The American Home

. . SECOND LINE OF DEFENSE

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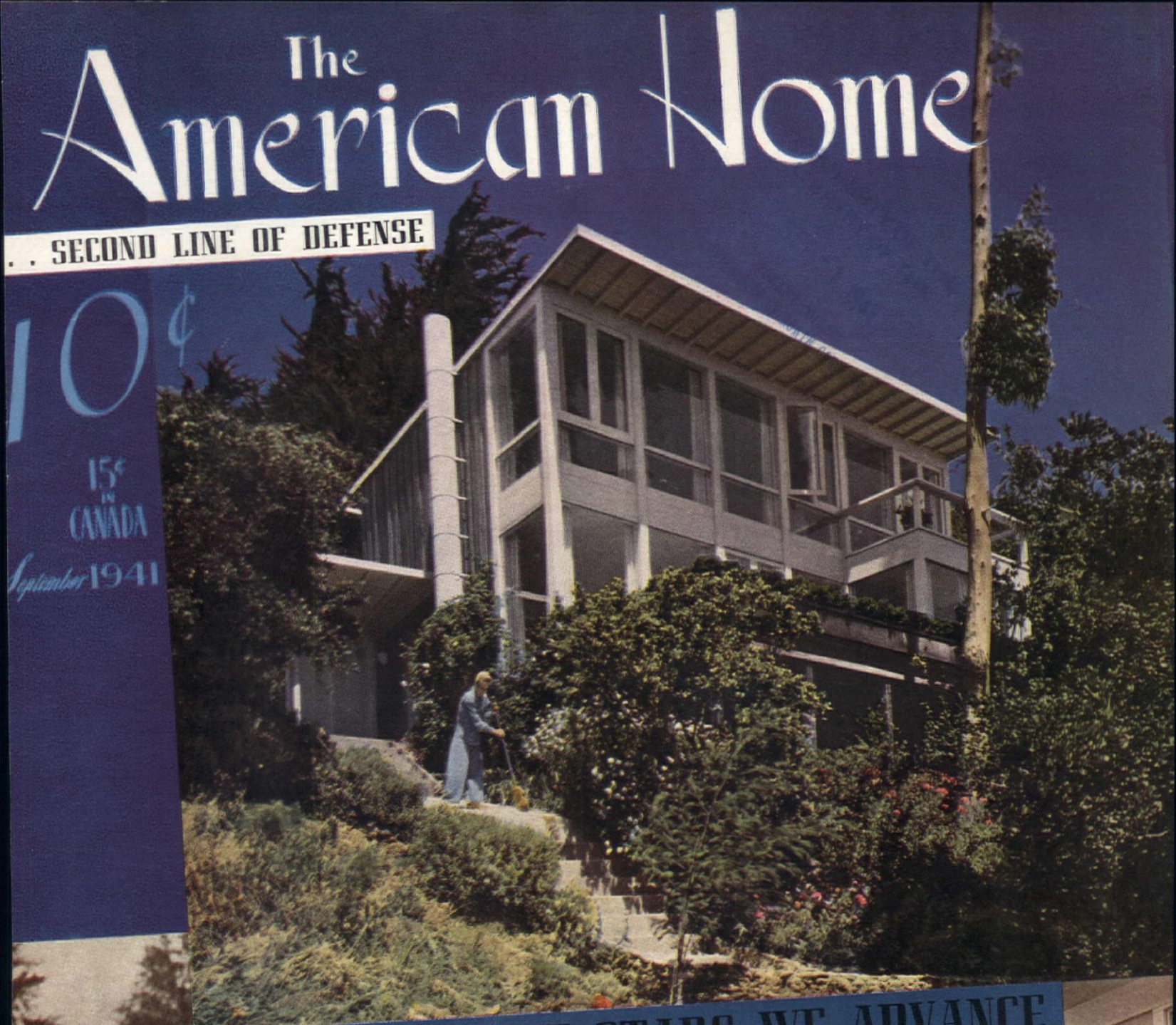
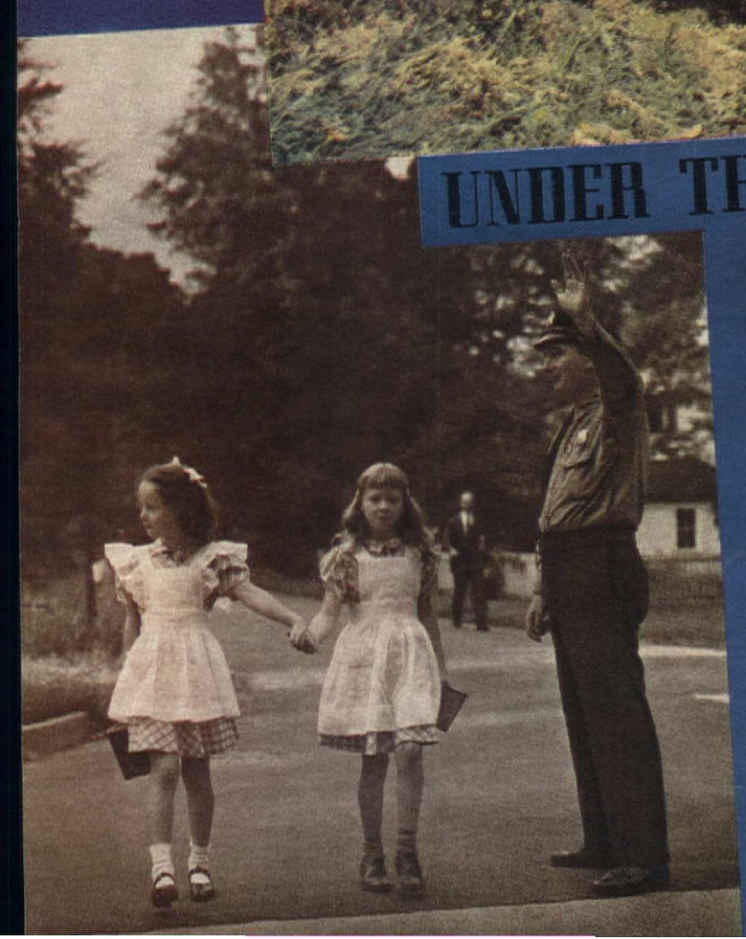
15¢ IN CANADA

September 1941



UNDER THE STARS WE ADVANCE



"When we first moved in . . .

the Baxter house was what some people call 'quaint.' What bothered me most was the bathroom. The picture at the right will give you an idea of what I mean. Well enough for some folks, but I never could let well enough alone. So I got busy . . . and

today — you'd never guess

it's the same bathroom with the same fixtures —that is, all but the lavatory. Everything in it I planned myself, even the Armstrong Floor. That was the most thrilling part of the whole transformation. To see the old boards—with all their old-fashioned work and worry—hidden forever under a sparkling new linoleum floor did my heart good.

"I'm quite proud of that floor. It's my very own creation! And it's so comfortable underfoot and so easy to clean, I've decided to have Armstrong's Linoleum Floors installed throughout my home."

Home after home all over America is getting out of the "quaint" stage with the help of Armstrong's Linoleum. The new designs now showing at local stores are truly inspiring for the home decorator. By all means see them.

AND WRITE FOR our latest book of room portraits —all types of interiors made new again with Armstrong's Linoleum Floors. Describes how Armstrong Floors are cemented over felt for longer wear. Just ask for "Tomorrow's Ideas in Home Decoration." Sent for 10¢ (outside U. S. A. 40¢). Armstrong Cork Company, 4109 Pine St., Floor Division, Lancaster, Pennsylvania. (Makers of cork products since 1860)

Look for the name Armstrong's on the back.

YOU CAN MAKE your old bathroom as smart and modern as this without spending a lot of money. Any carpenter can close in the old tub. And any linoleum merchant can quickly cover the old boards with an Armstrong Floor. This one is Monobelle Linoleum No. 042 with Linostrips and cove base of Plain Midnight Blue. Wall is Armstrong's Linowall, Bermuda Blue No. 776. Cabinet and dressing table top are Plain Blue Linoleum. List of furnishings and sketch of room plan sent free.

ARMSTRONG'S LINOLEUM FLOORS

for every room in the house

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

Worried about next winter's Heating Problems?

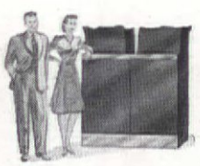
Now, more than ever before, it is of utmost importance that you do everything in your power to cut down on the amount of fuel used for home heating.

Our Representatives, throughout the nation, have established a reputation based on recommendations that have resulted in accomplished fuel savings.

As Heating Experts, they know where to look for heat losses. Their recommendations may help *you* to save fuel and dollars.

A thorough examination of your heating system will enable you to get a factual, straightforward, sincere report.

FOR RADIATOR HEAT: *G-E Oil Furnaces*—7 sizes, moderately priced. Owners report fuel savings of 25% to 50%. Remarkably economical *G-E Gas Furnaces, too.*



FOR WARM AIR HEAT: *G-E Winter Air Conditioners*—gas or oil fired—provide economical, *conditioned* warm air heat, filtered and moistened for extra comfort.

FOR YOUR PRESENT FURNACE: *G-E Oil Burners*—moderately priced, quickly installed. Fully automatic, clean, quiet, odorless, safe and easy on oil.

Get the facts . . . **TURN TO ▼**

Our only idea in asking these questions is that we may make suggestions that will save you money. *Please answer completely.*

1. What fuel do you now use in heating your home?
   ____Oil ____Gas ____Coal
2. What type of heating system do you now have?
   ____Radiators ____Pipeless Warm Air ____Warm Air
3. How many rooms do you have in your house? ____rooms.
4. How old is your present heating plant? ____years.
5. About how much was your fuel bill for heating your home last year? $____

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

NAME_____

STREET_____

CITY_____ STATE_____

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

GENERAL ELECTRIC

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2. *Home of Mrs. David Hardie, Freeport, Ill.*
3. *The Carl E. Hildebrandt home, Baltimore, Md.*
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Whee! I'm an heiress!

ONLY LAST NIGHT I was sleeping like an ordinary mortal!

But look at me *now*—luxuriating in the smoothest, smartest sheets I ever owned—honest-to-goodness Cannon *Percale!*

How did *I* get here? It's simple as this—I used to think I'd never be able to afford percale. But today I found out that everybody can sleep rich *now*. Why, percale sheets are for you and you and me—since Cannon came out with glorious *percale for practically the same price as heavy-duty muslin!*

So—if you've got a leaning for luxury, here's your chance to sleep on it! When Cannon Percale Sheets are practically muslin-priced—why should *anybody* sleep like an ordinary mortal?

But sa-a-ay! There's lots *more* to know about sheets! Try this Cannon Quiz and see how smart *you* are!

Cannon

PERCALE SHEETS

TRADE MARK REG. U.S. PAT. OFF. CANNON

They cost about the same as heavy-duty muslin!

MADE BY THE MAKERS OF CANNON TOWELS AND HOSIERY

How do you rate—on this sheet quiz?

What's the difference between muslin and percale?

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

How does Cannon Percale wear in comparison with 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% said Cannon Percale wore better than muslin.* The rest were not sure, or thought they wore about the same.

Can I save any money with Cannon Percale?

If you send your sheets to a laundry at pound rates, Cannon Percale Sheets, because they're lighter, can save you about $3.25 a year for *each* bed.

What if I do my laundry at home?

You'll find these lighter sheets infinitely easier to handle and to iron than muslin. And Cannon Percale Sheets come in a dust-proof package—ready for use without laundering.

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

"I look and feel like a new person"

—says Mrs. Valetta Cole of Nebraska City, Neb.

Tired, overweight wife and mother becomes slender vital beauty in 6 weeks at home

Above, Mrs. Cole when she started the DuBarry Success Course. Right, the charming beauty she became by following at home the personal program planned for her.

Exciting New Way to Beauty—at Home

"I HAD GAINED weight since my last baby came," writes Mrs. Cole. "I was tired, restless, depressed. I really wanted to make the most of what Nature had given me—but how? Then I learned that through the DuBarry Success Course I could follow right at home the beauty methods taught by Ann Delafield at the Richard Hudnut Salon in New York. I enrolled at once and simply cannot praise the Course enough. In six weeks I lost 29 pounds. My skin is clearer, smoother, softer than when I was a girl. The best part of it is that anyone can do what I have done."

More than 27,000 women—wives, mothers, business girls, teachers, students, nurses—have now found, like Mrs. Cole, that the DuBarry Success Course really is a practical way to beauty at home. It brings you an individual analysis of your needs, gives you a personal routine to follow every day for six exciting weeks, shows you how to make the most of yourself in face, figure and fascination—gives you a plan to live by the rest of your life. **Get the Full Story**—Send the coupon or write *now* for the book "Six Weeks From Tonight," and find out what this proved successful plan can do for you.

DuBarry Success Course

ANN DELAFIELD, *Directing*

With your Course, you receive this handsome practical Travel Case containing 22 DuBarry Beauty and Make-up Preparations selected for your type.

RICHARD HUDNUT *DuBARRY* SALON,
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Please send me the book, "Six Weeks From Tonight," telling all about the DuBarry Home Success Course.

*Name*_____

*Street*_____

*City*_____ *State*_____

*Age*_____ *Occupation*_____

Dear American Home

DEAR EDITOR,

"An American Custom We're Not Really Proud of," which appeared in your June issue, is still bringing letters and phone calls to me. In speaking up for the young neighborhood helpers of the country, I seem to have touched only very lightly on the subject.

"They left me with three children," an Illinois girl reported, "and said, 'Give each one a bath. I think there's enough hot water in the tea kettle. And wash out the baby's diapers. And, oh, yes, you'll have to dry out their night clothes over the stove. I washed today and nothing is dry yet.'" Her sister's complaint was, "And Mr. and Mrs. ..... are moving out of town and they still owe me a dollar and a half."

A girl in Gerard, Pa., wrote, "One night I stayed with three children and the parents didn't come home until 7:30 the next morning. . . . I've walked home alone at three and four in the morning."

"Your article has given me encouragement," was in a letter from Berwyn, Ill. "Tonight I'm going to take THE AMERICAN HOME and leave it out on the table with your article facing upward. My hope is that Mr. and Mrs. ..... read your article."

Other complaints are repetitions—all about the extremely low pay "for taking care of the parents' most priceless possessions," and the late hours child-tenders are forced to keep —Isabel Wiley Grear, Webster Groves, Mo.

DEAR AMERICAN HOME,

Selma Steig's article, "Beware of the Quack Tree Doctor," in the July AMERICAN HOME was especially interesting to me because here in Mississippi we have had quite a bit of trouble with quack tree doctors. In 1938, we passed a Pest Control Law which gave the State Plant Board the right to regulate and license tree surgeons.

In one case, our inspector intercepted a quack tree doctor who was treating trees with a banding material which he claimed would prevent the trees from ever being infested or infected with insects or diseases! The people were paying a high price for this treatment, yet a chemical analysis later showed the material to be nothing but used engine oil. The man was arrested, taken to court, sentenced, and placed on the county farm.

I think your article is very timely. The quacks invariably call on home owners who are above the average in wealth and intelligence; yet for some reason or other these people always fall prey to these fraudulent operators Thank you for publishing this very good article on this subject.—R. P. Colmer, Chief Inspector, State Plant Board of Mississippi

[The Mississippi law provides that any person desiring to engage in "professional services" (which are defined as receiving fees for advice or prescriptions for the control or eradication of any plant pest or disease, for landscaping and the setting of plants, and for pruning or cavity work or any sort of tree treatment) shall first obtain a license from the Plant Board which shall require applicants to give such evidence of their experience and training as it may see fit, and may also require the placing of a bond not to exceed $2,500. The violation of any provision of the act becomes a misdemeanor punishable by fine, imprisonment, or both—*Editors*]

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.**

All "washers" wash clothes...but a BENDIX saves you ten other washday jobs!

LOOK! A BENDIX DOES ALL THESE ELEVEN JOBS!

1. *Fills itself with water*
2. *Controls water temperatures for different fabrics*
3. *Washes clothes*
4. *Changes water for each rinse*
5. *Rinses clothes*
6. *Rinses clothes again*
7. *Rinses clothes third time*
8. *Damp-dries clothes*
9. *Cleans itself*
10. *Drains itself*
11. *Shuts itself off*

...AND ONCE YOU'VE TURNED THE STARTING DIAL YOU DON'T EVEN TOUCH THE BENDIX!

Holds half again as many clothes as the average washer! Simply put the dry clothes in the Bendix Home Laundry, and . . .

Your hands don't even touch water! Just set two controls—one for water temperature, one to start the Bendix. Add soap, and you're *through*—free to *go* or *stay!* The Bendix does the rest of the work *all by itself!* First it . . .

Washes clothes super-clean! Up and down through suds they go—lifted and tumbled hundreds of times, s-o-o-o gently! No agitator to cause wear and tear! Then . . .

Three rinses, each in fresh water! The Bendix drains away the dirty water, then tumbles your clothes through *three separate rinses*, in *three changes* of fresh water! Each rinse equals *hundreds* of weary sousings by hand! And *do* remember . . .

The Bendix uses less water, less soap, than you'd use with the average washer!

What? No wringer? No ma'am! And *no danger!* The Bendix spins out the water—whirls it away leaving your clothes damp-dried and fluffy, ready for the line! And what a *blessing* . . .

BENDIX

AUTOMATIC HOME LAUNDRY

No set-tubs to clean! No machine to scrub! No messy floor to mop up! The Bendix has sprayed itself clean—then shut itself off, automatically!

So easy to own a Bendix! Your old washing machine may be worth the down payment on a Bendix! Costs as little as 20c a day. Monthly payments so easy that the Bendix practically pays for itself with savings on water, soap, and clothes-wear! Automatic washing, originated by Bendix, has brought thrilling washday freedom to more than a quarter of a million homes. For full information about the Bendix Home Laundry, mail the coupon *today!*

Over a Quarter Million Bendix Owners Delighted with Their New Washday Freedom!

"Before I got my Bendix, I used to hate the mess of cleaning up after I finished the wash. *Now*, I don't have *that* job to do—or the wash *either!*"
Mrs. C. L. Frevele, Kansas City, Mo.

"Everyone who sends laundry out ought to know about the Bendix. It saves so much money. And it makes washing clothes easier than I ever dreamed it could be."
Mrs. Henry Finke, Oakland, California

"Honestly, I never thought washday would mean simply hanging up the clothes! And such *spotless* clothes, too. I really *love* my grand-looking Bendix."
Mrs. C. O. Pemberton, Chicago, Ill.

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BENDIX HOME APPLIANCES, INC.
3314 Sample Street, South Bend, Indiana

Please send me your booklet, telling the whole story of the Bendix, inside and out . . . with illustrations and descriptions of all models. No obligation to me.

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Address.....

City.....

County.....*State*.....

Just paste this coupon on a penny postcard and mail it.

FAMOUS TWIN-QUALITY SCOTTISSUE NOW *Softer*

AND ITS PRICE IS THE LOWEST IN YEARS

THE luxury of extra softness . . . the economy of lower price—you now get them both in ScotTissue. And without sacrificing the strength so necessary for practical toilet use!

Your whole family will appreciate ScotTissue's twin qualities—extra softness for sensitive skins . . . sturdy toughness for immaculate cleansing. And each roll gives you 1000 strong, individual sheets—the sheet-count you want for economy!

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Soft FOR COMFORT *STRONG* FOR SECURITY

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September, 1941

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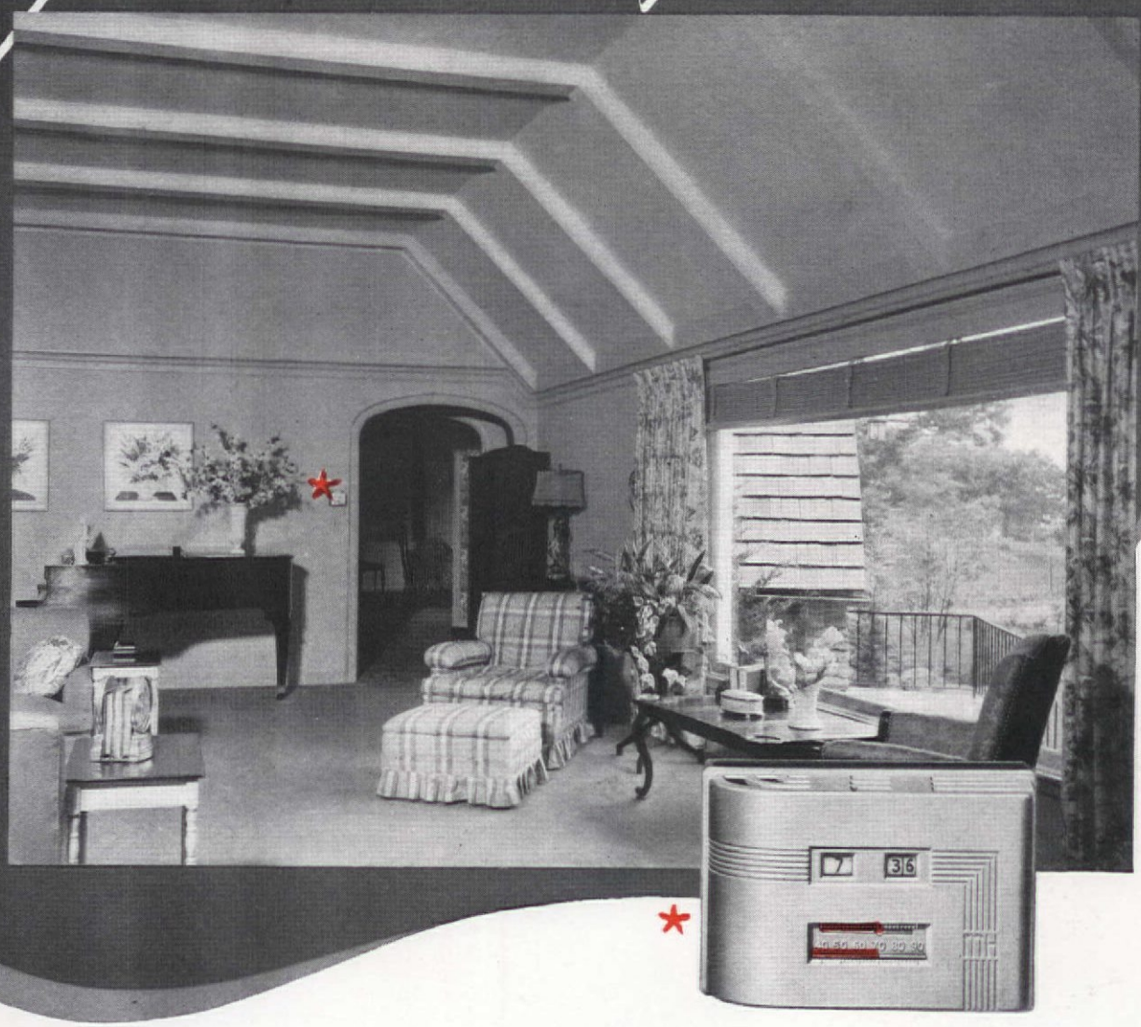


WITH *Today's* **AUTOMATIC HEATING**

AND **MINNEAPOLIS-HONEYWELL CONTROLS**

INCLUDING *Chronotherm*

THE NEW CLOCK THERMOSTAT THAT SAVES FUEL

Aid the defense program . . . conserve fuel . . . save money and protect health . . . with Today's Automatic Heating. It is a vast improvement over hand-operated equipment or the older types of automatic Burners. And to save 10 to 30% more fuel, install the Chronotherm and its companion Minneapolis-Honeywell Controls with new or existing heating equipment. Send for free booklet on Chronotherm and fuel saving, "A Heated Question Answered."

YOUR DEALER HAS THE FACTS

ONE OF A SERIES ON BEHALF OF THE AUTOMATIC HEATING INDUSTRY BY MINNEAPOLIS-HONEYWELL REG CO., 2737 4TH AVE. S., MINNEAPOLIS, MINN. - 119 PETER ST., TORONTO, ONT., CAN.

4 STARS . . .

Four great shining beacons are lighting democracy's path . . . read about them in these pages; about what they mean to Americans and their homes and families . . . be glad and ready to do your part as

Under the Stars we Advance

IT'S story time, and we have been telling Peggy about the Flag and its history. "Nice white stars shining in a blue sky," she murmurs. "They're lovely, aren't they, Daddy? But—what do they *mean*"? . . . Well, what *do* they mean? That's a question for us all to think about We explain that those stars stand for the States of the Union, but that, in a larger sense, all stars typify aspirations, ideals, principles that light our ways and guide us toward higher, better things. As we try to put this symbolism into words, we find ourselves thinking of some of the beacons—four of them in particular—whose rays are helping us and the Nation through the fog and confusion of these troublous times.

First, there is scientific knowledge, flashing new truths revealing new ways for making life longer, more secure, more productive. Perhaps nowhere is it doing more than in the field of human nutrition. For years we have, literally, known more and used more judgment in feeding farm animals than in feeding ourselves. Through science and the application of its discoveries the average life span of American wage earners has been increased by *sixteen years* since 1911; but this has been largely in spite of the individual rather than because of voluntary, planned co-operation. Today, science knows and is telling us the secrets of right eating, and Government agencies are helping us follow its teachings. Do you realize what a correct, adequate diet means to you and yours? And to the country? Turn to page 12 and see what is going on in this field.

H. Armstrong Roberts

Second, a steady awakening to the practical, everyday value of beauty; an increasing desire for a richer, fuller life as well as a more efficient and more fruitful one. Evident on many fronts—the greater appreciation and conservation of natural resources, the dedication of land to esthetic uses and constructive recreation, a saner approach to the resurgent problem of home gardens for national defense, and others—this trend is especially significant and encouraging as manifested by boys and girls. Read "Young America Contributes," which begins on page 16.

Progress in technology—mechanical ingenuity, industrial efficiency, and related fields—is a third huge star, indeed, a constellation. Much emphasis is, of course, being placed on the development of agents of destruction, such as guns, tanks, warships, and explosives. But this does not dim the lustre of peaceful achievements that are making available at lower cost and to more people better homes, better food, greater comforts; more travel, recreation and health-building activities; increased home-owning powers as fostered by the F. H. A. and the Registered Home Service. The development of insulation methods that make possible up to 50 percent reductions in fuel bills for typical homes is one of the many recent evidences of industry's contribution to modern home comfort and economical management. Another is the perfecting of fabricated, portable

Just picture your own rooms redecorated this "Never Before" way!

COLORS YOU'D LOVE TO LIVE WITH! The beauty of this kitchen springs from the Nairn Linoleum colors—all enchantingly color correlated with the accessories in the room! Walls, "Light Pine," No. 7981 in Nairn Wall Linoleum. The floor, No. 7565 in Nairn Karnean Linoleum. Counter-tops and "cove base" between cabinets and floor, "Crimson," No. 1127 in Nairn Plain Linoleum—a perfect match with the red in the floor!

"Never Before" such opportunity to have inlaid linoleum floors of your own design ✓

"Never Before" a linoleum for walls combining life-time beauty and flexibility, with such decorative charm ✓

"Never Before" such glamorous linoleum colors — all color-correlated with the new fabric and accessory shades ✓

GONE ARE THE DAYS when you were doomed to disappointment, if you tried to find home furnishings to match the linoleum of your choice!

JUST THINK! Nairn, the pioneer linoleum maker, has changed all this. Color correlated the new Nairn Linoleum patterns for both floors and walls with the new colors in upholstery, china, dishpans, even! NOW you can give a room "Never Before" beauty—very easily. Just build your plans around a new Nairn Linoleum floor—or walls—*or both.*

PRACTICALITY, too, makes this the best way to re-do rooms. *First,* because a Nairn Linoleum floor is the finest of inlaid linoleums. Its softly lustrous surface stays smooth and easy-to-clean for years, with just a touch of Nairn Self-Polishing Wax now and then . . . *Second,* because Nairn Wall Linoleum lasts as long as the walls it covers—is stainproof, fadeproof, washable!

YOU'LL BE THRILLED to find how little it costs to redecorate any room the "Never Before" way. Take your problem to your Nairn dealer—and see the array of Nairn patterns *for floors—and walls, too.*

NAIRN
Reg. U. S. Pat. Off.
LINOLEUM
THE OLDEST MAKERS OF LINOLEUM NOW BRING YOU NEW BEAUTY, NEW ECONOMY, LONGER WEAR

FEMININE CHARM in a Powder Room! That remarkable new decorative material, Nairn Wall Linoleum, is the "beauty secret" of these walls. It can be installed on *curved* walls, like these, without a wrinkle! Once "up," it lasts a lifetime—for it is *stainproof, fadeproof, crack-proof, and washable.* Two patterns are used—"Maize," No. 7987, and "Turquoise," No. 1134. The effect of sculptured drapery is obtained with incised lines in the linoleum.

NEW DECORATION BOOK FOR YOU! "A Treasure House of 'Never Before' Rooms—And How To Do Them!" It's crammed with pictures and detailed information! Send 10c today to Box 19, Congoleum-Nairn Inc., Kearny, N. J. (Offer limited to U. S. A.)

A "NEVER BEFORE" ROOM FOR TWO BOYS! *As easy to clean as it's good-looking*—since almost every surface is covered with stainproof, fadeproof Nairn Linoleum! The floor is No. 7388 in Nairn Veltone Linoleum. The walls are "Light Pine," No. 7981 in Nairn Wall Linoleum. *Four* Nairn Plain Linoleum patterns complete the color scheme. "Olympic Blue," on door and desk-shelves. "Crimson," on baseboard and molding. "Pigskin," and "White," in the airport design on the table. "Pigskin" again for the floor border, with two feature strips. "Crimson" and "White" again for the airplane design set in the center of the floor.

FOR EXTRA FLAVOR — IT'S

Sugar-cured

BY THE MAKERS OF

SWIFT'S PREMIUM HAM!

Why Prem is so extra good

From the choice cuts of fresh lean pork, Swift's experts select the most tender . . . the most juicy . . . for Prem. These cuts are prepared with extra care . . . are boned and trimmed to remove all gristle . . . *then sugar-cured the exclusive Swift's Premium way.* That's why Prem has extra flavor goodness without spices, without heavy seasonings. Your dealer has Prem. Discover, today, how delicious it is!

SWIFT & COMPANY:
PURVEYORS OF FINE FOODS

dwellings (see page 18, "Houses on Wheels") which, as yet restricted to defense housing operations, will probably soon be generally available.

Finally, there is the growth of practical education, the sort of teaching that reveals to all people new wealth and joy that life holds for them. This *is* "Democracy at Work," and, starting (page 21) with an illustration supplied by a little village library, we plan to demonstrate, from time to time, how the arts are becoming a larger part of our daily lives. . . . These are bare intimations of the powerful influences now making America greater, American people richer and happier, American homes sweeter and more secure. But surely they are enough to make us give thanks and praise, to weld us together in united determination to preserve them for all time as—"under the stars we advance."

1. "Nutrition is NOT a 9-letter word

Ewing Galloway

WITH MEN IN WHITE RAMPANT UPON A FIELD OF VITAMINS..."

IT'S a simple little four-letter noun in which every human being—not to mention the birds and bees—is vitally concerned, and on which most housewives spend a good share of their waking hours. Paul McNutt, Federal Security Administrator, has defined it as "food, good food, and plenty of it."

As a nation, we are now taking stock of ourselves—estimating our strength and resources, facing our weaknesses squarely in an effort to find means to overcome them. And, although this may seem like a contradiction in terms, one of the facts which our government has uncovered is that, in this land of milk and honey, corn and hogs, orange groves and wheat fields, many of us are appallingly under-nourished.

"But this doesn't mean me," you are probably thinking. "It's that third of a nation President Roosevelt was always talking about a few years ago. My family has plenty to eat, three times a day, with a few snacks thrown in between meals just for good measure."

Unfortunately, it may mean you, as a few of us have learned individually from our doctors, as they busily prescribed diets and ladled out vitamin pills, for quantity doesn't necessarily mean that we're getting all the nourishment our systems require. Steak, potatoes, apple pie, and coffee may fill your husband's stomach and pry him loose from that new hat you've been wanting, but that doesn't mean that it contains all the elements essential to keeping him in the pink.

For a good many years now, we've been aware of the importance of proper feeding for children, and our little cherubs have been stoked at scientifically correct hours with scientifically recommended foods—fruit juices, cod liver oil, milk, whole grain cereals, and so on—with the result that the generation now growing up is taller, huskier, and healthier than their parents and grandparents before them. But at that point we've stopped, even with the proof right before our eyes of what scientific fueling can accomplish, and have filled our own, adult, stomachs with an array of comestibles which too often had all the elements, if not the disastrous results, of a juvenile Coney Island binge.

Well, the government has finally found us out and, at a nutrition conference held recently in Washington, we were the subject of a good deal of discussion—and even criticism. The upshot of the whole thing was that these recommendations were made for the improvement of our national health: 1. Better distribution of food products; 2. more intelligent selection of foods; and, 3, more careful planning and serving of adequate diets.

The Harvest Dinner

An Old American Institution

WHEN heat waves dance over the wheat stubble, and every wild rose is a lunchroom for honeybees, and you can't take a step without flushing up a half-dozen grasshoppers . . . then the black smoke of the threshing machine streaks the sky—and at noontide the clang of the farm bell calls all hands to the harvest dinner.

THERE is nothing fancy about these glorious American threshing-time feasts. The men come in from the fields hungry, thirsty, dusty with chaff . . . and sit right down in their work clothes to eat. The women hurry back and forth with big blue agate pots of fragrant amber-black coffee and fresh platters of food—fried chicken with butter-crowned mashed potatoes, boats of gravy, steamy roastin' ears, sliced tomatoes, coleslaw, hot rolls and biscuits and smoking corn bread squares, baked beans still a-bubble from the oven. And in the midst of all the rich welter of food are dishes piled high with jellies, cool green cucumber pickles, piccalilli relish—and towers of cocoanut, marble and spice cakes.

A FINE old American institution is this harvest dinner. All through the changing years, its friendly character, its hospitality—many of its zestful foods—have been carried down unchanged to modern times by another old American institution—the House of Heinz. For generations we have been preparing good, wholesome, tempting foods—tomato ketchup, oven-baked beans, chili sauce, pickles, jellies—just like the kind the best home cooks make!

WE ARE proud of the fact that Heinz 57 Varieties are truly American delicacies—made for the most part from choice products grown by our own American farmers, put up by American workers according to time-tried and treasured recipes—all for the greater glory of America's bounteous table!

57

H. J. HEINZ COMPANY

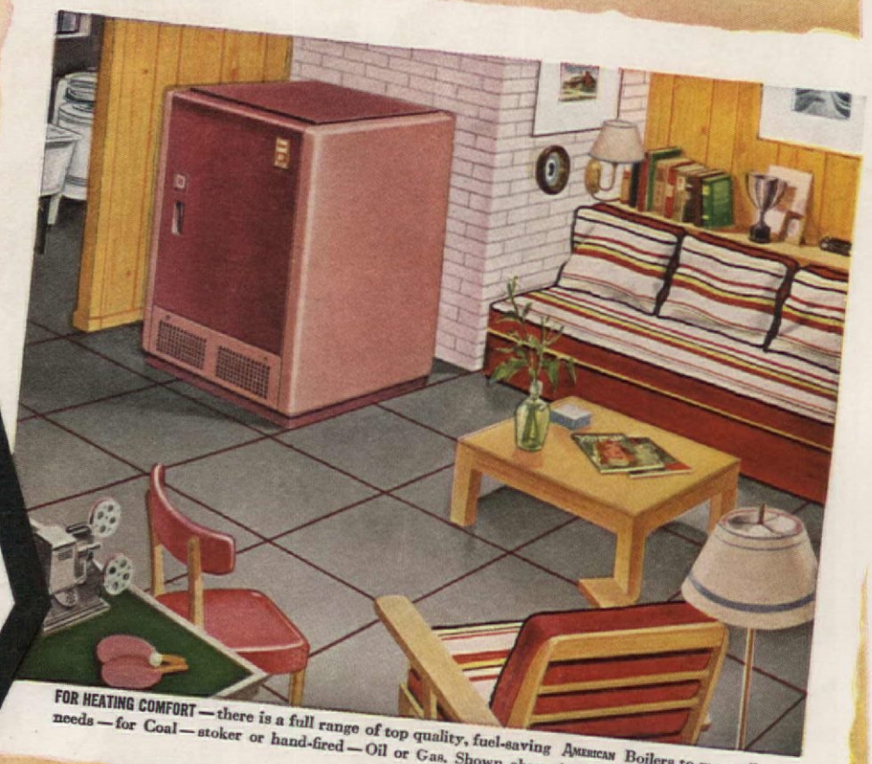
An Old American Institution

To Choose Comfort and Beauty for your home . . .

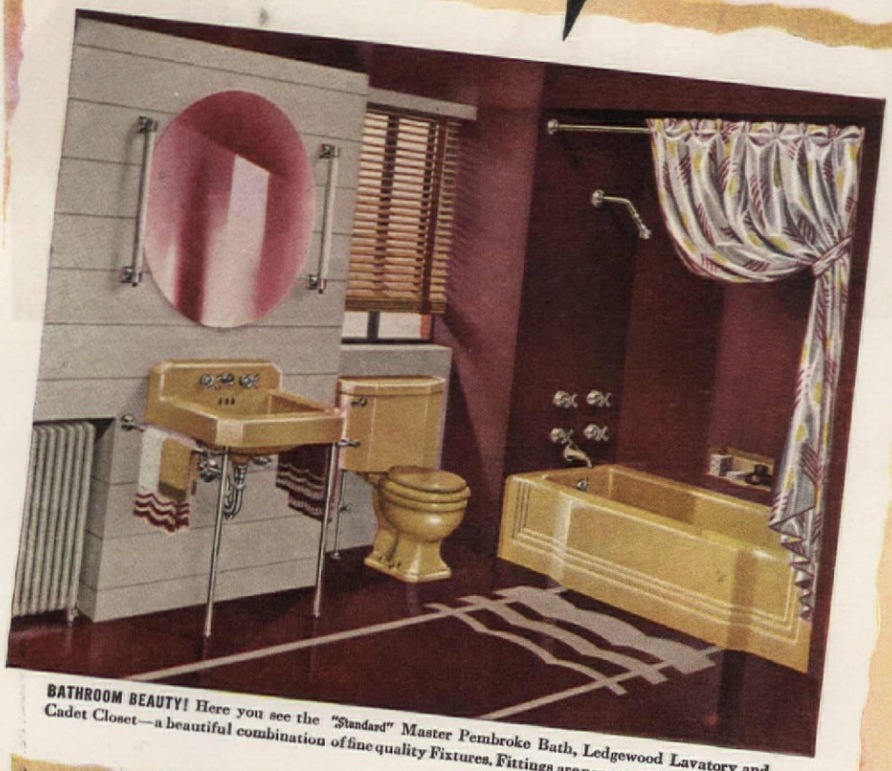
Follow the Arrow

AMERICAN HEATING EQUIPMENT COST NO MORE THAN OTHERS

"Standard" PLUMBING FIXTURES



FOR HEATING COMFORT—there is a full range of top quality, fuel-saving AMERICAN Boilers to meet all needs—for Coal—stoker or hand-fired—Oil or Gas. Shown above is the Empire Gas Boiler.



BATHROOM BEAUTY! Here you see the "Standard" Master Pembroke Bath, Ledgewood Lavatory and Cadet Closet—a beautiful combination of fine quality Fixtures. Fittings are non-tarnishing Chromard.

Yes, you can solve every Heating and Plumbing problem when you do as thousands do—*Follow the Arrow!*

American Heating Equipment includes

AMERICAN BOILERS AND RADIATOR HEAT
SUNBEAM WARM-AIR FURNACES AND
WINTER AIR CONDITIONERS

There are automatic and hand-fired Units in all sizes, for all homes, for all fuels.

"Standard" PLUMBING FIXTURES *are available in a wide price range, in many smart styles, in white and 11 exquisite colors.*

And remember, these products are famous for quality, dependability and satisfaction — *yet they cost no more than others!* If you are modernizing, you can use our Easy Payment Plan that requires no down payment, no payments for 2 months, gives you up to 3 years to pay on low monthly terms! For complete information consult your Architect and Heating and Plumbing Contractor or write for booklet shown below.

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

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

Harry W. Read
CHAIRMAN

FREE 64-PAGE BOOKLET!

Illustrated in full color, it interestingly and comprehensively tells the whole story of home Heating and Plumbing. Write to our Pittsburgh Office for your free copy!

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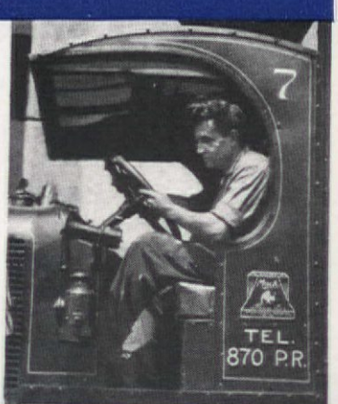
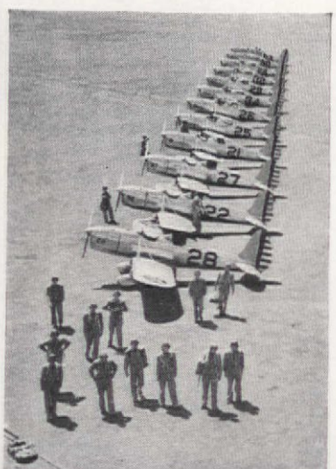
Photographs, Ewing Galloway

No matter whether your family sits down to roast beef and Yorkshire pudding, the too starchy greasy foods of the tenement dweller, or the diet of corn pone and sow-belly of the share-cropper, malnutrition may be present if you do not know your job!

The family table has become a first line of defense! The nation's health is in the hands of the wives and mothers of America





He needs no urging at all to eat his builder-uppers when they're pre ..ed to him as the food of champions! Fliers need special diets; good diet makes good football players — why not give your family this same extra stamina! Feeding carrots to truck drivers improves their sight for night driving — the same holds good for your family!

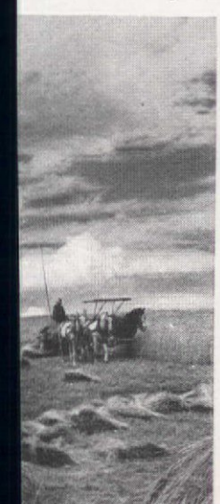
There isn't much we, as individuals, can do about the first, unless we nt to dash off another letter to our Congressman, but the second and rd are definitely OUR JOB, and, though it may not be as glamorous l exciting as ferrying bombers across the Atlantic, or getting into uni- m and rolling bandages for the Red Cross, it's every whit as important, ot more so. At a time when all of us are vitally needed, when we must rk harder and longer and more efficiently than ever before, taking care our family's health might very appropriately be listed under the head- of "essential industry."

The first thing we must do, obviously, is to find out what we should eat l plan our menus to include these requirements. A standard, basic diet s for: One pint of milk for an adult and a quart for a child; a serving meat (and cheaper cuts are just as nutritious); one egg or some suitable substitute; two vegetables, one of which should be green or yellow; two fruits, one of them citrus; cereal, most or preferably all whole grain or enriched; and butter or equivalent substitute. These are the daily MUST'S. After you've got them in, you can cater to your family's tastes in the way of caviar, or dill pickles, or chocolate ice cream, or whatever they go for in a big way, knowing that the foods listed will supply them with the necessary protective health elements.

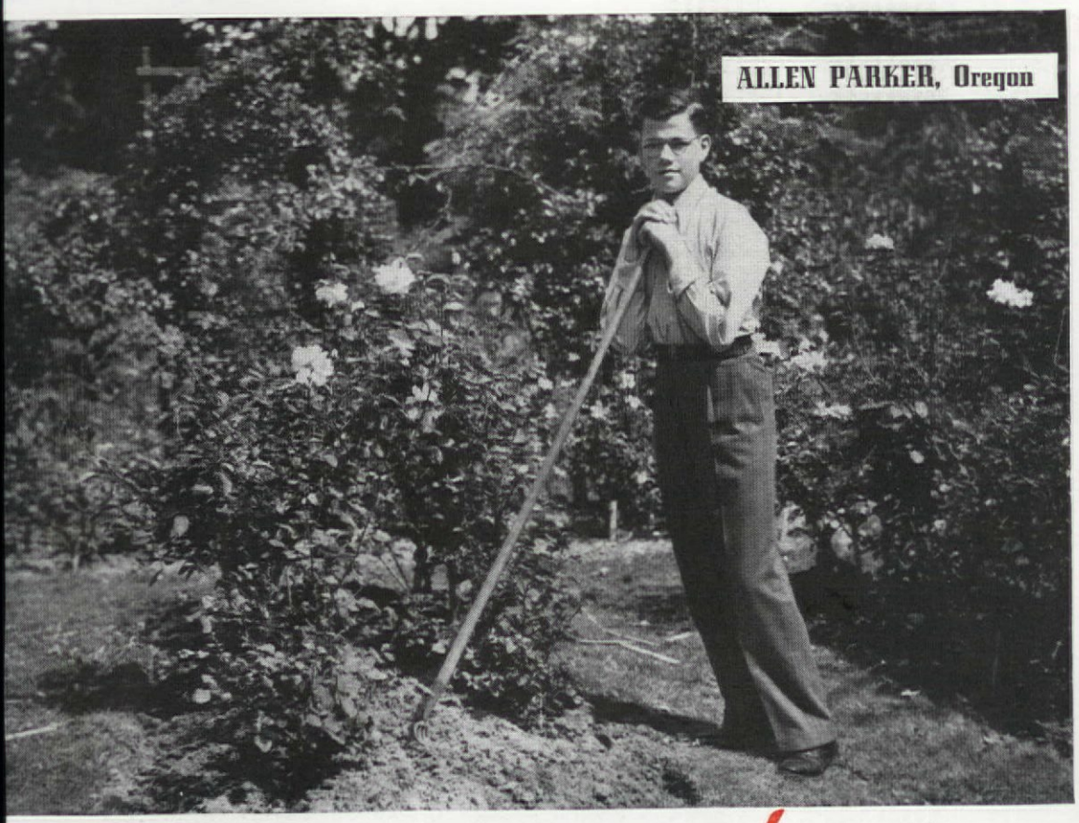
Once the menus are properly planned, there's the problem of proper cooking, and here again many of us haven't been doing right by our star boarders. While we were priding ourselves on our coconut cake, we may have been literally pouring our family's health down the sink, in the form of millions of vitamins and minerals. Cooking vegetables in large quantities of water and then throwing away the liquid is one of the best known methods for working up what is known in medical circles as a "vitamin deficiency." Paring away many more of the most nourishing elements in your vegetables is a close second. (Throwing away the outside leaves of lettuce, for instance, comes in this class.) To make matters worse, you're throwing away a lot of the flavor, too.

Proper planning and preparation of meals does no good, of course, if your family doesn't like the results, for if we don't enjoy our food, it is of little value. Fortunately, properly cooked food retains much of its original color and is thus more appetizing, and attractive serving can also do much to whet the appetite. Setting a good-looking table, arranging a bright centerpiece, and garnishing your food with a sprig of parsley, or a border of radish roses, may seem a strange way to serve your country, and when we are all so busy with so many other things we may be tempted to slight these things, but they, too, are part of our job to improve the health of our family and our nation.

[For those who wish more information concerning the selection and preparation of foods, THE AMERICAN HOME Home Economics staff has prepared a nutrition booklet which we will mail you if you will send us 6¢ in stamps to cover postage and mailing. Address Department HE-941.—*Ed.*]



Pondering the advantages of a pot roast as against a beef stew may not have quite the thrills of ferrying a bomber across the Atlantic, but it's just as important to our national defense



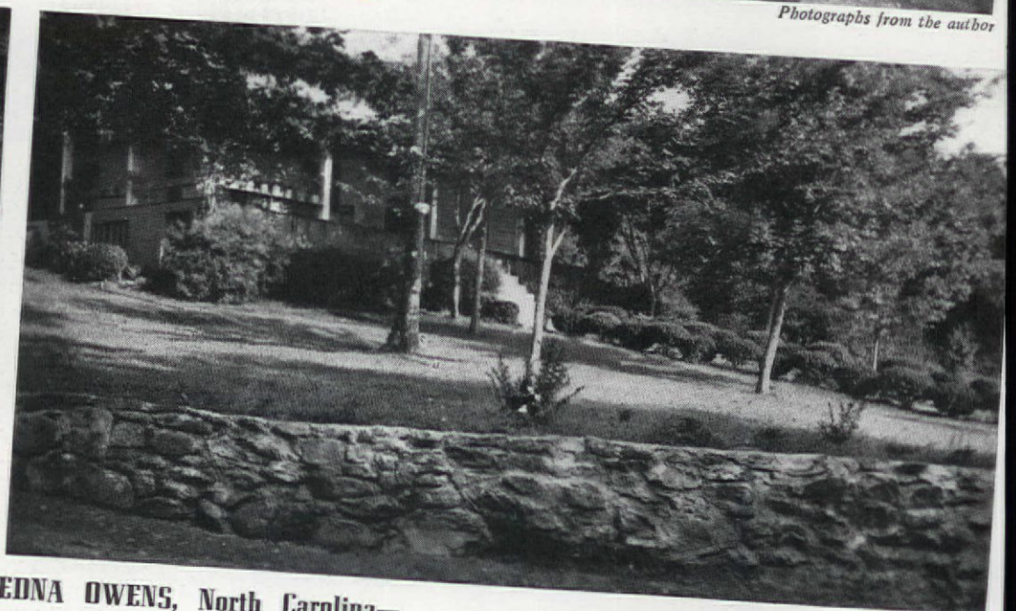
ALLEN PARKER, Oregon

much of the work combines the practical and the esthetic in a significant and encouraging contribution to the nation-wide "Fight Ugliness" crusade. It is estimated that more than 95,000 girls and 9,000 boys in the 4-H Clubs are helping to intensify faith in the future of the American family through their efforts to improve their home surroundings. Club leaders assert—and who would deny it?—that the happiest and most successful family life is built on creative work in which all members of the family share; 4-H Club boys and girls are performing, initiating and inspiring such work and simultaneously benefiting and sharing their benefits.

Something has awakened in them a realization that their home and community surroundings should —*and can*—be made more attractive and more enjoyable. With the advice and guidance of their Club leaders they are growing flowers, vines, shrubs and trees and using them about house and grounds; clearing up needless eyesores and planting out ugly views; protecting the plants, birds and other natural resources of their localities;

Photographs from the author

2. Young America contributes



ELLEN GIBSON, Madison, Wis.

EDNA OWENS, North Carolina—honor winner, will find a lasting reward in the beauty she helped create

ALL over the country, from ocean to ocean and from gulf to northern border line, boy and girl members of the 4-H Clubs are playing an important part in a program whose objectives include some of the most powerful elements that make for the greatness and permanence of a nation. Home building and character building; the development of individual skill, resourcefulness and responsibility, and of personal and social ideals; the making of more useful, more efficient, more loyal citizens—all these are resulting directly or indirectly from the activities of youngsters animated by a determination to train "My HEAD to clearer thinking . . . my HEART to greater loyalty . . . my HANDS to larger service . . . my HEALTH to better living."

Because the 4-H Club idea, conducted by the U. S. Department of Agriculture and the Extension Services of states and counties, is primarily a rural movement, many of its projects involve crops or livestock, farm machinery, soil management and, for girls, cooking, canning, dressmaking, household accounting and the care of children. But

conserving and making better use of the land's fertility. Of course there are special inducements, such as recognition in local circles and the chance of winning competitive state and national honors. But greater, probably, in the long run than even these enviable rewards are the visible evidences of the work done and the intangible inner satisfactions. The color and fragrance of a garden; the transformation of a briar patch into a lovely hedgerow, an expanse of weeds into a lawn, a mud hole into a lily pool; the addition to the house of a new room outdoors for relaxation, recreation, or the more comfortable performance of home chores. And the pride of accomplishment, the joyous responsibility of partnership in something new and better, the warm thrill of companionship when a father's interest is kindled and his co-operation won.

