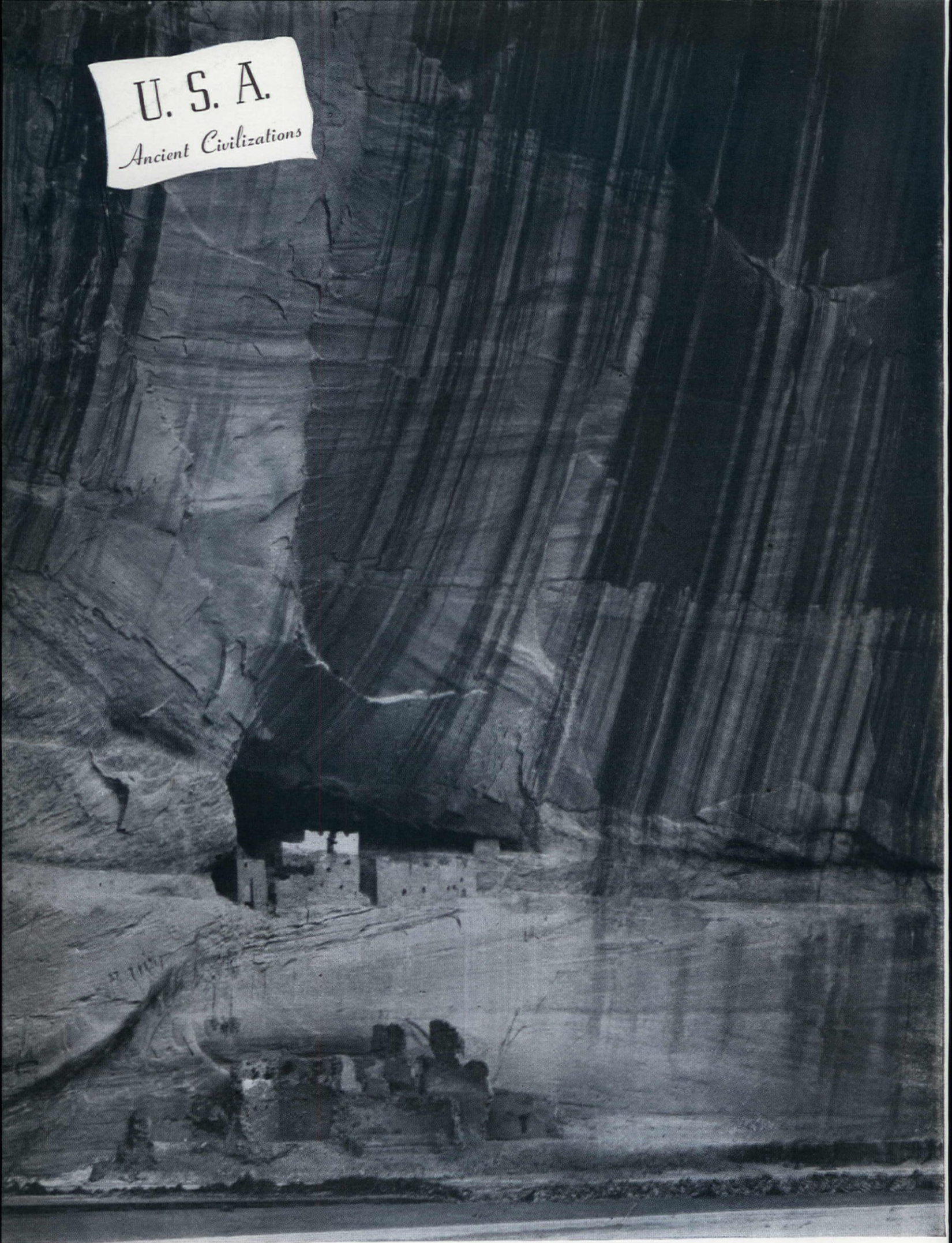
Bountiful indeed, and awaiting every last one of us, are the fruits of what we mean when we speak of rediscovering America—your America, our America. Rediscovering it and, in doing so, coming to know it better, understand it more clearly, enjoy it more fully, love and honor it more deeply, and learn to give more of ourselves to the splendid task of making sure that it is strong, and everlastingly free.

Photographs, reading from top to bottom: by Harold Orne, from New England Council; Morristown, N. J., Department of the Interior; photograph by Hileman, Glacier National Park (from Northern Pacific Railway); Death Valley National Park, Department of the Interior; Mission Garden, San Juan Capistrano, by Philip R. Noble

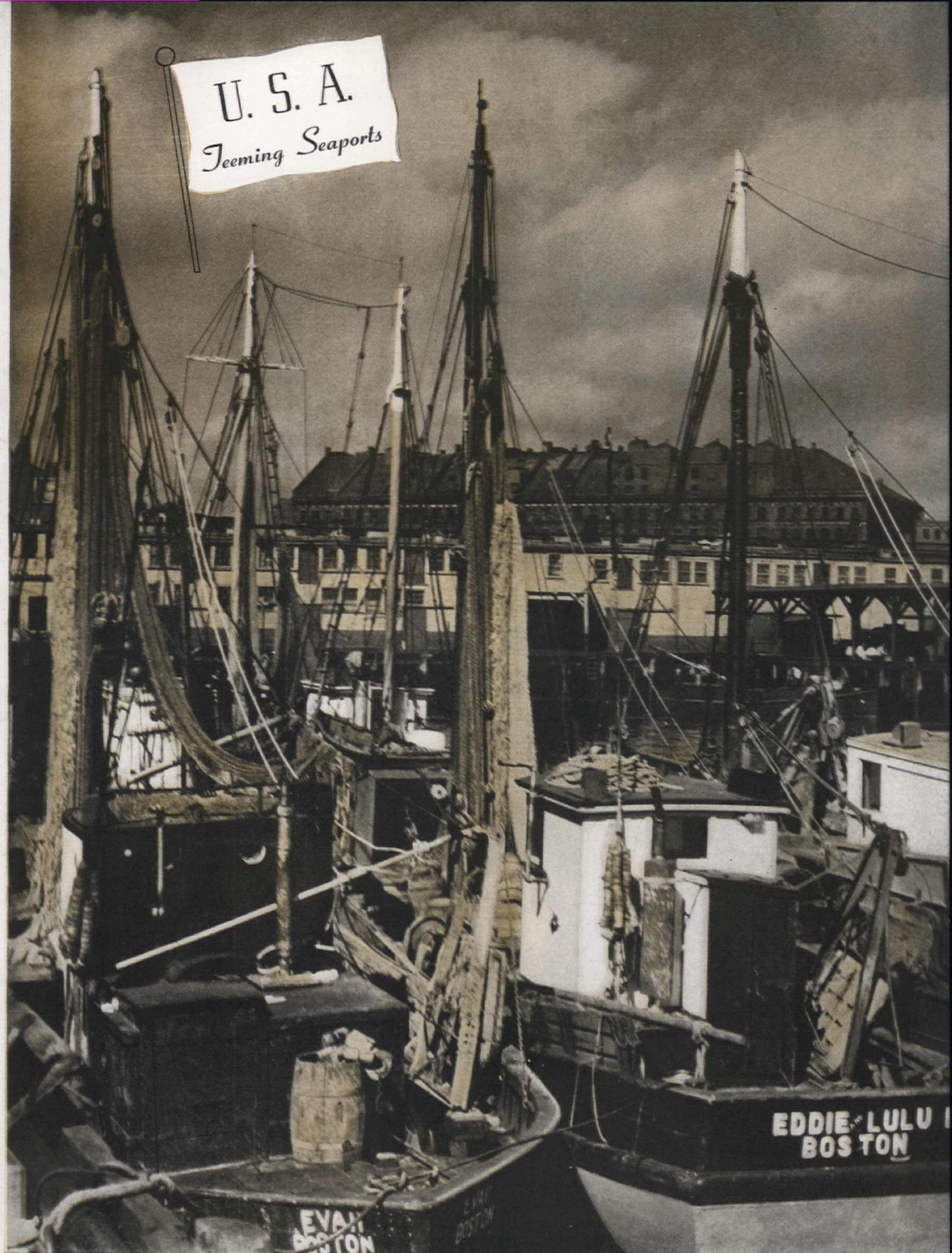
Rewards innumerable await all who set out to rediscover America. Here are views suggesting: holiday in New England; historical memories; native wildlife, and the amazing variation of the countryside with its wealth of natural resources



Photograph by Ewing Galloway



Casa Blanca, Canyon de Chelly, Arizona, photographed by Laura Gilpin



Boston Harbor photographed by Walter L. Greene

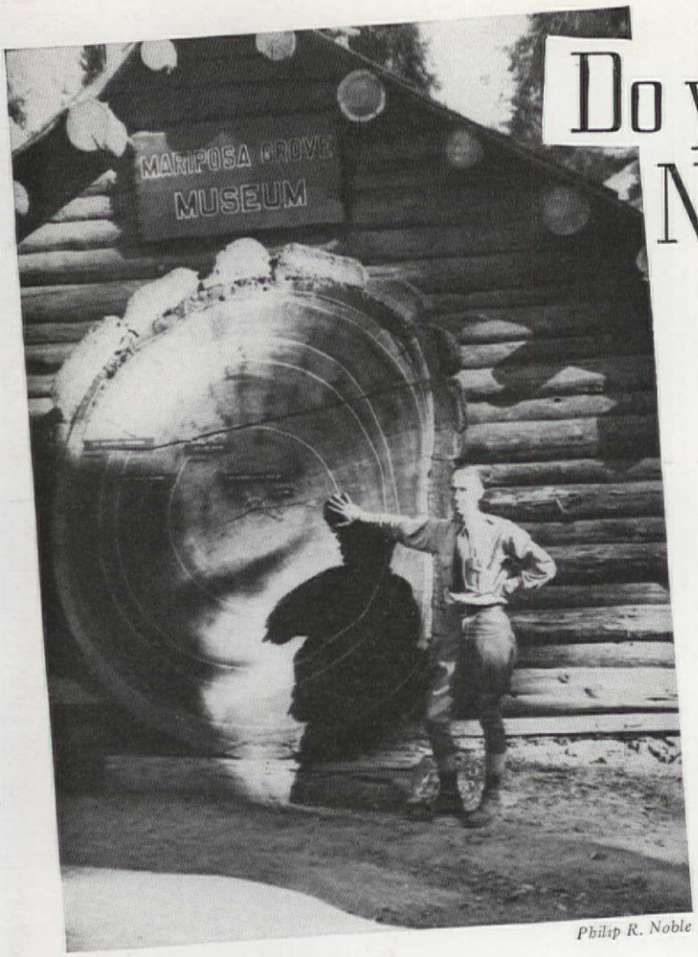
U. S. A
Architecture

The Mission, San Diego, California. Photograph by P. R. Noble

Courtesy, New England Council

Skyscrapers, Midtown New York. Keystone View Co.

Do you know your National Parks and Forests?



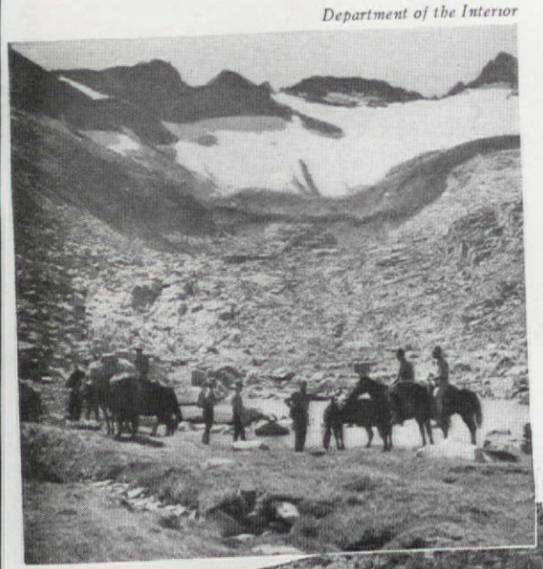
Philip R. Noble

Ewing Galloway

WHEN, early this spring, Jeff Davis, so-called "hobo king," proclaimed May 10 to 17 as "National Hobo Week, when men should get out and rough it for a few days," he undoubtedly struck a note that set many a heart vibrating in unison. "The idea," he said, "is that husbands should go out camping, or mix with their sons on a hiking trip. In fact, let the whole family go. The trouble with America today is that we're too timid, too soft."

As a generalization, that may or may not be true. But, notwithstanding increasing interest in all kinds of sports, it can hardly be denied that there would be a vast increase in health, vigor, and efficiency throughout the nation if more of us spent more time actively outdoors on our own feet; wearing out shoes instead of automobile tires, burning our own energy instead of gasoline, putting more free air into our lungs, and sleeping sounder o' nights instead of using them as recreational bridges between hectic days of furious concentration on little things. Perhaps the principal reason why more people don't get out into the open, close to the woods, waters, rocks, and flowers, amid the sights, sounds, smells, and silences of nature, is that they don't know where to go or how to get there, or how exceedingly possible it is, no matter where they start from. Our hope, in this issue, is to point the way.

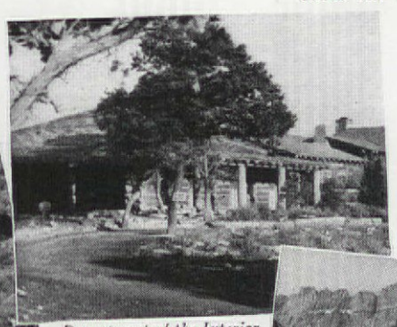
Department of the Interior



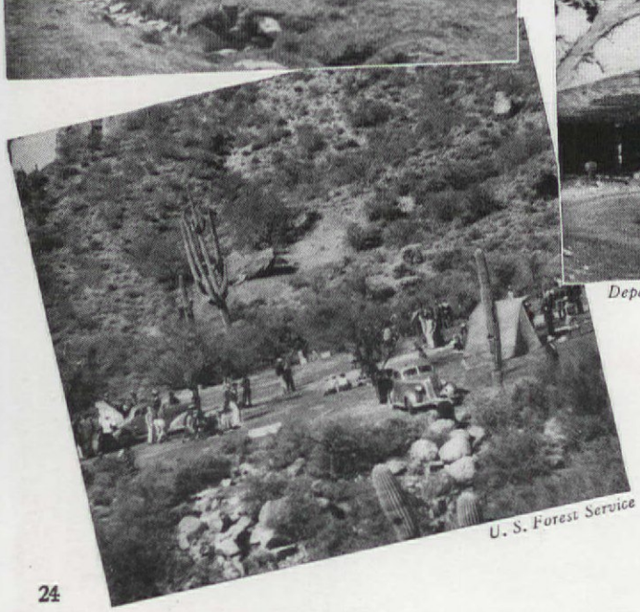
To see, to study, and enjoy: A park ranger and museum in Yosemite; Lydell Glacier, same park; desert forms, Tonto National Forest; hospitality, Grand Canyon; transportation, Glacier Park; camping, Coconino Forest

Your national parks, for instance—and you can rightly call them so because they *are* yours, the people's, preserved for all time by law, skillfully and efficiently administered by the Government, and faithfully, tactfully, and helpfully cared for and conducted by hundreds of trained rangers. Dotted over the country from the coast of Maine to the tip of Florida, the Rio Grande in Texas, the Montana-Canada border, the Big Tree country of California, the Olympic Peninsula in Washington and even up into Alaska and westward to Hawaii, these parks provide more places to visit, camp, fish, hike, and indulge other outdoor hobbies than can be explored in the holidays of an average lifetime. In addition there are the many national monuments and historical sites, also under the jurisdiction of the Department of the Interior, from which one can study the country's history in a way as graphic and intriguing as it is different from the dusty old textbook method. In her admirable "Romance of the National Parks" (Macmillan, 1939), which is an inspiring expression of the national park philosophy as well as a comprehensive panorama of the parks themselves, Harlean James tells of meeting on Mt. Ranier "a business man and his wife crowding fifty, who had been spending their vacations for twenty-five years in the National Parks—only one or two in a season. . . . They evidently felt," she observes, "that they were visiting each summer one or two of their fine summer estates in which their collective ownership made possible excellent facilities for their pleasure and profit."

Perhaps you have shared that mistaken impression that the national parks are all far up in the Rockies or miles from any ordinary beaten track of travel. Then check on the nearest United States map the following principal parks and write for detailed information about any of them to their



Department of the Interior



U. S. Forest Service

Glacier National Park

U. S. Forest Service

CONSOMMÉ:
A dark gleaming amber broth, rich with invigorating beef flavor. Fine for parties, and a great family favorite, too.

PEA SOUP:
A rich purée of fine garden peas. Serve it with water added . . . or with milk, as a smooth, extra-nourishing cream of pea.

Families all over the country are saying:

"Campbell's Soups are better than ever!"

Frankly, you can't fool the women of America—and their families. (Not that we'd ever try to!) They are quick to taste improvement in the foods they eat. Lately they've been saying: "What have they done to Campbell's Soups? They taste more delicious than ever!"

Here's what has happened: With every day devoted to the making of soup, it would be just about impossible for us not to grow more skillful over the years. Wouldn't you agree? What's more, each day we are working deliberately to improve our soups—and we have made definite improvements. Naturally, folks are bound to notice their even finer flavor. And what's more, they tell their friends about it.

We invite you to try Campbell's Soups now! See if you don't agree with families everywhere who are saying: "They're better than ever!"

21 KINDS TO CHOOSE FROM: Asparagus • Bean with bacon • Beef • Bouillon • Celery • Chicken • Chicken Gumbo • Chicken Noodle • Clam Chowder • Consommé • Consommé Madrilène • Consommé Printanier • Mock Turtle • Cream of Mushroom • Ox Tail • Pea • Pepper Pot • Scotch Broth • Tomato • Vegetable • Vegetarian Vegetable • Vegetable-Beef

LOOK FOR THE RED-AND-WHITE LABEL

VEGETABLE SOUP:
Fifteen different garden vegetables all in a hearty, well-simmered beef stock. This vegetable soup is "almost a meal in itself".

—.—. .– —– .—. —.–. . .—.. .—.– ...
... —— .–– .—. ... .– .—. .
. ...—. – .– —... . – – . .—.

Dots and dashes—
And ev'ry letter
Spells "Campbell's Soups
Are even better!"

Rooms have new glamour— and something more— when you re-do them this "Never Before" way

FRAMES FOR YOUR RUGS! See how effectively the three-color circle—set right in this new Nairn Linoleum floor—frames the fabric rug! The floor pattern is No. 7228 in Nairn Veltone Linoleum. The circle is made with "Dusty Pink," (No. 1133 Nairn Linoleum) outlined with white and gray feature strips. The classical motif set in the four corners of the floor is cut from "White," No. 1113 in Nairn Linoleum. Notice how deftly it echoes the Regency style of the furnishings!

"Never Before" a linoleum combining such a strong installation and long wear

"Never Before" such lovely linoleum colors—all chosen to harmonize with new home furnishings

"Never Before" such opportunities to create your own designs for inlaid linoleum floors

A SYMPHONY OF COLOR—without one false note—that's what the "Never Before" way of re-doing rooms means to you! Decorators will tell you it's due to Nairn, the pioneer linoleum maker!

WHY? Because Nairn designers have keyed their new linoleum colors to the hues of all other new home furnishings, from draperies to breadboxes! No longer need you waste hours trying to match "off shades." Choose for your floor one of the enchanting new Nairn Linoleum patterns, Veltone or Karnean—base your color scheme upon it—and the rest is easy!

THAT'S NOT ALL! There's a great new practical development, too—Nairn's unique adhesive back, applied at the factory. It insures an *extra-strong, long-wearing installation at no extra cost to you!* Laid direct to the floor, it stays smooth and easy to clean for years! Just use Nairn Self-Polishing Wax now and then to keep it shining.

GIVE YOUR ROOMS this "Never Before" beauty and practicality—make Nairn Linoleum the starting point of all your redecorating. Your local store has dozens of patterns to show you. *See them soon.*

NAIRN
LINOLEUM

THE OLDEST MAKERS OF LINOLEUM NOW BRING YOU NEW BEAUTY, NEW ECONOMY, LONGER WEAR

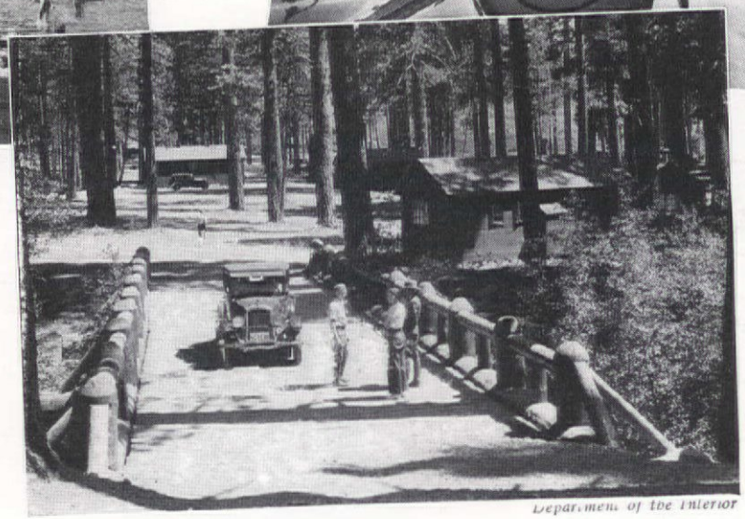
LOVELY, LIFETIME WALLS! Yes, these walls will stay fresh and beautiful *as long as the house itself*, for they're covered with washable, stain-proof Nairn Wall Linoleum! *Two* patterns are used, in the modern way—glowing "Gladiolus Red," No. 7952 on the door and the alcove over the range—and creamy "Parchment," No. 7973 on the rest of the walls. *Peep into* the breakfast room—you'll see a third Nairn Wall Linoleum, "Mint Green," No. 7951!

IT ALL "GREW" OUT OF THE FLOOR! Now you can see clearly that the whole color scheme of this kitchen was drawn from the gay Nairn Linoleum pattern selected for the floor—No. 7557. Its hues are all repeated in the cabinet paint, curtains, dishes, and in the Nairn Wall Linoleum described in the paragraph above. A Nairn Plain Linoleum, "Mahogany," No. 1104 appears on the counter-tops and in the floor border. Note also the emerald green feature strip. . . . Remember, all Nairn colors are keyed to other new home furnishings, to make "Never Before" decorating possible!

NEW DECORATING BOOK FOR YOU! This fascinating new book will help you plan *your own* "Never Before" rooms! Many color photographs and detailed information. Send 10c for your copy of "*A Treasure House of 'Never Before' Rooms—and how to do them!*" Box 12, Congoleum-Nairn Inc., Kearny, N. J.

U. S. Forest Service

Glacier Nat'l Park



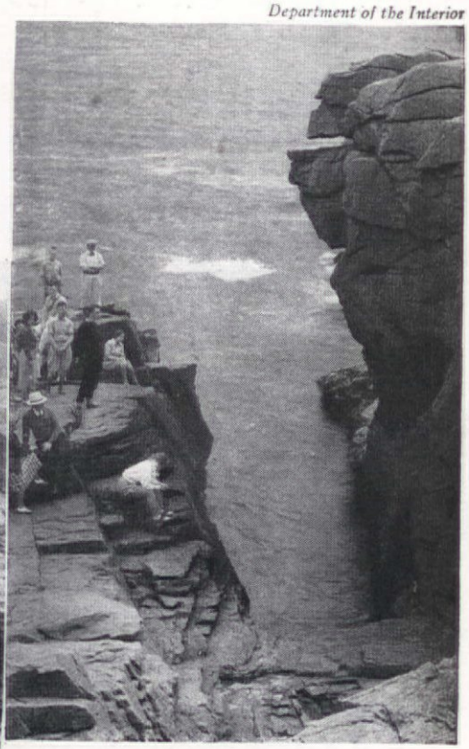
Department of the Interior

respective superintendents or to the National Park Service in Washington. In addition to what they will send, the American Planning and Civic Association (Union Trust Building, Washington, D. C.) can supply an inexpensive but illuminating four-part National Park Portfolio):

Arcadia, on the rocky shore of Maine. *Shenandoah* in Virginia, with its breath-taking skyline drive and grand accommodations for stopping for a day or a month. The *Great Smokies* in Tennessee, bordering North Carolina and offering some of the finest mountain scenery in the East. *Abraham Lincoln* and *Mammoth Cave* in Kentucky, one a memorial to a great man, the other an impressive example of subterranean architecture. The *Everglades* Project, in the heart of southern Florida. *Hot Springs* in Arkansas and *Carlsbad Caverns* in New Mexico. *Rocky Mountain* and *Mesa Verde* in Colorado, completely different, but each rich in evidences of ancient life of the earth and of mankind. *Wind Cave* in South Dakota, *Grand Teton* in Wyoming, and the far-famed *Yellowstone* at the junction of that state, Idaho, and Montana. *Glacier Park* on Montana's northern boundary and, in Washington, *Mt. Ranier*, with its majestic namesake, and the recently established *Olympic Park* on the brink of the Pacific Ocean. *Bryce* and *Zion Parks* in Utah; *Yosemite* and *General Grant* parks in California, and the unmatchable *Grand Canyon* in Arizona. Remember that these are names not merely of phenomena to look at and then leave, but, in most cases, of great tracts of land varying tremendously in topography, climate, geology, altitude, and plant and animal life; in which one can live, rest or explore in comfort, safety, and whatever degree of isolation one desires. "Superlative natural areas," they have been called, "set apart and conserved for the inspiration and benefit of the people."

Their establishment under the National Park Policy that took form when Yellowstone National Park was created in 1872, and that gave rise to the National Park Service in 1917, has been a brilliant demonstration of the practical application of the theory of putting land to its best and most fruitful use. Many of these areas, unduplicable and irreplaceable, might have temporarily been made tremendously profitable for a fortunate few, through lumbering, mining, farming, or exploitation as power sources or sites for commercial tourist centers—in fact, their acquisition by the Government has often been achieved in spite of the opposition of selfish interests seeking to develop them along just those lines. As it is, they have been permanently withdrawn beyond the reach of all such exploitation so they can be forever utilized, in as nearly as possible their original condition, by successive generations of all American people, for the broadening and enriching of their lives.

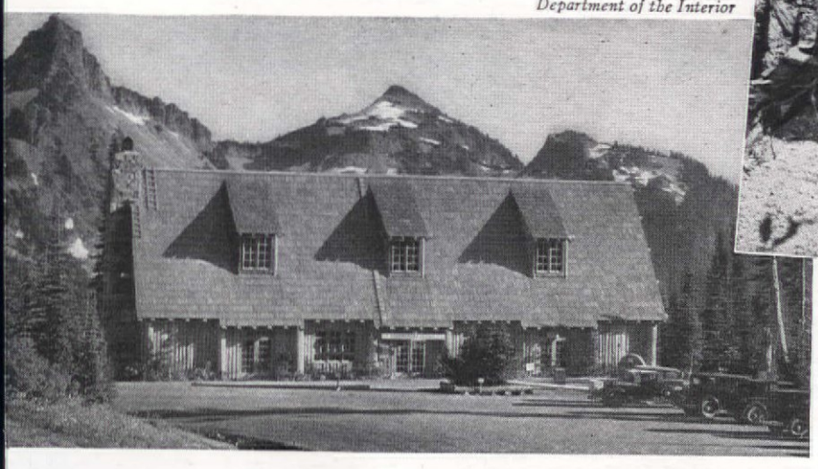
Fun and interest for everyone. In the water, Stanislaus National Forest; on it, in Glacier Park; camps, Lassen Park; the ocean, Arcadia Park; riding, Shenandoah; ancient history, Mesa Verde; comfort, majestic Mt. Ranier



Department of the Interior

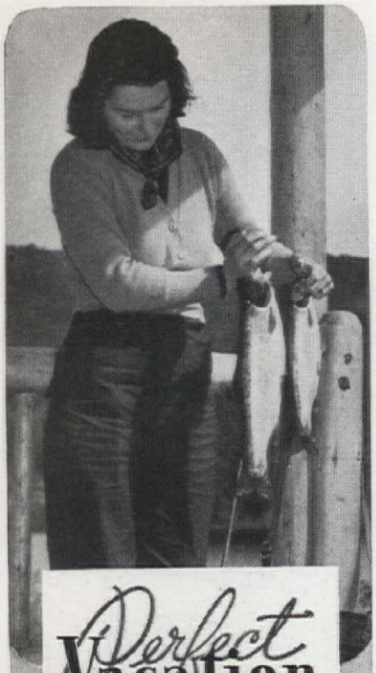
Va. Conservation Commission

RESEMBLING the twenty-seven national parks with their ten million acres in some respects, embracing them in some regions, but occupying vastly more territory (nearly 176 million acres in all) and less



Department of the Interior

Department of the Interior



Perfect Vacation

Whatever your choice of vacation recreation . . . fishing, or simply a restful holiday . . . you'll find it at its best in British Columbia, between the glorious Rockies and the vast Pacific, and there's a 10% premium on U.S. funds.

British Columbia

NO RETURN DIFFICULTY OR BORDER RED TAPE

THE VACATION-LAND THAT HAS EVERYTHING!

MORE COMFORT in Home or Camp

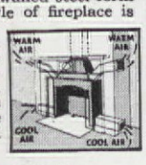
with this FIREPLACE that Circulates Heat!

Build a Heatilator Fireplace and enjoy the extra comfort of circulated heat that warms every corner of the room—and even adjoining rooms. It saves the waste of furnace fires on cool spring and fall days—cuts dollars from fuel bills.

This proved fireplace gives all the heat needed by most homes in mild climates. Architects recommend it for quick and uniform heating of basement rooms. It makes camps usable weeks longer—earlier in spring, later in fall, and for winter week-ends. Thousands in use all over America.

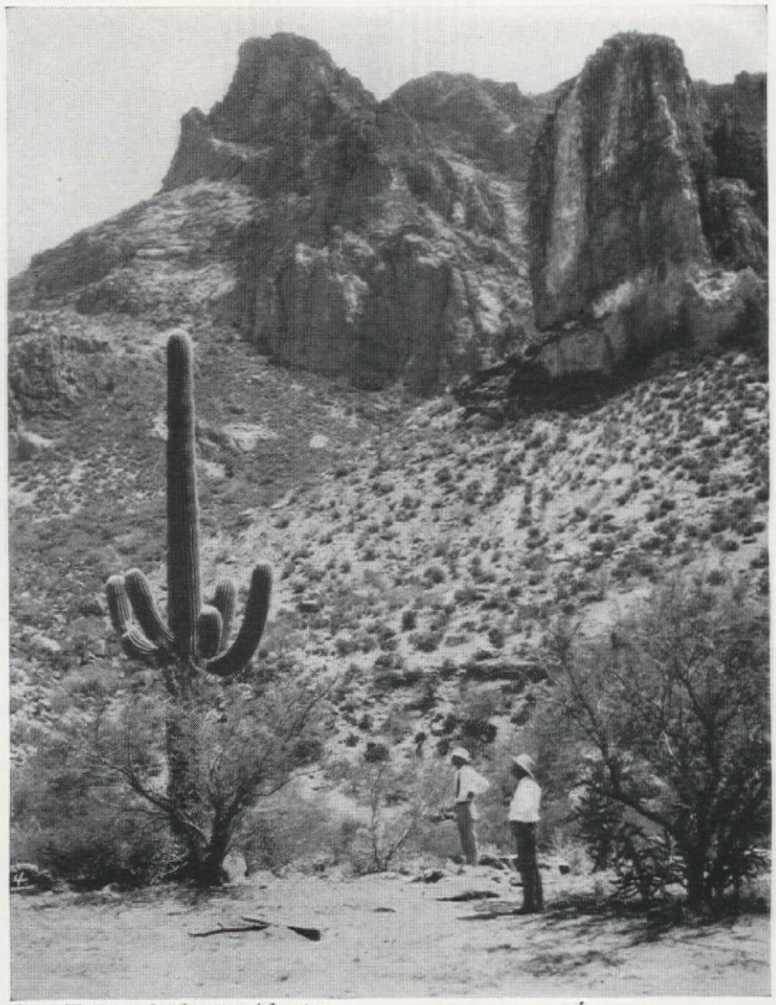
WILL NOT SMOKE

Concealed inside the masonry, the Heatilator is a double-walled steel form around which any style of fireplace is correctly built. It eliminates faults of design that commonly cause smoking. Greatly simplifies construction, saves materials. Adds but little to fireplace cost. Send a postcard for complete details.



HEATILATOR, INC.
616 E. Brighton Ave. Syracuse, N. Y.

HEATILATOR Fireplace



Boyce Thompson Southwestern Arboretum

developed as to hotels, cabins, and other refinements, the National Forests offer another broad field for the vacationist or recreation seeker. Similarly reclaimed and set aside for the benefit of all the people, they have been, since 1905, under the jurisdiction of the Forest Service of the U. S. Department of Agriculture, rather than the Interior Department. Although carefully controlled lumbering and grazing are permitted in them (which is not the case in the parks), they, too, are being conserved and maintained essentially as recreation zones. If you are seeking new possibilities, surprisingly accessible and inexpensive, in the field of hunting, fishing, tramping, camping, or any of the simple, health-giving pleasures that wooded country can afford, get from the Government Printing Office in Washington a copy of "Forest Outings" (75 cents in paper covers), a 310-page, exceedingly readable compilation of National Forest facts. Still other outstanding Federal Government works for the public benefit are the communities, camp sites, and recreational opportunities built and operated in connection with huge new water-power projects, such as are making the Tennessee Valley region so popular with both seasonal and year 'round visitors.

Of course, in addition to these publicly-owned meccas for vacationists, there are hundreds of beauty spots and sources of interest, information, and pleasure thoroughly worth while but likely to be more publicized. Many states are following the Nation's lead in making and maintaining historical and scenic parks. Everywhere communities, organizations, institutions, commercial establishments, and groups of citizens are giving thought and attention to the resources and attractions of their countrysides, making them more available for study and enjoyment by visitors, and providing reference books about them. A few of these aids are: the excellent volumes of the American Guide Series, a W. P. A. project, each dealing

And don't

She, too, has her

with a state or some important highway; an annual directory of garden weeks, festivals, and flower shows published by the American Automobile Association; reports of the National Travel Bureau, an-

BE SURE THE SPRINKLER YOU BUY IS A LONG-LIFE Genuine Rain King

Get the utmost in efficiency and long, trouble-free service. A type for every lawn or garden—and for every pocketbook. Each designed to throw more water—throw it farther—spread it evener. Rain Kings do a better job and last longer. ASK YOUR DEALER FOR THEM BY NAME. Rain King Sprinklers are made and guaranteed by Chicago Flexible Shaft Company, Dept. 5, 5600 Roosevelt Rd., Chicago, Illinois.

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MOW WITH ONE HAND

Handiest power mower ever built—only one with easy one-hand control. Cuts 18" swaths; mows large lawns in quarter of time for only 5¢ fuel cost. Quiet, easy starting 4-cycle motor; adjustable cutting heights; rubber tires. Write today for folder. Model "D" $110; Model "S" shown . . $79.50

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LAWN-BOY
EVINRUDE POWER MOWER

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
50 markers	$3.75
100 markers	$7.00

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WILLIAMSON IRIS

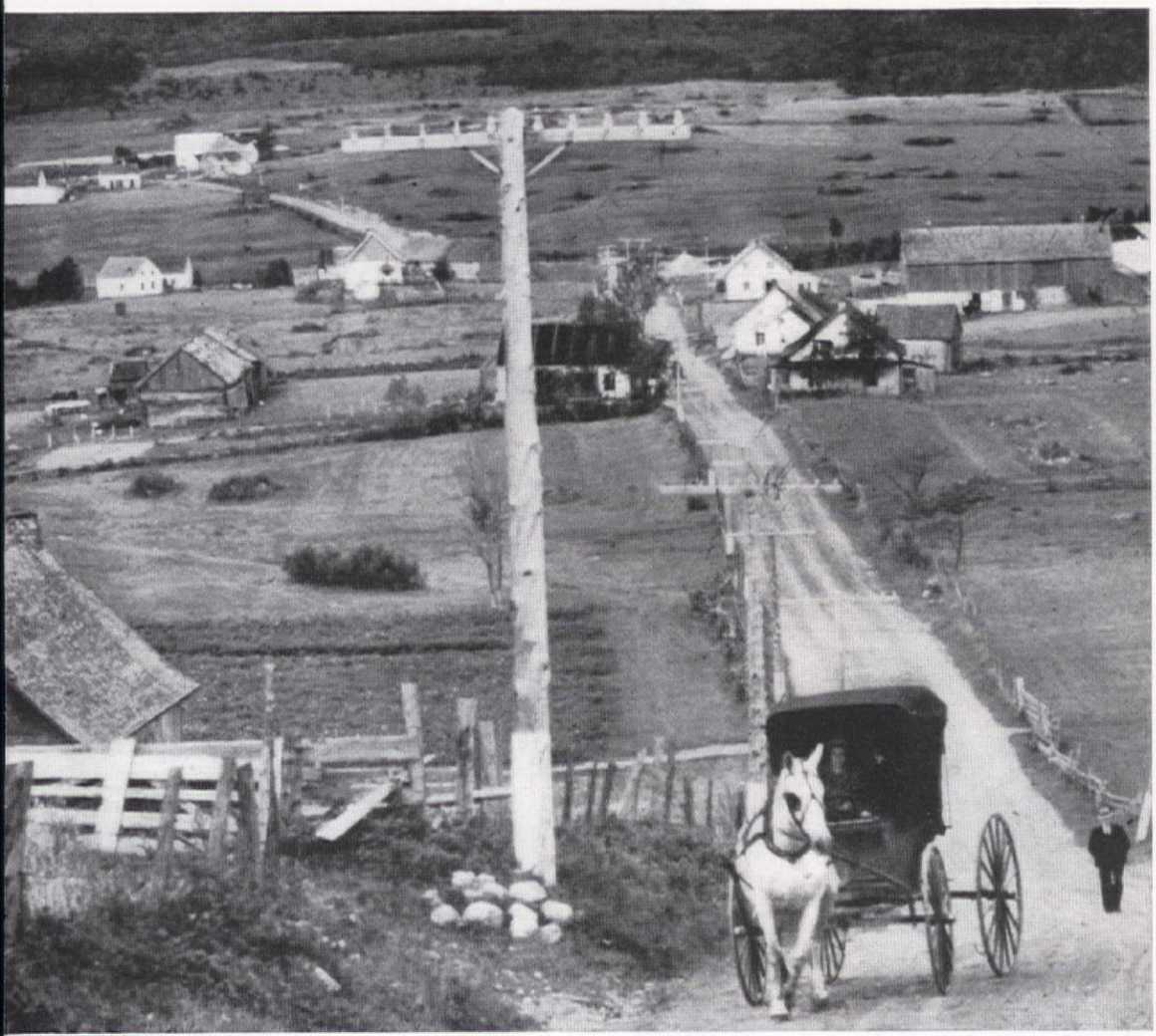
New low prices on 538 rare and standard varieties. Write for catalog. Peonies and daylilies included. LONGFIELD IRIS FARM, 409 Market St., Bluffton, Indiana.

other Department of the Interior activity; brochures issued by the travel services of railways, air and bus lines, oil companies, and various state departments of conservation, and a growing list of books in special fields such as E. I. Farrington's "The Gardener's Travel Book" (Hale, Cushman and Flint).

As an illustration of the type of objectives especially worth a plant-lover's attention, for example, the following might be mentioned—it being understood, of course, that any brief list will inevitably be unfair to many other notable points of horticultural interest: Arnold Arboretum, near Boston; Elizabeth Park Rose Garden, Hartford, Conn.; near New York City, the Brooklyn and New York Botanical Gardens, the Boyce Thompson Institute for Plant Research and important parkway developments; Highland Park and its lilac collection in Rochester, N. Y.; around Philadelphia, historic Bartram's Garden, the Morris and Swarthmore Arboretums and the du Pont Longwood Gardens at Kennett Square; Washington's Japanese cherry trees, the National Arboretum and Botanic Garden and the Department of Agriculture; gardens of Williamsburg, Monticello and other historic homes in Virginia, especially during annual spring pilgrimages; the Cypress and Magnolia Gardens in South Carolina; many dramatic tropical gardens and a plant introduction station in Florida; the wonders of Bellingrath Gardens in Alabama; near Chicago the Morton Arboretum at Lisle and the Shakespeare Garden at Northwestern University, and in the city Garfield Park Conserva-

forget our good neighbor Canada—

beauties—and American dollars will mean much there this summer



Philip R. Noble

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ELECTRIMMER

Will Cut Your Hedge Electrically, Smoother, 10 Times Faster!

Cuts even tough ½ inch twigs, leaves the hedge table-flat. Powerful long cutter-bar DOES THE WORK while YOU HAVE FUN guiding with one hand. Easy to bevel and shape. Weighs only 6lbs. Plugs in light socket.

SKILSAW, INC.
4733 Winnemac Avenue
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10 2YR. OLD FIELD GROWN ROSES for $1

Amazing Value In America's Favorites!

Think of it! 10 strong, 2-year-old, field-grown guaranteed satisfactory everblooming rose bushes for $1.00! To acquaint you with the superb blooming qualities, the hardiness, and the low direct-from-the-grower prices of Naughton's roses, we make this unusual offer. Send just $1.00 and we will ship at once the following 10 roses:

2 Red Radiance (Best Red) | 2 Ami Quinard (Blackish Red)
2 Pink Radiance (Best Pink) | 2 Luxembourg (Orange&Yellow)
1 Mrs.Chas.Bell (Salmon Pk.) | 1 President Hoover (Red&Gold)

ORDER ROSE COLLECTION NO. 105

All above roses are hardy, everblooming varieties that will thrive throughout the U. S.---All are ready to live and bloom for you this summer! **Order now and 3 lovely Hydrangeas will be sent free with your roses!**

MONEY BACK GUARANTEE!