"A beautiful garden, with a background in keeping with the house and with well-kept lawn and shrubs," such was the ambition that spurred Allen Parker on to the winning of numerous prizes with his flowers; he is now at Oregon State College probing deeper into the mysteries of horticulture. In Mississippi, Margaret Harris' aim was, "To make my home beautiful; more than just a place to eat and sleep." And she has done it. Eloise Hinson, a national honor member in Georgia, overcame unusual difficulties because around her hilltop home was a hard-packed dirt yard, swept bare of topsoil, dusty in dry weather and slimy with mud after rains. Slowly and laboriously she fenced, dug, fertilized, planted, and cultivated; and from her energy, determination, hard work, and investment, have come beauty, a more comfortable home, a more valuable farm, enhanced self respect for the entire family.

Perhaps the most gratifying fact about all these young pioneers and apostles is their youth; that they have years in which to demonstrate their faith in the value of beauty. Some, risen from Club ranks to leaderships, are already passing on to others what they have learned—their contributions to a more beautiful America.

JEANNE KYSILKO, Wisconsin—

not only helped build the log cabin, but later cleared, planned, and planted the site of what is now the family picnic ground. Dahlias and flower photography are hobbies

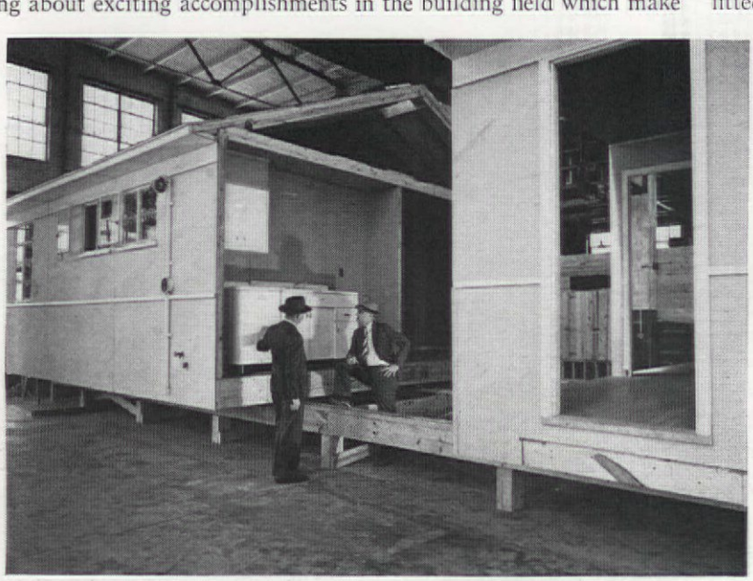
BETTE DEKKER, also of Wisconsin—

is a specialist in transformations, as these pairs of before and after pictures testify. Starting with annuals, a few window boxes, and a simple wild-flower garden under some apple trees, she turned a nondescript "catch-all" space by the back door into a cozy outdoor living room, and an unattractive, bare house into a real home

"3. Your home is being loaded this morning..."

THE low-cost, ready-made house, built completely in the factory and sent out like a department store package, has been the dream of many householders and building men for years. Refrigerators, ranges, automobiles come to us that way so why not whole houses? Why should the building of a home be a piece-work job of assembling more than thirty thousand separate parts on the site at high costs of time and labor? Prefabrication of houses has been tried with some encouraging success before this but now our present emergency building program has made rapid production of homes imperative. The new all-out effort is bringing about exciting accomplishments in the building field which make NEWS, with significance for each of us and the future of home building.

The portable or demountable house on this page (plan on facing page) is one of 150 built for national defense workers by the Tennessee Valley Authority acting as agent for Federal Works Administration. Supervised by Mr. Carroll Towne of TVA assisted by an architectural group and Mr. Roland Wank as Consultant, one, two, and three-bedroom houses were constructed following this same pattern. All of them were built on production lines in a TVA plant near Sheffield, Alabama, and trucked in sections to lots in near-by communities. In the plant, sections were assembled and fitted together as a complete house (three sections for a single bedroom



Portable houses, built in sections in factory, have wood framework, insulating board walls in and out

Plumbing and wiring are put in at factory, including fixtures; all plumbing is in single section

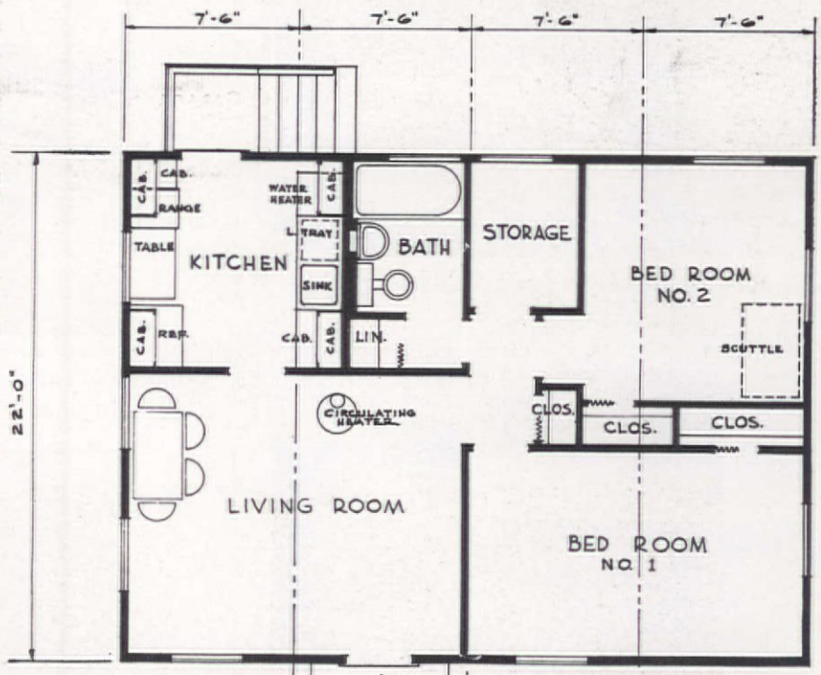
house, four sections for two bedrooms, five for three); then they were unbolted and each section carried off on a trailer truck. A set of four wheels in the floor framing of the house, and rails of piping set in the permanent house foundation built on the lot, make it possible to slide the house sections from the truck to the ground foundation easily. The house can be taken up and moved to a new foundation at any time also. TVA developed this demountable house scheme as an experiment for good, low-cost, rapidly turned-out homes and it is available and adaptable to private builders anywhere; in fact a Montgomery, Alabama, builder has just begun construction on 300 of the three models which will range from $2,230 to $3,037 in individual cost.

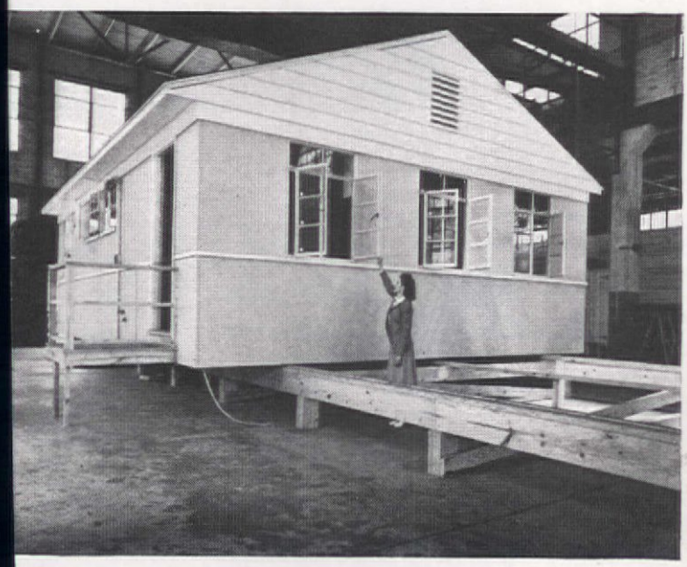
THREE ROOMS & BATH, FURNISHED, about $2,000 f. o. b. PORTLAND, OREGON

ASE II. Out in Portland, Oregon, r. Allison Dean is responsible for other top-notch example of merica's new progress in home building. He has developed a house which 100% finished, furnished, and equipped in a factory. When complete—of, walls, floors, windows, plumbing, wiring, heating, all bath and kitchen tures, plus essential furniture in place, the house is loaded intact on a ck or flat-car and sent to the lot. There it is set up on the simple ndation required for it and, presto chango, with the utility connections oked up, the house is ready to be lived in the same day it is delivered. th no assembling whatever necessary at the site, this means getting a mplete house just as easily as you get a complete automobile.

t does not mean getting a house of uniform, stock design, precisely like neighboring house either, a characteristic which has hoodooed many fabricated houses. There is a standard unit house, 10'-0" wide by 44'-0" g, including a 10'-0" x 16'-0" living room, a 10'-0" x 10'-0" bedroom with closets two feet deep, an 8'-0" x 10'-0" kitchen and a 5'-0" x 7'-0" throom with tub and shower—but an additional unit with utility room d another bedroom and a garage unit can be added as wings to make a ger house of more varied design. In fact, a number of possible arrangents and floor plan variations are possible with these units. And the wn-to-earth costs are amazing, approximately $2,000 for the standard t, approximately $750 for the second unit, about $200 for garage and ces. Moreover, the price includes an electric range, refrigerator, thirty-lon hot water heater, canvas finish on walls and ceilings, bed spring, ttress, built-in drawers, built-in dressing table and mirror, living-room a and chairs, breakfast table and chairs, book shelves, curtains, linoleum,

America's overnight need for defense housing has stimulated new building creativeness in low-cost methods, materials. Here are portable houses, factory made, and delivered to the site on trucks





A house is put together completely in factory, floor to roof | **Separated, it is trucked out in sections** | **Sections are reassembled on site**

1 week later

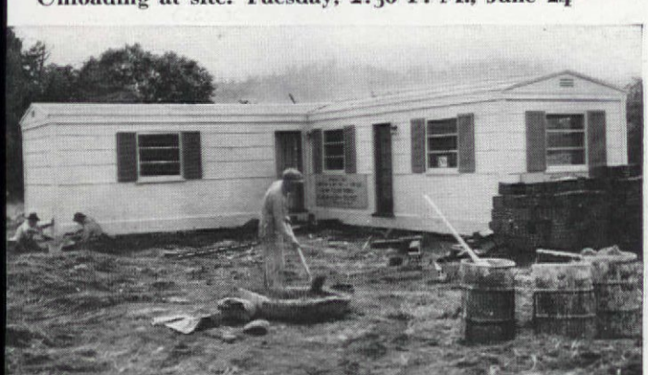
behold, the complete house, standard unit plus bedroom unit and garage, ready to be lived in

Site for home. Monday, 9 A. M., June 25, 1941

Loading at factory. Tuesday, 10 A. M., June 24

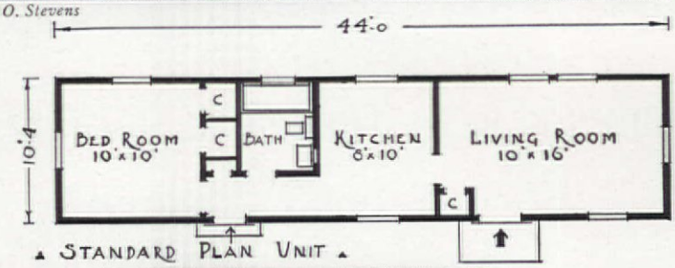
Preparing the site. Tuesday, 1:50 P. M., June 24

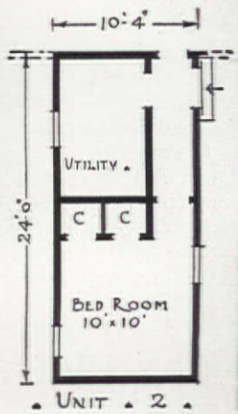
Unloading at site. Tuesday, 2:50 P. M., June 24



Second unit. Wednesday, 11:50 A. M., June 25

Chas. O. Stevens

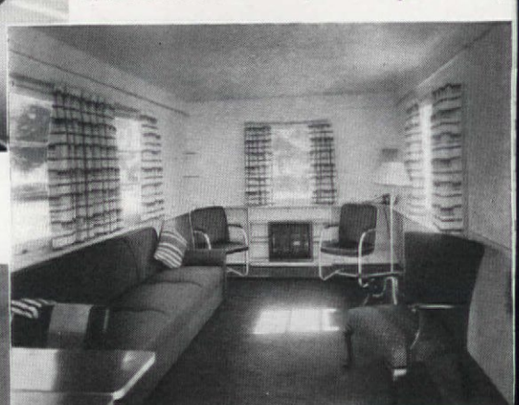




electric clock, floor lamp and heating equipment. On a $350 lot with masonry foundations constructed, masonry porches, gravel driveway, sewer and water connections installed, the three-unit house will sell for approximately $3,800. The standard unit, whose $2,000 cost will probably make it most popular, is a complete small house and can sleep an extra person on the sofa.

The costs of foundation, grading, and connection to public utilities aren't included in the cost of the house, naturally. But only

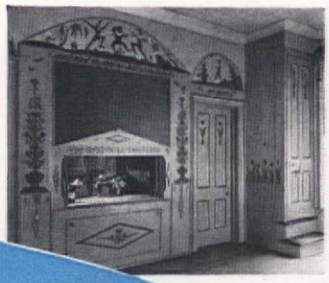
Spiffy new kitchen with cabinets, range, refrigerator come with house



Sofa-bed, chairs, curtains sold as part of house

Mattress and bed springs supplied with house are left in original package. Built-in drawers can be furnished for bed, too. Built-in closets and trim little dressing table are also part of bedroom equipment

a six-pier foundation is necessary to support the standard-unit house on a level lot. The house construction differs from conventional frame houses since no studs, rafters, or typical structural details are used. Mr. Dean's patented construction consists of wall and roof trusses of wood laminated together to give exceptional rigidity; the wall trusses are made of light struts and braces held in place by large plywood wall panels. When the walls and roof are put together and bolted to a one-piece oak floor, the house is a single rigid unit.



Opening young eyes to the magic joy of books, broadening horizons and understandings, this puppet theater is an example of a library's living force, a monument to its makers and its guiding genius

4. Democracy at work

F. M. Demarest

FIFTY-TWO years ago, the library of the historic village of Hempstead, Long Island, started with a few books on a rented shelf in a little grocery store whose owner gave her services as librarian. The next year there were 130 subscribers, 675 books, and a balance on hand of $11.12. A few years later the library was moved to a rented cottage which, in 1907, as bought for $4,000, half subscribed, half on mortgage. Growth, progress, and patronage con-nuing, in 1913 it was incorporated as a Free Library and received its first village grant—$300. hen, in 1927, the small, centrally-located and much appreciated property was sold for $63,000 nd a much larger plot and building—an old homestead—was bought a few blocks away. On its tieth birthday, the library had more than 35,000 volumes in its crowded stacks and an annual rculation (adult and juvenile) of nearly 195,000, and was receiving a village grant of $15,000. But no less striking and significant than that history of a typically democratic institution is e story of a single, somewhat recent phase of its activities—the children's puppet theater. A ildren's department had been started and eekly story hours conducted by its li-arian, Miss Catherine Webb, in the little ttage. In the new building they became creasingly popular, for the former kitchen ovided welcome space in which, ere long, e diminutive but indefatigable leader s acting out the stories, sometimes with e help of hastily-made puppets. Then, in 33, she, the late Misses Harriet and Fan-Mulford (who had helped found the rary and were still on its Board), Miss arjorie Brooke (another trustee), Gunnar erg (genial janitor and competent handy n), and a few other collaborators, con-ved a great scheme and set to work. e pictures above show the results.

Part of one wall was knocked out and a oscenium opening constructed into a ge built in the one-time pantry; the m was painted in a Swedish combina-n of robin's-egg blue, cream, white, and dish brown; walls, panels, doors—all available spaces—were decorated with delightful, whimsical designs, figures, flowers, and scenes, all redolent of Sweden, its folklore and its literature (the artist being the resourceful children's librarian!); blue and white curtains of genuine Swedish material were hung at the windows; little benches were made and painted to match—and the Rag-Doll Theater came into being. Here, on alternate Saturdays, stories that the children have come to know and love are acted out with puppets made—yes, by Miss Webb, and some of her more accomplished helpers. The older children take turns manipulating the dolls and reading the scripts they help prepare. The audiences are made up of the other youngsters with occasionally some grown-ups as special guests. The room can hold 65 at a pinch—or a squeeze—and a year's attendance often exceeds 1,400, or an average of more than 50 for each performance. On special occasions some of the children who have foreign backgrounds wear authentic costumes of their parents' fatherlands, thereby reproducing, life size, some of an intriguing collection of dolls from all parts of the country and the world. Numbering more than one hundred, these dolls are still another possession of the enterprising children's department of this flourishing and useful library which is proving that books are more than mere printed pages, that reading is one of the paths to the fuller, richer, freer life. Truly, this is "Democracy at work."

When a 9-year-old finds streets more exciting than home, try remodelling his own room to express his current enthusiasm. It worked in the case we tell about

JANE ENGLISH
New York City

HOOK and LADDER #1

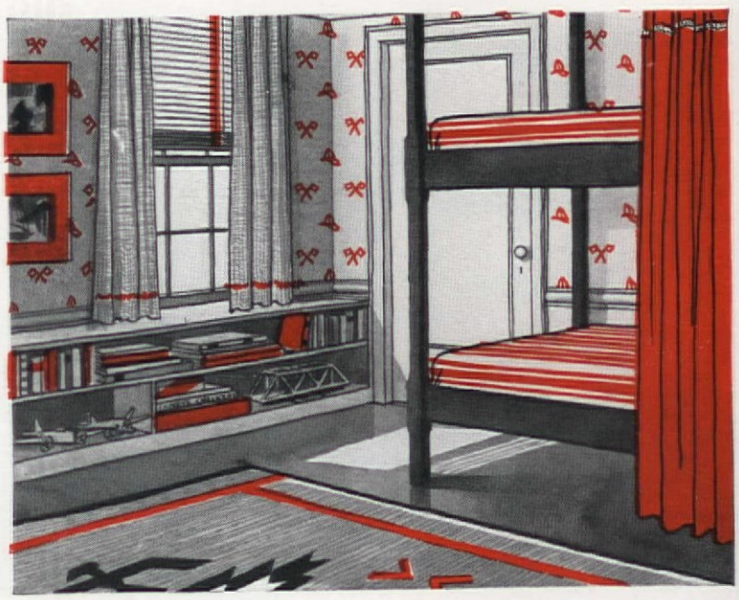
Sketches by Harrie Wood

HIS mother was in a dither. Johnny, aged nine, seemed to prefer the streets of the suburban town where he lived, to his home. When he did stay at home, he was petulant and despondent. The usual remedies—new games and toys, new kinds of food—just didn't work. Something was definitely wrong—but what?

The only clue was the fact that when he did stay at home, he spent his time drawing fantastic diagrams which, he explained reluctantly, were "engine inventions." With a little patience and honest friendliness and interest in *his* interests, it transpired that the most significant thing in his life at the time was fire engines. A visit to the local fire house followed, with introductions to all the firemen, whom he knew well, and detailed inspection of the fire house and its equipment.

So! Why not bring the atmosphere of the fire house and its engines into his own room at home, as far as was humanly possible?

The one-story house the family lived in lent itself perfectly to the plan. That part of the basement containing the furnace and workshop was directly under the boy's room. A round hole was cut in the floor of his room, and a brass sliding pole, like that in the fire house, securely fastened from his ceiling to the floor of the basement. Johnny himself helped select the furnishings. A cot like those used by the firemen, covered with a red-and-white Indian blanket, is useful for daytime rest and relaxation. A built-in bunk, concealed during the day with deep-red draw curtains, provides for sleeping. The desk lamp, also red, is shaped like a fireman's ax and the shade, in natural parchment, looks for all the world like a fireman's helmet. There are comfortable chairs, a useful chest of drawers, and built-in bookshelves (red, of course) for toys and the technical books for children which Johnny likes. A red-and-white Indian rug on the floor, and wallpaper with tiny crossed axes and fire helmets give the right atmosphere, and plain monk's cloth draperies finish the windows.



Now Johnny can slide down the brass pole from his room to the basement, where work tables and benches provide space for his experiments on engine construction, and where his friends, now members of his very own troop of firemen, come for inspection and drill practice. Now even the scream of the real fire engines cannot lure him away from his own home!

"Company's Coming for Dinner!"

HELP WANTED! When a party's on hand and you're wondering what you can have that everyone will like, remember this: The first course has a great deal to do with the success of any dinner. Smart women have discovered this and that's why, time after time, they start the dinner with a well chosen soup.

Just about everyone likes good soup, so when you serve it as the first course, you'll find your guests taking a lively interest in the meal right away. And once it is off to a bright start, with everyone really enjoying it, the rest of your dinner is sure to go smoothly.

Here are three grand party soups that are sure to be welcomed by all—Campbell's Tomato Soup, Campbell's Asparagus Soup, and Campbell's Cream of Mushroom. Keep them handy, and call on one or the other next time you have "company coming for dinner".

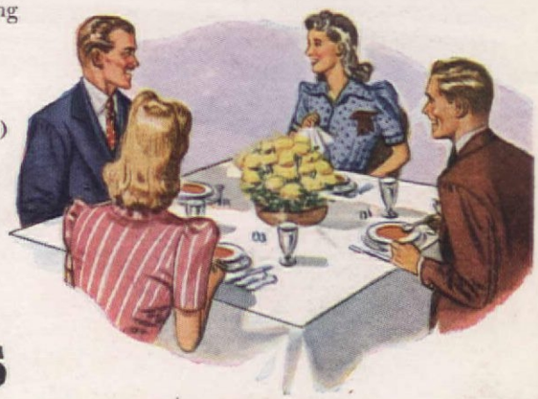
ASPARAGUS SOUP
Inviting—delightful! A smooth purée of tender young asparagus, picked just at its springtime best. Campbell's enrich it with finest table butter, perk it up with gentle seasoning, and add selected asparagus tips for an extra treat.

TOMATO SOUP
This tempting soup, made of extra-luscious tomatoes and finest table butter, will always start a dinner smoothly. Folks know it, like it, welcome it. It's the most popular soup in the world!

CREAM of MUSHROOM
A natural party soup—and it's becoming more popular every day! Campbell's make it rich and smooth with extra-thick cream. You'll enjoy the taste of fresh young hothouse mushrooms in every spoonful, and fine mushroom slices all through!

21 KINDS TO CHOOSE FROM . . . Tempting, nourishing soups that are sure to please family or guests.

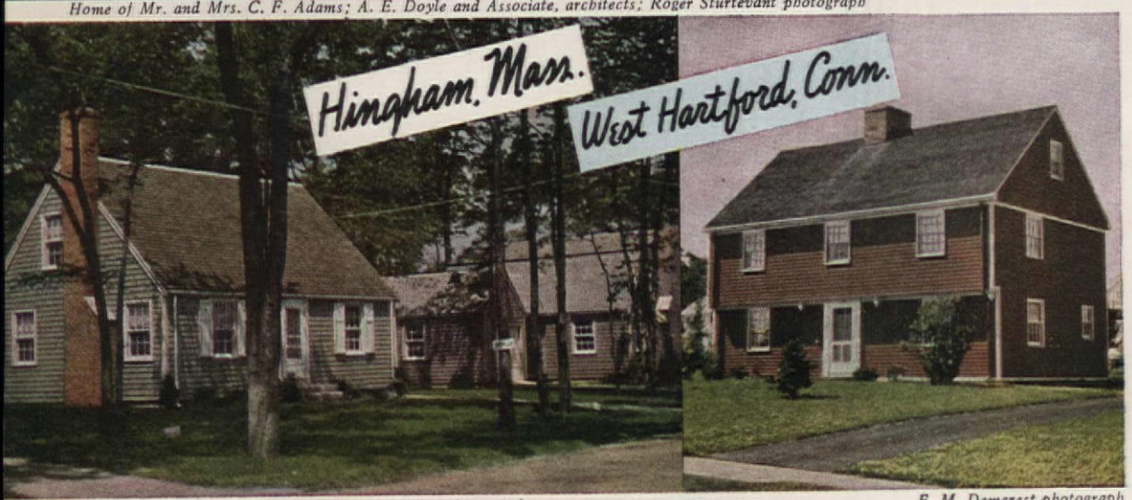
Asparagus	Chicken Noodle	Pea
Bean with Bacon	Clam Chowder	Pepper Pot
Beef	Consommé	Potato, Cream of (*new*)
Black Bean (*new*)	Consommé Madrilène	Scotch Broth
Bouillon	Consommé Printanier	Tomato
Celery	Mock Turtle	Vegetable
Chicken	Mushroom, Cream of	Vegetarian Vegetable
Chicken Gumbo	Ox Tail	Vegetable-Beef



Campbell's Soups

LOOK FOR THE RED-AND-WHITE LABEL

Home of Mr. and Mrs. C. F. Adams; A. E. Doyle and Associate, architects; Roger Sturtevant photograph



Bradley Woods Development; F. M. Demarest photograph

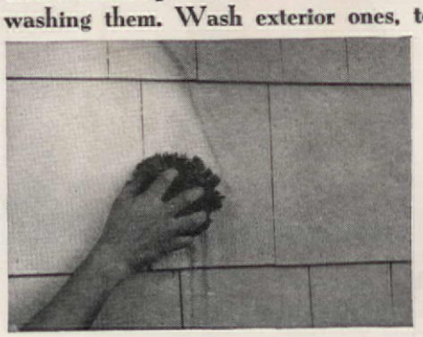
F. M. Demarest photograph

Home of Mr. and Mrs. W. A. Balsom; Maynard L. Parker photograph

FREE! For a stamped, self-addressed envelope we'll send you general painting data. Address inquiry to Department P–941

Too much moisture plus a paint containing too much zinc oxide produces this

You wouldn't paint interior walls without washing them. Wash exterior ones, too



THE CHIEF FIFTH COLUMNISTS!

CHEERY, lively, spang-up color is the ticket today for the paint job on your home because it can give it more hoopla and life than any other single thing you can do to it. Your editors have gone north and south as well as east and west to cull these examples of the color rampage houses have gone on. They are glad to report that rosy and barn reds, mustard and lemon yellows, plum, beige, pale blues, olive greens, even mauve and many other tones are supplanting the monotony of white walls and blue shutters and making houses sing with color.

For the actual painting, remember that success still depends upon using a paint mixture which is right for the job you have in hand and using proper care in applying it. First and last, buy good quality paint and skip that temptation to scrimp a few pennies on it. Modern materials are tested and reliable and you'll save nothing on any poor quality material in the long run. But the mechanics of painting call for special skill and knowledge

Pick your COLOR

Houses of ... built under Resettlement Administration ... Home of Dr. and Mrs. Russell Sands; Maynard L. Parker photograph from Martha Derbyshire

And while you're at it, pick a lush and wonderful color—break away from ubiquitous white!

Maynard L. Parker photograph

Home of Mr. and Mrs. Avery Rennick, West Los Angeles, Calif.

Home of Mr. and Mrs. Henry Hartman; Maynard L. Parker photograph

which can make or break the job, so here are a few facts for your information. The chief villains of a good paint job are dirt, grease, and dampness so be sure surfaces are free of them—a good old-fashioned washing of the outside of the house with a caustic solution to get rid of accumulated oil and soot is wise, plus removing scaled paint with wire brushes. Be sure wood walls are dry on a shingled or clapboard house, particularly a new one, for moisture can mean serious trouble. Be particular about a priming coat of paint, too, for it's the foundation of all future coats. Its special job—to produce as firm a bond as possible with the wood or masonry wall—differs from that of the finish coat, which is meant to withstand the deteriorating effects of sun, wind, ice, and water. A different, specialized paint is used for each coat in the new two-coat method. Peeling and chipping sometimes come from the collecting of moisture under a too hard paint.

Wood and brick in exterior walls are porous materials, constantly absorbing and giving off moisture, and if this moisture can't come through the paint itself normally, it collects under it. On old houses too many layers of paint can restrict this normal "breathing" process and result in peeling. On new houses conditions such as leaks cause much peeling of paint, too.

CARL K. KELLY, Chatham, N. J.

F. M. Demarest photograph

Home of Mr. and Mrs. A. L. Kidwell, designed by the owner

—and use it right!

Early fall is the ideal time to paint. The sun has lost its harmful intensity; the air is dry; the insect nuisance at a low point

Home of Miss K. Stevenson

Home of William T. Healey

Send for your free copy and see why

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for a Cooler Milder Better-Tasting smoke

Like millions who have read it, Chesterfield believes you too will enjoy **TOBACCOLAND, U. S. A.** . . . the only complete picture story telling you all about the making of a great cigarette.

TOBACCOLAND gives you all the interesting facts . . . from the planting of fine cigarette tobaccos on through to the final stages of modern cigarette manufacture. *The more you know about cigarettes the more you'll enjoy Chesterfields.*

Everywhere you go . . . it's have a Chesterfield *They Satisfy*

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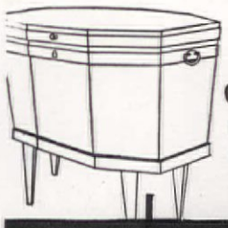
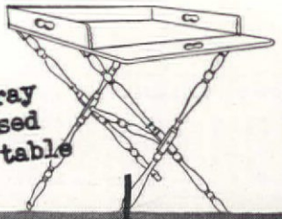


Old wine coolers as end tables

Greens planted in old copper fish kettle



Butler's tray on stand used as coffee table

Sofa Wedgwood blue linen – color taken from old platters

Sketches by W. J. Hennessey

"Speaks almost audibly of ease and comfort within"

Hazel Hartman, decorator; Maynard L. Parker, photographer

MARTHA B. DARBYSHIRE
Beverly Hills, Calif.

HERE is a family that loves and collects antiques, not to put away out of sight in cotton batting, but to use as a very real part of everyday living in their ranch house home in Westwood Hills, West Los Angeles. Theirs is no "museum" home, either. As a matter of fact, that's a contradiction in terms, for a museum just can't be a home and vice versa. Loving antiques as they do, Mr. and Mrs. Henry Hartman insisted on adding to their collections of old things enough of the new for everyday comfort as we know it and expect it in this year of 1941. And spiced the whole with color schemes unheard of a hundred years ago, but considered right and proper in this modern day and age.

Who would ever think of using a pair of wine coolers as end tables, or a mahogany wash-stand for a serving table, or old copper pudding molds for wall brackets? And see what beautiful lamps old apothecary jars can make, and how well a bureau looks in the living room, and how kitchen copper becomes a mantel piece when filled with graceful vines!

And how the colors set off the antiques! Rugs in living

Unless you thrive on disappointment... be sure your wallpaper is COLOR-LOCKED*

Why risk the entire appearance of your home on "take-a-chance" wallpapers? Last year rooms by the thousand were decorated with papers that quickly started to fade ...patterns that were easily ruined by accidental soil. And it's so easy to avoid this risk! Just insist on Imperial . . . it's Color-locked* by a process that insures guaranteed washability and lightfastness!

Key to Home Loveliness

Imperial's colors and patterns are so perfectly beautiful, so up-to-the-minute in fashion, they're ideal to use as the theme of your decorative scheme. See Imperial Ensembles...harmonizing wallpapers for adjoining rooms! All Imperial papers are identified in sample books by the famous silver label, and cost less than you'd ever think possible!

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You'll Find the Answers

to your decorating questions in Jean McLain's book. (Send only 10¢ to cover mailing costs.) For her free individual advice, use coupon. She will also send you samples and tell you where to buy Imperial *Washable* Wallpapers.

Address: JEAN McLAIN, Dept. A-30, Imperial Paper and Color Corp., Glens Falls, N. Y.

Give this information for every room

Type of Room.....

Size (Dimensions) .....

Exposure .....

Type of Furniture.....

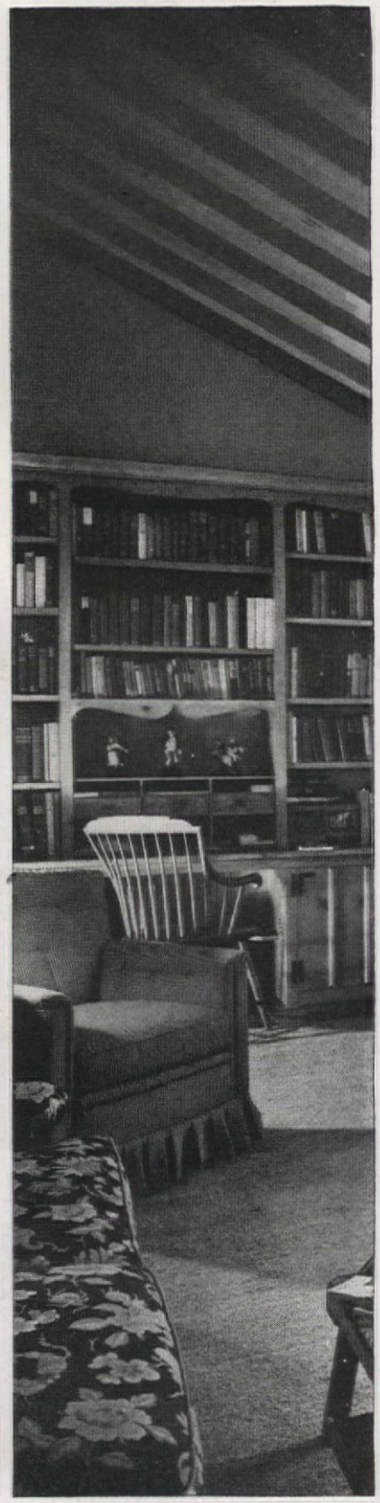
Color Scheme Preferred.....

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

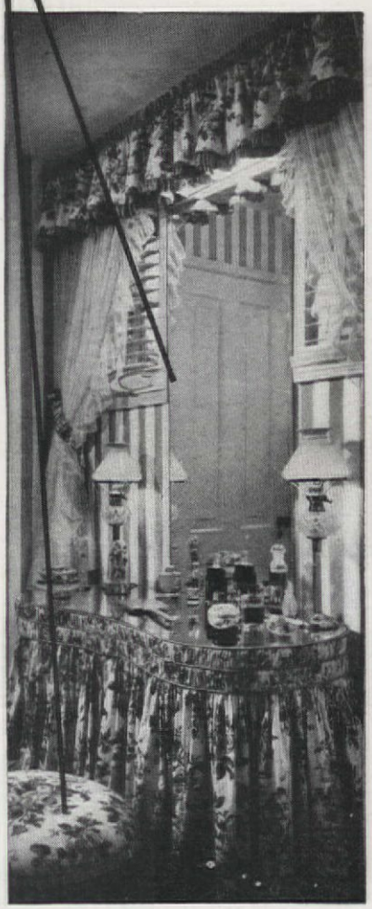
Name.....

Street.....

City.....State.....



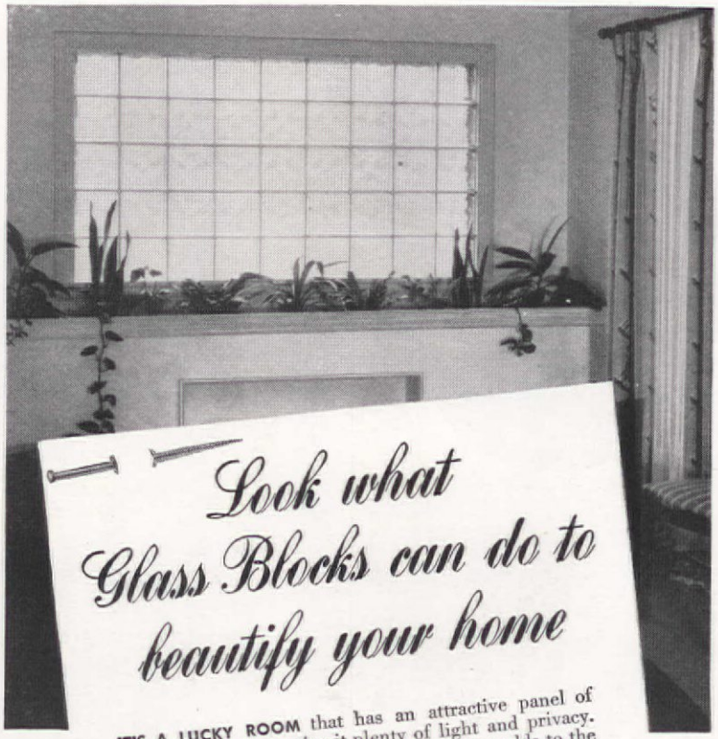
A long mirror between two high windows solves dressing-table problem. Lighting under valance



and dining room are beige, textured as we like them. Reds and the blues of old Wedgwood are added to beige in the living room with its bleached redwood paneling. There is blue again in the dining room (such a wonderful color to set off mahogany!) both in the wallpaper, a copy of an old one, and in the draperies. Blue appears a third time in the master bedroom, this time with rose color for contrast. Blue-and-white striped is the wallpaper, plain blue the quilted chintz bedspreads, and blue, white, and rose the flowered chintz flounces on beds and dressing table. Old crystal oil lamps on this dressing table have original pink glass shades. Other lamps in the room have antique French teapots for bases. Curtains here are simple ruffled bobbinet, hung beneath antique brass cornices, and a pearl-gray rug makes a neutral background for everything.

The color scheme changes for the sunroom, which also serves as a sort of recreation room. Here there are chintz draperies of black, with turquoise and bright pink—a gay, informal background for antique pine and maple furniture. And other antiques are as ingeniously used as in other parts of the house. An old pewter teapot makes one lamp base, and two antique turquoise bowls are hung on the wall for colorful decoration.

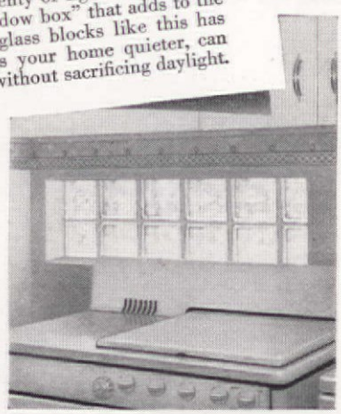
Now do you see what we mean by really *using* antiques? Now do you see how they can bring ease and comfort to your 1941 scheme of living?



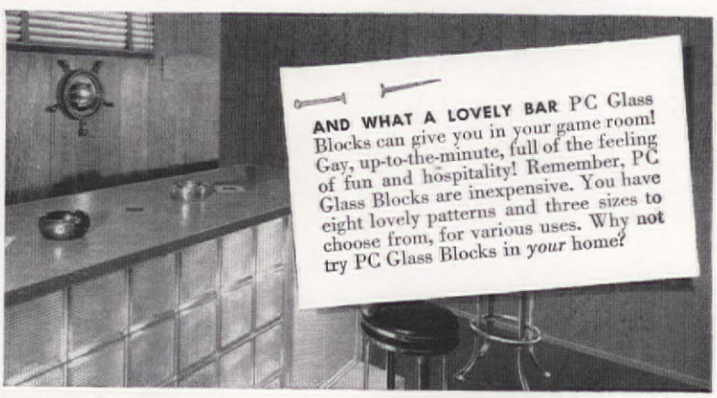
Look what Glass Blocks can do to beautify your home

IT'S A LUCKY ROOM that has an attractive panel of PC Glass Blocks to give it plenty of light and privacy. (Note the clever "indoor window box" that adds to the room's charm.) A panel of glass blocks like this has high insulation value, makes your home quieter, can cut off an unattractive view without sacrificing daylight.

HERE'S SOMETHING NEW and smart, adaptable to any type of home... a partial partition of PC Glass Blocks edging an archway between one room and another. It gives you "borrowed" light, good looks, and doesn't cost very much. PC Glass Blocks are set just like bricks. Any mason can install them.



TO BRIGHTEN UP A KITCHEN . . . what better than a few rows of PC Glass Blocks above the stove, sink or work surfaces? These blocks flood adjacent areas with daylight. They are very easy to clean with a damp cloth. And they make your kitchen a lot more attractive, both inside and out.



AND WHAT A LOVELY BAR PC Glass Blocks can give you in your game room! Gay, up-to-the-minute, full of the feeling of fun and hospitality! Remember, PC Glass Blocks are inexpensive. You have eight lovely patterns and three sizes to choose from, for various uses. Why not try PC Glass Blocks in *your* home?

PITTSBURGH PC CORNING **GLASS BLOCKS**

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PAINTING YOUR HOME?

...then ask your painter these two questions...

1 Will your paint leave a smooth surface that can be repainted economically? No paint wears forever. Even the best paint begins to show its age after a few years. Many paints show it by cracking and scaling, and before your home can be repainted the old paint must be scraped or burned off. However, if your painter uses Eagle White Lead, you won't have to worry. Eagle White Lead is *pure white lead* —it wears down slowly, evenly. And leaves a perfect, smooth surface for low-cost repainting.

2 How many years has your paint been giving good service on American homes? If your painter uses Eagle White Lead, he can proudly say that his paint has been protecting and beautifying American homes for 98 years... for Eagle has been proving its reliability since 1843. Eagle Pure White Lead paint assures you of a good-looking, weather-worthy job.

Next time you paint, employ a good painting contractor and be sure he uses Eagle Pure White Lead.

New Booklet: Contains valuable information on pit-falls to avoid in the painting of your home. Write for free copy. The Eagle-Picher Lead Company, Dept. A-91, Cincinnati, Ohio.

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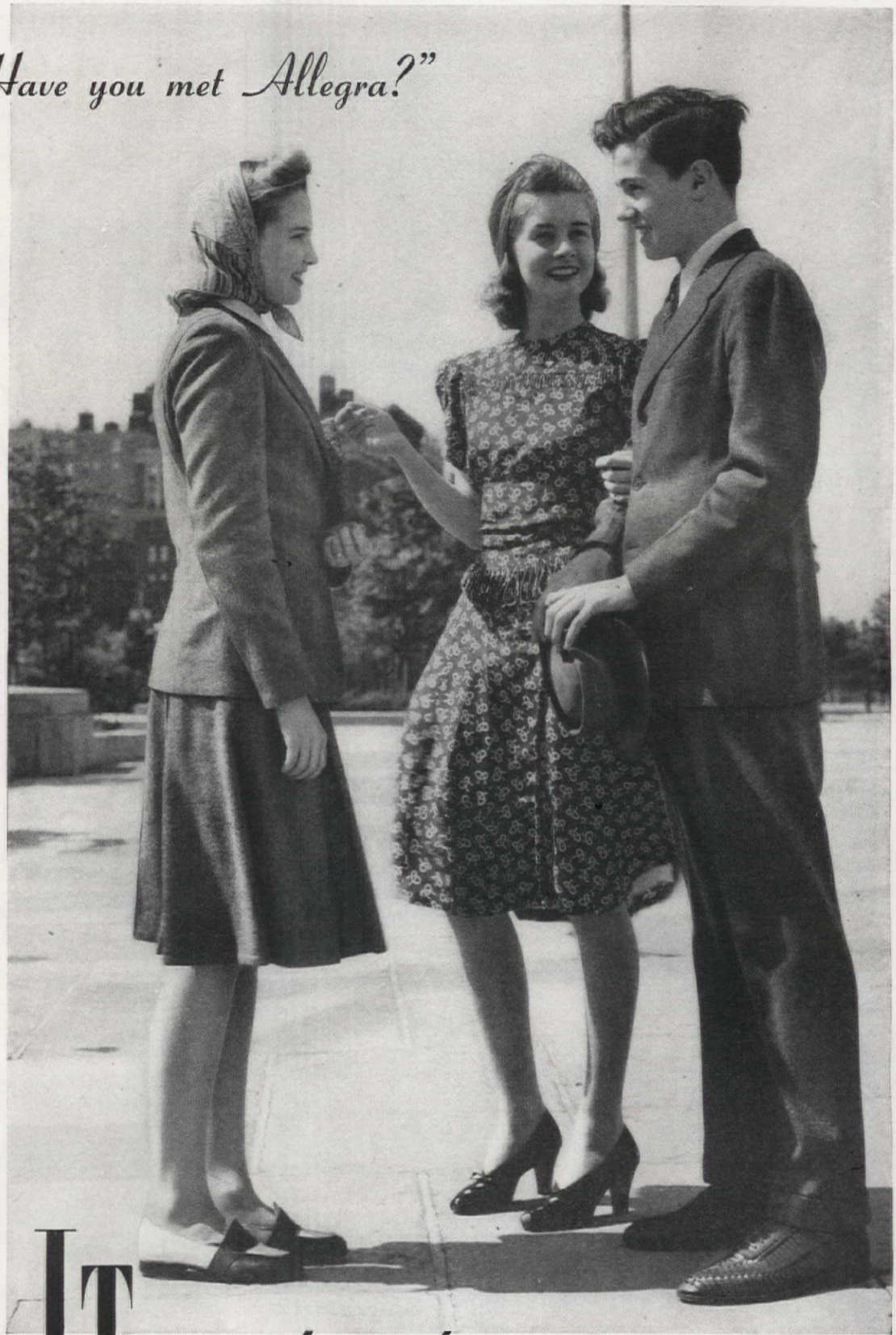
Made by the makers of Eagle Insulation—thick, fireproof mineral wool

"Have you met Allegra?"



Ewing Galloway

IT *won't cost you* A PENNY!

ELINOR SCOVILLE, Monrovia, Calif.

SO YOUR fourteen-year-old Mary has just announced that from now on she's to be called Allegra? Well, don't let it get you. If that's the sum and substance of her declaration of independence, you're lucky. Changing her name entirely, or changing the spelling, doesn't involve either her health or her morals, it needn't cause any unhappiness in her family relationships—and it won't cost you a penny! That's more than can be said of most of her other whims.

BETTER HOME CARE MADE *Easier*

DRIES TO A LUSTRE ON FLOORS OR LINOLEUM...

OLD ENGLISH NO RUBBING LIQUID WAX

Just pour on floor, spread it lightly, let it dry. In 15 minutes—a hard, lustrous sheen that resists dirt!

Full Pint Now 39¢ at All Dealers and 10¢ Stores.

KILLS FLIES, MOSQUITOES AND MOTHS... *Quickly*

BLACK FLAG INSECT SPRAY

Pleasant-scented Black Flag Spray works amazingly fast. Protects your home from flies, mosquitoes, moths. Try it!

At All Dealers and 10¢ Stores.

LUBRICATES, CLEANS, POLISHES, PREVENTS RUST

3-IN-ONE OIL

3-IN-ONE Oil helps keep home appliances working smoothly and quietly. Get a can today — keep it handy!

At All Dealers and 10¢ Stores.

MAKES MANY LASTING HOME REPAIRS...

PLASTIC WOOD

Plastic Wood handles like putty; hardens into wood. Repairs broken furniture, resets drawer pulls and bath fixtures, fills old nail and screw holes.

In cans or tubes. At All Dealers and 10¢ Stores.

KILLS ANTS INSIDE OR OUTSIDE THE HOUSE

ANTROL ANT KILLERS

Metal Traps, and Feeders

Attract and kill both sweet-eating and grease-eating ants.

At All Dealers and 10¢ Stores.

Give in! Make her father give in, too, and see what can be done with young Freddie. Chances are that it's a temporary disease and, if you all call her whatever she desires for a few months, the name that you chose so carefully during those long months of waiting will suddenly reappear at the end of her letters.

If you are easily embarrassed, there may be a few bad moments when you see her name in the paper spelled in some foreign, exotic manner, but if you'll think back, you'll remember that your mother went through the same thing when you were "Marjerry" or "Margot." Even if she digs up a "von" or a "la," you can stand it temporarily.

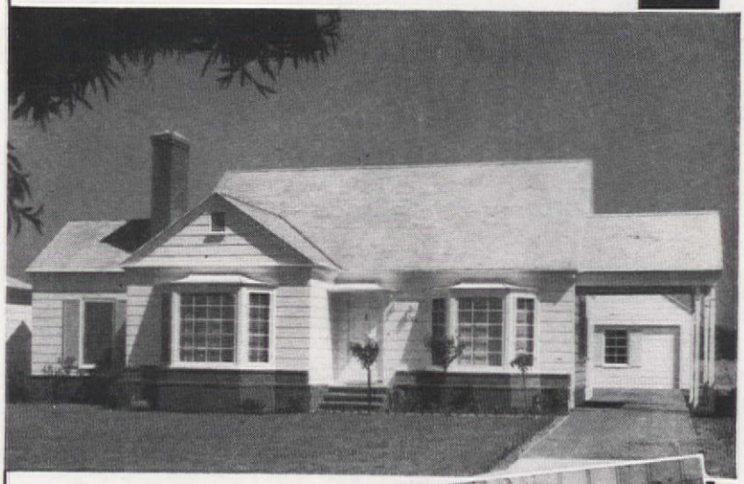
Of course, part of this name-changing business may be due to your own lack of foresight. If you saddled your daughter with a totally unsuitable name, you shouldn't blame her for wanting to change it. The hopes we have for our daughters aren't always fulfilled. Your darling little curly-headed baby, lovingly called "Cuddles," may have grown up into an angular, sharp-featured girl, decidedly not the "Cuddles" type. But since you haven't stopped calling her by that name, your daughter is stuck with it, no matter how she may feel. Blossom is another charming name, but not just the thing for a hefty girl with a penchant for sports. Or maybe your child looks like Grandmother Norton, who was a handsome woman with unfeminine firm chin and jutting eyebrows. Then why insist on retaining "Rosemary" or "Gypsy"?

Family nicknames are fine, too, until the public starts to use them. Even if you think your daughter is "Lovely," don't insist on calling her that. The drug-store crowd, chanting "Lovely-Lovely-Lovely," won't add to the beauty of the name for her. Endearing names, pet names, while they serve to weld the family closer together than ever before, should be reserved exclusively for family use. Remember how your father used to call you "Bumpkins" as he stroked your hair, and how that same name could make you cringe when it was constantly used by a sarcastic cousin?

A slight change in spelling or pronunciation of a name, or a change in the entire name, matters little, if it means harmony in the household; it is one of the non-essentials of life, and if your daughter derives a feeling of importance or security from this harmless pastime, you certainly can afford to do your part. There are so many issues yet to face, so many more important things to be met, that you can look on this as one of the lesser trials of being a parent; treat it intelligently and with the proper amount of interest, instead of dealing with your child in a cautious or negative manner. You have been fooled before, you say, excusing yourself, but this is not an important matter and, you will admit, it won't cost a penny!

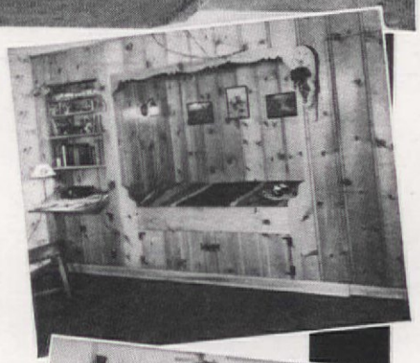
THAT HOME OF YOURS...

build it with WESTERN PINES*

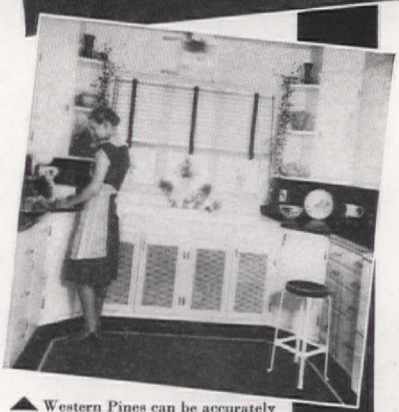


▲ Beauty at low cost can be achieved with sidings of Western Pines.

A boy's bedroom finished in Knotty Pine has a he-man character. ▶



The most modest home need not be denied beauty and charm in interior or exterior finish. Many delightful homes throughout the country have been built on a limited budget with Western Pines. Before you build, learn about the surprising economy, versatility and durable quality of Western Pines. Just send the coupon for a free copy of the beautiful picture book, "Building Your Home."



▲ Western Pines can be accurately "tailored" for kitchen cabinets and cupboards.

*Idaho White Pine *Ponderosa Pine *Sugar Pine

THESE ARE THE WESTERN PINES

SEND FOR THIS FREE BOOK

WESTERN PINE ASSOCIATION
Dept. F-158, Yeon Bldg., Portland, Ore.

Please send me your free book, "Building Your Home."

Name.....

Street.....

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

BACK TO THE

Arthur T. Mayer

FATHER LOADS EVERYTHING POSSIBLE INTO THE CAR

SUMMER in the country is an invention that, in my estimation, ranks right along with the steamboat and the sewing machine. But there have been occasions, such as the safari we made back to town with our two cats, our neighbor's ditto, and two sets of kittens, when I've felt they were one of those modern phenomena I could get along without. In our twenty trips—ten each way—we've hauled just about everything from baby bottles to mouse traps, and even now, when our children have passed the special equipment and furniture age, there is a staggering list of toys, books, and treasures which are still "musts" to them.