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

3 HYDRANGEA FLOWERING SHRUBS FREE With Every Order Send today

10 DAHLIAS Giant flowering type. Assorted varieties and colors. Only $1 Order Offer No. 52

FREE CATALOG! Save $$$! 32 pages full of amazing bargains. See it before you buy. Write for it today---It's FREE!

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Have you ever had a **French Canadian** *vacation?*

THIS year . . . come to the homeland of the smart French Canadian homespuns shown on Fifth Avenue. Come to La Province de Québec, land of contrast, land of Old World charm. Here you'll turn aside to pass creaking ox-carts. In farmyards, you'll watch a French Canadian woman tend her stone bake-oven . . .

Turn a corner and La Province de Québec offers you another world—a world of luxury hotels, smart shops and swagger resorts.

3,000,000 French Canadians bid you come to the Old-World-in-the-New . . . where exchange makes dollars buy more!

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For maps and descriptive literature, apply to your home travel agency, automobile club, Chamber of Commerce, railway, steamship or bus office, La Province de Québec Tourist Bureau, 48 Rockefeller Plaza, New York, or write direct to

LA PROVINCE DE Québec TOURIST BUREAU
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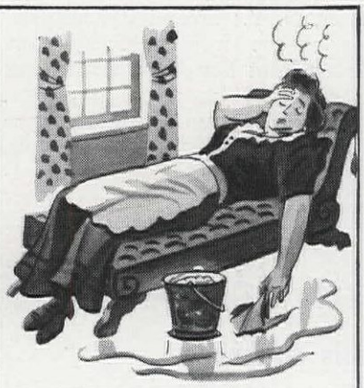
24M

1. Our old Aunt Nell
took pride in her farm.
And all by herself
she constructed the barn.

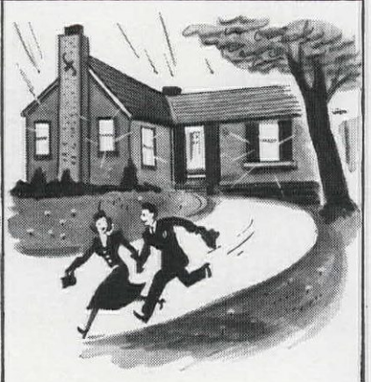


2. But old-fashioned ways
to make windows dazzle,
Wore poor old Auntie
right down to a frazzle.

3. Now this never happens
to her slim niece May,
For *she* does her windows
the quick, modern way.

4. She just uses Windex.
It's faster by far—
In a twinkle she's done,
then goes shooting for par.

5. Using Windex on windows
will bring *you* delight.
Spray it on. Wipe it off. .
The windows are *bright!*



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!

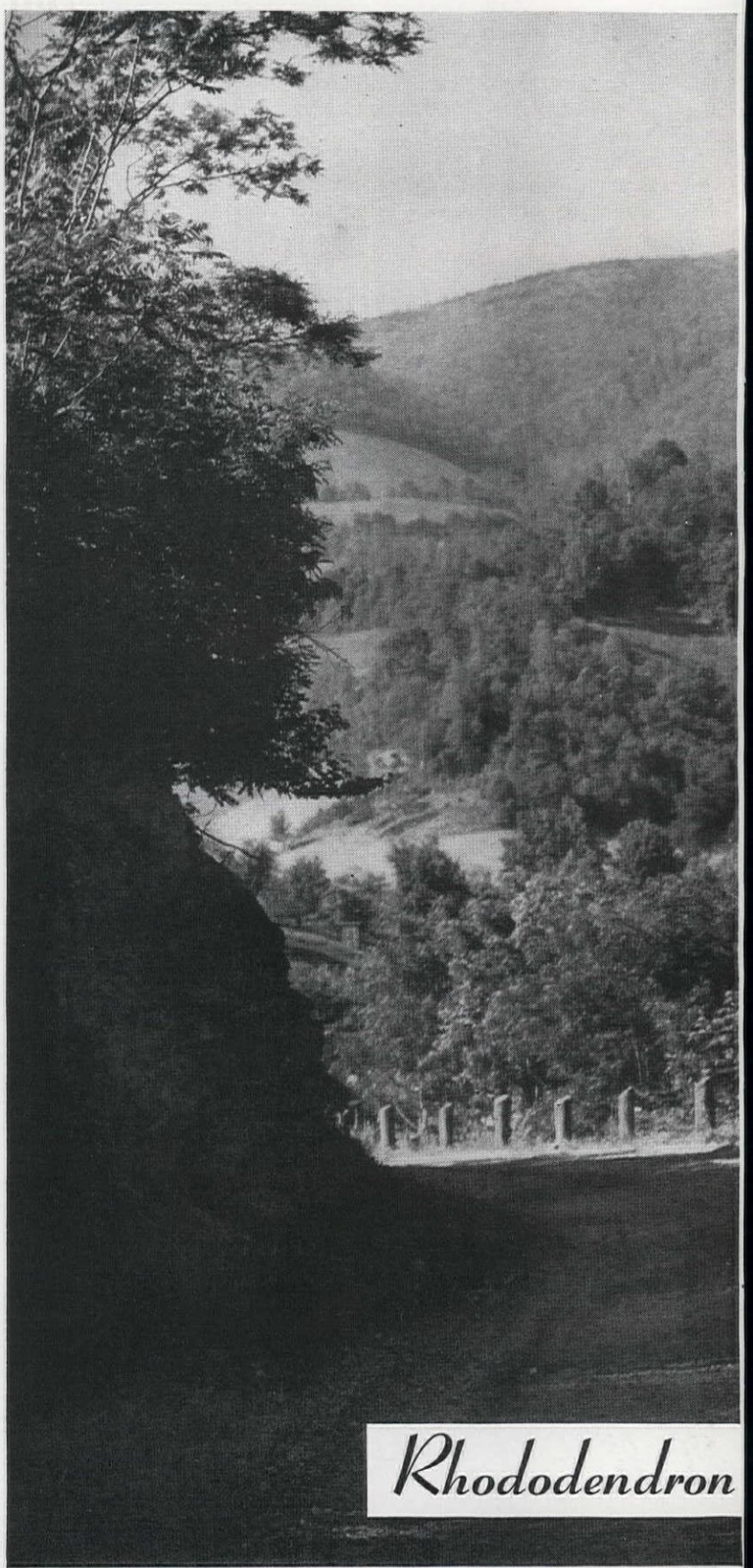
WINDEX

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.

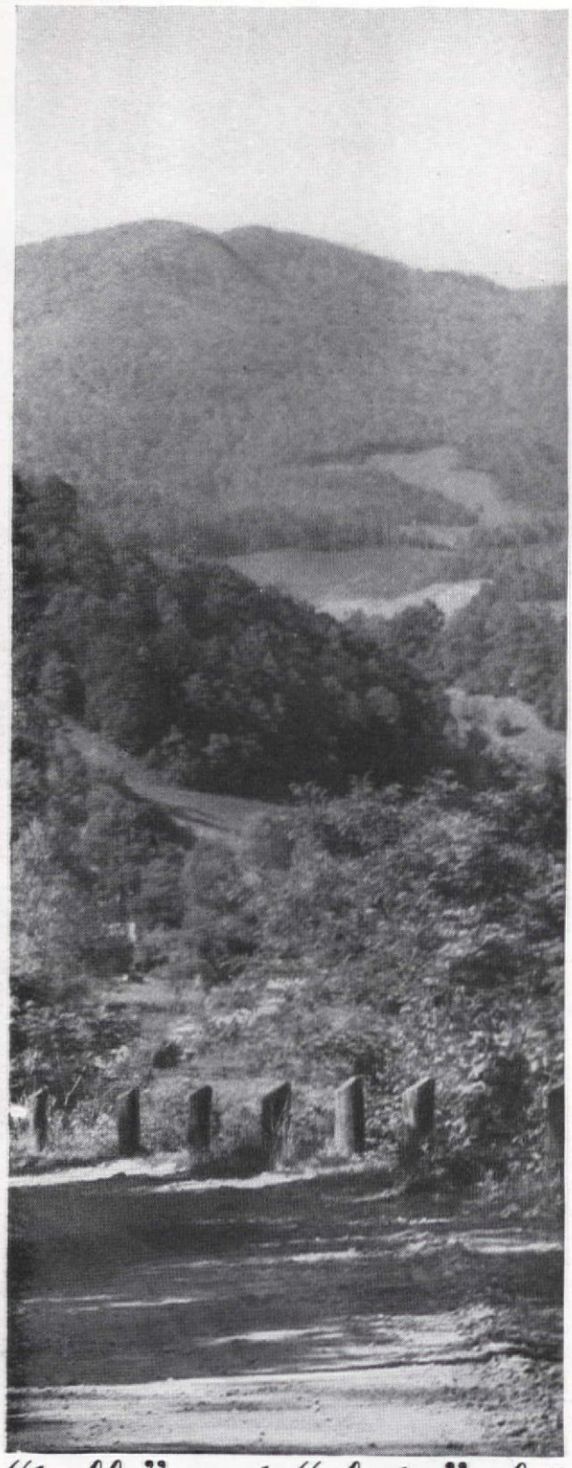


Rhododendron

William G. Houskeeper

tory; International Friendship Garden in Indiana and the vast International Peace Garden on the North Dakota line; in St. Louis, Shaw's Botanical Gardens, and in Cincinnati two notable arboretums; the Boyce Thompson Southwest Arboretum at Superior, and the Carnegie Institution Botanical Laboratory at Tucson, both in Arizona; Municipal Rose Gardens in Portland, Ore., and Oakland, Calif.; in Seattle, the new and thrilling arboretum of the University of Washington; and in California a wealth of wonders, including Golden Gate Park built on a wilderness of sand dunes, flower seed farms in the Lompoc region, the Santa Barbara Botanical Gardens of native plants, Huntington Botanical Gardens in San Marino, Balboa Park in San Diego and, of course, the cherished redwood forests in the northern section of the state.

Other kinds of itineraries will naturally be built up around centers of many other interests. There can be tours of noted museums and collections of paintings and sculpture; eating places famed for their "native cookery" and local color; local industries, especially in the fields of textiles,



Nature's landscaping in Tennessee; below, a bit of man-made garden in Golden Gate Park

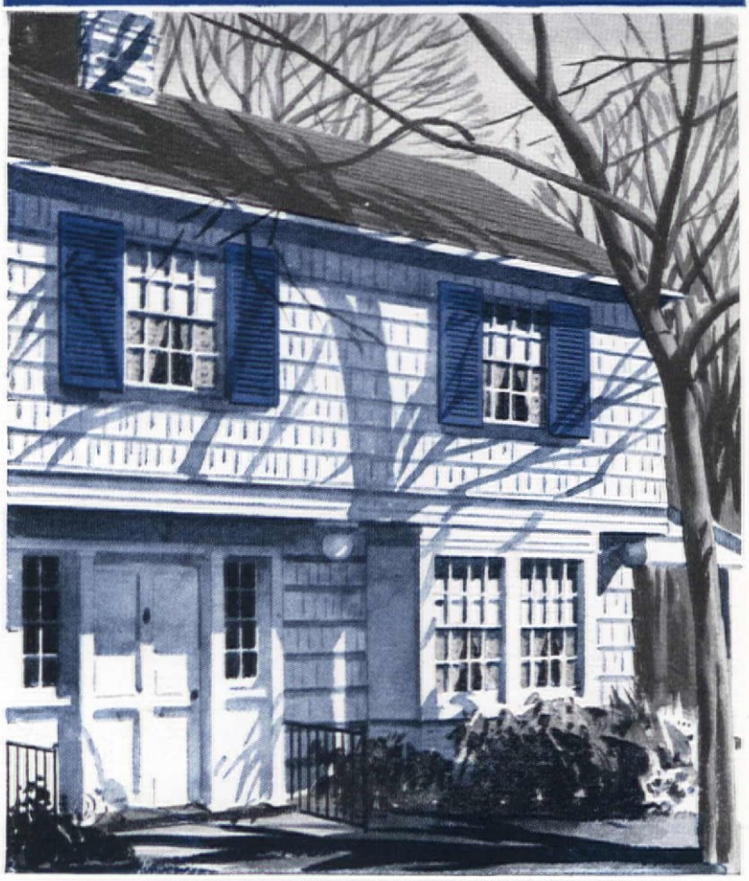
"hells" and "slicks" of heath

ceramics, woodworking and the like; famous shopping centers in the larger cities; historic buildings, and all such interesting objectives as we hope to suggest under the plan outlined on pages 36 and 37.

But then, just where we go and what we look for is of secondary importance; the main thing is that we shall open our eyes to the riches and the wonders of this, our America, and make the most of the enviable opportunities that are ours to use and enjoy.

By L. Allen

DOUBLE-COURSED SIDEWALLS



. . . achieve greater beauty with longer life ★★★

SIDE-WALLS 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.

THE DEEP BUTT SHADOWS are charming and give the appearance of much more expensive construction. The double-course adds greatly to the known insulating qualities of the shingles. Double-coursing is economical because of the greater allowable exposure to the weather and the use of No. 2 or 3 grades for the under-course.

Though double-coursing is quite simple, we will gladly send you technical data for consultation with your architect or contractor. Write Red Cedar Shingle Bureau, Seattle, Wn., U. S. A., or Vancouver, B. C., Canada.

Like Feathers on a Bird

CERTIGRADE

Red Cedar **Shingles**

Certigrades pass official inspection for grade and quality.

Sold only by established lumber dealers.

Nothing to do with the price of gasoline!

IF YOU have a car, a family, and gasoline, the chances are that you often go "somewhere in the country." But do you just act as if the car had been dropped from heaven, complete with all comforts, fill her up with gas and oil, and take off? Well, you aren't at all unique. I hadn't thought much about cars when we thumped our way down the street in our first jalopy, but by the time we puffed and snorted our way into the garage, I had plenty of ideas. The package compartment was responsible for it all. As I pushed gadgets and pulled knobs, I eventually arrived at that part of the instrument board which is usually the depository for stale cigarettes, broken sunglasses, torn road maps, dusters, and candies on the loose. The inside of ours was as bare as Mother Hubbard's cupboard. And I decided to do something about it.

Out of the Christmas debris came an assortment of small boxes which I fitted into this compartment. Into one went sunglasses in good condition, and a scarf to save a new hair-do. A smaller box inside the large one seemed a fitting place for bobby pins, assorted mending threads and a needle for that unexpected run, and a little tin of aspirin. A small comb, a pencil, and a pad of scratch paper completed the first box. I sat back with smug satisfaction while I snapped a heavy rubber band around the box and chucked it into place. No more tiresome family feuds that begin when someone remarks about how bright the sun is, then someone else follows with one about the sunglasses. Then comes a pawing around until you remember that the new glasses are in a bureau drawer at home, and the ones in the car are no good.

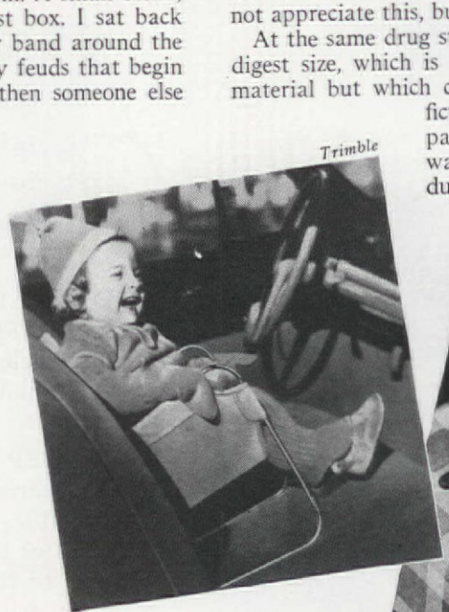
A chunky little silver box held an amazing assortment of gum and small hard candies—the imperishable kind. A wad of flavorsome gum, at the psychological moment instead of fifty miles beyond, will do more to keep you in an upright and dignified position than anything else. But why clutter up the inside of the car with all this stuff when it takes only a few minutes to get the same things at a roadside stand? Have you ever carried gasoline from the nearest station to a stalled car? Besides, it's rather fun when going hell-bent-for-election to remember the private stock instead of commanding, "Stop at the next stand and I'll hop out and see if they have any chocolate bars." Then, "You went right by that one." Chances are they were fresh out of them anyway, had only an ample stock of things you detest.

The corner drug store supplied a neat tin box filled with ready-made little bandages, gauze, scissors, cotton, adhesive, and an ointment for insect bites and burns, and a small applicator bottle of iodine. We had no visions of saving lives on the highway with this outfit. It was just for minor accidents, bumps and scratches. The man of the family also finds it useful for keeping certain parts of the car with us until we limp into the nearest service station for repairs. Those who ride in swank new cars may not appreciate this, but we do!

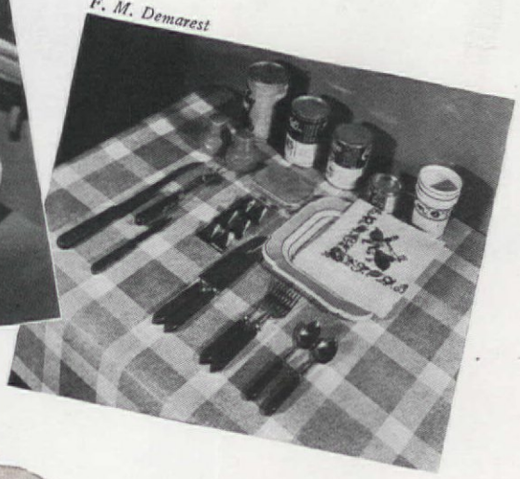
At the same drug store I became the owner of a hardy little magazine, digest size, which is too expensive to appear often among our reading material but which contains a wealth of reading matter ranging from fiction to excellent art work. This went into the compartment against the day when a long and tiresome wait in the car would only sharpen the temper and dull the appetite. A sealed tin of favorite cigarettes

For bigger, better country drives be sure to take along picnic fixings, little personal comforts, a seat that makes Junior stay put

Trimble



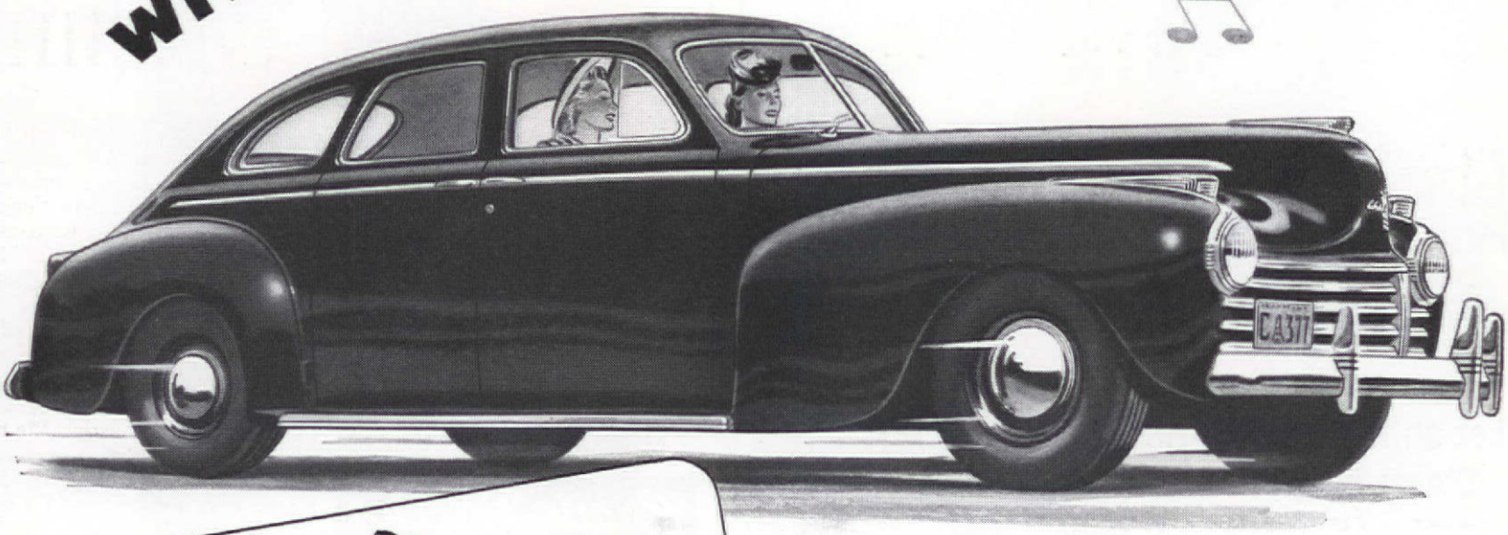
F. M. Demarest



Sketches by Robert Tyler

BETTY FIELDS
Los Angeles, Cali

FLUID DRIVE THROUGH THE AIR WITH THE GREATEST OF EASE!



Why Shift Gears?

IT'S smooth . . . it's thrilling . . . it's effortless . . . so different that you must try it for yourself to appreciate how wonderful *Fluid Driving* really is!

Chrysler's *Fluid Drive* does more for the driver than any other motoring improvement in history.

It's so much easier, so much simpler, so much smoother, quieter and safer . . . that you'll never want to go back to the old way, once you've driven a Chrysler with *Fluid Drive* and Vacamatic transmission.

★ ★ ★ ★ ★ ★ ★

WHY SHIFT GEARS?

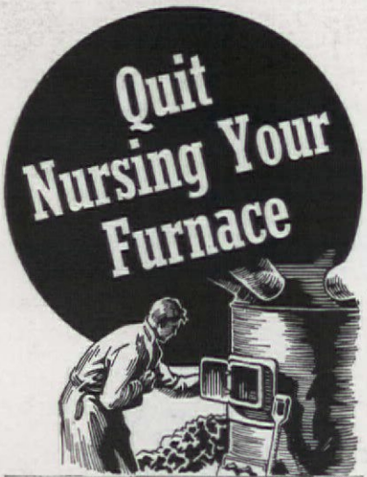
Why work when you don't have to? Why push a clutch? Why shove a gear lever? Take a ride in a Chrysler and see how much easier it is to *"Fluid Drive"* away!

Your Chrysler dealer cordially invites you to try Chrysler *Fluid Driving*. Won't you call him on the 'phone and make a date? He'll be delighted . . . and so will you!

★Tune in on Major Bowes Original Amateur Hour, CBS, Every Thursday, 9 to 10 P. M., Eastern Daylight Saving Time

BE MODERN WITH FLUID DRIVE AND VACAMATIC TRANSMISSION

Buy Chrysler!



Coal *flows* from bin to fire—no coal handling.

Let an IRON FIREMAN Stoker do the Work

No more furnace drudgery! Let us install an Iron Fireman automatic coal stoker now in your present furnace or boiler. Then you can begin a life of comfort and leisure. Iron Fireman works while you relax. Day and night, it tends your furnace and keeps the temperature of your house just where you want it, regardless of weather. With Iron Fireman on the job, you get a half-hour's extra sleep every morning, too, because there's no fire-rebuilding or grate-shaking to do.

No Furnace Nursing for H. F. Willkie, vice-president, Jos. E. Seagram & Sons, who has installed an Iron Fireman *Coal Flow* in a century-old farmhouse which he remodeled.

Quit nursing your furnace *now*. Buy an Iron Fireman—the world's leading stoker, backed by the largest builder of automatic coal firing equipment for homes, public buildings and industrial plants.

PRICES START AT **$179.50** for standard hopper model, complete with controls; plus freight and installation. *Coal Flow* prices start at $226. Terms low as $5.93 mo. with small down payment. Canada slightly higher.

IRON FIREMAN
AUTOMATIC COAL HEATING

Send coupon for free copy: "Which Fuel, Which Burner?"
IRON FIREMAN MFG. CO., [Portland, Ore.; Cleveland; Toronto.]
Mail to 3083 W. 106th Street, Cleveland, Ohio.

*Name*_____
*Address*_____

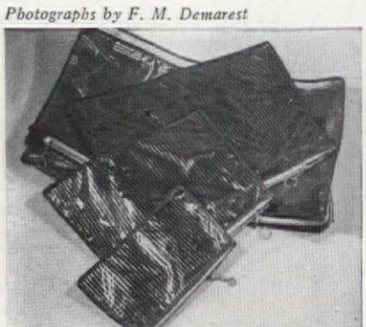
insures an ample supply for those who indulge in smoking.

You don't have to believe this, but there *is* more room left in the compartment after these useful articles are stowed away than can be found in the average car on top of the accumulation of useless debris.

Let us now consider the case of the useless Indian blanket, which no self-respecting Indian would claim, ignored by wives and beloved by practically all husbands. When a beautiful spring day suddenly turns raw and passengers stripped of their winter under- and over-wear shiver in the unexpected cold, forgotten robes contribute little to their comfort. So there was that horrid Indian blanket. Warm, if nothing else. Perhaps a shivering passenger might appreciate it almost as much as wool and beaver. To the cleaners it went and from there into a stout, new shopping bag. In our old jalopy it may rub elbows with the jack but it is under the seat and will stay clean until it is needed. If you have a new car with special

No stopping at wayside stands if you take along this complete line-up of little comforts for motor jaunts. Those oilsilk bags below come in assorted sizes, and zip closed to keep anything from a sandwich to a pillow clean and fresh. Very handy. Next you see *everything* to keep you neat, happy, and well-groomed: comb, sunglasses, bandana, cigarettes, pad and pencil, gum, candy, bobby pins. First aid for skinned knees and stocking runs, at right, and last, comfortable sport shoes

Photographs by F. M. Demarest



Seal-Sac
Oilsilk bags keep things fresh

Gum, bobby pins, a bandana

It's the easiest-opening garage door we ever had!

WHEN YOU BUILD OR MODERNIZE, INSIST ON A

Your lumber dealer can supply you!

● The Craw-Fir-Dor is a tested, approved overhead-type garage door built of durable Douglas fir. The extra strength hardware includes a free-spinning automobile trunk-type lock. The Craw-Fir-Dor comes prefitted for 8′ x 7′ openings. Any carpenter can install in less than half a day. The popular 8-panel design retails for only $29 in any U.S.A. jobbing center. The 3 other designs are just slightly higher. See your lumber dealer today.

SEND A POSTCARD NOW TO FIR DOOR INSTITUTE, TACOMA, WN. FOR FREE BOOKLETS

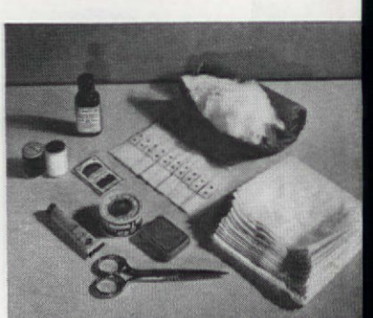
For special residential or industrial installations, write Crawford Door Co., Detroit, Mich., who make a complete line of sectional overhead-type doors.

tool compartment and no "lift-up" seat, take it along in the bag anyway—you can put it in the luggage compartment or on the floor. Out it comes to spread on the grass, pine needles, or sandy beach when you want to leave the stream of cars on the road and enjoy an hour or two along country bypaths.

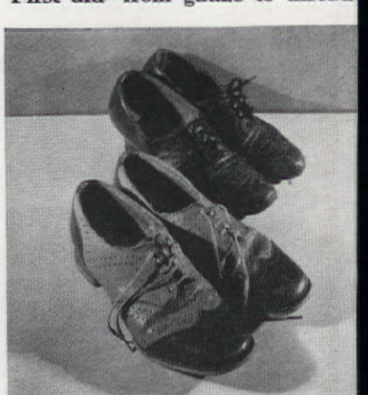
Two pairs of shabby, old thick-soled shoes are tossed under the seat for emergency mushroom hunts, the beach or mud. Have you ever had to wade through mud in your best shoes to your hostess's door? Uhummm. So have we.

Under another seat—now don't laugh—we have a picnic box. By this time you are beginning to suspect that the car resembles an iron stove in a summer cabin after the squirrels have had a busy fall. Our picnic box is no fancy contraption, just a homemade affair which suits our needs. This family consists of the author and a husband whose work includes unplanned trips at any time and of any length. A five-minute warning by phone usually finds me booted and spurred at the nearest curb. The picnic idea came after several longish trips were spent in mouth-watering wishful thinking. In one section of our countryside there are stands of citrus fruits, home-cured olives, honey, and freshly pressed fruit juices. They become more and more tempting as mealtime approaches, but it is scarcely the thing to stop and get juices at one stand, pick up a pint of olives to munch on at another, and stare for hours at a golden bottle of honey purchased at another. Hence the box.

In it we are sure of finding powdered coffee in capsules, a small tin of canned heat and the frame and



First aid—from gauze to thread



Nothing like old shoes for hikes

HELP!

Hand me that "STA-WAY" Insect Repellent Lotion!

DO MOSQUITOES, black flies, house flies, gnats, chiggers, etc., make you say "uncle"? Here's sure relief! Just rub on "STA-WAY" Insect Repellent Lotion . . . and insect pests *stay away!* Perfected by a leading university after years of research, this amazing product *really works!* Greaseless, pleasantly scented. NON-IRRITATING TO THE MOST SENSITIVE SKIN. Only 35¢ a bottle. Get it from your dealer today!

STA-WAY

TRADE-MARK

INSECT REPELLENT LOTION

The word "STA-WAY" is a registered trade-mark of NATIONAL CARBON COMPANY, INC.

100 GORGEOUS TULIPS $2.39

Magnificent Rainbow Assortment of gorgeous colors—choice Darwin, Cottage and Breeder Tulips—***Guaranteed to Bloom Next Spring.*** Order Now—a post card will do. Bulbs will be sent C. O. D. parcel post, at right time for fall planting.

BURGESS SEED & PLANT CO.
418 T.C., GALESBURG, MICHIGAN

ORDER NOW
PAY NEXT FALL

UNCLE NED SAYS:

ANYONE CAN REPAIR WALLS WITH RUTLAND PATCHING PLASTER

Mix Rutland with water—apply with knife—and your wall is as smooth and firm as new.

pan into which it all fits, a small can of evaporated milk, salt and sugar in shakers with strips of scotch tape over the holes, a can of pork and beans, another of sardines, can openers, paring knife, butcher knife, two knives, forks, and spoons, and a supply of paper plates, napkins, cups, and extra cloths. Some of these things are packed in a round, tin cracker box with a tight-fitting lid. This box has any number of extra uses, from carrying water from the nearest safe source to the picnic grounds, to holding a crushable, juicy pie. Thus we are equipped with the basic tools for building an unplanned picnic wherever the inspiration strikes us.

Have you ever bought a loaf of homemade bread, crackly and crunchy on top but soft and white and warm inside, and eaten it with lumps of sweet butter and Idaho white-clover honey, when you were miles and miles from nowhere and as hungry as a pack of wolves? Have you ever passed a little seaside shack where fresh lobster, shrimp, and crab were for sale and where the ocean lapped clean and blue against the white sands and jutting rocks? Did you drive right by, then pull up at the nearest respectable-looking eating place and order sea-food—only to have it taste disappointingly flat? You should have stopped, ordered a lobster put in the pot, cooked him over your own fire, and eaten in the peace and quiet of a cranny on the shore. A stolen moment from the busyness of modern life.

Now, all this may sound very complicated and tiresome, but it isn't, really. An hour or less of shopping will be all you'll need to allow, for you can find practically everything you want in the five-and-dime. And, aside from the small investment involved here, another of the advantages is the fact that everything is put up in small packages, enough for your needs, not too much for the space available in the car. Just keep in mind that you're managing four "departments." One is good grooming (cosmetics, mending things, etc.); one is first aid; another is leisure (enforced by a flat tire, perhaps, but just the time when you need reading matter and cigarettes to keep your mind off the minor catastrophe); and the last is the always-important food department.

Naturally your family may be different from ours and want different things in each "department." But there won't be much variation and our system has been so satisfactory that we don't hesitate to pass it on to others.

Not a great deal of bother. But it makes possible the fun of the unexpected and the joy of those all-too-rare moments for which we seldom take the time but which pay such large dividends in relaxation, inspiration, and memories.

WE MINERS DIG THE LEAD GOOD PAINTERS USE IN LONG-WEARING PAINT

THERE'S one sure way to obtain a paint that won't crumble under the poundings of weather—find out how much white lead it contains.

It's a safe rule to follow: *the more white lead the better the paint!* For experience proves—*paints made with pure white lead resist weather better.* You can't, for example, get a more durable paint than a 100% white lead paint. This is the kind good painters mix from lead-in-oil.

As a matter of fact, white lead pigment is made from lead—and everybody knows there's no tougher metal when it comes to fighting off weather.

White lead, too, battles heat, cold and moisture—without cracking and scaling. White-lead-painted jobs stay neat and attractive because the paint wears down slowly and evenly.

And that means there's no need to burn and scrape when applying a new coat—it goes on right over the old one.

Best of all, you pay no more for white lead than for regular quality paints. Beauty—economy—long life—no other paint gives you so much for so little. Here's one case where the best is cheapest!

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

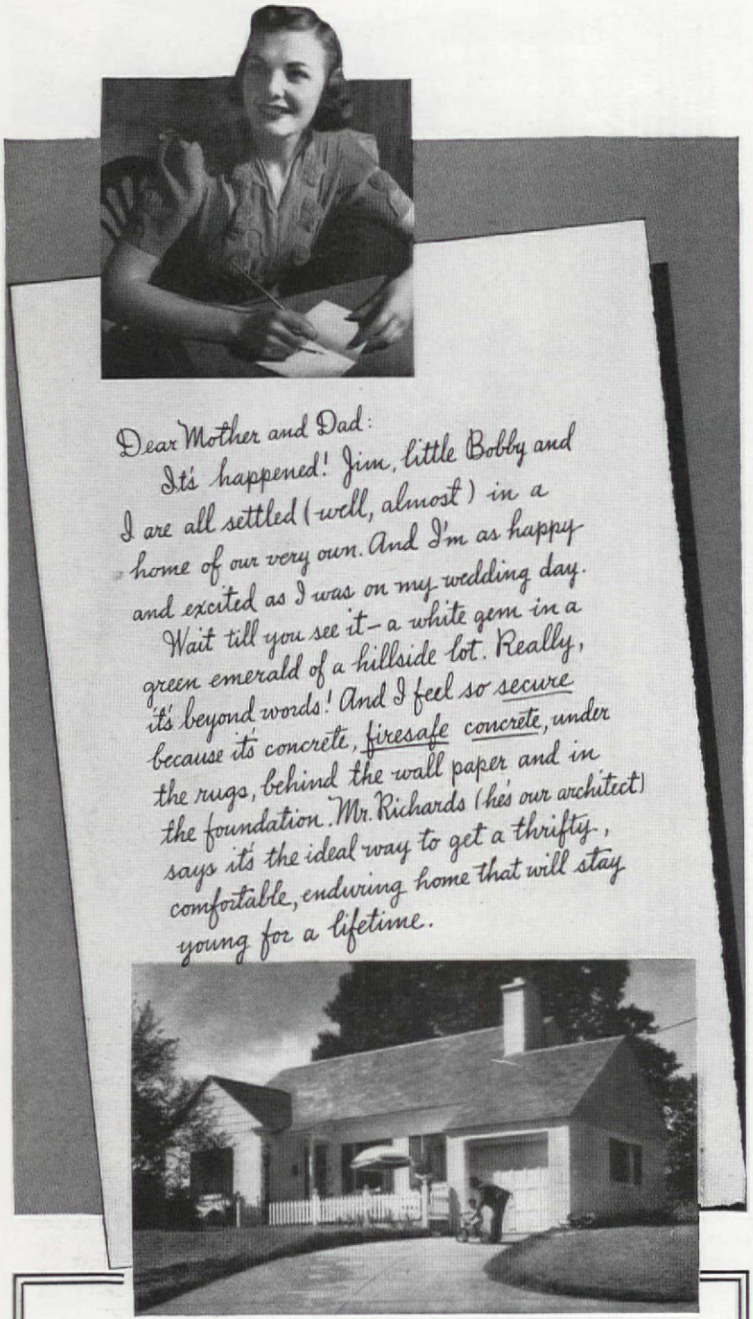
FOR MODERN PAINT STYLING, HIRE A GOOD PAINTING CONTRACTOR—*The new vogue for decorative color styling demands a skilled painter—one who knows all the tricks of application that insure lasting good looks.*

HANDY WAY TO BUY

In addition to the regular lead-in-oil or paste form, pure white lead can now be obtained as a ready-to-brush paint in convenient popular-size containers, at dealers' everywhere.

You're money ahead when you paint with White Lead

USEFUL HINTS ON WHITE LEAD TINTS—*You'll find a lot of helpful information on modern paint color-styling in a free booklet, "WHAT TO EXPECT FROM WHITE LEAD PAINT." Write for your copy today.*



Dear Mother and Dad:
It's happened! Jim, little Bobby and I are all settled (well, almost) in a home of our very own. And I'm as happy and excited as I was on my wedding day.
Wait till you see it—a white gem in a green emerald of a hillside lot. Really, it's beyond words! And I feel so secure because it's concrete, firesafe concrete, under the rugs, behind the wall paper and in the foundation. Mr. Richards (he's our architect) says it's the ideal way to get a thrifty, comfortable, enduring home that will stay young for a lifetime.

Something to *"write home"* about

—the security, comfort and thrift of firesafe CONCRETE

Concrete protects lives and property because it can't burn, decay or be eaten by termites. Concrete homes offer the utmost in living comfort. Firesafe concrete floors (any covering you choose) strengthen the entire house.

Your concrete home can be Modern, Colonial, *any* style—with a wide choice of colors and finishes. Moderate first cost, low upkeep, high resale value, make concrete the thriftiest "buy" in a home today. Send for free booklet of concrete house design ideas.

HOW TO GET A CONCRETE HOME—Ask a *Concrete Products Manufacturer* or *Concrete Contractor* (see phone book) for names of architects and builders experienced in concrete.

PORTLAND CEMENT ASSOCIATION
Dept. 6-5, 33 W. Grand Ave., Chicago, Ill.

A national organization to improve and extend the uses of concrete . . . through scientific research and engineering field work

Tell us WHERE

—and we'll tell

We're not a travel service and don't propose to compete with Baedeker or Mr. Foster, but perhaps we can help you

AT LEAST half the fun of a vacation trip, we think, is working out the itinerary. So we aren't offering to do that for you. Nor would we think of suggesting or urging where you ought to go in the first place. If you and your family cannot decide that important, basic detail, we certainly wouldn't want to assume the responsibility. But when you have finally settled on a trip, be it through New England, up the Redwood Highway, deep into the Old South, around the Corn Belt, into the pueblo country, across the Great Smokies, over the Ozarks, or wherever; or even if you have merely determined in which general direction you are going to trek, we will be glad to contribute suggestions about some points of special interest that you might hate to miss if you were going to be in their vicinity. This is how we figure on doing it:

We first divided the country into ten zones, as shown on the map above. The division was an arbitrary one in a way, yet we think it is at least logical from a geographical and travel basis. For example, New England, New York, and a considerable part of New Jersey make up a sort of unit with Boston and New York City as focal centers. Similarly, Pennsylvania, Delaware, Maryland, Virginia, and West Virginia make a compact group with such key cities of interest as Philadelphia, Washington, Pittsburgh, and Richmond. To the west, Ohio is a natural companion for Illinois and Michigan, from which one so easily reaches Wisconsin to the north, and Indiana to the west that there you have another convenient expanse of country without attempting to take in the real Corn Belt, still farther west. And so it goes all the way to the Coast, the Gulf, and the Canadian border.

Make $1.50 an Hour In Your Spare Time

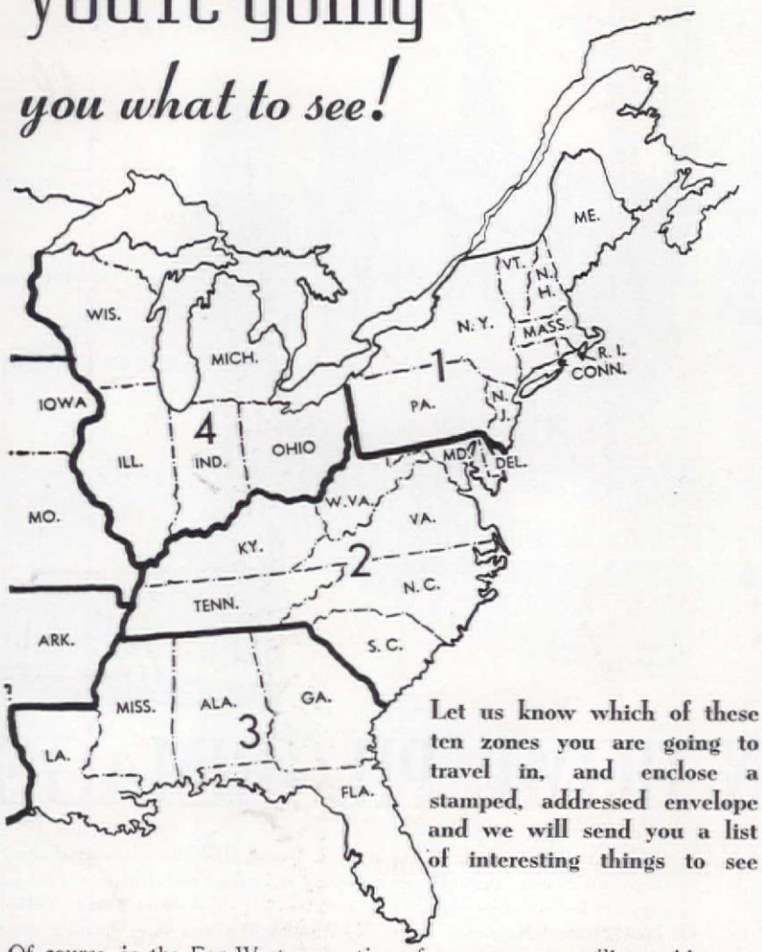
If you can spare an hour a day—write me and I'll outline a plan that will pay you up to $1.50 for that hour.