By the good old trial and error method, we've finally solved the transportation problem. The children, the dog, and I go by train. Father, the cat, and those belongings which have to be carted back and forth, go by car. Preparations usually begin about a week before we plan to leave, when I get out the list we made up in the spring for packing, cross off the things we plan to leave, and add new items we want to take back with us. I begin to assemble these and, when the actual packing begins, check off each item as it is put into the car.

OIL GARDEN TOOLS

Getting the house closed for the winter is tougher. In our community, we have to guard against housebreaking and thievery, mice and rats, dampness, winter sun, and cold, in that order. We put everything we can behind closed and barred doors, preferably in the house, store our wood in the cellar, and nail all the windows. We also notify the state troopers when we are leaving and post a notice of their protection on the doors, though we still wonder if this doesn't just announce to possible marauders that the place is to be unoccupied for a considerable period.

If possible we finish up odds and ends of painting before leaving and then paint brushes are thoroughly cleansed and hung up, partially-used

Kilmer Photos

PROTECT WOOLENS

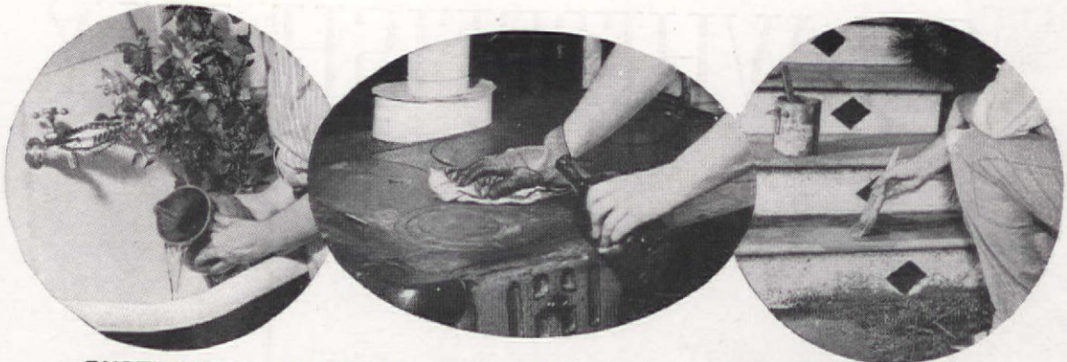
CHECKUP ON LINEN

THROW OUT OLD PAINT CANS

INSPECT CUPBOARDS

CITY!

MARGARET SPEER
New York City



EMPTY VASES OIL RANGE TO PROTECT AGAINST RUST PAINT PORCHES

tans of paint either thrown away or tightly sealed and stored upside down, to prevent formation of scum on the top. Tools are oiled, and even the corn popper, picnic equipment, metal shelf racks from ice box and stove get a coat of oil to prevent rust. The garden hose is hung up for a few days to drain thoroughly and then packed away with the tools. Of course I clean the kitchen carefully and dispose of unused food and liquids which might freeze and burst, clean out the medicine cabinet and empty vases.

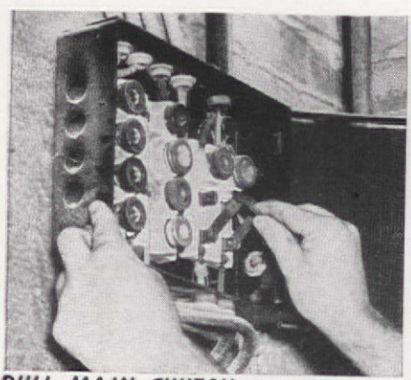
switch turned at the last minute to cut off all current at one fell swoop.

Well, we're off at last, leaving our beloved house behind us—everything carefully packed, doors, and windows, and barns nailed and locked and double-locked. We've certainly learned some tricks and some efficiency in the past ten years, even though many of the lessons were painful. What's that? We forgot to take down the children's swing! Well, it's too late to go back now. Just one more item to be added to our list for next year.

REPLACE SCREENS WITH STORM DOORS

PAINT OUT-DOOR FURNITURE

BRING IN WOOD



PULL MAIN SWITCH

HANG CURTAINS, ETC. ON LINE TO PROTECT AGAINST MICE

Arthur I. Mayer

MOTHER AND CHILDREN TRAVEL "LIGHT"

We used to hang our mattresses from the ceiling to keep rats and mice from feasting on them, but recently we've been leaving them on the beds, which we pull into the center of the rooms, and scattering rat poison on the floors. Because of mice, I never leave anything in drawers, but string a clothesline across our largest bedroom and on it hang all clothes, curtains, slip covers, bedding, etc., being careful to keep them away from the sun. Fortunately our house is so well sealed that not much dirt sifts in and, since we don't leave valuable articles, we don't bother covering them or using garment bags, though these would probably be a good idea.

If I have time, I also wax all the furniture, though we've found that it survives a cold winter better than our working equipment. The electric refrigerator and stove are still problems we haven't solved completely but we clean them carefully, oil all metal parts, and have them gone over carefully by an electrician in the spring.

In recent years we have arranged for a local plumber to turn the water on and off, a simple job since our pipes run outside the walls, rather than through them, and are boxed in with hinged doors at necessary outlets. The electric and telephone companies are notified by letter of the date of our impending departure, and the master electric

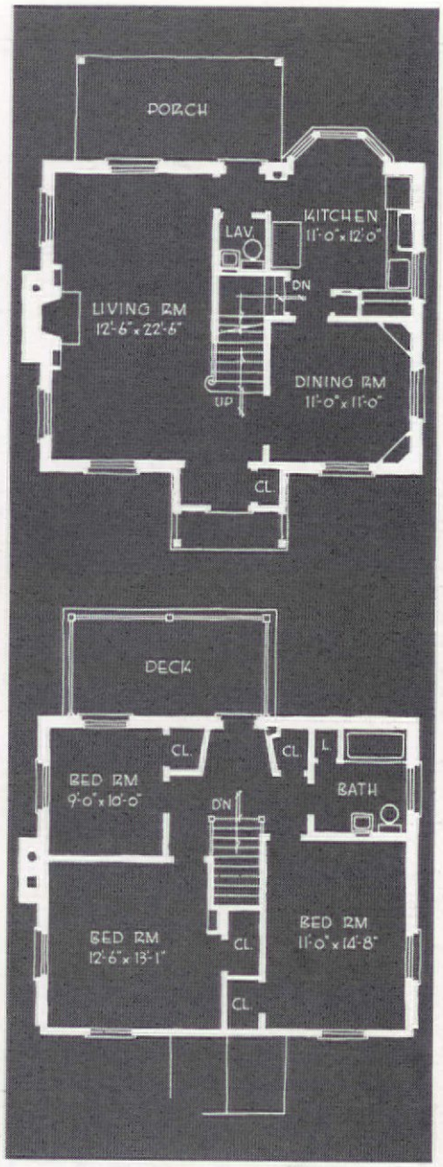
ON WHITEFISH BAY

Frank J. Willming

Whitefish Bay, Wisconsin, home of Mr. and Mrs. John W. Foster

NOT much more than twenty-eight feet wide or twenty-four feet deep in its over-all dimensions, built on a moderate-sized suburban lot, this six-room, brick and shingle home is right as rain for its homebody owners. A young couple with three small children, they've created an exceptional little home, one which gives them comfort, serviceability, and attractiveness in just enough space. The convenient features, up-to-date decorative touches which they've managed to include in the limited area of the house, offer worthwhile tips for everyone. For one thing, even though the house is smallish, the windows are bountifully big and the nicely arched entrance porch is oversize—and artfully provides a vestibule and coat closet inside as well as a covered porch outside. The living room has a distinctive fireplace face, simple white paneling with a nice flower

print arrangement flanked by tall bookshelves; it sets off the whole decorative scheme of the Early American living room—conventionally designed wallpaper in gray and white, maple furniture, comfortable armchairs in blue and white patterns flanking the fireplace, sofa covered in blue, white dotted curtains, and rag rugs. There is a rear door from the living room for anyone making a quick exit, and a small hall connects kitchen with living room for any special parties which the modest dining room couldn't hold. A back porch, readily reached from living room or kitchen for lounging or summer eating, is off the rear hall and so is a small and ever-useful washroom. The kitchen is a highlight of the home, with its knotty pine cupboards along one wall, knotty pine wallpaper, blue floor linoleum, pine-effect counter linoleum and the jolly breakfast-bay set with maple sawbuck table and chairs, framed by red and white checked gingham curtains. Upstairs, the overhang of the upper floor gives front bedrooms extra floor space, and a full second story gives good ceiling height.



Upstairs and down, these six rooms include adroitly the all-important small comforts and conveniences of a successful house

Forrest W. Trumpf
Builder

The convenience of shiny white modern equipment, the charm of old-time knotty pine cupboards, red and white gingham draperies, sawbuck table and maple chairs are most agreeably combined in the Foster kitchen

"AMAZING NEW 'IN THE WOOD' FINISH laughs at wear and tear! I could hardly believe it when my lumber dealer showed me the *Streamline* Scratch Test!"

"READY FOR USE INSTANTLY! You see, *Streamline* comes all *finished and waxed!* No smell, dust and bother! That's important, if you're remodeling!"

"IT'S A NEW KIND OF BEAUTY! My friends exclaim about the warm *glow* of *Streamline*—and the extra-wide beveled strips give a 'shadow pattern' effect!"

"SAVED US MONEY, TOO! Our *Streamline* Floors actually cost us less than ordinary hardwood floors finished on the job. And we get extra beauty and wear!"

MAKE THE "SCRATCH TEST"

Phone your lumber dealer—have him show you *proof* that Streamline's amazing new finish resists scratches that mar and chip ordinary "surface" finishes—and also *seals* the wood so it's easy to keep clean! See the warm, rich beauty of this new prefinished hardwood flooring. Write for literature.

E. L. BRUCE CO., 1443 Thomas St., Memphis, Tenn.

BRUCE *Factory-Finished* **STREAMLINE** HARDWOOD FLOORING

Trade Mark Reg. U. S. Pat. Off.

By the World's Largest Makers of Hardwood Floorings—Also Floor Finishes—Terminix

3 CLASSES~

1 The people who look at my apartment in a glum silence

2 Those who shriek, "My, but isn't this Bohemian!"

3 The lovely ones whose grins widen as they say, "Gosh, but this is swell"

AS FAR as I'm concerned the world is divided into these three classes of people, according to what happens when they first see my apartment. But maybe I'm prejudiced, for I'm foolish over the place, and have been since the minute I swung open its front casements and then looked about to see an honest-to-goodness fireplace. What matter if the walls were scabby brown with black garlands, the mantel black and gold, the woodwork poison green? The ceiling was high and stately, the mantel fairly simple, and the high arch of the three-yard window was stained glass above casements.

The rest of the place was pretty much of a mess, with a dismal big room behind the living room, a windowless, coffin-shaped bathroom, and an L-shaped kitchen, all testifying to the fact that the last tenant had been no Craig's wife. I decided to go away and think the thing over calmly.

Out on the street I looked back at the front of the Hicks Block. Four flights of stairs going up to four "first" floors, four stoops with funny Victorian fret-work ceilings, four pointed gables outlined with white; weathered, rosy brick, a myriad of odd-size windows, chimney pots on the roof looking vaguely like Paris. "Shucks," I said, and stalked back in. If the landlord would co-operate. . . . He would and he did. Out came the closet and bathroom partitions, as the kitchen and bath became one huge bath-dressing room; into the middle room went the kitchen sink, along with my big electric refrigerator and gas stove; down came the hideous light fixtures. Mantel and woodwork turned to spotless white, walls of living room and kitchen to pale yellow. Then I turned to Max Nixon, a young painter and sculptor, for help. Under his brush the living-room floor became light aquamarine, and the keeping room got navy blue under the kitchen equipment, navy on the dining side, and aqua down the middle. In the bathroom we went hog-wild with Victorian paper, white Venetian blinds, a dressing table skirted with red-and-white striped seersucker, and a floor which is bright red on one side and navy blue on the other.

In the center room, the equipment was necessarily strung down one wall, covering two now-unused doors, between which Max painted a mural, showing open shelves bearing epicurean dishes of steaming food, and above the whole thing—doors and all—a fantastic mural of a group of furious angels swirling to grab food off the shelves. On the dining side are a nice old walnut safe with glass doors, a walnut trestle table made from an old sewing-school cutting table, and rust-colored cotton draperies.

Under the huge window in my living room went box springs and mattress, covered with blue homespun, and near it my radio-phonograph, with an easy chair slip-covered in white herring-bone cotton. An old sanitary cot, with one wing turned back and the whole padded and covered in blue, provides extra seating space, and for each end Max made lamp tables of white pine, waxed, with shelves for records. Over the cot is another mural, of three galloping horses. Straight draperies of monk's cloth can be pushed clear to the frames or pulled completely across the windows.

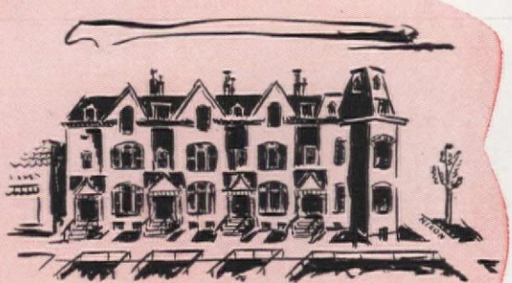
As a single business woman, away from home all day, I need a solid, substantial home far less than a gay place to relax and indulge my hobbies. I need a good bath and dressing room, a good bed, and room enough to entertain groups of ten or twelve. My new apartment didn't cost much (in actual money, at least) and it's just right for my needs. My fire burns bright in winter, the summer sun shines in riotously, and I'm smugly happy.

THIS IS WHAT I HAD

Black garland wallpaper

Coffin-shaped bathroom

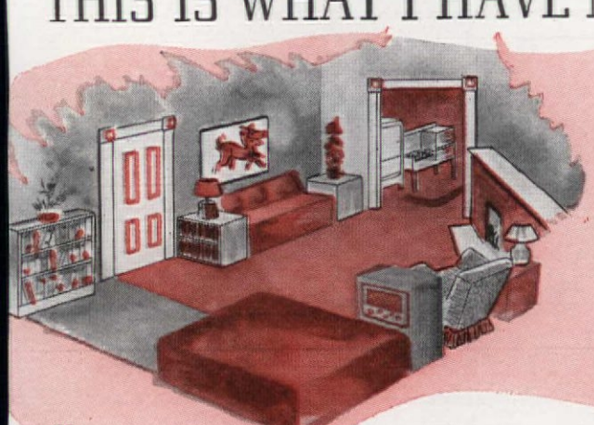
The old tenant was no Craig's wife

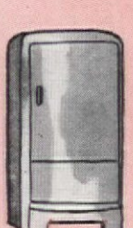


Hicks Block = 4 flights of stairs, 4 stoops with funny Victorian railings, 4 pointed gables

THIS IS WHAT I HAVE NOW

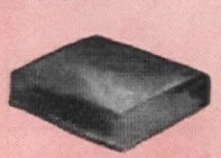
DOROTHY McKENZIE, Topeka, Kansas





Big electric refrigerator + gas stove

Good bath and dressing table



A good bed

Delightful murals of furious angels swirling to grab the food off the shelves

MAD ANTHONY

"Where Wayne goes there is always a fight"

Anthony Wayne's father was an Indian fighter and a member of the Provincial Assembly, and his grandfather a commander of dragoons at the battle of Boyne. Born in Chester County, Penna., on January 1, 1745, Anthony early showed military leanings. "What he is best qualified for I know not," his uncle remarked. "One thing I am certain of, he will never make a scholar. He may perhaps make a soldier. He has already distracted the brains of two-thirds of the boys under my charge by rehearsals of battles, sieges, etc. . . . ."

Anthony became a surveyor in his home town and at the age of twenty was sent to Nova Scotia at the recommendation of Benjamin Franklin to locate a parcel of land granted by the Crown to a group of Pennsylvanians. He then returned to his home, married and succeeded his father as a representative to the General Assembly.

Military Exploits

Wayne was an ardent patriot and in 1775 raised a regiment of volunteers, receiving appointment as its colonel from the Continental Congress. After being wounded at the battle of Three Rivers, he received a brigadier's commission and took command at Ticonderoga, soon after joining General Washington in New Jersey. He was distinguished for valor at Brandywine, Germantown and Monmouth but reached the peak of his career at the capture of Stony Point. While Washington and his army were in winter quarters at Valley Forge, Wayne succeeded in driving several hundred head of cattle and many horses into camp under the very noses of the enemy.

It was at this time that the British Major Andre wrote some verses to the tune of "Yankee Doodle" which concluded with the following:—

But now I end my lyric strain,
I tremble whilst I show it!
Lest this same warrior-driver Wayne
Should ever catch the poet.

Strangely enough, Major Andre, upon his capture, was delivered into the hands of "Mad Anthony" Wayne.

Distinction

Wayne cooperated with Lafayette in Virginia and conducted successful operations in Georgia after the surrender of Cornwallis. During his activities in the South (1782) his forces annihilated a large body of Creek Indians, Wayne killing their bravest chief, Guistersigo, in a hand-to-hand encounter. Early in his career a popular saying developed, "Where Wayne goes there is always a fight". When he died in December 1796, Major-General Wayne was commander-in-chief of the Army of the United States.

Wayne believed that it was the business of a young man to be trained in law or arms and that a young lady should be accomplished in the drawing room. He desired the education of his children to follow these lines. ¶ *The Home, through its agents and brokers, is America's leading insurance protector of American Homes and the Homes of American Industry.*

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FIRE • AUTOMOBILE • MARINE INSURANCE

"But How Will the *Colors* Look 3 Years From Now?"

"Never before had I seen Jim so interested in wall coverings. We talked about color schemes by the hour . . . then Jim popped this idea: 'If the right colors are so important, then it's doubly wise to choose Wall-Tex and get colors that *stay* beautiful!'

(Years Later) "Just as Jim said, wall coverings have a tough time of it . . . such big areas to collect dust and soot and become spotted. But look at our beautiful Wall-Tex . . . immaculately clean . . . colors fresh and bright . . . because Wall-Tex is washable with soap and water.

"Now, we're through with plaster crack troubles, too — because our beautiful, washable Wall-Tex has a tough convas base that protects the plaster and avoids costly wall repairing and frequent redecoration. That's sound economy."

What's your favorite color scheme? Wall-Tex offers you a wide variety of lovely patterns and colors for every room setting. Send for free portfolio showing rooms in full color, sample swatches and smart new designs by Norman Bel Geddes.

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DECORATIVE WALL CANVAS

MAIL COUPON FOR FREE BOOK

COLUMBUS COATED FABRICS CORPORATION
Dept. A-91, Columbus, Ohio
Send me Wall-Tex portfolio with colorful illustrations, including Wall-Tex Swatches.

Name_____
Address_____
City and State_____

AMATEURS

CAN Grow Them!

FRAGRANT colorful freesias, usually considered florists' flowers, are an easy-to-grow, delightful feature of my winter window garden. Seeds sown about April in good garden soil germinate within a month (upper cut shows 65-day seedlings) and usually bloom for me by February. Over summer, keep them moist in a cool, partly shady place; before frost, shift to a cool but sunny window. Or pot bulbs (saved or bought) in good soil in late August and keep the pots in a cool, bright place outdoors until frost threatens. Stake or allow the foliage to droop as you like. After the flowers fade, give less and less water until the leaves are quite dry; then store the bulbs in a cool, dry place (in or out of the pots) till time to plant them again.
OLGA R. TIEMANN, Westboro, Mo.

It Ain't Funny, Sister!

"Sure, I know—I'm just a disagreeable grouch. But who can sing in the bath and smile at breakfast when the night has been spent in tossing and turning, shifting and squirming? What I need is more and better rest—no fooling."

Sleep on OWEN hand-woven innersprings

Mattresses built around Owen Hand-woven innersprings are made "for the rest of your life!" Because the spirals of lead-tempered steel are interlocked, mattress resiliency is uniform. There can be no sag, slump or bump to cause restlessness. The body is cradled in natural position and nothing retards the relaxation that banishes fatigue. Look for the quality tag shown below when you choose a new mattress. It identifies those having genuine Owen hand-woven innersprings.

In the Perfect Posture Mattress designed and endorsed by Dr. Mattison there are Owen springs of proper weight resistance for each section of the body—heavier springs under the center section; medium springs under head and shoulders; lighter springs under the legs. Body support is equalized.

"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. S)
Bridgeport, Connecticut

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

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

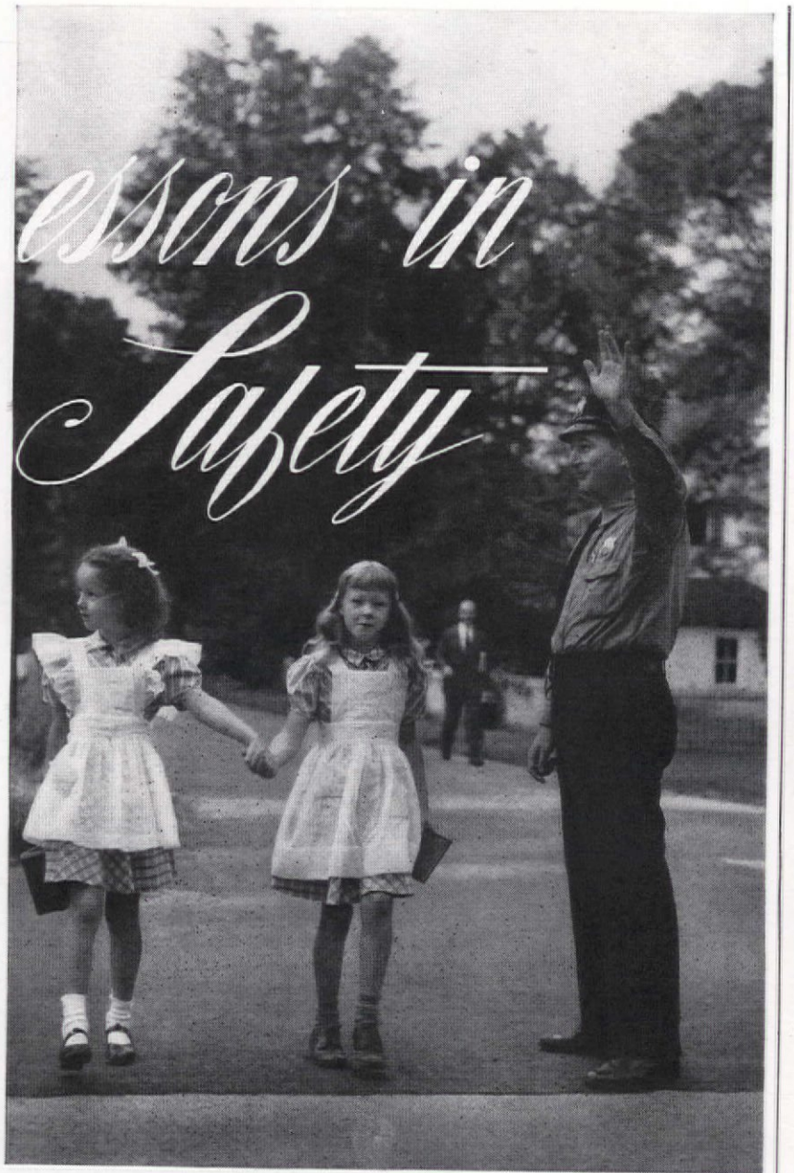
H. Armstrong Roberts

MADELEINE SHIPMAN
Los Angeles, Calif.

WHEN Billy started to nursery school, his mother went with him. As they approached the intersection down the street, they repeated together the little formula, "The green light says 'Go'. The red light says 'Stop'."

At first she held his hand as they crossed the street. She explained when to look up and when to look down the street, that there were some corners that didn't have red and green lights and that there he

Lessons in Safety



R. H. Ross

would have to be sure there were no cars at all coming. When they heard a siren she told him what it meant as they stood quietly waiting for the ambulance or the fire trucks to pass.

Later, she let him tell her when it was safe for them both to start across. It wasn't long before Billy could cross the street alone while his mother stood on the corner and watched, and after a few weeks he was able to make the entire trip to school by himself.

Billy had learned that meeting danger situations was a matter-of-fact procedure followed by grownups as well as children. Therefore, crossing the street, for example, was nothing to get upset about, nor was it to be taken lightly. "Look both ways," and "Be sure the cars have stopped," had been translated from mere warnings into meaningful experience.

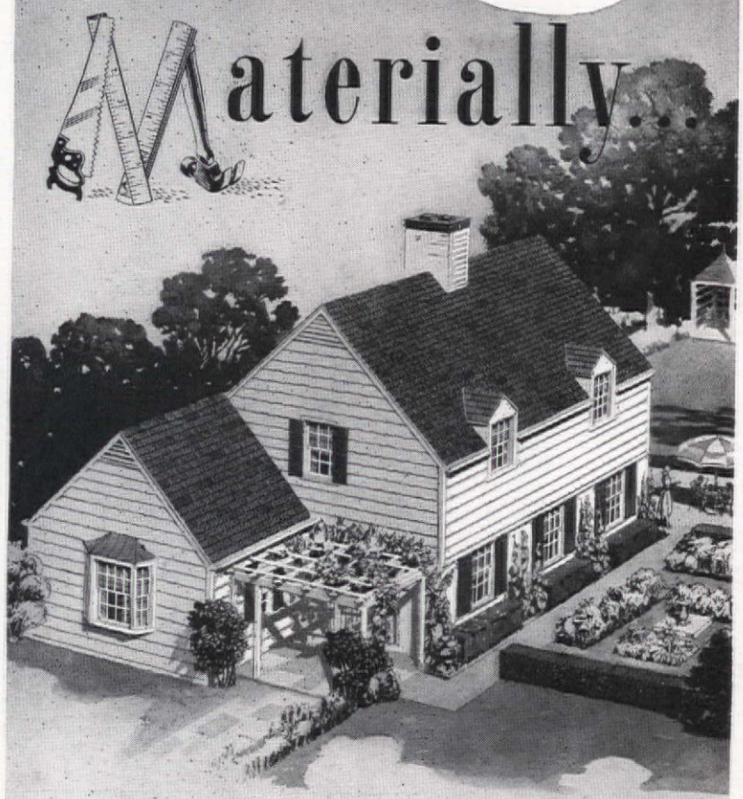
In the same way a child can be taught proper handling of, and respect for, objects which, though they may make dangerous playthings, cannot always be eliminated from the environment—matches or knives, for example. Verbal warnings alone are far from satisfactory and may have undesirable effects, either frightening the child or, if repeated too often, conveying no meaning at all to a youngster preoccupied with other, and to him, world-shaking matters.

Those schools which have instituted student safety organizations are doing splendid work in teaching children to control the factors of their environment so that they may avoid danger when possible and face it alertly when necessary. Group activity gives the youngsters a chance to plan and carry out their own safety routines, and makes safety measures popular, while the smart-aleck becomes an object of disapproval rather than of awed admiration, as he might otherwise be.

This same sort of program can be carried out in the home, as the father of three grade-schoolers demonstrated. Taking home an inspection blank issued by an insurance company to make householders more conscious of accident-hazards in their homes, he enlisted the aid of his children with the result that, at their suggestion, a "Keep-Out-Accident-Day" is being held each week in that household, and lessons in safety are learned.

How to Improve your House

Materially...



...build, insulate and decorate with Flintkote products!

Improve your new home, or your remodeling, by choosing the *right* materials.

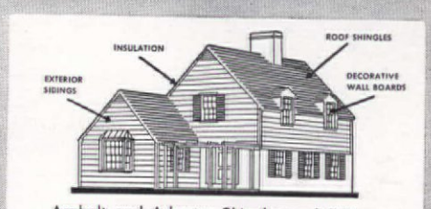
Study the reasons for selecting asbestos or asphalt shingles and sidings, for using rock wool and structural insulation, for finishing rooms with decorative insulation board.

And, finally, be sure to take advantage of professional building experience. Your nearby Flintkote dealer, because of the years he has helped other home builders and home owners, is excellently equipped to help *you*.

The sooner you talk with him, the surer you are to save money on any building or modernizing that you plan to do. The Flintkote Company, 30 Rockefeller Plaza, New York.

FHA It's easy to pay for a new home—or remodel your present one—with a Federal Housing Administration insured loan. Monthly payments are often *lower than rent!*

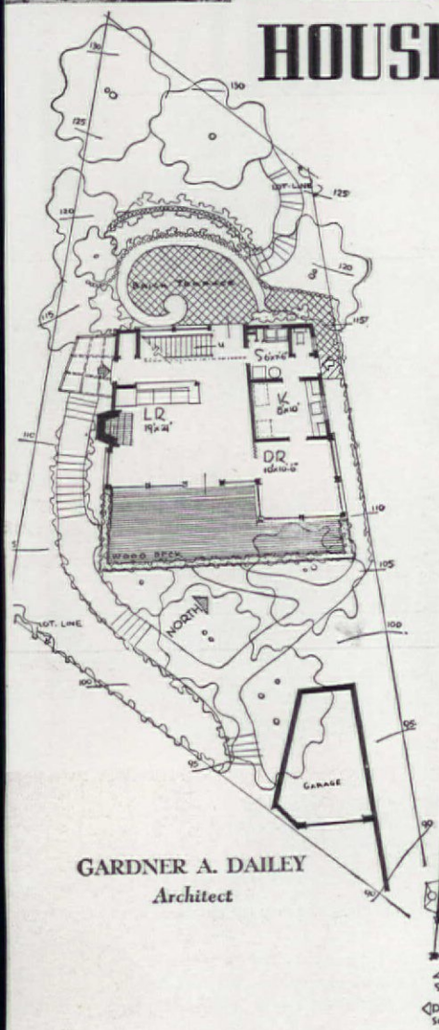
Products of the same high quality are sold by the Beckman-Dawson, Richardson and Pioneer Divisions of the Flintkote Company.

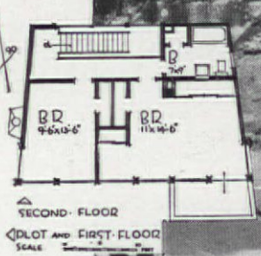


Asphalt and Asbestos Shingles and Sidings
Insulation Board Products. .Home Insulation

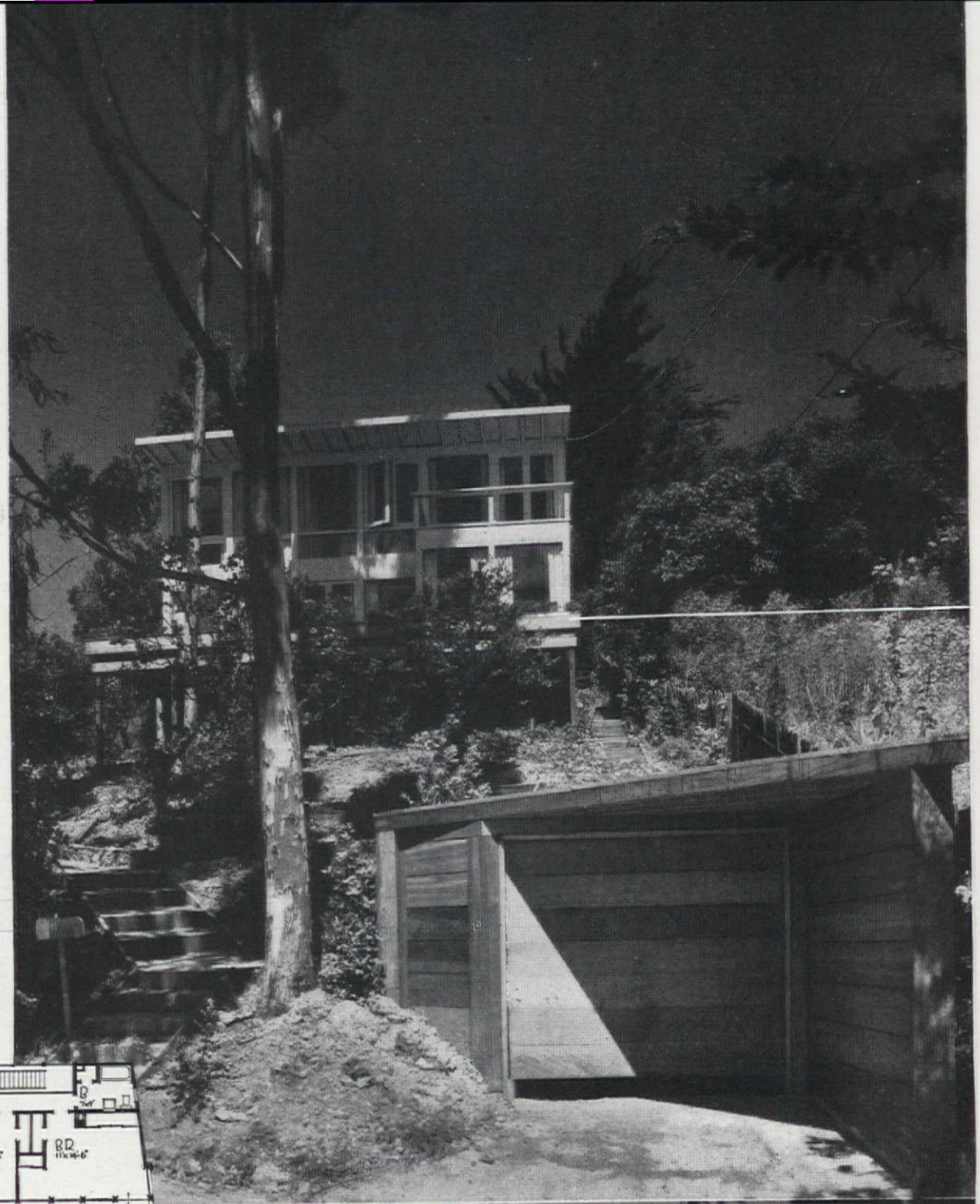
FLINTKOTE *Building Materials*

THE OWENS' HOUSE





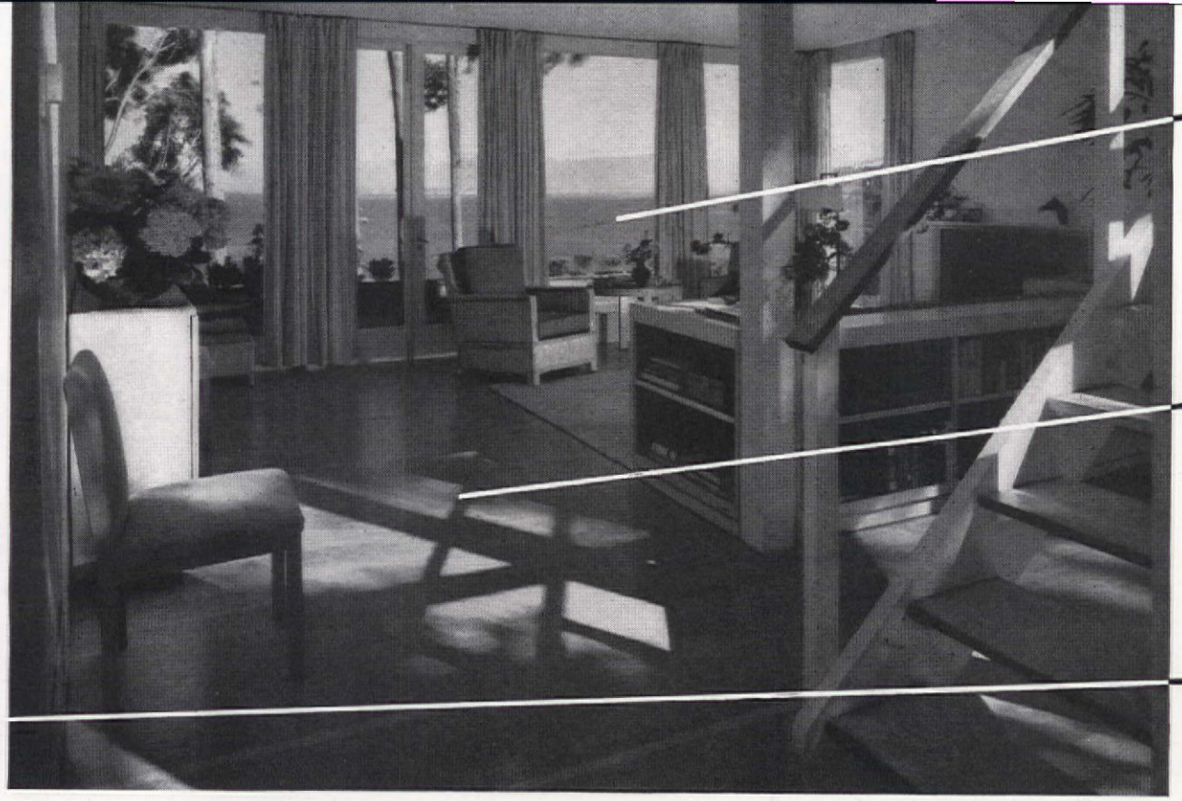
GARDNER A. DAILEY
Architect



Story and photographs by
ROGER STURTEVANT

NEIGHBORS still look slightly "down the nose" at it, but architectural critics have called it the most significant house in America. The essentials are those of any new house: modern plumbing, a roof, four walls, the usual divided space for living, eating, sleeping. What makes this house significant is *respect*—complete respect for the land on which it was built, the view it commands, the comparatively modest sum ($5,000) which could be expended, and above all, a respect for the personality of the one who spends her days in it, Mrs. Len D. Owens.

The Owens' lot in the steep wooded hills of Sausalito, Calif., commands a view of Angel Island, grimly picturesque Alcatraz, the great Bay Bridge, and much of the city of San Francisco, as well as a little cove harboring small boats directly below. Having bought it, Mrs. Owens presented her problem to architect Gardner A. Dailey, whose solution is pictured on these two pages.



Sheet glass set into wall framing creates large glass wall areas to catch magnificent view

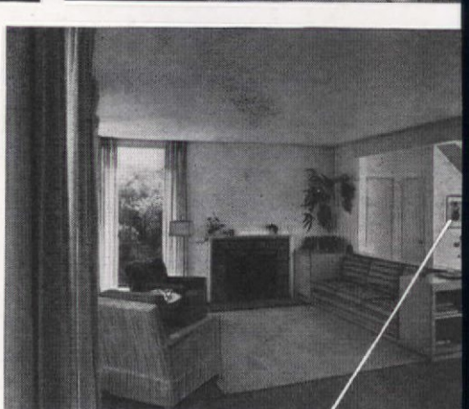
Minimum of furniture to keep open feeling; minimum of color so as not to compete with view

Deck off living room has no rail—for good view

Free-standing open stairs, inexpensive, view-saving

Large, many-purposed built-in couch placed for enjoyment of fireplac and bay view, serves as division between entrance area and rest of room

Designed around matched stock steel units



Sheet glass wall costs same as wood and plaster

Pie shape of entrance porch deflects wind from front door; holes in plywood rear wall relieve wind pressure

Simple white pine plywood, waxed

White gypsum plaster, left unpainted

PRECISION-BUILT Quality Homes

HOUSING
the new Army of Defense

In all parts of the country, houses for the new legions of defense workers are rapidly being produced—through the new technique of *prefabrication.* Unit by unit, these practical, convenient, attractive homes are being erected, of sections previously constructed in centralized fabricating plants.

In a high percentage of Defense Housing, Precision-Built Construction is used. Pioneered in 1935, Precision-Built Construction leads the field—in speed . . . economy . . . quality . . . permanence. This method of construction, made possible by Homasote weatherproof insulation and tested by the Bureau of Standards, is proved by $6,000,000 of architect-designed private homes already erected. Complete flexibility of design has made Precision-Built Construction popular with home owners, architects and builders alike.

Today, Homasote Company is operating on a 24-hour, 6½ day week—and expanding its production facilities as rapidly as possible. Homasote wholesalers and retailers are cheerfully cooperating with the Defense Program—at personal sacrifice; they know that for months to come they will not be able to secure their normal requirements.

But as the pressure of the Defense Program lessens—fabricating plants all over the country will be equipped to serve the private home owner—through his own architect and builder. Using production line methods, turning out completed, ready-to-move-into houses in one to three weeks, your Precision-Built Home will be entirely your own—any style, any size, but with new high standards of quality, low maintenance and heating costs and important new savings all the way through. HOMASOTE COMPANY, Trenton, New Jersey.

Weatherproof
HOMASOTE
Insulating and Building Board

Built-ins

1

2

Ideas and sketches by William J. Hennessey

Dorothy B. Porter

OWNERS of traditionally designed and furnished homes may envy moderns their attractive, built-in storage facilities. But the idea is equally adaptable to period interiors. The four built-ins shown are of stock wood trim, and lumber. 1. A stock door frame is the central feature of this formal cabinet and bookcase. 2. Door frame around a plastered opening with book and china shelves. 3. Pleasant change from the corner cupboard in a dining room cabinet with storage trays

without going MODERN

3

This suggestion for the end wall of a small bedroom would liven up the whole room tremendously as well as provide super-duper storage. Built-in drawers, trays behind the middle doors, posts, do the trick

A bright home leads to pleasant living

Nothing can brighten a home so effectively—or inexpensively—as flowers, especially if they are tastefully arranged into charming designs. And nothing brightens the most important part of a home . . . the people in it . . . like delicious, ice-cold Coca-Cola. Everybody welcomes the life and sparkle of this refreshing drink. It's one of the simple things that make living more pleasant.

Size of book
7" x 9"

NEW! VOLUME 2

Send for this Entirely New Book

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

The Six-Bottle Carton

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

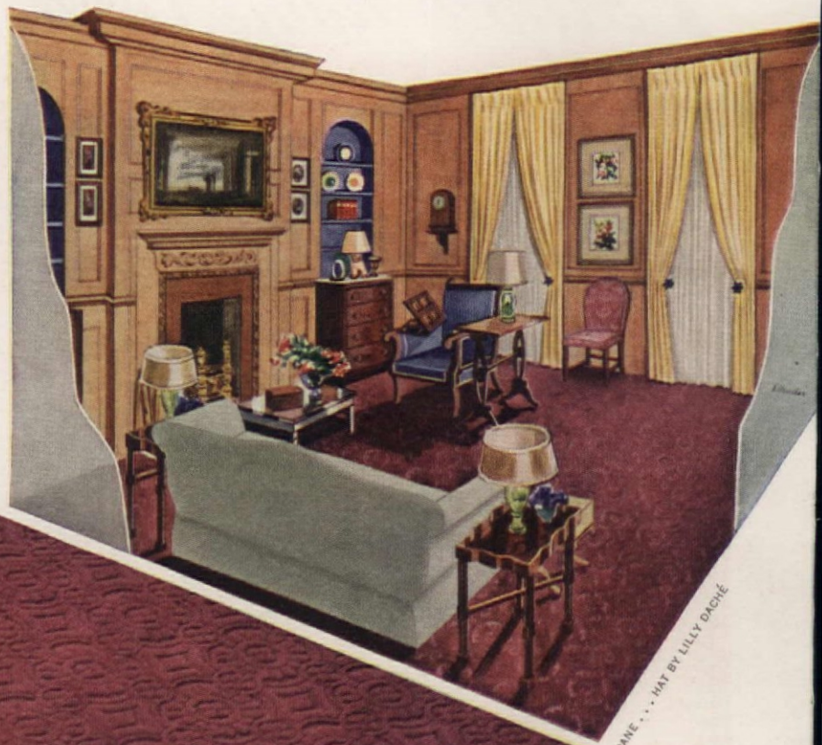
•

There are many interesting ways to serve Coca-Cola. But it should always be served ice-cold. Pre-cool the bottles in the refrigerator and bring them in arranged in ice. Many people will want to drink Coca-Cola right out of the bottle. The easy way to buy it is in the handy six-bottle carton from your dealer.

COPYRIGHT 1941, THE COCA-COLA COMPANY

Ready for more BEAUTIFUL CARPETING?

Has the thrilling moment arrived when you are ready to shop for beautiful new carpeting? If so, we want you to know that your desire for more exquisite colors and delightful new texture-effects is exactly what the Makers of Gulistan have planned to satisfy! And planned it so that a great range of fastidious styling is now available at prices to suit every purse. Today, the insistent demand for creations by the Makers of Gulistan in 12,000 stores speaks for itself. America evidently recognizes more beautiful carpets when it sees them. *Be sure to look for the label when shopping, as pictured below.* Convenient terms almost everywhere. General price ranges are indicated below.



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

1. RENAISSANCE CARPETING. *A texture weave in relief, exclusive to Karagheusian. Pattern: "Classique." Color: Amethyst Rose. $11.95 per sq. yd.*
2. AXMINSTER WEAVES *from $3.95 per sq. yd.*
3. PLAIN SHADE BROADLOOMS *(Hard-Twist and Standard Weaves) from $4.95 per sq. yd.*
4. WILTON BROADLOOMS *from $6.50 per sq. yd.*
5. GULISTAN CARPETING, *$15.75 per sq. yd.*

(Prices slightly higher in the West)

PRODUCT OF KARAGHEUSIAN

THE ***MAKERS*** *OF*

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

GULISTAN

MADE IN U. S. A. BY A. & M. KARAGHEUSIAN INC • HEAD OFFICE 295 FIFTH AVENUE NEW YORK

Have you heard about

Alexander

the garden club that really *digs*?

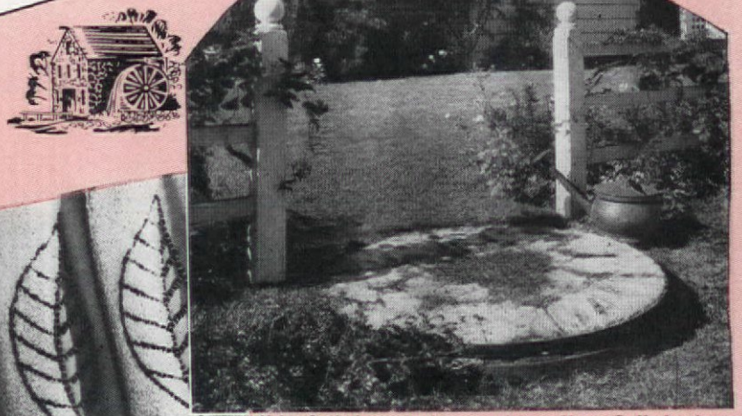
It's called "The Diggers" . . . it has twelve members, all of them women . . . their objective is to help one another . . . and they do

THERE'S a fine and friendly rivalry among the typical AMERICAN HOME families who live in a beautiful California valley that nestles between the protecting heights of Mt. Diablo and the hills back of Berkeley and Oakland. They vie with one another to see who can ise the finest children and the fattest puppies, grow the best flowers and he greenest lawns, and keep the most charming homes. But young ma- ons, however ambitious, left at home by commuting Heads of their ouses, cannot, unaided, garden very extensively or intensively, either. hey tried, but found that they wore themselves out between week ends hen their husbands' brawn was available; and got meager results, at that.

Then, one lovely spring afternoon, a group of these women ere sipping tea on Julie Hannan's brick terrace, and the talk ntered on her attractive new house and its incipient garden. But there's just never time," complained Julie, "to do all at should be done to a garden." Out of that remark and the nanimous endorsement it received was born a club gener- usly endowed with pep and wisdom. (It was called The Diggers, but this e of the term must not be confused with its application, in California, to low form of Indian life.) According to its rules of procedure, members ust not be late to meetings but must arrive at the chosen garden by n A.M., wearing old clothes or jeans. Each girl must bring her own ncheon; the hostess furnishes coffee or a cold drink. Meetings are so ranged that all members receive visits and equal attention (assistance), pecially in the busy gardening seasons. During any inactive midsummer nd winter periods, members conscientiously study and summarize au- entic books on floriculture, landscape gardening, and flower arrange- ent; at each meeting they stage arrangements of materials brought om their own gardens. They swap plants, cuttings, and seeds and strive r variety in their gardens so that all can share the interesting results.

Yes, the husbands did laugh indulgently when they heard about this different kind of garden club. But after they drove over one day to see what had happened to the garden in which a meeting had been held, they felt differently. There it was, trim and tidy, cultivated, raked, and sprayed —effective proof of the value of co-operative effort and mutual benefit. A loud hooray ascended as the husbands realized how they, too, could share in the results, and soon they began to provide useful little gadgets that the girls could use: light wheelbarrows, wheeled cultivators, long-handled weeders and such (with the understanding that they could borrow them now and then on week ends). The Club doesn't stop at floriculture. Hardly a member's home but produces its own succulent vegetables and juicy fruits, with plenty of ornamental gourds, herbs, rhubarb, sunflowers, etc., for fragrance, seed, and color.—**DORIS HUDSON MOSS, Alameda, Calif.**

What won't they think of next!



Helen Swift Jones, landscape architect; Harry G. Healy photos

An old millstone, long since abandoned, makes picturesque, moss-covered stepping stone to Mrs. Gustave Haenschen's garden

Givan-Johnston Weavers; E. R. Johnston photo

DID you ever think of making an inexpensive material into something very extra special yourself? The top fabric, left, started out as plain rust desert cloth, its design worked in cotton bouclé yarn with a hooked-rug needle. The other is just striped denim, further striped with rick-rack braid, and ornamented with red-laquered brass brads. Designed by two young textile experts, husband and wife, who think you, too, can do as well!

Designs by Jane Givan & Bruce Johnston

Rescued from an auto junk yard for 50¢, the front seat of somebody's car is now slip covered to make a love seat.—Jeannette D. Kronengold, Sandy Hook, Conn.

HAVE you a camera—any kind of a camera? Then you're all set for Christmas cards when December rolls around. Instead of taking pictures of *your* family, take them of your *neighbors'* children, and send them to each set of parents with your Christmas greeting. You'll find they're delighted to receive pictures of their own children. Be on the lookout for unusual and appealing "shots" beginning right now!—**A. NELSON, Cass Lake, Minn.**

Take Johnnie's Picture for His Mother's Christmas!

Here is a picture "frame" made out of monk's cloth cut in one piece, stitched to cardboard, with both edges fringed. Bright paper mat.—L. VERNESS. Hollywood, California

Maynard L. Parker

Powder room for men in the Bel Air, West Los Angeles, Cal., home of Geo. L. Miller. Lavatory enclosed in old English washstand, office filing trays for male needs. —MARTHA B. DARBYSHIRE

For extra toys, pins, cleaning tissues, bibs, etc., needed frequently when you take the baby motoring, tie a shoe pocket to the back of the front seat. Save yourself the annoyance of losing some of them and of having to open the luggage continually for the rest.—ELIZABETH PADDOCK, Arlington, Va.

When entertaining several guests, write first names on beverage glasses with nail polish so they'll get the same glasses with nail Remover will take them off.'— Mrs. C. A. Klopp, Minneapolis

CAKE PANS BECOME WALL PIECES!

Punch holes through cake tins and fasten in bunches of flowers or fruit to make shiny "shadow-box" pictures. All from dime store

F. M. Demarest

For SPEED in Construction build with FIR-TEX

Walls are Fir-Tex Colorkote panels; ceiling is Fir-Tex Tile. This lovely room is therefore insulated against heat, cold and noise—all as an incidental result of using Fir-Tex, which was chosen for its beauty, economy, and its practical application.

FIR-TEX Saves Labor Time

Fir-Tex goes up fast. It speeds up the entire job. Fir-Tex interior panels can be put up as soon as the plumbing and wiring are in.

FIR-TEX for Plaster Base

Prepare walls for plastering the modern way. Use Fir-Tex Insulating Board Lath. This solid insulating plaster base prevents lath marks; minimizes cracks.

FIR-TEX Improves Construction

Fir-Tex boards give tremendous bracing strength to homes. A Fir-Texed home is long-lived and withstands extremities of climate.

FIR-TEX for Sheathing

Use Firkote Sheathing on roof and outer walls to *seal out* heat rays and *seal in* wintertime furnace heat. Sheathing and insulation in one board, at one cost.

FIR-TEX is Made of Sound Wood Fibers

Fir-Tex insulation board is made of sound wood fibers. Tough, long fibers from natural wood are thoroughly sterilized and felted together into boards of maximum insulating qualities and great bracing strength.