Here's an opportunity for ambitious, wide-awake men and women to become subscription representatives for one of the most popular magazines in the country. Address

B. L. Hallock, The American Home
251 Fourth Ave., New York, N. Y.

you're going

you what to see!



Let us know which of these ten zones you are going to travel in, and enclose a stamped, addressed envelope and we will send you a list of interesting things to see

Of course, in the Far West, a portion of any one zone will provide generous territory and a wealth of thrills for an average vacation.

Next we asked all our editorial department heads to prepare, for each zone, lists of places, institutions, natural phenomena, or man-made things that they think would be especially worth a visit from anyone particularly interested in the respective fields they are engaged in—building, museums and collections, nature study, domestic science, home decoration, gardening, and all the subjects that can and should contribute to a rich and varied home and family life. These lists are being combined and arranged, and mimeographed sheets are being prepared, each carrying an enlarged, more detailed map of one of the zones and the corresponding list of places there that we feel are really worth going to. We will be glad to send these sheets to our readers on request, provided they comply with these simple provisions: Simply write us, addressing your letter to "Rediscovering America," THE AMERICAN HOME, 444 Madison Avenue, New York, N. Y., stating which zone or zones you are interested in and enclosing an addressed, stamped envelope (preferably a large No. 10) in which we can send you the information you wish.

This does not mean that you will receive a detailed itinerary, a road map, a list of recommended hotels, tourist camps, or anything of that sort. Such things are obtainable from many other sources—gas stations, travel agencies, tourist bureaus, and the like. Nor will we be able to write personal letters giving advice, travel directions, cost estimates, or answers to specific questions. We do hope, however, that we will be able to supplement any plans you have made and any hopes you are cherishing with hints and reminders. May they add to the value, interest, and enjoyment of your vacation trip; may they help you realize the maximum pleasures and possibilities that can be had from what we have been recommending throughout this vacation issue of ours—Rediscovering America.

Could you recognize a Sheraton Sofa?

Here is an expertly written short course for the layman on all 15 of the better known periods in furniture making. Detail drawings and photographs show the motifs and treatments that individualize each period: Chippendale, Sheraton, Hepplewhite, Queen Anne, Adam, Colonial, Victorian, The three Louis, etc. Fully covered are beds, chairs, tables, clocks, mantels, etc., together with matching rugs, and fabrics. This treatise is truly a "course" and will give you a sound background in this fascinating subject.

76 pages, hundreds of illustrations, **only 50¢**

Send your order to

The AMERICAN HOME

251 Fourth Ave. New York, N. Y.

Your Home is a Better Investment in

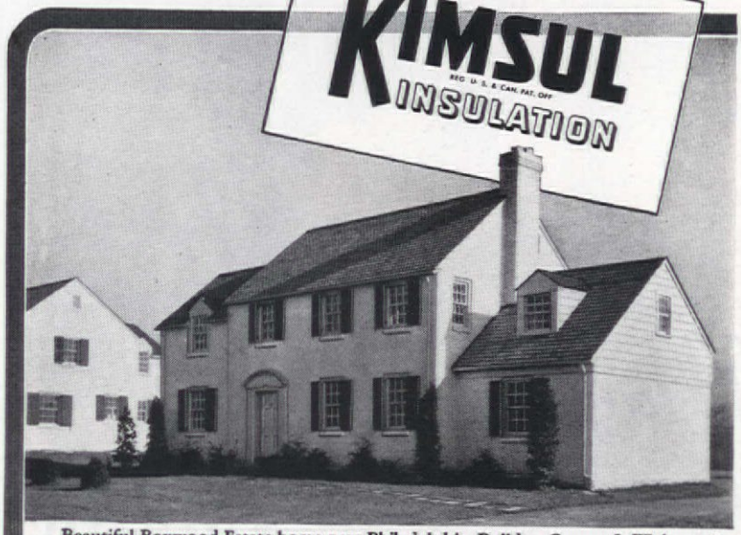
"COMFORT STREET"

made warmer in winter

cooler in summer with...

KIMSUL INSULATION

REG. U. S. & CAN. PAT. OFF.



Beautiful Boxwood Estate home near Philadelphia. Builder, George S. Webster, Jr., says: "Results have been very satisfactory and we are pleased to recommend the product. KIMSUL certainly more than lives up to the modest claims made for it."

Make Your Home Weather-Proof —Cut Fuel Bills

KIMSUL* can convert your street into "Comfort Street". In summer KIMSUL bars the way to penetrating heat waves. When winter comes, KIMSUL in walls, ceiling and roof, keeps outdoor cold outdoors. *You're on "Comfort Street" with KIMSUL!*

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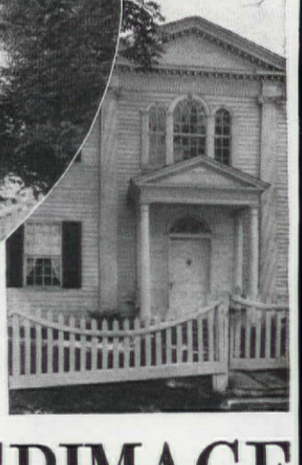

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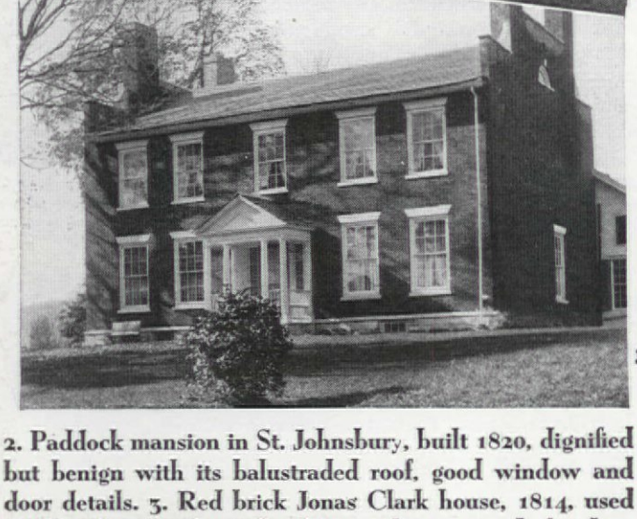

3

YOU will enjoy Vermont in any of the four seasons. The spring is enchanting with a rising tide of green creeping up the mountains, but for your Pilgrimage wait until May when the back roads are passable so you can see the houses and villages off the main highways. Summer is delightful and all types of excellent accommodations are available. September begins the season of country fairs, and in October Vermont turns flame red and pale gold. During the winter, hotels in the ski center are open for the spectacle of Vermont's white and crystal frozen beauty. No matter when you visit you'll probably come under the state's special, individual spell. Worlding and heretic you may be, but cross our state line and you will feel the strength of the hills, the tranquillity of sheltered valleys far removed from the wild, uneasy beauty of the sea and the restless life of great cities.

Don't look for 17th century houses with leaded, diamond-paned windows or overhanging second stories because Vermont didn't exist in their day. Up to and through the 17th century, the territory remained mostly primeval country,

4

2. Paddock mansion in St. Johnsbury, built 1820, dignified but benign with its balustraded roof, good window and door details. 3. Red brick Jonas Clark house, 1814, used marble for window details, porches, carved fireplace panels, even drains. 4. Monroe-Hawkins house, South Shaftsbury, has pediments at doorway, window, and roof

Photographs by author, Herbert Wheaton Congdon, Preston Cummings

An American Tradition...

"Home Defense!"

Many an old Colonial dwelling that echoed to the midnight cry of Paul Revere still stands today ...an eloquent reminder that our forefathers defended their homes not only against mortal foes but against the very elements themselves. Safely through the storms of two centuries these historic homesteads have come down to us, guarded every year of the way by the sturdy paint of the Minute Man—Pure White Lead.

...and again

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And into the front ranks of America's Home Guard the Dutch Boy's famous Paste form of White Lead now welcomes its new ally, Dutch Boy White Lead *Paint*.

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Here's the Home Defense of the Minute Man in its new, up-to-the-minute form—the new Dutch Boy Pure White Lead *Paint*. It's pure white lead, all ready to spread—offering, in ready-to-use paint form, the proven protection and extra quality of white lead. Yet it costs no more than regular quality paint.

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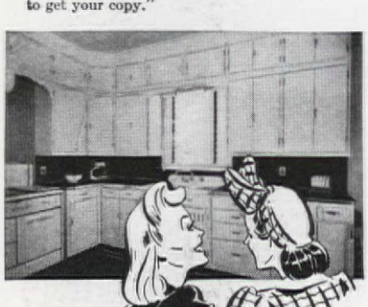

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with no lasting settlements. Vermont's brief pioneer period began with Fort Dummer, built in 1724 just east of present-day Brattleboro, at a time when New York and Philadelphia were already cities building brick Georgian houses. Of the state's earliest structures only a solitary cabin at Lake Champlain is left. Many early inhabitants pushed on to the west while those who remained evolved a frugal, self-sufficient way of life, a mold from which Vermont character is still cast today—courteous but grave, faintly resentful of intrusion, and with a certain impenetrable reserve. In a state with no sea coast for commerce or ship building, no rich deposits of coal, oil, or metal, with ribs and ranges of mountains to bar easy commer-

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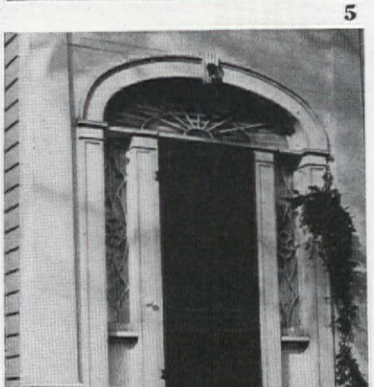

6

cial transportation, the early settlers amassed no great wealth, developed no de luxe way of living. Not even large-scale agriculture was feasible since so little of the land was arable, so brief were its summers, so short its summer days. Having had no boom eras, no days of great cotton or clipper wealth, it also had no shabby periods of poverty and decay. Today, Vermont's remote hamlets and villages still present a simon-pure picture of 18th century Colonial America with nothing added, nothing taken away. Preserved intact by the even course of life in the state, the houses still function in much the same manner as when they were built and the people still pursue the same unhurried but active life. These aren't ghost towns or "restored" stage sets either, but living, self-possessed

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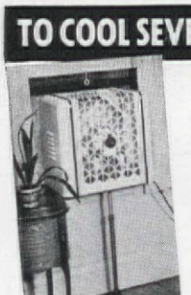

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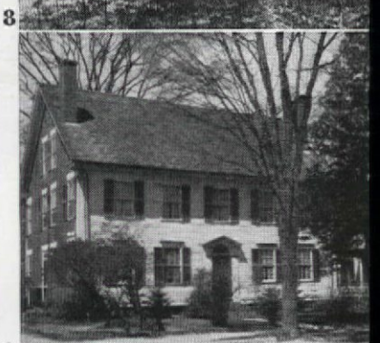
communities of old churches, white or rose-colored houses clustered around village greens—in many instances having neither telephones, gas stations, gifte shoppes, or tourist homes to shatter their quiet. It's a setting kindly in its natural beauty, gracious in its individual, architectural charm of fragile, simple farm and village houses, delicately spired churches. It's a world which affords time out to lie back in a garden chair over your morning coffee with your mind washed empty of everything except the beauty of the pale-colored transparent mountains, a world in which to live simply without forgetting to live gracefully and to enjoy such small pleasures as the hot, sweet fragrance of wild strawberries in the noonday sun, China

8



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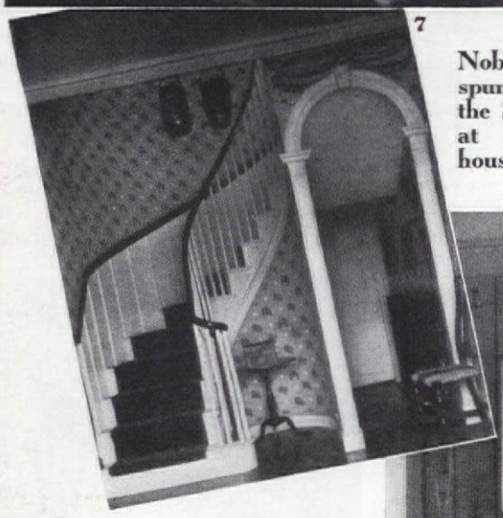
tea from thin cups when summer shadows lengthen in the garden.

The Vermont scene is a pastoral landscape and its most characteristic houses are simple, farmhouse types. But there are notably distinguished homes and public buildings and whole villages of fine architecture. It is 18th and early 19th century architecture generally, which came into being after early American types were fully developed elsewhere. You'll encounter many familiar types: the rectangular Noah's Ark type with either its broad side facing the south or its gable end to the street, the square house with a hood roof, the balustraded roof characteristic of Bulfinch or Latrobe, and occasional octagonal houses and beautiful, pillared, Greek Revival houses of later periods. The simple rectangular house, with the well-pitched roof to which heavy Vermont snows do the least damage and with a clapboard frame built close to the soil on a stone foundation, is the earliest and the most general. Driving over the Massachusetts state line on Route 7, Old



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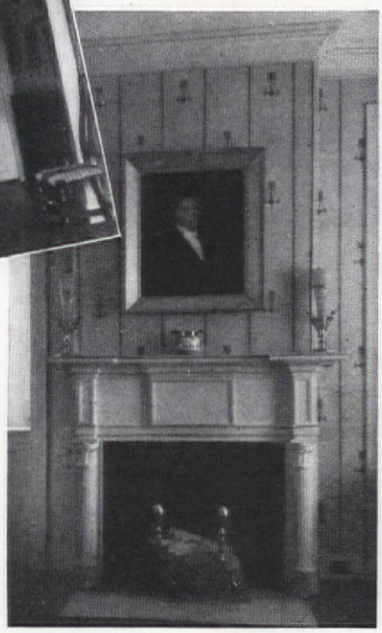
Noble proportions, finely spun details, throughout the Sumner-Steele mansion at Hartland, a Federal house which crowns a knoll



Bennington is the logical place to start a pilgrimage, for it is a distinguished old village. The Parson Dewey house, built in 1763, is reputedly the state's oldest frame house. Facing the green, it's an excellently proportioned rectangular house with a large center chimney, double-pilastered doorway and no other ornamentation. The General Robinson house (1), 1795, attributed to Lavius Fillmore, is an aristocratic house with graceful, elegantly detailed cornice, pediment and two-story Ionic pilasters. It shows the post-revolutionary abandonment of center chimney for a center hall and fine staircase, introduction of higher ceilings permitting a delicate front door fanlight, an imposing triple-arched window in the upper story. The Museum containing Ethan Allen's banner, the first flag carried in the Revolution, shouldn't be missed and try to include one of the evening services in the beautiful Federal church where you'll see candles flickering in the pewter holders of the crimson-cushioned box pews. The state publicity bureau at Montpelier can give you the date of these services and also the date of Colonial day, when Castleton, further up in the state, keeps open house.

Leaving Old Bennington and returning to route 7, you go north. At South Shaftsbury the Monroe-Hawkins house (4), by Lavius Fillmore, is another of the gentry's handsomely detailed, generously scaled mansions of the turn of the 18th century. Going through Arlington, notice Dorothy Canfield Fisher's home with the Vermont feature of stepped, brick gable ends. A few miles past Arlington is Manchester Street, surrounded by estates, golf courses, and the atmosphere of wealth. There are many genuine old houses and the real beauty of the imposing street, with lovely white-pillared, iron-urned, "befo'-de-war"-looking Equinox House, is impressive even if it's just not "Vermont" in its essential spirit. From here a road forks west to Dorset, a lovely village setting of rather sweet old houses, not too important architecturally.

Route 30 takes you on to Pawlet and to Poultney. Pawlet's Sargent-Leach house (11) has clapboards over a hewn frame, end pilasters supporting an entablature with delicate triglyphs. The main door is unusual with its fanlight stretched out to cover wide paneled pilasters and leaded sidelights. The Barnes house, also 1800, is of rose-red bricks with a

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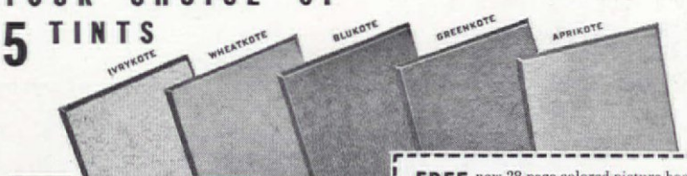

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white wood, rosette cornice. Rope mouldings are featured in the delicate, charming woodwork, which is simpler than in the Sargent-Leach house. The 1819 red-brick Hopkins house, with the exquisitely ornamented arch, has marble details. In East Poultney, a typical unspoiled Vermont village on Route 30, see the fine church, early tavern, and substantial Federal period houses facing the green and the Whitton home (6) which also turns its gable end of flush white boarding, fine

9

end pilasters, and delicate cornice in that direction. (Its Greek Revival wings were undoubtedly later additions.) From here, a side road will take you to Middletown Springs, where the stately old Jonas Clark mansion (3), commands a knoll, each of its stepped gables carrying two chimneys high above the roof and white fanlights looking out between them from the enormous attic. Built in 1814, it shows plentiful use of white marble for window caps, lintels, porches, fireplace panels carved in sunflower designs, even ground drains.

Retrace your way to Route 30, then turn sharp east at Bomoseen (Alexander Woollcott and the Marx brothers occupy opposite ends of an island in the lake here during the summer) to Route 4 for Castleton. This is the village which keeps open house on Colonial Day and it has a delightfully gracious and unique effect because it's almost entirely the work of Thomas Royal Dake, a carpenter-builder who belongs in the company of those better known fellow craftsmen-architects, Bulfinch, McIntire, and Asher Benjamin. His work was chiefly confined to one small section of Vermont and he used Adam style decorations chiefly—delicate swags, festoons, ornamental medallions and arches, etc.—on simple, rectangular houses. The Meacham-Ainsworth house (13), built between 1810 and 1820, shows his earlier style, particularly in the triple-arch treatment of the small front porch. The house, built for the Hon. John Meacham, passed from Meacham to his daughter who married Hiram Ainsworth, a carding mill owner. There have been several alterations; a white, picket fence with an arched gate and Corinthian pillars at the front and side entrances have been removed and the side porch has been added. No stairs in the house are the original ones. Characteristic of Dake's work is another Castleton house, shown in illustration 14, with its three arches at the front doorway, its Adam ornament in the gable ends, the general refinement of its detail. The plan of this house, with a parlor on either side of a center hall, additional rooms behind, much resembles Jane Austen's description of the Bennet cottage in one of her novels.

Unique for Vermont is the Langdon-Cole house (8), built in 1823 for Benjamin Langdon, a Castleton lawyer, and now in possession of

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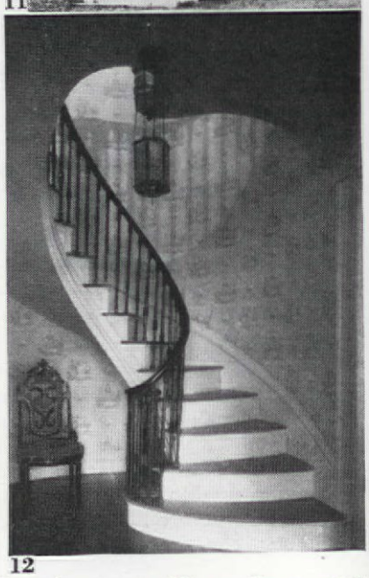

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Mr. and Mrs. Carlos Cole, who have restored the interior to nearly its original state, using modern reproductions of the wallpaper and new, hand-cut mouldings. A two-story house, it has the usual gable and ell, but across the front are a pair of two-story bays with a shallow, slender-columned porch between them. Slender pilasters are used on the corners of the bays, matched boarding covers the front of the house, with regular clapboarding used on the other sides. Elliptical windows are in the gable ends, which are also sheathed in matched boarding. A fine doorway and Palladian window over it are distinguished details. The Lake house (10), built for Samuel Skinner in 1832, has been attributed to Dake also but it has a strong "Hudson Valley" style which challenges this; its decorative features suggest that it was done by masons and carpenters under Dake's

13

14

influence. The workmanship is notable in any case. The brickwork is especially fine with massive chimneys in the gables providing for the immense fireplaces. The beautiful, recessed doorway, framed by slender, coupled columns, has sidelights and a semi-circular headlight with leaded tracery.

The Greek Revival Justin Ransom mansion with massive pillars, acanthus carving, and delicate iron work, now a parsonage, is later work. The Granger-Ransom house, a two-and-a-half-story structure with a front adorned with four pilasters and decorated friezes and lintels, is practically unchanged, except the front porch added after 1900, and remains well preserved. Its beautiful stairway (12) is an example of Dake's finest work and was designed for Granger, Dake's employee. Tradition has it that Granger and his son used sixteen years of their spare time doing the woodwork.

From Castleton, a trip up to Middlebury, the seat of the college, is worthwhile to see this substantial town moulded in a fine pattern and maintaining a fine integrity and tradition in its dignified homes. Or you can go to Woodstock directly from Castleton on Route 4. Woodstock will undoubtedly hold you awhile for it's difficult to leave this perfect, tranquil Georgian village, its famous green and breath-taking houses, all so perfectly groomed. The town abounds in more enchanting homes, sweet gardens, and lovely doorways than we can name here but look for those grand Georgian mansions, the Bailey and Johnson houses, the Dana house (9), the imposing brick houses on the road to South Woodstock, and the hospitable White Cupboard Inn (5) which includes the interesting old Hutchinson house built in 1794. Route 4 continues to White River Junction, where you can turn north on Route 5 to St. Johnsbury and search out the Paddock mansion (2), dignified and important with its balustraded roof, good window and door details, or go south where you should see the finest Vermont work of Asher Benjamin, author of "A Country Builder's Assistant," text book of early carpenter-joiners. Benjamin lived at Windsor from 1800 to 1804, and a number of houses in the vicinity are ascribed to him. The beautiful Federal, Sumner-Steele mansion at Hartland, (7) a squarish, hip-roofed, superbly detailed, nobly proportioned structure crowning the knoll on which it stands, may very possibly have been designed by him.

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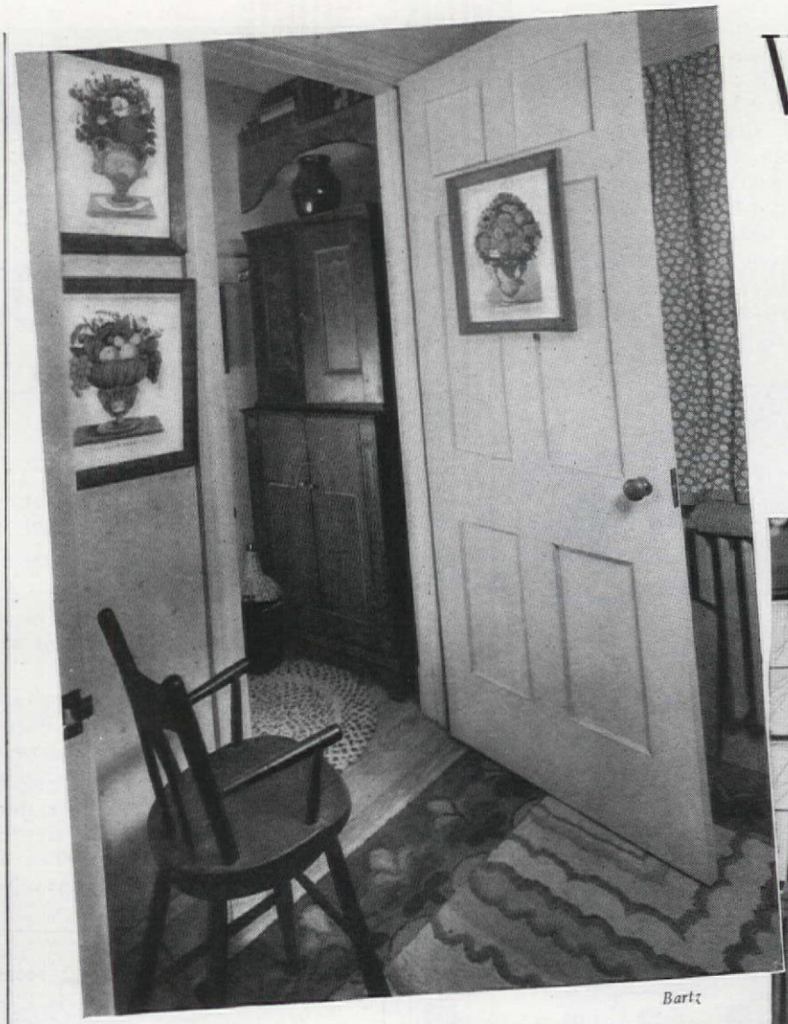


Bartz

ANNA B. ROLLER, Canfield, Ohio

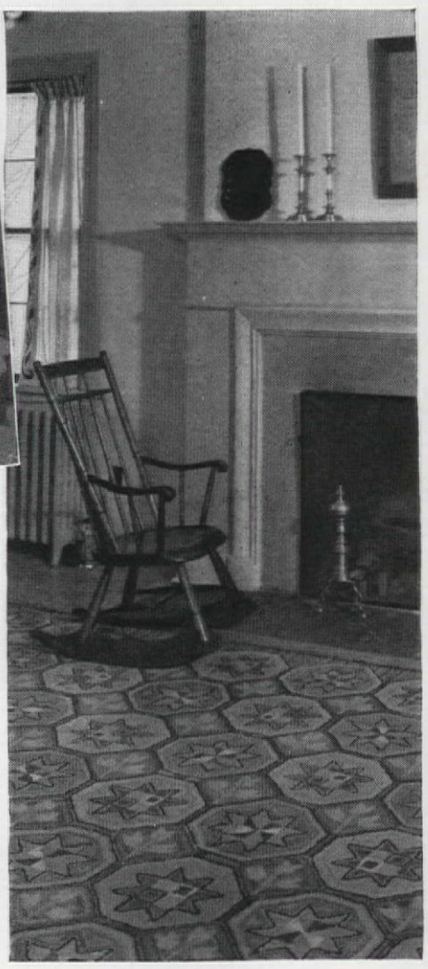
HOOK away, but use good material and do a good rug. It takes more planning but no more work in the doing. Your first venture will probably be with a stamped piece of burlap, just to see how one works a hook and combines colors. After that "try your own wings" at design and color and your own ideas of beauty, not those of someone else. Make the rug belong to you. The great price of the machine age is that it has deprived us of the right to design for a particular place and this, after all, is the true appeal of handwork. So, while you are about it, do turn your time and work into something really worthwhile and definitely your own.

Let me describe a room and the rug I decided to do for it. In a small room off my bedroom there is a collection of Early American flower prints. No timid pinks here, but shades of red and rose which defy description. The walls are aqua with a small figure. This and the old cherry frames of the prints were all I had to consider, so I made the center of the rug a pale gray-beige in shaded blocks. In the border are the background shades, from the deepest wine-red to American beauty. A stylized leaf is the border design, in shades of blue-green, from vivid to its palest at the leaf tip. The scale of shades is very effective. Although the room is small, I used a bordered rug which in no way decreases the apparent size of the room because of the distribution of color.

You will wonder how to plan a rug, to arrive at its size, and then how to make the pattern. Large papers pinned together will give a concrete idea of the size you need and will also do to block out your design. Here is where you can give vent to all the originality you possess. Something you've liked very much will probably begin to take form for your inspiration. A star figure in an old Norse tapestry (my own ancestry) is really the basic motif of one of my rugs. The spacing and coloring make it my very own. Its geometric design is not unlike that of a patchwork quilt. (Symmetrical patterns are the easiest for beginners.) The stars are coral rose, amethyst, and peacock blue on a blue-green background.

When you have your cloth ready and hemmed, and have decided upon your pattern, cardboard and children's drawing crayons are good tools for transferring your homemade design in correct proportions from your sketch to the material. If floral patterns and free-hand drawings are beyond your ability, a young art student can make your own idea into a concrete design. Just give him an idea of what you want.

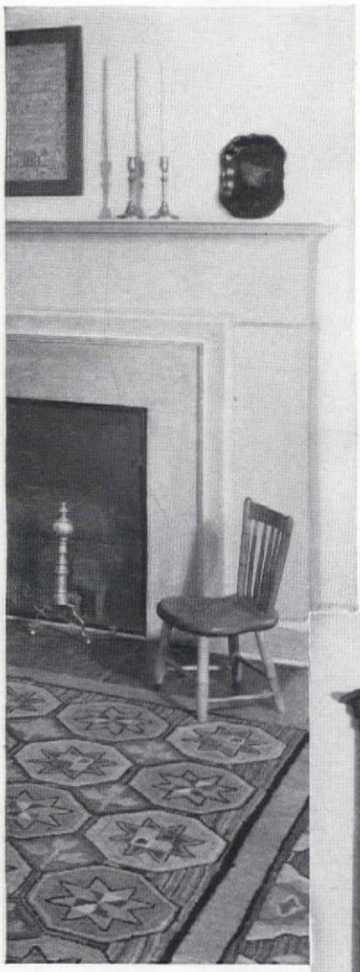
The small, half-oval rug in front of a corner cupboard, opposite, took its pattern from a collection of china within, the Adams rose and another of the Adams ware with a seashell motif in the border. Seldom is so literal a transcription of a motif desirable, but it is offset by the great variation in the material of both. The color of the rug is that same lovely red, really an American beauty, that has made this Adams rose a beloved pattern of early America. Many tones of mulberry, purple, and amethyst are in the seashell border, and all on a pale beige background. Every house should have at least one red room—it's good for your disposition. I dare anyone to come into my boys' room and come out with a grouch! In this room, where red is used freely, the hooked rug is the climax. Small diamond blocks build up a star which is easily recognized as the familiar star of the quilts. There are alternate rows of red and white on a black background. Simple furnishings and red calico (or percale) curtains make the setting just right. In planning a rug it is well to remember that simple design and furnishings will take the primary colors best and that the more subtle shades should be used in rooms to which they will be more appropriate.



For a small rug, any frame—

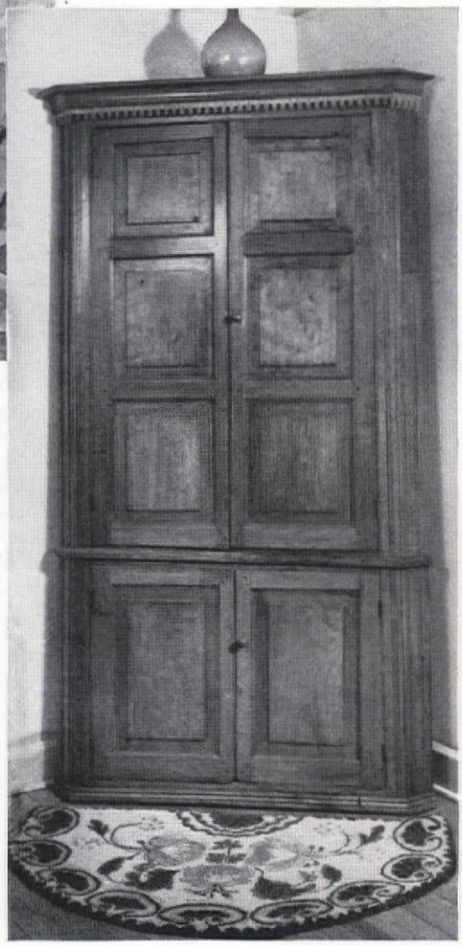
tired of being told "American Women can't DO anything"!

Hooking rugs and making quilts are America's two oldest handcrafts. These hobbies of our grandmothers are still being done well in '41



sary jibes. Here's a favorite one. A man who was taking a suit to the tailor for some fixings turned to his fellow passenger and, pointing to the suit, said, "You see my wife is making a hooked rug and if I don't take my clothes with me in the morning, she'll have them in the rug by night." Here's another: At a clubhouse overlooking a golf course one spectator said to another, "What a beautiful color your husband's socks are"! The other replied, "Well, you know I'm planning another hooked rug and I thought I might just as well get the right shade to begin with."

Don't count on your friends to give you rags. She's a friend indeed who would part with them for you. She's probably going to make a



even an old picture frame —will do, but for a large one the best equipment is a quilting frame. The foundation of the hooked rug of the old days was homespun linen and it will probably never be surpassed. Monk's cloth of the four-ply weave will be found much more durable than the burlap which is commonly used.

A husband whose wife is gathering rags for rugs can furnish all the neces-

The half-oval rug fits in perfectly with the theme of the Early American corner cupboard

America's First Choice Piano—WURLITZER

More "Wurlitzer" pianos are chosen to grace America's homes than those of any other name. They are designed to fit beautifully into any decorative scheme. The loveliness of matched woods or the new plastic fabric, Kordevon, provides colorful finishes to suit every taste. Beneath the trim encasements of these compact Wurlitzer Spinettes are technical achievements which create full, rich resonant tone.

SHE—"*I never dreamed that a piano could add so much charm to our home.*"

HE—"*And I never dreamed that a piano with these refinements could be so moderately priced.*"

Exclusive Wurlitzer developments—the Augmented Pentagonal Sounding Board, Acoustic Tone Chamber, Controlled Tone Louvers.

The piano above is Wurlitzer Spinette Model 440—at the right, Wurlitzer Spinette Model 591. Wurlitzer prices range from $245 upward — with convenient payment terms available. See and play these distinguished pianos at your Wurlitzer dealer.

RUDOLPH WURLITZER COMPANY, De Kalb, Illinois AH 6-41

Send me, free of charge, a complete set of color reproductions of Wurlitzer Pianos in beautiful room settings.

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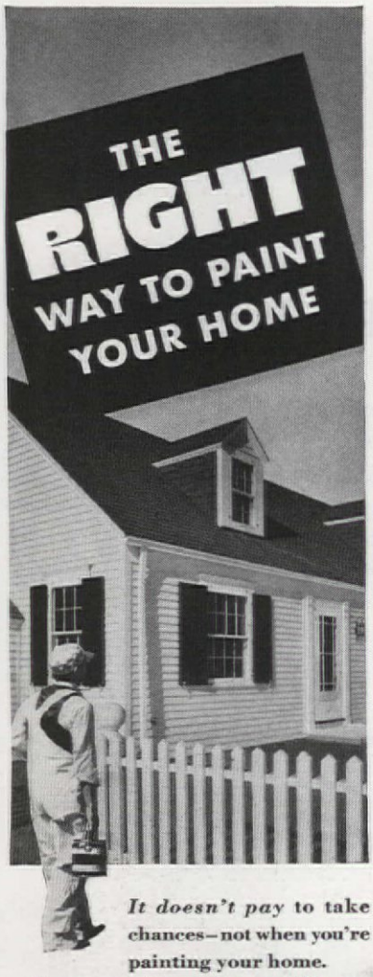
A NAME FAMOUS IN MUSIC FOR OVER 200 YEARS



It doesn't pay to take chances—not when you're painting your home.

Choose a paint you *know* will wear and wear and wear.

Choose a paint that will still be good-looking after the second year.

Choose a paint that leaves a smooth, even, easy-to-repaint surface for economical maintenance.

You don't have to be a paint expert to choose such a paint. It's easy.

For 97 years, Eagle White Lead mixed with linseed oil has been *proving* itself a reliable, economical paint for American homes.

This pure white lead paint creates an elastic paint film that safeguards against cracking and scaling. It wears down gradually and evenly so repainting is simple.

Next time you paint—employ a good painting contractor and ask him to use Eagle Pure White Lead.

NEW BOOKLET! *Contains valuable information on painting, including how to figure the real cost of a paint job. Write for free copy. The Eagle-Picher Lead Company, Dept. A-61, Cincinnati, Ohio.*

EAGLE WHITE LEAD

EAGLE EP PICHER

Made by the makers of Eagle Insulation—thick, fireproof mineral wool

rug herself as soon as she gets around to it. Yes, you'll need all the wiles you possess to get those rags, for when you think that you have enough, then it takes just that many more. Because you can buy at reclamation centers and rummage sales, you can afford to be choosy and buy only the best wool garments. Finely-knitted sweaters, bathing suits, and jerseys are the best materials. Leave the heavy coats for braided rugs. Not only is this type of material softer to hook with, but a superior quality of wool will shed the dirt. Fabrics of a higher quality have a better grade of color. Though called sunfast, time will tone them, and wear mellows any color pleasantly.

Do not feel that colors must exactly match. Harmonizing several shades of the same color will give a vibrant effect that will have far more life than one solid mass. If you have ambitions for a large hooked rug, try this experiment first. Buy half a yard of old, bleached linen. It's almost a parchment shade. Pull a thread every three or four inches apart. This will make a stripe and help to keep your work straight. Get mercerized floss in as many shades as the brand offers, for instance, blue-green to green. Through a tapestry needle draw four threads. Take a short running stitch, almost a seed stitch, but let the long stitch show on the right side. Fill in each section, closely shading each stripe in your desired colors. You'll have a lovely piece of useful needlework and you'll learn to shade effectively. Then on to the big rug!

The hooking is simple. I like an old-fashioned small hook the best. The width of the rag strips will be determined by the weight of the fabric. The usual weight of jersey will cut to an eighth of an inch. The narrower the fabric is cut and the closer the loops, the finer the texture of the rug will be, and therefore the greater its value. For some reason the monk's cloth will hold closer hooking than burlap—another of its advantages.

There is no better cure for the jitters than this age-old craft. You can do your thinking while your hook flies in and out A young couple, friends of mine, furnished a smart, city apartment in which a hooked rug was to be the keynote. And they both made it! Coming home from an evening out, the young husband would say, "Let's work on the rug awhile." I hope he forgives me for telling this if he happens to read these lines, but it is here related in the hope of encouraging others to do likewise. For, when most men get started on such a craft, they not only enjoy doing it, but they have a sincere appreciation of the article when it's completed. And when a rug is finished and laid, just who do you think will strut the more? I'll bet on the man of the house!

FREE BOOK

Gives You New Ideas . .

★ Don't let your attic be just so much waste space. Make good use of it if you're building or buying. Or put it to work in your present home.

Have windows for light and ventilation. Use doors for convenience—to connect rooms and halls. But use doors that fit well, that are easy to finish, that stay beautiful. Here's one attic idea. For others, see "Open House," a new free 32-page home *idea book.*

Doors and Windows of Ponderosa Pine

Ponderosa Pine's satin-smooth, uniform surface makes it easy to paint or enamel. Grain doesn't "raise"—edges don't splinter. "Ponderosa" takes the details of any architectural design readily. That's why "Ponderosa" has been *preferred* for inside and outside woodwork for over 40 years.

Ponderosa Pine is one of the Western Pines, well-known for their ability to add grace, charm and refinement to American homes. You make a wise choice when you select doors, windows and other woodwork of durable, economical Ponderosa Pine.

"Open House"—Idea Book

Whether you're building, buying or remodeling, "Open House" will stimulate your thinking, help you plan better rooms. Here are ideas for planning basements . . . designing whole floors . . . connecting rooms for greater convenience . . . planning efficient closets and extra rooms. *Write for it today or ask your local lumber dealer!*

Ponderosa Pine

WOODWORK

PONDEROSA PINE WOODWORK
Dept. A-6, 111 West Washington Street
Chicago, Illinois
Please send my free copy of "Open House."

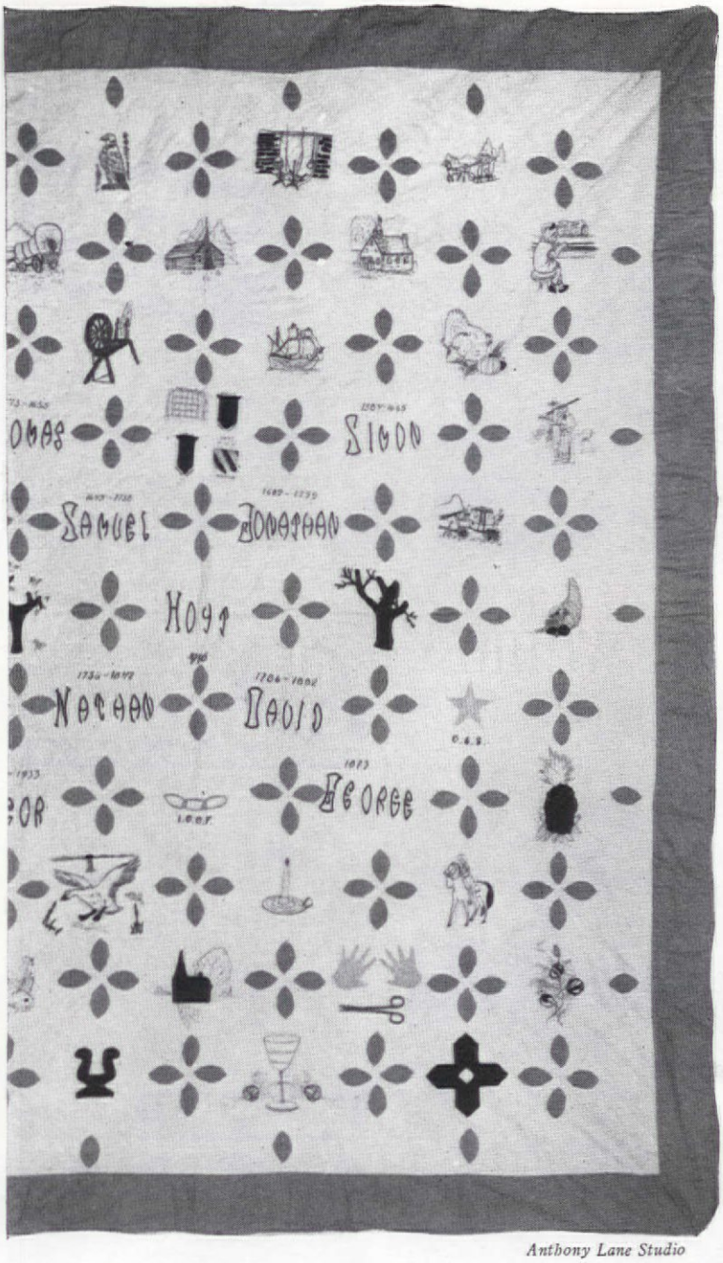
Name.....

Address.....

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

AS COMPLETE as a family history book and just as informative, but far more colorful, is my interesting Hoyt family quilt. The Hoyt family first settled in America in 1628 and one member of the family served in the Revolutionary War, one in the War of 1812, one in the Civil War, and one in the World War. The names of the first three appear on the quilt, each block of which represents the progressive development of the family through eight generations. In the middle block is found the family name of Hoyt and the year 1936, when the quilt was started. And it was not until 1939 that I finished it.

The color scheme is worked out in red, brown, yellow, and green. Each figure or design tells something of the family history or is a symbol for a family characteristic, and together they represent the activities of the family through the years. Some figures show the emblems of lodges to which members of the family have belonged,



Anthony Lane Studio

8 generations of the Hoyt family in one quilt!

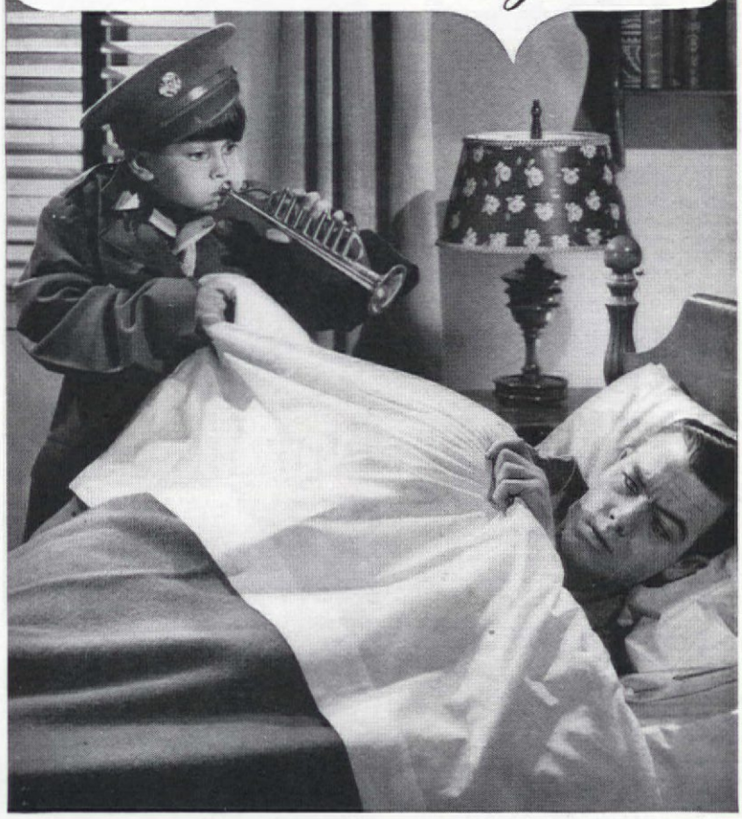
PRISCILLA HOYT-REIM, Minneapolis, Minn.

and the wars in which the family fought are represented by hats and a sword. The various symbols and their meanings, starting at upper left-hand corner and reading across each row, are:

Crib, children; eagle, strength and vision; fireplace, cooking; sled and horse, winter travel; apples, pineapple, and horn of plenty, harvest of plenty; covered wagon, traveling; log house, home; schoolhouse, education; piano, lovers of music; parchment and lamp, reading; spinning wheel, spinning of cotton; ship, coming to this country; turkey, American Indian and family coat of arms, Thanksgiving; pilgrims, first settlers; hats, sword, and stage coach, various wars; bird, lover of pets; grandfather clock, time; trees, family tree; emblems, emblems of lodges; duck, hunting; candle, illumination; horse, riding; wise old owl and fish, sport and food; church, divine worship; hand and shears, industry; roses, lovers of flowers; house, dream house; harp, music; goblet, hospitality; and the cross represents Red Cross work which was carried on by the family.

IDEA!

"My kid brother's **TOUGHER'N** *the Sergeant!"*



For **STURDY** *Wear*

PEQUOT SHEETS!

MOTHERS! If there's a boy in your home, there's a war on sheets. But who cares, really? Who wants a sissy son? Pequots can take care of your sheet situation, because they're not "sissies," either.

Guaranteed to exceed U. S. Government standards!

Pequots are woven especially for households that require *exceptional* wear. Their construction is even stronger than U. S. Government requirements for army use! (Thousands of Pequots are in the army now!)

But here's the really amazing thing about Pequot Sheets. They look and "sleep" like luxury sheets. The texture is rich, smooth and handsome. They're a delight to your housewifely soul, because they're honest quality, through and through.

So if you want wear, but can't give up luxury, get Pequots and enjoy both.

PEQUOT MILLS, SALEM, MASSACHUSETTS

STAY FRESH LONGER! The firm, even Pequot weave resists rumpling. Pequots keep their lovely, refreshing, clean crispness far longer than thin sheets which muss easily.

PEQUOT SHEETS AND PILLOW CASES

PEQUOT ALSO MAKES PERCALE SHEETS for luxury-minded buyers. Ask your favorite sheet department to show you Pequot Percales . . . lovely sheets, into whose soft beauty is woven the quality you rightfully expect from Pequot.

IT'S HARD TO WEAR OUT A PEQUOT!

IF YOU HAVE A LAWN
You need these
Doo-Klip LAWN TOOLS

The Doo-Klip Long Handled GRASS SHEAR

Permits the user to trim under hedges, along sidewalks and foundations standing erect—Up-and-down grip action prevents tired hands, blisters, pinching, etc. Light - easy to use. Blades are rust-proof and self-sharpening. Overall height 43"

NO STOOPING — USE IT STANDING ERECT

Price $2.50

The Doo-Klip Standard GRASS SHEAR

Price $1.50

The finest hand grass shear made. Up-and-down grip action spares hand and knuckles. Rust-proof, self-sharpening blades never require adjustments.

The Doo-Klip WEEDER

Weed your lawn without stooping! Just insert the blade of the Doo-Klip Weeder under the weed, severing its roots. Same grip action as on shears opens and closes claw which grasps weed as you pull it out—Rust-proof blade and claw—Height 42".

Price $1.50

Buy Doo-Klips at Hardware or Seed Stores or order direct from us. Satisfaction Guaranteed. Write for free leaflet containing valuable suggestions for better lawns.

ALLIANCE MFG. CO., DEPT. D, ALLIANCE, O.

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.

It's a Honey FOR the Money!

If you thrill at the sight of a freshly shaven lawn — yet tire of pushing your hand mower when you need to play golf—relax! Get yourself a Jacobsen Lawn Queen Power Mower. Any high school boy or girl can operate it. So can you—and have lots of fun. No work—just play — half an acre in thirty minutes.

A mechanically perfected power mower that will last a lifetime.

Mail Coupon Below!

JACOBSEN MFG. CO., 742 Washington Ave., Racine, Wis.

Please mail literature and prices on hand and power mowers for.....acre lawn.

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Nor do American women

stop at "fancy work"

Isn't this garden pool, made, with its ingenious waterfall, at a cost of $2, convincing proof of their versatility?

G. E. ALTREE COLEY
Victoria, B. C.

I HAD always had pools in previous gardens, but here there was none. Though I saw the very place for one, I could not pay to have it built so I dismissed the idea with a sigh—until, early last spring, I decided to build one myself, little by little. I wanted it raised to bring the interest nearer the eye; also, I longed for the tinkle of falling water. I had rocks aplenty from an old rockery, but there was no near-by pipe or faucet, and plumbing work was beyond me. Yet I made my pool and even embellished it with a waterfall!

I decided on a pool five feet across and ten inches deep, with a three-inch concrete bottom on a six-inch layer of stones, the water level to be a foot above the ground. So I dug a hole seven inches deep and seven feet across, piling the dirt and my largest rocks at the back. On top I cemented a flat rock which shows up white in the upper picture. On top of it I cemented a four-gallon can, in the bottom of which I had punched a tiny hole; this I arranged so it would come just at the edge of the "cliff," then I camou-

You often find your rose bushes covered with aphis. Protect them with "Black Leaf 40." It also kills **leaf hoppers, leaf miners, most thrips, young sucking bugs, mealy bugs, lace bugs and similar insects.**

A LITTLE GOES A LONG WAY

One ounce makes 6 gallons of spray for aphis, which can be used on vegetables, flowers, shrubs and trees. Spray early, before the insects damage your plants. Ask your dealer.

Insist on Original Factory Sealed Packages for Full Strength

"Black Leaf 40" TOBACCO BY-PRODUCTS & CHEMICAL CORP. INCORPORATED LOUISVILLE, KENTUCKY

LOOK FOR THE LEAF ON THE PACKAGE

OUT TRIMS 8 MEN
JARI POWER SCYTHE

Cuts thru all heavy growth. Close to and under obstacles. Time saver for maintaining parks, estates, highways, etc. 36" power blade, balanced on double wheels, puncture proof tires, self propelled, three point ground contact to follow any ground contour. Write for details and prices.

CUTS GRASS WEEDS, BRUSH

JARI PRODUCTS, INC.
2938 PILLSBURY AVE. • DEPT. C • MINNEAPOLIS, MINN.

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.

30c-ENOUGH TO KILL A MILLION ANTS

ALL YOU DO IS GUIDE IT
No Pushing . . . No Puffing

Mow your lawn easily, quickly, thriftily with a Roberton Power Mower—gasoline or electric. Simplified controls. Light in weight, sturdy; costs less than 2 cents an hour to run. $49.50 up

Send for our **FREE FOLDER**

ROBERTON ELECTRIC • GASOLINE POWER MOWER

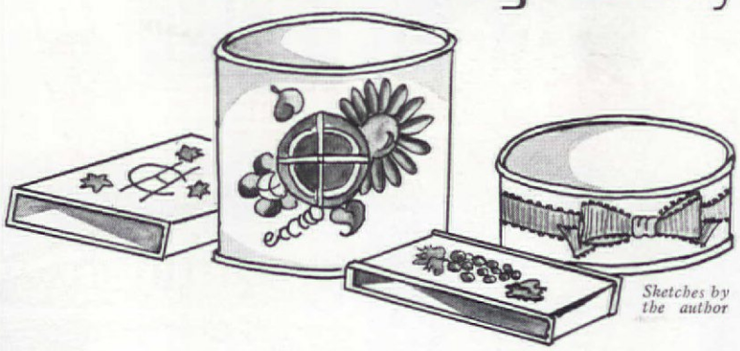
Electric

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

flaged the can with mossy stones. When it was filled with a bucket, the water would trickle musically for a whole afternoon. To form the pool I laid a double row of rocks with good soil between and an occasional crosswise rock to bind them. In the saucer-like center I put pebbles, some chicken wire, a piece of old bed spring and the concrete, which took one-third of a cubic yard each of sand and gravel, and a bag of cement. I used a one-two-three mixture, first mixing the "dry ingredients" (as one does in cooking) in a wheelbarrow, then adding water slowly and stirring to make a "thick batter." At this point I thankfully accepted the aid of an old neighbor who mixed a second batch while I shoveled the first into the pool and worked it into place with a trowel and, finally, my bare hands. Batch by batch I built it up, testing the thickness here and there with a stick. My arms ached that night, but the job was practically done. A week later, I applied a three-quarter-inch finishing coat of a one-two cement-sand mixture, then left it to set, sprinkling it now and then to prevent too rapid drying. Then, one fine morning, I filled the pool, waited and watched anxiously to see how well I had done the concrete work, and rejoiced when the water level stayed steady, showing no leakage.

But I was not yet satisfied. I had placed the pool against a lovely background of foliage and this I wanted reflected in the water. I knew that, to get reflections, the pool must be dark, so I siphoned off the water and, after allowing the concrete to dry, painted it a deep, rich brown with some asphalt paint that I bought at the supply store where I got the cement. This completely did away with the raw concrete effect and made the pool look like a woodland tarn. Then I planted the rim with sweet alyssum and, here and there, a Strawberry Festival petunia. The woman-made pool, which cost $1.90 for the cement, sand, and gravel, and 10 cents for the paint, was a complete success. I had enjoyed the work. And my friends so admire the pool that some of them are already copying it!

Their ingenuity knows no limit!



Sketches by the author

Most women throw small cans away. This woman uses them with ribbon and flowers or decals to make napkin rings

FLORENCE McWHORTER
Chicago, Ill.

YOU hostesses who often have guests staying for more than one meal will find these attractive napkin rings a help in keeping down the amount of linens to do on wash day. They will make it easier for you to use linen napkins instead of paper ones and most of your guests will appreciate the difference.

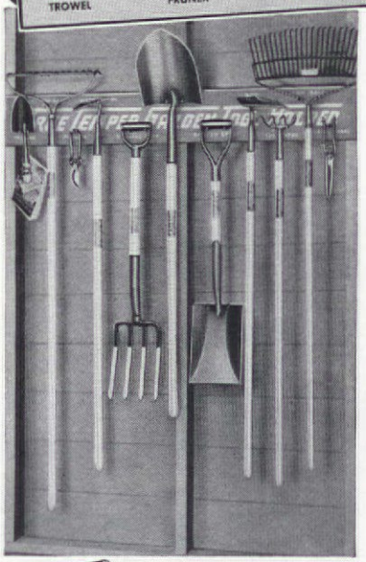
The rings are made from deviled meat cans or from small mushroom cans. Both top and bottom are cut out with the type of can-opener that banishes sharp edges. The cans are then enameled with either white or colored paint and decorated. If you are clever at painting flowers or bows on the tins, do this. Otherwise use real ribbon and artificial flowers which have been stiffened with the application of orange shellac. The shellac will also glue the ribbons and flowers to the cans. The cans may be left ring shape or flattened—the latter shape can be put into a drawer more easily. The flattening process is a simple one. Place a wooden block through the ring and bend the can around the block into shape. Paint each ring a different color and assign one color to each guest—he'll feel that it's all his own.

Decalcomanias may also be used for decorating the rings. These are so simple to apply that the children would enjoy doing their own. Use fruit decalcomanias or you may use bright-colored Scotch tape and write each person's name across his napkin ring.

Guests or no guests, napkin rings are handy for keeping the family napkins sorted and when every person has his own to keep clean for himself you can bet that there will be lots fewer to do on wash day.

Keep Barn and Garden Tools Safe and Where You Can Find Them With—

TRUE TEMPER GARDEN TOOL HOLDER
TROWEL · BOW RAKE · PRUNER · WARREN HOE · SPADING FORK · SHOVEL · GARDEN SPADE · HOE · SPEEDY CULTIVATOR · LAWN RAKE · GRASS SHEARS



• Fasten this tool holder to the garage wall with four wood screws—it won't take five minutes. You can then hang 12 or more garden tools on its sturdy steel hooks. The tools will be out of the way—not lying in corners to get broken or where they can injure anyone. When you want a tool, it will be right where you can put your hands on it. This tool holder is made of braced steel plate 6 in. x 48 in. in size, and double-coated with best quality paint.

TRUE TEMPER Tools Are First in Quality and Value

True Temper Tools are custom designed in weight, size and balance—the most efficient tools made. They are forged from tough, fine grained steel, fitted with selected ash handles, and finished by master craftsmen. You can buy them with assurance that they are always the finest value, at your nearest hardware store. Produced only by the Makers of True Temper Products.

FREE! If your dealer hasn't yet stocked the True Temper Tool Holder, send us this coupon with a dollar bill attached. We will send you one, postpaid, and include free a copy of the 100-page TRUE TEMPER Garden Book. Address: The Makers of TRUE TEMPER Products, 1934 Keith Building, Cleveland, Ohio.

Name _____

Address _____

(Print name and address, please)

For finest values—newest design—ask for

TRUE TEMPER PRODUCTS

FORKS • RAKES • HOES • AXES • HAMMERS
HATCHETS • SHOVELS • FISHING RODS AND BAITS • GOLF SHAFTS

HOME GARDENERS GROW MORE *Beautiful* FLOWERS

NON-INJURIOUS TO PEOPLE, PETS AND PLANTS WHEN SPRAYED

35c BOTTLE
Makes up to 6 gallons of spray

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! Powerful—kills plant lice, rose beetles, leaf rollers and most chewing and sucking insects. Distributors: Acme White Lead and Color Works, Detroit. At Hardware-Seed-Drug Stores

EVER GREEN Garden Spray

A BEAUTY..... *and how it cuts!*

"What-a-well-built, beautifully finished lawn mower" . . . that's the first thing said when the Clemson Model C-17 is inspected. "So easy to push, so quiet, cuts grass so easily over its full 17" swath, so light to handle" . . . that's what is reported after it is used.

Already thousands of Clemson owners know that this modern lawn machine is fast and simple to operate . . . saves time and trouble, saves money and hard work.

Clemson is the outstanding lawn mower because of the quality and precision built into it; the lasting and handsome finish of baked-on enamel and chrome plate; the comfortable all-metal handle; the lifetime lubrication; the deep recessed hub nuts to protect shrubbery; the large grass catcher hooks; the simple hand-operated roller and bed-knife adjustment controls; the special-tread rubber tires; and many other exclusive features. Keep your lawn perfectly cut and velvety in less time and with less work with a Clemson. See it at your nearest dealer, or write us direct.

Clemson Bros., Inc., Middletown, N.Y., U.S.A.
Send booklet describing the Clemson Precision Lawn Machine and name of nearest dealer.

Name _____

Address _____

What's happening in the U.S.A.?

America is building more homes this year than in any of the past twelve, calling on old styles and new for brighter, better-looking houses. We show a regular New England farmhouse type recently built in a Chicago suburb, a handsome modern home in traditional Massachusetts, a California ranch house in Texas

ILLINOIS, not New England!

Frank Willming

THE good news today is that home building continues in good health. More than a billion and a half dollars' worth of residential construction was contracted for in this country during 1940, principally for moderate-size homes. This is the highest total since 1929, and 1941 is now estimated to go even higher. We are turning to the bedrock worth of home and land in these parlous times and this spring hammers and saws are at work from one end of the country to the other on hundreds of new dwellings.

New homes never showed more sparkle in design, either, nor more common sense in planning, nor better value per dollar. There are spunky, sunny, snug little houses, fresh as daisies, and there are handsome larger ones, too, with dignity, grace, and generous space for full family life. There's charm in their appearance, livability in their planning, the advantages of 1941 equipment and materials in their structure. And there is also a special, soul-satisfying pride in their possession and ownership today. America is "digging in," getting its own roof over its head wherever possible and its own land underfoot. Without sentimentality or jingoism about it, we are going ahead with strong belief in the future of this country which we all love so well, building each new home as an additional stake in that future, another stronghold of the American dream.

What's happening to houses in the U. S. A. is stimulating news today, too, because all over the country new designs are being developed, old styles are being reshuffled and revised. Right on these pages you can see the Middle West borrowing from New England, New England finding modern not inappropriate, Texas mixing Colonial and California ranch-house characteristics. Rigid rules on house styles, fixed notions of how they should be laid out and built, are changing everywhere. If you doubt this, just thinking back twenty years will be a good eye opener. California and Florida were undergoing rashes of pseudo-Spanish houses then, the Middle West was still floundering amid phony English timber houses, left-over Gothic and Swiss architectural ideas, and mangled bungalow adaptations of Frank Lloyd Wright's style. The East was copying French farmhouse and English manor house styles with a pompous hand. Today that whole picture is changed. Our own, our

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The refreshing things you do . . . the placing of a picture, a bit of furniture . . . a table-setting . . . all go to let your home express you. Flowers, too, which speak so well for themselves, can be made to say nice things about you . . . in the way you arrange them attractively. And speaking of refreshing things—that's where ice-cold Coca-Cola comes in . . . on a tray, in a bowl, or how you please. Everybody welcomes the pure, wholesome refreshment of ice-cold Coca-Cola.

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Majoring in Yellow,—one of a series of arrangements illustrated and diagramed in the book offered on this page.

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Let ingenuity have free rein in ways to serve Coca-Cola. But always be sure to serve it *one* way. That is ice-cold . . . with the bottles previously chilled in the refrigerator and then brought in to be opened and served with ice. Many people prefer to drink Coca-Cola right out of the bottle. And don't forget, too, that the six-bottle carton is the easy way to buy Coca-Cola from your dealer.

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NEW ENGLAND:

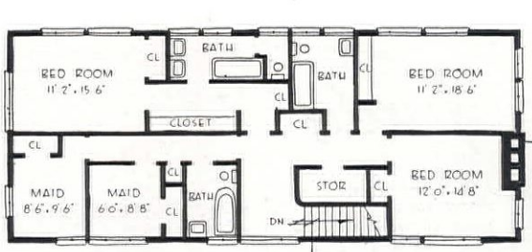
simpler, more appropriate Early American styles have been taken up and adapted for present-day needs, ideas, and various climates.

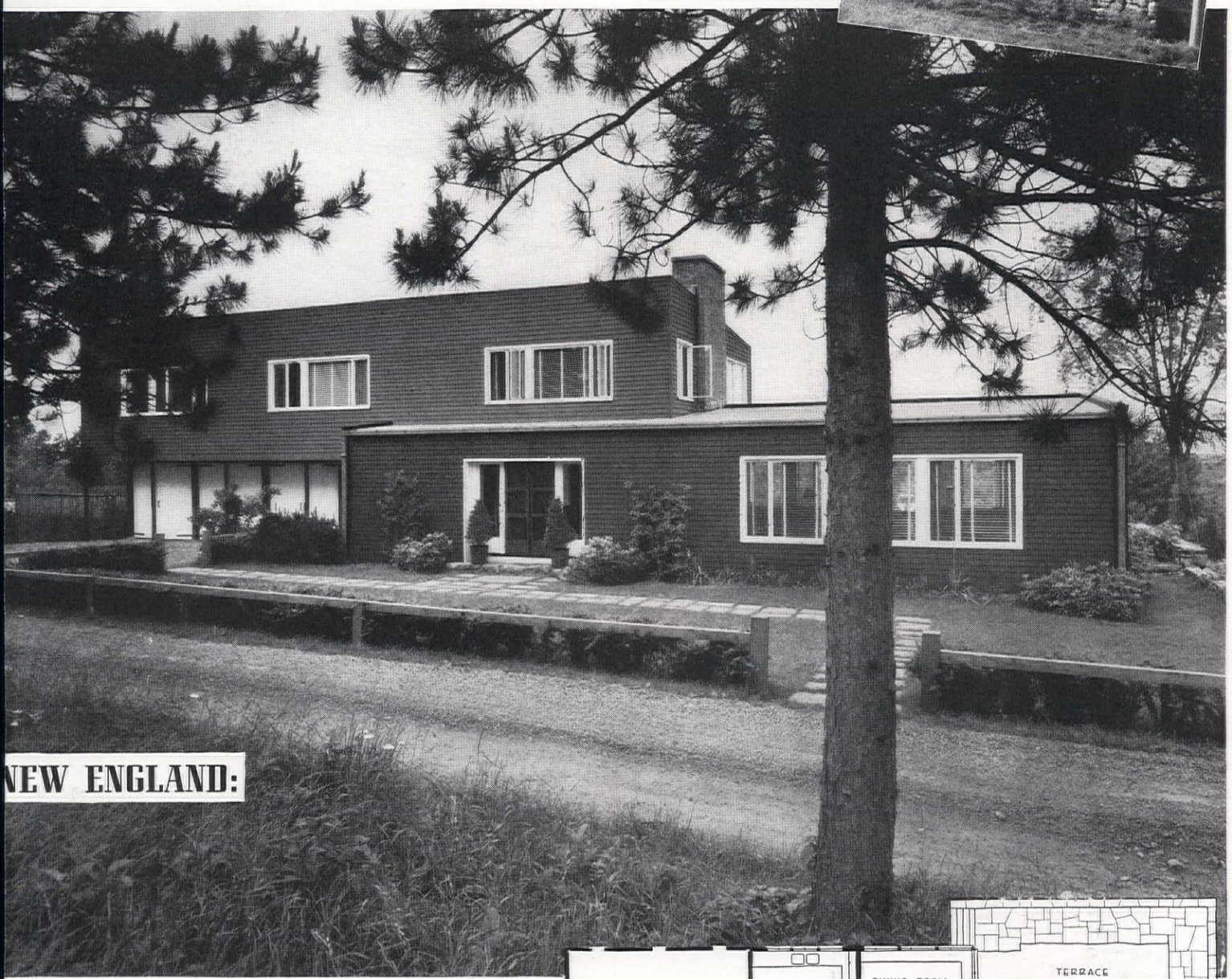
Today, for example, the New England Colonial house is the nucleus of much small-house design everywhere, but it is done differently in different localities; as an instance, the over-size windows, outdoor living features, delightful, original details of California Colonial houses form one version, the sturdier general aspect, color, and larger size of Colonial houses in Indianapolis, Milwaukee, and other Mid-West cities form another. Eventually, wholly distinct local styles of American homes will be created from these versions because that's the way architecture evolves. And more significant still are the new houses in California, the Northwest, Florida, the Mid-West, and New England which follow none of the familiar forms or features of traditional house styles. Varied in their treatments and materials, they are already creating distinctive new regional types of domestic architecture.

TEXAS:

Maynard L. Parker

New England story by
KATHARINE MORROW FORD
Lincoln, Mass.

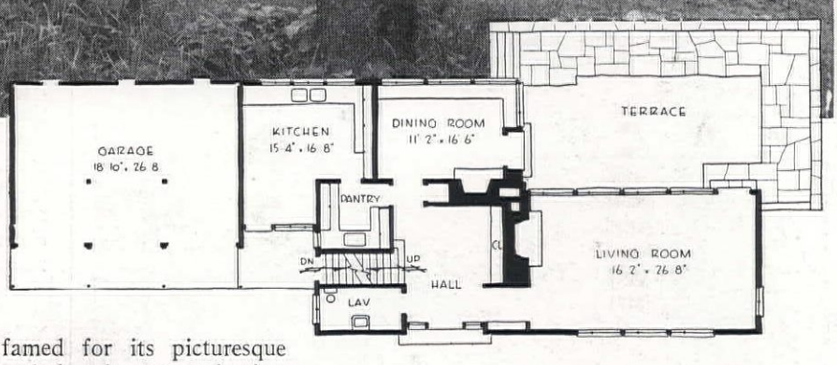




NEW ENGLAND:

. M. Demarest

Home of Mr. and Mrs. Edward Dane, Rowley, Massachusetts



GEORGE W. W. BREWSTER,
Architect

n its crisply simple design, its use f unadorned features and ma- erials, this modern house is as hap- ily at home, as rooted to its New ngland setting, as are the older, raditional-style houses. But in- ead of being a closed-in, compact ox, it's open to sun, air, and view

NEW ENGLAND, famed for its picturesque Cape Cod cottages, salt box houses, and other Early American types, is not merely resting on those historic laurels. Here's a new home which happily incorporates the essence of fine, old New England tradition *and* the best contemporary ideas of house design, and knocks into a cocked hat any argument that modern houses are something wholly alien to an American setting, with no roots in our past. It uses building materials and features which are long familiar, which have always been logical and appropriate to this part of the country. The narrow clapboard walls and their rich barn-red and slate brown colors, the simple details, plain white window and door trim, the shed roofs, natural boarding on interior walls, stone terrace wall, all these could be found on a New England country house of the 18th century. But the *form* of this house, its shape and plan, are totally different from the traditional New England house. That's because household arrangements are very different today. To keep warm, the early New Englander arbitrarily planned his house with small, square rooms huddled around the chimneys and with few and tiny window openings. Today, controlled central heating permits a variety of interior arrangements so these rooms are planned in their most useful and agreeable shape, size, and relation, are located for their pleasantest position and outlook; window openings are big and bountiful, placed for their advantage *inside* the home, not just for symmetrical effect on the outside. The

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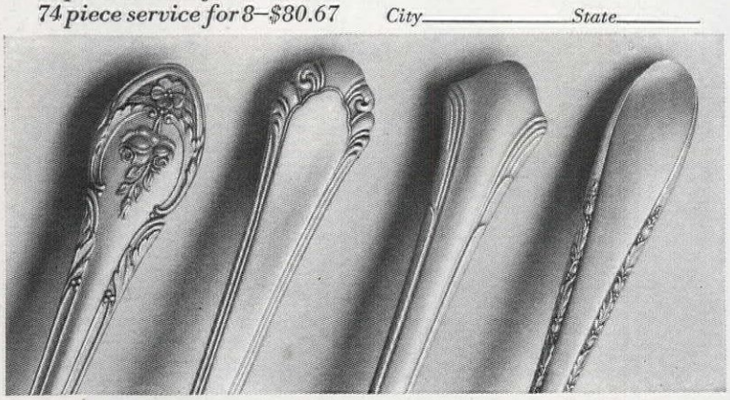

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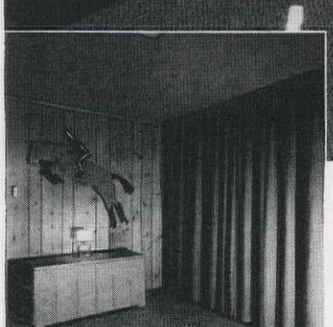
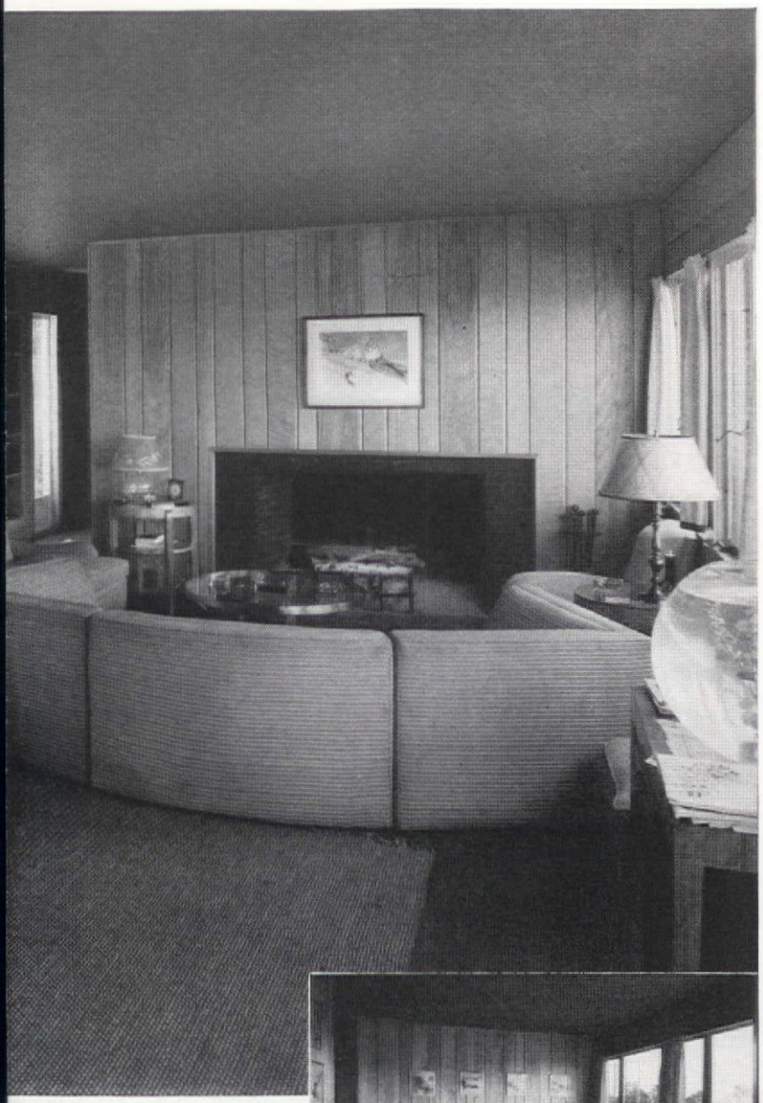
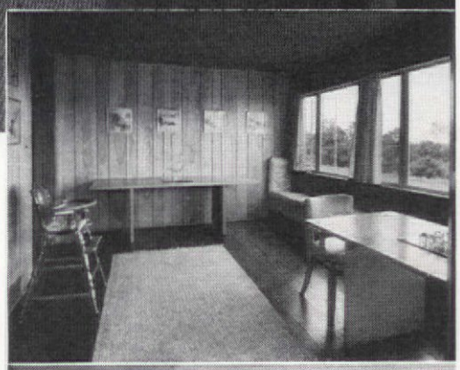


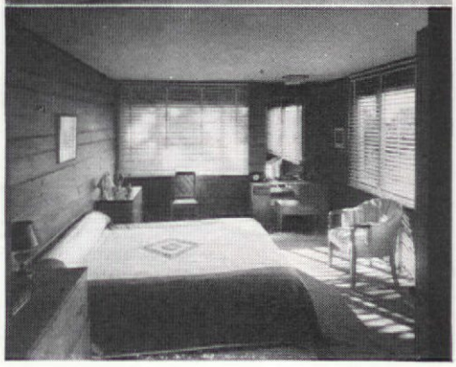
result is a new kind of exterior, on which is akin to the old, however, i the enduring satisfaction of its simpl lines, its clear-cut distinction.

As you come upon the house set i woods, meadows, and pastures, yo notice first its appealing color an the crisp forthrightness of its outlin The barn-red color is on the two story section, the slate brown on th extended single story. The colors, en phasized by the white trim, give effective life and variety to the wid front. For easy drainage, sloping roofs are used; a shed roof cover the body of the house and another, sloping forward in contrasting direc tion, covers the living-room wing, which opens on three sides. The win isn't just an appendage but extends around the front as an integral pa of the house and includes the entrance doorway. Like the broad window and other details, the entrance has a generous width and simplicity, i character with the whole scheme. The triple garage is under the bed rooms and its broad doors and the overhang of the upper floor give it th

Waxed birch and pine boarding in all main rooms, brightly painted ceilings, large rooms and built-in features, generous size, comfortable furniture, create enduringly satisfactory backgrounds. Bands of windows and terrace at view-catching north side







agreeably rustic effect of carriage sheds, or a barn. The back of the house has the choice view down "Long Hill" across Newburyport toward the ocean and every advantage is made of it. Bands of windows are carried straight across this entire north side, bringing maximum view, sun, and air to every major room in the house except one front bedroom. There's a flagged terrace off this side, too, which is convenient to both the living and the dining rooms.

All first-floor rooms are entered from the larger-than-average hall so there is no cross traffic through rooms. Living and dining rooms are completely separate and each has a fireplace; they are a generous size, each with wide windows across the better part of two sides. There's a pantry, lavatory, partial basement, and a large kitchen lighted from front and back. Upstairs there are five bedrooms, three baths, ample closets, and storage, with two of the

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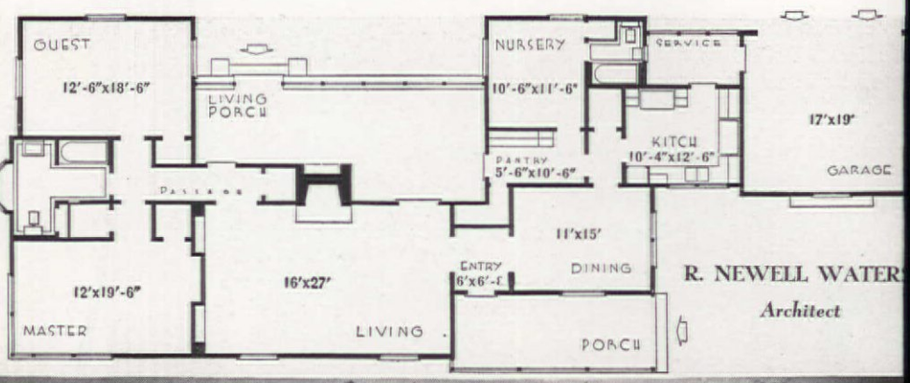
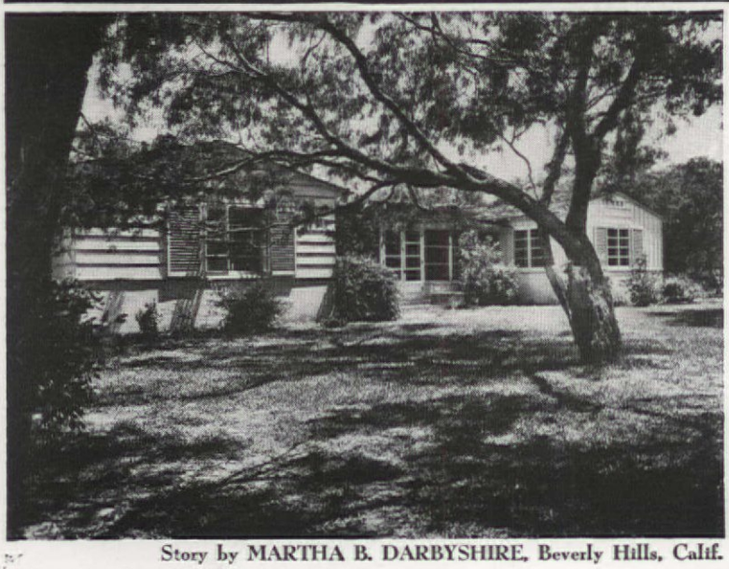
bedrooms and a bath forming separate servants' quarters; they can be completely shut off from the rest of the floor by a single door. Natural-wood boarding is used on the walls of all principal rooms and brilliant color on the ceilings. Painted plywood is used for walls of service rooms. In the front hall, waxed knotty pine and deep blue-gray ceiling are foils for Hawaiian floor matting and deep coral draperies enclosing the coat closet. Vertical birch boards of random width are used with the same ceiling color in the living room and with a rich vermilion ceiling in the dining room. Bedrooms have waxed, horizontal pine boarding walls and clothes closets enclosed by draperies.





Story by MARTHA B. DARBYSHIRE, Beverly Hills, Calif.

WHILE DOWN IN TEXAS

SPREADING your home out comfortably seems a good notio when you're building in a state as big and broad as Texas. Lan is open around Weslaco so Mr. Waters planned his home long an low when he built there. It's west of Brownsville, in the southern most part of Texas, down Mexico way, on an orange and grapefru ranch, so without any excuses, he could have built a Mexicano, haciend type of home. But we're glad he didn't. Somehow, this lighter lookin frame house, much in the manner of new California ranch houses, loo much gayer, brighter, and airier. There's something heavy-handed an stage-effected about many new copies of old Mexican and Spani dwellings. This home seems more typical of the up-and-coming idea the new home-building, happening today in the vigorous young sta of Texas. It's truly American, too.

Horizontal boarding and vertical boards and battens, painted whit are used for the outside walls, windows have attractive modern cas

Maynard L. Parker

No dramatic tricks about this Texas living room but dark, warm, wood walls, invitingly large fireplace in dead white contrast, and snooze-inviting chairs, create a mellow, cheerful air

Home of Mr. and Mrs. R. Newell Waters

ment sash with horizontal panes, there are engaging small features like the plant shelf outside the garage windows and the small bay window in the bathroom. Open porches on both of the long sides of the house are extremely important for practical as well as decorative benefit in this climate, which is semi-tropical with exceptionally high humidity. The long, screened porch at the back is the second living room during hot months and also provides a convenient means of passage from the front rooms to the bedrooms at the back of the house without going through the living room proper. Both the front and back porches offer a main entrance to the house with a protecting hall, a thoughtful feature not often provided in such informal house schemes. The living room is in the center of the house with the bedroom wing stretching out behind it, the dining room, service quarters and nursery in front of it; the nursery could lend itself readily as a guests' or servants' suite, independent of the rest of the house, if its nearness to the pantry should bring on too many food-foraging expeditions by the children. Closet and storage provision is particularly well planned and short hallways between all main rooms block the transmission of sound and afford a comfortable privacy.

The living room is a comfortable, good-size spot, designed and furnished in a way which proves that a room can be rustic without losing dignity or getting too much of an arts and crafts look to it. It has a broad, well-proportioned brick fireplace painted white (another fireplace opens on the living porch behind this room) contrasting in an effective way with the knotty pine boarding on surrounding walls and exposed ceiling rafters and underflooring. High bookshelves are built in one end wall, and the window wall is partly plastered and painted white. Oak planks set with hand-cut V grooves form the finished flooring, and tones of rose and soft blue are used in the sofa, the brightly patterned draperies, the mellow pictures and broadloom rug. An interesting feature of the interior of this house is the fact that all of the closets are equipped with electric ceiling lights which burn three hundred and sixty-five days in the year as a means of combatting the excessive humidity in this region.

The climate makes irrigation necessary, too, but the grounds of the house are kept up handsomely with well-sodded lawns spread out generously around the house. They set off its low, rambling outline with special effectiveness and so do the picturesque low trees and bushy shrubbery, such as the native ebony trees, mesquite, sage, and yucca. A pleasantly meandering brick path leads up to the open front porch, which has plain farmhouse posts and rails and is fitted up comfortably with easy chairs.

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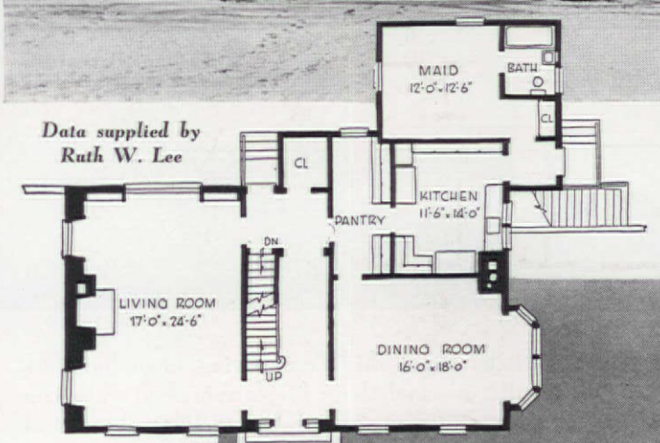
LOOKING very much like an old-timer, like one of the statel gracious old homes of New England, Mr. and Mrs. Charles L Lindsay 3rd's home turns out to be of recent vintage and not New England at all but at St. Charles, Illinois. Such a successf transfer of New England simplicity is another sign of the diversity ar skill of national home-building today. It's a remarkably sure copy of bygone house style, one it's easy to grow nostalgic over, a scheme broa spaced and commodious, serene and restful, dignified without presum tion or self-consciousness. It's still as sensible and practical as ever, too, its use of unpretentious building materials, in the economy of its rectangular shape and the plain hip roofs typical of New England.