FIR-TEX
INSULATING BUILDING BOARD

FREE—28-PAGE PICTURE BOOK
with suggestions for building and decorating.
Mail to: FIR-TEX AH-S41
Porter Building, Portland, Oregon.
*Name*_____
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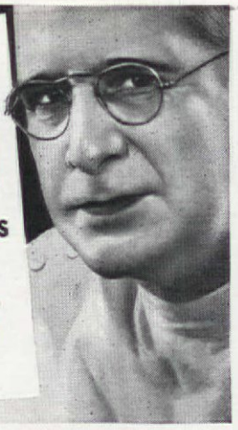
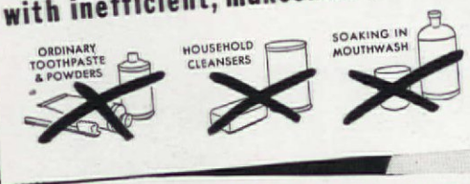
YOU CAN'T CLEAN FALSE TEETH

with inefficient, makeshift methods





Dentists say PLAY SAFE—USE POLIDENT

Cleans Without Brushing, Ends "Denture Breath"

In the tiny crevices of plates and bridges, food debris collects and decays. A tough, dingy, almost invisible film absorbs germs and impurities . . . gives teeth a discolored, more noticeably *artificial* look . . . causes that vile mouth odor, "Denture Breath."

Mouth washes, ordinary pastes or powders are *not designed* to clean and purify false teeth! Household cleansers can ruin your plate! No brush can reach the danger-spots!

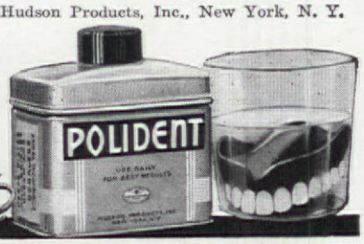
That's why leading dentists everywhere recommend POLIDENT . . . the revolutionary cleanser that *dissolves* away all film, stain, tarnish, odor *without brushing, acid or danger.* POLIDENT purifies every tiny crevice, makes plates and bridges *look* better, *feel* better. Leaves breath sweeter, purer.

Tens of thousands call POLIDENT a blessing. Recommended by Good Housekeeping Bureau. Costs only 30¢ at all drug stores—*your money back if not delighted.*

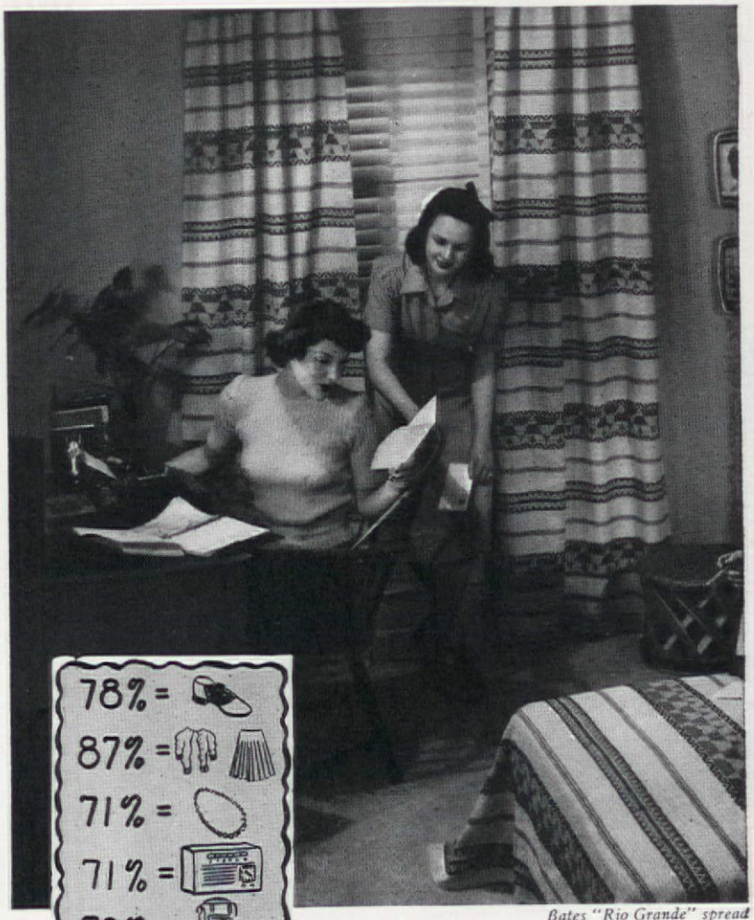
Hudson Products, Inc., New York, N. Y.

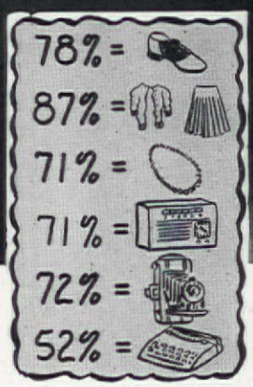
Cleans and Purifies **Without Brushing**

Do this daily: Add a little Polident powder to half a glass of water. Stir. Then put in plate or bridge for 10 to 15 minutes. Rinse—and it's ready to use.



POLIDENT



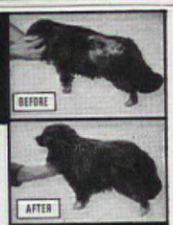


Bates "Rio Grande" spread

DON'T ever think you can make up a college girl's mind for her! She has her own ideas and isn't going to be talked into anything just because "mother knows best." To find out exactly what they like, the Bates Co. sent out a college board from Yale, Vassar, Duke, Columbia, Southern California, and Minnesota. They interviewed 2,207 college girls, 1,009 college boys and 541 high school seniors. And from this representative group they turned up some potent facts.

For example, 78% preferred saddle oxfords for campus wear—while 64% were against wedge-type shoes. The average number of sweaters owned by a student, including both cardigans and pullovers, was twelve. (Eighty-seven percent said sweaters and skirts were backbone of wardrobe.) Fifty-four percent prefer gored skirts to pleated ones, probably with an eye to pressing bills. That a reversible raincoat is a "must" was affirmed by 57%, and we think this a very sensible idea, in case any col-

Quick Relief FROM SUMMER ECZEMA

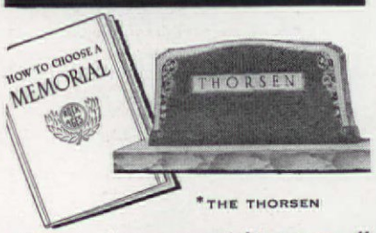


Startling discovery of REAL cause of Summer Eczema makes it easy to correct and prevent this hot weather problem. Simply get Hilo Dip and Ointment at pet, seed, dept. stores or send 50c for small or $1.00 for large combination. Pamphlet with photos of actual cases FREE

THE HILO CO. Dept. Y-9. Springdale, Conn.

Hilo DIP and OINTMENT

THIS *New Free Book* SETTLES YOUR PROBLEM



*THE THORSEN

"How to choose a memorial" answers all questions in this important matter. Details of proper size, form, placement, landscaping, inscriptions, cemetery regulations all covered fully by foremost authorities in this FREE 24-page, illustrated book. Do not delay. Find out what you need to know *now.* Write today to ROCK OF AGES CORP., 216 Great Quarry Road, Barre, Vt.

*THE THORSEN—*One of many new exclusive Rock of Ages designs identified by trade-mark engraved permanently on the granite. Guaranteed for eternal satisfaction.

ROCK of AGES — ROCK of AGES *Granite Memorials*

YOU GIRLS!

Who Suffer From

DYSMENORRHEA

which makes you WEAK, NERVOUS—

If you suffer headache, cramps, backache, feel "dragged out," blue, cranky, with dark circles under your eyes—due to functional monthly disturbances—try Lydia E. Pinkham's Vegetable Compound!

Pinkham's Compound is made *especially* to relieve such female distress—it helps build up resistance against such tired, nervous feelings. Hundreds of thousands of women remarkably helped. *Try it!*

WHEN YOU CHANGE ADDRESS—Be sure to notify the Subscription Dept. of THE AMERICAN HOME at 251 Fourth Ave., N. Y. C., giving the old as well as the new address, and do this at least four weeks in advance. The Post Office Department does not forward magazines unless you pay additional postage.

BACKACHE, LEG PAINS MAY BE DANGER SIGN

Of Tired Kidneys

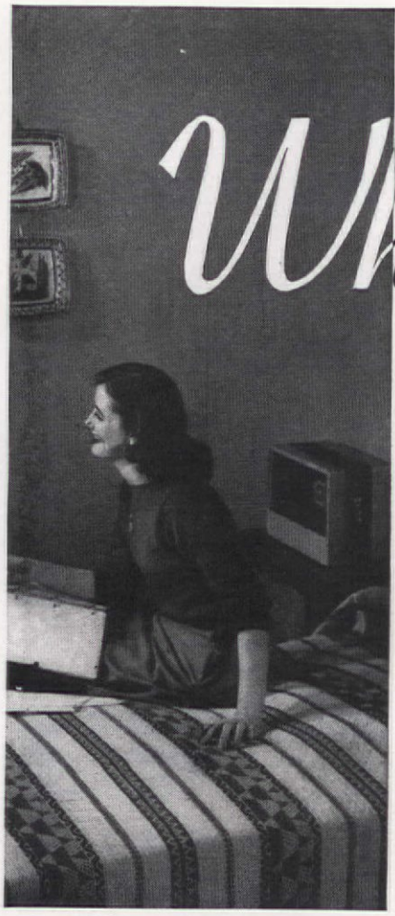
If backache and leg pains are making you miserable, don't just complain and do nothing about them. Nature may be warning you that your kidneys need attention.

The kidneys are Nature's chief way of taking excess acids and poisonous waste out of the blood. They help most people pass about 3 pints a day.

If the 15 miles of kidney tubes and filters don't work well, poisonous waste matter stays in the blood. These poisons may start nagging backaches, rheumatic pains, leg pains, loss of pep and energy, getting up nights, swelling, puffiness under the eyes, headaches and dizziness.

Don't wait! Ask your druggist for Doan's Pills, used successfully by millions for over 40 years. They give happy relief and will help the 15 miles of kidney tubes flush out poisonous waste from the blood. Get Doan's Pills.

IDEA! KEEP OUT JACK FROST! When you think you're going to have a frost and you hate to think of your favorite flowers perishing, drive stakes into the ground at both ends. Stretch a stout wire across, and in the evening throw an old sheet over the whole bed.—DOROTHY PORTER, Summit, N. J.



What do College Girls Want?

lege girls will listen to us! Also, your daughter would love a fur coat, preferably hardy muskrat or beaver, though 47% do very nicely without one. The popular girls say that an evening wrap and four evening dresses are needed to carry them through the year. (It's about an even toss-up between romantic bouffants and sophisticated sleek ones, so let Jeannie decide for herself.) Pearls are still the favorite jewelry for sweaters and skirts, said 71%. Then, believe it or not, 28% make a few of their own clothes, mainly in summer. And—remember these figures when buying gifts—52% own typewriters; 71%, portable radios; 72%, cameras!

Now there is also the little matter of "decorating up" dormitory rooms, and the board found that a good, healthy 65% demanded woven spreads, the kind that you can sit on and the laundry can't hurt. Almost one out of every three rooms had draperies to match the spread—and if they can't be bought, your daughter will make her own by buying an extra spread, splitting it in the middle and hemming.

Well, at this point you know a lot. You can learn still more by heeding the advice of college salesgirls found in most department store college shops.

IDEA!

MODIFIED SHERIDAN STYLE is what I call these pie-tin light fixtures that look like old-fashioned pewter candle brackets—for Ellen Sheridan has made all AMERICAN HOME readers wise to the possibilities of kitchen utensils. Mrs. Coburn Allen, my "gadget lady" friend who made them, used 8" pie tins for reflectors, and small jelly molds to hold the candle-shaped light bulbs. You solder the jelly mold to the pie tin, nail to the wall, and plug the cord to a wall socket.—**W. P. TYLER, Seattle, Washington.**

"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 Ave., Chicago, Ill.

Vacation Fun!

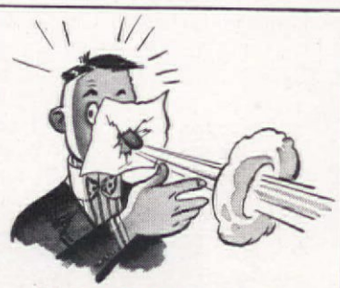
GOING AWAY?...WRAP COSMETICS AND BREAKABLES IN *KLEENEX* WHEN YOU PACK...NO BROKEN GLASS...NO CLOTHES RUINED!

(from a letter by A. B., Marshall, Texas)

Quick! The Butter Blotters!

WHEN YOU SERVE CORN ON THE COB SERVE *KLEENEX* TO CATCH THE BUTTER DRIPPINGS! SAVES NAPKINS, CUTS LAUNDRY COST!

(from a letter by M. J. W., Gary, Ind.)



No More Blow-Outs

SINCE I STOPPED USING CHEAP TISSUES AND SWITCHED TO SOFT, STRONG *KLEENEX* FOR COLDS AND HAY FEVER.

(from a letter by L. C. H., Springfield, Mass.)

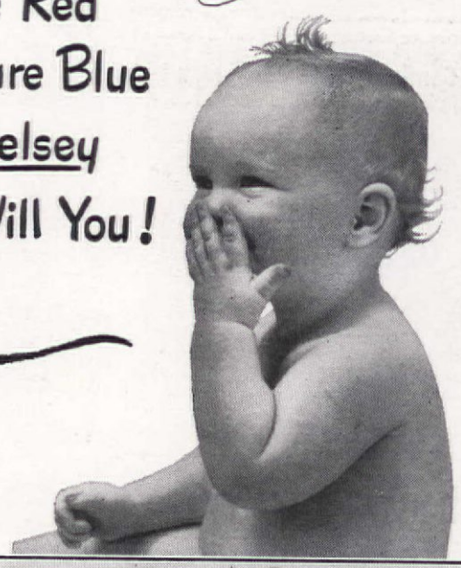
Highways Are Happy Ways

...WITH *KLEENEX* IN THE CAR TO CLEAN WINDSHIELD AND SUNGLASSES, TO WIPE STICKY FINGERS AFTER A "SNACK".

(from a letter by R. E. K., Los Angeles, Calif.)

KLEENEX* DISPOSABLE TISSUES

Roses are Red
Violets are Blue
I Love Delsey
And So Will You!



DELSEY* TOILET PAPER

soft like Kleenex Tissues
double-ply for extra strength

3 ROLLS FOR 25¢ - 12 ROLLS FOR 97¢

★ Trade Marks Reg. U. S. Pat. Off.

Ever use a Book like this

You'll certainly find a household inventory worthwhile having in your home. You keep in it an accurate record of everything you own — your furniture, clothing, jewelry, silverware, books, etc. You know exactly the real value of your home. No guesswork. No taking chances with trouble.

It comes in mighty handy

Your household inventory not only helps you determine the types and amounts of insurance you should have for your home — *but most important*, if you have a fire or a burglary, your inventory shows the amount of loss. It insures a quicker, more satisfactory settlement of your claims.

Send for Free copy Now!

Start keeping a household inventory. Our new free inventory contains complete simple instructions. Has plenty of pages to list everything — room by room — including each item's value. And there's also a handy section for keeping records of all your insurance policies. Simply send coupon. We'll mail your copy.

The EMPLOYERS' GROUP

Practically every form of insurance except life

110 Milk St., Boston, Mass.

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

Name.....

Address.....

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PLEASE PRINT PLAINLY 9-41

RICHARD WURTS
New York City

GET under the skin of New York—or any big city—and you'll find all kinds of surprises. Who would imagine, for instance, that behind this staid brownstone dwelling in the East Sixties is the lovely little garden pictured across the way? Arriving in this country in November, 1937, the young Englishman who made it found good brick walls and the wisteria pergola at the far end; the rest was wilderness, mostly paved with flagstone so as to leave little room for flowers.

"First," he says, "I cut back the privet bushes along the walls, took up the paving except under the pergola and two narrow side paths two feet out from the walls, and dug the ground thoroughly, putting in plenty of fertilizer. Just before the ground froze, I planted $10 worth of cheap bulbs—hyacinths, tulips, narcissi, crocus and scilla. Over winter, I read up on plants that grow best in the city and in early spring I sowed grass seed to make a central lawn panel with flower beds at either end; but, despite a web of thread that I strung across it, the birds never let the grass get started. The bulbs did well except the tulips, which apparently were diseased; similar results the second year convinced me that second-rate, bargain tulips will not succeed in city

Wurts Brothers

Ewing Galloway

Who Could Guess

The beauty that's hidden behind old brownstone fronts?

Wurts Brothers

gardens. To smarten up the house end of the garden, I painted about twelve feet of wall on either side white and erected wooden trellis, now covered by two grape vines that cost 25 cents each. To follow the bulbs I set out various annuals that I had started in the house or bought as seedlings; in the fall, chrysanthemums and asters that I got from a friend made a fine show. The third year I reseeded my lawn, covered it with fine chicken wire that kept the birds off, and it is lovely all summer long. A friend living with me contributed some birthday money and we had the wall fountain made and installed; we have since added various ferns and mosses collected on trips to the country. The garden has cost about $45 each year, including new bulbs, of which I now have 2,500."

—With these

BALSAM-WOOL

Double Benefits

"INSULATION pays for itself in fuel savings and year-round comfort, Mrs. Home Builder—so you may as well get the best. That's why, from my experience as an architect in designing hundreds of homes, I recommend Balsam-Wool Double Value Insulation."

* * *

Balsam-Wool, the Aristocrat of Insulations, has been used in more than 250,000 homes, has given 19 years of perfect performance—an unequaled record. Here are the Double Advantages provided by Balsam-Wool Sealed Insulation:

★ **DOUBLE sealing**—Balsam-Wool is completely protected on both sides and edges by a tough covering.

★ **DOUBLE moisture liners**—providing an efficient and lasting moisture barrier.

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★ **DOUBLE air spaces**—to increase insulation efficiency—to allow the walls to breathe. Thickness scientifically designed for highest efficiency.

★ **DOUBLE bonding**—Balsam-Wool is bonded securely to both liners to prevent settling or packing down.

★ **DOUBLE fastening**—Balsam-Wool is doubly and firmly fastened in place, completely eliminating settling. Balsam-Wool is fire and termite-resistant.

INCREASE YOUR COMFORT PAY BY THE MONTH

If you want to increase comfort and cut fuel bills in your present home, insulate the attic with Balsam-Wool —GUARANTEED to give you complete satisfaction, or your money back. Ask your lumber dealer about the monthly payment plan. The coupon will bring you full information on Balsam-Wool—mail it today.

BALSAM-WOOL

Double Value Insulation

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☐ New construction ☐ Remodeling

To assist us in giving you special information, please check: I am a home owner ☐ renter ☐ architect ☐ student ☐ contractor ☐.

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Address.....

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

Are Your Young Things UNDERFOOT?

Sketch by Kenneth W. Thompson

The William Baker Wards kept theirs there, and still achieved peace and quiet in their Portland, Me., home

Henry W. Boyden

JUNE WARD
Portland, Me.

WE HAD brought up our children to bring their friends home, but when they reached high school age, we sometimes wished we hadn't. Trying to read against the latest in boogie-woogie, or sitting on the edge of the bed with the family darning, wasn't my idea of a quiet, comfortable evening at home. We needed a guest room, too, just to complicate the situation even further.

It took a lot of visits and rose-colored glasses to see the possibilities in our basement, but finally we realized that it was deep, giving us a seven-foot ceiling; had plenty of windows; and the stairs were ideally situated. The room, 30′ x 12′, and equipped with built-in bunks, serves now as living room and occasional bedroom. Ceiling beams cover steam pipes and form a background for son's collection of old guns; scads of cupboards and storage places conceal meter boxes; a tiny sheet-iron stove, set on a bricked-in iron frame, makes our fireplace, phony but fun. The cement stairway wall is painted yellow, a contrast to the stained, knotty-pine walls, and the cement floor is dark, bottle green, spattered with color. There's a radio, a long pine table, comfortable chairs, and such gayety that the young folk have taken over, and my husband and I can read the paper or visit in peace, even though they are, literally, underfoot.

"NO MORE LUXURIOUS COMFORT ON EARTH." It has been said that no other man-made invention gives a deeper, more thoroughly satisfying sense of complete rest and relaxation than the Beautyrest. This famous mattress cradles every tired inch of you in unashamed, toe-wriggling, luxury comfort.

The inside story of mattress comfort

1. Did you ever walk on a bare mattress?

The kind of "bare" mattress we mean is one whose cover and padding have been ripped back to expose the "inner works"—the coils. A few steps on only *two* such mattresses (a Beautyrest and any other) will tell you the whole story of mattress comfort.

For *looks* can tell you nothing about comfort. Comfort depends solely on what's *inside*. And there are two main types of mattress "insides."

2. The ordinary mattress sags under your weight

This is the usual type of mattress "insides." The springs are joined one to another. So, when you push one spring down, the others around it must go down, too. This is the age-old "hammock" principle. The whole mattress must sag toward the spot where your greatest weight lies.

Now see how the Beautyrest operates: why it is the only mattress that offers you *luxury comfort.*

3. But the Beautyrest cradles you

The Beautyrest is different from other mattresses. Its 837 coils are *separate*—not joined together. Set in its own muslin pocket, each coil acts independently. That's why Beautyrest gives you that blissful sensation of *floating* . . . of *buoyant* support. Your body is gently, evenly cradled from head to toe—in its *natural* position.

That's the secret of Beautyrest's *luxury* comfort. Other mattresses just don't give it!

4. Can such luxurious sleeping comfort last?

Let a famous independent laboratory answer this question. The U. S. Testing Co. tested seventeen makes from all popular-price lines on their Mattress Endurance Machines (Cert. Test #11760). *Beautyrest lasted three times longer than any other!*

So our staunch guarantee to rebuild your Beautyrest free of charge if any structural defect occurs within ten full years—is really *conservative!* With care, it will probably last *much* longer.

5. Here's why it stays firm and "fresh"

Beautyrest has eight *working* ventilators around its deep sides. Sit on a Beautyrest and feel the air breathe out. As you rise, fresh air is drawn back in, to keep it fresh and sanitary always.

Thanks to a patented "sag-proof" border, the edges of a Beautyrest stay firm and neat and even. Lumps and hollows won't form, either. So you need turn your Beautyrest only 4 or 5 times a year!

This is the Beautyrest label.

6. Yet it costs only a penny a night!

Based on our conservative 10-year guarantee alone, Beautyrest—world's most luxurious mattress—figures out to only a penny a night.

Why, many mattresses priced far *less* than Beautyrest's $39.50 (slightly higher in Canada) actually cost far *more*—over the years! Remember, no mattress tested stood up one-third as long. So get the *most* for your mattress money.

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

One of the modern ways of L·O·F Window Conditioning

Easy in! Easy out! This type of storm window, fitted with L·O·F Glass, consists of sections that fit into permanently placed metal frames. Screened sections fit the same frames.

Easily washed indoors. Being simple to remove from inside, these storm windows can be taken out and washed whenever they need it. They fit snugly.

Double windows! Double comfort! Double thrift!

Why pay money to be uncomfortable? Heating costs a lot more and the house is not as comfortably warm *without* Window Conditioning—double windows and doors with Libbey·Owens·Ford Quality Glass.

According to scientifically measured results, Window Conditioning will save up to 30 per cent of your fuel bill. With *both* Window Conditioning and attic insulation, you practically double the savings—as much as 40 to 50 per cent—and help to conserve the nation's fuel.

Another advantage of double glass insulation is freedom from foggy, drippy windows. You can have healthful humidity without having water condense, run down and ruin window sills, loosen wallpaper, soil drapes.

There are many types of storm windows and doors glazed with Libbey·Owens·Ford Glass. Your lumber dealer displaying the L·O·F shield is the place to go for the kind you need. He will give you facts and figures on costs and savings. See him before snow flies.

"We saved $38 on fuel last winter." Case after case, like this one in Illinois, proves the pay-for-itself economy of Window Conditioning. Storm windows save as high as 30 per cent of heating costs. Add to that the extra comfort they give and the freedom from "steamed" windows. Good reasons, all, for seeing your lumber dealer about L·O·F Window Conditioning (and attic insulation) before Jack Frost comes around.

GET THIS IDEA BOOK! It's brand new and full of ways you can make your home more livable and lovable with L·O·F Glass, Designed for Happiness. Send 10c to Libbey·Owens·Ford Glass Company, Dept. AH-941, Nicholas Bldg., Toledo, O.

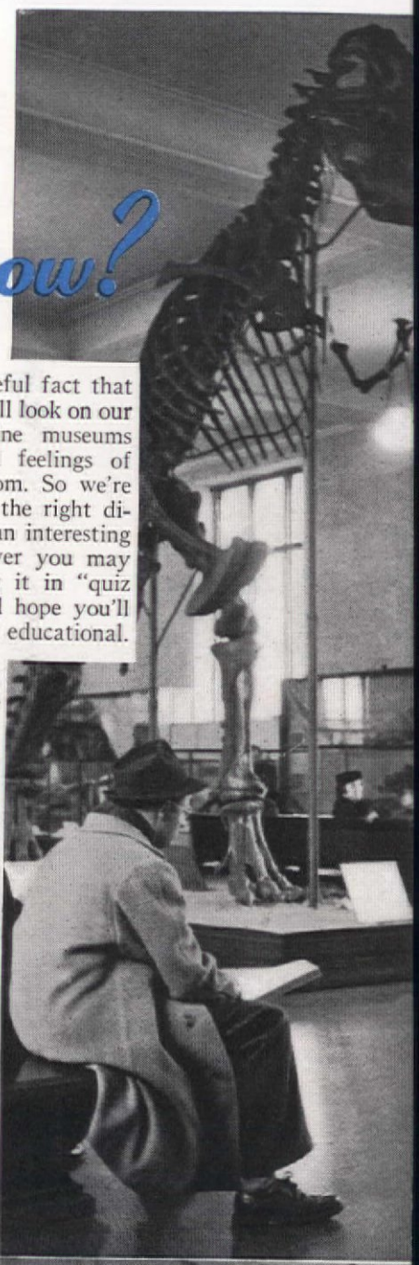
LIBBEY OWENS FORD GLASS

Designed for Happiness

See your L·O·F Lumber and Glass Dealer

How Much Do You Know?

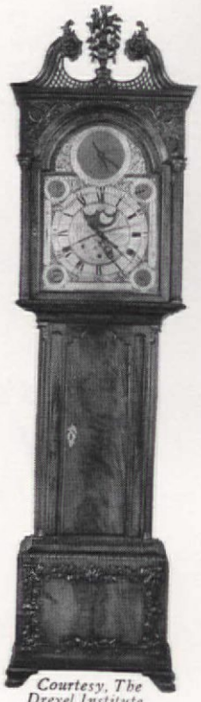
EDNA DEU PREE NELSON, New York City



IT'S a shameful fact that lots of us still look on our country's fine museums with mixed feelings of awe and boredom. So we're starting you in the right direction toward an interesting museum, wherever you may be. We're doing it in "quiz game" style and hope you'll find it fun—and educational.

Walt Sanders from Black Star

Courtesy, The Minneapolis Institute of Arts



Courtesy, The Drexel Institute, Philadelphia, Pa.

7

Courtesy, The Metropolitan Museum, New York

1 **MINNEAPOLIS INSTITUTE OF ART:: Here is a period room named for a sovereign who ruled during a portion of the eighteenth century. What period is it?**

2 **DREXEL INSTITUTE, PHILADELPHIA:: Who made this early American clock and for what combination of unusual features is it noted?**

V. De Palma from Black Star

3 **WORCESTER, MASS., MUSEUM:: What kind of porcelain is this shown at right?**

Courtesy, Worcester Art Museum

Courtesy, The Metropolitan Museum of Art, New York

4 **METROPOLITAN MUSEUM, NEW YORK:: Just a tin box—for what and in what period was it used?**

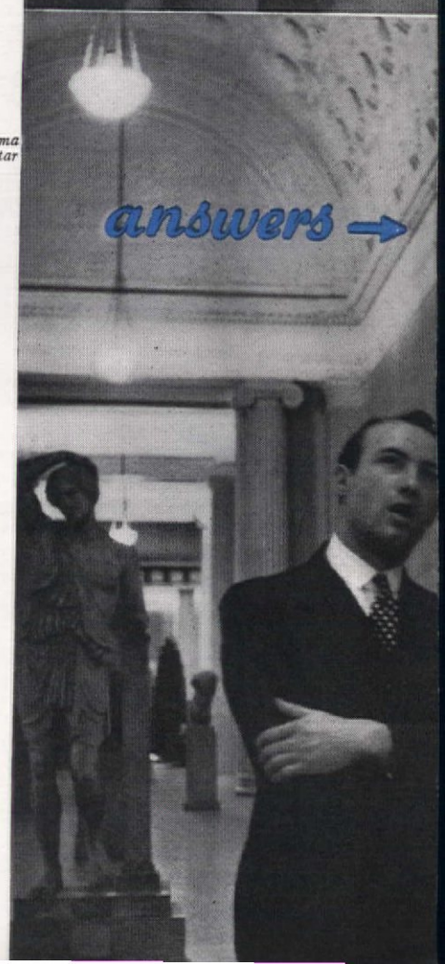
Courtesy, The Museum of Fine Arts of Houston, Texas

←5 **HOUSTON, TEXAS, MUSEUM OF FINE ARTS:: A wine cooler made by an eighteenth-century potter. Who was he?**

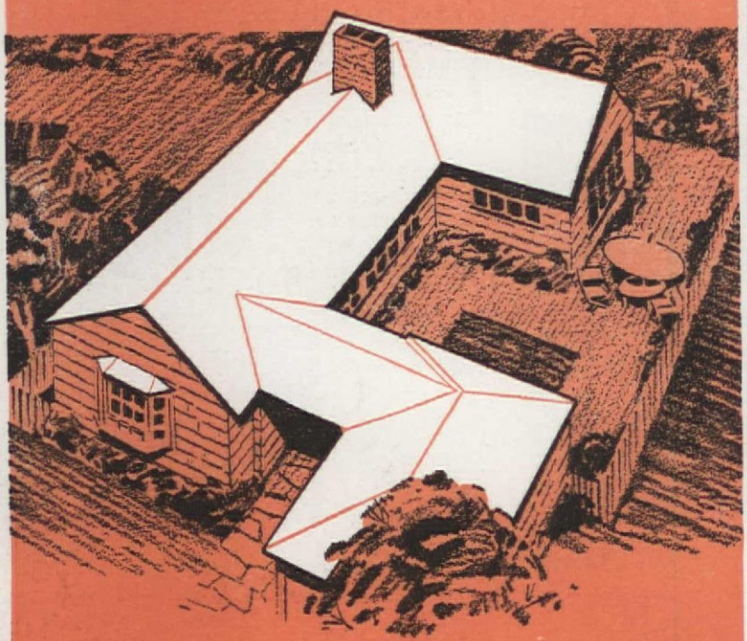
6 **HOW WAS ABRAHAM LINCOLN'S HOME furnished and where can a replica of his living room be found?**

7 **WHO WAS CORNELIUS KIERSTEDE, in what city did he work, and where can samples of his work be seen?**

answers →



WHAT ROOF IS BEST FOR MY HOUSE?



1. *Good looks*
2. *Long life*
3. *Trouble-free*
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5. *Good insulation*
6. *Low cost*

IN BUILDING A HOME, THE MOST IMPORTANT QUESTION IS WHAT MATERIAL WILL GIVE THE GREATEST SERVICE AND SATISFACTION THROUGHOUT THE YEARS

Red Cedar Shingles

Give the answer in protection, long life, beauty, low upkeep cost, and good insulation. A Red Cedar Shingle roof, figured by the cost per year, is the cheapest roof you can buy and at the same time is "tops" in style and weather resistance.

EXTERIOR WALLS double-coursed with two layers of Red Cedar Shingles provide—as well as substantial construction—unusual beauty. And lovely, indeed, are the color treatments that Red Cedar Shingles afford.

Protect and Insulate
LIKE FEATHERS ON A BIRD *with...*

CERTIGRADE
Red Cedar Shingles

SOLD EVERYWHERE BY LUMBER DEALERS

RED CEDAR SHINGLE BUREAU
Seattle, U. S. A., or Vancouver, B. C., Canada

Please send me your two illustrated books, "Home Protection" and "Portfolio of Small Homes." I enclose ten cents in stamps or coin to defray mailing cost.

*Name*_____

*Address*_____

Courtesy, The Minneapolis Institute of Art

Here to the

NOW, let's see how good you are—how much you know about your Museum. If you can't answer the questions right off, don't be discouraged—quite frankly we felt the same way until after we had visited our own local museum and refreshed our memory. Take another look at the questions before deciding you just don't know.

1 The room in the Minneapolis Institute of Art is English, Queen Anne period, distinguished by curved line, cabriole leg, shaped stretchers, gros and petit point. Two walnut side chairs with vase-shaped splats and a mirror having arched top and Prince of Wales feathers decoration, are typical. Rare high chair of yew.

2 An early clock in the Drexel Institute, Philadelphia, made by David Rittenhouse, noted astrologer, in 1774, shows time of day, to the second, month, phases of moon, position of sun and planets; chimes ten tunes.

3 This porcelain in the Worcester, Mass., Museum, is fine Sevres, noted for colors of deep blue tinged with purple, turquoise blue, apple green and a lovely rose Pompadour.

4 In the Metropolitan Museum, New York, is this oddly shaped tin box with punched, decorated top, a device that served in the eighteenth century as a common kitchen grater.

5 The wine cooler in the Houston (Texas) Museum of Art was made in the eighteenth century at the pottery works owned by Sir Josiah Wedgwood, in England.

6 Abraham Lincoln's Springfield (Ill.) parlor in the Chicago Historical Society Museum is a replica of the one used by the famliy in the 1850's. The furnishings, typically Victorian, are originals, arranged as when they were in use. Wallpaper is a copy of original.

7 Cornelius Kierstede, an early New York silversmith, made the rare silver tea kettle in the American Wing of the Metropolitan Museum. Of Dutch descent, Kierstede worked in New York from 1698 until 1722.

Courtesy, Chicago Historical Society

are answers museum quiz

MORE NEXT MONTH!

Sketch by Dorothy Porter

THE OLD PICTURE FRAME of walnut from grandmother's portrait is what you need to make a framed Victorian bouquet of real flowers, a quaint and elegant addition to any house. It may be walnut or gold, an oval about 15" x 13" or 13" x 11", outside measurements, being the best size for the dainty bouquet it will hold. Use a really old Staffordshire vase with delicate floral design on the front, a horn of plenty type, or even a small, modern, pottery vase. Small flowers like violets, moss roses, pink and blue forget-me-nots, columbine and Beatrix pinks are the daintiest.

To prepare the frame, remove all screws, glass, and so forth. Back the frame with black velveteen mounted on heavy cardboard. Make a horizontal slit through cardboard and velveteen, insert a narrow strip of sheet lead, bent at a right angle in back, to support vase.—**BARBARA R. ROBSON, Berkeley, Calif.**

And then-they discovered

PEQUOT PERCALES

and slept luxuriously ever after!

ONCE UPON A TIME pretty Mrs. X thought wistfully: "I *wish* I could buy fine percale sheets without feeling so extravagant." One day when Mrs. X was shopping, some lovely, lovely sheets caught her eye. She stopped and touched them longingly . . . so beautiful they were, the texture so soft and fine. Then she noticed the label. "Why, these are *Pequot* Percales!" she exclaimed. "Yes, indeed," smiled the saleslady. "And aren't they exquisite!" And so Mrs. X discovered that percale sheets can be an *affordable* luxury . . . when made in the Pequot tradition . . . woven firm and even, from cotton that is very fine and strong. Why not make this same pleasant discovery? And sleep luxuriously ever after. Ask your favorite sheet department to show you Pequot Percales. Pequot Mills, Salem, Massachusetts.

PEQUOT PERCALE *Sheets and Pillow Cases*

Your buying guide -the CLASSIFIED

The 'yellow pages' of your telephone directory tell where to buy many of the products and services you want. And they give information that helps you find the stores and tradespeople best fitted to supply your needs.

IMPERIAL MASTERS TABLES

are a mark of distinction and good taste. From among the 12 beautiful *Masters* designs choose the ones most complimentary to the furnishings of your home. Masters Tables have been authoritatively styled to go with most popular periods; they harmonize perfectly with each other. The Berkley Coffee Table, of mahogany with removable glass tray at $17.50*, is one of the 12 Masters Tables now being featured — $14.75 to $39.50 — in special group displays by leading stores But see all 12 — the complete selection of Masters Tables by Imperial before you decide

**Prices slightly higher at distant points*

Imperial Grand Rapids Michigan

IMPERIAL FURNITURE CO., Grand Rapids, Michigan

Send me your new illustrated booklet on "The Choice and Use of Tables," for which I am enclosing 10c (coin). Address Dept. 9-A.

My Name_____

Address_____

City_____ State_____ 9-A.

At Home

HAZEL DELL GAYNE
St. Paul, Minn.

ONCE the honeymoon is over and you start the serious business of putting a foundation under at least one of those castles in the air, you'll see that real life is not like the movies. You will be scrimping along on much less than ten thousand a year, and an obliging aunt Nell will *not* build you a little mansion. Your husband's income will be in the neighborhood of $2,000 or less, and probably you won't have a rich and doting relative eager to build you a house and equip it from cellar to attic. As the long search for living quarters begins, you will find an acute housing problem for young couples in your—and my—income brackets.

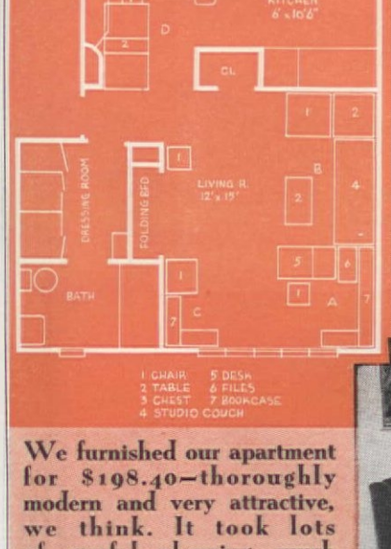
If you live in a big city, your temporary solution will be a small apartment. Let's be realistic about this temporary period. It's going to be exciting and dramatic because there will be struggle in it. It may well be the most significant in your whole married life. For it's that important period when our husbands are establishing themselves, when we budget to the last nickel while spending hours planning every detail of that wonderful house we'll build some day, when most of us are having the children who will occupy that house of the future and make it the home in which they will live and entertain.

Well, my husband happens to be an instructor in a large university, and an art instructor at that. Money was scarce (like your husband, he was awfully good but underpaid). However, the house had to be *right*. It took careful planning, a spirit of adventure, and some plain common sense to furnish our very small modern apartment.

We couldn't afford mistakes, couldn't just pick up a lamp here and an end table there because they struck our fancy. And we didn't gobble up the first easy chair we saw, only to discover that there wasn't room for it. We sat down and worked the whole thing out with pencil, paper, and ruler. (It's much easier to move things around on paper than to push a bookcase, encyclopedias, china cat collection, and all.)

First, what kind of people were we and what would we do in our home? Well, most of our entertaining would be done in small groups, the quiet little dinner sort of thing. There would be lots of reading, writing, and studying. Therefore, our living room would have to serve as a combined lounge and study. Fortunately, meals could be served elsewhere, since our dining area is not a part of the living room.

Second, what sort of home did



We furnished our apartment for $198.40—thoroughly modern and very attractive, we think. It took lots of careful planning, much shopping around for just the right thing. Both important steps for young budgets

After October 1st

Ewing Galloway

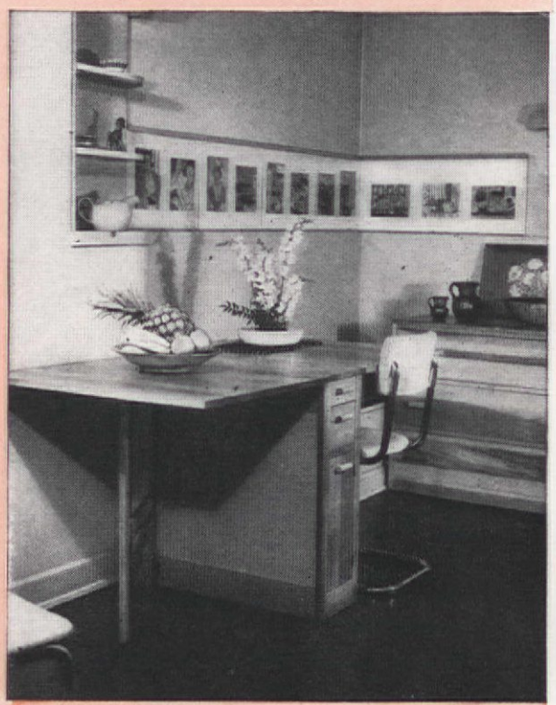
we hope to have in the future? What kind of furniture would be perfectly suitable for our present apartment and yet adaptable to a larger home? We knew that all furniture should be as flexible as possible. A davenport with matching chair, for instance, would be foolish. No doubt we'd want a much better sofa later when we'd have a living room *and* a study. So, for the present, we bought a studio couch that could go in a future study. Sectional bookcases of varying heights and widths were good, since they could be adapted to differently shaped rooms. For additional storage space the answer was small chests of drawers, for which there would be a dozen places later, ranging, we hoped, all the way from bedroom closet to nursery.

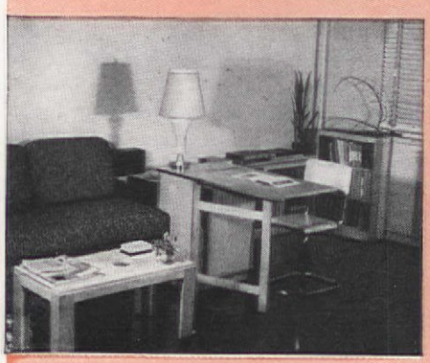
Third, what style of furniture best suited our needs and our way of life? That was easy. No period stuff for us! Hepplewhite and Sheraton were excellent designers, and reproductions are lovely if you like the atmosphere of a landed aristocrat, but we are children of the twentieth century, proud of the practical, unadorned, and beautifully-designed pieces of our contemporaries. It was modern for us, all right!

We bought several lamps and chairs from one of the big mail-order houses. From a local store we got an unfinished coffee table, corner table, cabinet-style dining table, and matching desk. A few simple processes—sanding, applying thinly-diluted flat white paint, then white shellac, re-sanding, and waxing—plus considerable perspiration, produced a pleasing blonde finish. Instead of buying rugs, we gave our chocolate-brown asphalt blocks a brilliant waxing and decided we couldn't find a rug anywhere that would set off our furniture to better advantage. (Not to mention the matter of cost.)

And the whole job cost exactly $198.40! That included a studio couch at $39.50 (by far our most expensive piece), one upholstered chair, four chromium side chairs, four lamps, a kitchen stool, and unfinished bookcases, the essential chests of drawers, tables, and desk.

Twentieth-century children, we choose twentieth-century furniture!





There's one in EVERY NEIGHBORHOOD

Too many homes in good neighborhoods look just like this "before" picture, dreary and derelict, when they should be looking spunky and self-respecting like the "after" picture just above. This "Cinderella House" in Pittsburgh is an eye-opener in showing how a rundown house of outmoded arrangement and equipment can be pulled up by its bootstraps, given a new lease on life

Ewing Krainin from Black Star

JUST one good squint at the "before" pictures of this house will identify it for you. You're likely to find the very spit of it in any village, town, or city suburb in this country—you may be living in one, in fact. Not structurally unsound, not uninhabitable, often located in an excellent neighborhood, this is a tired type of house, one which not only wholly lacks any of the household comforts and conveniences which rightly belong to human beings of this age of mechanical marvels, but which also lacks all gumption and spirit. It really looks as if it and its inhabitants had given up the struggle.

A study of the "after" pictures tells another story and proves that the cause of these out-moded, nondescript houses of thirty, forty, or fifty-year vintage isn't hopeless. Far from it. The case history of the Pittsburgh, Pa., house shown in our pictures is ample evidence that there was plenty of life left in this old house when it was brought up to 1941 livability.

Here's what happened. Feeling that something should be done about the widespread deterioration of homes in older sections of our suburbs and towns, an official of the Federal Housing Administration interested a Pittsburgh utility company and a bank in creating a dramatic example of the possibilities of home improvement and renovating. The result was this home, known as the Cinderella House. Taken in hand, just like one of those gals who undergo these new figure-personality-charm remodelings, the house was improved from eaves to basement. And the important thing is that it wasn't a matter of completely changing the whole outside of the house, ripping out the whole interior or putting more money in prettification than the original investment or neighborhood warranted. The improvements made were done to safeguard the value of the house, give it modern equipment convenience, and bring it more nearly into line with present-day living arrangements and comfort.

Let's see what was done. On the exterior the only important structural changes were the alteration of the porches and installation of new doorways. The front porch steps were moved to one side, creating a real summer living porch instead of just an entrance way; the gabled porch roof gave way to a usable flat roof with wood railing. A first-floor front window was taken out, a new wood-paneled entrance door was put in and the opening, where the old-time plate-glass front door had been, was walled up. The old kitchen porch was torn off the back of the house and replaced by a neat, iron-railed stoop, and a flagstone terrace was built back of the dining room with new French doors leading to it. Installing a new casement kitchen window, some new steel cellar sash, ripping out an old dining-room bay, and re-locating other frames and sash, were the only additional outside changes except the new over-all paint job, which transformed the outside from dreary, darkish two tones to glistening white.

Lots of things happened inside to snap up the looks of the house and create more livable, better organized rooms. The useless stair-hall space, which occupied almost a quarter of the first floor area, was added to the old-fashioned parlor to make a good-size modern living room across the front of the house. A big new open fireplace was included and the old double-turn staircase with its dark, dust-catching woodwork, polished to knock your eye out, was torn out and replaced by a space-saving Colonial stair directly against the left wall. Revamping of partitions and space yielded two

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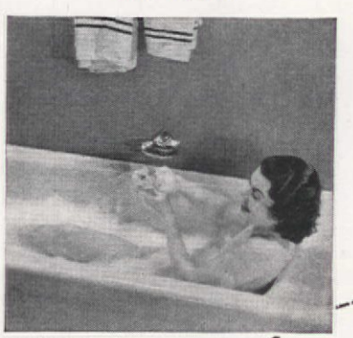

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4. Year 'round domestic hot water at unbelievably low cost.
5. Uniformly constant heat so essential to comfort and health.
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PLUS AN ALL YEAR 'ROUND SUPPLY OF DOMESTIC HOT WATER

With a B & G Triple Duty System installed, the same boiler that heats your house heats your domestic water also. Not only in winter, *but in summer, too*—more hot water than you'll ever need, 24 hours a day. All at so low a cost you'll be amazed!

If building a new home, consult your architect about this modern heating method . . . if modernizing, ask your heating contractor.

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Whether you are building or modernizing, B & G Triple Duty units offer you the latest in *conditioned, controlled and economical heating!* With this equipment, dependable hot water heat delivers the most satisfying comfort imaginable.

The simple operating units of the B & G Triple Duty System put your heating under positive control. The Booster, a small electric pump, *mechanically circulates* hot water to all radiators, delivering just the right amount demanded by weather conditions. The Flo-Control Valve prevents an oversupply of heat and also shuts off circulation in summer, so that the Indirect Heater can be used all year 'round to heat your domestic water.

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RAPID HEAT
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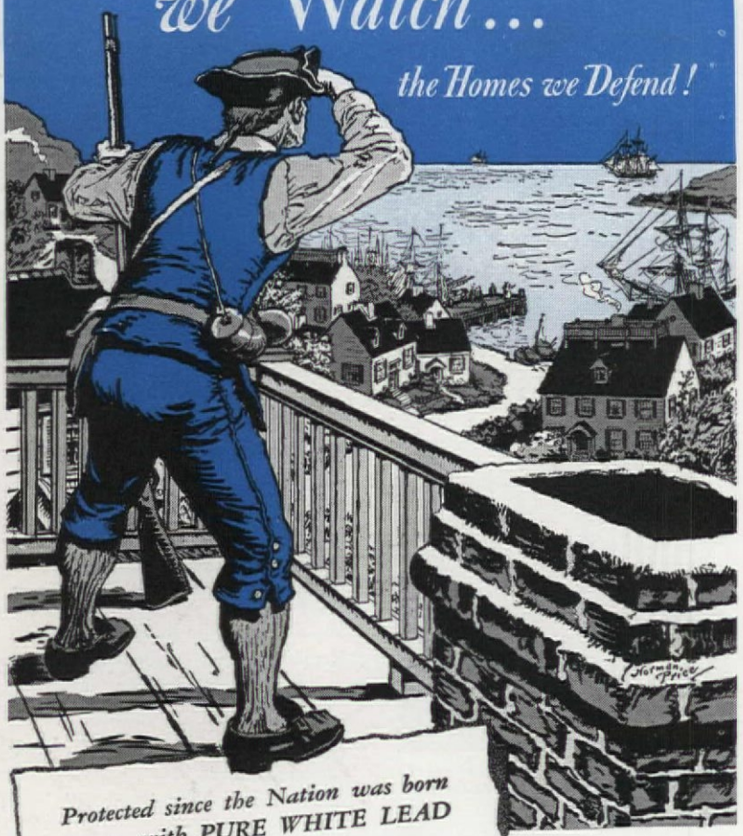
YEAR 'ROUND HOT WATER

"The Ramparts we Watch..."

the Homes we Defend!



Protected since the Nation was born ... with PURE WHITE LEAD

Long before Francis Scott Key wrote his immortal lines . . . "the homes of the brave" were protected by America's Home Guard — sturdy Pure White Lead. Since the very cradle days of Liberty this stalwart paint has defended homes against their foe, the elements. Guarded them so faithfully that many an old Colonial cottage still lives on. And today — in the front ranks of America's Home Defense — Pure White Lead comes to you bearing the time-honored name "Dutch Boy".

Now, a New Form... Ready for the Brush!

2-Coat Work: *The new Dutch Boy comes in two forms—Exterior Primer and Outside White—specially designed to do a real white lead job on new or old wood in 2 coats.*

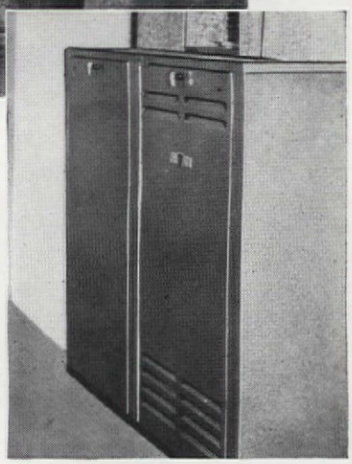
And marching beside the Dutch Boy's famous *Paste* White Lead there strides today his new ally in home defense—Dutch Boy Pure White Lead *Paint*. It's pure white lead—all ready to spread! Offering, in ready-to-use paint form, all of white lead's weather-tested advantages. Yet the new Dutch Boy costs no more than regular quality paint. White Lead, as you know, hugs tight, hugs long . . . wears down slowly, *smoothly*, instead of cracking and scaling. Thus, it keeps homes young and saves you the expense of burning and scraping when you finally do repaint.

Remember, it pays to hire a good painter. And whichever form of Dutch Boy goes on your house — the new *paint* or the famous *paste* — "You're money ahead when you paint with white lead".

Learn the smart way to buy a paint job . . . write for free, color-illustrated booklet. "Styling with Paint the Dutch Boy Way". Address Dept. 376, care of the nearest branch office listed below.

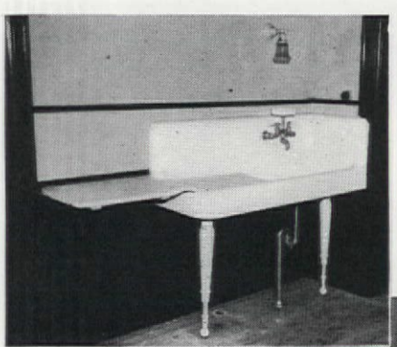
NATIONAL LEAD COMPANY: 111 Broadway, New York; 116 Oak St., Buffalo; 900 West 18th St., Chicago; 659 Freeman Ave., Cincinnati; 1213 West Third St., Cleveland; 722 Chestnut St., St. Louis; 2240 24th St., San Francisco; National-Boston Lead Co., 800 Albany St., Boston; National Lead & Oil Co. of Penna., 1376 River Ave., Pittsburgh; John T. Lewis & Bros. Co., Widener Bldg., Philadelphia.

New DUTCH BOY PURE WHITE LEAD *Paint*



top-notch new closets (they had been non-existent), a powder room, and built-in bookshelves. The kitchen, of Gibson-girl-day design, was completely re-organized into a bright, serviceable room with floor and wall cabinets, built-in sink, linoleum counters and floor, and a spiffy, up-to-the-minute new range.

By stealing a little space from two of the four bedrooms on the second floor, the grim, dingy old bathroom was enlarged and a completely new bathroom was tucked in between the two biggest bedrooms, each bathroom sparkling with handsome new fixtures. All bedrooms have closets now, six well-organized ones altogether instead of the former arrangement of two space-wasting ones, two tiny mean ones. Relocated bedroom windows afford cross ventilation now, too. In future an additional bedroom and bath may be installed in the unfinished third floor. The basement sports a brand new playroom, complete with open fireplace, wood wainscoting and new flooring; a spick-and-span new automatic air conditioning unit has disposed of the old jalopy furnace, there's a new hot water heater and laundry washer. And, to sum up the remaining improvements, the house has all new piping, waterproofed basement walls, new hardware, light fixtures, electric wiring, weather-stripping and upper-story ceiling insulation, new

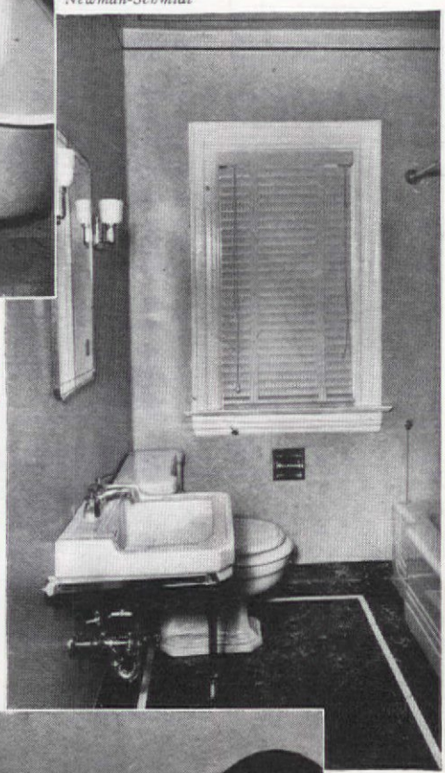


Photographs Courtesy of Congoleum-Nairn

Newman-Schmidt

New linoleum for walls, ceiling, and floors brings new life to the bathrooms and the powder room

Newman-Schmidt



The old jalopy of a furnace, badly planned and fitted bath room, drudge-making kitchen, were pretty sorry equipment for 1941 housekeeping. Replaced by practical, eye-winning new labor savers, the old house takes on a new lease of life—and new value. Little structural change was needed to make the old place blossom out

wallpaper, plastering and tiled showers. The special value of this article lies in the incentive it offers any of you with a run-down house. You can do the same sort of life-restoring job, for there are banks today in practically every community in the country which will make loans for home modernization under the Federal Housing Administration Title I plan of paying for improvements by moderate monthly payments. As in this house, such monthly payments are very low on a thirty-six-monthly-payment basis.

Our Club Studied THE AMERICAN HOME

No one was surprised when Gerda Johnston's idea was the one selected by our little Book Club for the year's study. And it started from an article on Old Glass in The American Home. Our club consists of twelve to fifteen women with an interest in books and reading. Most of us are homemakers with families and other interests and responsibilities. Each year we select a general subject and each member prepares a report on some sub-topic which particularly interests her. Gerda of course wanted glass; Evelyn Martin, old silver; Martha Everton, china; Ruth Ransome, old cook books.—**MARGARET PYLE, San Gabriel, Calif.**

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A "pint" size boiler for the small home--Crane's latest contribution to home heating. This compact, efficient gas-fired unit provides packaged heating—economical in first cost—simple to install, with a miser's regard for fuel bills.

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Concrete offers these lasting home values

- Utmost firesafety—concrete cannot burn!
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. . . "defense" homes, homes for men in service, low rental homes, private homes everywhere

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Concrete lends distinction to any architectural style. For a lifetime of comfort and livability, be sure that your home has concrete walls, floors and foundation. Ask a local *concrete products manufacturer* or *concrete contractor* (see phone book) for names of builders experienced in concrete. Over 40,000 new concrete homes built in past 5 years! Write for booklet, *"Why People Like Concrete Homes,"* showing attractive examples, sent free in U. S. or Canada.

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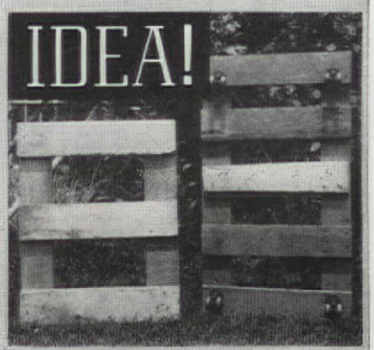
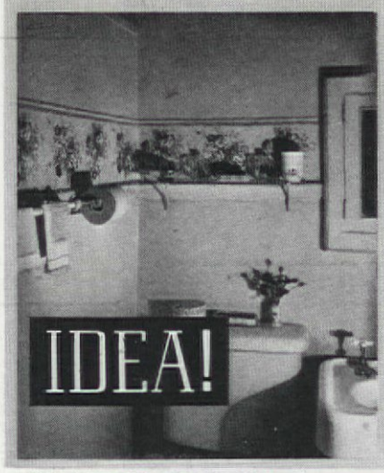
A national organization to improve and extend the uses of concrete . . . through scientific research and engineering field work

HAMMOCKS FOR GOURDS: Having no arbor or trellis over which to grow gourds, which we enjoy raising for their flowers as well as their interesting fruits, we let them clamber up the side of our little Cape Cod house, which is natural shingle gray with blue shutters. But to give the vines the support they need, we tack some old fish net to the wall. Discarded tennis or badminton nets could be used as well. Once, as the vines twined in and out of the meshes, one little gourd developed right in the middle of a square of netting. As it grew, the cord tightened around its middle, giving it a grotesque hour-glass figure until, finally, the string snapped and the fruit gradually assumed a more natural and conventional shape.—**JEAN HERSEY, Orleans, Mass.**

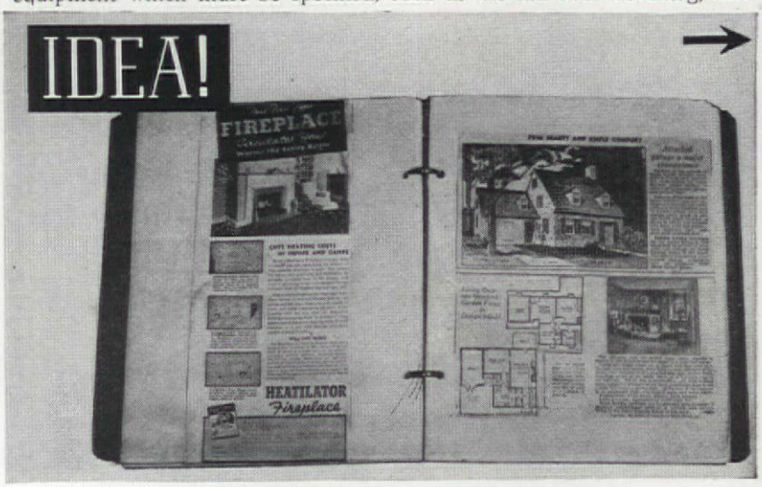


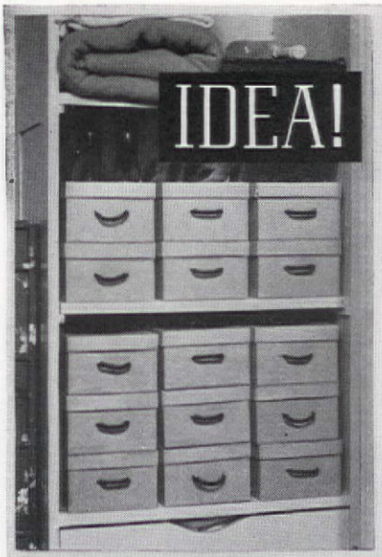
BATHROOM ZIP: If you're stuck with plain-Jane ivory walls in your bathroom, a gay wallpaper border pasted on just above the molding, or at the ceiling line, will have you singing in the shower—easy and inexpensive.



DOLLIES HELP MOVE HEAVY FURNITURE. I made the dollies myself. For the larger one I used two pieces of wood 3½ x 32 inches, five pieces of wood 3½ x 20 inches, and four castors. The same proportions were used for the smaller. Ball-bearing chest castors with all steel wheels and swivel bases gave me best results. Heavy pieces of furniture can be readily moved with one or more dollies without injuring the surface of the floor. They're handy, too, for repairing the family car, for you can glide around or under it on a dolly. —**LAURA TRESTER, Denver, Colo.**

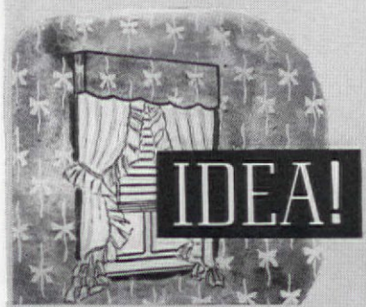
CASTLES ON PAPER: In preparation for that home-of-our-dreams around the corner, we keep a loose-leaf notebook in which we write down things we want to include in our future home—features such as a fireplace, screened rear terrace, breakfast alcove, etc., *and* actual equipment which must be specified, such as kitchen-floor covering, fire-





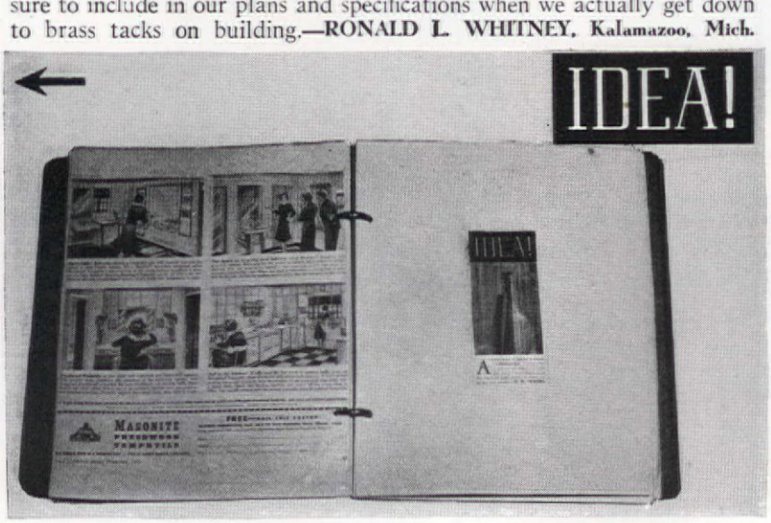
INDOOR PLANTS WILL BLOOM IN THE WINTER.—Do your plants wither and die because of the "Sahara like" atmosphere in your home? For years I had been unable to keep plants during the long winter months when a bit of green is so welcome. Now I have an indoor garden in my living room. I covered a glass pie plate with earth, and in it planted two ivy plants, a begonia, hen-and-chickens and a cactus; over all I put a layer of peat moss. At the back I placed a crystal rock from a Black Hills cave, a piece of alabaster from Fort Collins, Colorado, and among the plants I have a glass squirrel and a pheasant. The whole thing is kept inside a Cellophane hat box on a table near a south window and for the first time I have a flower on the begonia plant. The Cellophane acts like the glass in a hot house. The sun can shine into my little garden and I have a good time watching it grow. At a Garden Club dinner where I used it for a centerpiece, the praises I heard were most gratifying.
MRS. C. A. FUERSTENAU
Wauwatosa, Wis.

ROOM FOR ALL your golden slippers in those handy shoe boxes, parked on enameled shelves.
—MARY HOPKINS, Randolph, Wis.



OILCLOTH WALLPAPER FOR WINDOW VALANCE.—For the bathroom window we used the same pattern which we had on the walls. A piece of the oilcloth wallpaper 12" deep and the length of the curtain rod was scalloped (I made the scallops on the wrong side with a compass until I got the best size, and then cut them out). Using an equal length of border (which was about 2" deep), I sewed it on the top part of the valance. This part held the rod. A simple glass curtain finished the window.—
CORINNE WILDING, Ramsey, N. J.

place equipment, the screens themselves. We also make comments about new houses we've liked and devote the rest of the book to magazine pictures, advertisements, and notes actually illustrating things we want to be sure to include in our plans and specifications when we actually get down to brass tacks on building.—RONALD L. WHITNEY, Kalamazoo, Mich.



An "Iron Fireman-ized" basement can be a clean, attractive playroom.

Better, Smoother Heating at a Saving!

Recently in 13 leading cities a national research organization interviewed, out of the thousands of Iron Fireman owners, 590 who formerly burned other automatic fuels. The result showed Iron Fireman automatic coal firing has *reduced their fuel bills an average of 43 cents on every dollar.*

Think of it! Families who formerly had fuel bills of $100 a year, now pay an average of only $57. Remember, these are not exceptional cases; they are *averages* of Iron Fireman savings over other automatic fuels! These fuel savings, in the course of a decade, amount to several times the cost of their Iron Fireman stokers. *What other investment will pay you half as much?*

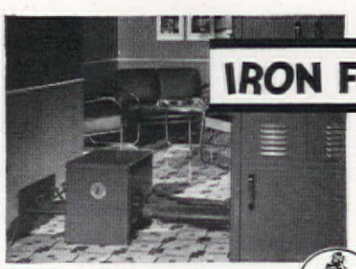
Iron Fireman gives steadier heating than fuels which "pop-on, pop-off" in the furnace. Iron Fireman's solid firebed of live coals gives off a *constant* flow of gentle warmth—the smoothest heating obtainable with *any* fuel.

The Tay Herman family of Toledo, O. reduced its fuel bill 45%—from $256 down to $130 a year—when it installed an Iron Fireman. Formerly they burned another type of automatic fuel. The family now enjoys more even heat and warmer floors.

TAY HERMAN

Place Order NOW! Enjoy Iron Fireman heating, and substantial fuel savings. Place your order now. Iron Fireman can be quickly installed in your present solid-fuel furnace or boiler.

AS LOW AS $179.50 for standard hopper complete with controls plus freight and installation. Terms as low as $5.93 a month with small down payment. Coal Flow prices start at $226. (Prices higher in Canada).



NO COAL HANDLING with Iron Fireman "Coal Flow". This modern stoker *flows* coal automatically from bin to fire.

IRON FIREMAN Automatic Coal Firing

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Mail to 3085 W. 106th St., Cleveland, Ohio.
Check for free copy of:
☐ "How to Build or Buy a Home for Low Operating Cost"; suggestions to get more conveniences for your home.
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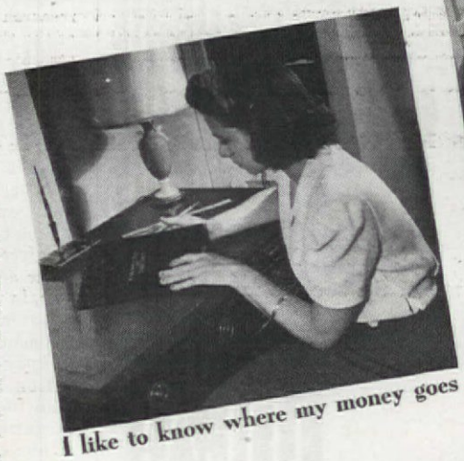
I guess we're pretty typical

College was just a happy daze of roadsters and fur coats

JUSTINE L. ROBINSON
Lafayette, Calif.

IT'S the old story about the girl who went to college in the glittering era of fur coats, an ample allowance from dad, and plenty of cars with rumble seats in front of every sorority house. And I was one of the girls who majored in art and languages, filled in with "pipe" courses. Then—and this is pretty typical, too—before many years I married a man with a promising future and a monthly income of exactly $125.

I couldn't cook or sew much, and the thought of a budget just made me realize my ability to let money slip through my fingers. Now I can report that I've learned practical household management from baking to dressmaking, and how to like it. I enjoy knowing where our money goes, maybe because my budget system keeps us within our income *and* provides rewards.



I like to know where my money goes

I plan menus two weeks in advance

Well, we began budgeting in a $15 a month "crackerbox" and actually turned it into a colorful, comfortable home. Then we divided our handsome income. I was to take care of food, laundry, cleaning, my clothes, and spending money on $50 a month. My husband buys his clothes, pays the rent, utilities, installments on car and refrigerator, dentist and medical bills not covered by policies, and still provides occasional trips to the City and enough entertainment to keep up our spirits. After six months the sum of $15 was added to our salary, thus making $140, but we agreed that this should go to my husband's account.

Food was not to exceed $20 a month, and $3 was allotted for laundry. The cleaning and pressing allowance was $3, using the cash-and-carry method except for my handknits. Here I've found that it pays to patronize the best cleaner in town. Other budget items: my clothing, $10; my spending money, $4; miscellaneous, $6. In addition, I created a "roving" fund of $4 which becomes alternately amusement, culture, food, or whatever.

Many of my friends say they "love to eat" and we do, too. Good dairy products, fruits, leafy green vegetables, yellow vegetables, oatmeal and other whole grain cereals, fish, lean meats, liver, and kidneys are some of the regular, healthy foods that come to our table. Our first rule is to buy food in season. My husband does most of our shopping in town and enjoys "getting his money's worth." He buys corned beef and tuna for his sandwiches, which he takes to the park every sunny noon, also soups and other canned goods when they are "specials." He finds luxury items on sale, too, for all our groceries and staples are purchased at an enormous market where every brand and every price range is available. In the neighboring village we buy our milk in two half-gallon containers for 35¢ and pour off some of the rich top milk for cereals, fruit, and puddings. Our meat comes from a shop in the wholesale district where we are well acquainted with our butcher and can buy at phenomenal savings. Since this market is not easily accessible, we buy our supply for a week or more at a time. When paydays are far apart and guests frequent I make out my menus for two weeks in advance, then put the money for each kind of food in separate envelopes and try to stick to my plans.

Family meals are extremely simple but filling. We like, for instance,

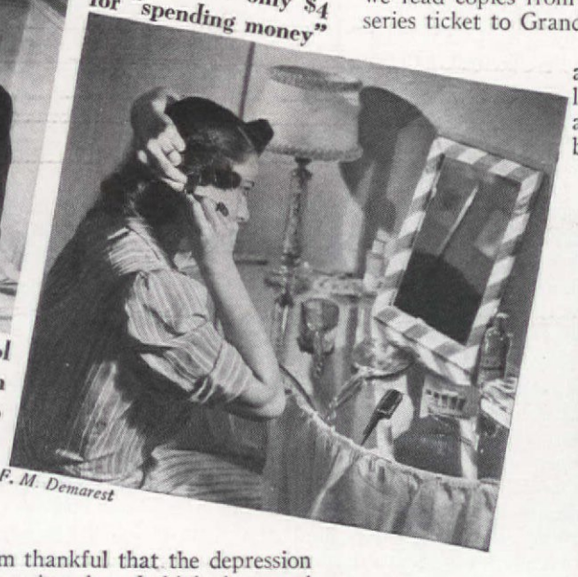
Spanish rice made with the nourishing natural grains, or kidney sauté with sherry (an inexpensive cooking brand). Green vegetables or a salad, and sometimes a pudding or fruit and cookies complete the meal. Most fried foods are avoided for reasons of health and economy, and too starchy foods are as rare as that day in June.

Company meals usually start with a dry sherry and water wafers topped by a wonderful mixture of cream cheese, butter, anchovy paste, Worcestershire, onion juice and caraway seeds. One of our favorite entrées is a pot roast soaked and cooked in spices and claret. Another is "blanquette de veau" made with cubes of veal shoulder and vegetables poured on a bed of rice and smothered in a gravy thickened with egg yolks. Our Friday special is a stuffed white-fish, covered with onion rings and tomato slices and basted with white wine, or fresh crab creamed in two cans of mushroom soup with bits of green pepper or pimiento, a dash of cayenne, and a cupful of sherry. This is served on a large round platter and looks marvelously appetizing in the center of a cheese-rice ring.

Our company dessert is planned to be simple and minus whipped cream, which just runs up the cost. A most satisfactory cake is devil's food loaf, unfrosted, topped with not-too-rich vanilla ice-cream. Chocolate ice-cream is grand with chopped nuts and a homemade peppermint marshmallow sauce. Cantaloupe halves are very decorative when filled with homemade lemon sherbet and topped with fruits which have been soaked in sherry, rum, and bitter almonds. (Wine in budget cooking pays well in flavor—we found a very reasonable California claret, as well as a reisling.)

One of the saddest things about being on a budget is that you cannot send someone flying out to the grocery to buy delicacies just because unexpected guests have arrived—that is, not without wrecking your budget. But I just do the best I can with what I have, and, by the use of a whiff of imagination and a few seasonings, I manage to whip up some appetizing meals out of very little. A can of beans, seasoned with tomato sauce, dry mustard, Worcestershire, onion juice, brown sugar, and bacon strips, is anything but dull, and a cheese soufflé, if there are eggs and some cheese on hand, will bring cheers of delight. I make a large salad of carrots and raisins, or citrus fruits, or stuff tomatoes with cottage cheese and chives. For dessert, packaged chocolate pudding takes on a festive air when chopped nuts and a few drops of peppermint are added. Of course, for the Queen of England, or a long-lost aunt, we can dig out the money we've been saving bit by bit for something special, but fortunately for both the budget and the "something special," such occasions are rare.

Thank goodness I took a night school sewing course! Now I can make my own clothes, and dabble in curtains and so forth, too. Hat blocking comes next



I do my own hair because I have only $4 for "spending money"

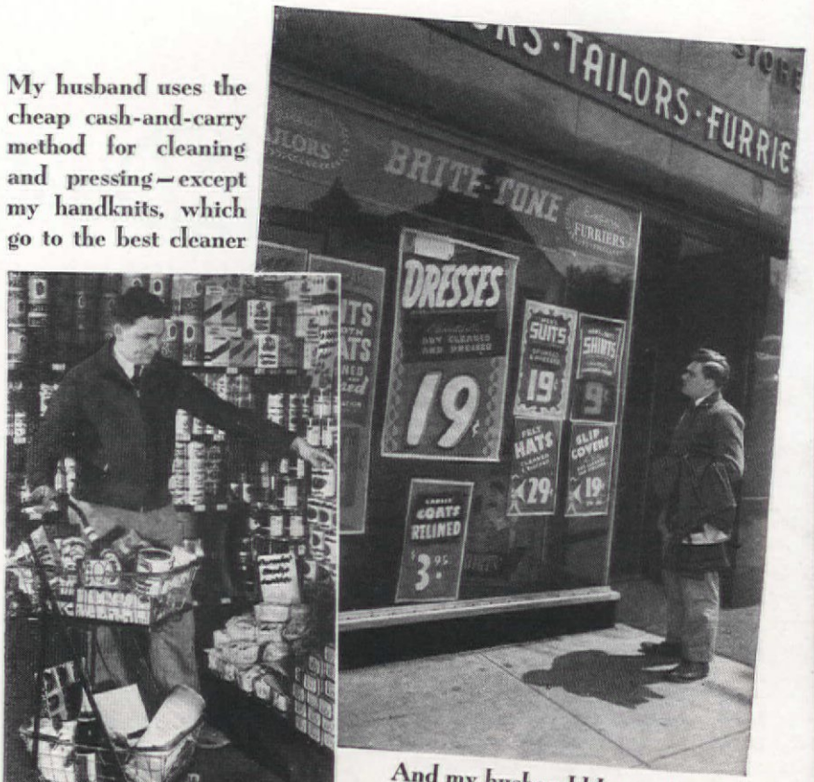
F. M. Demarest

When it comes to my $10 for clothes, I'm thankful that the depression finally sent me scurrying to a night school sewing class. I think that good shoes, purses, and stockings practically pay for themselves, and naturally I buy them on sale. I adore hats and have plenty of them, with the help of a grand milliner who makes me a good topper, then remodels it most reasonably for five or six seasons, and relatives who give me their old but once good hats. And I've discovered an easy-to-make beret pattern which I embellish with rows of stitching on the crown in four pie-shaped wedges. My first attempt with this pattern was made from a discarded pair of my dad's old trousers. An identical pair, discarded last year, was converted into a skirt and handbag. Fortunately, a country housewife needs few clothes. A black outfit for winter, and for Easter a hand-knit one. I make the budget cover the very best yarn and some equally good instructions. I send my old coats to be dyed. At present my chief interest is a maternity wardrobe: for an all-purpose smock I used unbleached muslin at 12¢ a yard and made it up with voluminous sleeves, on which I blocked gay flowers.

I can't bear to squander my $4 spending money at the beauty parlor, so I wash my own hair, drying it in the sun, and I manicure my nails with excellent support from a lemon and a Turkish towel. Our favorite "reward" for such penny-pinching is a new record for our collection. The $6 miscellaneous covers everything from toilet articles and a newspaper subscription to gallery seats at a legitimate show.

We have had to neglect our cultural side more than we like. Unfortunately, our library does not overflow with the latest books, but instead we read copies from the public library. Gift money goes for a popular series ticket to Grand Opera, Light Opera or the Symphony.

(*Editor's Note:* This article was written more than a year ago, and the author lives where food prices are low. Also she had unusual opportunities to buy food at low cost: We can't say that you can stick to such a budget—though Mrs. Robinson says she did!)



My husband uses the cheap cash-and-carry method for cleaning and pressing—except my handknits, which go to the best cleaner

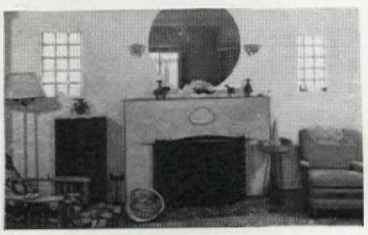
And my husband likes to "get his money's worth," so buys groceries and staples at an enormous market

Our favorite "reward" for strict budgeting is a new record for our collection. We have had to slight our cultural side for obvious reasons—but we dream of being great patrons of the arts. *Some day* our home will overflow with music, paintings, books!

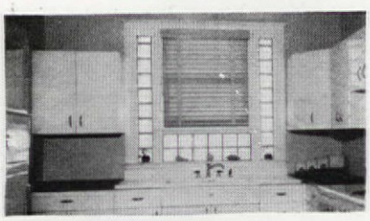
THE MOST *Up-to-date* HOME ON THE STREET USES

INSULUX Glass Block

Plan to use INSULUX Glass Block in your home . . . for decorative beauty, for practical economy. They transmit diffused daylight to hallways, bathrooms, closets, garages, kitchens. They have the same insulation value as an 8-inch brick wall. Their airtight construction deadens outside noises, seals out dust and soot. Dirt and grease wipe off easily with a damp cloth.



IN THE LIVING ROOM . . . INSULUX Glass Block add charm to any room, provide softened daylight, give complete privacy. In harmony with *all* types of architecture, INSULUX enhances the beauty and comfort of thousands of American homes.



IN THE KITCHEN . . . A panel of INSULUX Glass Block above the drainboard gives better light to kitchen work areas. INSULUX is also used for partitioning hallways and breakfast nooks. Ask your architect about INSULUX for your home. Mail the coupon for new home ideas.

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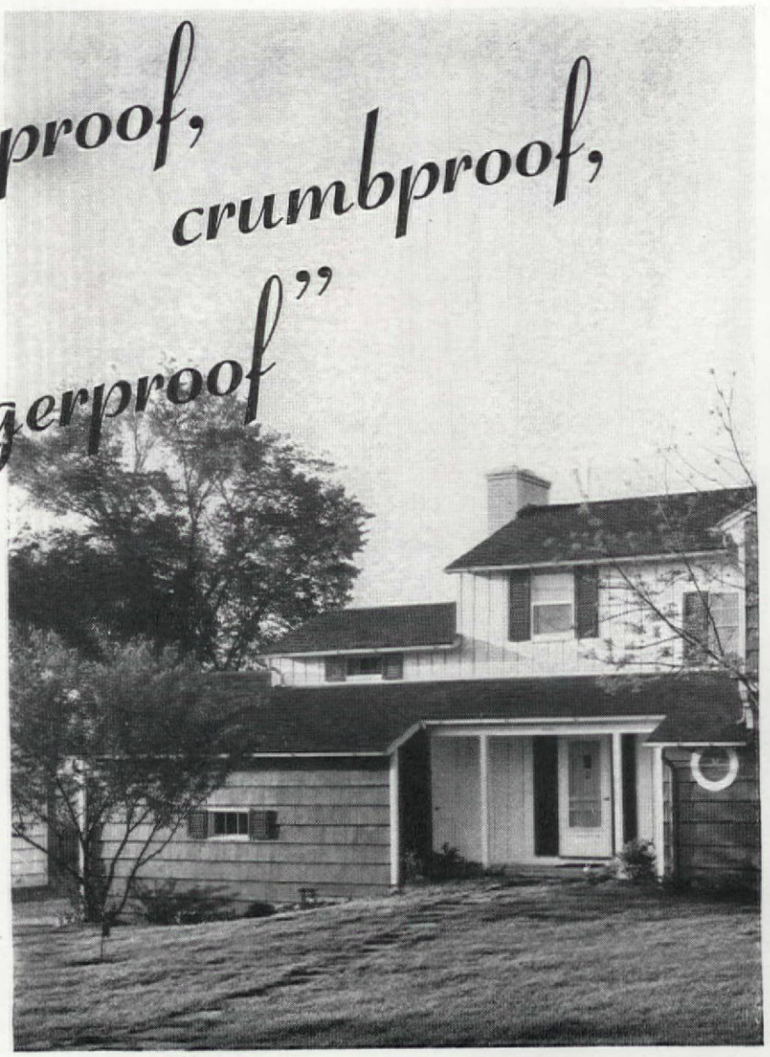


JESSIE HODGES
Olathe, Kan.

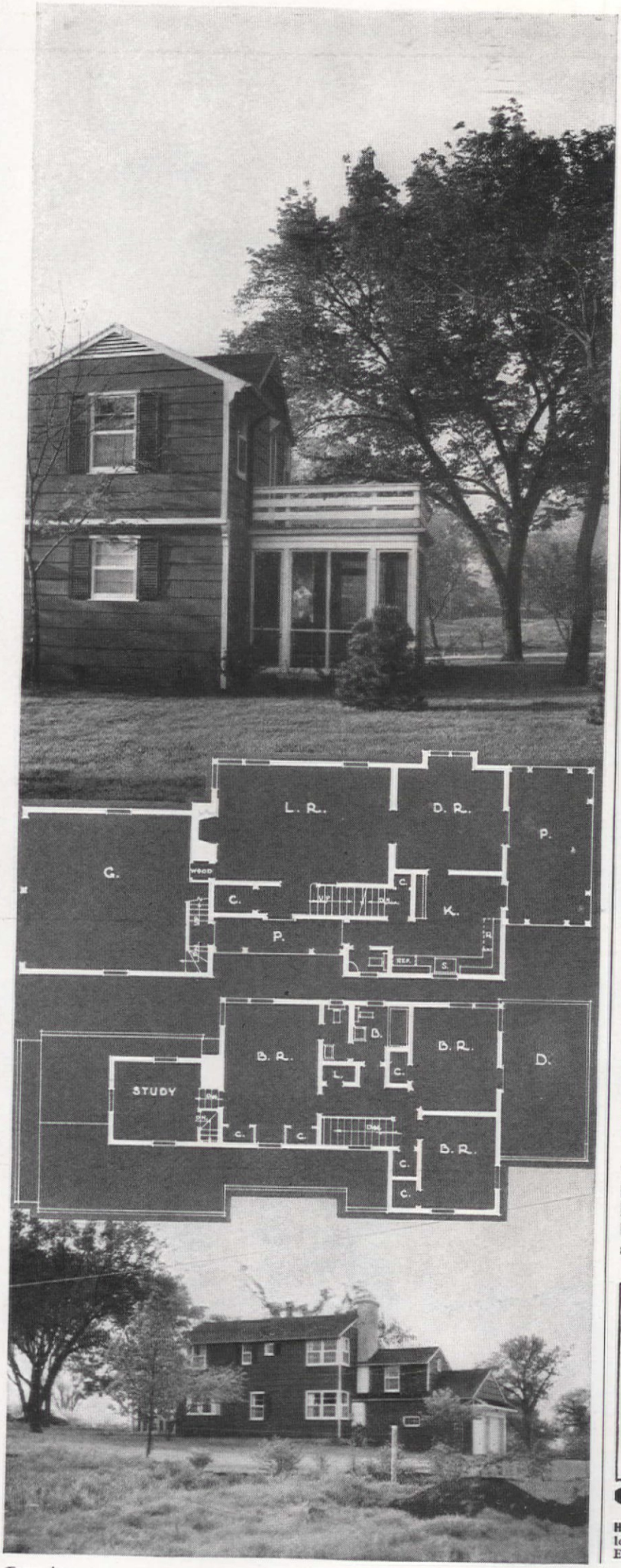
W. J. Hennessey

MAYOL H. LINSCOTT planned his own home to fit the everyday living needs of his own family. Thinking over the strenuous activities of Bill and Ned, the young hopefuls of the household, and their sundry assortment of friends, dogs, bicycles, etc., he created an interior as nearly damage-proof as possible. Since Mrs. Linscott keeps house herself, the scheme was planned for the simplest, most efficient housekeeping, with easy-to-keep knotty pine walls and woodwork, dark color schemes in browns, greens, and reds. And, for his own convenience, Mr. Linscott included an office over the garage where he can bat out architectural drawings at night in busy seasons; this study has its own stair so visiting clients need not enter the house proper and disturb the family routine.

So the boys would be free to roam through woods and pastures, the place is in a country location, though accessible to school, shopping centers, and transportation. There's a farmhouse spirit to the house, too, with its brown shingle side walls, its dark green shutters and shingle roof, and its porches of pecky cypress painted white. One large screened porch on the west side, shaded by overhanging trees in a neighbor's yard, serves as a summer dining spot; just off the regular dining room and connected to the kitchen by a Dutch door, the breakfast furniture is moved out there in the spring and stays until September. Most of the main rooms look out over the back of the irregular 115-foot front lot, which varies from 120 to 140 feet in depth and ends in a creek—there's no back door to the house at all since the front door, a door into the garage, and a service door to the kitchen quarters, all open off the front porch. This compact arrangement has a number of advantages. From her front kitchen Mrs. Linscott can see who's at the front door and in the driveway, her two sons can come into the house through the service door, clean their shoes and wash up in the small lavatory before going into the main rooms. The porch also affords protected access to the garage.

On the first floor, a tiny front hall with pine woodwork and a lively ivy wallpaper tucks away a deep, handy coat closet and trim stairway. The well-spaced living room behind it has two walls sheathed in shiplapped pine boarding, one framing the open stair attractively, the other setting off the wide, manteled fireplace at the east end of the room—there's a wood box here, too, which can be filled from the garage. At the opposite end of the room a custom-made pair of knotty pine louvered doors gives privacy and ventilation to the dining room, which is scaled to minimum size for a family of four. A dado of stippled white paper with an old Colonial type of wallpaper above it, and a squarish little bay which catches a garden view and houses an essential sideboard all at once, are special features of the room.

Good ventilation was the basis of the upstairs plan of three bedrooms, bath, lavatory, and office; all main rooms have two exposures and some have three. Ceilings are insulated with four inches of wool. The master bedroom, done in maple and blue and white fabrics, has generous southern exposure and a wide window on the north between built-in wardrobes. Ned's room, with red toile wallpaper, maple desk and spool bed, rag rug,



EXPERT PAINTERS SAY WE LEAD MINERS SUPPLY THE ANSWER TO THAT

NO paint job can look spick-and-span very long unless the paint stands up against the relentless attacks of rain, snow, heat and cold that follow season after season.

A good rule to follow when buying paint is: *find out how much white lead it contains.* Good painters will tell you, the more white lead, the better the paint. You can't, for example, get a more weather-resistant paint than a 100% white lead paint. This is the kind skilled craftsmen mix from lead-in-oil.

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White-lead-painted surfaces look their best for years. They age slowly and smoothly without cracking and scaling. When repainting time comes, there's no need for burning and scraping—the new coat goes on right over the old one.

Beauty—durability—economy—all three are yours in white lead paint—yet you pay no more for it than for regular quality paints. It's a striking confirmation of the old saying, "the best is cheapest."

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FOR MODERN PAINT STYLING, HIRE A SKILLED PAINTER—*the decorative color work so popular nowadays demands plenty of paint "savvy"—such as only an experienced craftsman possesses.*

Convenient way to buy—

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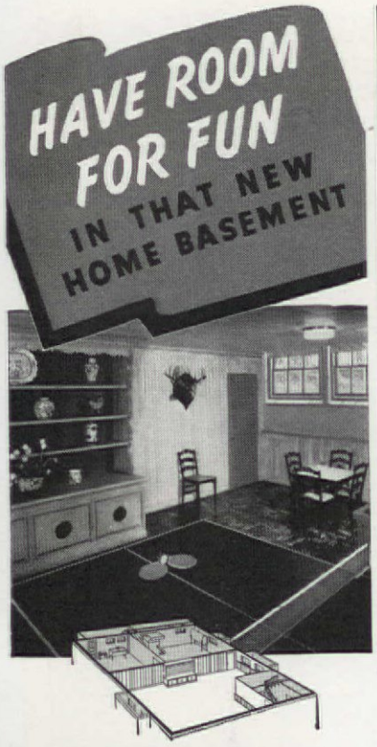
HOW ABOUT COLORS? – You'll find a lot of helpful information on white lead tints and how best to apply them in a free booklet, "WHAT TO EXPECT FROM WHITE LEAD PAINT." Write for your copy today.



FREE BOOK tells how

● Enjoy extra "living space" in your basement! *Plan* it in your new house —remodel for it in your present home. Then connect your basement rooms with attractive doors and use well-fitting windows to provide light and air.

"Open House," a new *free* idea book, will help you make *your* basement more livable; be valuable in planning other rooms.

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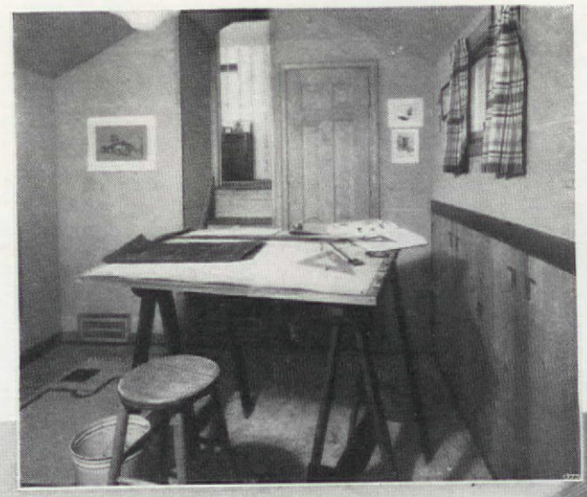
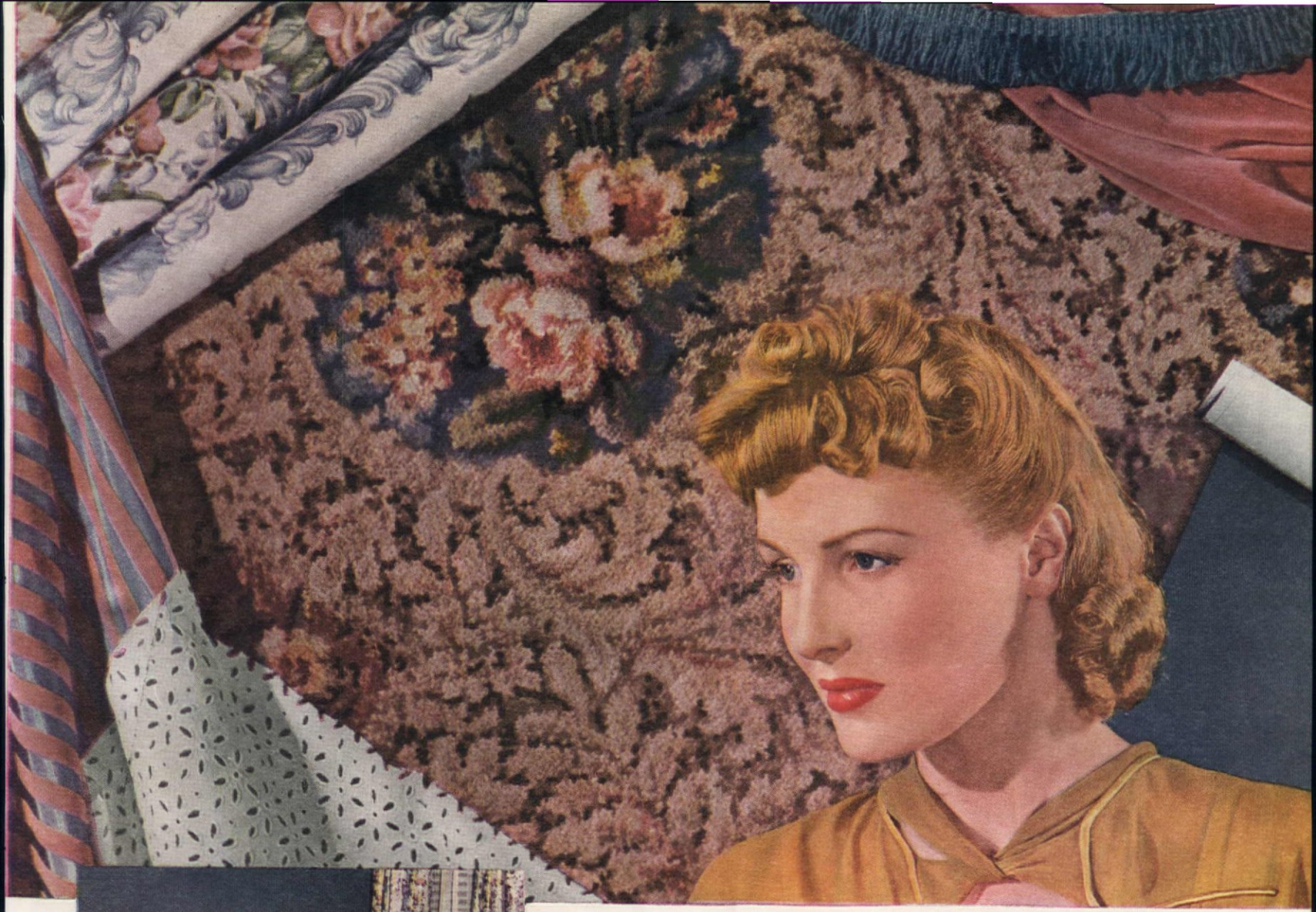
becomes the guest room when visitors arrive, and Ned bunks with Bill; in the summer both boys use the outdoor deck off Bill's room. A bathroom and half-bathroom in blue and white solve the early morning rush problem in this household. Mr. Linscott's garage work room is insulated thoroughly on side walls and ceiling, a help in hot Kansas summers, and composition board is used for interior finish with knotty pine storage cupboards. In the basement there's room for a forced-air gas furnace, laundry, vegetable cellar, Ping-pong table, and a work bench for Bill's airplane model building. The cost of the house was $7900; lot, $1300.



Careful figuring afforded office room over garage, good wall spaces in pine living room

Tyner & Murphy



HAPPY THE BLONDE

who surrounds herself with colors like these

An inexpensive Alexander Smith rug or carpet and a few yards of well-chosen material will make you happy, too. You will be amazed how much a few dollars spent on *color* will do for your room . . . and for you!

It's very new... this Alexander Smith Colorama idea. It simply means that you choose backgrounds for your own type of coloring much the way you choose a dress and a hat. The colors *must* go with each other. But they should also do something for *you*.

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If you want help in selecting colors, go to a store that has the Alexander Smith Colorama Selector. Also mail coupon for Colorama booklet.

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Trade-Mark

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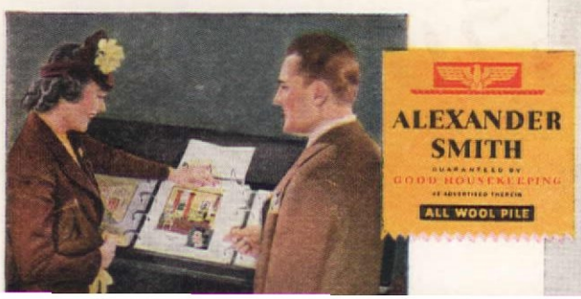
***TO HELP YOU CHOOSE COLOR SCHEMES*—THE COLORAMA SELECTOR**

You can really "try on" rooms by using the fascinating Colorama Selector, at right, which you will find at most good furniture and department stores. It has color combinations for redheads, blondes, brunettes, brown-haired and silver-gray. With the Colorama Selector the stores show a wide selection of Alexander Smith Floor-Plan Rugs and Custom-Cut Broadloom Carpets – at prices starting well below $50 – in sizes to fit almost any size room. For example: the Alexander Smith Floor-Plan Rug (K-183) illustrated above comes in 23 sizes.



FREE!

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Clara Dudley, Color Scheme Consultant AH-941
Alexander Smith & Sons Carpet Co.
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Please send me your free book: "Colorama—a new idea in decoration," containing my color horoscope.

Name_____
PLEASE PRINT NAME AND ADDRESS

Type_____
(Indicate blonde, brunette, brown, redhead or silver-gray.)

Address_____

City_____ State_____

Five readers won prizes with these "make it match" ideas. They are: Mrs. I. M. Parker, Chicago, Ill., tablecloth embroidered in crewel-work, pattern copied from Coalport china. Mrs. Bruce Zeiser, Providence, R. I., hooked chair seat to match wallpaper. Mrs. T. L. Canniff, East Lansing, Mich., needlepoint chair seat to match Quimper plate. Mrs. H. D. Caudry, Aurora, Ill., needlepoint cushion and rack matching china dog collection. Mr. James T. Soutter, Jr., N. Y. C., bellpull

F. M. Demarest

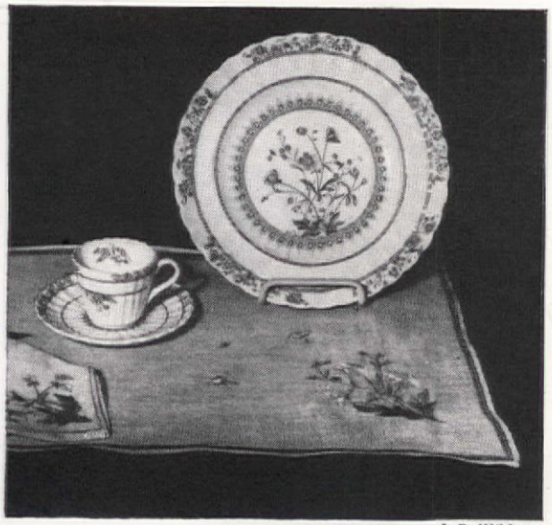
These won prizes ~

needle work

GRIM determination to make something that you cannot afford to buy, to work out an idea of your own that is not to be purchased, to have a hobby for fidgety hands . . . all these are good, sturdy incentives for getting at that needlework you've wanted to do since you were a little girl, but just never got around to.

An elegant tablecloth embroidered with the design of your own china would be a rich reward for the hours spent on it. Stop looking for a certain cloth that will be just right with your dishes and spend those hours making one. You'll have an unusual table setting out of it and you'll never have to worry about whether or not the combination is correct, because the designs will be fundamentally the same.

Place mats can be individual in more ways than one. Put



J. P. Wildman

MAKE IT MATCH: Are you tired of searching in every linen department for a tablecloth that will be just right for your dishes? Greata B. Noyes of Portland, Ore., was, so she made her own. Get the pattern of your china by tracing the largest piece. Do it up on a plain cloth in simple chain, buttonhole, and outline stitches. These simple ones go like fire. How will it look on the table? Elegant!

your monogram on them and claim them for your very own, or use patterns which you, yourself, designed. Mats with, "You can lead a horse to H_2O," or "Good guests are the NaCL of the earth," would amuse even a long-bearded chemist if he should receive a set as a gift. The children would love a special set for their lunch table with the alphabet running across the mats, or you can make a regular blackboard out of them with figures that will teach addition and subtraction. Nursery rhymes in one corner can be an inducement for the three-year-old to drink his milk. Cherished family jokes make pretty laughable material for the family set of mats. White linen cloths are lovely and one is usually a necessity, but place mats such as these can add color and gayety to what might otherwise be nothing more than a run-of-the-mill table.

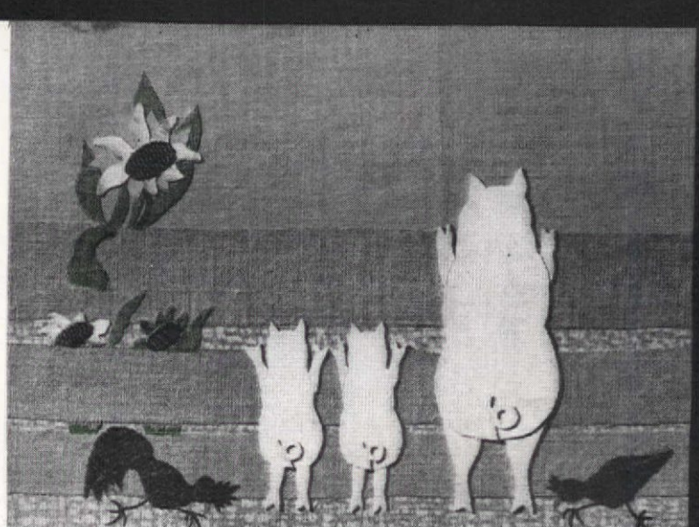
There's a magic bit of fun in every rag bag when you can pull out snips of material to make such amusing pictures as the fabric ones shown here. The mean looking crocodile is none the less amusing as he drools away. Make one up from a scrap of green leather. Tiny scraps of velvet can be transformed into a trio of porkers, gazing longingly into forbidden pastures. Snip away and make some place cards for your next party while you're at it. Real moss makes wonderful trees. Use tweeds for bears, your imagination for everything.

Monogram by Harrie Wood
Place mats by Ethel Aaron

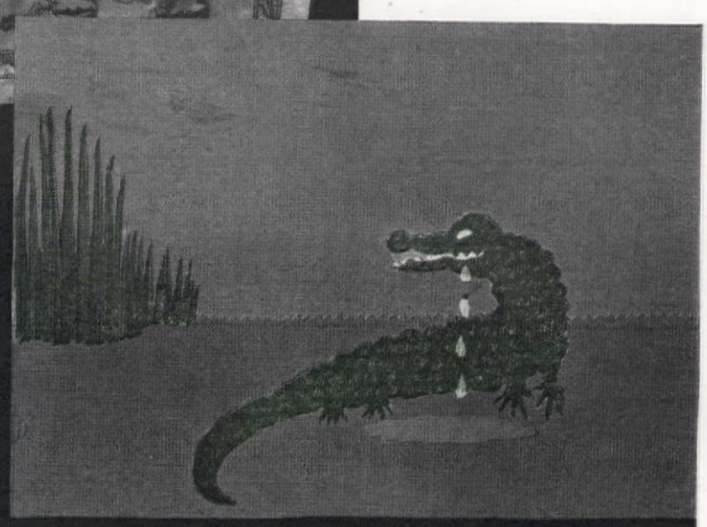
F. M. Demarest

RAG BAG IDEAS!
Pert velvet pigs and green leather crocodiles, tweedy fawns, and other wonderful combinations make up the fabric pictures designed by Amelia Rogers, New York

J. P. Wildman



F. M. Demarest



Personal!

ELIZABETH FENTON
New York City

F. M. Demarest photographs, courtesy Saks Fifth Avenue, Beauty Workshop

"Well, you might call me Louise!"

LOUISE came to me as a typical, sensitive high school girl who needed smoothing around the edges, poise, and interest in her appearance. She had blond hair with a slight natural wave, but it was combed back straight over her ears. She was sweet and shy, and got almost too good marks in school. Her clothes were in good taste, but bad posture and a too-thick midriff spoiled the effect. She let her head hang down and forward, avoiding a direct look, shifting her weight from one foot to the other. An intelligent mother had given her the basic habits of cleanliness—she used dental floss and tooth paste, had shining soap-and-water skin, brushed her hair, and used a deodorant—but still she was a very awkward "plain Jane." And there was a boy in her class who called her "Droop."