Wood siding and clapboards painted a light stone color, windows which are both

Out

Data supplied by Ruth W. Lee



Home of Mr. and Mrs. C. R. Lindsay, 3rd, St. Charles, Ill.

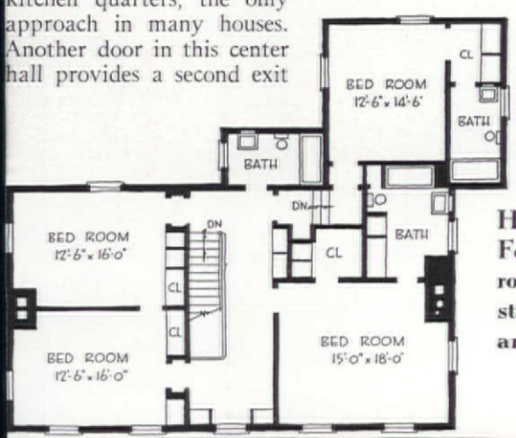
The enormous glass picture window at the back of the living room captures a full view of the open woods and overlooks the terrace, enclosed by old-time iron fence

broad and long and have deep green shutters, twin chimneys built inside the end walls, and a handsome, arched front doorway with fanlight, sidelights, white paneled door and a red brick path leading up to it, are the uncomplicated elements making up the exterior. It is copied from the home of Mrs. Lindsay's great grandmother in New Hampshire and its doorway is an exact duplicate, the kind of big-hearted entrance which looks as if it really offered a welcome. The site is open country and there is considerable acreage around the house, particularly at the rear, which slopes back to a natural, winding brook in a ravine and continues to

in Illinois—

uncultivated, unspoiled woods, which add so much to the place's charm.

The inside of the house also follows tradition but there's sound functionalism in its layout, just the same wise planning for family activities necessary in any satisfyingly livable house, new style or old style. It has provision for full and comfortable family life in its ample proportions. Upstairs and down, a broad hall runs right through the house and gives each room the kind of independence which seems to be always welcome—the upkeep of halls may be bemoaned today but there is no getting around the convenience they can often provide. Downstairs, the center hall has a rear door which is a handy exit to the garden from all first-floor rooms; the cellar-stair door is located here, too, which is a pleasant way of getting down to the basement recreation room, a pleasanter way probably than going through kitchen quarters, the only approach in many houses. Another door in this center hall provides a second exit



No cramped rooms in this generously proportioned home, copy of an old New Hampshire residence. Four comfortable bedrooms, three baths, upstairs; extra bedroom and bath downstairs

FRAZIER
&
RAFFERTY
Architects

Photographer: Frank Willming

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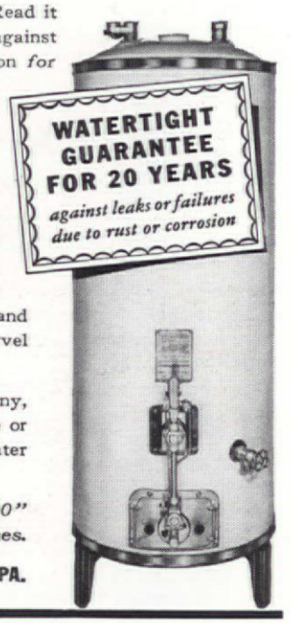

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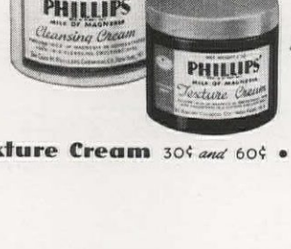

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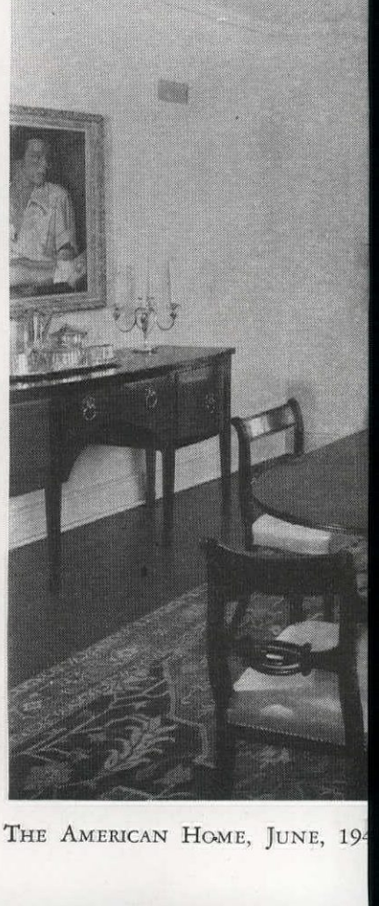
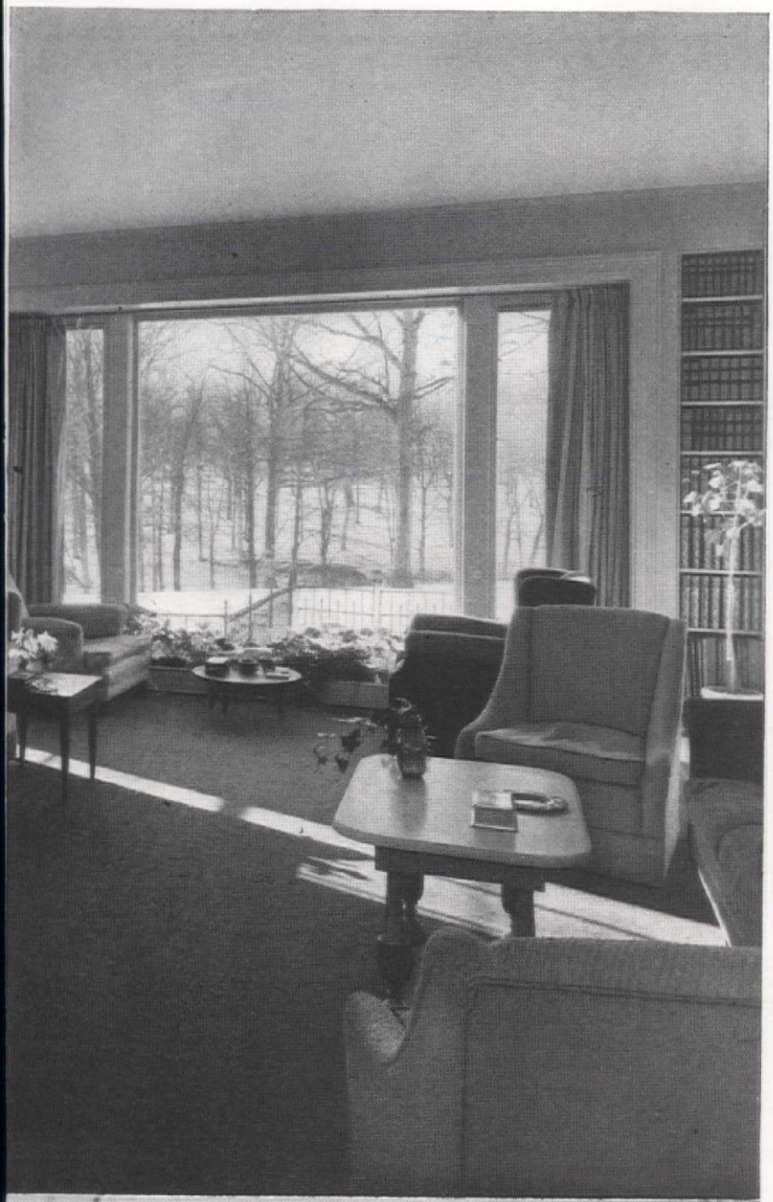
CREAMS

Texture Cream 30¢ *and* 60¢ • **Cleansing Cream** 30¢, 60¢ *and* $1.00

from the living room, which is undoubtedly useful. And a closet at the back of the hall is deep enough for all the velocipedes, roller skates or other paraphernalia a family with two children can collect. In the service quarters at the back of the house, there's a full-size pantry with ample cupboard space for glass and china—a satisfying feature in any home, relieving overtaxed kitchen cupboards and cutting down those round trips between dining room and kitchen. The maid's room and bath are right next to the well-planned kitchen, completely apart from the rest of the house so there is privacy and freedom from friction for both family and servants.

The dining room, set with few but fine pieces, has excellent spaciousness, is really long and wide enough for comfortable serving around the table or for pushing chairs back after dinner without banging into wall or furniture. The chief feature of the living room, on the other side of the house, is an enormous picture window taking up most of one wall and offering an ever changing, seasonal view of natural woodland behind the house.





The Mop that wiped out an Army

WHEN this fair warrior wields her mop, she wipes out not thousands—but *millions*—of dangerous enemies.

Her foes may be potential killers—and doubly dangerous because they are invisible. They swarm on every floor and wall surface—lurk in dark closets, on stair rails, furniture, door knobs—even on the children's innocent toys.

They are the unseen armies of *germs*, that threaten any home with the dread menace of Infection.

To conquer this enemy, your most effective weapon is regular disinfection. Use "Lysol". In thousands of leading hospitals, where war against germs is waged ceaselessly, the use of "Lysol" is one of the established practices.

Throughout your home, make it a regular practice, too, to *disinfect as you clean*. It's so easy, and so economical. Just add 2½ tablespoonfuls of "Lysol" to each gallon of cleaning water.

In the bathroom, wipe out germs and ringworm (Athlete's Foot fungus), which spawn on warm, moist bathroom floors. Disinfect floors, bath mats, tiling, bath tubs, wash bowls and toilet seats rigorously and regularly with "Lysol" solution.

Wipe out the germs that may swarm on pantry shelves, in sinks, on kitchen drainboards—in clothes closets and storage shelves. *Always get the germs as well as the dirt.* Add "Lysol" to *all* cleaning water.

"Lysol" costs you less, because it is so highly concentrated. The 14-ounce bottle actually makes 11 gallons of "Lysol" solution of potent germ-killing strength.

Lysol Disinfectant

** PASTE THIS COUPON ON A PENNY POSTCARD **

GUIDANCE FOR WIVES AND MOTHERS

LEHN & FINK PRODUCTS CORP., Dept. A.H.-641 Bloomfield, N. J., U.S.A.

Please send me *your* new book "War Against Germs" with facts about feminine hygiene and other protective "Lysol" uses.

*Name*_____

*Address*_____

Copyright 1941 by Lehn & Fink Products Corp.

Save time and trouble. Look in the Classified Section of your Telephone Directory for nearby stores and dealers—Hardware, Plumbers, Carpenters, Locksmiths, Electricians and others.

You can find, too, where to buy many advertised products, where to get authorized service—and also useful facts about your city.

Here's how the Classified helped Mrs. A. H. R. She needed a new screen door, so she looked under the heading Screens and noticed the advertisement of a shop in her neighborhood. She gave it the order.

Beatrice Wood at the wheel at which she has fashioned such pieces as those pictured below

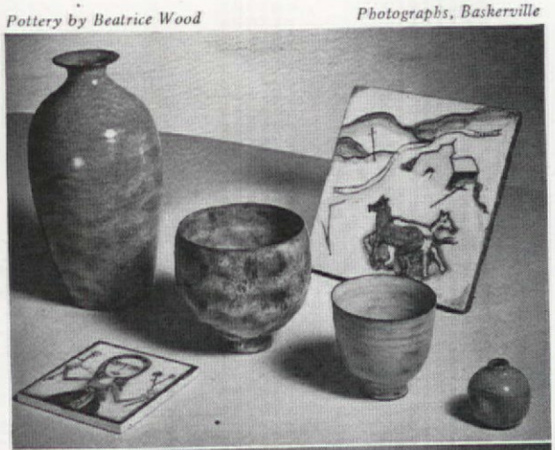
Baskerville

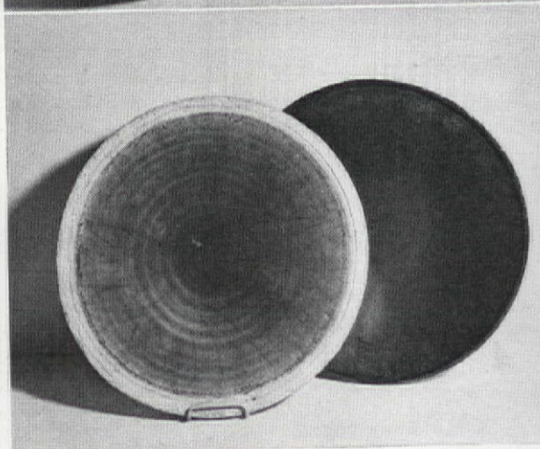
Told by DOROTHY LIEBES
and THOMAS AITKEN, JR., *San Francisco, Calif.*
and GERTRUDE S. CARRAWAY
New Bern, N. C.

North Carolina pottery in the making

What's happening in

Pottery by Beatrice Wood *Photographs, Baskerville*

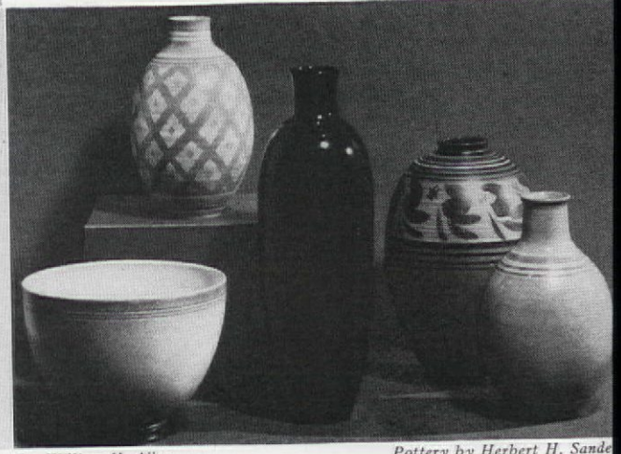




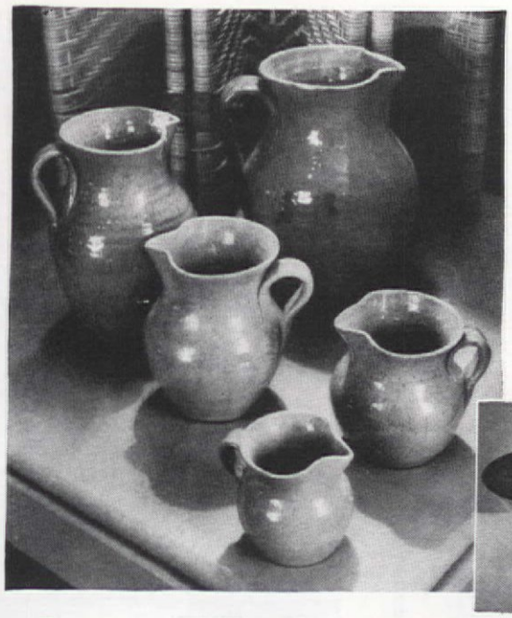
Bowl by Gertrud and Otto Ntzler, courtesy Syracuse Museum of Fine Arts

IF YOU serve breakfast on a set of bright American earthenware, or if a domestic pottery vase or bowl or figurine makes a spot of color in your home, you're one of the women who have helped America's potters achieve success. It's a different kind of modern success story, achieved with the tools of centuries ago—clay, a potter's wheel, and a red-hot kiln.

Down in Moore County, North Carolina, works one group of outstanding potters. Jacques Busbee is the genius behind this Jugtown pottery of exceptional beauty, color and individuality. From San Francisco comes the work of Jalanivich and Olsen, two potters who work in their own back yard and produce things considered in the fine art class by such stores as Gump's and Marshall Field's. Meanwhile, pottery and earthenware for everyday use have become a thriving business, with Zanesville, Ohio, where there are fine clays, as headquarters for four large plants. Success began when a group of California potters gave up copying the old, English ideas and made bright, typically American ware that the public rushed out to buy. The amazing thing is that many large companies still follow the primitive Jalanivich and Olsen methods—hand rather than machine skill for the important processes. The "throwers" still use the potter's wheel to fashion dishes out of clay; glazes are applied by dipping or spraying, but girl artists paint decorations by hand, each one applying a single color in an assembly-line manner; 25% of the decorated and 10% of the solid-color line still are discarded for imperfections, many caused by human error.

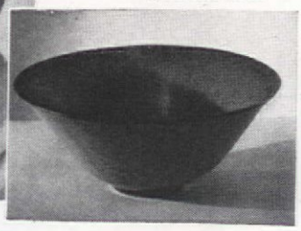


Photographs, William H. Allen *Pottery by Herbert H. Sande*



Southern Mountain pottery now designed in lovely shapes which depict the simplicity and spirit of early American crafts

Carbone, White Cloud porcelain bowl



the U.S.A.?

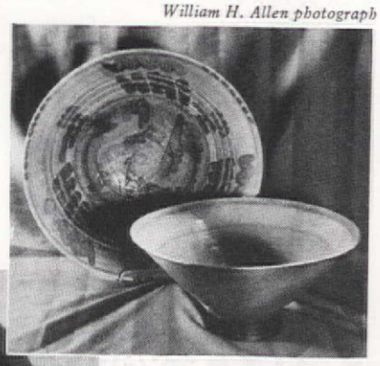
Typical of the finest in American ceramics are the pieces on these two pages. At the top of page 62 you see Beatrice Wood at the wheel, and just below two photographs showing the interesting texture, glaze, and form in her work. Below them are some prize winners in the Syracuse Museum's national ceramic exhibition, and next a group of excellently fashioned vases that were exhibited at the San Francisco Fair. These and the other photographs show the exciting things being done today—sound, satisfying, useful objects of art well suited to their medium of expression and also to our American life today.

It is interesting to know something of the true ceramist's approach to his art. For example, Jacques Busbee urges his assistants to take their time, to treat each jug or jar as a masterpiece. Workers "kick" ancient potters' wheels and fashion the clay by hand. Two firings of from ten to twelve hours each are required, with intense heat increased very gradually. Mr. Busbee considered it highly complimentary when a well-known writer remarked that he was "willfully inefficient."

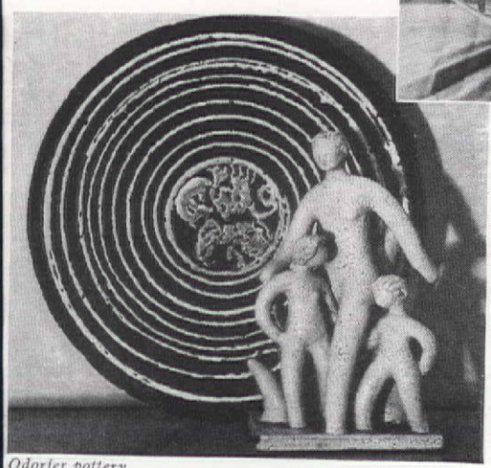
It took Jalanivich and Olsen three years to perfect some of their marvelous glazes, three years to find a chemical harmony between the glazes and the body of their pieces, and three more years before they found their market. Still, and always, of course, they have technical problems. For example, you have to be a mystic to guess what color a glaze will be when it's on the finished product.

When the big moment comes and the kiln is opened, Jalanivich and Olsen pull out red-hot pottery pieces, dance with excitement over the successes and console themselves over the failures while the glazes, cooling faster than the bodies, are breaking into tiny crackles and

William H. Allen photograph



Bowls by Marion Lawrence Fosdick and Helen Williams

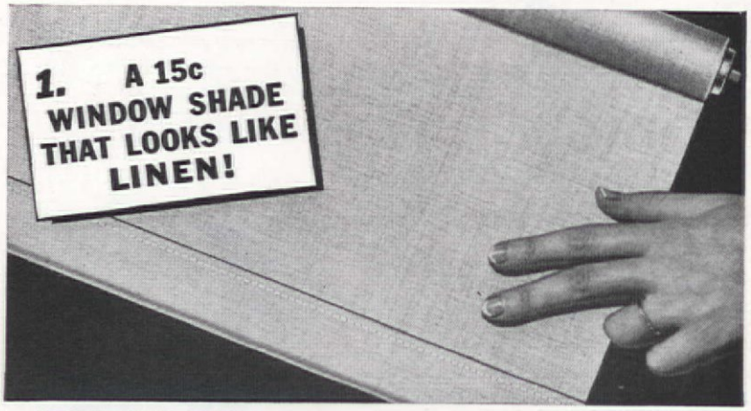


At left the work of one of our younger artists who depends on surface ornamentation rather than natural decorative qualities of material for effect

Odorfer pottery

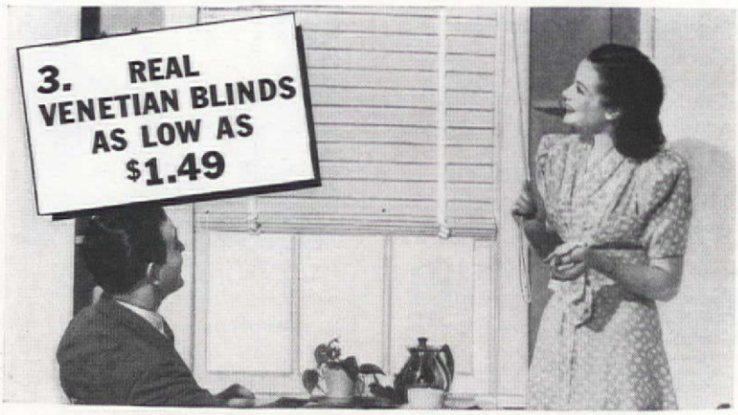
3 MODERN MIRACLES!

At Millions of American Windows!



SENSATIONAL CLOPAY LINTONES—America's No. 1 window-shade value! Only 15c each—but in an actual test, side by side, 3 out of 4 women couldn't tell them from $1.50 linen shades. Durable cellulose fibre—don't pinhole or crack. Ready to attach to rollers without tacks or tools—only 15c. Ten window shades for the price of one—at department, hardware, 5c and 10c and neighborhood stores.

YES!—YOU CAN ACTUALLY *SCRUB* OIL-FINISH CLOPAYS with soap and water! Keep them looking like new for years! Rich, linen-like finish—all most popular colors. An amazing value!—Only 25c ready to attach to rollers; 35c mounted on roller, at department, neighborhood, variety, and 5c-and-10c stores. Millions use them!



AND HERE'S CLOPAY'S NEWEST VALUE MIRACLE—Real Venetian Blinds at $1.49 to $1.98. Features of the costliest kind: washable—with lustrous baked-on enamel-paint finish; easy-action tilt; lock at any height; easy to hang as window shades. See CLOPAY Venetians at department stores, 5c to $1, hardware, paint and other stores. Write for illustrated booklet, sample slat, name of nearest store.

CLOPAY *All-American Values In* WINDOW SHADES and BLINDS

FREE! *See for yourself!—write for set of 49 window shade color samples, sample Venetian Blind slat, and name of nearest store. Address* CLOPAY, *1231 Clopay Square, Cincinnati, O.*

What a Night!

Next time he will leave the decision to her judgment of values. Her "I told you so" punctures his pride, and sleeping on a sagging mattress deflates his energy for the day's work. He has had enough! Today he will order a mattress with a genuine Owen innerspring.

Sleep on OWEN hand-woven innersprings

Mattresses built around innersprings hand-woven by Owen are mattresses that promote relaxed, restful sleep. The interlocked lead-tempered spirals form a luxuriously resilient unit that never sags; never slumps; never squeaks. Its buoyancy helps to release the tension of fatigue from muscles and nerves and make night hours more beneficial; day hours more pleasant. To be sure the mattress you choose has an Owen innerspring, look for the tag shown below.

Owen springs in the Perfect Posture Mattress designed and endorsed by Dr. Mattison support each section of the body according to weight, with heavier springs for the center section; medium springs for the upper third; lighter springs for the legs. Your body has equalized, straight line support.

"How to Choose a Mattress"

For free book on selecting a mattress and name of store nearest you where you can inspect Owen qualities, mail coupon below. This free book tells how experts judge mattress values.

SEND FOR FREE BOOK

Owen Silent Spring Company, Inc. (Dept. J) **Bridgeport, Connecticut**

Please send "How to Choose a Mattress" and name of nearest dealer.

Name.....

Address.....

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

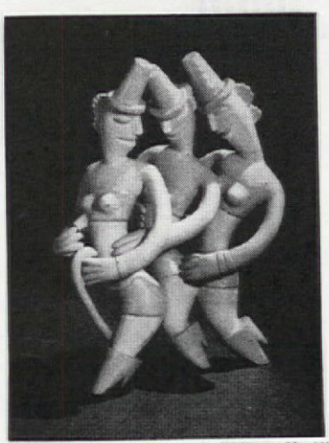
tinkling like a fairy symphony. Finally the confusion subsides, they put ointment on their burned fingers and prices on their various finished triumphs.

With the assistance and inspiration of his wife, Juliana Royster Busbee, Mr. Busbee has successfully revived the "lost art" of the ancient Staffordshire potters who settled two centuries ago in Moore County,

Humor in ceramics:

By Gine Odell Syracuse Museum of Fine Arts

By Adolph Odorfer Photograph, Amberg-Hirtz



By Adolf Odorfer; photograph, William H. Allen; courtesy Syracuse Museum of Fine Arts

It's not often enough that real humor gets into the field of art—but there's no reason why it shouldn't. The above examples have exactly the right amount of exaggeration and style that make good humor, and are sculpturally and artistically sound, as well. Watch for further development in this special field

North Carolina. Retaining all the Colonial methods, they add their own definite ideas of art and beauty.

One of the oldest of all the arts, pottery making for the Busbees is

TO BE SURE YOU GET ALL OF THE NEWEST IMPROVEMENTS

Choose a

CADILLAC

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VACUUM CLEANER

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DUST YOUR PLANTS

with This Pioneer SAFE Garden Post Destroyer

USE SLUG SHOT without fear, on Vegetables as well as Flowering Plants. For 66 years, it has safeguarded home gardens and row crops. Free from arsenicals, SLUG SHOT, used according to directions, is non-poisonous. Dusted crops may be safely eaten. A full pound, with sifter-top for applying, costs only 25c.

Ask your dealer—write us for FREE "Garden Enemies" Chart

HAMMOND Paint & Chemical Co.

10 Ferry St., Beacon, N.Y.

substantially the same as in ancient China and Egypt and even among the early American Indians. In their isolated Sandhills region, which they persistently endeavor to keep just as it was during pre-Revolutionary days, they use the same old types of kilns, pipes, and wheels as were in vogue for potters five thousand years ago. Individual touches, however, make Jugtown ware unique and outstanding. The exceptional beauty and rare color of every piece—no two are identical—make them popular in their own right, for utilitarian purposes as well as for interior and exterior decorations.

The Busbees consistently emphasize art for all their products. Their standard is not how much pottery they can finish, but how beautiful they can make it, and any specimen

"Cupid's Holiday," plaque by Don Schreckengost, ram by Gine Odell, vase by Maija Grotell. W. H. Allen photographs, Syracuse Museum of Fine Arts

OPPOSITE: 1. Apple china, Gladding McBean. 2. Kensington tray. 3. "Metropolitan" by M. Sanders, Gladding McBean, courtesy California Pottery Guild. Photograph, Alpheus A. Blakelee. 4. "Abundance" by Gale Turner of Vernon Kilns, courtesy California Pottery Guild. Photograph, "Dick" Whittington. 5. Southern Potteries Co.

not considered "perfect" is destroyed. However, production is not expensive and prices of the pottery can consequently be kept reasonable. Wood from the surrounding forests is used for the open fires of the primitive "ground-hog" kiln. Crude clay is dug from near-by sun-hardened plains and weighed on antique scales that are balanced by bags of pebbles. A mule turns the clay grinder, with its hand-carved wooden mixing blades.

After the expert turners have converted the clay into carefully designed patterns, these are stacked cautiously in the kilns.

Jugtown pottery first appeared on the world market in 1917. For the first time in almost two centuries it then traveled on a train and went farther than a wagon's journey from its birthplace.

Deadham china, Lewis & Conger

1

2

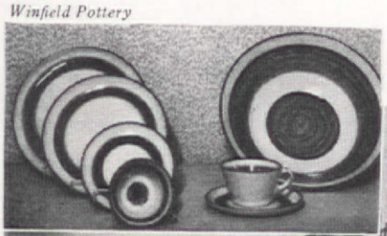
3 5

4

As Fine Arts Chairman of the North Carolina Federation of Women's Clubs, Mrs. Busbee was serving in 1915 as a judge at a County Fair in Lexington, N. C., when she happened to notice a brilliant, orange-glaze pie plate. So impressed was she with its unusual beauty that finally both she and Mr. Busbee sold their library to finance their new venture.

That is a small report on our ceramics. It is especially interesting to realize that we have such American art—really useful things. And it is even more interesting to know that with ancient tools, just like those used centuries ago, we are making modern things. That the ceramists are contributing great things to American culture is evidenced by the exhibitions of such progressive museums as the Syracuse. Art critics all over the country are excited by this real art meant to go with everyday living in everyday American homes.

Winfield Pottery



F. M. Demarest photograph

Pfaltzgraff pottery; Palmer Smith linen

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

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

Blow Hard, Big Boy!

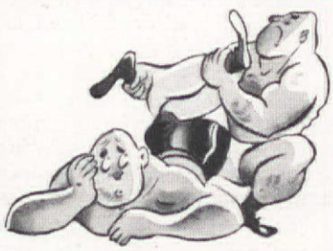
THE BOSS CAUGHT ON QUICK ABOUT *KLEENEX*--IT'S SO SOFT AND SOOTHING ON HIS NOSE WHEN HE HAS A COLD.

(*from a letter by* L. K., Chicago, Ill.)

I Stumped the Experts..

SINCE USING *KLEENEX* FOR MANICURE CLOTHS, IT'S HARD TO TELL MY "HOME-MADE" MANICURES FROM A PROFESSIONAL JOB.

(*from a letter by* H. H., Fairfield, Me.)



Sprain with Less Pain!

OUR COACH WRAPS *KLEENEX* AROUND A SPRAINED WRIST OR ANKLE BEFORE TAPING IT... NO MORE AGONY OF TEARING THE ADHESIVE OFF.

(*from a letter by* F. D., Bronx, N. Y.)

7 Years Bad Luck

I THOUGHT... BUT DECIDED IT WAS *GOOD LUCK* WHEN I FOUND THAT DAMPENED *KLEENEX* IS PERFECT TO PICK UP TINY GLASS SPLINTERS.

(*from a letter by* T. M., New York City)

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Delsey *is* soft like Kleenex

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soft like Kleenex Tissues
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3 ROLLS FOR 25¢ - 12 ROLLS FOR 97¢

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If you are building a home here is exciting news! Never before has there been available a genuine remedy for ups-and-downs in room temperature. Now Hoffman Hot Water Controlled Heat, a marvelously accurate new control system, positively ends over and under heating.

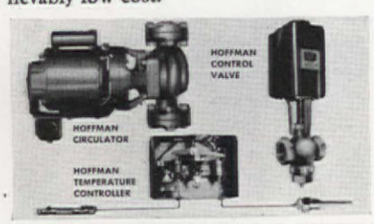
STOP

ALTERNATE FREEZING AND ROASTING WITH AMAZING NEW CONTROLS

This system maintains a *continuous circulation* of heated water to the radiators. Balanced, Dual Controls, actuated by *outdoor* as well as circulating water temperatures, measure out hot water from the boiler so accurately that radiators are always *just hot enough!* Your home is thus kept at an even, *constant* temperature throughout the heating season.

CHEAPER DOMESTIC HOT WATER

A Hoffman-controlled heating system is ideal for the addition of an Indirect Water Heater, which furnishes year 'round hot water at unbelievably low cost.



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HOFFMAN *Hot Water* **CONTROLLED HEAT**

Hoffman Specialty Co., Inc., Dept. AH-6
Waterbury, Conn.
Send me your free booklet on Hoffman Hot Water Controlled Heat.

Name_____

Address_____

City_____ State_____

Why we do NOT sell house plans

MANY and mixed are the subjects of home interest, home activity which we scurry around to get, edit, and show you on these pages. But none is truly closer to our hearts and minds than the homes we publish. Finding and selecting really good houses, getting pictures and plans for the magazine, studying and boiling down the facts for your rapid digest, and presenting all the information finally with a flourish in some issue has always been a seriously considered and satisfying job to us. Actual homes have always been one of the prime interests of our readers, too, judging by the gratifying numbers of truly interesting, stimulating letters about them which come in to us. Recently these letters have been increasing by leaps and bounds, probably because of the increased number of home pictures in our new make-up, probably because of the widespread increase in home building all over the country. An appreciable number of these letters, however, say just about this—"Send me the complete working plans and specifications for the house shown on Page so and so."

Now, that is something *we* cannot do because we do not sell house plans, specifications, or lists of materials. To be blunt about it, we don't think we ought to. We think the building business is one job and getting out a magazine is another. We think it's *our* job to scare up the best, the brightest, the soundest new homes all over the country and show them to you in the pages of our magazine and in our two books of house plans. We think they will offer you the ideas, suggestions, and stimulus to go and do likewise. And we think that local architectural and building men are the ones to help you do likewise and put these ideas and schemes into the concrete shape of working drawings. For only someone at first hand can discuss the many individual problems you will have in building your home, will be able to adapt a scheme to *your* particular lot, will be able to fit in the *exact* number of rooms, the equipment, and the details *you* want, or will be able to reckon *exactly* in terms of local building materials, estimates, labor, and costs. If we were in the building business, selling plans, we probably couldn't be doing this magazine job at all—we'd want to be right out on the spot with you, revising plans for your needs, supervising construction, seeing that any plans we sold *you* and *you* and *you* were done right by. But the building business is one job, getting out our magazine is another. Dear Reader, we can't do both these things and do them well, and we don't believe that anybody else can.

We don't think this is any lack of service on our part, either. We think it is the soundest kind of service to refer you specifically to the architect who did the original house instead of selling you the kind of general plans and vague, elastic, general specifications and materials which can be got out for a few dollars. If the architect can sell you the exact working drawings, he will probably be glad to do so. But please remember that he is also a man in business, a man who has the right to charge for his services. You wouldn't read in a magazine of a doctor's successful diagnosis or a lawyer's brilliant handling of a case and then write to him asking him to send you his detailed formulas or procedures free of charge or for a few dollars. You know a doctor or a lawyer must see his client, study the case, prescribe for the individual, and charge accordingly. Well, the architect is a professional man, too, with technical skill and training worth reasonable payment. Of course we realize that in many areas of this country there isn't any architectural service available at first hand; we realize, too, that there are many persons whose building budgets couldn't possibly be stretched to include an architectural fee. We'll be only too glad to refer such inquiries to some of the national building materials associations and government agencies and the like, who are in a position to help with your specific problems.

Millions of women are grateful for Sani-Flush. It does a mean job quickly and easily. This odorless compound cleans toilet bowls chemically. Removes stains and incrustations. Even cleans the hidden trap.

Use Sani-Flush twice a week. It can't injure plumbing connections or septic tanks. (Also cleans out automobile radiators.) Directions on can. Sold everywhere—10c and 25c sizes. The Hygienic Products Co., Canton, O.

FOR 29 YEARS SANI-FLUSH HAS CLEANED TOILET BOWLS WITHOUT SCOURING

FITS ON FAUCET. draws in concentrated soluble fertilizer, applies it safely diluted through your garden hose. Full instructions for easy use. Money-back guarantee. $1 postpaid. THE HOZON COMPANY, Box 50, Warrensville, O.

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DECORATIVE ART POTTERY
Baskets

for June's loveliest flowers

These exquisite art pottery baskets in Roseville's new Columbine design will lend interesting new beauty to your most charming flower arrangements. Choose from rich, hand-painted Blue, Red or Brown to harmonize with room decorations. At leading stores and gift shops where you may also see beautiful Columbine vases, urns, tankards, jardinieres, rose bowls, etc., at prices that are pleasingly moderate.

SEND 10c FOR BOOK

Roseville Pottery, Inc.
Dept. A-61, Zanesville, Ohio
For enclosed 10c send illustrated 24-page booklet on decorative pottery.

Name_____

Address_____

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If so, you need one of the new handy service booklets we have just published.

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Indoor Gardening and Flower Arrangements 104 pages.....	**50¢**
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Here are the Answers to the May Quiz

(Illustrated on page 96, May issue)

1. All single handles should always be turned to the right on dinner table or serving table, no matter whether they are handles of pitchers, teapots, or cups.

2. Secretary should be on other side of sofa to balance door. Obviously, when you have a long wall you should use it for your large pieces of furniture.

3. Picture is too small for the wall space and is hung too high. Pictures should preferably be hung at eye level. If your pictures are small, use a group of two or three to take up space of large picture.

4. If you have half-dormer windows, use down spouts around them for drainage. Don't carry gutter across the window.

5. If you have a hacienda or rancheria, these open supports for awnings would be appropriate. With a typical stone Colonial house, however, they are incongruous.

6. The foundation planting combines plants demanding an acid soil (azalea and rhododendron) and others that insist on a sweet or alkaline soil. These, for best results, should not be planted together.

7. Bananas should not be stored in refrigerator as it turns them dark. Leafy vegetables should be stored in hydrator or vegetable bags to prevent dehydration and wilting. Butter should always be covered to prevent its absorbing the odors of other foods and as a means of preserving its flavor.

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AMAZING PROFESSIONAL MOTHPROOFING METHOD *now available for home use!*

NO ODOR...NO WRAPPING...NO STORING AWAY!

YESTERDAY Bill Johnson bought this new suit. When it arrived, Mrs. Johnson immediately sprayed it all over with LARVEX. That took only a few minutes and cost less than a single "pressing"—yet gave Bill's suit the positive LARVEX protection against moth damage that has been used for years by leading woolen mills, laundries and dry cleaners.

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LARVEX*

ONE SPRAYING MOTHPROOFS FOR A WHOLE YEAR

What's happening in the U.S.A.?

For detailed description of everything shown on this and following two pages see page 8

PLENTY, we say. And the beautiful part of it is that it's not only the Colonel's Lady who can enjoy what's going on, but Judy O'Grady, or, in other words, you and I and all the thousands like us. There have always been quantities of people who wanted pleasant homes, pleasantly furnished and decorated. But, in the old days, if they did not have abundant wherewithal, they just couldn't do a job that satisfied their desires. They could not go to a decorator for help; draperies and upholstery materials and carpets and rugs here were far too expensive. They could go to department and furniture stores, of course, but here, in the past, they could find only a limited assortment and this of a mediocre variety, dull and lifeless and usually lacking in any element of fine design or fine coloring.

This was true as recently as fifteen years ago. What a different story there is today! There is still the same desire for charming homes; even, we hope, a greater desire among a greater number of people. But today this desire can be satisfied even though the decorating must be planned on a budget.

For all across the land the finest and most skilled of designers and the most progressive manufacturers have gotten together to produce, not fine silks and satins so high in price that they are within reach of only a limited few, but wallpapers and fabrics and floor coverings that are of almost miraculous fineness at any price, and certainly at the prices at which they are offered today to Mrs. U.S.A. When you can buy glazed chintz in a decorator's color, designed from rare old documents, at 69¢ a yard; a beautiful 9 x 12 carpet for around $50, and smart wallpaper anywhere fro 25¢ or 30¢ up, that's real achievement. Stop and think what this means com pared to prices fifteen years ago. Printed chintzes and linens at $7.50 and up yard (they were imported, hence their price), carpets and rugs starting at $1 or thereabouts, wallpaper from $1.50 a roll up. (We are speaking of really goo design and good coloring, of course.)

It's an achievement, looking at it only from the standpoint of price, irrespe tive of the design quality. But when you realize that this merchandise at today prices is really *decorator-styled*, the kind of thing offered *only* by decorato

The era of gold, rayon-damask draperies, beige scenic wallpapers and drab taupe carpets is gone. Instead, we have "decorator style," in design, color, and texture, that offers very real decorative distinction at prices really very thrilling to the budget-minded!

Photographs by F. M. Demarest

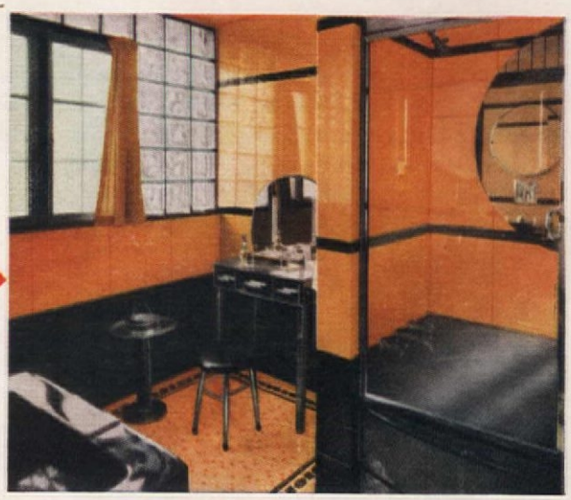
V'Soske

How to make a room look twice its size!

IT'S ALL DONE WITH MIRRORS! No matter how narrow or how cramped a room may seem, you can give it the appearance of spacious luxury if you know the secret of mirrors. A long, built-in mirror panel like this is new and attractive, especially when combined with smart, overhanging book-shelves. It decorates and enlarges your room at the same time. And the mirror panel between the windows adds spaciousness. John Tavis, designer.

MULTIPLY BY 2 is the motto of Pittsburgh Mirrors. Use them on large wall areas like this . . . and you have a room that seems double its size. Without them, you have only a confining wall that's hard to make interesting. Pittsburgh Mirrors make your rooms seem lighter, gayer, and bigger. Designed by Studios of Serge Sacknoff.

WALLS OF GLASS in your bathroom make *it* seem larger, too. Carrara Structural Glass has a lustrous, reflective surface. What's more, Carrara walls are so colorful, permanent, and easy to clean, that you'll never be satisfied with any other kind once you've had them. Note the mirrored vanity, the Plate Glass tub enclosure, and the panel of cheerful PC Glass Blocks.



HOW TO TELL GOOD GLASS BEFORE YOU BUY

For perfect reflections, look for the blue label of Pittsburgh Plate Glass when you buy furniture or mirrors. Pittsburgh Mirrors come in blue, green, flesh tint, water white. And with silver, gold or gunmetal backing.

Look for this label

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"PITTSBURGH" stands for Quality Glass and Paint

Cyrus Clark ("Everglaze"), Firth, Pittsburgh Plate Glass paint

Typically democratic American fabrics and carpets that can be had on a middle-class income, right for the pleasant, informal American way of life, and right to give our homes that desirable "decorator look"

three or even more fabrics all definitely planned for use together; planned in scale of design, in coloring, in texture. And this is something that was never done even in Europe, in the centers from which we expected the most in textile design. It's pretty exciting to find these ensembles right here, in the U.S.A., at popular prices!

When you figure the progress that has been made, it is pretty remarkable that Mrs. Consumer can buy such talent, perspicacity and judgment for so small an amount of money. As we say, once these qualities were confined to what the decorator had to offer the Colonel's Lady but now they are available to all of us thousands of Judy O'Gradys!

Dorothy W. Liebes

Cyrus Clark, Bigelow Sanford, Robert Alder, Imperial

Enamelware dresser set, Rena Rosenthal; decor, Lord & Taylor

fifteen years ago, at prices beyond the reach of most of us, then "achievement" is an understatement!

Here's another aspect that makes us pretty proud of what's happening in the U.S.A. Once upon a time it was practically impossible to find draperies to "go with" upholstery or slip covers or vice versa. The decorator could do it for you, because he or she had entree to dozens of wholesale sources. But even the decorator had to work awfully hard to find the right fabrics to put together in one room or one house, and of course they were always expensive. Now, in America, manufacturers are turning out "ensembles"; combinations of two or

Definitely on the luxury side, and as beautiful as skilled craftsmen and artists can make them, are the modern, hand-loomed fabrics at top right. Left, an exquisite, artist-designed dresser set, typical of many things bringing real art to useful, practical objects

We are excited, too, at the amazing skill and craftsmanship that have developed in the United States within comparatively recent years, in the fields of ceramics, textiles, and floor coverings, that really belong in the field of fine arts. Some of them already have, and more of them will, we predict, find their way into our museums. Obviously these things are not for the budget-minded; they are individually designed and created; usually there is only one of a kind in existence; and they are, truly, works of art and as such are recognized. Unfortunately the names of the artists doing these fine things are not so well known as they should be. We in this country have been accustomed to remember easily the names of talented craftsmen and designers abroad, but it's the old story of "a prophet in his own country ——" here in America. We trust it will not be so much longer. Not merely for patriotism's sake, but because our own people are doing work that *deserves* recognition. We must give them that to which they are entitled if we can expect them to strive on, and if we are to encourage other native talent, still young and inexperienced, to continue to carry the torch for the United States in the realms of both the fine and the applied arts.

No progress more outstanding than today's exquisite ceramics for our American homes

All fabrics, Cohn Hall Marx

Alexander Smith

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Bigelow Sanford

Now completely ensembled by manufacturers at prices well within our reach

Imperial

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Slip-cover and drapery fabrics designed to "go with each other"

Desley fabrics

Bigelow Sanford carpet

Sketches by Harrie Wood

MAJOR & minor IDEAS for a GAYER SUMMER LIFE

Grade A example for slim budgets—

Mrs. Eva G. Armstrong's gay summer cottage on the Mohawk River

RIGHT at the top of our list of ideas for gay summer living comes something we'd all like to have: a cottage snuggled down beneath tall trees, near water, and away from the heat and bustle of the city. And most of us can have just such a place if we make our imaginations and budgets work hard enough for us. Mrs. Armstrong turned a gloomy, abandoned old cottage into the bright, cheerful place shown here. And there's no good reason why you couldn't do just about the same thing yourself. You'll soon see that this is more than a delightful little Swedish peasant and Early American style cottage. It's a Grade A example of what can be done on a very small budget—and of course nearly all summer house budgets *are* small, no doubt about that. It also proves that you don't have to be anything like a combined master craftsman, carpenter, seamstress, and union painter to accomplish such miracles.

The cottage had sagging porches, rickety railings, window panes that were completely broken or partly covered with imitation stained-glass paper. Patches of paint in half a dozen different colors gave extra proof that no one had even looked at the place for ten years. Inside, the walls were covered with layer upon layer of equally sad wallpapers. Ceilings, which had been painted with green water-paint, were discolored and stained. Briefly, the present owners bought a magnificent view, complete privacy, and a structurally sound but neglected cottage. That was all.

What they did with the abandoned old place is another story, and a good one. For example, look at the wonderful Swedish dining room, above, and try to believe that it used to be a sagging porch.

Two large windows on the south wall are flanked by cupboards—but definitely not just regular cupboards. These have "scalloped" shelves, and across the tops are merry little painted Swedish designs with a big red heart in the center of each one. A peasant print in bright blue, vermilion, and green made delightful curtains for the large windows, and

Room on cover has mellow pine and maple furniture, gay peasant color scheme

CHOOSE a smart new pattern in BIGELOW BEAUVAIS BROADLOOM

(Made in U. S. A.)

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BIGELOW BEAUVAIS RUGS AND CARPETS OFFER YOU . . .

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

It used to take good guess-work or genius to decorate charming rooms and to find colors to go together . . . remember?

But now *color harmonizing* has come into your life...and our lives. Our stylists have skillfully harmonized the colors in Beauvais rugs with the popular colors in other home furnishings.

So, first choose your Beauvais. And right there, in your Beauvais design, are lovely colors to repeat and accent in your upholstery, in your wall paint or paper, and in your draperies. Simple, isn't it? And fun, too, according to the home decorators who've done it.

There are Beauvais patterns for any style you favor, whether Early American, Provincial, the Victorian revival, gracious 18th Century or Modern. For living rooms, dining rooms and bedrooms.

And sizes to fit *any* room, too, because Beauvais broadloom is woven up to 18 ft. wide and can be Tailor-Made to any length you need.

Ask for Bigelow Beauvais broadloom at your favorite department or furniture store . . . *tomorrow!*

IT'S NEW! It has rooms in color. Color charts and guides. Advice and helpful suggestions. It's FREE! Ask for "Color Clues to Home Beauty" in stores that feature the Bigelow label. Or write to Bigelow Weavers, Dept. 61 A, 140 Madison Avenue, New York, N. Y.

Reg. U. S. Pat. Off.

This famous label is a symbol of Bigelow quality and craftsmanship. It identifies all Bigelow rugs and carpets (and there are many other grades, weaves and styles besides Beauvais, to fit *any* budget). Look for this label at the edge of the rug or carpet.

Beauvais "Cathedral Pines" pattern (No. 1673) was the inspiration for this lovely Modern room, which was created for you by McCALL'S Magazine. The color scheme and furnishings are clever and imaginative, but moderately priced, in scale with the rug. Note to brides: why not suggest Beauvais to fond gift-inquiring relatives, or use one of the wedding checks?

Copyright 1941, Bigelow-Sanford Carpet Co., Inc.

Where Do You Keep *Your* Recipes?

What do you do with all the delicious new recipes you get from your grocer? Where do you keep all those wonderful ideas you clip from the newspapers and magazines? If you are like most good housewives, they are tucked away in some old cook book or in a back corner of a kitchen shelf where they are forgotten and lost.

What to do with new recipes has always bothered women of every day and every age. At last the problem has been solved, and it's about time. At last a perfectly simple and highly efficient scheme for filing every recipe you want to save has been worked out by the editors of The AMERICAN HOME. It is called

The American Home MENU MAKER

The American Home MENU MAKER is a strong steel box with a steel sliding drawer. It is 5⅜ inches wide, 3⅝ inches high, and 12 inches long—big enough to hold a thousand or more brand new recipes.

The drawer is equipped with a set of thirty-five index cards which will classify your recipes all the way from "appetizers" to "vegetables," and which will help you with a full week's menu. In addition, there is a package of twenty-five cellophane envelopes into which you can place each recipe so that it may be kept clean when in use. If you want more of these special envelopes you can get them from us at $1.00 a hundred.

The MENU MAKER is enamelled in five different colors so that one at least will match the color scheme of your kitchen. These colors are shades of red, green, blue, yellow and white, that are now in vogue. A modern touch is added by a plastic handle that is trimmed with a strip of stainless metal. Smart, beautiful, efficient: that is the keynote of The American Home MENU MAKER.

So practical has this modern method of filing recipes proven that 170,000 of our readers have already installed a MENU MAKER in their kitchens. Let us suggest that you try one too. It will cost you only $1.00 for the complete outfit, which we will guarantee to refund promptly if you are not entirely satisfied.

Just tell us what color you want and enclose the coupon with your remittance. You will be mighty proud and happy at the results.

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- ☐ " " Yellow 1.00
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- ☐ 100 Extra Cellophane envelopes..... 1.00

Name.....

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(If you live in N. Y. City add 2% for unemployment relief tax)
Add 25¢ to price of **each** Menu Maker if west of Mississippi or U. S. Possessions. Sorry, cannot send to Canada.

inspired the best idea we've seen in a long time. Mrs. Armstrong enlarged this fabric design to scale and painted it on the back of an ugly but commodious old cupboard, making it serve as a right smart partition between dining room and kitchen! That idea is a new one to us, but the owners say that it was a photograph in THE AMERICAN HOME that showed them how to paint the wainscoting vibrant blue, topped off by a red chair rail. The sawbuck table and matching bench are painted blue, the floor is covered with linoleum in red, white, and black, and at the small windows are dotted swiss curtains on rods at top and bottom, tied smack in the middle with big bows of the peasant print.

Adjoining the dining porch is the kitchen—once gloomy and dark, now as gay as any room in the cottage. Its color scheme is the same bright, pleasant one, with two-tier calico curtains as a starting point. The cupboard mentioned above opens halfway on the kitchen, showing vermilion painted shelves full of colorful pottery. A graceful scallop was put on top to soften its harsh squareness.

In the living room is all the quaint charm you've ever wanted. It has a pitched ceiling with open rafters stained brown, nice contrast against shining white walls. Small windows in the peaks give glimpses of green tree tops, blue skies, and sometimes a full summer moon. The six-paneled Colonial door and the small-paned windows are way beyond the general simplicity, and probably were bought years ago as just "old wood." Calico curtains sprinkled with tiny flowers on a red background add to the color accents of red and blue upholstery, cushions, and lamp shades. In keeping with the Early American character of the cottage, there are soft-toned braided and hooked rugs on the sand-colored floor.

Happily, there is no set period consistency throughout this informal little cottage, but the living room furnishings are mostly mellow old maple and pine. The owners are especially proud of Welch cupboard-like bookshelves that cover an opening left by the removal of a large window. The cupboard shelves were discovered in a secondhand shop for three dollars; the lower half was built from a broken-down oak table found on the cottage porch. Opposite, the window sash is flush with the outside wall, thus creating a recess for a collection of bottles in glowing blues, greens, and amber. Thin maple linings rescued from the drawers of a dresser beyond hope of repair made the shelves. Look at this living room again, shown in full glory on our cover, and you'll wish you could spend your vacation in just such an atmosphere. It's made to order for relaxation. In contrast, the bright dining room is gay as they make them and lots of fun. Between them, the two rooms provide the perfect ingredients for an ideal summer vacation—relaxation and fun.

All of the bedrooms were kept as simple as possible. The new bedroom, Victorian in flavor, is merely the old south porch neatly enclosed.

One porch made the bedroom above, with old dresser and spool bed painted a shining white. Other porch was turned into dining room at right. In the children's room, Venetian blinds are adapted to make neat closet and toy chest. Red hearts painted on the dresser knobs

Its dresser, a sturdy oak affair, was painted white, as was the old spool bed. Calico curtains, patchwork quilt, chair cushion, and hooked rugs are dominantly coral. The furniture in the back twin rooms was stained a warm maple color, and the curtains are another bright calico print.

In the last bedroom, allotted to the two little girls, discarded Venetian blinds section off satisfactory clothes closets along the back wall. A box between the units, made from the back and top of an old refrigerator, makes a fine toy chest. The wooden window valance, toy-box top, and window frames are painted red, and the dresser knobs are decorated with red hearts. Double-decker beds are stained a light maple to match a Swedish clock, and inexpensive peasant print toweling was used for curtains.

MAJOR & minor IDEAS for a GAYER SUMMER LIFE

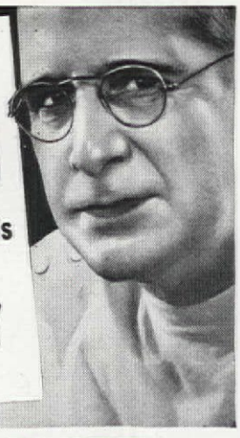
WELL, by now you know what we meant by saying that almost anyone could accomplish such miracles. Is there anything hard about buying a few yards of bright, printed toweling and hemming it up into curtains? And, at least with the aid of a stencil, don't you think you could paint a simple design on the back of an old cupboard? (If not, we *know* you could find a cheap but wonderfully bright peasant wallpaper and paste it on!) And, as for finding secondhand furniture and painting it, we know that's easy. So you haven't an excuse for either doing without a cottage or, much worse, putting up with one of those dreary old-timers that are lined up by lakes and mountains all over the country. As for us, we'd rather go to the office every day than live with sagging furniture, faded fabrics, and dreadfully dreary colors.

And just to round out our plea for vacations that really count as vacations we're showing you on the following pages some wonderful ideas that can be bought ready made and at a price. You don't have to sew, paint, or hammer. You don't even have to shop much, because these things are typical of what you find in progressive stores.

We're beginning with the bedroom problem, to be sure you read our piece on it. (Last week end we stayed in *such* a fresh and charming guest room—hope yours is as nice!) Anyway, the point is that you can have a pretty summer bedroom, and washable, too, for the smallest "fee" ever: printed cotton comfortables like those on the following page for about $3, bed-

YOU CAN'T CLEAN FALSE TEETH

with inefficient, makeshift methods



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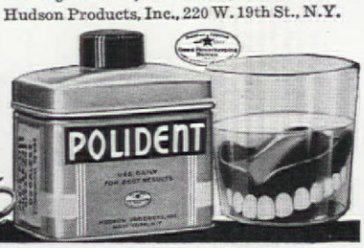

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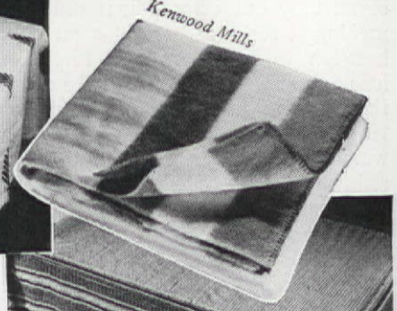
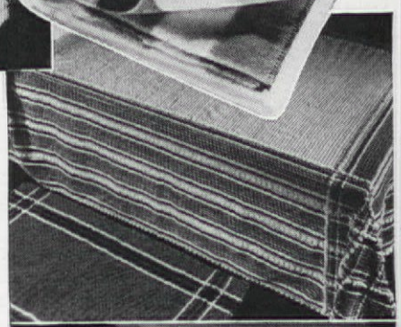


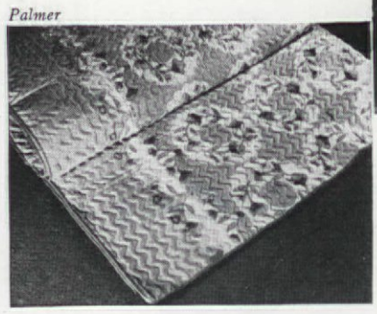


MAJOR & minor IDEAS for a GAYER SUMMER LIFE

spreads for as little as around $4, for examples. And of course there are ensembles of small rugs, spreads, curtains, and dressing-table skirts to brighten up the whole room. Starting at the top, reading clockwise: cool, pine-tree design spread; an all-wool blanket in red, white, and blue with red overstitching instead of more perishable ribbon binding; chenille-stripe spread, nice for a tailored room; dainty embroidered flowers and contrasting inset stripe and border on a cotton pebbleweave spread; bold-colored plaid on white ground seersucker for another smart spread; the comfortables previously mentioned.

And next we show you some of the gayest things that go with

Palmer



Bates

Two center spreads— Cabin Crafts

Palmer

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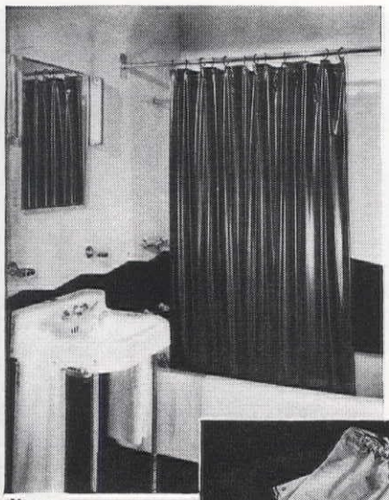


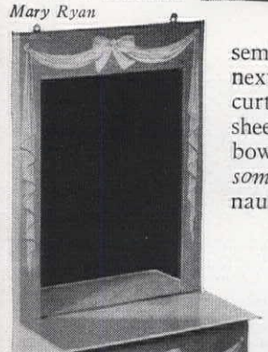
Krene

How to put fun and color into the bathroom in one easy lesson: gay shower and window curtains

Mary Ryan

Klement

water! Some for the beach in summer; some for the bathroom in summer, or any other time of the year. They're all important, and they remind us of two more things we've been wanting to tell you: (1) We may have said this before, but we say still louder this time that a bathroom deserves more than a lot of tile, linoleum, and chromium fixtures—put a little fun and color into it—and (2) the beach can be darned uncomfortable for you and your friends without nice big towels to sit on and dry the face with! At the top of the page is a remarkable shower curtain of a new plastic material — waterproof, but does not contain rubber. Available in all the best colors, smooth as satin, and they are said not to crack, streak, mildew, etc. One of the very snappiest bathroom ensembles, especially for a summer house, is shown next: sail boats printed on a "Fleecenap" shower curtain to match ruffled window curtains of a sheerer waterproof material. Then hang up the bow-design, mirror cosmetic box, and you'll have *some* bathroom. Beach towels, left to right: a nautical design or a stripe in red, white, and blue;



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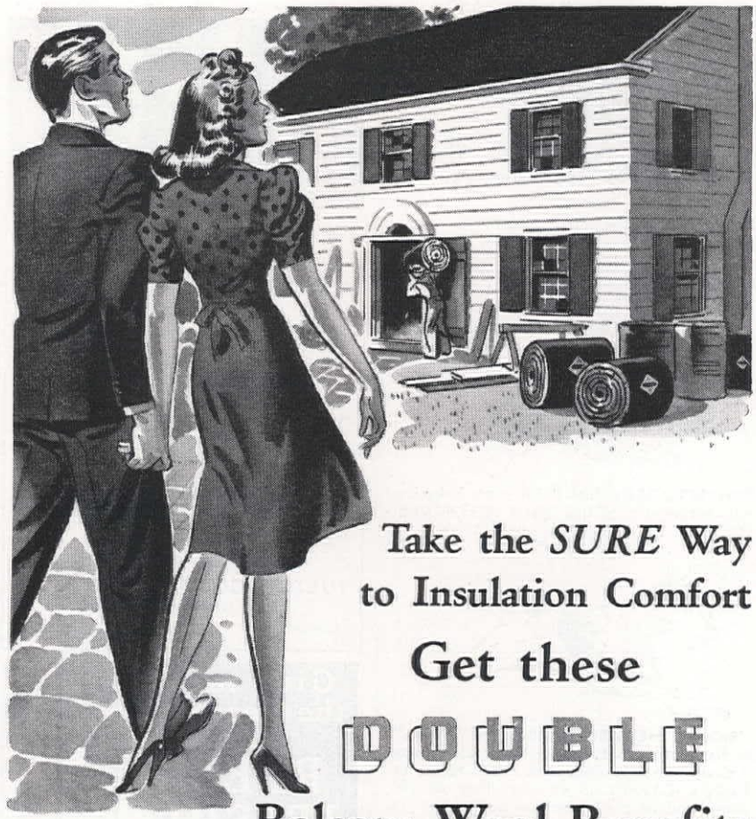

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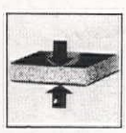

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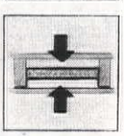

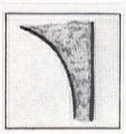

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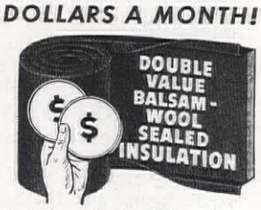

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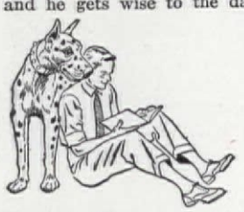
SURE I'M TOUGH — but I can't win over worms by myself! I had 'em bad. "They're nothing," says the Boss. "Oh yeah?" I groans, and he gets wise to the danger.



"THESE'LL SLAY 'EM," he says, bringing out Sergeant's SURE SHOT CAPSULES. He's right! "I learned about these," he grins, "in the Sergeant's DOG BOOK!"

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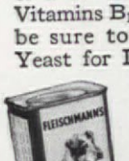
Healthy nerves, good appetite, sound bones and the development of a fine coat demand plenty of Vitamins B_1, G and D. Therefore, be sure to mix Fleischmann's Yeast for Dogs with your dog's food regularly. Dogs like its flavor. Get a can today.



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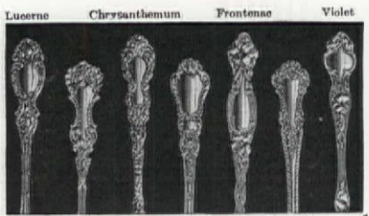

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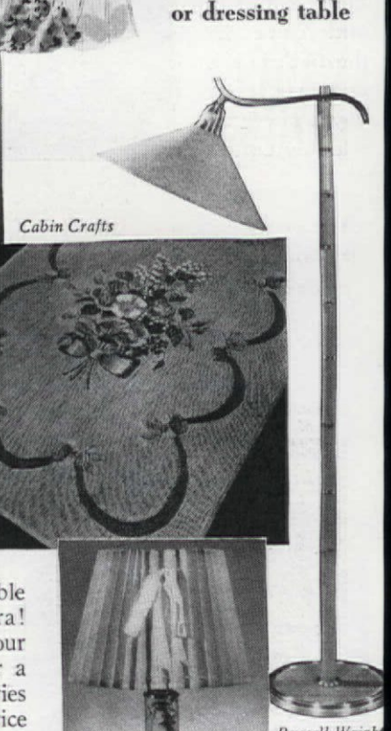
a stripe in one color and white, or a solid-color towel, ours being heavenly turquoise to set off a white bathing suit.

Some pretty and very practical bedroom things top off this page. At right, a set of lovely, floral paper-covered lingerie chests (one at left has a hat-box top—take your choice of shoe and lingerie

Sears Roebuck

MAKE lingerie chests into night or dressing table

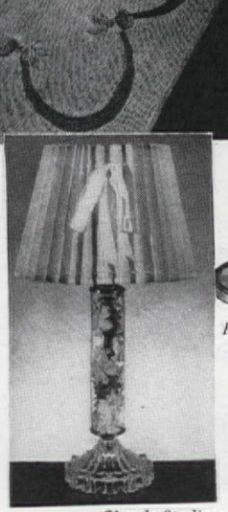
Sears Roebuck



Cabin Crafts

drawer arrangements) can be had for about $3 for a big one, around $1.75 for the smallest, with a washable protective coating at about 35¢ extra! They have lots of uses, as note our drawing with glass across tops for a dressing table. The closet accessories are chintz, in the same general price class. Also: a washable, flowered, little bedroom rug; a modern floor lamp; a fetching lamp with artificial flower-filled stem that won't break the bank.

And, on the next page, are what you need for cheery summer meals. A tablecloth in ivy and plaid design on



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MAJOR & minor IDEAS for a GAYER SUMMER LIFE

white cotton ground, on table; and just below some of our best, inexpensive American-made china, beautifully simple in the Scandinavian manner, in a choice of lovely colors. For your windows, curtains to let in the summer breezes: a pretty, sheer floral stripe; a heavier net in herring-bone effect draped in a swag to top off a Venetian blind; white dotted swiss trimmed up with floral, print-cotton edging and bow tie-backs; crisp white organdy with bright green polka dots that look cool.

Well, we hope we've done it. We hope you are convinced that your house will look its best for summer in cool, fresh things. And in the meantime, remember, the heavy draperies and spreads and such will be having a fine rest, and so be ready to do duty again next fall. That's what we call being able to eat your cake and have it, too—what we consider sticking to the budget and yet having the pretty trimmings.

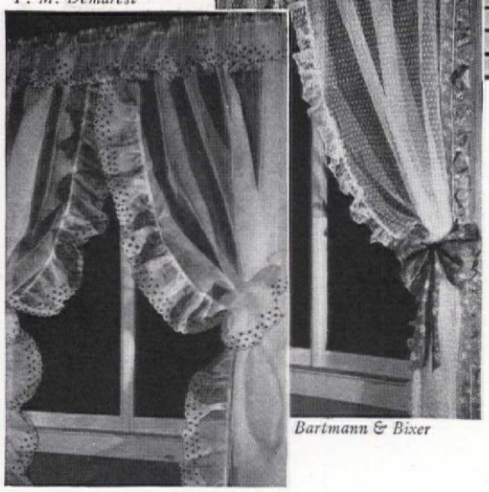
China, Southern Potteries

Quaker

Let in the breezes through pretty, sheer curtains

Scranton

Photographs by F. M. Demarest



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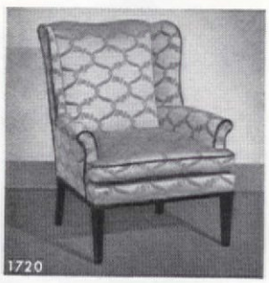

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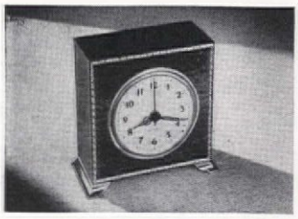
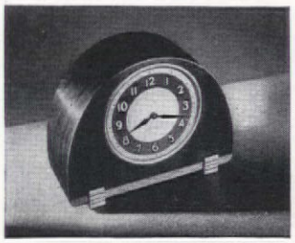


THE ESSEX. Case of rich dark mahogany framed in border of bright polished brass. Feet and sash also polished brass. Light ivory dial with black numerals. Self-starting electric time movement. Height: 5¼", $7.95.

THE LANGLEY. A smartly styled wall clock in lustrous black and brushed gold finish. Hexagonal case framed in a brushed gold finished border. Special wall hanger. Self-starting electric time movement. Height: 8¾", $12.50.



THE SAYBROOK. Rich mahogany case with vertical grainings running down to light mahogany base. Solid brass feet of novel design. Self-starting electric movement. Strikes hours and half hours. Height: 7⅞", $15.

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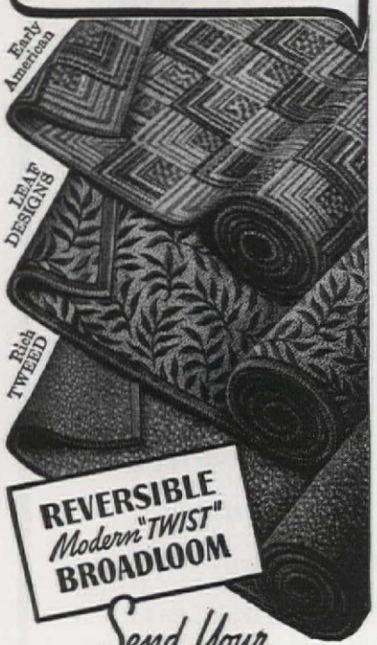

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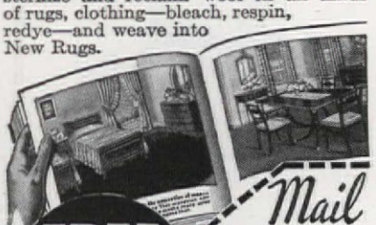

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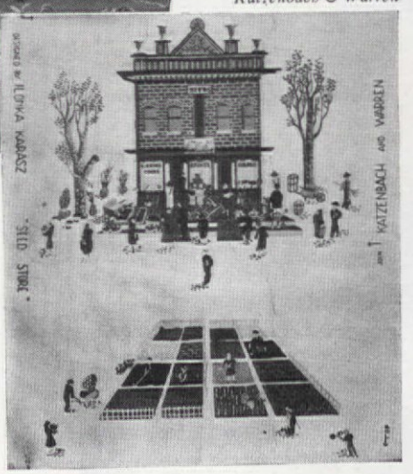
Used for alcove or a bay, here is humor! *Schumacher*

What's happening in the U.S.A.?

Katzenbach & Warren



BACK now to page 68 to tell you about exciting things created in the U.S.A. for you. From left to right, 50" rayon and cotton taffeta in wonderful colors, about $1.85 a yard; a really beautiful floral, glazed chintz at about $1; a 54" stripe and a 50" printed rayon faille in the most subtle colors imaginable, $2 and $2.75 a yard respectively. Second row, left, "Chess Men," printed cotton men will love, under $2.50. Next, textured cotton, about $1.75; "Barber Pole" in cotton, under $2.50; and a 48" printed cotton serge, around $1. Last is a rich, shaggy cotton material, under $3.50 and looking very hand-loomed. In the left-hand corner of the same page, "sculptured" rugs, each one original and individually designed and colored, are what we mean by "fine arts" and, of course, cost accordingly.

NOW TO PAGE 70 and our lovely colors. We have thought of a room with that really wonderful chintz (less than $1.25 a yard) for draperies, against dark green, painted walls with either the lilac textured carpet, or the rayon-and-wool which you order in your own special colors. The former is about $9.50 a square yard, the latter about $11.75, and, mind you, these are exquisite decorator-style rugs.

The three fabrics grouped together are hand-loomed, again in the realm of fine decorative arts. Made to order, their prices vary according to size. Cotton and raffia are hand-woven together for stripe, center is a geometric pattern in bas-relief technique, and last is a fringed stripe.

Just below these are two suggestions for a room primarily blue. A subtle steel-blue wallpaper tint ($1.25 a roll) goes equally well with "Valley Forge," cotton print, about 45¢ a yard and 36" wide, or with the flowered chintz, about 85¢. The carpet is known as "Moroccan," and is about $100 for a 9 x 12. The little dressing table on the same page carries an exquisite set made of enamel on metal, done by an artist, Mitzi Otten, another of the "fine arts" that show such exciting progress.

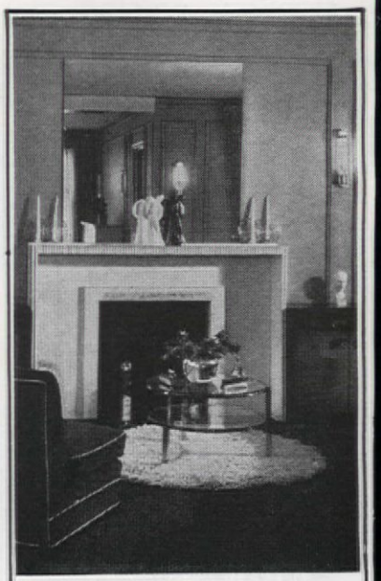
ON PAGE 71: the ceramics are photographed from a group at the New York Ceramic Show. The techniques, left to right in top row, are slip decoration before firing, unglazed terra cotta, green crystalline glaze on a porcelain body, brown crystalline glaze, and a high-fired porcelain, by Gordon, Artis, the Bacher brothers, Rushmore, and Von Tury, in the same order. Below are a vase and a small bowl in blue and brown crackle, a shining, highly-glazed penguin, a porcelain-decorated bowl, and a terra cotta figure, by Soini, Willetts, Haile, and Schmitz.

The fabrics in the large group are all planned to go together, and we suggest them with a chartreuse wallpaper tint, and any one of the three floor coverings shown. These include a lime-tone "caracul" carpet, about $125 for 9 x 12, an exciting fringed cotton rug, which comes in rectangles, rounds or ovals, at about $6 a square yard, and Moroccan, about $100 for 9 x 12. The fabrics include a cotton satin stripe, about $2, an embossed cotton, about $2.75, a multi-colored stripe, about $2, a striking cotton hand print, and chevron texture, both about $2.75. Mind you, all these materials are full 54" wide, except the print, which is 50".

Wall papers, too, come in ensembles so your rooms may be harmoniously colored. The "Virginia" includes a picturesque scenic, about 75¢ a roll, a stripe, and a two-tone floral, each 90¢ a roll. Another wallpaper ensemble includes a stripe, an all-over foliage pattern with its border, each $1.50 a single roll, and a solid color to match, at 90¢ a roll.

One of the most useful ensembles we've seen in fabrics includes a medium-size floral cotton print, a striped floral, and a large floral. These are all about $1.50. The green carpet shown with them is known as Chantilly, and costs about $105 for a 9 x 12 size.

ON THIS PAGE: "China Pigs" is $3.90 a roll, and "Seed Store" $9.



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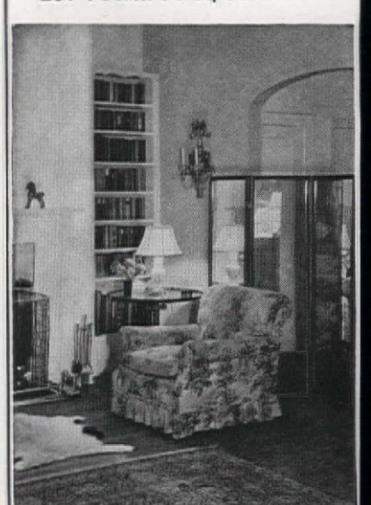
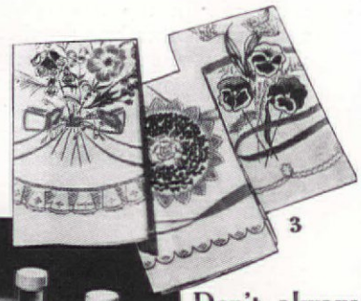


WINNER TAKE ALL

This month's bridge prizes

SOME bridge players like the game itself well enough to enjoy receiving the same prize, such as the traditional dollar bill, each time they win. However, we think that forethought should be shown in selecting prizes to bring more fun into the winning. **1.** Shulton's dainty perfume, "Friendship's Garden," is tucked away in the quaintest box of green velvet and flower sprays that will be kept for rings after the perfume is finished. **2.** Mary Dunhill sachet comes in three small bags of pink lace and satin. **3.** The guest towels with the colorful designs on a white background are of cotton, and are from Edmond Dewan. **4.** Give three different kinds of herb vinegars, by the House of Herbs. **5.** A new angle on getting the salad out of the bowl . . . the wooden fork and spoon are hinged together. Green Mountain Studios. **6.** The fruit juice set, pitcher and six glasses, is made of two-tone pottery by Frankhoma Potteries, Inc. **7.** If you've ever had your neighbor in a movie complain about your wet umbrella, you'll realize how handy this oiled silk umbrella case can be. It's made by Seal-Sac, Inc. and fits into a small zipper bag of the same oiled silk material.



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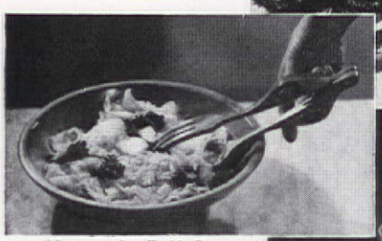
Don't always give the same prizes; show some originality in choosing them. Winners appreciate it



5 *Photographs, F. M. Demarest*

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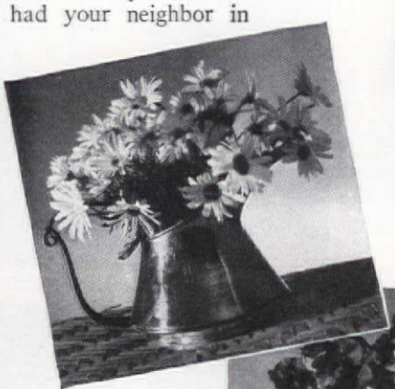


Offer the winner a China Overseas copper pitcher or two square vases in wonderful pink by Martin Freeman

Got any secret longings?

Daydreams are just as important as diplomas! So hang on to yours. After all, who knows . . .

Someday you (yes, little *you!*) may keep a theatre spellbound while you play a great love scene. Or you might be a celebrated writer, fashion designer, or top-flight radio star!

Or maybe the altar is your goal. And you dream of sweeping up an aisle in a cloud of tulle and lace . . . to take the name of a man who is yet unknown . . . a man who will cherish you always.

Well—daydreams can come true!

But it takes more than *wishing* to get what you want! For one thing—it takes plenty of self-confidence and poise. On trying days of the month, especially!

Jittery fears needn't ruffle your poise though, if you use Kotex* sanitary napkins. (Not with the moisture-resistant *safety-shield* that's inside every Kotex pad!)

You needn't worry about embarrassing, tell-tale outlines, either! For Kotex has flat, pressed ends that never show. *Never* give your secret away!

And how grateful you'll be on strenuous days that Kotex doesn't chafe!

You'll sail through days crowded with work and social engagements . . . scarcely conscious of wearing a pad. For Kotex is *less bulky* (so *naturally* more comfortable).

Now you know why Kotex can help you career girls take difficult days in your stride . . . can help you forget the "grim business" and concentrate on your work and play!

And because millions of other women also know this . . . Kotex is the most popular of all napkins. More popular, actually, than all other brands added together!

This is just to remind you that Kotex comes in three different sizes: Super —Regular—Junior. And all three sizes sell for the same low price!

*Trade Marks Reg. U. S. Pat. Off.

Personal!

F. M. Demarest — Oshkosh

Wheary

JUST turn us loose with a bunch of travel circulars, and we're off to the land of glamor, romance, and adventure. Why, it took only rounding up travel conveniences to put us in a fine mood.

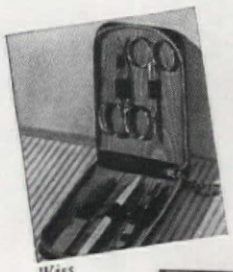
Luggage comes fit for a king and your budget. The group at top left is tweedy looking, below it is a dull blue with white pin-stripe, and at right below are two designed for automobile travel. All are exceedingly durable, have wonderful pockets and hangers and such. In top row below, left to right, we're reminding you to take a clothes brush and collapsible iron so you can be your own valet, guest-size soap or a terry cloth bath mitt with soap sewn inside, a neat little manicure kit, a sewing kit for rips and runs. Beauty being important as ever, take the cosmetic kit that could double for a purse, or the slightly larger one that has room for a nightie, too. Between them is the perfect set-up for all motor trippers: a motoring log, the map to end all maps—in a case, and you just wind it instead of spreading it out all over the car floor—a combination key ring and change gadget so you don't have to dive into your bag for a dime bridge toll. Our prize for an amusing *and* practical idea goes to the tiny zipper bag of miniature clothespins and clothesline on suction cups (bottom row) so you can hang up the undies and hose to dry over night. Smartest trick is the enormous navy-blue canvas beach hat with red-and-white striped crown that, believe it or not, folds to fit in a pocket of the matching striped beach bag—and at $1 each!

Well, we wish we were going with you. We wish it so much we'll even help you pack. Write us, and we'll send our best personal tips on what and how to pack painlessly, quickly and minus all the wrinkles.

Fuller — Knapp-Monarch

Yardley

Elizabeth Arden



Wiss

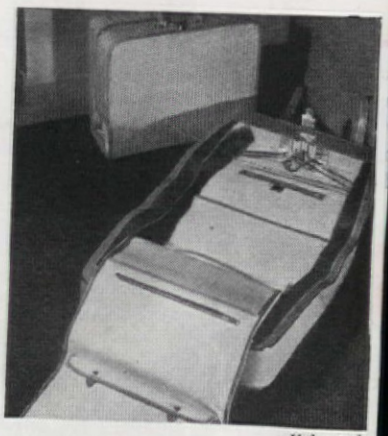
Wiss

Richard Hudnut

Hammacher Schlemmer

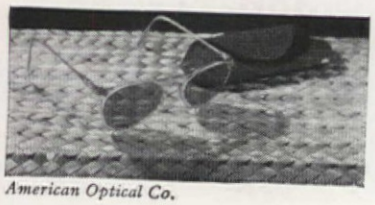
Lewis and Conger

Primrose House



Val-a-pak

Pack the bags and take off for adventure on your annual vacation. Have a good time and go as far from your own back yard as you can!



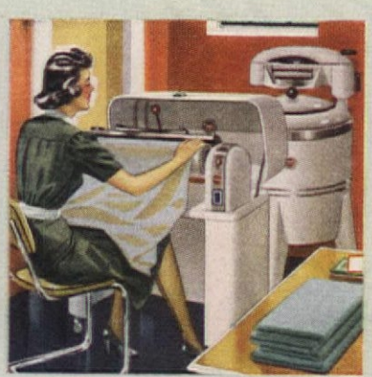
American Optical Co.