She had been teased so much that any obvious effort to gain her confidence would drive her further into herself. It would have to be slow and she must feel that she was Louise, not a case history. And no "lady bountiful" attitude. We were going to be the same age. In the first lesson we worked on posture exercises, and I praised her for excellent co-ordination and response to directions. This was not flattery, for I really was impressed. She gave me a shy smile but I could see her heart leaping up to her eyes. We were friends. While she rested on the mat and I made notes on her chart, I casually asked her where she went to school. She told me and added a few comments about her teachers and what she was studying. Here was a lovely little girl who wanted to be understood by someone besides her parents.

When we were getting along in the posture lessons and Louise had learned to "tuck under" and stand straight against the wall, I explained how important to health and vision, as well as appearance, was a straight, high position of the head. We went on with more exercise routines, and finally advanced to going up and down stairs gracefully.

Naturally her friends would notice and make fun of her new head position, and Louise needed some coaching to meet the situation. I told her to keep the position and try it on her friends. If they commented, she was to continue to hold her head properly and offer to teach them to do the same. It worked! The next lesson she could hardly wait to tell me that her young friends had noticed the change and told her she certainly was getting "stuck up." She didn't weaken but offered to teach them the proper head position. This had a marvelous reaction. The girls showed new respect and wanted to learn, Louise setting the pace. I told her to pay no attention to the boy who called her "Droop," but I could tell by her many references that it bothered her.

She continued to exercise well and was gaining balance, apparent in her steadily improving walk. The heaviness through her midriff was going. All this

FINALLY, POISE STOPPED THAT BOY FROM CALLING HER "DROOP"

was done with the intelligent and understanding co-operation of her parents. They bought an exercise mat for her and every night they watched her go through her paces. "That boy" began to notice, too.

"Hello, 'Droop,' you're getting taller." . . . . "Hello, 'Droop,' I see you've got blue eyes." I began to measure her progress by this boy's comments. Things were getting better. She was invited to dinner with her parents' friends and I warned her that these adults might squeal and say, "My how big you've grown, I remember when you were sOOO high." But Louise was to keep herself under control, stand still, keep her hands quiet and just look them in the eyes and smile. It happened just as I had told her and she held her ground as before.

She was learning to brush her hair properly up and out and occasionally with a cream brilliantine for gloss, to arrange it softly about her face instead of pulling it behind her ears where it merely emphasized a too large nose She was scrubbing her face every night with a complexion brush, and she dusted a light powder over her fresh young skin. For special occasions I showed her how to use a lipstick brush to outline the natural curve of her lips. Once a week she used a soft cleansing cream and skin freshener, and manicured her own nails. After her daily bath she sprayed herself with a sweet, fresh cologne. She brushed her eyebrows until they looked like nothing less than raven's wings.

Her graduation from my polishing-off course came on the day after the school dance. She said casually, "Remember that boy"? (I never did know his name, he was always just "that boy.")

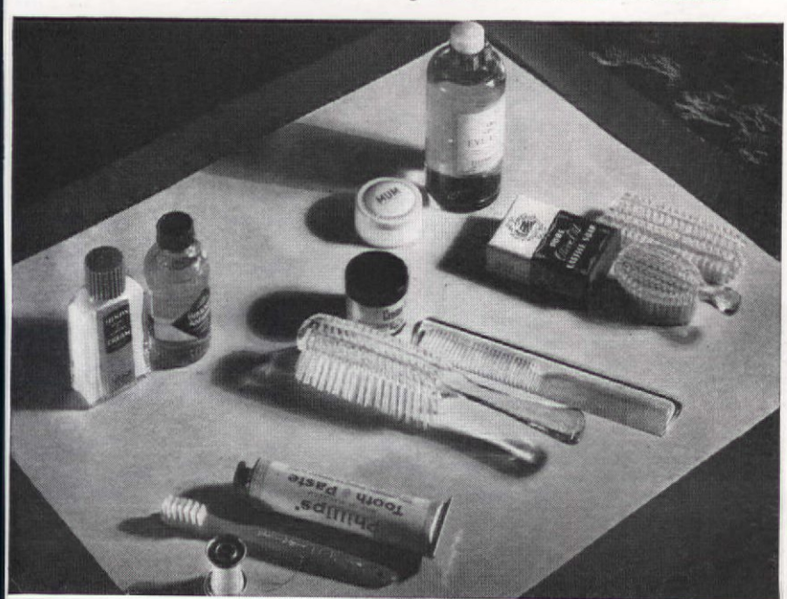
"Well," she continued, "last night he came up to me and said: 'What's the matter with you? You look different. I can't call you "Droop" any more, I guess. What can I call you?'"

And without any coaching, prompted by a deep wonderful dignity, she quietly answered, "Well, you might call me Louise."

(Editor's Note: Write Dept. E-941 for Miss Fenton's exercises, neatly printed to hang on the inside of the closet door. Good for your daughter, and for you, too, and well worth a stamped, addressed envelope!)

Top row: Cutex manicure set, Milkmaid "Cleansing Milk," Shulton cologne, Hudnut freshener, bottom row: Arden compact, lipstick, etc., Antoine "Ski Cream," Hudnut powder

Here are going-away-to-school presents far more useful to a girl than candy or homemade cookies!



Top row: Hind's cream, Pepsodent mouth wash, Mum deodorant, Arden eye wash; bottom row: Johnson & Johnson dental floss and tooth brush, Phillips' tooth paste, Pro-phy-lac-tic brush & comb, Ogilvie "Cream Set," Conti soap, Pro-phy-lac-tic brushes

Why was I born a Woman?

EVER get mad at the world...at the unfairness of your lot? Ever hear a voice inside you whisper: *"Better not go out . . . you won't have any fun"?*

And do you ever wonder why some girls *always* seem to keep smiling, no matter what time of the month it is? *If only you could learn their secret!*

Well, you're not too old to learn! What you need is a lesson on how to grow a crop of confidence! How to be gay! Carefree!

Stop feeling sorry for yourself

Remember...an ounce of confidence is worth a pound of make-up. And to be sure of yourself on "difficult days," you need the kind of confidence Kotex sanitary napkins give.

First of all, Kotex ends are flat and tapered. They never give away your secret...*never* make you self-conscious.

And you know better than anyone, how important *comfort* is. So do as most girls do and choose Kotex. You see, Kotex is made in *soft folds* . . . so naturally it's *less bulky* . . . *less* apt to rub and chafe!

Remember this, too . . . there's a world of confidence in knowing that the new "safety shield" in every Kotex pad provides added absorption . . . gives you an *extra* margin of safety.

All in all, Kotex helps give a girl the comfort and confidence she needs to put a smile on her lips . . . a song in her heart!

Be confident...comfortable carefree ... *with Kotex!**

How's a girl to learn what to do, what not to do, on "difficult days"? Send for the new FREE book: "As One Girl To Another". Write P. O. Box 5434, Dept. AH-9, 919 N. Michigan Ave., Chicago.

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

Mixing Catnip Tea with Fears

Here's how two timid women got a lock-and-key house, and how they worked out an ingenious house plan, unique decoration

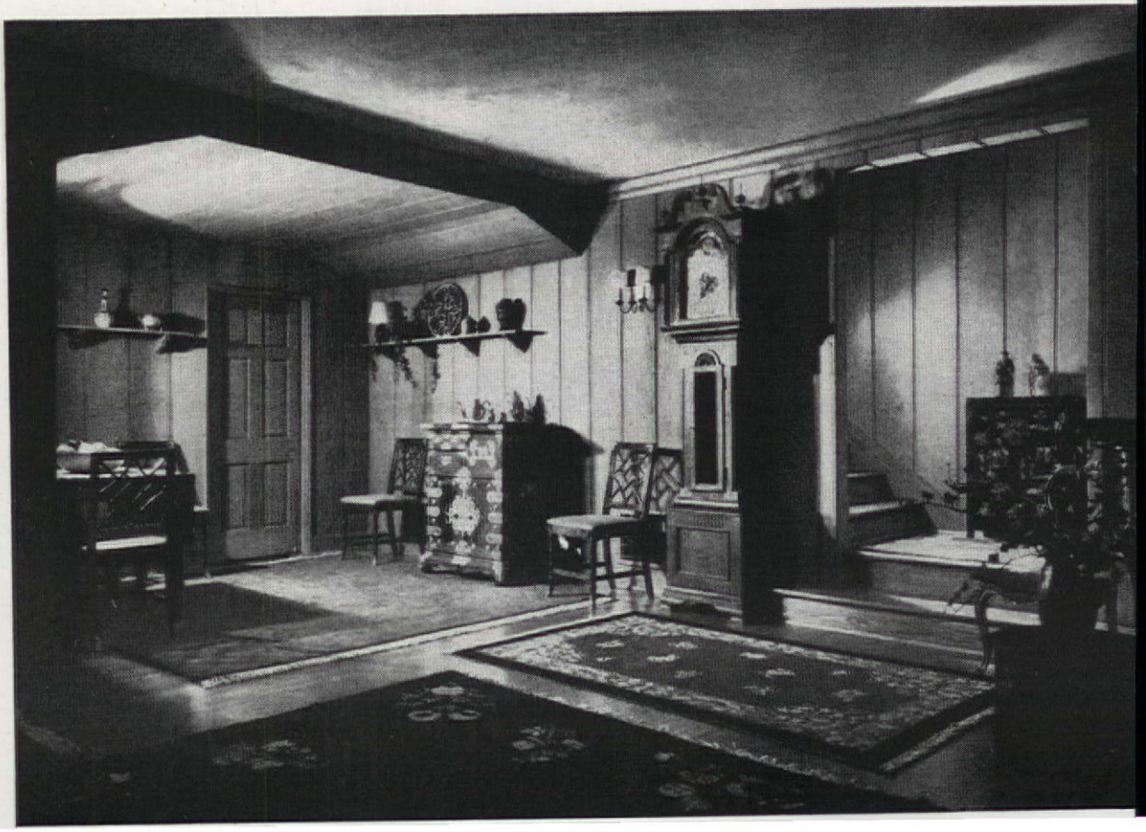
THIS is the story of two charming and highly intelligent sisters who live alone and like it, but are scared to death at night. Now, they aren't timid little souls who have never been anywhere or done anything. Quite the contrary. Ever since they finished college they have spent three or four months out of every year roaming the world, and they went to British Guiana and traveled far back into the bush country without a tremor. But these same women, the first night they are back in Los Angeles, shake in their boots if the floor creaks. They laugh about it themselves and their friends laugh with them, but it doesn't make any difference they're still afraid of their shadows at night and frightened practically stiff at the mention of anything like night prowlers.

So the Baker Sisters had a very special and personal problem when they gave up the big family house and decided to build a little one. A house they had to have, a permanent home for possessions assembled from the four corners of the globe. But their chief concern was to get a house that would be fear-proof, and that meant bedroom quarters above the ground floor. Luckily their lot had a step-down, at least a slope, to the rear. This made possible a story-and-a-half house with an above-ground bedroom, adjoining dressing room, bath, and sitting room, which, by turning a couple of locks on upstairs doors, become an isolated wing.

Underneath this wing was space for either a garage or a basement. The vote went for the latter. At first the large room was to be the laundry with the customary stationary laundry tubs. But it did seem extravagant to have such a nice cool, spacious basement for utilitarian use only. So suddenly they decided it could serve as a recreation room as well

First the cement floor was covered with linoleum. It wasn't easy to decide about the wall till someone thought of the rolls of matting brought home from Manila. There was enough

Maynard L. Par

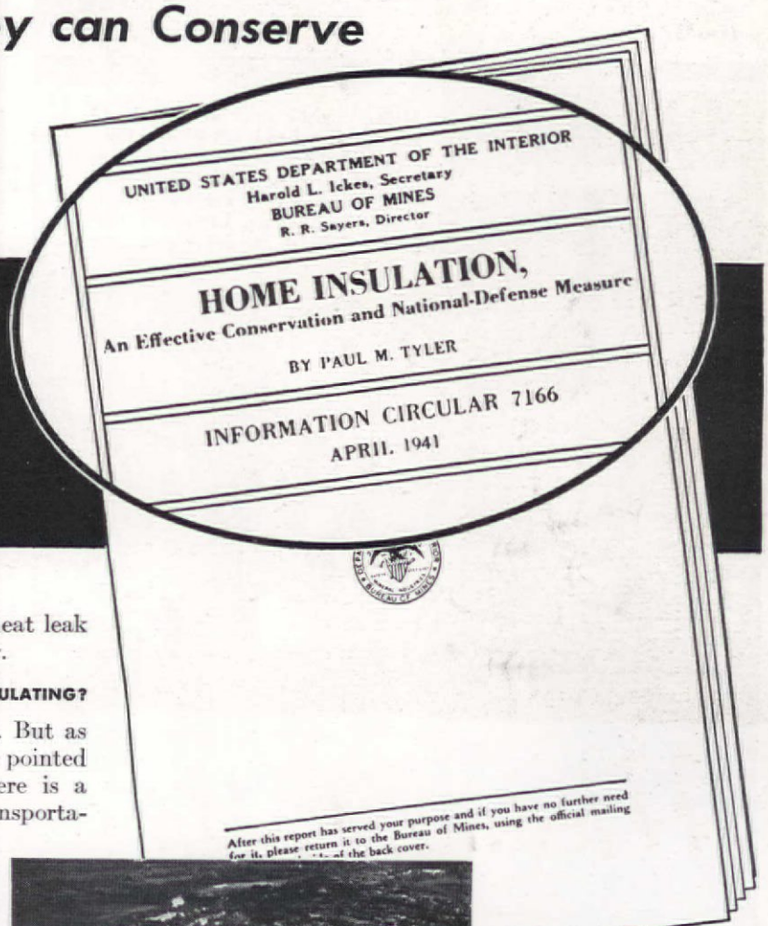


NATIONAL DEFENSE SAYS: Don't Waste Fuel this Winter!

United States Government (Bureau of Mines) advises Home Owners they can Conserve up to One-Third on Fuel with HOME INSULATION

Official Bulletin tells you that you can save up to ⅓ on next winter's FUEL BILL with mineral wool insulation.

Have a more comfortable house . . . AND HELP NATIONAL DEFENSE AT THE SAME TIME



WOULDN'T YOU LIKE to make a contribution to national defense and save money, too?

You can do both those things *at the same time* if you insulate your home with Johns-Manville Rock Wool. You can start enjoying the many extra comforts of J-M Home Insulation now and it will pay for itself out of fuel savings.

HOW IS THIS POSSIBLE?

It is possible because, as the Government Circular states (p. 7), "*Even in the mild climate of Hiawasee, North Carolina, the savings in dollars and cents were worth while. The tests proved that insulation, in this case mineral wool, does not cost the house owner a cent. It begins to pay for itself the day it is installed and continues to do so as long as the house is occupied.*"

• • •

JOHNS-MANVILLE is a pioneer in Rock (mineral) Wool Insulation. Scientifically blown into the hollow walls and attic spaces of your house, it saves up to one-third in fuel . . . keeps rooms up to 15° cooler in the hottest weather. J-M contractors are trained to do a thorough job. They do not skimp on material. They leave no loosely filled or forgotten areas that let heat leak out in winter—in in summer.

HOW DO I HELP DEFENSE BY INSULATING?

This country is rich in fuel. But as the defense authorities have pointed out in the newspapers, there is a threatened shortage of transportation facilities because of our defense needs, and Home Insulation is an important way to reduce our fuel consumption.

WHAT DOES A J-M INSULATION JOB COST?

The cost varies, of course, as houses vary. But, on the average, Johns-Manville Home Insulation can be installed for as little as $6.60 a month . . . and there is NO DOWN PAYMENT.

This year more than ever you can benefit yourself *and* your country by insulating your house. That is why you should *carefully read* a reprint of the Government circular shown above. Cut out the coupon right now! Slip it in an envelope and mail it to the address shown thereon for your free copy.

Are You Doing Your Share? In terms of your own neighborhood, a town of only 1,000 houses could save $35,000 on this coming winter's fuel bills by *adequate insulation.* According to the U. S. Bureau of Mines, "*If similar savings could be applied to the 37,000,000 existing dwelling units in the United States, potential savings would be approximately $1,000,000,000 a year.*"

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Street _____

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Miss Wright's specially designed wrought iron bed is set off by a fawn colored background and light ivory canopy hangings. Her North Star "Regal" Blankets are the subtle Rose Dust shade, blending harmoniously with the dusty rose satin skirt of her dressing table.

Every time you go to bed you'll congratulate yourself for owning a North Star Blanket. It's that kind of a possession. North Stars are woven of purest wool and nothing else. They come in ten lovely shades, luxuriously bound to match. You can pay as much as $175 for a pair of North Star Blankets or as little as $7.95 each.

NORTH STAR

Blanket of the Stars

Jack Grenandt, designer and builder

"paper" the entire room. It was stunning, but it put to shame those two utilitarian laundry tubs. Something had to be done, so they were encased in knotty pine like the trim, the top made in two sections divided in the center and opening sideways. When there is a basement party in the offing, the tubs are rushed into ice-box service and the ironing board makes a bar counter. A divan is part of the furnishing and, thanks to a shower and toilet conveniently adjoining the room, the laundry-recreation room has a third use, that of an emergency guest room.

The most lived-in room in the house, however, is the outdoor living room, with its own fireplace. A most attractive kitchen opens onto it, as well as into the dining alcove tucked off the inside living room. On a chilly day logs crackling in that fireplace give just enough warmth to make the outdoor living room comfortable, and it's just as convenient to the kitchen. Needless to say, food tastes twice as good out of doors!

A wall around the property makes the outdoor living room as private as can be. And when you go to call on Miss Helen and Miss Ruth, you ring the bell at the gate in the wall, just as if it were the front door. Considering the acknowledged timidity of the two women, this check on those who enter the premises is like a dose of catnip tea to lurking fears. It's an easy way to get extra Security!—**MARTHA DARBYSHIRE, Beverly Hills, Calif.**

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DOUBLE-WHITE house, Darien, Conn., prize-winner House Beautiful's small house competition. Architect. Geo. T. Gillette, New York City.

Guest House, Brookfield, Ct., Paints Cabot's Gloss Collopakes in Haddam Barn Red, trim, DOUBLE-WHITE. Archt.-owner B. A. Bugbee.

DOUBLE-WHITE house with Gloss White Collopake blinds and trim. Chestnut Hill, Mass. Architect: Miss Eleanor Raymond, Boston.

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COLLOIDAL PAINTS

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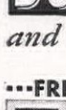

Contains helpful information. Shows prize-winning houses painted with Cabot's DOUBLE-WHITE, *Old Virginia White*, and Gloss Collopakes (colloidal paints.) Write for your copy today. Samuel Cabot, Inc., 1235 Oliver Bldg., Boston, Mass.

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Underwood & Underwood

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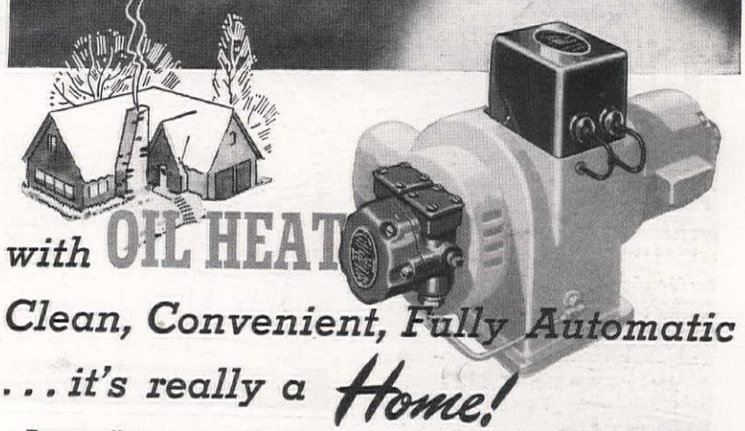
But what if John should be one of the 20 per cent of men who, life insurance tables say, die between the ages of 35 and 55? If his family couldn't keep up the payments on the mortgage, the home which they now consider "theirs" might suddenly be gone with the wind.

To prevent such catastrophes, most of the major life insurance companies are now writing policies which, in the event of the wage-earner's death, will cancel out all remaining mortgage payments and even, perhaps, make available a surplus. There are several types of such policies, and the plans vary somewhat, but they all aim at the same goal—automatic payment of mortgage in case of the death of the policy-holder, who, of course, should be the wage-earner of the family. Thus John Smith, and the thousands of other people like him, can be assured that, in the event of his death, his family will really inherit a home—not a mortgage.

HARRY M. WATSON
Knoxville, Tenn.

without *Comfort* it's only a House



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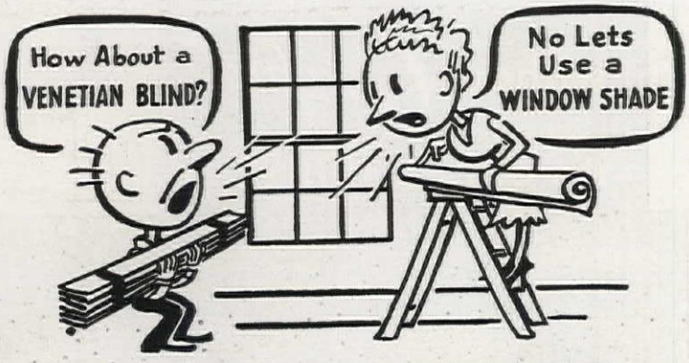

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I like a room

STEVEN HALL, Chester, Vt.

Here's how one woman got it, with imagination, a little paint, a good deal of work, and what she saved on the grocery bills

WHEN we decided to move to a "little place in the country," my husband picked the place. I agreed that the old house had a wonderful center chimney and that the five fireplaces were nice. But I was no chimney swift so these didn't do me much good and I couldn't help reminding him that the house was in bad condition and much too big and would take a lot of money to fix properly. However, he was not in the least impressed.

I was right. By the time we got a furnace and plumbing installed, some bad sills fixed, the roof patched, worn-out clapboards replaced and a coat of paint on the outside—it was no surprise to me to find we had spent practically all of our money.

We told ourselves several times a day that we must be patient and do things little by little as we got the money. But when nobody was looking I fretted, and every time I stepped into that living room I got more rebellious. The only thing you could say for it was that it was in good condition. It did have nice woodwork quite recently painted white, a corner cupboard, and a lovely panelled fireplace (with a stove hole in it!). It also had the ugliest wallpaper I've ever seen, and just as ugly a floor, which was painted an olive drab to match that bilious green and tan paper.

I tried to walk through that room with my eyes closed. But no matter what I did, I could *hear* my Victorian furniture (upholstered to suit a rather formal New York apartment) and my special pride, a Victorian rose carpet, just scream at the wallpaper and the floor. I stood it for a month, and then, metaphorically, I started a little screaming myself.

"There, there," said my husband, "just be a little patient."

"You and your patience!" I retorted, "I'm going to fix this living room. The other rooms can wait but this one is a *must*, and right now."

My own words gave me courage and for a minute I felt like the cat that swallowed the canary, until he asked quietly and with characteristic patience, "What with?"

So I did a little more thinking. I thought of ripping off the old wallpaper and painting the walls with cold-water paint. But the cold water came from my husband when he reminded me that we couldn't know the condition of the walls underneath, that the plaster was liable to fall off, and even if we could afford to have it patched, it wouldn't be smooth enough to look well painted. He added,

That night we sat in the living room and expanded. A week went by, and somehow, something was wrong. The room was pleasant enough, the colors restful, but it lacked—yes!—that's what it lacked—SPIRIT!

My husband had no sympathy with my SPIRIT. He started talking about patience again, but I didn't even listen. I was thinking.

Back I went to the paint store. I still had some money left, and this time I bought a pint of red

Harrie Wood

with Spirit!

"Besides, if you are going to starve me so that you can paint the living room, I'll walk out on you."

I brooded for two more weeks. Meanwhile I saved $2.43 out of the grocery money and husband didn't even complain. He likes eggs and they were cheap. *Then*, triumphantly, I had another idea. I would paint right over the paper! At least it would be worth trying.

So I bought two quarts of cocoa-brown casein paint and a pint of black floor paint to cover the narrow strip of floor left exposed by the rug, and went to work. I did the floor first and had to wait twenty-four hours for it to dry, which was almost more than I could bear. But finally the big moment of excitement came and, crossing my fingers, I started early one morning to paint the walls. I finished one of them, then stood off to look at it, wondering if the paint would play tricks and take the paper right off the walls. But it didn't. That lovely, soft-brown paper made the chartreuse-green love seat look alive again. The roses in the rug bloomed more luxuriously than ever. I finished painting, flew around and placed the furniture, hung the curtains, hung the pictures, hung an old gilt frame over the stove hole. I couldn't believe my eyes!

casein paint and a pint of white. Using the red as a tint I mixed two shades of pink, one a little deeper than the other. Then I cut two paper patterns. One was a half circle about ten inches in diameter, the other a conventional tassel shape six inches long. With these I outlined a swag border around the top of the wallpaper, first a half circle, then a tassel, then a half circle. I painted the whole thing the lighter pink, did some very simple shading with deep pink, and outlined it in red for zip. I suffered with the shading, for I'm no artist. But when it was done I stood off and looked at it and started breathing again.

At this point my husband got to work and helped me saw off half the cupboard door. I really think he had forgotten some of his old patience by that time and caught some of my excitement. At any rate, once the doors were off and those lovely shelves revealed and the inside painted the deeper shade of pink and the blue china put on the shelves, even he admitted admiration. As for me, I could have shouted for joy!

Maybe I *had* risked a husband, but he hadn't starved yet, and I *had* put SPIRIT into that room, my own personal kind of SPIRIT, and besides I still had 16¢ left. What if there were eight more rooms yet to be done in the house! I didn't care

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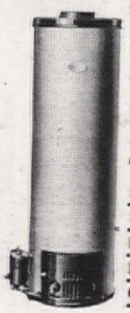

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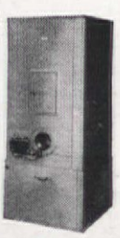

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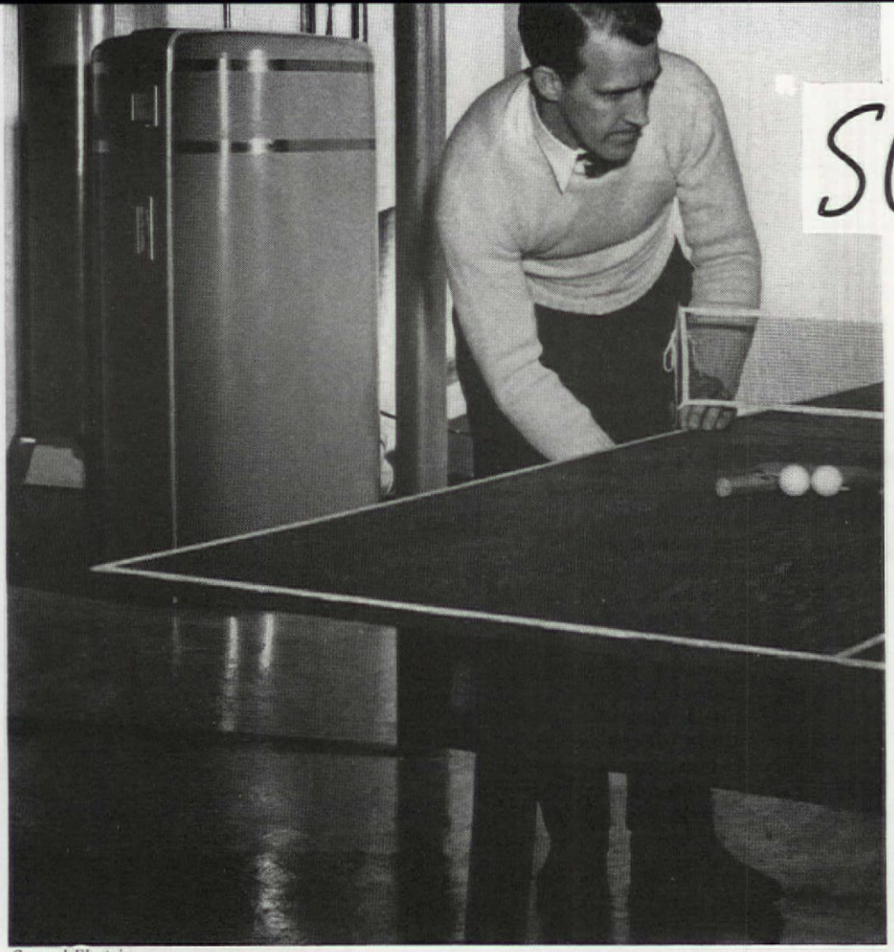

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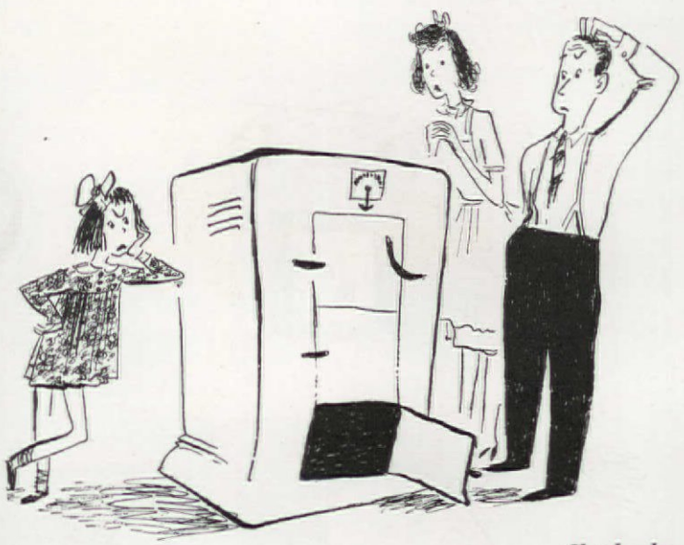


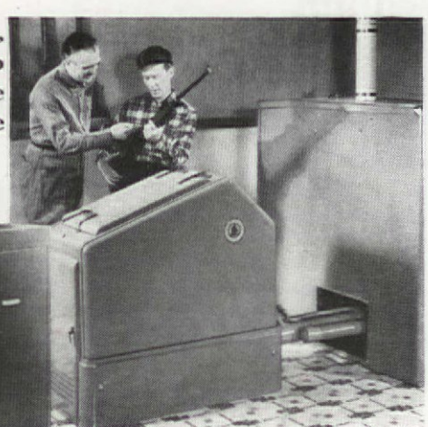
Sketches by Burmah Burris

W. B. COOPER, Springfield, Mass.

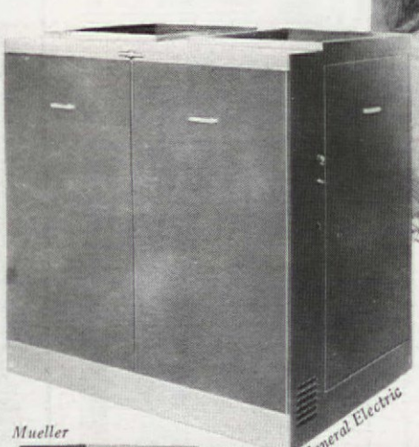
WITH a few beads of perspiration still dotting your brow, *heat* may be the last thing you want to think about right now. But "winter is icummen in," same as usual, and now *is* a smart time to think about your existing heating system or a new one if you need one. Since we're all embarked on a "War on Waste" today in the National Defense effort, a careful check of your heating system to reduce fuel consumption by making your equipment more efficient is certainly in order for everyone.

It is estimated that there are approximately eight million furnaces and boilers in American homes today, chugging away more or less merrily and giving more or less satisfaction to their owners from a standpoint of health, comfort, economy, and safety. Many different types of heating systems are found in homes, or on the market, which seek to satisfy these ideal requirements. If you have a boiler you may have hot water heat or you may have steam heat. Many hot water heating systems now have electric circulators to force the water through the pipes to various radiators as required and automatic controls which regulate temperature evenly. There are many gravity hot water systems in use where hot water rises to the radiators due to natural circulation. On warm air systems there are also

Whether it's a hot water, steam, or hot air system you have to deal with, you'll find attractive and practical new models here

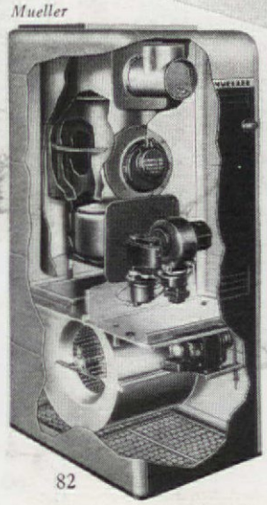


Iron Fireman; Underwood & Underwood photo

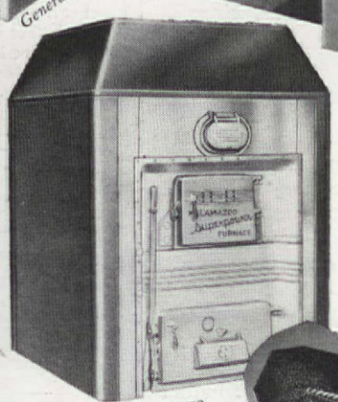


General Electric

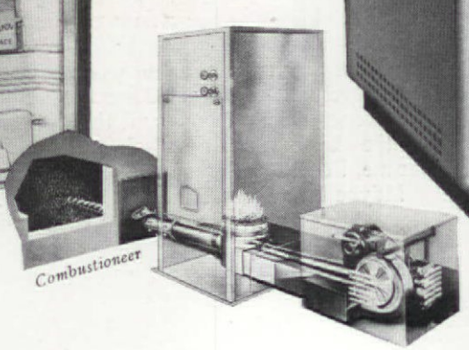
Freeman Stoker



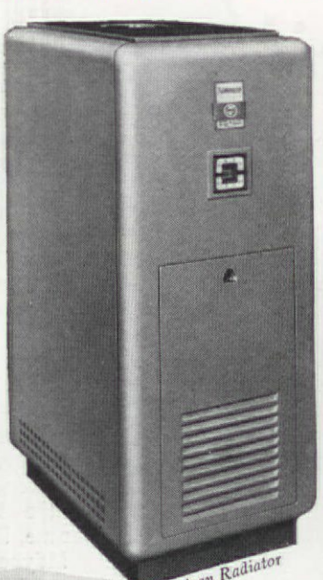
Mueller



Kalamazoo



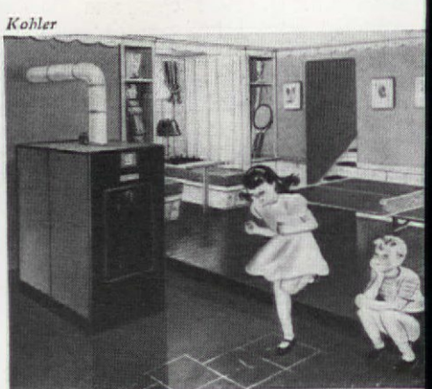
Combustioneer



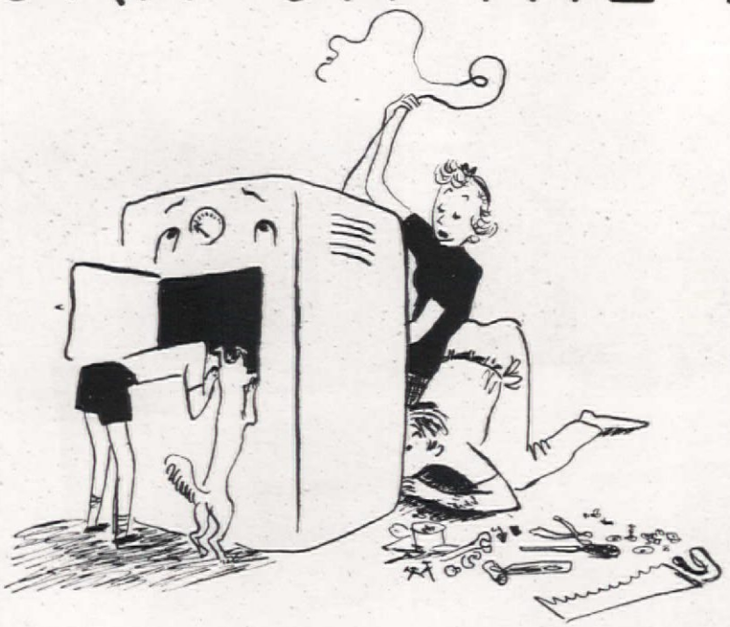
American Radiator

Today's home heating equipment can automatically fire your heater for you, remove ashes, regulate circulation of hot water or air, control temperatures

Kohler



TURN ON THE HEAT!



force and gravity types of equipment, the force type employing a fan which drives the air through the unit or into the various pipes and through the room outlets. These are the most commonly used among the many and varied types of heating systems.

"Comfort" is the ideal of most of these systems but it's an intangible quantity for it not only depends upon the condition of surrounding space but the condition of the individual. The clothing one wears, one's activities, even one's disposition have a great deal of influence on it. The temperature of the air, the temperature of the walls, the amount of moisture in the air, and the amount of movement of air all influence heating. And today we are no longer satisfied with "just being warm." We don't want to be too warm but evenly warmed with clean, moist air. Cost, too, is a prime factor in any heating system, both initial cost and maintenance cost.

If we could actually see heat it might be easier for us to understand its movement and we might be able to control it better. If we could measure it by the pound or by the gallon and if we knew the quantities required, "recipes" for heating could be easily followed. But making your heating system give you proper satisfaction is a special problem in almost every home and its particular equipment and the "answers" depend largely on these factors. To help you help yourself we ask the eleven specific questions in the column at the right. They will require your checking on the heating equipment in your house—whether hot water, steam, or hot air—and thoroughly investigating the condition, amount, age, functioning of it.

TOO COLD

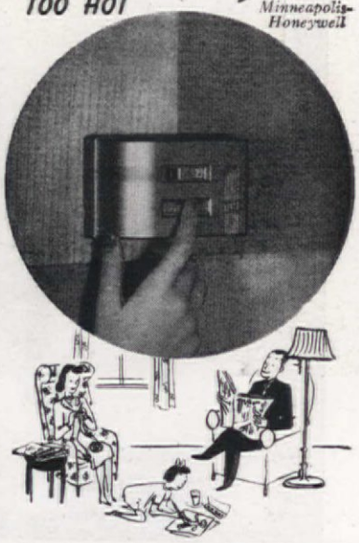
HERE are the questions you should ask about those heating problems you'll face this fall. Send a large, stamped, self-addressed envelope to Dept. H-941 for advice

1. Are you using too much fuel
2. Do losses in your heating system make it uneconomical to operate in your house
3. Is the proper amount of heat supplied for each room
4. Do you have *even* heating
5. Is the system noisy or dirty
6. Do you have proper humidity
7. Do you have modern improvements in equipment
8. Is it advisable to change fuel or method of firing
9. Is your unit too large or too small for your house
10. Are the unit parts in good condition and order
11. Are both unit and piping clean and functioning well

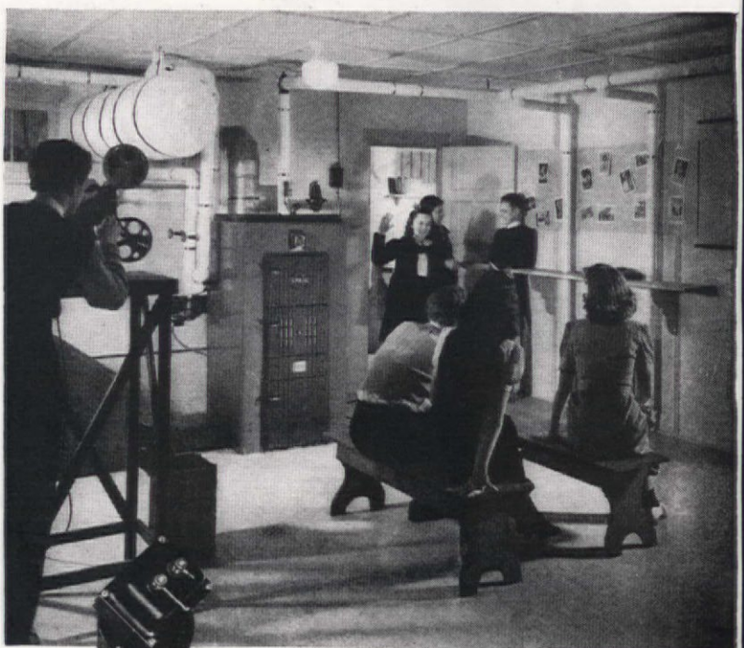
You should also find out what kind of system you have, who manufactured it, what is the furnace number, how long it has been installed, and what kind of fuel you should use in it—coal, gas, oil, or wood

TOO HOT

Minneapolis-Honeywell



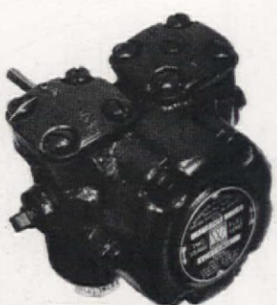
AH! CONTROLLED HEAT



Crane

Hedrich-Blessing Studio

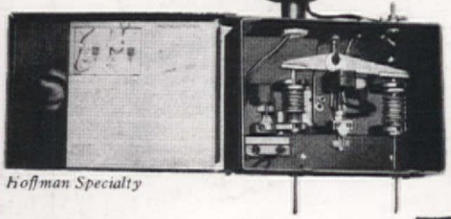
Bell and Gossett



Webster Electric

Delco

Duo-Therm



Hoffman Specialty

Motorstoker

CONSERVE FUEL Automatically

COAL - OIL - GAS

AUTHORITATIVE TESTS SHOW INEFFICIENT, OBSOLETE EQUIPMENT WASTES AS MUCH AS 50% OF THE FUEL . . .

Automatic DELCO HEAT*

BURNS FUEL WITH HIGHEST PRACTICAL EFFICIENCY . . . PROVIDES ACCURATE DAY AND NIGHT CONTROL OF HOME TEMPERATURE WITHIN ONE DEGREE

As a patriotic citizen, you naturally want to aid defense by *conserving fuel.* One way is to replace inefficient, fuel-wasting home heating equipment.

Because Delco *automatic* Heat regulates the flow of fuel—oil, coal or gas—for maximum combustion efficiency . . . and prevents wasteful temperature fluctuation . . . it conserves fuel *automatically.* Built and backed by General Motors, world's leading combustion experts, Delco-Heat offers you maximum fuel economy, comfort and convenience.

Your Delco-Heat dealer has a full line of Delco Oil Burners, Coal Stokers, Oil-Fired Boilers and Oil-Fired and Gas-Fired Conditionairs (true winter air conditioning) . . . each with exclusive *fuel-saving* features. See him—get his easy terms.

DELCO OFFERS AUTOMATIC UNITS FOR EVERY TYPE OF SYSTEM AND FOR EVERY FUEL—OIL, GAS OR COAL

SEE AND HEAR
"The Other Half of the Story"

A Talking Picture of Delco's Laboratory-Type Installation Right In Your Own Home

Only Delco offers you a scientific, laboratory-type, *fuel-saving* Gold Seal Installation right in your own home. Ask your Delco-Heat dealer to show, in your home, Talking Pictures of this and the Delco unit you prefer. They give PROOF of Delco-Heat *superiority!*

Convert your present hand-fired heating plant to *fuel-conserving automatic heat* with a Delco Oil Burner or a Delco Coal Stoker.

For name of your nearest Delco-Heat dealer, consult your local Classified Telephone Directory under "Oil Burners," "Stokers" or "Furnaces—Heating"... or mail coupon.

Free! THIS 24-PAGE BOOK—
"82 WAYS TO CONSERVE FUEL"

Whether you burn coal, oil or gas . . . fire by hand or automatically . . . you'll profit by reading this book! 24 pages of practical suggestions for correcting big and little causes of heat waste in any home. Book contains no advertising, puts you under no obligation. See or phone your Delco-Heat dealer for a free copy—or mail coupon.

Delco Appliance Division, General Motors Sales Corp., 372 Lyell Ave., Rochester, N. Y.
Send me, without obligation, the items checked:
☐ Factual book, "82 Ways To Conserve Fuel For Defense—Without Sacrifice of Home Comfort."
☐ Full details of how Delco-Heat conserves fuel *automatically.*

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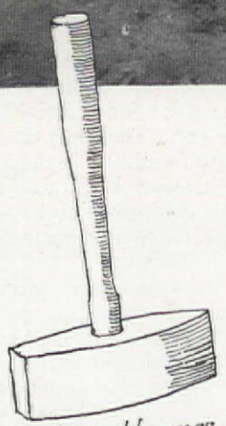
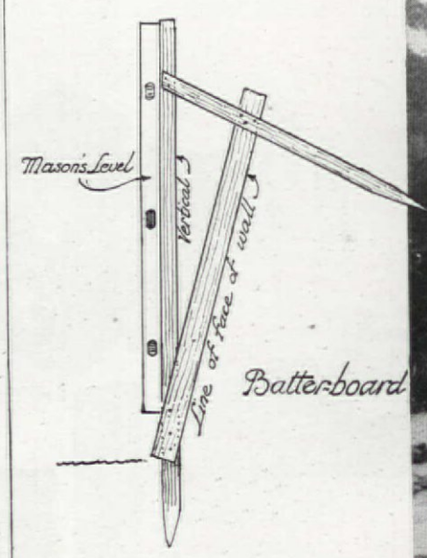
Address_____
City_____
State_____

*DELCO-HEAT IS BUILT AND BACKED BY GENERAL MOTORS

Planted dry walls solve many grading problems and serve as rock gardens, too

Fall's





The essentials: judgment, fair skill, well-chosen rocks and plants, friable rich soil, simple tools

HENRY DEARDEN
Philadelphia, Pa.

Photographs and sketches by the author

the time to build it!

TO A MASON it's "dry" wall because no wet mortar is used in building it. But the gardener who wants to grow plants in the crevices does all he can to make it a moist wall, first by providing soil between the rock joints; second by building it with a "batter," which means a backward slope; and perhaps by arranging to supplement the seasonal rainfall. The "batter" may be as much as four, and should be not less than two, inches for each foot of vertical height; the sketch below illustrates how rain will seep into a properly constructed wall and supply the plant roots. Not only does such a wall conserve moisture, but it is also much stronger.

A dry wall is a big help in grading a site. If well planted, it is much more interesting than a grass bank, besides requiring less attention and, usually, less space. To some extent it can serve the purpose of a rock garden, and around a sunken garden it is especially effective. The soil used in the joints and behind the wall must be a good, friable loam suitably enriched, for it is not easy to feed the plants after the wall is completed. A clay is too impervious

Lay stones so they slope backward; set plants in soil pockets as wall goes up

The Master Gardener says:

FOR EXTRA BEAUTY LONGER THIS FALL—AND NEXT SPRING, TOO—FEED VIGORO NOW!

3 reasons why lawn authorities recommend fall feeding!...

1. Less weed germination
2. More uniform moisture
3. Perfect grass growing weather

Authorities agree that *fall* is the ideal time to work on your lawn . . . building a new one, or feeding and fixing up an established lawn.

You grow *only grass!* Most weeds have stopped germinating, and your plant food promotes strong, healthy grass-root growth that's better able to withstand the winter.

More uniform moisture conditions mean the new grass requires a minimum of sprinkling.

Cool fall days are much the best for perfect growth of grass.

Right now start giving your lawn attention. Put on Vigoro. You'll be enthusiastic over the results!

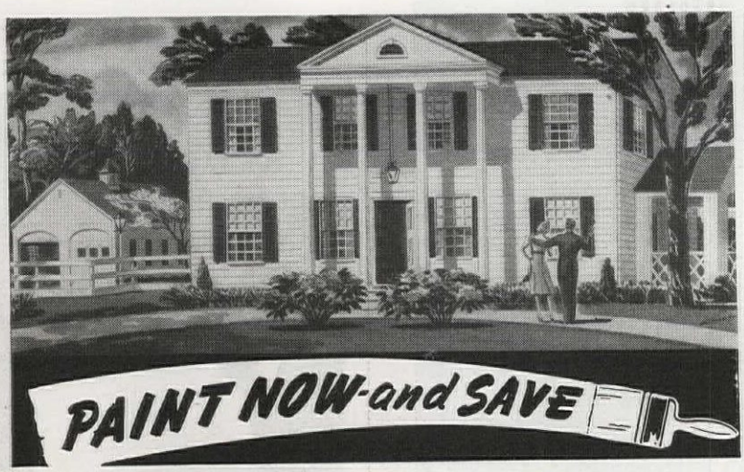
IMPORTANT!
USE A COMPLETE PLANT FOOD!

Vigoro is the plant food to apply. It supplies *all 11* elements growing things need from the soil. Vigoro is safe, sanitary, odorless and easy to put on.

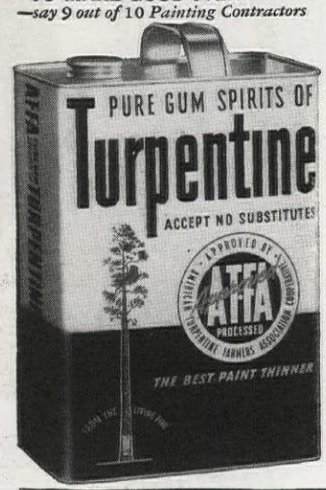
And only *two to four pounds* of Vigoro per 100 sq. ft. will do this vital fall feeding job!

Let Vigoro . . . fed *now* . . . give you a lawn your neighbors will envy . . . not only this year . . . but next Spring, too!

VIGORO
The complete plant food
. . . perfect for all fall feeding
A PRODUCT OF SWIFT & COMPANY



"IT TAKES GUM TURPENTINE TO MAKE GOOD PAINT"
—say 9 out of 10 Painting Contractors



WHEN nine out of ten Painting Contractors* use Gum Turpentine in painting their own homes, it's a safe bet that *you* should insist that Gum Turpentine be used in the paint for *your* home. Gum Turpentine, made from the living pine tree, is the one reliable, foolproof paint thinner that has been used in this country since early Colonial days. It penetrates and anchors the paint to the surface. Unlike cheap substitutes, it forms a part of the paint film, making it tougher and longer lasting.

It always costs money to put off painting. You'll save by painting now. Call a reliable Painting Contractor today. Specify Gum Turpentine for every paint job.

AMERICAN TURPENTINE FARMERS ASSOCIATION COOPERATIVE
General Offices: Valdosta, Georgia

**According to a recent national survey*

KNITTING YARNS
OF QUALITY

Spun in all the lovely shades for your selection.

In making your knitted garments be sure and use Old Hampshire yarns which are spun from best fleece wools.

Write to us today without obligation and we will mail you a complete line of samples showing yarns for suits, sweaters, and other knitwear, also for hand loom weaving and rugs.

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Concord Worsted Mills Concord, New Hampshire

Sell PERSONAL INITIAL CHRISTMAS CARDS FOR 21 $1

Earn Extra Money with New Idea
Make big earnings full or spare time. Show friends newest novelty. Exclusive! Assortment of 21 beautiful Christmas Cards with sender's INITIAL in metallic gold-silver effect seals. Costs 50c. Pays 100% profit. Extra cash bonus. Also **50 for $1 Name-imprinted** Christmas Greetings. 10 other popular assortments—Religious, Gift Wraps, etc. Also **Personal Stationery.** No experience needed. Start earning now! Get Samples on approval.
Artistic Card Co., 991 Way, Elmira, N.Y.

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• There's plenty of stoker coal, so guard against rising heating costs by installing a FREEMAN stoker *now!* Burns low-priced bituminous coal with maximum efficiency . . . gives you greater fuel savings because of Freeman's exclusive, patented FIRE STABILIZER. Write for details and name of nearest dealer.

• **ALSO BINFEED AND COMMERCIAL MODELS; STOKER-FIRED WATER HEATERS**

AS LOW AS $139.50
Complete with Controls (F.O.B. Factory) Easy F.H.A. Terms

Freeman Stoker Division, Illinois Iron & Bolt Co. (Est. 1864)
918 South Michigan Avenue, Chicago, Illinois
Send booklet: "Cutting Fuel Costs with a Stoker".
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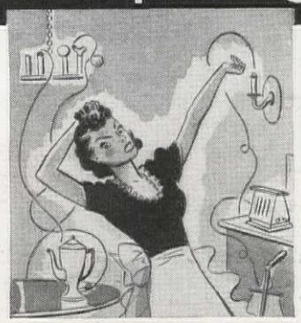
Address_____
City_____ State_____

to moisture and tends to bake in hot weather; a light, sandy soil drains too quickly. A good formula is equal parts good soil, sand, leaf mold or peat moss, and well-rotted manure, with a shovelful of ground limestone per wheelbarrowful, mixed well and sifted. The obvious way to insure moisture is to irrigate, either by means of low standpipes with special mist sprinklers installed in front of the wall, or a line of copper pipe perforated every six or eight inches at the near end and every three or four inches at the far end and laid with a slight fall near the top of the wall just to the rear of the stones. A 50-foot wall will need half-inch pipe; for 75 feet, three-quarter-inch is better. Except in very dry locations such equipment is something of a luxury unless rare rock plants and alpines are grown.