Seal-sac

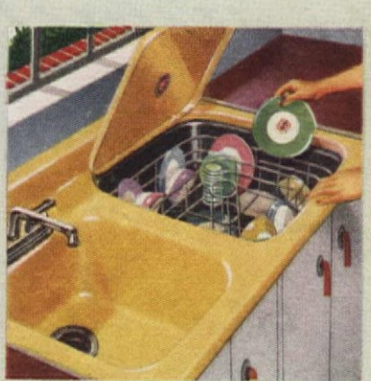
Kleinert

"Penelope goes for anything with the U·S·S label"

or that new bedroom. You'll delight n this modern furniture designed ith steel. Notice the graceful curves nd gleaming surfaces. A damp cloth leans these lovely finishes.



The bride's dream of a laundry. Beautiful, labor-saving ironers and washers are made possible by modern steel and porcelain. For best steel quality, look for the U·S·S label.



No dishwashing blues in your next kitchen. Patent sink disposes of every crumb. Dishes can be washed and dried without wetting your hands. U·S·S Vitrenamel insures a lovely surface.

Cooking is fun with modern stoves. Every conceivable gadget to make results perfect. Beautiful, compact, easy to keep spotless. When labeled U·S·S you'll know the steel is right.

ewest in ironing boards. All steel ith porcelain enamel top. Completely e-proof, light and sturdy, it folds way compactly. You'll find ironing is sier, and results are better.

FREE BOOK. "Steel for Modern Living." Full of colorful ideas for every room. Beautifully illustrated. Send postcard request today to Room 624, Carnegie Building, Pittsburgh, Pa.

This is a U·S·S Label. It differs in color and form for different products, but you'll know there's fine steel in whatever you buy if the label carries the famous U·S·S initials.

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Table by Herman Smith; Homer Laughlin china; Sharpe, Westmoreland and Fostoria glass; and damask, all from R. H. Macy. Silver from Black, Starr & Frost-Gorh

The Favorite American Meal

FAMILY SUNDAY DINNER combines fried chicken and strawberries —the luscious old stand-bys—but with an entirely NEW effect!

Photographs by F. M. Demarest

Fenton glass; Edmond Dewan linen

WHAT is sweeter than the perfume of sun-ripened strawberrie and what so stirs remembrance in the heart? Perhaps it i memories of tea in an old English garden with a wreath o crimson, unhulled strawberries on a white and gold Stafford shire plate with little silver bowls of sugar and clotted cream. Or it may be of dinner under a hedge of white lilacs in Normandy, ending with wicker basket of wild, wood strawberries nested in beech leaves and eate with cream slightly turned by the first thunder of summer. Or, and mos poignant of all, perhaps, it brings back the memory of the strawberr festival of other days, the mid-summer gala night of nearly every town and village of the America of fifty years ago. It would be a soft Jun night, sweet with syringa and roses; candle-lighted orange lanterns would swing from dark trees, turning the leaves of oak and maple into bronz and flooding with gold the white-draped tables beneath. Pompadoured women—their rustling taffeta skirts protected by stiffly starched, lace trimmed white aprons tied about their ample waists—presided at enor mous cut-glass bowls overflowing with great, luscious strawberries, rub red and flecked with gold. Heaped high on a dinner plate in a crimson juicy mound, flanked by a liberal helping of velvety, home-made vanill ice cream, the berries were dusted with pulverized sugar and deluged wit thick, unbeaten country cream.

And, as if that were not enough, still more highly pompadoured girls their throats enclosed in boned white net, above balloon-sleeved, beruffle dresses of flowered organdie, offered silver baskets of the cakes which, thei fond mammas assured the attendant high-collared, straw-hatted swains i pointed patent leather boots, they had baked all by their very own selves Moonlight, peach blossom, marble, angel food, gold, silver, hickory, an black walnut, ribbon, jelly, and chocolate cakes—more kinds of cake tha even a hungry youngster had the courage or the capacity to undertake

Um-m-m! What Grand Summer PIES!

These pies will really win praise from the family. The crust (baked or graham cracker) will be crisp and crunchy. And they "cook" to delicious perfection in the ice-box. Besides, they have less calories than ordinary pies.

VELVET-SMOOTH CHOCOLATE TREAT! A real man's pie, but ⅓ less calories than ordinary chocolate pie. The secret is Knox...it's all gelatine. Flavored gelatine dessert powders are ⅞ sugar and ⅛ gelatine!

MRS. KNOX'S CREAMY CHOCOLATE CHIFFON PIE

(Filling for one 9-inch pie)

1 envelope Knox Gelatine
6 level tablespoonfuls cocoa or
2 squares chocolate
1 cup sugar
4 eggs
¼ teaspoonful salt
1 teaspoonful vanilla

Soften gelatine in ¼ cup cold water. Put ½ cup cold water in top of double boiler to which add 6 level tablespoonfuls cocoa or 2 squares chocolate. When thoroughly dissolved add ½ cup sugar, the egg yolks slightly beaten and salt. Cook until custard consistency, stirring constantly. Add softened gelatine to hot custard and stir until dissolved. Cool, and add vanilla. When mixture begins to thicken, fold in stiffly beaten egg whites to which the other half-cup sugar has been added. Fill baked pie shell or graham cracker crust and chill. Just before serving, a thin layer of whipped cream may be spread over the pie. (Chocolate in filling makes a few more calories.)

EFRESHING "LEMONY" GOODNESS! Yet this triumph of a dessert has ⅓ the lories of the usual lemon pie. Be sure you use Knox. It's unflavored, sugar-ee...won't cover up the flavor of your good home ingredients.

MRS. KNOX'S SUNLIGHT CHIFFON PIE

(Filling for one 9-inch pie)

1 envelope Knox Gelatine
¼ cup cold water
4 eggs
1 cup sugar
½ cup lemon juice
½ teaspoonful salt
1 teaspoonful grated lemon rind

dd one-half cup sugar, lemon juice and salt to beaten egg yolks and cook in double iler until of custard consistency, stirring constantly. Soften gelatine in cold water. Add hot custard and stir until dissolved. Add grated lemon rind. Cool. When mixture gins to thicken, fold in stiffly beaten egg whites to which the other one-half cup sugar s been added. Fill baked pie shell or graham cracker crust and chill. Just before serv-g, a thin layer of whipped cream may be spread over the pie.

And to Serve With Cold Cuts...A NEW SUMMER SUPPER SALAD!

GOLDEN PINEAPPLE, CRISP CABBAGE, swell eating. This refreshing salad has only 225 calories a serving, but it's generous in vitamins, minerals, proteins.

MRS. KNOX'S SUNSET SALAD

(6 servings; uses ¼ pkg.)

1 envelope Knox Gelatine
1 egg yolk
¼ cup sugar
½ teaspoonful salt
1 cup pineapple juice drained from can
2 tablespoonfuls lemon juice
¼ cup cold water
½ cup cream or evaporated milk (whipped)
2 cups cabbage, shredded
1 cup canned pineapple, cut in small pieces (#2 can)
½ cup grated raw carrot

Beat egg yolk with sugar, salt. Add pineapple juice, lemon juice; cook over boiling water until mixture thickens slightly. Soften gelatine in cold water. Dissolve in hot mixture. Cool. Fold in whipped cream or whipped evaporated milk, cabbage, pineapple, carrot. Turn in mold rinsed in cold water; chill. When firm, unmold on lettuce; serve with mayonnaise. If preferred, garnish with cucumbers, pickles, or sliced carrots.

KNOX Gelatine

PURE, UNFLAVORED GELATINE—NO SUGAR

SPECIAL FREE OFFER! Want to keep fit...avoid fat, yet get generous amounts of health-essential vitamins, protein, minerals? Send for the Knox booklet "Be Fit—Not Fat," with 30 grand recipes. Also free, Mrs. Knox's 55-page, illustrated recipe book. Knox Gelatine Co., Box 76, Johnstown, N. Y.

Name .....

Address .....

Breakfast is only the Beginning

OF THIS CEREAL'S BUSY DAY

HERE'S a cereal with lots of uses! First and foremost, of course, as a glorious breakfast dish! Nourishing whole wheat . . . ready-to-eat . . . in a convenient "bite size" form . . . with a flavor that's oh-so-grandly *different!* It's really quite a miracle how, served with fruit and milk or cream, it coaxes lazy appetites. Digests so easily, too, it acts to give you quick energy for work or play!

But wait, that's just a "starter." There isn't any finer treat than this: Shredded Ralston, prepared like salted nuts, to go with soups, tomato juice, or as appetizers. Dainty — different — delicious — these morsels "hit the spot" with everyone . . . at any hour!

So make a note to order Shredded Ralston today! Much *thriftier* to use because it can be served so many ways . . . thriftier, too, because Shredded Ralston costs less per ounce than most nationally advertised ready-to-eat cereals —only half as much as some!

Morning 'til Midnight—
look what Shredded Ralston can do for you!

It adds zest to tomato juice, a new touch of flavor to soups, and makes the most dainty and delicious appetizers.

Prepare as you would salted nuts: Melt ½ cup butter or other shortening in frying pan. Add package Shredded Ralston and 1½ teaspoons salt. Heat thoroughly, stirring constantly, about 5 minutes. Makes 6 cups.

Money-back guarantee is printed on every package!

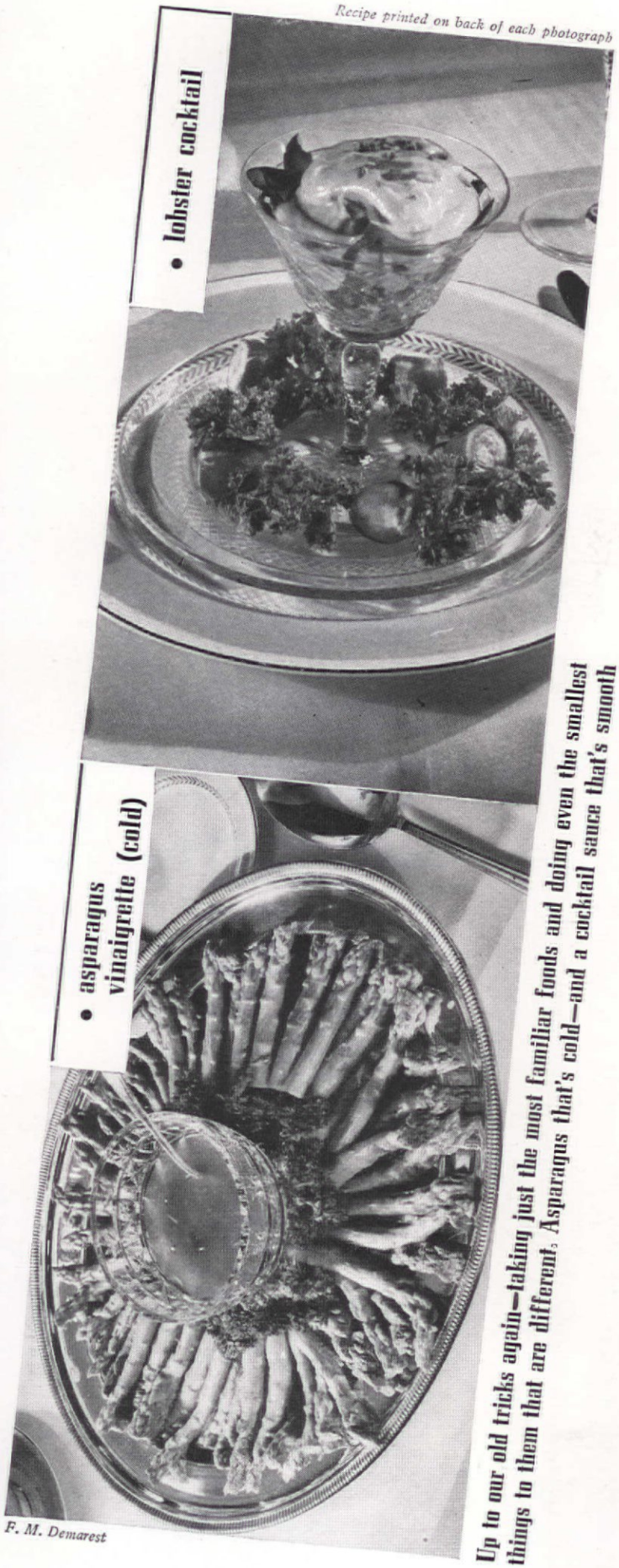
If Shredded Ralston doesn't make an instant "hit" with your family, the purchase price will be promptly refunded.

it's Bite Size
NO MUSS · NO CRUMBLING
SHREDDED RALSTON

At the end of the festival, the minister said a few words, the ladies preened themselves, the sweethearts whispered, and a hymn was sung. Then the horses were untied from the long row of posts behind the church and all drove home, too full for utterance of marvelous food and romance.

The rite of the strawberry festival still lingers in New England and the Middle West. It is still held there, reviving a memory which cannot, must not, die. So why not blend the glamorous past with the busy present in a strawberry festival of your own? Our little table shows a glimpse of a sunny Sunday breakfast, built around America's favorite fruit, the most magnificent of all the berries with which our land is blessed. Perhaps we are all thinking more closely and fondly of the things that seem native and our own these days. Perhaps we are puffing out our chests a bit over our own traditions and strutting slightly at the thought of our dearly-loved customs. At any rate, when it comes to the pride of our hearts in summer, that noble fruit, the strawberry, we can wax as eloquent and poetic as you please. It isn't humanly possible to say too much in its praise.

Recipe printed on back of each photograph



F. M. Demarest

Up to our old tricks again—taking just the most familiar foods and doing even the smallest things to them that are different. Asparagus that's cold—and a cocktail sauce that's smooth

It doesn't make sense to be dull, it doesn't take money to be gay—

If you're feeling awfully summery and sort of lazy, too—slightly like a cat in the sun—here's a little breakfast table to pamper all the luxury-loving instincts in you. It looks so cool and waited on and, yet, what is there really to it? The strawberries are just washed like little boys' Sunday School faces, the sugar's in neat little mounds—each on its own big green leaf—and all you have to do is eat. (Don't serve finger bowls. They're too genteel for this breakfast. You ought to lick your fingers after strawberries in the sun at breakfast—and not hurry, either.) It's the space on the table that makes it look inviting and cool and lazy, too. You don't have to have all of the actual plates and linen and the glass table that we have shown you on page 84—it's the idea of strawberries and yellow-green and plenty of room. But, it is pretty, isn't it?

And right now is a good time to say frankly that, when we show table settings and party plans and so on, we never want you to feel just that they are attractive but that, since you don't have identical plates or linen or whatever, you could never do anything like them. The real point, of course, of any picture is to make you want to do similar things and to show you new things available in the shops, true—but, unless there is an idea, a really truly constructive idea there, as well as the charm of the arrangement—the whole thing is pretty useless. Hence, with this little table we think the colors are unusual and that perhaps the idea of a strange yellow-green and strawberry red for a June combination would make people think and perhaps work out new color schemes of their own. Perhaps, if you're planning to buy some new plates anyway, these delicate glass ones, which can easily double for salads, fruits, and desserts, may be just the thing you are looking for.

At the big table, by keeping the ends open and seating people on the sides only, the ends can be advantageously used for serving—in our favorite family style—and then, too, we think it's fun to use two big whooshy bouquets on the family table. Why save them just for guests?

The Family Gala

Without any effort at all you can combine another great American custom with your strawberry festival—Sunday dinner, the family gala, everybody home from school and work. Maybe everybody has gathered at home just before starting out on all sorts of vacations. With a little bow, we present this table in a slightly red, white, and blue color scheme and the pièce de résistance of the meal is, but naturally, fried chicken. It is, however, Mr. Herman Smith's fried chicken and that is something else again.

It's an all-American family gala—the works, served with assurance that "everything will be really nice." On crackling white damask are huge red roses and white lilacs, the pride and joy of thousands of gardens and hedgerows, growing like everything at thousands of back doors, and come to Sunday dinner in a pair of fine white vases from the local five-and-ten. The china is blue and gold—blue like the sky and all that—and long, long stemmed crystal goblets because it's a party—the nicest kind since it *is* "just the family," not too formal and yet so festive.

For this occasion, a sort of hail and farewell party with American food served in the American manner in the American home, we are having a lobster cocktail, and it is, believe us please, no ordinary cocktail sauce that is served on New England's prize this time. Then the chicken and fixings galore—only ones that make sense, not just twenty kinds of relish, pickles, and jams and jellies. One sublime sauce for the chicken—a sauce of strawberries—and what do you think of that? It's not too tart, nor too sweet, and it's one of the best recipes in our festival. With fried chicken, we think there should always be mashed potatoes. But they shouldn't be just the usual kind for our family gala, so behold feather-bed potatoes—and be quick about it because they won't remain visible long, once you have tasted them, for anyone to do much beholding. Corn, tomatoes, and asparagus, now there's a trio of vegetables for you!

When it came to selecting a dessert, even Mr. Smith hesitated just for a moment. The right ending to this menu had to look opulent and very strawberry festival, but it could *not* be too much. We hold with the theory that strawberries, while amenable in the extreme to all manner of treat-

Mrs. Walker wins a prize for inventing this "Paradise" Cake!

Mrs. E. M. Walker just can't resist experimenting with recipes. Her prize-winning Paradise Cake combines an old family cake recipe with a heavenly new filling of her own. We think little blue-eyed "Peaches" Walker is mighty lucky to have such a good cook for a mother!

PARADISE CAKE

To duplicate the prize-winning results with this recipe you must use Royal Baking Powder as Mrs. Walker did. Its action is different than others, 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.

⅔ cup shortening
1½ cups sugar
2 eggs
1 teaspoon lemon extract
2½ cups cake flour
⅔ teaspoon salt
3 teaspoons Royal Baking Powder
¾ cup milk

Cream shortening; add sugar slowly, beating in well. Add unbeaten eggs, one at a time, beating well after each egg is added. Add lemon extract. Sift together dry ingredients and add alternately with milk to first mixture. 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 Paradise Filling. Sprinkle top and sides with 1 cup shredded cocoanut. Makes 1 two-layer cake.

PARADISE FILLING

1 cup dried apricots
1½ cups warm water
1½ cups powdered sugar
1½ tablespoons cornstarch
⅛ teaspoon salt
4 bananas
2 tablespoons lemon juice

Soak apricots in warm water for 1 hour; bring to boil and cook 2 minutes. Put through sieve. Drain pulp of excess juice, reserving 1 cup pulp for filling. Mix powdered sugar, cornstarch and salt; add apricot pulp. Cook in double boiler about 15 minutes or until thick, stirring occasionally. Peel and slice bananas; add to apricot mixture; cook 10 minutes longer or until bananas are softened. Add lemon juice. Remove from heat. Beat until smooth. Cool.

IF YOU WANT "PRIZE-WINNING" RESULTS—

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!

YOU SHOULD KNOW

that 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—ROYAL COOK BOOK. 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. 56.

ment and to all sorts of combinations, are still stars in their own right—raw, scrubbed, and shining. So, our dessert is strawberries, au naturel, with a few excellent companions such as oranges and a fluff of meringue and a suggestion of brandy and sugar. We like it so much that we are giving it a special place as our Bridge Dessert this month. When this menu was tried here in the office, the members of the staff who tested it all said just one thing, "Mmmnnn . . ah!"—short and concise and so exactly what we meant. And this will be your reaction, too, or we miss our guess.

Photograph printed on back of each recipe

• lobster cocktail

2 cups freshly cooked, frozen, or canned lobster
½ cup stiff mayonnaise
½ cup cream stiffly whipped
1 tbsp. Italian tomato paste
½ tsp. paprika
½ tsp. salt
¼ tsp. black pepper
2 drops Worcestershire sauce
1 tsp. chopped chives
½ tsp. dry mustard
1 tbsp. brandy (optional)

Clean, dice, and chill lobster. Place in cocktail glasses. Fold stiffly whipped cream into mayonnaise. Add tomato paste, paprika, salt, pepper, Worcestershire, chives, mustard, and brandy. Mix well and parsley. Simply remove a portion of radish center, stuff with roquefort cheese, then drop into An attractive garnish for the plate may be of radishes and parsley. Simply French dressing for a few minutes before serving. Serves 8.
Note: Sprinkle canned lobster with lemon juice and let stand for awhile to give a fresh taste to the lobster.

Recipe submitted by Herman Smith *Tested in* The American Home Kitchen

ASPARAGUS IN A DUAL ROLE, both vegetable and salad
—served with a good tart dressing

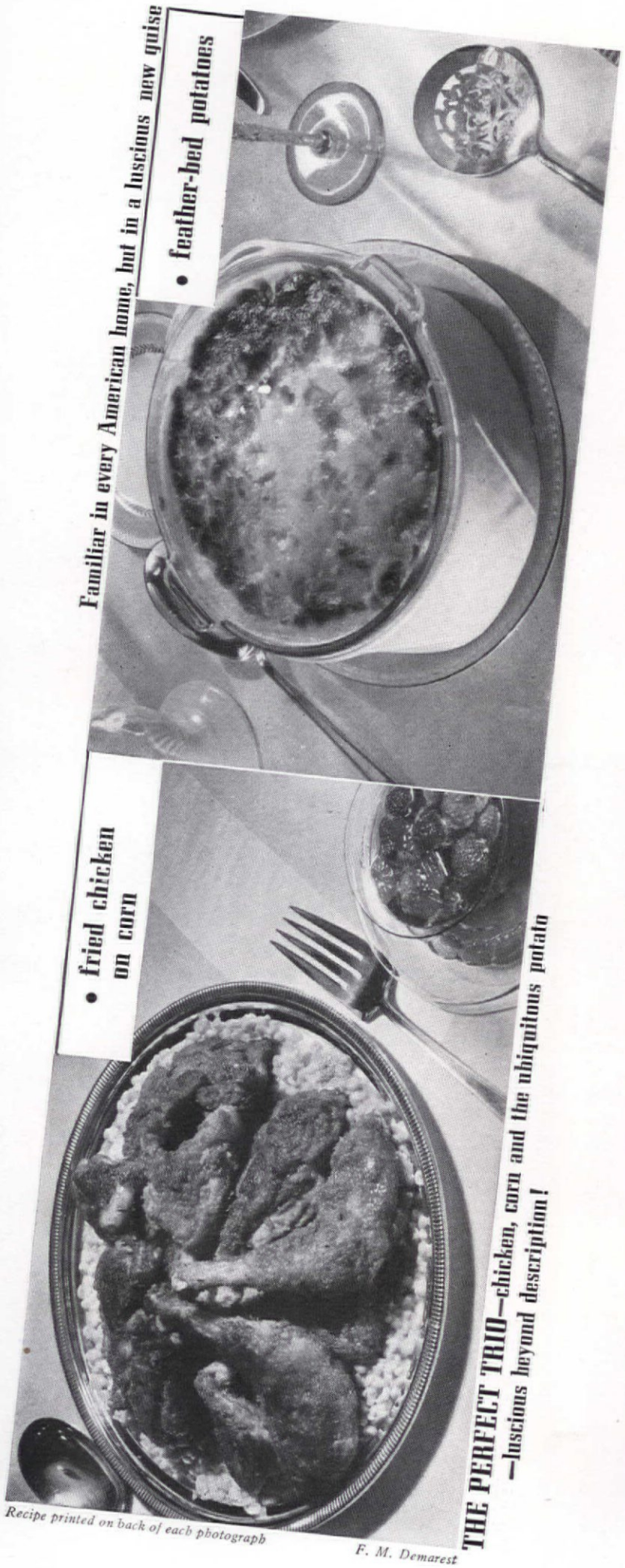
• asparagus vinaigrette (cold)

2 lbs. fresh green asparagus or 2 (no. 2) cans or 2 pkgs. frozen
½ cup salad oil
3½ tbsp. tarragon vinegar
1 tsp. salt
¼ tsp. paprika
1 tbsp. chopped green pepper
1 tsp. chopped chives
1 tsp. chopped parsley
Grating of lemon peel
¼ tsp. sugar
2 drops Worcestershire sauce

Cook asparagus, drain well, and chill. Arrange on large platter or serving bowl. Mix salad oil, vinegar, salt, paprika, green pepper, chives, parsley, lemon peel, sugar, Worcestershire sauce, and shake well. Pour over asparagus or serve in separate bowl as in picture. This dish may be served as a vegetable or salad and is an interesting change for summer luncheons or dinners. The dressing is also tasty when served on broccoli or on avocado, mixed green, and tomato salads. Serves 8.

Recipe submitted by Herman Smith *Tested in* The American Home Kitchen

You see, when it came to selecting the kind of party we wanted for this month—the kind of recipes we thought were really American, and from all over the countryside, too—we had quite a little time. Americans like parties. They like good food and know it, serve it, and appreciate it, if they get it. But busy women will fuss only so much. So, why not do the most usual party in everybody's family so well it turns into a gala—and remember the season and the strawberries and the wonderful times everybody has at church socials. We've combined them all and we liked it—

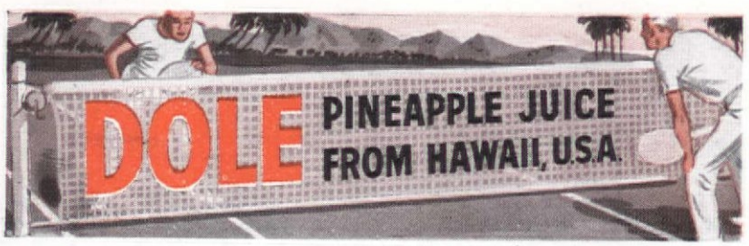


Recipe printed on back of each photograph

F. M. Demarest

She: "Boy—that Dole Pineapple Juice looks good. Gimme! Gimme!"
He: "I don't know anything better."

She: "The other day I read that Dole Pineapple Juice was high in quickly-available food energy."
He: "No wonder it's so refreshing."



did you guess? We have to admit that we are pleased, because we do think that we have captured the pleasant feeling of a lavish table without really breaking anyone's neck to do it, without straining any budgets or pocketbooks unduly, and, best of all, without having to add a good ten hours to the day. For we know we don't have to tell you that, no matter how beautiful the flowers and china and silver, and how scrumptious the food, no family dinner can really and truly be a gala meal if the feminine contingent is laid low by the job of getting it on the table.

Pour hot strawberry and rhubarb sauce over fried chicken on a bed of corn and you have a creation!

• fried chicken on corn

2 3-lb. chickens
½ cup flour
2 tsp. salt
¼ tsp. pepper
2 or 3 eggs
1½ cups bread crumbs
¾ cup shortening or salad oil
¼ cup butter
3 large minced onions
2 12 oz. cans (3 cups) whole kernel corn
1¼ cups thin cream or evaporated milk

Disjoint chickens for frying. Shake pieces in bag with flour, salt, and pepper. Dip into beaten eggs, then bread crumbs, pressing firmly so chicken is well coated. Fry in butter and shortening or salad oil till crisp and brown. Turn heat low, cover. Let cook until tender. Remove to warming oven. Pour most of fat from skillet and cook onions until yellow and tender, not brown. Add corn. Cook 5 minutes. Stir in milk, cook until slightly thickened. Pour corn on hot platter, pile chicken on top. Serves 8. Serve with this perfectly delicious strawberry relish!

Hot strawberry rhubarb relish

1 cup rhubarb
2 cups sugar
1 cup whole strawberries

Mix rhubarb, strawberries, sugar. Let stand 1 hour. Bring to boil. Cook 4 minutes. Serve hot with chicken.

Tested in The American Home Kitchen

Recipe submitted by Herman Smith

• feather-bed potatoes

7 medium-size potatoes
1½ tsp. salt
2 tbsp. melted butter
1 egg
⅔ cup thin cream or evaporated milk
1 cup cream
½ tsp. salt
¾ cup grated cheese

Cook potatoes until tender, drain and mash. Add salt, butter, and egg mixed with evaporated milk. (Add more liquid if needed.) Whip until fluffy. Put in oiled casserole. Whip cream until stiff, add salt, and pour over potatoes. Top with grated cheese and brown under broiler. So delicious, and you'll find it still light and fluffy for those second helpings for which you will have numerous requests. Serves 8.

Tested in The American Home Kitchen

Recipe submitted by Herman Smith

Photograph printed on back of each recipe

Heavenly!

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Aroma . . .

Dark and heady and tantalizing. As persuasive as a fine perfume.

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Listen to Edgar Bergen-Charlie McCarthy on the Chase & Sanborn Radio Program every Sunday on the NBC Red Network

CHASE & SANBORN COFFEE

This Month's Bridge Dessert and Gourmet's Menu

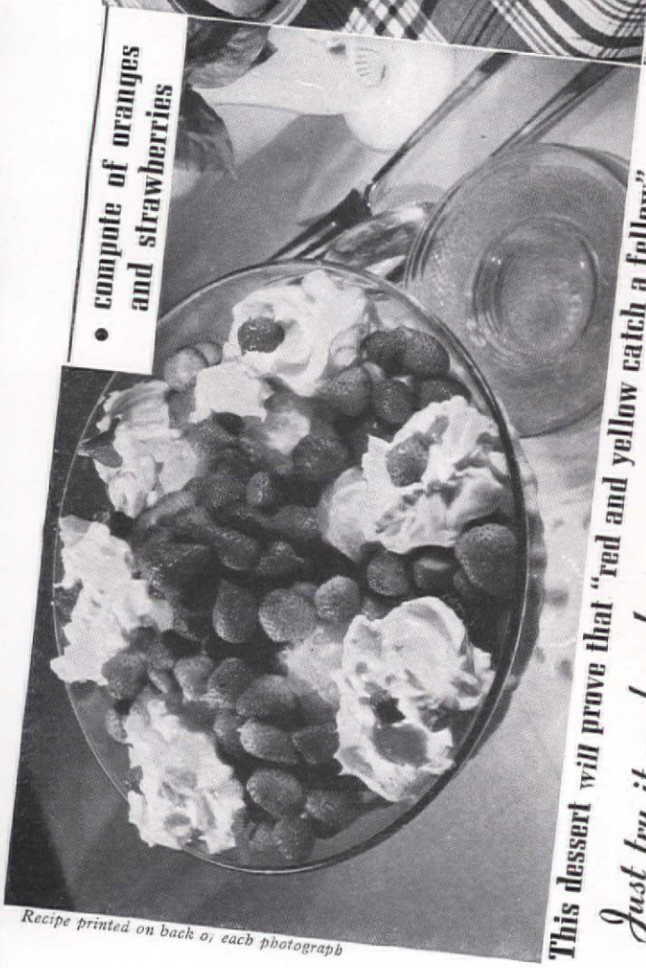
• gourmet's menu of the month

*Jellied Cape Cod consommé
*Virginia ham
Almond–wine sauce
Tiny peeled tomatoes in mustard dressing
*Maryland baked beans with cheese
*Corn sticks
*Old-fashioned strawberry shortcake
Coffee

*Recipe from The American Home Basic File

F. M. Demarest

• compote of oranges and strawberries



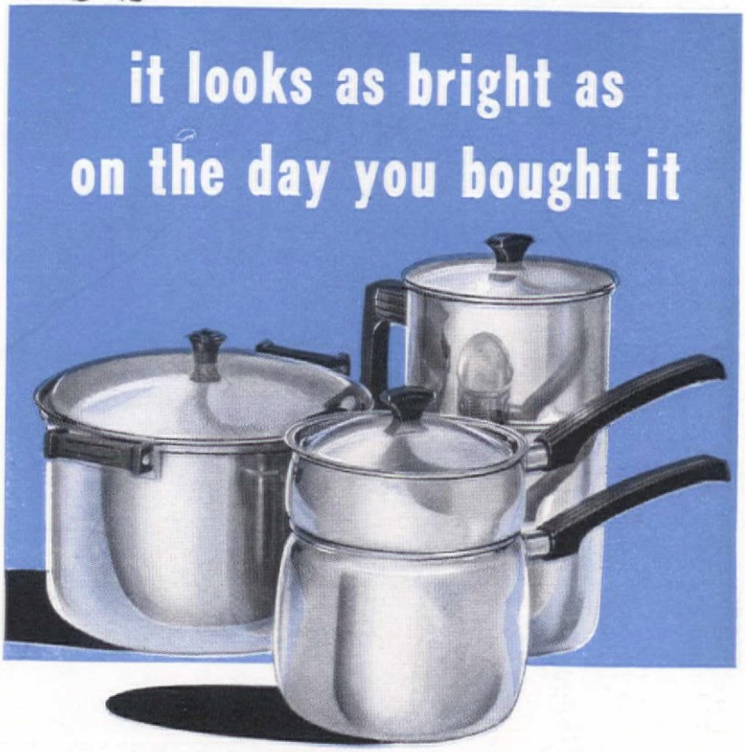
Recipe printed on back of each photograph

This dessert will prove that "red and yellow catch a fellow"

Just try it and see!

So easy to clean and afterward—

it looks as bright as on the day you bought it



HANDSOME appearance is only one reason why you'll rejoice to see your dinner cooking in ARMCO Stainless Steel pots and pans.

You'll be proud of their gleaming beauty, of course – but even more important are the time-and-money-saving features. Washing is a matter of moments. Scouring is rarely needed. Simple kitchen cleansers usually restore the lovely sheen of this cooking-ware. Food acids cannot harm its lustrous surface and it will not retain food odors. Stainless steel is sanitary and gives no metallic taste to food. And being a hard, tough metal, ARMCO Stainless Steel is not easily scratched or dented. It holds heat well and makes cooking *thrifty!*

Look for the ARMCO triangle when you buy stainless steel cooking-ware. It is the mark of a metal whose beauty will not wear out in a lifetime of normal service. Shall we send you further information? Write to The American Rolling Mill Company, 1091 Curtis Street, Middletown, Ohio.

***SOMETHING NEW**—This modern pressure cooker, made of ARMCO Stainless Steel, combines all the well-known advantages of pressure cooking with great ease of cleaning and sanitary features. Easy to operate. Write for information.*

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ARMCO STAINLESS STEEL

Monel Beauty... tailored to your Kitchen's Measure

$10 a Month

... approximate cost of this Whitehead-Monel ensemble, under F. H. A. Plan, F. O. B. Jamestown, N. Y. Other units as low as $3.20 a month.

Above is just one of the many "custom-fit" Monel Kitchen ensembles that come "ready to wear" — and wear and wear. Monel never goes out of fashion, never chips, cracks or loses its lustrous loveliness. Its silvery, easy-to-clean surface actually grows more beautiful with the years!

Whatever the size or shape of your kitchen, these Whitehead-Monel Matched Units will fit any floor or wall space, any nook or cranny. By specifying "Whitehead" you're sure of getting roomy, enameled steel cabinets, topped with gleaming Monel sinks, drainboards and other work surfaces. Plan your own "tailored" Monel kitchen at Whitehead-Monel's "ready-made" prices. Build your plan around the famous "Unacrat"—5-foot, double-drainboard, sink-and-cabinet combination, costing only $99.90. Other units are designed to match.

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EXCEL METAL CABINET CO., INC.

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"That's the Kitchen I Want", and free kitchen planning chart. Address Whitehead Monel Kitchens Division, EXCEL METAL CABINET CO., 101 Park Ave., New York, N. Y.

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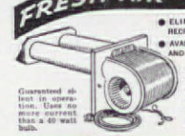

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THE opening of the strawberry season is one in which every lover of good food revels. Many a meal will be based entirely on a mammoth old-fashioned strawberry shortcake, such as suggested in our Gourmet's Menu of the Month. Many a good New England housewife will raise her eyebrows at the thought of a cheese sauce on baked beans—but watch the men ask for seconds and even thirds.

It's easy to achieve the gourmet's touch with these!

• compote of oranges and strawberries (bridge dessert)

8 large navel oranges
1½ qts. strawberries
½ cup sugar
1 tsp. grated orange peel
3 egg whites
6 tbsp. sugar
1 tsp. lemon juice
1 tsp. vanilla
1 tsp. strawberries
Whole strawberries

Peel oranges. Cut in ¼" slices, remove seeds. Replace slices so that orange appears whole. Arrange in low bowl. Fill spaces between oranges with strawberries cut in lengthwise slices. Sprinkle with sugar mixed with orange peel. Chill. Just before serving make a meringue. Beat egg whites until stiff, slowly add sugar, lemon juice, and vanilla. Continue beating until meringue is smooth and glossy. Pile meringue between oranges, garnish with whole strawberries. Serve half or whole orange for each person, surround with berries and top with meringue. A lovely bridge dessert, to which each person would enjoy helping himself. Serve your favorite cake as an accompaniment. This dessert is so attractive it may be used as the centerpiece for the table. Serves 8-12.

Note: Egg whites beaten when at room temperature are lighter; about 2 tbsp. brandy or sherry may be poured over fruit before serving.

Recipe submitted by HERMAN SMITH *Tested in* THE AMERICAN HOME KITCHEN

• almond-wine sauce

1 tsp. grated orange peel
1 tsp. grated lemon peel
1 cups port wine
½ cups orange juice
5 tbsp. lemon juice
2 tbsp. cornstarch (dissolve in cold water)
2 tsp. cornstarch
2 tbsp. cold water
1 tsp. dry mustard
1 tbsp. brown sugar
1 tbsp. powdered ginger
¼ tsp. cayenne pepper
Dash cayenne pepper
½ cup seedless raisins (washed)
½ cup sliced almonds
½ cup sliced almonds
2 whole cloves
4 tbsp. red jelly

Mix all ingredients together except jelly, simmer 10 min. Remove from heat, stir in jelly. Serve over ham.

• tiny peeled tomatoes in mustard dressing

4 small tomatoes
1 (6 oz.) can Italian tomato paste
1 tsp. dry mustard
1 tsp. sugar
½ tsp. salt
1 tbsp. vinegar
1 tbsp. drained horseradish

Mix other ingredients into a sauce. Roll tomatoes in sauce until well-coated. This sauce is also excellent for shrimp, lobster or oysters.

Recipes submitted by HERMAN SMITH *Tested in* THE AMERICAN HOME KITCHEN

Photograph printed on back of each recipe

The Sweet-Tooth Sweetsers — go for Mother's cakes and candies . . . because Mother has discovered what almost every woman knows — that if you *favor the flavor* with Burnett's Vanilla you put that extra goodness into favorite recipes that makes them delightfully delicious.

Burnett's Vanilla has the 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 advertised . . . 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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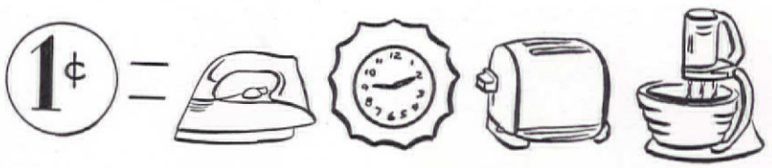


GET OUT THIS SUMMER !!! MAKE ELECTRICITY WORK for you!

HERE'S WHAT IT WILL COST:

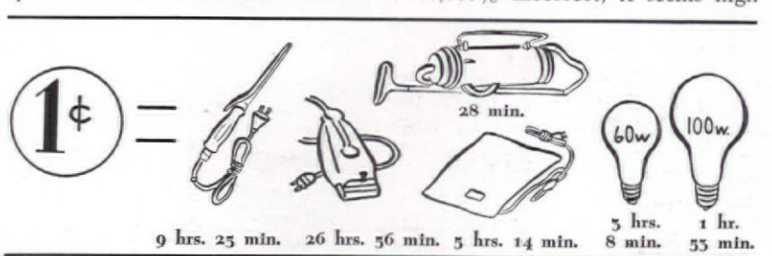
WILLIAM WEST
Elmhurst, N. Y.

HAVE you thought of the many time-saving devices and conveniences electricity now offers to you? Appliances are so fully automatic that leisure is gained by the use of them. Laundering is now so simplified that after the clothes are put in the machine, they are soaked, washed, rinsed, and spun dry enough for ironing by the turning of a switch. Simple? Yes, and an easy way to gain a free afternoon. Time out of the kitchen, without neglecting the family's meal, can be arranged by placing the meal in the oven or electric roaster, setting the time clock and then you are on your way, returning home later to find your meal ready to serve.

If you're the average housewife, taking care of your home with only occasional help, preparing healthful meals for the family, and doing the weekly laundry, you'll want to investigate these many conveniences and find whether they will justify their cost in your budget. And have you really given any thought to just how much that kitchen light bulb is costing you to light the dark corners in your kitchen, lessen eye strain, and give you added comfort in performing your duties?

Just for fun, let's have our own little quiz program—find how much it costs to operate certain appliances and what you get in return.

I began by asking 100 electric-bill-payers how much they paid to operate their vacuum cleaners, clocks, toasters, and so on. Half of my informants are men, half of them women. Mostly they're married people, though some are single. Most of them make $2500 to $5000 a year, though a few make $1500 or less and a few earn $15,000 or more. Most of them live in New York, New Jersey, or Connecticut. A majority live in apartments, many in suburban homes, a few in "private houses"; and one lives the year round on a houseboat. Lawyers, office managers, bankers, secretaries, salesmen, housewives, accountants, editors were questioned. With answers as much as 60,000% incorrect, it seems high



REALLY SENSATIONAL!

THIS SPECIAL OFFER

Manning-Bowman's *Smokeless Table Broiler*, regular price	$9.95
And this 15¼-inch, silver-plated, "Well-'n-Tree" Meat Platter; retail value if sold separately	$6.00
Total value	$15.95
Special offer BOTH	$11.95

This Special Offer good at any Manning-Bowman dealer's, during April, May and June only.

MANNING-BOWMAN'S *Smokeless* BROILER

This is the famous electric table broiler that does steaks and chops to a turn and *doesn't smoke either*—a Manning-Bowman exclusive. Here are its special features:

1. Handsome chromium finish
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THE "WELL-'N-TREE" MEAT PLATTER

15¼ inches long. Made and guaranteed by the International Silver Company. The delightfully pleasing pattern, perfect with any table-setting. See its shining beauty, note its generous size . . . at your Manning-Bowman dealer's today.

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as the microscope "sees" them... you'd realize the value of

CLOROX CLEANLINESS!

THE MICROSCOPE reveals that many a so-called "clean" surface is infested with invisible germ dangers, indicating the vital importance of hygienic cleanliness . . . the type of cleanliness so easily and economically provided by Clorox. Ultra-refined Clorox has intensified disinfecting efficiency in laundering and routine household cleansing. Clorox also gently bleaches white cottons and linens snowy-white (brightens fast colors), removes numerous stains . . . and Clorox is free from caustic and other harsh substances which are damaging to fabrics. Make Clorox cleansing a regular health habit in your home . . . simply follow directions on the label.

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AMERICA'S FAVORITE BLEACH AND HOUSEHOLD DISINFECTANT

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BLEACHES • DEODORIZES • DISINFECTS

REMOVES NUMEROUS STAINS

...Even Scorch, Mildew

time that users and prospective users of electricity know how much work they can really get done for their well-earned dollar. Answers by the first ten persons I questioned are typical:

Q. How much to run an electric clock for one month?

A. (in order questioned) 50¢, 1/10¢, 10¢, 2¢, 70¢, 3¢, 50¢, 10¢, 20¢, 10¢.

Actual monthly cost of current for a clock is 8¢. (Information and actual costs are from the Consolidated Edison Co. These rates may vary somewhat in other parts of the country, of course, but it is interesting to note the comparative costs of the different appliances.)

Q. How much to shave with an electric razor for 10 minutes each morning for an entire month?

A. 15¢, 20¢, 3½¢, 20¢, 10¢, 3¢, 10¢, 10¢, 20¢, 20¢.

Well, the 20¢ estimate would take care of ten years of shaving. Consolidated Edison says that 1¢ pays for "26 hours, 56 minutes of shaving." Allowing 10 minutes per shave, this is equal to five months' shaving. Some of the answers, as shown above, are as much as 50,000 to 60,000% high.

Q. How much to use a combination mixer-juicer to squeeze your breakfast oranges daily for an entire month?

A. 30¢, 3¢, 25¢, 3¢, 15¢, 25¢, 3¢, 15¢, 10¢, 15¢.

Actual cost of current, 2/3¢ per month, says Consolidated Edison.

Here the reader may interrupt to say: "But in these days of cheap electricity, who cares about its cost"? I'd say about 85% of the nation cares. Consider that after a half-century of experience, more-miles-per-gallon is still the No. 1 selling point of automobile manufacturers. Consider typical apartment houses of a big city. They rent for from $30 to $50 a month, and "electric refrigerators are supplied by landlord," the swinging signs advise. But look overhead: hundreds of miles of window-sills crowded with dusty packages of food prove that countless tenants won't pay 5 cents a day to keep that free refrigerator cold!

Q. How much to run a heating pad (90% of those questioned had heating pads) for 7 hours?

A. 7¢, 5¢, 3¢, 7¢, 5¢, 5¢, 6¢, 2¢, 3½¢, 7¢.

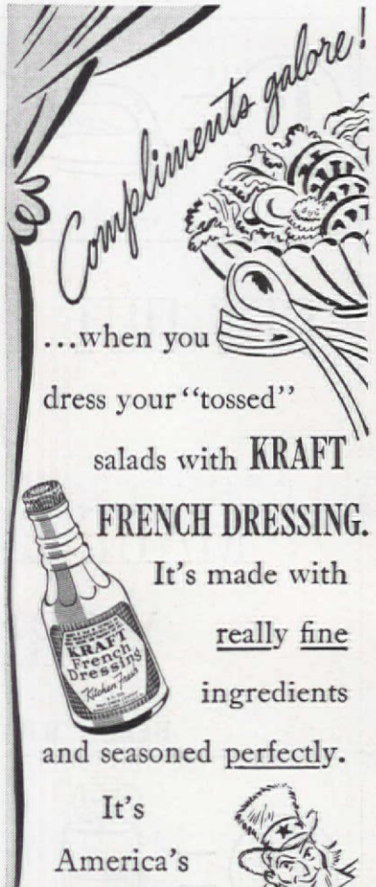
Actual cost for 7 hours is 1/5¢.

Q. Monthly cost of operating an electric range?

A. $10, $1.50, $3, $1.50, $2, $2, $15, $4, $4.50.

Actual figure, $2.25.

So it went—through 30 appliances. Refrigerator estimates ranged from 50¢ a month to $5—900% apart. All but one of the radio guesses were too high. Sewing machine operation was suspected to be 5¢ or 10¢ an hour; one guess was 1/20¢ while another was 20,400% higher which would make it 12¢ an hour. Actual cost is ¾¢.



P. S. *Kraft has another brand, too:* MIRACLE FRENCH, *for those who like a touch of onion and garlic.*

These 100 Americans of more than average intelligence did not estimate, they made wild conjectures. For years each has been paying a monthly bill of from $2 to $35 for "kilowatt hours." Yet not one of the first 22 questioned "had the slightest idea" of what a KWH is! (A watt is 1/746 of a horsepower; a kilowatt is 1000 watts. Try it on your friends.

Here is a classified table prepared by Consolidated Edison which may be very enlightening to you and helpful if you should want to stage your own quiz program at some future time:

Jobs One Penny Will Do ELECTRICALLY

(based on average domestic electric rate 3.51¢)

Kitchen and Table Appliances:

Chafing dish	28 min.
Coffee maker	21 min.
Mixer	1 hr. 34 min.
Plate or food warmer	1 hr. 15 min.
Sandwich grill	15 min.
Refrigeration	6 hrs. 47 min. (effective refrigeration —not operation
Broiler-server	11 min.
Toaster	14 min. (24 slices of toast, two at a time
Waffle iron	16 min.

Cleaning and Laundry:

Ironing	from 17 min. for linen to 54 min. for rayon
Ironer	9 min.
Portable ironer	14 min.
Dish washer	28 min.
Vacuum cleaner	28 min.
Washing machine	45 min.

Health and Beauty:

Curling iron	9 hrs. 25 min.
Heat lamp	45 min.
Heating pad	
low heat	5 hrs. 14 min.
⅓ on medium.. ⅔ on low.....	5 hrs. 4 min.
Hair dryer	26 min.
Shaver	26 hrs. 56 min.
Sun lamp	25 min. (5 five-minute sun baths)
Vibrator	7 hrs. 32 min.

Pleasure, Comfort, Miscellaneous:

Clocks	3 days 22 hrs.
Fan	5 hrs. 23 min.
Ventilating fan	2 hrs. 31 min.
Heater	14 min.
Radio	3 hrs. 46 min.
Phonograph	2 hrs. 31 min.
Sewing machine	3 hrs. 46 min.
Electric trains (4 cars)	6 hrs. 17 min.

Light:

7½ watt	25 hrs. 7 min.
10 watt	18 hrs. 50 min.
15 watt	12 hrs. 33 min.
25 watt	7 hrs. 32 min.
50 watt	3 hrs. 46 min.
60 watt	3 hrs. 8 min.
100 watt	1 hr. 53 min.
300 watt	38 min.

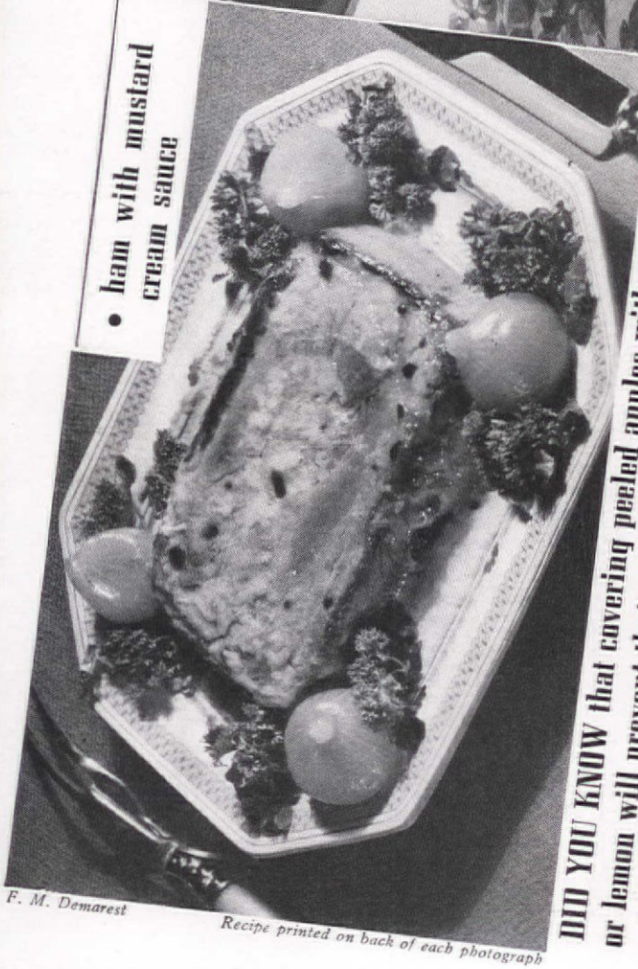
Christmas Tree Lights:

Parallel string—15 bulbs	1 hr. 38 min.
Series string—8 bulbs	4 hrs. 42 min.

This Month's "Quickie"
This Month's Left-Over

• potatoes pilgrim (left-over)

• ham with mustard cream sauce

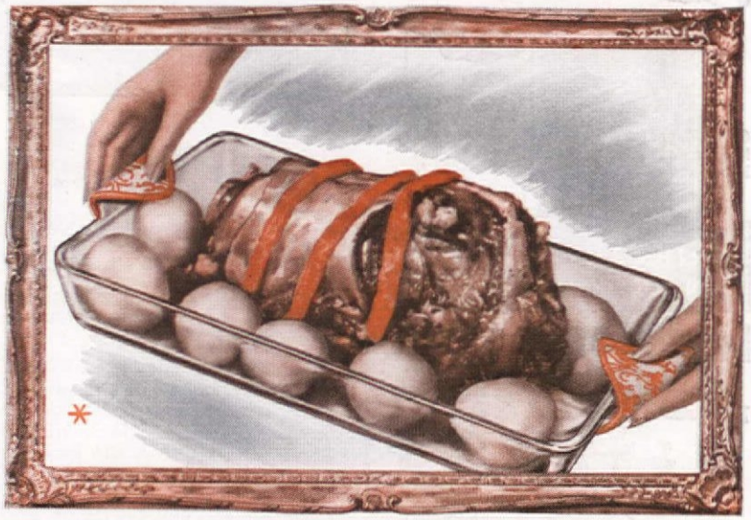


F. M. Demarest

Recipe printed on back of each photograph

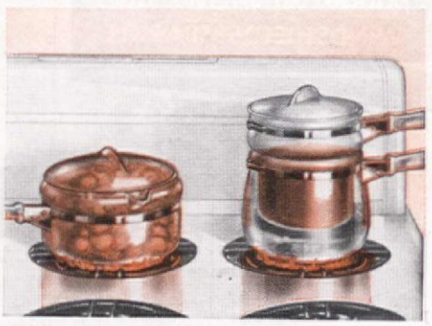
DID YOU KNOW that covering peeled apples with an acid juice like orange or lemon will prevent their turning dark?

Who says a bride can't cook?



...she can *easily* if you give her modern Pyrex Ware!

ANY GIRL can be a better cook with Pyrex ware. This miracle glassware bakes faster. Food browns more evenly. She can watch it bake through the clear glass sides. She'll cook and serve and store in the same dish. Plan a Pyrex ware shower today! 75% of Pyrex dishes are priced below a dollar! See them at your favorite store.



GIVE HER Pyrex Flameware! It's new and smart. Wide flat bottoms fit stove tops. Easy pouring spouts. See how food is cooking in one qt. saucepan (above) only **$1.65** One quart double boiler washes sparkling clean in a jiffy **$3.45**

THE TREND to oven meals makes a handy utility dish (shown above) a necessity. It will hold a good-sized rolled rib roast and the potatoes and vegetables as well! You can serve the whole meal in the dish it was cooked in! Saves oven fuel, cooks faster! 10½ inch size costs only **50¢**

LOOK! Eight Pyrex dishes for only $1. Here is an attractive 1½ quart casserole. The cover makes a perfect pie plate. Six matching custard cups too. You will find this a most useful gift for a dollar! Packed in a good-looking gift box. All for only **$1.00**

IMAGINE how a sizzling steak will look on this beautiful new well-and-tree platter! It can go right in the oven for baking fish or chops. Get one today! It's fifteen inches long. Only..... **$1.85**

COPYRIGHT 1941, CORNING GLASS WORKS, CORNING, N. Y.

HERE'S THE 17-piece Home Baker set, selected by leading home economists to meet 90% of all baking needs. Includes measuring cup, utility dish, loaf pan, pie plate, two cake dishes, four deep pie dishes, Six custard cups and a handy wire rack. (Items can also be purchased separately.) Only.... **$2.95**

"PYREX" is a registered trade-mark of Corning Glass Works—look for it for your own protection.

AEROWAX

Gives floors and linoleum a lovely, lasting lustre *without rubbing!*
PINT ONLY **20¢**

DRIES TO A LUSTRE ON FLOORS · LINOLEUM

AEROMIST

Spray it on . . . wipe it dry! Windows sparkle! 8 ozs. **10¢**

TRY IT!
MAKES WINDOWS AND WINDSHIELDS SPARKLE

FLYDED

Flyded Insect Spray kills them quickly . . . is pleasant to use. PINT **20¢**

KILLS FLIES · MOTHS MOSQUITOES

AERO SCRATCH REMOVER

Hides those ugly mars and blemishes, and polishes readily, too! 4 ozs. **10¢**

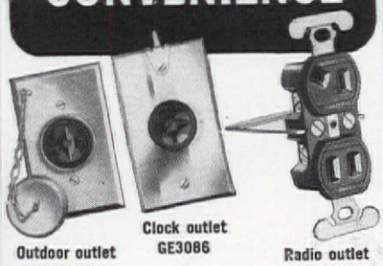
COVERS SCRATCHES IN FURNITURE · WOODWORK

WIZARD
DRAIN PIPE OPENER

Open clogged drains, keep them open, with WIZARD. Big 9 oz. size only **10¢**

USE IT REGULARLY TO KEEP DRAINS OPEN

OUTLETS FOR ELECTRICAL CONVENIENCE



Outdoor outlet GE2959 — Clock outlet GE3086 — Radio outlet GE2997

Your home will be more convenient if you have G-E special purpose outlets installed. For instance, G-E wall clock outlets permit electric clocks to be hung on the wall in kitchens, halls, etc. with no cord showing. G-E outdoor outlets enable lamps and appliances to be used on terraces and open porches.

Advantages from other G-E wiring materials are dramatically portrayed in a booklet, "The Poor Wife's Revenge."

Write for a copy of this booklet. Also, if you are planning a home, write for G-E's booklet "Your New Home and Your Pocketbook." Address the General Electric Company, Section W-1826, Bridgeport, Conn.

GENERAL ELECTRIC

Don't Read This

Unless You Want to Make Money

We're looking for ambitious, wideawake men and women—girls and boys—to represent us in their neighborhoods, looking after renewals and new subscriptions for the popular, fast-selling magazine, The AMERICAN HOME.

The work is easy, congenial and highly profitable. Many representatives are earning from $20.00 to $50.00 a month just in their spare time. So can you.

If you have some spare time and a real desire to make money, write today to

B. L. Hallock, The AMERICAN HOME
251 Fourth Ave., New York, N. Y.

How To Relieve Distress of

FEMALE PERIODIC COMPLAINTS

Few women today do not suffer some distress from monthly functional disturbances. Maybe you've noticed YOURSELF getting restless, blue and nervous at such times? Then try famous Lydia E. Pinkham's Vegetable Compound to help quiet unstrung nerves, relieve monthly pain (cramps, backache, headache) and distress due to periodic disturbances. Pinkham's Compound has relieved such rundown nervous, cranky feelings for *hundreds of thousands* of women. WORTH TRYING!

OUR "QUICKIE" this month is prepared, cooked, and on the table ready to serve in 30 minutes. Left-over ham may be used with equally good results and a decided saving in the week's meat budget could be made if one purchased a whole or half ham. The mustard cream dressing and the gourmet's sauce of wine and almonds are good variations. Pilgrim potatoes are also quickly prepared and are a splendid and delicious accompaniment for the ham "Quickie."

Prepared, cooked, and on the table in 30 MINUTES FLAT!

• potatoes pilgrim (left-over)

6 large cooked potatoes
1 cup milk
1 beaten egg
4 tbsp. flour
½ tsp. minced parsley
1½ tsp. salt
¼ tsp. pepper
3 tbsp. butter
4 sliced onions
1 tsp. minced parsley
Dash nutmeg
1 cup buttered bread crumbs

SLICE cooked potatoes into mixing bowl. Make a batter of milk, egg, flour, parsley, salt, and pepper. Pour over potatoes. Fry onions in butter until tender and add to potatoes. Mix lightly and pour into a greased baking dish. If batter does not cover, add more milk to cover. Sprinkle parsley and nutmeg over top and bake 20 minutes or until brown desired. Cover with buttered crumbs and bake 20 minutes or until brown in moderate oven (375°F.). Serves 6.

Tested in THE AMERICAN HOME KITCHEN

Recipe submitted by MARTHA T. BENNETT

• ham with mustard cream sauce ("quickie")

30 minutes from start to finish

2 slices of boiled or baked ham ½" to ¾" thick—or 1½ lbs.
4 tbsp. prepared mustard
4 tbsp. brown sugar
1 cup evaporated milk

PLACE one slice of ham in oiled baking dish. Mix mustard and brown sugar. Spread half of it on the ham, sandwich fashion. Top with other slice and spread with rest of prepared mixture. Cover with evaporated milk and bake at 350°F. for 20 to 25 minutes, basting frequently. Serve on platter with remaining sauce Brown slightly under broiler. Garnish with figs, prunes, or apricots. Has an excellent flavor and may be served half an hour after starting preparations. Serves 4-5.

Tested in THE AMERICAN HOME KITCHEN

Photograph printed on back of each recipe

"My son was allergic to parties, but *now* . . . "

NELL BATES PENLAND, Waycross, Ga.

MY CHILD disliked parties as heartily as his mother before him, once—. Bob gets along well with other children. Our back yard has always been the gathering place for the neighborhood, and since we live near three schools and there is always a crowd of children in this immediate vicinity, Bob has lots of companionship. But "parties" were another matter. Each time Bob was invited to one I bought two presents, one for him to take, and one for him to have when he came home! A bribe, but effective. He went to the parties.

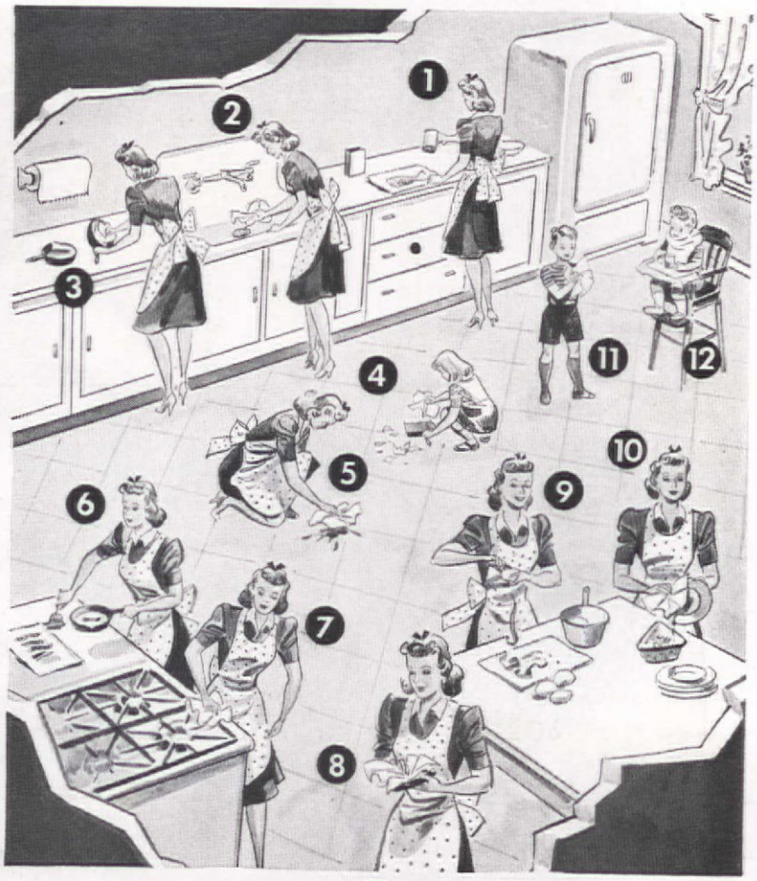
As the years passed we used every possible method to widen our son's horizon—Sunday school, kindergarten, music school, and their social activities. Finally, when he became a Scout, and interested in Scout cooking and outdoor meals, we built an outdoor fireplace in the garden. The Scout troop was invited over often for its supper meetings.

After this start we gave actual parties for him. One was a stamp collectors' party. About twenty of his school friends, collectors, were invited to bring their albums, to dress in foreign costumes or to bring some curio to exhibit, and to tell something about one of the countries represented or about his or her favorite stamp. We had contests about the various countries and gave albums and packages of stamps as prizes. Our refreshments consisted of foreign dishes, Chinese chow mein, American and Swiss cheese, Irish potato chips, French bread, Russian tea, and Scotch scones.

Another successful party was an indoor prom. I invited eight couples to play games, dance, or sit and talk anywhere they liked (I reserved my bedroom for myself, since I didn't want to appear to chaperone). They could play the three radios, eat anything they found (I left peanuts and fruit in the kitchen but put away the refreshments, fortunately), but they could not go outside, this was strictly indoors!

About ten-thirty I put paper plates, cups, punch, platters of sandwich fillings, bread, potato chips, and cake on the kitchen tables, and let the crowd make their own sandwiches and clean up the kitchen.

These efforts to make our son a social being have not always been easy, of course. But when Bob rushes home now to tell us of some invitation, or to ask if he can't invite his gang in for the evening, we feel that our time and effort could not have been better expended.



LOOK WHAT SCOTTOWELS DO FOR 1¢

1. FLOUR YOUR FISH AND CUTLETS
2. CLEAN SCRAPS OUT OF SINK
3. WIPE GREASE OUT OF PANS
4. PICK UP BROKEN GLASS
5. WIPE UP SPILLED LIQUIDS
6. DRAIN BREAKFAST BACON
7. CLEAN TOP OF STOVE
8. WIPE OUT ASH TRAYS
9. CATCH VEGETABLE PEELS
10. SCRAPE DISHES BEFORE WASHING
11. DRY HANDS—SAVE LINEN TOWELS
12. CATCH BABY'S ORANGE JUICE

A DOZEN household chores for a penny—that's the bargain you get in ScotTowels. They help you whisk through work in snap-time. They wipe grease from pans, lift scraps from the sink, catch vegetable peels and fruit skins . . . and there's nothing to wash out afterwards.

ScotTowels in your bathroom save good towels from grimy smudges. 150 to a roll—less than 1¢ a dozen. ScotTowel holders in green, red or ivory. At grocery, drug and department stores.

Copr., 1940, Scott Paper Co.
Trademark "ScotTowels" Reg. U.S. Pat. Off.
"Tear-Easy" Trademark Reg. App. For.

Ewing Galloway

Tired? Need a rest? I cut MY work in half —write your own variations to it!

JEAN COWLES
Scarsdale, N. Y.

THIS is the confession of a woman who worked to be lazy. When the number of my family was cut in half last summer, I evolved a plan to cut the housework in half, also. I had a good reason for this, for I had to vacation at home last year and I needed some good long hours to myself during the daytime. So when I got my travelers off for a month, and had three to cater to instead of six, I began to look over my house with a calculating eye to see how I could arrange for my own time off. Ordinarily, I keep pretty closely to a household schedule, but what I wanted to do now was to cut this schedule in half. Since I knew I would still have to clean, to cook, and to wash, I decided that I would find a way to do half as much of each job, and take the other half of the time for my own personal enjoyment.

The first evening I spent an hour going over the whole house and putting away unnecessary accessories that we wouldn't really need during the summer. I knew I could save time by eliminating the dusting and care of these little objects. Pictures, vases, superfluous smoking accessories all were stored in drawers. Cellophane covers went over the lamp shades, as they could be easily dusted and would save time, since it would not be necessary to remove the shades for brushing and cleaning. Even in the kitchen, many things, such as the big bread box, were cleaned out and put away. One of my large refrigerator dishes served as a temporary bread box right out on the kitchen table. This was much easier to wash out than the big box. I cleared shelves of spice boxes, bowls, pitchers, and odds and ends of china which, I am ashamed to say, had accumulated over the winter. An old kitchen clock which no longer functioned, I threw away. Down came the kitchen curtains. And later down came all the curtains in the house, for that matter. The rooms looked cooler, and certainly the curtains were not collecting dust for me to brush off. I even got so lazy that I put away the bedspreads and made up the beds in the morning all ready for night. This gave me a mental chuckle though it may not have saved me many minutes. Anything that makes you feel free has, in a measure, freed you from a sense of being tied down by a house.

Since I knew approximately how much time it took me ordinarily to clean my rooms, I allowed myself just half that amount, and cleaned as far as that time took me. I was strict with myself about this, for it is far too easy to clean just a little more, then a little more, until before you know it your free hours are gone and so is your vacation. In this way, I got out of the house when I had planned, and was off for an afternoon of freedom at the beach, or to the library for a long afternoon of reading up on some of the subjects which had haunted me during the winter.

As for the culinary achievements of this new regime, I think my family could not complain. Marketing, which is apt to be a time-consuming process, I reduced to a minimum. By keeping a day-by-day inventory in the kitchen, I soon learned what I needed in the way of staple groceries and cleansers for a week, and these I bought on Monday mornings when the store was not crowded. Fresh fruits and vegetables I got three times a week, usually over the telephone, but sometimes, as I was sallying forth on some excursion, I would stop at the market and have my purchases delivered the next morning. I made it a strict rule never to go to a store on Saturday, buying everything needed for the week end on Friday. If I did not want this all in the house on Friday, the grocer would deliver an order on Saturday which I had selected on Friday. Here, I must give credit to the telephone, for I used it more than ever before. Not only the grocery, but the drug store, the fish dealer, and the stationery store were frequently called. Since ice cream is a favorite dessert at our house in summer, I often phoned the druggist to send me some for dinner. Sometimes, I would telephone for a pound of mixed candies for dessert, or for salted nuts to eat along with the appetizers. One rainy afternoon when I felt like reading at home, I called up the stationery store to see what new magazines were in, and had half a dozen sent up. You may think I pampered myself, but after all this was my vacation.

I discovered that my fish dealer would cook shrimps, or lobster, or pick out fresh crab meat, if I telephoned him in plenty of time, so here again the telephone scored a hit with the cook and the family. Boiling lobster is something I would rather leave to someone else, and it makes a delicious summer salad. With a box of potato chips, relishes, iced coffee, and fresh fruits, my family asks for nothing more on a hot summer evening.

We were smarter when we got our second

1 "Something's got to be done!" fumes Mary. "This is the last night I'm having Junior wakened by that old clatterbox refrigerator of ours. Tomorrow, I'm——" "Tomorrow," I bust in, "you and I are finding out about this Servel refrigerator they claim *can't* make a noise!"

2 "You see, a tiny gas flame does the work," explained the salesman who called. "Servel couldn't keep you awake, even if you slept *inside* it. There's not a single moving part in the whole freezing system. Nothing to make a sound. Nothing to wear, either!"

3 Folks who've had experience with other makes of automatic refrigerators are quick to find that Servel Electrolux has all those big operating advantages they want most . . . has all the latest features and conveniences, too. Survey after survey shows that, among owners of other-type refrigerators, the trend is to the Gas Refrigerator for their *second* automatic.

4 "We've learned our lesson," smiles Mary the other day. "Junior hasn't missed a wink of sleep since we changed to Servel. And his Ma and Pa have done all right, too!" "You bet we were smarter," I agree. "Imagine putting up with any other kind of box! *Especially* when the Gas Refrigerator pays the installments with what it saves on running cost and upkeep and in other ways!"

If you look at one refrigerator, look at Servel—If you look at more than one, look at Servel to see the difference

"We changed to a Servel Electrolux because we were tired of noise—also because we heard it cost very little to run. I can truthfully say that our gas refrigerator lives up to everything we expected of it." — *Samuel G. Bell, 5248 LeMay Street, Detroit, Mich.*

It freezes with

NO MOVING PARTS!

Stays silent...lasts longer

SERVEL

ELECTROLUX

Gas

REFRIGERATOR

FOR FARM AND COUNTRY HOMES—MODELS RUN ON BOTTLED GAS—TANK GAS—KEROSENE

Write for details to Servel, Inc., Evansville, Ind., or Servel (Canada) Ltd., 457 King St. W., Toronto, Ont.

HERE'S TO A MORE *pleasant* HOME LIFE!

Wax Floors the PLEASANT *Way!*

Just apply gently to floor or linoleum. DRIES to lustre without rubbing.

OLD ENGLISH NO RUBBING WAX

Now 39¢ Pint At All Dealers and 10c Stores

PLEASANT-*Scented Insect Killer!*

Flies, mosquitoes, moths . . . kill them with BLACK FLAG. Economical!

BLACK FLAG INSECT SPRAY

At All Dealers and 10¢ Stores

*Stop those Un-*PLEASANT *Squeaks!*

3-IN-ONE Oil helps keep home appliances working smoothly, quietly. Lubricates, cleans, polishes, prevents rust.

"3-IN-ONE" OIL

THE HOUSEHOLD LUBRICANT

At All Dealers and 10¢ Stores

Handles Like Putty— Hardens Into Wood!

This wood in cans or tubes repairs broken furniture, resets drawer pulls and bath fixtures, fills old nail and screw holes.

PLASTIC WOOD FOR 1001 HOME REPAIRS

At All Dealers and 10¢ Stores

*Get Rid of those Un-*PLEASANT *Ants!*

Use ANTROL in syrup or tin Ant Trap form inside or outside the house for effective relief from ants.

ANTROL ANT KILLERS

At All Dealers and 10¢ Stores

Mirrors always have an extra sparkle after Bon Ami!

MIRRORS WORK MAGIC in your rooms. Keep them *unscratched and shining bright* with Bon Ami Cake. Rub a thin coating of Bon Ami on the glass. Wipe it off while still slightly damp. Now—stand back and take a look. See how extra clear and sharp your image is—for Bon Ami Cake *polishes as it cleans!* You'll find it leaves no oily liquid to rub dry. No vision-distorting film on the glass.

Bon Ami Cake

leaves no oily film

"hasn't scratched yet!"

Yum!

The AMERICAN HOME Testing Kitchen has just finished going over all of the recipes that have ever been published in the AMERICAN HOME. Each has been retested for accuracy, simplicity, and delicious flavor. Out of the thousands which have thus been tested, 344 Basic Recipes have been selected.

The Editor's Favorite Recipes

Each of these 344 Basic Recipes is so printed that it will fit exactly into your American Home MENU MAKER. On the front is the recipe. On the back, an illustration showing exactly how it should look when ready to serve.

These 344 Favorite Recipes of the Editor are a necessary culinary foundation for every housewife. They are not the ordinary kind of recipes, but are new and different —just the kind that will enhance your reputation as a good cook.

Send for the complete set today. It costs only 50¢.

American Home
251 Fourth Ave., N. Y.

I made a thorough investigation into sandwich fillings of all sorts, and always had a supply of both homemade and commercial ones on hand. This is not a new idea, but the variety I managed to find was new to me. On some hot nights, a tray of really assorted sandwiches, supplemented by a large bowl of salad, made a satisfactory porch supper. I never gave myself more than half an hour to get dinner ready and, as we eat late, that gave me a long afternoon to myself. Canned and frosted foods helped me out many a night when I had overstayed my kitchen leave. Having a supply of foods in the refrigerator and on the pantry shelf always made the meal problem easier, too. I served many of the meals on trays, which eliminated setting the table and much dish washing.

To wash for a family is often a never-ending summer job. I went at this part of halving my work by looking with a critical eye at every piece that went into the washer, wondering if we could have done without using it. Paper household products I used as never before. All the table linen, hand towels, and roller towels were put away for the summer. Bureau covers went into the drawer. The laundry was the hardest item to cut in half, because of our need of fresh clothes in the hot weather, but I did reduce materially the hours it took me to wash and iron.

This half-time housekeeping earned me a good vacation and I began to wonder why I could not make use of it at other times of the year when outside community duties demanded a good deal of my time. So this last winter, I again put vacation plans into effect, warning the family what to expect, and earned the free hours I needed in the same way I earned my vacation hours in the summer. It's surprising how much time can be saved by making out a schedule and organizing your work. Steps and motions saved are time gained—and I was utterly amazed when I discovered the needless hours I had been putting into housekeeping during all these years, for I could still do full justice to my important job of homemaking. I found I had become so engrossed in my daily routine that I had forgotten a house was meant to be lived in and really enjoyed.

Photographs by F. M. Demarest

Protect shades

Keep windows simple

Store your curtains

Use lots of paper goods

—and unnecessary ornaments

During the winter I continued the short cuts in meal planning and preparation by the use of the many prepared, packaged foods. I found that many dishes could be prepared and cooked in the morning, while I was going about doing my regular routine duties. In this way, I had more of those coveted free hours for the afternoon. By keeping the kitchen well stocked with food products and other supplies I eliminated unnecessary trips to the market and the many minutes—yes, sometimes hours—

which were formerly wasted as I waited for them to be delivered.

I found that my release of time made me a much more enjoyable member of the family as I could now contribute some interesting news of the activities I was finding time to participate in. After all, it is certainly an important part of every homemaker's job to keep herself mentally alert. The family became tremendously interested in my project and our family relationships were so much improved—everybody benefitting—that they helped in every possible way to make it work.

KEEP A SUPPLY OF THESE ON HAND:

Soaps, cleansers, paper goods
Salad oils and dressings
Shortenings, canned milk
Sugars, flours, condiments
Baking powder, soda
Extracts, cocoa, cereals
Jellies, jams, pickles
Ready-mixed pastries
Ready-to-serve meats
Frozen fruits, vegetables
Packaged desserts
Salad greens, cheeses, milk
Butter, sandwich fillings
Canned fruits, vegetables, and canned fish

Keep refrigerator and emergency shelf well stocked

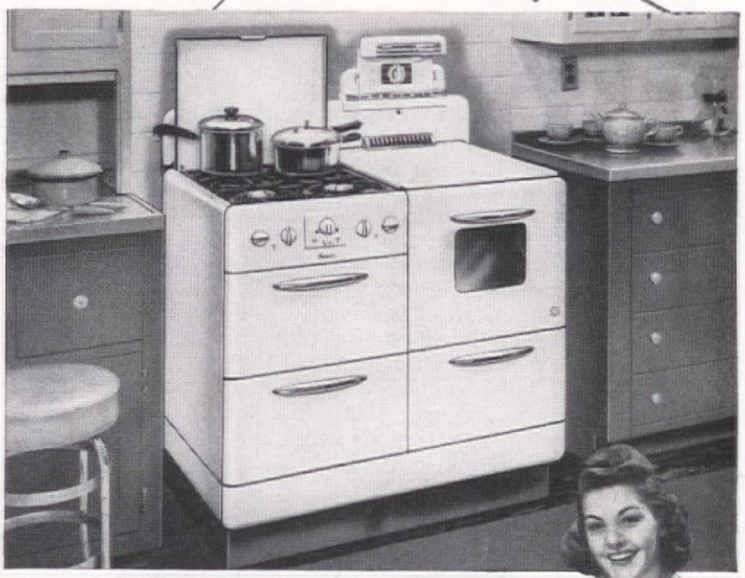
I call it my "Three Week Plan," and recommend it to any of you who want to do some outside work, or who need to rest. And don't stop with my plan, add your own variations.

Make the telephone work for you

Serve tray meals

Read and relax—

All this Beauty for your Kitchen...



and the best of Cooking too!

YOU'RE tired of a stodgy kitchen, tired of a stove that's pokey and slow . . . temperamental as a movie star . . . that looks like Noah's Ark! You want a range that's bright and beautiful and fun to cook with! You want a new Florence!

For a Florence Gas Range brings you everything that's good in cooking—baking and roasting that you can count on *every* time—broiling that's a new sensation in full flavor! It will save you time and effort —meal after meal, through all the years you'll use it.

Your reliable Florence Dealer is now showing luxurious new "Certified Performance" ranges, with all 22 super-performance features, and beautiful new standard models—15 great ranges, one of them just right for your home and your budget. See them—choose *yours* today! Begin now to enjoy thrilling cooking!

BIG PLUS VALUES YOU'LL PRIZE FOR YEARS!

- **An oven that's big enough for the largest roast!... fully porcelained ... heavily insulated for a cool kitchen and low fuel costs.**
- **Smokeless-type broiler preserves the good juices of steaks, chops and fish.**
- **Famous "Focused Heat" ring-type burners, with "click-simmer" control and automatic lighters.**
- **Brilliant white porcelain brings new beauty to your kitchen; cleaned in a jiffy!**

Florence Gas Ranges

Special Models for Bottled Gas

Let Florence do your Cooking

A RANGE FOR EVERY FUEL
GAS • BOTTLED GAS • OIL
ELECTRIC • COMBINATION

FLORENCE STOVE CO., Gardner, Mass.
Dept. P-6
Send free booklets. I am interested in ☐ GAS Ranges ☐ Oil Ranges ☐ Bottled Gas Ranges ☐ Electric Ranges ☐ Combination Ranges.
Name.....
Address.....
City..... *State*.....

An American custom we're NOT really proud of!

ISABEL WILEY GREAR
Webster Groves, Mo.

The young girl who "stays with the children" while you go out in the evening—do you give her adequate instructions, pay her promptly for the number of hours she works, see that she gets home safely? If you don't, you should be ashamed, too!

"IS THAT you, Katie"? you ask over the phone. "We've decided to go to a show tonight. Will you come over and stay with the children"? Every night in neighborhoods throughout the country young girls receive such calls. "Oh, yes"! they answer eagerly. An extra fifty or seventy-five cents! Why, with that they can buy. . . .

An easy way to earn money—just "staying with children"? Yes, it is—sometimes. But more often than not a very troubled Katie goes home later that evening, and as she pours out her problems to her mother, she always ends with a wail, "If only they'd *tell* me"!

Katie and all the other fifteen to eighteen-year-old neighborhood helpers like her are inexperienced, of course. They are shy, earnest, but inarticulate. They go to a work which has no rules. And because of the haphazard meaning given to the phrase "staying with the children," they are often imposed upon—treated as no adult would treat another adult. But they make no protest, lured into silence by the orgy of "gadget-buying" their earnings will provide. They're just at the "gadget" age.

If these girls could band together and fashion a set of rules, their first one would be, "Please spend a few minutes giving us definite instructions." Too often the parents, off for an impromptu party, meet the girl at the front door with a hasty, "Thank goodness you could come! Just keep 'em alive until we get home." A fifteen-year-old girl—three young children. She is supposed to "keep them alive." But what about bed-time hours? What about the "something to eat" they claim they always have? What about Jimmy who announces, "That's my medicine. I get some every night," and climbs up toward several bottles on a shelf? What about the radio thrillers they glibly say they are always allowed to hear? What about covers, and open windows? Little Betty has a bad cold and—oh, *why* didn't the parents wait long enough to explain some of these things?

The second rule would be, "Please tell us ahead of time if staying with the children is going to include a casual, '—and you might wash the children's supper dishes.'" Katie's new dress had to go to the cleaner's after she was left one night with some dishes and a broiler to wash. "But," she protested to her mother, "when they asked me to come over they said just, 'Can you do your home-work over here while we run out to see the Franklins' new house'? They never mentioned the dishes."

Another protest may startle you, but it is needed. Sometimes two couples leave their children together in one house or the other, and calmly expect the young girl to take care of them all. "They can go to bed just anywhere. We'll sort them out when we come home." Oh, no? But it does happen. It's not hard to imagine—the running, the climbing, and shrill yelling, the fights and the tears before the fledgling neighborhood helper can separate and quiet these children who are made excitable by the complete disruption of their routine. This doubling-up is unfair to the children, and to the girl who receives merely the usual pay.

That pay is another disturbing factor. The girls ask—but just each other and their own mothers—if they haven't the right to expect more pay for a six-hour period than for a four-hour evening. And that is undeniable. But most home-coming parents seem to think that "staying with the children" involves no time limits for them, while the girl's pay remains fixed. "And we wish," Katie and her friends sigh, "that they wouldn't fumble through their purses and pockets and then tell us that forty-one cents is all they have left, and will that be enough, or that they'll send over the money tomorrow. 'Tomorrow' is often forgotten."

Most important of all, though—wiping out all thoughts of pay or spattered clothes or a house that grows entirely too chilly around eleven o'clock—is the lack of a telephone number to call in an emergency. Croup or an asthmatic attack strikes in the home, or a short circuit leaves the house in darkness. Where are the parents? Why didn't they say, "We're going to Mr. and Mrs. Greenes' on Hawthorne Street," instead of just, "We're going to a card party"?

Katie and her friends and the girls like her throughout the country deserve a better introduction into the business world. They are eager to do what is right. But they are handicapped by the seemingly indifferent attitude of the parents.

True, Katie, for instance, may have stayed several times in the house next door, and may be praised as "perfectly capable." But what Mrs. Robinson wants done for her children and when, and how, may not be at all like the routine you have established in your home. Take time out to tell her.

And now, a plea from the mothers of all these neighborhood helpers. Do bring our daughters home to us. Don't send them out into the night alone. To us they are still little girls, and need protection, tall and strong as they seem in comparison with your three-year-olds. You will understand later—when your daughters are asked to stay with someone's children.

Ewing Galloway

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