Steps in a wall should be substantially built on a concrete foundation extending below frost line. It usually looks better if the two bottom steps, whether rectangular or semicircular, project a little. For the wall foundation it is rarely necessary to go more than 8 or 10 inches below grade and rough stones placed securely without concrete are satisfactory. If choice is possible, select more or less stratified stone which comes in thicknesses ranging from three to twelve inches. Build the face of the wall to a line or, better, two lines, at top and bottom; for a good job check from time to time with a batter board (see sketch, page 84). Some "dressing" with a mason's stone hammer may be necessary; this, a mason's trowel, a level, and the batter board are the only special tools needed.

If a site can be chosen, select a sunny position where it will be easier to make a good display. However, this is not essential as a number of attractive plants will succeed in some shade. Avoid using too many of the more rampant-growing ones that will be almost sure to smother out the dwarfer type. Consider their growth habits, and use colonies or groups of two or three of a kind to avoid spottiness. Get all the plants you will need before starting the wall so they can be set in the soil pockets between the stones as the work proceeds. About one plant for each two square feet of wall surface and each running foot at the top will be sufficient. A few of the commoner wall plants are: dwarf phlox, snow-in-summer, yellow alyssum, candytuft and arabis. Lovely but rarer are several dwarf bellflowers. Some hardy pinks should be included, also rock-roses, perennial flax and varieties of speedwell (Veronica). For partial shade there are Jacobs-ladder, woolly yarrow, Alpine aster, American columbine and Iris cristata—dwarfs wherever obtainable, of course. And in denser shade, bleeding heart, barrenwort, Kenilworth ivy, periwinkle, and various sedums do well.

POOR WIRING Is Exasperating

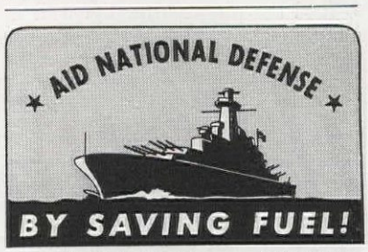


If you want to enjoy using modern electrical appliances in your new home—ask your electrical contractor to install G-E Home Wiring. It will provide the power you need where you need it. Your wiring system will have—

(1) A proper layout
(2) Big enough wire
(3) Plenty of outlets
(4) Convenient switches

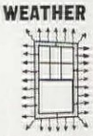
Write for "The Poor Wife's Revenge," a dramatic booklet showing the tragedy of poor wiring and its cure. Address the General Electric Co., Section W-1829, Appliance and Merchandise Department, Bridgeport, Connecticut.

GENERAL ELECTRIC



SAVE 20 TO 50% OF THE FUEL YOU USE
American Homes Waste $1,000,000,000 Annually

WEATHER STRIPS AND CALKING AT WINDOWS AND DOORS

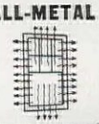


Keep out cold wind. Stop Drafts, Save fuel permanently—20% or more every year. Keep out dust, soot and rain.

ROCK WOOL INSULATION IN WALLS AND ATTIC

Like wrapping your home in a winter overcoat. Saves 30% or more in fuel. Keeps out summer's heat, too. Provides year 'round comfort.

ALL-METAL STORM SASH FOR ALL TYPES OF WINDOWS



Save 10 to 15% in fuel. Designed to stay up the year 'round. Interchangeable with screens in summer.

CHAMBERLIN METAL WEATHER STRIP CO.
1322 LaBROSSE DETROIT, MICH.

SEND FOR FREE BOOK

How can I save Fuel and get year 'round comfort with
☐ Weather Strips and Calking
☐ Rock Wool Insulation.
☐ All-Metal Storm Windows
Name_____
Address_____
City_____ State_____

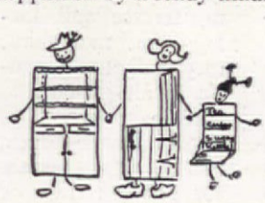
Lloyd Knutson

Here's what one woman did with DOORS!

THERE'S nothing so nice as afternoon tea if it can be served in an easy, gracious manner. So in my little house I have a simple, cozy arrangement that makes afternoon tea the relaxed fun it should be. And the whole orderly system depends on doors! A Dutch door between pantry and living room; a Normandy cupboard with open shelves above, and closed shelves for dishes and electrical appliances below; a wall tea cupboard whose door drops down to make a convenient serving table.

The Dutch door leads into the kitchen through a small pantry corridor, so used dishes can be put out of sight through the open upper half. The lower part is kept shut, and for good reason: it keeps our lively dogs from bounding around an otherwise peaceful tea table.

Our big serving cupboard is my most special pride and joy. The upper shelves, topped off by a ready-made wooden scallop, hold colorful pottery. The deep, top "work surface" and extra serving shelves above the linen and silver drawers are very handy. Below, a two-shelf closet holds glasses, dishes, and electrical appliances.



These closet doors have a hand-wrought black latch, and H and L hinges, to add to their attractiveness.

At the right of the pantry door, recessed in the grooved and painted pine board wall, is the little tea

A modern necessity that pays for itself in savings!

What it does for you—Permutit Softened Water makes rich suds, gives new luxury for bath, shampoo, shaving. Makes housework easier, too—whiter laundries with less work, sparkling dishes without rubbing.

How it works—The simple Permutit unit is attached to pipes in your cellar, automatically makes water soft, iron-free, sparkling.

Why it makes big savings—Permutit cuts soap costs . . . prevents scale in pipes, reducing fuel costs and plumbing repairs.

Low monthly payments—enable you to enjoy soft water while you pay. Why not start *now?*

FREE
Mail coupon for illustrated booklet.

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Dept. AH8, 330 W. 42 St., New York, N.Y.
Please send me *free* Permutit booklet.

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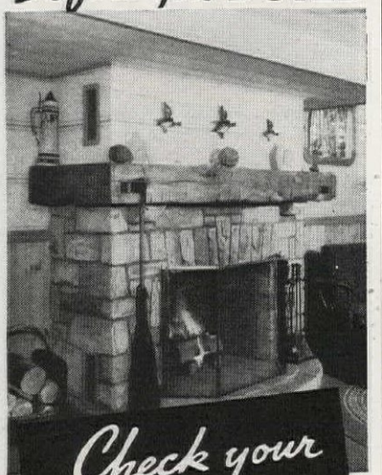
Before you BUILD



...Check your Fireplace PLANS AGAINST THIS LIST

	Yes	No
Will it circulate heat?		
Will it warm the entire room?		
Will it cut heating costs?		
Will it smoke?		
Has it been proved thoroughly by years of home use?		

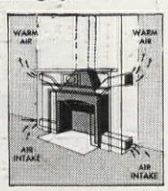
● Build a Heatilator Fireplace and get all the good qualities you want in a fireplace. For the Heatilator Fireplace is entirely different—a modernized fireplace that has been proved in thousands of homes and camps all over America. It saves the heat ordinarily wasted up the chimney and circulates it gently to all corners of the room, warming even adjoining rooms.

Used on cool spring and fall days, it saves the waste of low-draft furnace fires and cuts dollars from heating costs. In mild climates, it is the only heating equipment required by most homes.

Ideal for Camps & Rumpus Rooms

The Heatilator Fireplace makes camps usable weeks longer—earlier in spring, later in fall and for week-ends of winter sports. Its circulated heat solves the heating problem in basement rumpus rooms, workshops, dens, playrooms, warming all such rooms quickly and thoroughly.

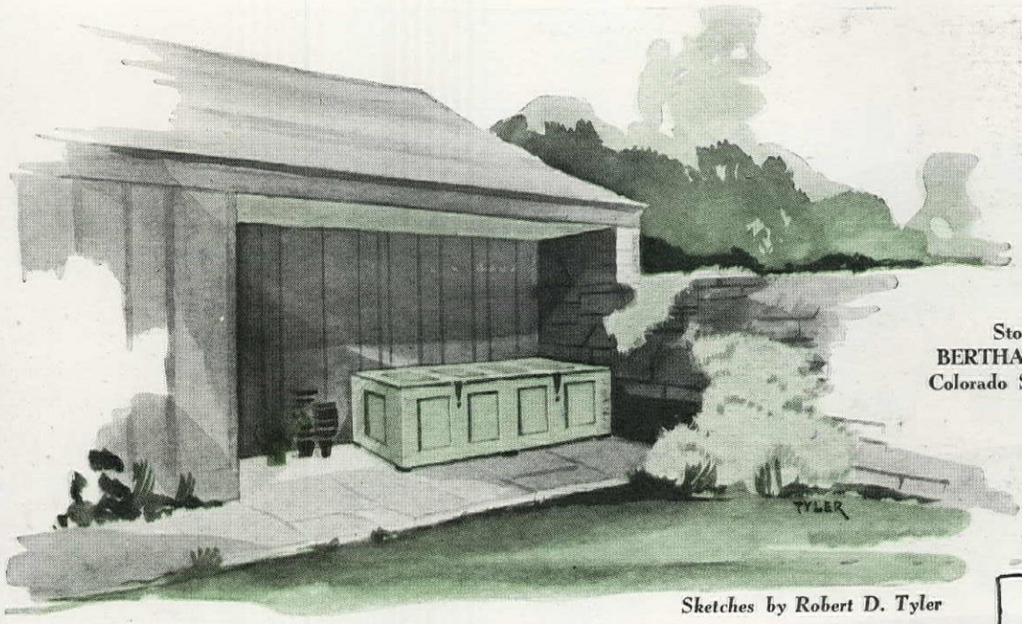
Will Not Smoke



Concealed inside the masonry, the Heatilator is a double-walled steel form around which any style of fireplace can be built. It eliminates faults of design that commonly cause smoking. Simplifies construction and saves materials, adding but little to cost of the finished fireplace. Mail a postcard today for complete details.

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

HEATILATOR Fireplace

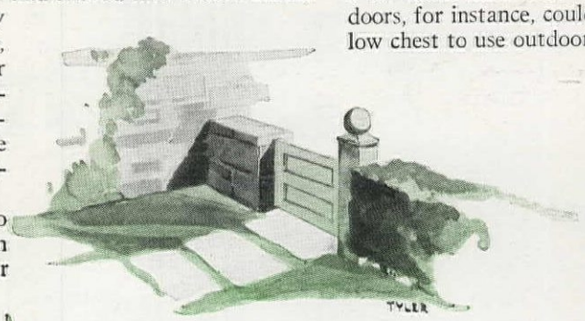


Story by
BERTHA O. KLUG
Colorado Springs, Col.

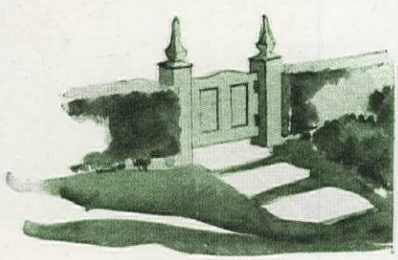
Sketches by Robert D. Tyler

cupboard. It is just the right depth for two shelves that hold all our tea equipment and the electric tea kettle. An electric socket is set in the lower right-hand corner of the cupboard, so tea can be brewed right at my elbow. The door of the cupboard, upon being let down, becomes a table held up by two chains. Incidentally, the man of the house has found this arrangement perfect for bar service.

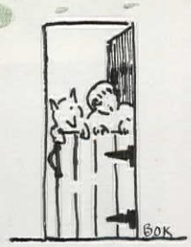
Having had such good results with doors inside the house, I started to think of outdoor ideas to make use of the three old doors I had shoved into a dark corner of the basement. They were of heavy pine, well seasoned, with four rectangular panels. Suddenly it seemed ridiculous to let all that nice paneled wood go entirely to waste.



My first idea was to make a pair of garden benches. One whole door made the back of each bench, and for the seats we used cement. (You could use stone or wood, for that matter.) We had the form, or cement mold, made by a local carpenter at very small cost, on a slight slant to take care of drainage after rain and snow storms. The cement was colored with a touch of faded brick-red to match my walks and terraces, and we painted the door-backs a lovely soft green shade to match our cottage. The benches are set in the wall, which makes arm-rests. Finished, they have an Old-World look, like the garden benches of an old Spanish garden. Set against my terrace wall, facing the mountains, they really are romantic as all get-out.



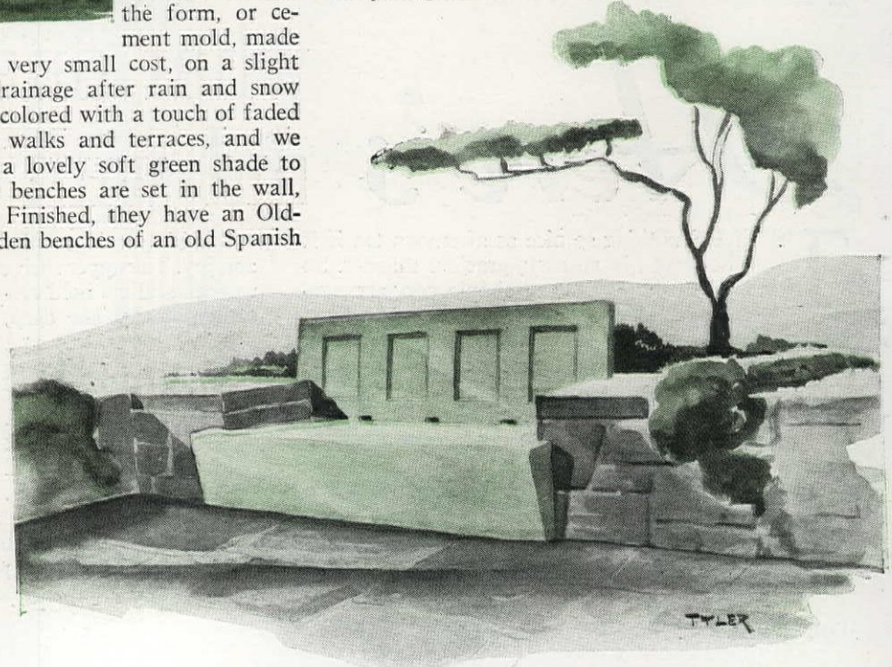
If you want to make such a bench, you'll find it perfect for porch, terrace or garden. The cement requires only a little color—it looks darker when wet, of course—or you can use plain white if you prefer.



Out of the other door I made two very cute little single gates, simply by cutting the door in half. They are painted the same lovely soft green, set between pillars of rose-colored cement, have black hinges and hardware, and—well, you don't have to be looking through rose-colored glasses to think they are something special!

Once started on my old-door thinking spree, I had a lot more ideas than I had doors. These same three doors, for instance, could have been made into one big, low chest to use outdoors for storing wood and garden or hobby tools, as in the sketch above. One door for the top, one for the front, and one door sawed in half for the two sides. For the back and bottom of the chest, some old lumber would do very satisfactorily since it wouldn't show anyway. With strong barn hinges painted shining black, and the chest itself gaily painted or decorated like the old paneled chests were, it would be a grand place to store things.

Now, I'm not trying to encourage you to go out and round up a lot of doors when lumber or something else might be better for the purpose. But if you have the old doors to begin with, don't just toss them on the junk pile. You can really do wonders with them!



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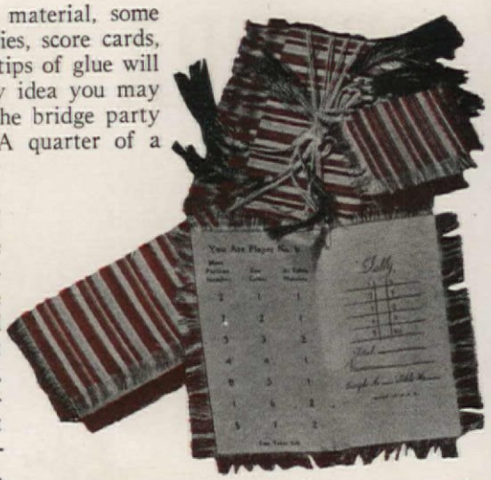
The S.O.S. Company, Chicago, Illinois
S.O.S. Mfg. Co. of Canada, Toronto, Ont.

This Month's



A LITTLE scrap of material, some ten-cent-store tallies, score cards, and a few finger tips of glue will put to shame any idea you may have had about keeping the bridge party scores on typing paper. A quarter of a yard of material will cover a set, and the first ones finished should be ample proof of their attractiveness! Use liquid thread or any rubber cement to apply the material. One group should set you back only about twenty cents. In figuring, however, you want to remember that your most expensive item—the glue—will last for a long time.

If you tear your hair, *and* your sheets, as you frantically try to unearth some guest towels from the linen closet fray, then you really need these linen tabs. The ribbons tie around bath, face, and guest towels, washcloths, sheets, and pillowcases and each bunch is marked just that way.

The Sachet Boule is something new in moth prevention. Experts agree that any strong odor will keep moths out of clothes. They die just as quickly from a strong perfume as they do from antiseptic-smelling mothballs. Simply hang one or two of these boules in the closet, and when you bring your clothes out into the open again they won't need a day's airing.

You like English muffins for breakfast. Yet you never have them because you burn your fingers getting them out of the toaster, and you refuse to light the broiler in the morning. For you, the "Toast-Aid" is a gadget sent from heaven. Simply set it into the toaster, and pop in your muffins, or small pieces of bread. When they're finished, just lift them up and out. Fewer burned fingers by far, not to mention the muffins for breakfast!

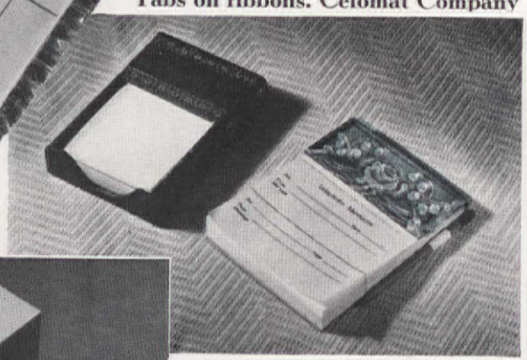
IDEA! WE HATE TO SEE THEM GO! Did you know that petunias, marigolds, and portulaca, brought inside, will bloom long after fall? Pot young ones in good soil, and leave them in a shady spot outdoors for several weeks. Don't let frost touch them. Then inside and into a sunny window. DOROTHY B. PORTER, Summit, N. J.

Bridge *Prizes~*

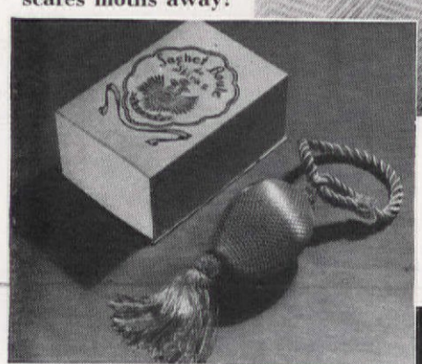
"Score cards in gay stripes," suggests Mrs. F. Bahr, Greensburg, Pa.

Party dress for the linen closet. Tabs on ribbons. Celomat Company

F. M. Demarest

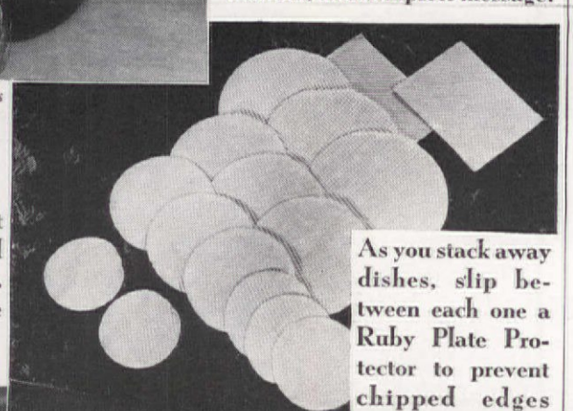


A sachet Boule scares moths away!



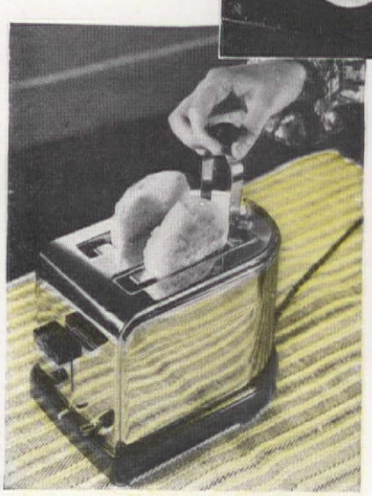
Schmieder and Wallace's desk pad with single-sheet memos. Marion Preis' telephone pad with space for name, number, and complete message!

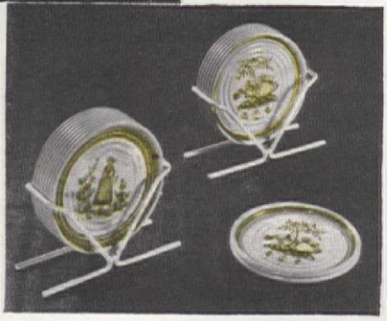
Orloff Parfums



Here's a gadget from heaven and Alco Products Co. See opposite page

As you stack away dishes, slip between each one a Ruby Plate Protector to prevent chipped edges





Coasters with Swedish designs. Eight in a rack sell for about thirty-five cents. Walter Crowell

PELAGE* . . . secret of Warm Fur, Warm Sleep!

AS AUTUMN DAYS grow cold, furry animals grow a thick, short undercoat—wonderfully warm—known as "pelage." Now, to bring you more warmth per dollar—Esmond adapts this principle to blankets!

What we call the Esmond "pelage-process" is actually a new method of napping. It multiplies warmth in blankets, just as "pelage" multiplies warmth in fur. Yet there's not an ounce of added weight. Not a cent of added cost!

See in the diagram how Esmond "pelage" fibres are locked together. This forms a network of insulating air cells. You can sense the presence of "pelage" when you feel an Esmond Blanket. The body of the blanket is thick. Yet it is light, and very springy to the touch.

Only Esmond Blankets are made by this pelage process. It is used in *all* Esmond Blankets, whatever the fibre—wool, cotton, or the practical "blends" of wool, rayon and cotton. Thus, whatever price you pay, whatever lovely style you select, Esmond can promise you *greater warmth for your money than any other blanket.*

The Esmond Mills, Inc., Esmond, R. I. In Canada, The Esmond Mills, Ltd., Granby, Quebec.

ESMOND *Pelage Process* BLANKETS

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Keep your nerves calm. The man in this picture never heard of Silentite. No Silentite owner ever looked like this. Silentite windows are "trouble-free," open easily in all kinds of weather. *They won't stick, rattle or jam—never need fixing.*

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★ *Before you build or remodel see what homeowners say about the economies of Silentite windows and other Curtis Woodwork. You can have stock Curtis designs in any size, style or price home you build or remodel. Ask your Curtis Dealer—or mail the coupon.* If you live in Canada, write W. C. Edwards & Co., Ltd., 991 Somerset St. West, Ottawa, Canada.

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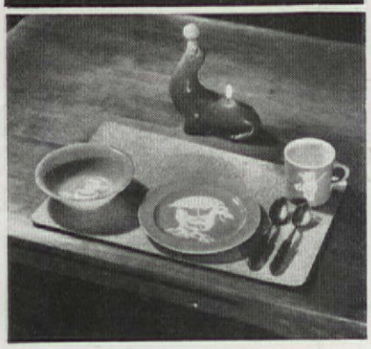
MAJOR & minor IDEAS



DONALD DUCK in his smart white suit on delft blue pottery does a perfect job of getting little Oscar to eat his vitamins! Harker Potteries.

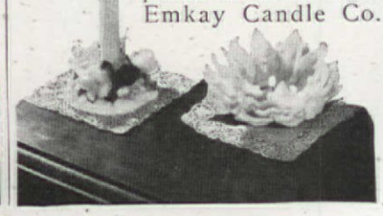
Pritz speeds up cleaning of painted surfaces. Easy on the surface, too! Pritz & Company, makes it. Latex-coated, fabric-lined gloves slip on and off easily and are comfortable to wear. Edmont Mfg. Company.

Chase

Rat-tat-tat! A cigarette server in the military manner is this drum-shaped holder. It holds forty cigarettes. The drum head serves as a cover, with drumsticks for a cover handle. A matching drum ash tray is also available. A complete kitchen in one unit—range, sink, refrigerator, cabinets—fits into small space.

General Electric

Try candle flowers to match your centerpiece or use slim tapers poised in floral bases. Emkay Candle Co.



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Hoffman Hot Water Controlled Heat *continuously circulates* hot water to the radiators. A balanced system of controls, actuated by *outdoor* as well as indoor temperature, measures out hot water from the boiler . . . so accurately that radiators are always just hot enough to maintain a uniform room temperature. No over-heating, hence no fuel waste.

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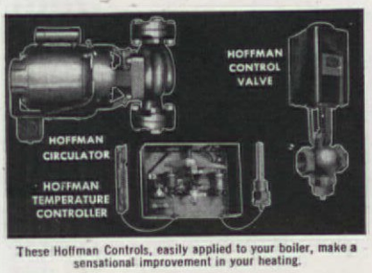

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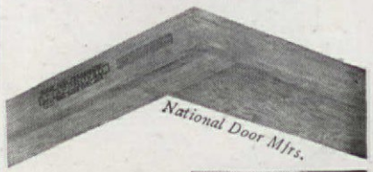
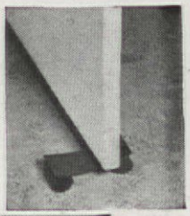
MAJOR & minor IDEAS

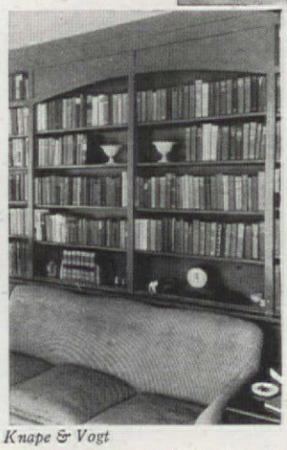
A THIN coating of Starr Bright over your cleaned silver cuts down on elbow grease as it retards tarnishing of dresser sets, vases, cigarette boxes, etc. Here's a section of a wood window sash which won't deteriorate; it has been treated with Permatol, a preservative which gives long life to window and door frames, shutters, screen, and storm sash. Look for the brand upon woodwork trim.

Black, Starr, & Gorham



No tripping over this neat little door stop, and it stays put, no matter what! Jay Way Company makes it.





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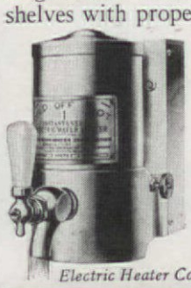
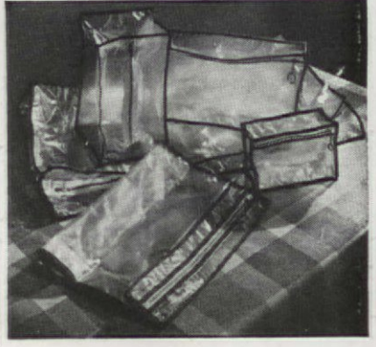
Bric-a-brac and books of varying heights can be accommodated on shelves with proper standards, supports. Instantaneous hot water without tank or boiler by means of a faucet attachment. Dust proof, transparent, zipper bags.



Electric Heater Co. *Seal Sac*



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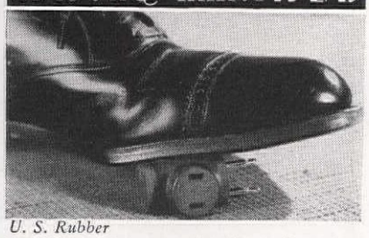
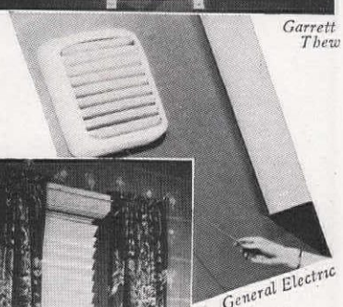
MAJOR & minor IDEAS

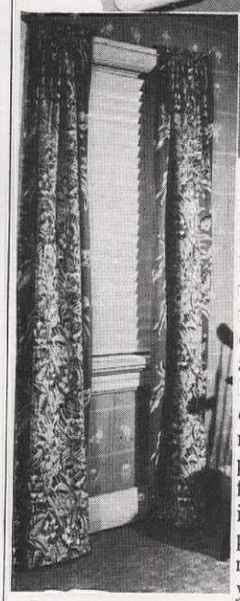


U. S. Rubber

NEW rubber multiple outlet plug withstands 40-ton pressure. Handsome iron sign for dog safety.



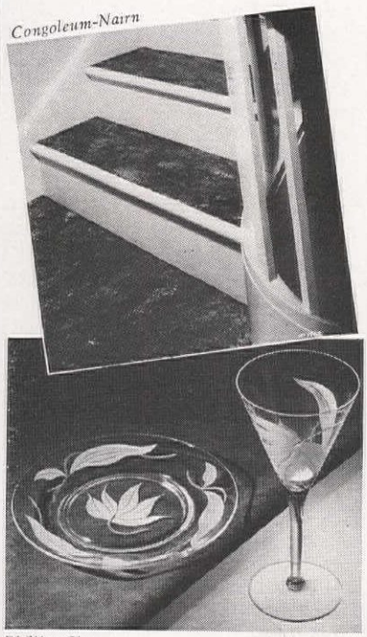
Garrett Thew



General Electric

Just whisk open this new kitchen ventilating fan in the plastic frame and cooking odors are carried off Draperies of cellulose (almost like linen paper) are sunfast, non-fading, have good patterns, are made up in 2½ yard lengths. Ben Mont Draperies makes the all-over patterned pair pictured above.

Congoleum-Nairn

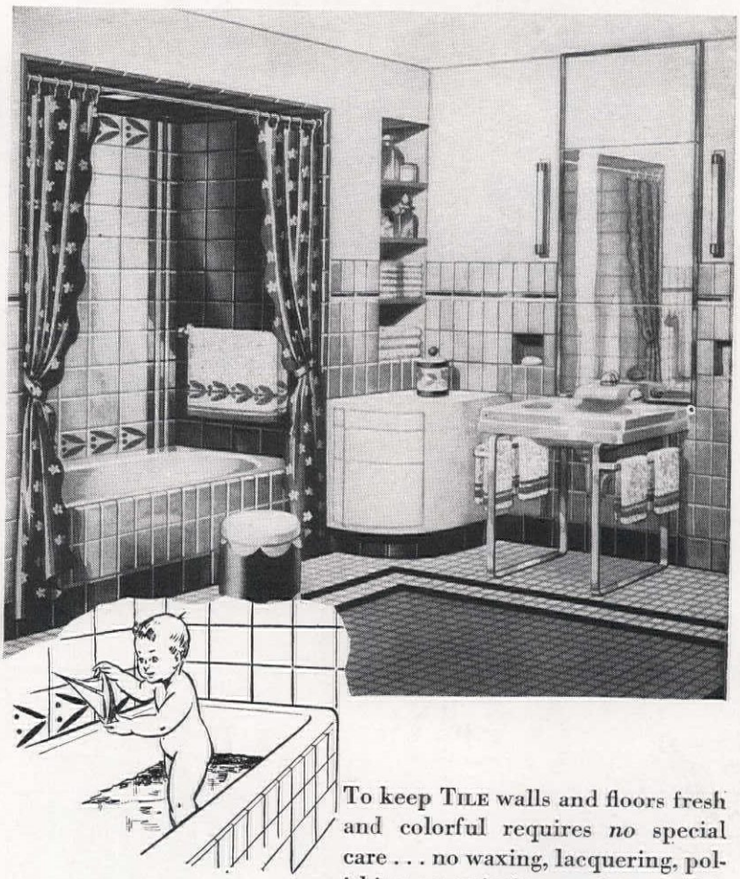


Phillips Glass

A washable, durable linoleum for stair treads Frosted tropical leaves are smart on glass goblet and plate.

Lifetime TILE

Easy to clean . . . and to keep clean



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CITY..... STATE.....

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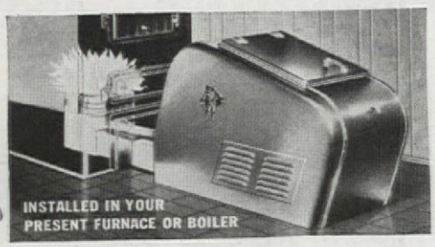

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FINE FURNITURE SINCE 1826

Gertrude Ayles cloth; glass from Fostoria

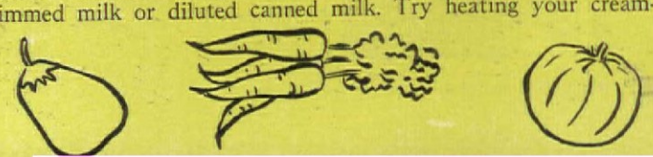
Really smart party; a delicious but calory-slim luncheon served on a chartreuse cloth with amusing carrots, radishes, etc., printed in white

MAYBE you can't eat your cake and have a slender figure, but you can have parties and not gain too much if you start serving low-calory luncheons. And don't tell me you're one of those women who shove overboard that firm resolve to reduce when the hostess brings on creamed chicken and tops it off with a double-rich frozen dessert or a generous wedge of pie. Or that you ignore spreading hips by eating bonbons or salted nuts all afternoon. Excusing your double chin by saying, "Oh, Mayme, you're such a marvelous cook I couldn't pass up a second helping," is just plain senseless.

Now you don't have to confine yourself to tomato juice, grapefruit salad, rye wafers, and a clear gelatin dessert to achieve this. Just look back over your AMERICAN HOME tested recipe file for the last year or more and you will find more appetizing, attractive combinations than you could serve in a month of straight entertaining. If you feel that a salad for the main course isn't substantial enough, add a meat dish or a creamed soup made with canned or skimmed milk, and a water sherbet. Instead of fudge or other rich candies for in-between-hands munching, try gelatin candies or very thin pastel mints or, even better, eliminate the sweets and serve a fruit punch sometime later in the afternoon.

Loganberry cooler, frosted, canned loganberry juice pepped up with a little lemon and orange juice, is very refreshing. Another recipe from the file is *cranberry fizz*, two parts cranberry juice chilled with one part sweetened grapefruit juice and one part ginger ale added at the last minute. Two quarts of liquid will serve ten or twelve guests and these beverages can be mixed in the morning and get a thorough chilling in your refrigerator until time for serving. Iced-tea spiced with fruit juices and mint garnish is an old-fashioned favorite, and *Russian rickey* is an extra-special way of fixing it. If you like spiced pineapple juice with mint, take another look at *mint coolip*.

Changing from one extreme to the other, consider the appetizing effect of a hot clear soup or consommé served at the table as one course or in cups from a tray or coffee table in the living room as an aid to warming up the conversation. An old stand-by of mine is equal parts of tomato juice and consommé simmered with diced onion, celery, and whole clove, strained, and garnished with the thinnest lemon slices. *Onion soup* with toast cubes and Parmesan cheese is better at the table, likewise the cream soups that can be less fattening if made with skimmed milk or diluted canned milk. Try heating your cream-of-



An Apple a Day!

F. M. Demarest

This month we have a slenderizing luncheon party—but good! It is from DALE WHITE, of Butte, Montana, and we hope you try it

tomato soup with a sprig of sweet basil or whole clove; the cream-of-pea soup with nutmeg and summer savory. *Soups with herbs* will show you how to achieve that delicate difference between being considered a good cook and an original one.

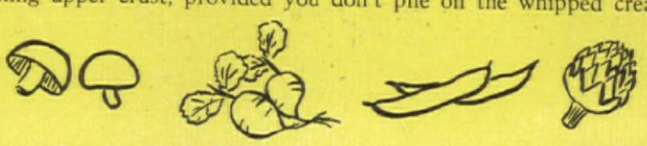
Various fruit and sea-food cocktails make an easy first course, are particularly suitable to warm weather entertaining, and don't cut in on the appetite like a heavy soup. A grape-melon cocktail is exceptionally attractive when honeydew melon and green seedless grapes are in season. Try chilling canned fruit cocktail, placing it between wedges of cantaloupe and pouring a tart French dressing over the whole. *Crabmeat cocktail* and *ginger fruit cup* contain only standard ingredients.

Now for that main course. If you feel that your friends will criticize your luncheons as being skimpy if you don't include a hot or meat dish, try your favorite chop recipe, *tamale pie*, or *tallarene*. Add a substantial broiled fruit accompaniment and fresh buttered asparagus, green beans or zucchini. It won't take you two minutes to prepare my pet chop recipe: place as many pork chops as needed in a casserole with a thin slice of lemon on top of each, add a light layer of brown sugar, and cover this with a layer of tomato catsup, baking one hour in a moderate (350°) oven. Sea food not in salad mixtures can be found under the headings *salmon loaf with cheese, escalloped crab and oysters* and *crabmeat casserole*, all to be served in individual ramekins.

A substantial salad that can be a whole course is the most satisfactory low-calory luncheon dish. The varieties and combinations are endless but if you need suggestions on ingredients and attractive ways to arrange your salad bowl, turn to your well-illustrated file again and read over these tested recipes: *fruit salad, beet ring with sweetbreads, butterfly salad, chicken aspic ring filled with mixed vegetables, jellied salad, fruit ring with cottage cheese, luncheon* and *perfection* salads. *Ham aspic* molded in rings, and filled with greens, is my favorite.

Serve *cheese rolls*, tiny *biscuits*, toast strips sprinkled with cheese, toasted rye wafers, or your best refrigerator rolls, but do stop serving after that third round out of consideration for everyone!

Now that you have kept your friends from gaining a few unnecessary pounds with your well-chosen, low-calory luncheon, you could have a rich dessert and not feel too guilty. But there are still several ways of keeping to your original purpose. Fruit *sherbets* served with thin wafers are always colorful and inexpensive and keep your guests from having that final stuffed feeling. Your fruit cocktail combinations are equally acceptable as desserts. Fresh and canned fruit toppings are excellent on small servings of ice cream. Open-face fruit pies will pass because of the lacking upper crust, provided you don't pile on the whipped cream.



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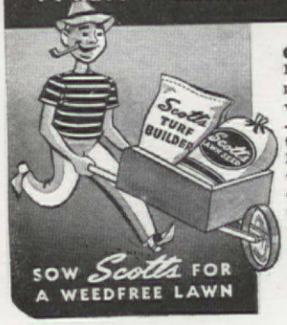

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● Nature seeds in the fall - - it's the best time. Ray Collier of Williamsville, N. Y., says: "I planted Scotts Seed on September 1 and a wonderful turf resulted with scarcely a weed . . by October 28 the grass had been cut three times. Mrs. M. F. Cramer of Worthington, Minn., tells us, "Last fall our yard was sown with Scotts . . . **in 10 days we had a carpet of beautiful turf.** Hundreds of people stop to look at our lawn." Start your Scott Lawn today or convert your present lawn to a Scott Lawn . . . Full directions upon request - - no charge or obligation.

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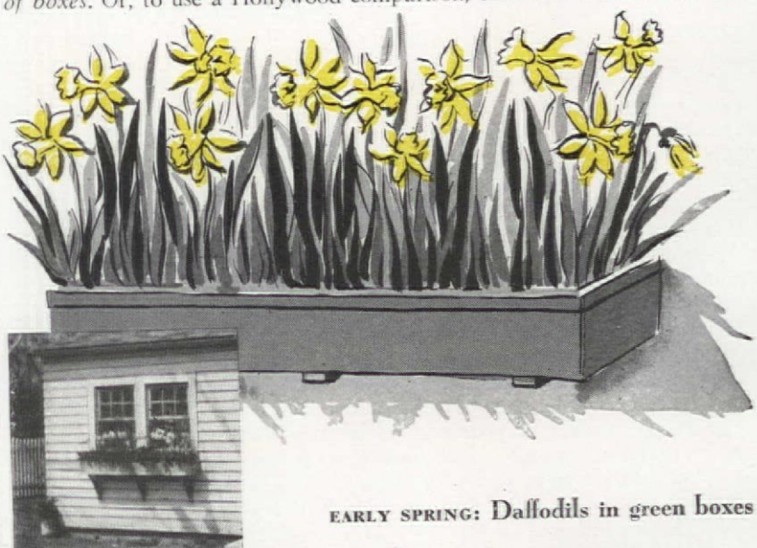
WINDOW BOX STAND-INS

LATE SPRING: **Petunias in first set of boxes, boxes painted green**

LUCILE GARDNER
Waterford, Conn.

WINDOW boxes are lovely. Everybody knows that. But how many houses can you think of, especially in sections where winters and summers live up to their names, whose window boxes are as bright and attractive in January, April, and September as in the genial month of June? How many more can you recall where, except in early summer, the boxes are limp and faded, bald and empty, or gone altogether? Yet window boxes CAN be cheerful, colorful and pleasing the year 'round, even in the blizzard belt. Mine are, up here in New England, and it's not done with mirrors. The secret is . . . *duplicating or alternating sets of boxes.* Or, to use a Hollywood comparison, each star window box has



EARLY SPRING: **Daffodils in green boxes**

its stand-in, or understudy. It's as simple as that. To explain my program, I will start with late spring. You can jump aboard at any stage.

Act 1. My House in Late Spring. White with green trim. The window boxes, newly made or hauled out of cellar or storeroom, are painted bright apple-green and planted to rose-pink petunias. (I like the variety Rose of Heaven, but you may prefer another variety, or even flowers of blue, lavender or mixed colors). *These two boxes we will call Set A.*

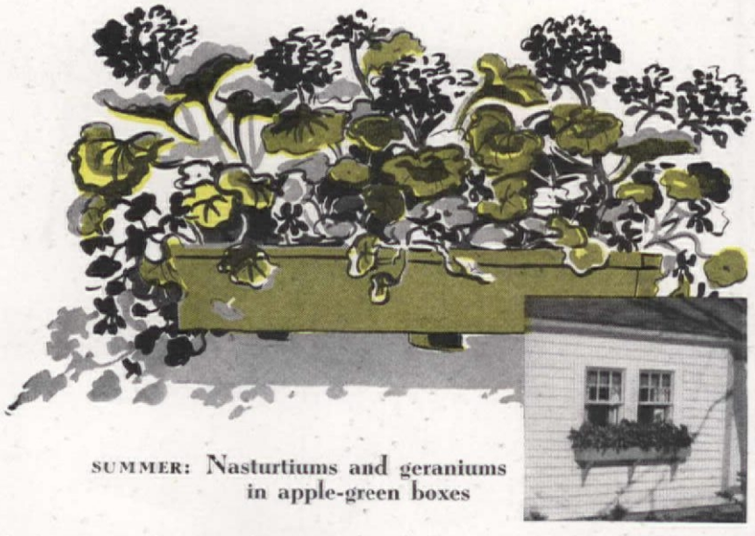
Act 2. Same scene; midsummer. The petunias are still in good shape, but I am a bit tired of them. So some evening I make a transformation and next day I and passers-by are charmed by boxes filled with rose-colored nasturtiums (Ruby Rose is good) and coral-rose geraniums in full bloom! How come? Aha . . . These are a second set of boxes (*we'll call them Set B*) which, several weeks before, I painted apple-green and planted with nasturtium seeds or seedlings and geranium slips. Then I put them in a sunny, out-of-the-way spot where the plants grew strong and bushy and were full of plump buds.

Act 3. Late Fall. Just before a frost turns the boxes into dismal wrecks, I spirit them away and in their place put back the Set A boxes. These, long since, I have painted a bright lacquer red and I have just filled them with clipped twigs from my laurels, hemlocks, spruces, pines, rhododendrons, and other evergreens, with sprays of red berries tucked in. (The branches can be stuck into sand, soil, or crumpled chicken wire.) This provides a cheerful green outside my windows until about Christmas, when I replace any browned and brittle branches with fresh ones and, if necessary, touch up the red paint. If your winters are mild, you might use bushy little evergreens planted in good soil; but this means rather more work for about the same effect. In either case, the boxes are colorful until—

Sketches by
Dorothy B. Porter

FALL AND WINTER:
Evergreen twigs in red boxes

Act 4. Early Spring. This brings another delightful surprise for passing audiences and new joy for me. As crocuses and snowdrops appear in the garden, my house suddenly blossoms at all its window sills with the cheery yellow flowers of daffodils in freshly painted green boxes (Set B, of course, back on the job). I had planted the bulbs late in the fall and put the boxes in my unheated cellar (a deep coldframe would have been an equally good place) until the spring urge brought leaves and shoots into sight. Then up with them to a bright southern exposure until time to put them in place. A little undergrowth of laurel twigs stuck in among the daffodils helps support them against high winds. The sudden appearance of the colorful boxes was so effective last spring that many passing motorists paused to look and some brave souls came up to the house to ask about it. Of course tulips in bright red or pink would be lovely at this stage. In fact, you may think of any number of improvements on my scheme. The main thing is the continuous, alternating use of the boxes: Set A, green in late spring, but red in late fall and winter; Set B, green in midsummer and in early spring, repainted if it seems necessary. It's so easy—and so satisfying.



SUMMER: Nasturtiums and geraniums in apple-green boxes

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This month's party

Occasion

BABY SHOWER!

Invitations by Ellen Sheridan

IT'S the prettiest, daintiest table ever. Tiny red rose buds are sprinkled all over the tablecloth, and the bassinet centerpiece is a fetchingly camouflaged box of disposable diapers —both of which go right along home with your guest of honor.

You make the tablecloth of two lengths of beflowered washable chintz, edged with white pantie ruffles, *basted* together down the middle. That's so mama can easily rip it apart, hem, and have a pair of curtains for the baby's room. To make the bassinet centerpiece, we simply pinned pink tissue paper to the box of diapers, then folded another piece of the tissue to make a pointed "hood." Then, with more straight pins (paste will do, too) trimmed it up with white lace-paper doilies. It's finished off with flowers, stuck in around the sides and up under the hood. Make the invitations of white lace-paper baby carriages or baby clothes mounted on blue paper, as you see in the photograph.

Now if you're wondering about bootees and little dresses, we agree with Ellen Osgood—"Give the new mama the gifts" (dozens of doting relatives take care of the baby). For example, look at the gifts surrounding our beautiful mama in the hospital: beauty kit with everything that she'd never manage to round up in the last rush; lotion to ease the rub of sheets; manicure kit because she has time for personal care; cologne done up in pink and blue; a gardenia for her hair; a heavenly-blue bed jacket for glamour.

There are plenty of other ideas your new mama will like, one from Eleanor Newman, who knows from experience how much appreciated is a card enclosing money for a visit to the baby's doctor or for a month of Diaper Service (pay a laundress if your city doesn't have this service). So is an offer to stay with the new baby while his mother goes to shop or play tennis. And one of our towel manufacturers has this elegant suggestion: buy a big, fluffy bath towel, snap on tapes at neck and waist, and the mother has a practical apron to wear when bathing her baby, in which she can roll him up afterwards! Pretty pink or blue sheets make perfect blanket covers in the hospital, come home to make a decorative background for frequent rest periods—and a throw blanket is welcome for the mother's afternoon

Give the new mama the gifts!

Elizabeth Arden manicure set, cologne; Dorothy Gray vanity kit, lotion

Give her colored sheets and they can double as blanket covers in hospital

Milkmaid

Pequot

Kenwood

CENTERPIECE

Bassinet of lace paper doilies over box of disposable diapers!

MENU

*Eggs Victoria Red and White Cabbage Salad
*"Scroll and Daisy" Potato Rolls
*Pink Lady Coffee

TIME TABLE

Preparing, cooking food—2 hours, 48 min.
Making centerpiece—30 minutes
Making tablecloth—30 minutes
Arranging table—25 minutes
Hair-do, make-up, dressing—1 hour, 50 min.

SCHEDULE

Day preceding party:

Make old-fashioned jelly roll and "Scroll and Daisy" potato rolls, } 40 min.
2 hrs. later finish mixing rolls, 15 min.
Hair-do, 60 min.
Make tablecloth, 30 min.

Day of party:

Make Pink Lady, 55 min.
Cook cabbage, marinate, 18 min.
Shape rolls, put cherry in center of each, 15 min.
Arrange table, 25 min.
Make centerpiece, 30 min.
Rest, make-up, dressing, 50 min.
Fix salad on chop plate, chill, 10 min.
Unmold dessert, 10 min.
Make Eggs Victoria, Bake rolls, Make coffee. } 25 min.
Total time for party, 6 hrs., 5 min.

Fostoria glass, Spode and Wedgwood china, 1810 International silver, Cyrus Clark chintz

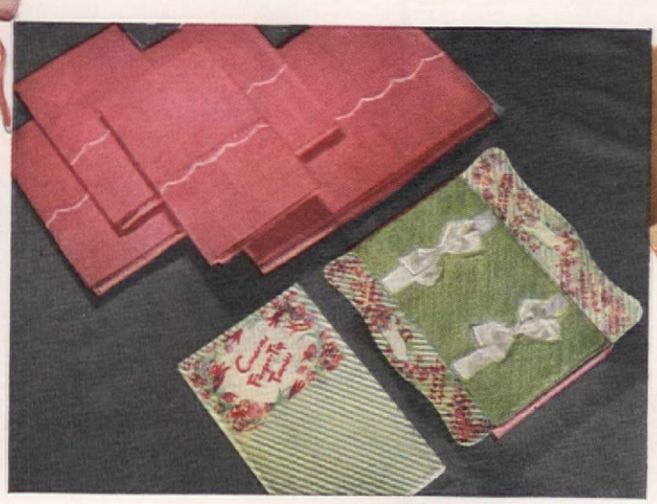
Put snap-on tapes at the neck and waist of a big, fluffy bath towel to make a practical apron for bathing the baby

Pat Rooney sketch *Cannon*

naps. You also see a foamy milk bath, divinely packaged in a flowered crystal pail, with a shovel to measure out the powder.

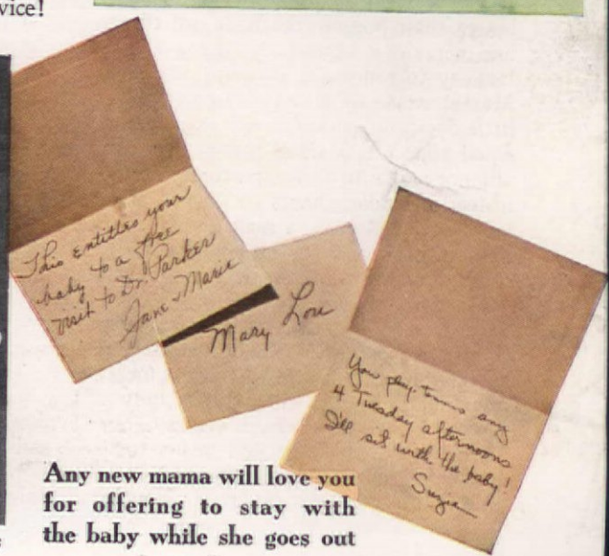
More ideas from Ellen Osgood: amusing clip or lapel pin for mama's bed jacket now, child's sweater later; gay stuffed animals they'll *both* love; jars of homemade jelly because mama won't have time to do up her own this year; a purse to cheer her up before and start off her first new outfit afterward.

Well, mama, we hope you have a good time at the party—and tell us if this little story doesn't do you a fine service!

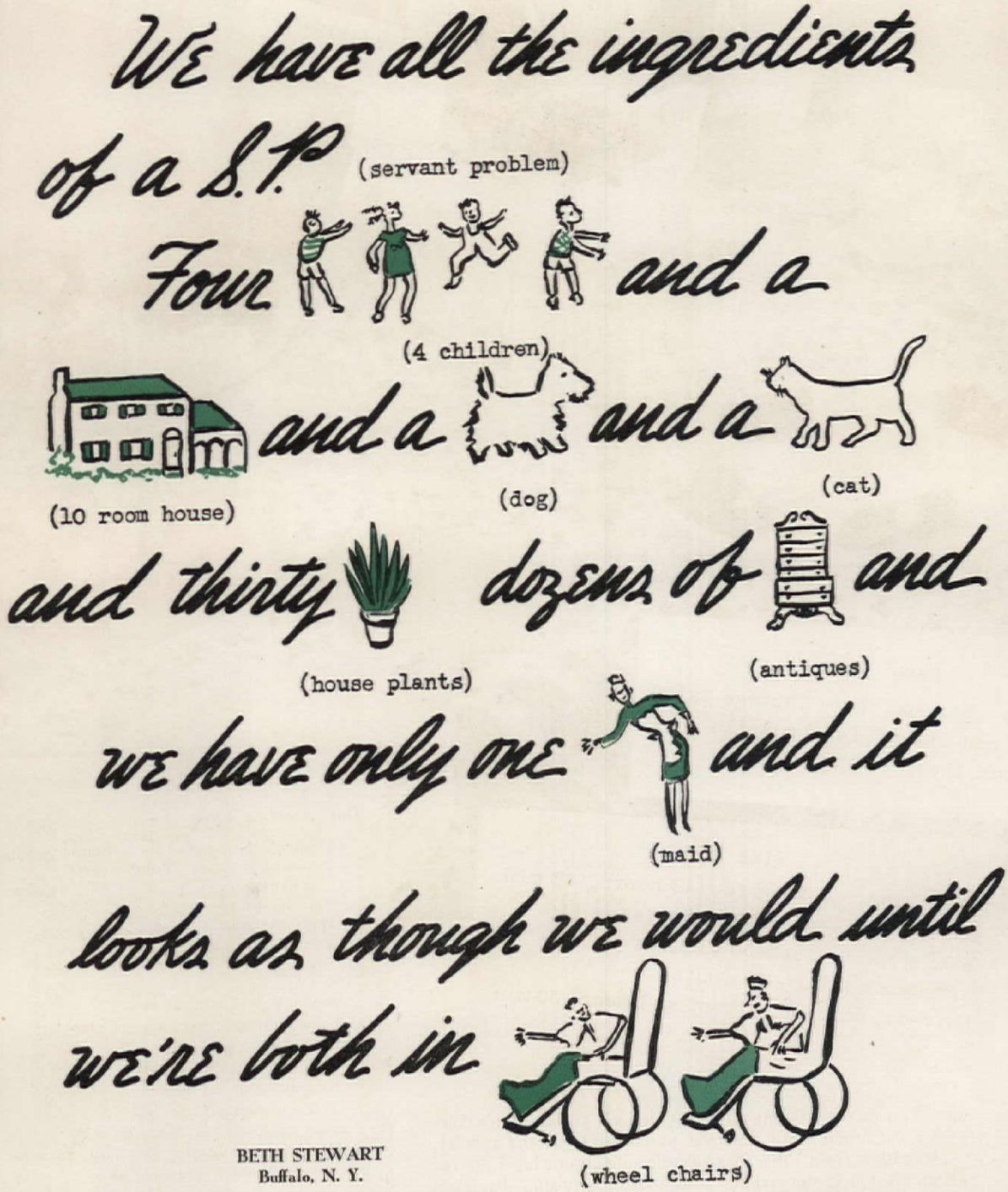


Luscious sheets, finger-tip towels will bring a yowl of approval from any cherub—and as for mother—

F. M. Demarest photographs



Any new mama will love you for offering to stay with the baby while she goes out



BETH STEWART
Buffalo, N. Y.

THAT sounds like a very remarkable situation, and I guess it is, because my friends and Martha's still say that (1) you simply can't keep a good maid nowadays, and (2) any job is better than housework. Well, we disagree with them, and get along beautifully, doing everything from the laundry to canning and preserving. Here is our secret: Martha works on a forty-hour-week basis. She has very little overtime, and that with extra pay or, on occasions, equal time off. Martha thinks that the success of our alliance is due to this opportunity for a life of her own instead of endless hours on duty. I add that time- and labor-saving devices, a realistic plan of housework with a share of duties for myself and the children, and a spirit of co-operation are just as important.

Martha arrives every morning at eight o'clock, except Saturdays and Sundays, when she is off duty. She leaves every afternoon at five, and during the day she has had an hour for lunch and resting. Before leaving she has prepared a dinner which needs only a few finishing touches before it is served. We save our favorite quick foods, such as thick, broiled steaks, for week-end meals, and enjoy our oven dinners and roasts on Martha's time. With the help of certain appointed children, I have breakfast ready when Martha arrives. She takes over at once to prepare school lunches and get people off to school and work. Dishes and general straightening up are her duties while I am free for planning meals, ordering, and errands.

A good many of my friends have thought that, with one maid on a forty-hour week, I would have to do a large share of the housework myself, but this is far from the case. I do have certain tasks, as does any woman with one maid and a family the size of mine, but I belong to four clubs, in two of which I am active; spend the usual number of hours acting as chauffeur for the family, indulge in a mild amount of social activity, and have time for several hobbies.

My only heavy duty is the washing which, with a machine and dryer, is not hard. Martha does the ironing, floor waxing, and general cleaning. On Friday she has a thorough cleaning day—to leave the house shining for a maidless week end. I don't mind taking over on week ends, for every woman has some duties.

For those who might find a maidless week end arduous, there is the plan of supplementary help which I used when Martha first came to work for me. The children were very young then, from four to ten years old, and I did not want to be tied down with their care every evening. So the gap was filled by a student helper, a young girl who was attending State Teachers' College. Such students work for board and room, and a small amount of spending money. In our home the work was light, the room new and pleasant, and the family congenial to a college girl. Up until last year we relied on regular and summer-school students for help in Martha's time off, and I highly recommend this system, or something like it.

Much as we like Martha, we cheerfully see her go each evening, even Friday, at five. I'm not too fond of housework, and I certainly wouldn't like to have too many nagging duties over the week end, when my husband is at home. But I think that today's children have too few real tasks, too many that are manufactured just to give them a feeling of responsibility. So two of the children wash and wipe the dinner dishes (hence a spirited campaign for a dish-washing machine) and on Saturdays and Sundays they take turns with dusting, vacuum cleaning, bed making, and dish washing. Though three are boys, and the work definitely is not made up for their special benefit, it is far from hard. It's good for them, too, in our opinion.

As for me, my chief week-end duty is the cooking. By working in all the easy treats—waffles on Sunday night, refrigerator desserts, quick steaks, and popcorn balls—I have made my reputation as a cook, and delighted the children. When guests come to dinner I hire Martha to serve, or call on my twelve-year-old daughter. She loves it, is wonderfully adept and proper, and in cap and pinafore is the prettiest serving maid ever. Extra duties like this are rewarded by increased allowances, which are an extra incentive.

One of our proudest achievements is our well-filled fruit cellar. Last summer we made raspberry and strawberry jam, chili sauce and tomato juice, and canned a bushel of beans, three bushels of peaches, and one bushel of grapes. All this without overstepping the limits of our eight-hour day. Martha has confessed that when she first came to us, the prospect of the canning nearly got her down. When she heard me talking in terms of bushels of tomatoes, and crates of berries, she says she'd have left if she hadn't liked us, but now that I've taught Martha how to can, she has me shop at the market for her, as well as for myself. She puts up dozens of brightly-filled jars for her own cupboard shelves, working at home proudly matching her pints with my larger quarts.

That's how we manage our household—that's how we ended the "servant problem" and made Martha as happy as the rest of us

"She got one with the U·S·S label"

For comfort, a circulating heater. Steel enters the living room through attractive stoves which look like furniture. Available for practically any fuel. Remarkably efficient. A U·S·S label means quality steel.

Go modern with an electric range. With clock-like precision it makes cooking fun. Beautifully streamlined. Its gleaming porcelain finish, fused on U·S·S Vitrenamel, is kept brilliant with simplest care.

Hide radiators with covers of steel. A boon to housewives who have always found radiators a problem. Handsome covers, finished to your color scheme, protect walls and drapes, provide a useful shelf.

Cheer up your kitchen with colorful utensils of porcelain enamel on U·S·S Steels. You'll enjoy their gay, friendly appearance, their long-wearing qualities. They are so easy to keep new and shining.

Steel glorifies the heating plant. Clad in beautifully enameled steel, the heating plant adds attractively to the basement playroom. Duct work of U·S·S Galvanized Steel, harmoniously painted, is inconspicuous.

Send for free booklet, "Steel for Modern Living." It's full of practical ideas for the treatment of the home, inside and out. Exciting full-color plates. Address card to 624 Carnegie Building, Pittsburgh, Pa.

And always look for a U·S·S label. It comes in various forms and colors, but you'll know by the initials—U·S·S—you have found the final proof of the quality of steel used in whatever product you buy.

UNITED STATES STEEL

CARNEGIE-ILLINOIS STEEL CORPORATION, *Pittsburgh · Chicago* · COLUMBIA STEEL CO., *San Francisco* · TENNESSEE COAL, IRON & RAILROAD CO., *Birmingham* · *United States Steel Export Co., New York* · *Scully Steel Products Co., Chicago, Warehouse Distrs.*

PIES! ⅓ HIGHER,

and none of that tiring arm-work, with

Sunbeam

AUTOMATIC

MIXMASTER

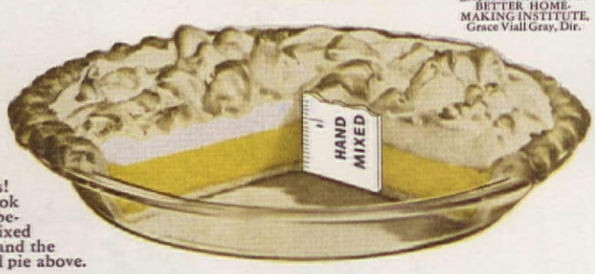
REG. U.S. PAT. OFF.

THE BEST FOOD MIXER MADE

MIXMASTER MIXED
Greater aeration and EVEN mixing make this lemon pie the masterpiece you see on the right. More volume in the light, fluffy meringue—greater smoothness in the filling.

These are actual photographs of tests made at BETTER HOME-MAKING INSTITUTE, Grace Viall Gray, Dir.

HAND MIXED
Same ingredients! Same oven! But look at the difference between the hand mixed pie on the right and the Mixmaster mixed pie above.



Yes, you can plainly SEE the difference in the two pies shown above—*and you can TASTE the difference, too.* Look at that finer, higher, *airier* meringue on the Mixmaster pie at the top. And the filling, too, is more deliciously smooth due to Mixmaster's *even* mixing. You get better results in *all* your cooking and baking with Mixmaster. Lighter, velvety-textured cakes . . . creamy-fluff mashed potatoes . . . smooth-as-silk icings, sauces . . . more juice from the same oranges, etc. No end to the time and arm-work it saves, the better results it gives.

Only Mixmaster gives you all these advantages

- **MIX-FINDER DIAL** that enables you to "tune in" the perfect mixing speed for every need.
- **NEW AUTOMATIC BEATER EJECTOR** for the famous Mixmaster Full-Mix beaters. Push down handle and out drop the beaters all by themselves. Easy. Quick. Simple. No pulling. No twisting. Nothing to unscrew. No messy fingers.
- **EVEN MIXING** with a wide range of POWERFUL Mixing speeds that never vary as the batter thins-out or thickens-up, whether set slow or fast.
- **MOST COMPLETE LINE OF ATTACHMENTS** for dozens of everyday needs like grinding meat, chopping vegetables, slicing, shredding, etc.

Those are some of the reasons why Sunbeam Mixmaster is the pride and joy of over TWO MILLION enthusiastic users. There's only ONE Mixmaster. On sale wherever good electric appliances are sold. Be sure yours is a *genuine* Mixmaster—made by Sunbeam.

Sunbeam Mixmaster, complete with juicer, $24.75

Made and guaranteed by CHICAGO FLEXIBLE SHAFT COMPANY, 5600 W. Roosevelt Rd., Dept. 5, Chicago
Canada Factory, 321 Weston Rd. So., Toronto. Over Half a Century Making Quality Products.

Famous for Sunbeam TOASTER, IRONMASTER, COFFEEMASTER, WAFFLEBAKER, SHAVEMASTER, etc.

F. M. Demarest

SUNDAE BAR!

ANY day of the week, in any month of the year, is *the* time to inaugurate a Sundae Bar. Summer or winter, spring or fall, your guests will go for it in a big way, and it won't make much difference whether they're eight or eighty, calory-watchers or not, when they're confronted with a huge bowl of ice cream and all the "makings" for luscious sundaes.

Dick and I hit upon the idea when we wanted to get the crowd together for fun and bridge. We didn't feel up to a dinner, and, since several of the couples had children and wanted to get home early, refreshments at the end of the evening never seemed to fit in. I had been to plenty of dessert-bridges in the afternoon, and we thought an evening one might work out just as successfully.

This party's a whizz—simple for the hostess, fun for guests of any age, and not expensive!

GERALDINE WYLIE, Pine Bluff, Ark.

After we'd sent out invitations inviting our gang to attend the grand opening of the Sundae Bar, I ordered a gallon of the best commercial ice cream (vanilla) the town afforded. (Homemade cream is elegant, but seldom hard enough to hold up when served in an open bowl.) Then I got together the ingredients for making assorted kinds of sundaes—caramel, chocolate, and fruit sauces, chopped nuts, cherries, and whipped cream. A plate of bananas, sliced length-wise, was provided for those who had never satisfied their childhood ambitions for all the banana splits they could hold. With my best tablecloth, silver, and crystal, a big bowl of ice cream at one end of the table, a mammoth layer cake at the other, and the bowls of "trimmings" in between, it took no urging to get our guests to mix their own. Coffee was served in the living room where bridge tables had been set up. There were seconds and thirds for those who retained their juvenile enthusiasm for quantity consumption—and a good many of them did.

Having invited our guests for 7:30, we had time for a good evening of bridge, and the aftermath was simple. Dishes were few, the remaining sauces were saved for family consumption later on—and whoever had trouble disposing of left-over ice cream and cake?

Once we got started on this kind of party, we found it was good for young people, too. In fact, it's a "natural" for guests of any age at all.

"I'm keeping cool on the *Self-Starter Breakfast*"*

"WHEN THE THERMOMETER HITS THE HIGH SPOTS," says Arthur Knapp, Jr., "the breakfast for me is a big bowl of Kellogg's Corn Flakes with some fruit and plenty of milk. It's as cooling and crisp as a fresh morning breeze—and it keeps me feeling on top."

says **ARTHUR KNAPP, Jr.**
Skipper of the "Ariel," International Class Boat, Larchmont Yacht Club

Active, "heads up" people who have to be at their best even in the hottest weather say that this crisp, appetizing breakfast of Kellogg's Corn Flakes with fruit and milk gets them off to a perfect start!

No wonder the Self-Starter Breakfast* is the favorite of so many busy people—people whose jobs call for plenty of "spark" the first thing every morning!

The famous FLAVOR of Kellogg's toasted Corn Flakes has made them America's best-liked ready-to-eat cereal for more than thirty years. Top these crisp, golden-brown flakes with your favorite fruit . . . add cool, creamy milk and you have a summertime breakfast that's *good*—and mighty good *for* you. Try the Self-Starter Breakfast* tomorrow! *Also ask for Kellogg's Corn Flakes in Restaurants, Hotels, Dining Cars.*

* THE "Self-Starter BREAKFAST"

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

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

plus the famous FLAVOR of Kellogg's Corn Flakes that tastes so good it sharpens your appetite, makes you want to eat.

"BIG-CITY NEWSPAPER REPORTERS have to be constantly alert and 'on the go'," says **BEVERLY HEPBURN,** reporter. "I've found that eating a breakfast of Kellogg's Corn Flakes with fruit and milk helps a lot to keep me feeling that way right through to lunchtime."

Now 6 CEREALS IN 1 PACKAGE!

Copr. 1941 by Kellogg Company

GOOD AND GOOD FOR YOU . . . MORNING, NOON AND NIGHT

"Judy knows how boys like their groceries. She sold Dad and me on adding this snack nook, and on the Wood Venetians that dress it up so much. My table, chairs, china cabinet and everything else are wood. A man tried to sell me a substitute blind. 'My goodness,' I told him, 'I just couldn't consider anything but wood.'" When only wood blends with wood, how can a substitute blind material be in harmony? And Wood Venetians will not rust, have no metallic rattle, are soft and pleasing to the eye, and cool in summer, warm in winter. Insist upon getting exactly what you want—Wood Venetians.

Wood Venetians

Wood•for•Venetians Association

A YOUNGSTOWN PRESSED STEEL KITCHEN will save you miles of "Trudgery"

Here is a kitchen that actually makes the daily routine a pleasure, for it gives work efficiency that moves each task along easily without crowding and without clutter. When you have finished—there is a convenient place for everything within arm's reach of where it has been used.

No matter what your requirements, there are YPS cabinets and cabinet sinks to meet your needs.

Check and return coupon for YPS kitchen planning information.

THE AVERAGE YPS KITCHEN CAN BE PURCHASED FOR AS LOW AS $5.55 A MONTH.

YPS ADVANTAGES —

ALL-STEEL — PERMANENT — NO DARK CORNERS — NO HARD-TO-GET-AT PLACES—SANITARY — EASY TO CLEAN — FITS ANY SIZE KITCHEN — INSULATED FOR QUIET OPERATION.

YPS kitchens are unusually convenient because they can be planned by the YPS Min-A-Kitchen Method — miniature models which can be arranged just as you want your kitchen to look BEFORE ANY EXPENSE HAS BEEN INCURRED.

YOUNGSTOWN PRESSED STEEL DIVISION, Dept. AH-941
Mullins Manufacturing Corporation, Warren, Ohio.
Please send me "Kitchen Planning" ☐.
I plan to build ☐, to remodel ☐
Please show me how my kitchen will look in miniature ☐.
Name _____
Street _____
City _____ State _____

YPS

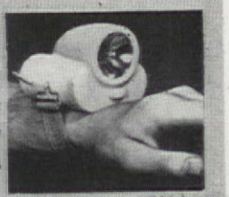
This month's

BRIDGE DESSERT: frosty on a hot September day

LEFT-OVER: a good way to use stale cake

QUICKIE: a whole meal in just 13 minutes

GOURMET'S MENU: a truly delicious sauce for veal



Rex Ristlite

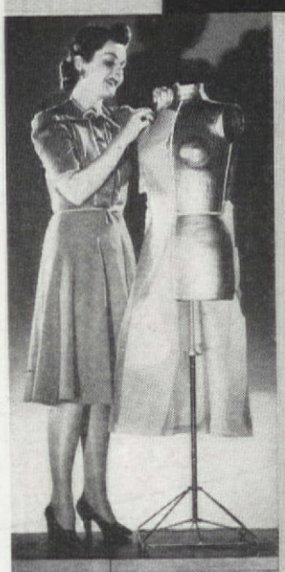
Shirts are a cinch with this new ironer, open at both ends so sleeves, shoulders, and yoke can be done in one continuous operation. New wrist flashlight allows free use of both hands

Westinghouse

Lexol

No greasy "feel" or spots on your leather if you use this conditioner and preservative

MAJOR & minor



Singer Form

Hotpoint

EVEN little Johnny will fight to do the dinner dishes with this new dishwasher, which, with one push of a button, sprays, washes, rinses, and dries. Unfortunately you'll have to put 'em away yourself.

No more running to the neighbor's for a fitting with these new dress forms available. Made of soft plastic which hardens to a permanent reproduction of your own figure in less than 30 minutes, they're as revolutionary as the one-man top. You can fit your own clothes, or whip up little numbers for that daughter away at school, knowing they'll be exactly right, even to the length.

Pyrex

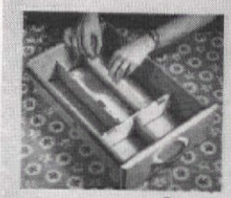
From cup to quart size measures—easy to handle and grand for pouring liquids

Revere

Good to the last crumb is this new table crumber. It doesn't miss a one

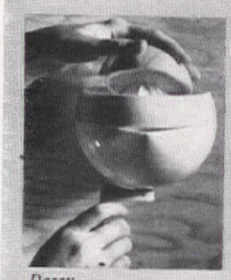
Milwaukee Lace Paper Co.

Tired of washing linens? Try these smart paper mats



Par-tee

Neat drawers are no chore with these easily installed partitions



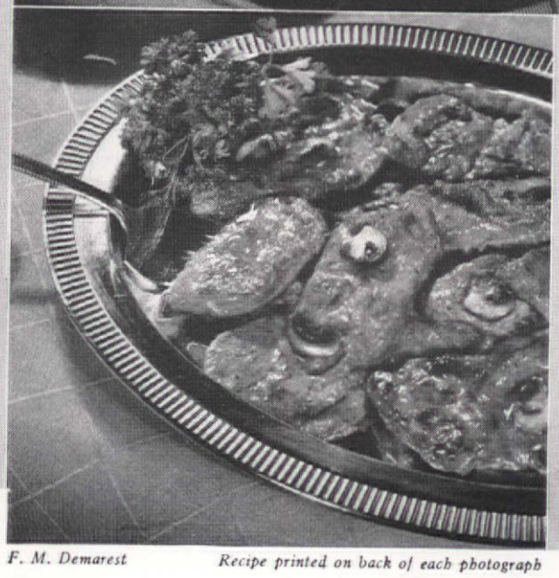
Dazey

Of bright plastic, streamlined, is this new juicer

• pear mint frosty (bridge-dessert)

• English trifle (left-over)

• salmalad ("quickie")



• scallopine Lucia (gourmet's menu)

*Melon with Frosted Grapes

Scallopine Lucia

*French Fried Cauliflower

*Polenta

*Gourmet's Vegetable Salad

*Lemon Cream Sherbet

F. M. Demarest *Recipe printed on back of each photograph* ** From the American Home Basic File*

2 ways to give your child MORE IRON

IT'S GOOD NEWS—this easy way to give children extra iron! Not in medicines, mind you ... but in a food children consider a real treat—delicious Brer Rabbit Molasses.

Recent scientific tests have proved that New Orleans molasses is second only to beef liver as a rich food source of iron. (All the tests were made with Brer Rabbit New Orleans Molasses.) 3 tablespoons of Brer Rabbit Molasses will supply about one-third of your child's total daily iron requirements.

Molasses Milk Shake

Mix one or more tablespoons of Brer Rabbit Molasses with a glass of milk. It's a delicious drink!

Brer Rabbit New Orleans Molasses comes in two flavors to meet taste preferences. Green Label—a dark, full-flavored molasses; Gold Label—a light, mild-flavored molasses.

FREE COOK BOOK Penick & Ford, Ltd., Inc., New Orleans, La., Dept. A-15

Please send me Brer Rabbit's new book of over 100 ways to use molasses—in gingerbreads, cookies, cakes, breads, main dishes, puddings, ice creams, candies. Colorful, washable cover. Illustrated.

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Be sure of a glistening, sanitary toilet bowl but don't slave to have it! Let Sani-Flush do the work. This scientific compound quickly removes rust, stains and unsightliness. Even cleans the hidden trap!

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

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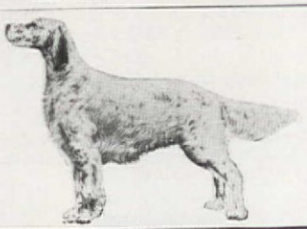
SANI-FLUSH HAS
CLEANED TOILET BOWLS
WITHOUT SCOURING

SELL LEADING RELIGIOUS CARDS

Growing demand for religious Christmas cards. Sell the famous "Sunshine Line" leading religious box assortments. With and without Scripture text. 50c and $1 De Luxe boxes. Big profits. Personal imprint line. Get money-making proposition on 27 different boxes at once. Samples on approval. Write nearer office.

TRIUMPHANT ART PUBLISHERS Dept. B-8
Anderson, Indiana or Sacramento, California



YOUR DOG NEEDS
VITAMINS,
TOO!

VITAMINS B_1 AND G PLUS EXTRA "SUNSHINE VITAMIN" D are vital to your dog's health . . .

For sturdy growth and vigorous health, your dog needs vitamins just as you do. Fleischmann's Yeast for Dogs is rich in Vitamins B_1 and G. It is the only dry yeast that contains an *extra store of Vitamin D.* Mix it with your dog's food regularly. Dogs like its flavor.

Fleischmann's Yeast for Dogs

in cans. Order several from your dealer today

CONTAINS VITAMINS B_1 · D · G

• pear mint frosty (bridge-dessert)

Preparation and freezing time: 2 hrs.

1 tsp. unflavored gelatin
2 tbsp. cold water
1½ cups canned, unsweetened pineapple juice
½ cup sugar
⅛ tsp. salt
1 cup crushed pineapple
1 tbsp. chopped fresh mint
2 tbsp. lemon juice
Grated rind of 1 lemon
2 egg whites

Soak gelatin in water 5 min. Heat juice to boiling point, add gelatin, sugar, salt, and stir until dissolved. Cool, add pineapple, mint, lemon juice and rind. Freeze until solid, add unbeaten egg whites and beat with electric mixer until fluffy (if using hand beater, beat whites first). Return to refrigerator tray, freeze.

frosted pears, to be topped with sherbet

4 fresh pears
1 cup sugar
1 cup water
Green coloring

Peel and core pears. Make a syrup of sugar and water. Cook 5 min. Add desired coloring and cook pears in syrup 5 min. Remove pears and drain. Place in refrigerator tray. Chill but do not freeze solid. Serves 8. 210 calories per serving.

Approximate New York City cost: 55¢ *Tested in* The American Home Kitchen

• English trifle (left-over)

Preparation time: 34 min.

1 pkg. vanilla pudding
2 cups milk
½ tsp. flavoring
6 or more slices left-over cake, ½" thick
Raspberry or blackberry jam
1½ cups fresh or canned fruit (peaches, pears, bananas, etc.)
¾ cup blanched almonds or pecans, chopped
½ cup cream, whipped
¼ cup toasted chopped almonds

Make a pudding with milk, according to directions on package. Flavor with rum, almond, or your favorite flavoring. Cool. Line a small-loaf bread pan with waxed paper. Cover bottom of pan with slices of cake spread with preserves or jam. Now place half of fruit and nuts over cake, cover with half of pudding. Make second layer, as above, ending with layer of cake. Spread whipped cream on top and sprinkle with toasted nuts. Place in refrigerator 3 or 4 hours before serving. Although a left-over dessert, it meets bridge-dessert qualifications! Serves 4-5.

Submitted by Marion Flexner *Tested in* The American Home Kitchen

Approximate New York City cost: 61¢

• salmalad ("quickie")

Preparation time: 15 min.

½ cup mayonnaise
¼ cup chili sauce
1 tbsp. chopped green pepper
1 tbsp. finely chopped anchovies
1 chopped, hard-cooked egg
1 tbsp. chopped stuffed olives
1 can (16 oz.) salmon
Lettuce

Have all ingredients thoroughly chilled before you start the preparation of the salad. Blend mayonnaise, chili sauce, stir in green pepper, anchovies, egg, olives. Place dressing in refrigerator.

Remove dark skin and bones from salmon and break into ½" pieces, drain well, and place in refrigerator. Then arrange crisp lettuce leaves on plates. Toss salmon and dressing together and pile high in lettuce cups. Garnish with cucumber slices, or sliced, hard-cooked eggs with slices of stuffed olives in the center. Potato chips, heated packaged rolls, iced tea or coffee, and fresh fruit would make an appetizing "quickie" meal. Salad serves 4-5. 206 to 258 calories per serving.

Approximate New York City cost: 66¢ *Tested in* The American Home Kitchen

• scallopine Lucia

Preparation time: 50 min.

1 lb. veal steak, ¾" thick
1 tsp. salt
½ tsp. pepper
½ cup flour
3 tbsp. butter
½ lb. mushrooms, sliced thin
2 tbsp. cooking brandy
½ cup boiling water
½ cup white wine
⅛ tsp. nutmeg
2 tbsp. Italian tomato paste
½ tsp. sugar
¼ cup sweet or sour cream

Have butcher pound veal to half its thickness with flat side of cleaver. Cut into 3" squares. Season with salt and pepper. Dip in flour. Fry to light brown in butter. Remove meat and sauté mushrooms for 5 min. Return meat to pan, pour brandy over it and light. Let it burn out. Add boiling water, wine, and nutmeg. Cover and simmer until meat is tender (approx. 20 min.). Add tomato paste and sugar. Simmer 5 min. longer, then stir in cream. This meat has an especially delicious flavor and will tempt the most fastidious. Serves 3. 431 calories per serving.

Approximate New York City cost: 72¢

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

A dressing of two parts honey to one part lemon juice is delicious over fresh fruits.

Like a different flavor for dried prunes? Toward the end of the stewing time mix in some canned grapefruit sections and add a stick of cinnamon.

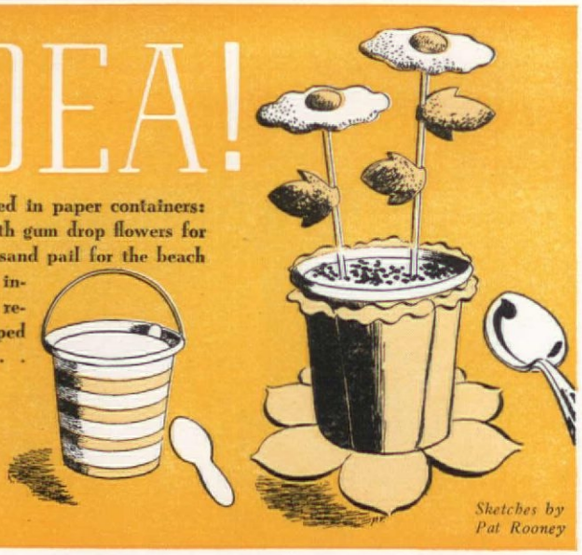
Baking apples, stuffed tomatoes, or peppers in large, deep muffin pans will help hold their shape.

Photograph printed on back of each recipe

IDEA!

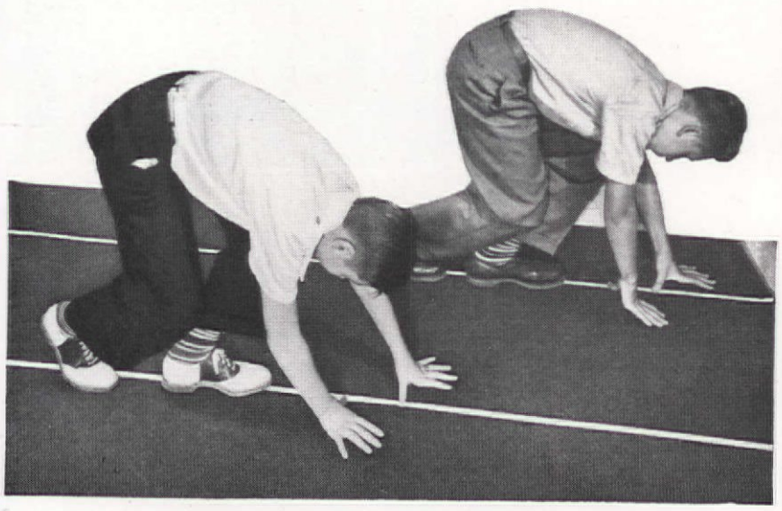
ICE cream served in paper containers: Flower pot with gum drop flowers for the garden club; sand pail for the beach club. Detailed instructions upon receipt of a stamped envelope . . . . .

Suggestions by Dorothy Clarke Bowling Green, Ohio



Sketches by Pat Rooney

THE FELLOWS LIKE THINGS A BIT ROUGH!



WACKERBARTH GRAHAM
Minneapolis, Minn.

A PARTY for a bunch of thirteen-year-old boys—I quailed at the prospect. A party for younger boys (there had been plenty at our house) was all right and easy to manage. But thirteen! That fussy age—too old for a small-boy party and not quite old enough for a young-man party. However, my thirteen-year-old was all for giving a party for the bunch. I did not refuse because we genuinely wanted to welcome our son's friends to our home.

"Shall it be a dinner party or an evening party, and do you want to invite both boys and girls"? I asked, hoping girls might be included for their supposedly quieting influence. No, this was to be a "stag", in the evening, with plenty of good refreshments.

"Be sure to have some boisterous games, Mother," he admonished.

"It's a joy to use a cleanser that really spares my hands!"

"NO NEED TO RUB HARD!"

It doesn't take a lot of "elbow grease" to make things shine with Bon Ami. You see, Bon Ami *cleans and polishes* at the same time.

ROUGH, red, scoured-looking hands . . . you don't have to put up with them . . . not if you use Bon Ami for *all* your household cleaning tasks!

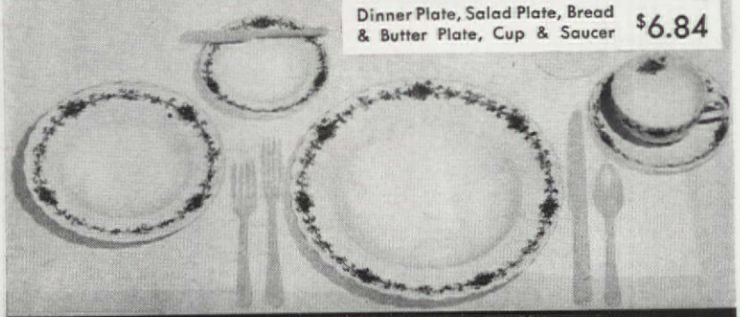
There's a very real reason why Bon Ami really does "spare hands"! It's simply this:

Bon Ami does not depend on coarse grit and harsh caustics for its quick-cleansing properties. That's why it's so easy on your hands . . . why it doesn't scratch bathtubs and sinks or make them hard to clean. Instead, you'll find Bon Ami has a *special polishing action* that leaves porcelain with a lovely, brilliant lustre. It's one cleanser that you can count on to be quick, thorough, really safe!

Bon Ami
cleans quickly and easily

Spode THE FINE ENGLISH DINNERWARE

HAZEL DELL Single Place Setting
Dinner Plate, Salad Plate, Bread & Butter Plate, Cup & Saucer $6.84



Send for information on Place Setting Plan
Wholesale distributors, COPELAND & THOMPSON, Inc., 206 Fifth Avenue, New York, N. Y.

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18 Smart Drapery Effects
and the fixtures that make them

New drapery effects can transform a room—plan your new window treatments *now!* It's so *easy* with this new booklet; contains 18 beautiful effects, sketched by noted New York artist Charles Kaiser, plus the Selected Judd Fixtures that are the secret of their charm. You can give fresh loveliness to your home by sending coupon *today* for the booklet; then get Selected Judd Fixtures, the world's finest and most complete line. Chosen for *House Beautiful's* "Bride's House." At most good stores.

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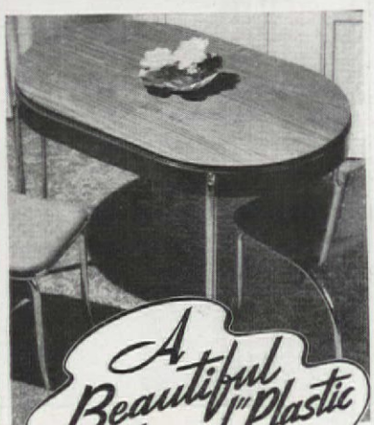
City..... State.....



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FOR FURNITURE & FIXTURES

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IT'S EASY to gain new hours of leisure with a Kitchen Maid kitchen! Time and steps are saved by systematic arrangement of units. Convenience features simplify even the smallest tasks. And a Kitchen Maid kitchen, in lovely color tones, is as beautiful as it is efficient. You'll enjoy working in it, and have *less* work to do! Write for FREE copy of *"Things To Know Before Planning a Kitchen."*
KITCHEN MAID CORP., 319 SNOWDEN ST., ANDREWS, IND.

*3 kinds of cabinets but only ONE KITCHEN MAID
1. Cabinets of wood.
2. Cabinets of metal.
3. Kitchen Maid Cabinets of Composite Construction—wood, steel and newest compositions; each used where it serves best

KITCHEN MAID
STANDARD UNIT CABINETRY

on each side. Two strips of white tape were stretched across the floor, ends pinned to the rug. These represented two back fences. The boys became cats. The two leaders, starting at the same time, backed along the fence (tape) with both hands and feet on the tape. When they reached the other end of the fence they turned and backed again to place of beginning. As soon as the leaders were back the second ones in line started. The side finishing first won the relay. This game is exciting, requires skill and speed,

F. M. Demarest

"The fellows like things a bit rough, you know."

My heart did another flip-flop, because we have no amusement room and "boisterous" games for fourteen husky thirteen-year-olds didn't sound so promising for living-room furnishings. However, the boys, fourteen of them, were invited, and duly arrived. At first they seemed more or less self-conscious. Lads at this age are not expected to be exactly social butterflies!

As a starter for the evening's fun we placed empty quart milk bottles (seven of them) on the floor with plenty of space between. The boys were matched in pairs according to size, for the good old "bottle wrestle." Each boy places his hands on his partner's shoulders, the object of the game being to push or pull your partner so he will bump over the bottle between them. The one who knocks it down is the loser. All the winners then play each other, tournament fashion, until only one is left. For evenly matched boys this proves a strenuous game, takes very little room and is not half so "roughhouse" as it sounds.

By now the little "stiffness" at first apparent was entirely gone, and while the boys rested for a minute a romantic story was read, with each guest asked to represent a character. For instance, in our story one lad was the "Gruff old Father" and every time the father was mentioned this kid said "Grumpff." Another was the "Sweet young thing" and responded with a "tee hee, tee hee" when she was mentioned. The dying dog said "Ky-yi, ky-yi." Our story was chosen so that there was a part for each boy to play.

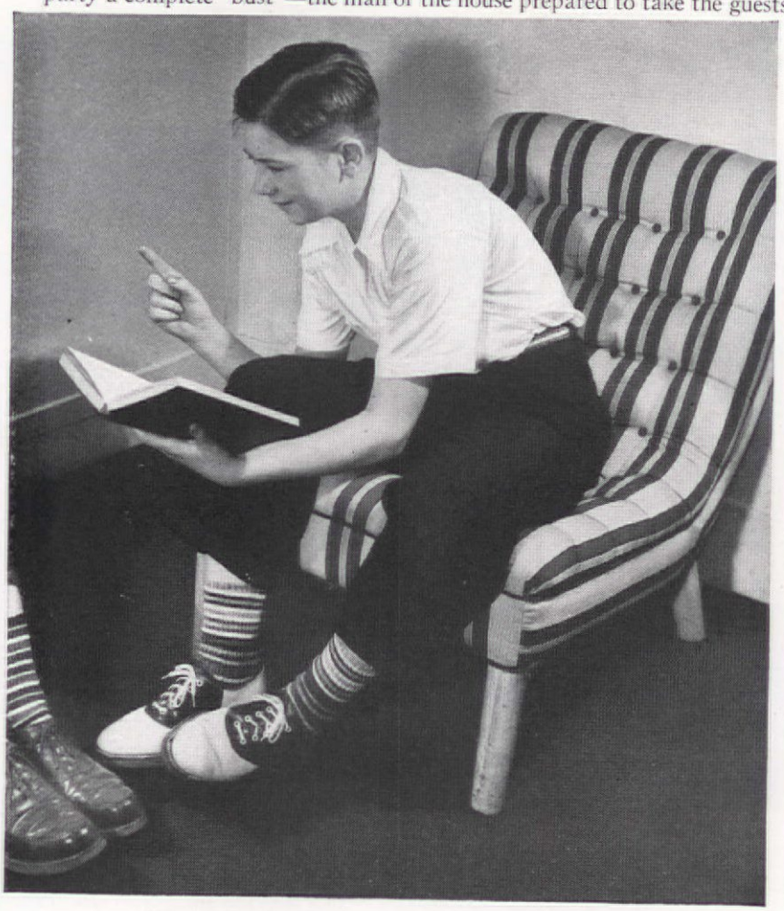
By the time the story was finished the boys had regained their breath and were ready for a relay. They divided into two teams, seven and can be played harmlessly in a not too large living room.

Boys always enjoy a trick, so we played the game of Fancy Stepping. Those who didn't know the stunt were assembled in one room, while the others placed four objects a little distance apart across the living-room floor. We used an egg (a whole one) a cactus plant, a cut-glass vase and a white needle-point pillow. A "victim" was brought in and told that, blindfolded, he must step over the fragile objects without touching them. To help him in gauging the distance, he tried it first with his eyes open. Just to make it tougher, he was cautioned repeatedly as to the value of the objects and the result of breaking the egg on the Oriental rug. Then he was blindfolded, spun around three times, and started on his perilous course. Meanwhile the objects were removed from the floor. The victim worked diligently to step over things no longer there. Between his efforts, and warnings offered from the sidelines, there was great

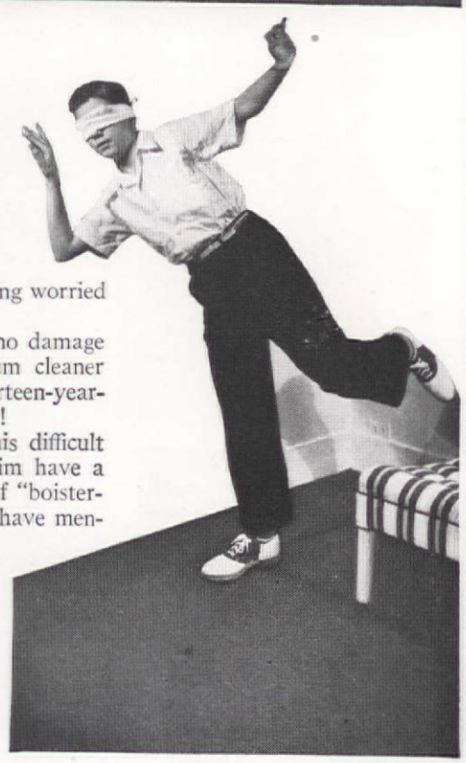
hilarity. At the end of his trip the blindfold was removed and he realized how funny he must have looked stepping so carefully over nothing.

We had planned approximately the time required for each game so the entire evening would be filled and time wouldn't drag between games. For refreshments we served the boys' stand-by of ice cream and cake, but there are all sorts of other things you could have that would make a hit with your young guests. In fact, at this age, when most boys seem to be hollow all the way up, they'll go for practically anything in the way of nourishment, from hamburgers and wieners to caviar. Some time I plan to put buttered bread and rolls on the table, with a variety of fillings, and let the boys make their own sandwiches. (The Sundae Bar described on page 102 would be a natural for youngsters this age.—*Ed.*)

After they had eaten, as much as they could hold—I had naturally planned on seconds and thirds, for anything less might have made the party a complete "bust"—the man of the house prepared to take the guests



home. But here was the joker. The boys didn't want to go. Each had a stunt he wanted to show the fellows. Not wishing to seem inhospitable and break up the fun, the going home time was prolonged until we felt their parents might be getting worried about them.



The next day there was no damage to the house that a vacuum cleaner couldn't repair. And the thirteen-year-olds had had a grand time!

If you have a boy at this difficult age don't hesitate to let him have a party. Plan a full evening of "boisterous" games like the ones I have mentioned, and if you run short of ideas, don't worry about it. The youngsters, themselves, will be glad to contribute their favorite tricks, if they don't insist upon it, and I'm sure that both you and the boys will thoroughly enjoy the party.

Make yours a "party kitchen"

WITH its softly gleaming sink, work surfaces and range top of ARMCO Stainless Steel, this modern kitchen is "dressed in evening clothes." But it's more than a show place — it's extremely *practical* for the workaday hours.

Look at the many time-saving features of ARMCO Stainless Steel. It is magically easy to clean. It will not rust. The morning fruit juices and the party drinks will not stain it. Being a hard, strong metal, it is not easily scratched or dented. Because stainless *is* so sanitary and serviceable, you will find it in the spotless kitchens of big hotels, restaurants and hospitals.

Kitchen equipment of ARMCO Stainless Steel will stay beautiful through a lifetime of normal service. And to round out your stainless steel kitchen, you should have a set of cooking-ware — and a service of flat-ware for your dining room. The American Rolling Mill Company, 1811 Curtis St., Middletown, O.

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ARMCO STAINLESS STEELS

HERE'S THE CHART THAT HELPED MAKE ME A JELLY CHAMPION

EXPERT! Mrs. Carrie Parker, of Littleton, New Hampshire, who won $100 First Prize at the 1940 N. Y. World's Fair for her strawberry jam made with Certo.

JUST COMPARE THESE TWO METHODS

THE OLD WAY

1. Mrs. A, after cleaning and crushing her berries, was ready to start making her jam at nine o'clock.

2. The red band on the kettle indicates amount of fruit and juice that Mrs. A got from her berries (4 cups). The berries cost 16½¢ a quart—2 quarts 33¢.

3. Mrs. A added 2 pounds of sugar to her berries. The sugar cost 5¢ per pound —2 pounds 10¢.

4. Following the old "pound per pound" standard recipe, Mrs. A had to boil the fruit and sugar about 30 minutes before the jam thickened to the desired consistency. This long boil evaporated one-half of the original weight of the berries and carried off much of the natural fresh fruit flavor as fragrant steam.

5. When Mrs. A poured her jam, she found she had 6 glasses. The cost:

Berries	33¢
Sugar	10¢
6)	43¢
	7 1/6¢

The 6 glasses of jam that Mrs. A made cost an average of at least 7 1/6¢ per glass.

6. It took 45 minutes for Mrs. A to make her 6 glasses of jam. It was nine-forty-five when she finished.

VALUABLE! CLIP AND SAVE!

WITH CERTO

1. Mrs. B was ready to start her jam-making at nine o'clock, too.

2. Mrs. B, using the same quantity of berries (2 quarts), got the same amount of fruit and juice (4 cups). Berries cost 16½¢ a quart—2 quarts 33¢.

3. Mrs. B added 3 lbs. of sugar (an extra pound because she knew none of her fruit juice would boil away). The sugar cost 5¢ per lb.—3 lbs. 15¢.

4. Mrs. B brought her fruit and sugar to a full rolling boil, boiled hard for 3 minutes, removed from the stove, and added ½ bottle of Certo. Certo is simply the jellifying substance of fruit in concentrated liquid form. At about 24¢ per bottle, the ½ bottle Mrs. B used cost about 12¢.

5. Mrs. B got 10 glasses of the same size as Mrs. A's from her berries. The cost:

Berries	33¢
Sugar	15¢
Certo (½ bottle)	12¢
10)	60¢
	6¢

The 10 glasses cost only 6¢ per glass. Note how Certo pays for itself in increased yield—saves time, fuel.

6. Mrs. B's 10 glasses of jam were made in just 15 minutes. She was all through at nine-fifteen. And it had cost her nothing to use Certo!

VALUABLE! CLIP AND SAVE!

A Product of General Foods

WITH CERTO IT'S EASY TO JELL ALL FRUITS EVEN FOR A BEGINNER LIKE ME!

BEGINNER! Miss Ethel Cundall, of Brighton, Colorado, who found she didn't need experience to make perfect jams and jellies when she used no-guess Certo.

MORE JELLY AND JAM FOR FAR LESS WORK!

Plan Your FOOD BUDGET for HEALTH DEFENSE

ONE of our largest expenditures is for food. Most of us have, whether we consciously budget or not, a certain sum of money to be spent for food each month, and we don't want to exceed it. Perhaps your menus have pleased your family's appetite, increased their avoirdupois, and stayed within the budget, but have they adequately met all your daily food requirements? Of course, dad's pocketbook is an important consideration, but by wise planning and buying of food, and studying of market ads, better nutrition may be had for the family without doing more to flatten the family purse.

Eye appeal can't be overlooked, either, but it shouldn't be the sole gauge of buying—because big red apples are more attractive than green ones they don't necessarily have a better flavor. The penny-wise housewife will decide between real nutritive value and other factors in spending her food money, and the more carefully pennies have to be watched, the more consideration must be given to getting value in nourishment.

Weight is no indication of health; it is easy to get fattening diets which do not contain the protective and tissue-building elements essential for good health, but a week's supply of foods high in nutritive value may not cost a nickel more than a similar supply which is low in nourishment.

The total number of calories needed depends upon the amount of exercise required to earn the family's bread and butter, how much active work the housewife does, and the ages of the children. The average man doing moderately active exercise requires about 3,000 calories a day; the woman, 2,500 calories per day. Children from 9 to 12 years of age require from 2,000 to 2,500 calories. On page 111 are menus which are high in nutritive value without being equally high in cost. Although milk is not included, it is, of course, a part of every child's diet.

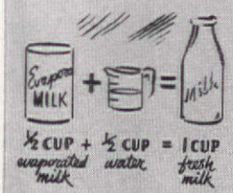
A RADISH RELISH: Scoop out center of radish, fill with stuffed anchovy and place a caper in the center. Leaving a few of the brightest leaves gives a lively color contrast.
MRS. C. G. WESTON
Glen Ridge, N. J.

SILVER DOLLARS in a silver bag lets the couple choose their own silver wedding anniversary gift. Tie with silver ribbon and use a silver-edged card.—R. P. WEEKS, Lyons, N. Y.

Budget Pointers

1. Plan the menus flexibly enough to take advantage of market specials.
2. Inexpensive cheeses give excellent flavor to macaroni, hominy, and vegetable dishes and can be served as meat substitutes.
3. Include dried fruits, which are rich sources of minerals and vitamins and are among the less expensive items supplying what are called the "protective" elements.
4. If you want to include more delicacies in your menus, evaporated milk takes the place of fresh milk or cream at lower cost without loss of food value.
5. Buy bulk foods when quality is as good and price is lower.
6. Buy fresh fruits and vegetables in season.
7. Tomatoes, canned or fresh, are a good source of vitamin C.
8. Whole-wheat or enriched bread should always be included in the diet.
9. Many butter substitutes on the market supply lots of vitamin A.

Weekly menus to precede marketing save time and money . . .



The use of evaporated milk in cooking stretches the food budget. 1/2 cup evaporated milk + 1/2 cup water=1 cup fresh milk . . . . . .

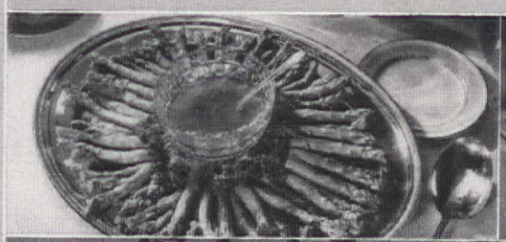
If there are more servings in a can of vegetables than required, remove the extra portions before cooking and place them in refrigerator to be used later in salad or combination dish . . .

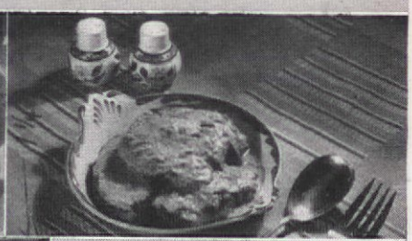
• low cost dinner for 4

*Chopped Beef Sweet Potato Roll
Fresh Green Beans with Bacon *Hot Tomatoes Stuffed with Corn
Whole Wheat Bread and Butter Lettuce Salad
Baked Apples (Stuffed with Raisins) and Cream

• moderate cost dinner for 4

*Pork Chops Baked in Sour Cream
*Golden Flaked Potatoes *Asparagus Vinaigrette
Whole Wheat Bread and Butter *Pretty Curly Vegetables
*Peppermint Roll





• eggs Victoria

• pineapple-raisin drops

F. M. Demarest *Recipe printed on back of each photograph* **From the American Home basic file*

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*Address*_____

*City and State*_____

• low cost nourishing dinner for 4

(Charts figured for one average serving)

Food	Calories	Protein	Calcium	Phos.	Iron	Vit. A	Vit. B	Vit. C	Vit. G
Chopped beef sweet potato roll	316	++++	++	++++	+++	++++	++++	+	++++
Fresh, buttered green beans with bacon	75	+	+++	++	++	+++	++	+	+
Hot stuffed tomatoes	81	+	++	++	++	++++	+++	+++	+++
Whole wheat bread and butter (1 slice)	150	+	++	++	++	+	++	—	++
Lettuce salad and dressing	110		+	+	+	++	+	+	+
Baked apple filled with raisins and served with cream	370	+	++	++	++	+	+++	+	+++
Total for meal	1102								

++++ *Excellent* ++ *Fair*
+++ *Good* + *Some*

Tested in THE AMERICAN HOME KITCHEN

• moderate cost dinner for 4

(Charts figured for one average serving)

Food	Calories	Protein	Calcium	Phos.	Iron	Vit. A	Vit. B	Vit. C	Vit. G
Pork chops baked in sour cream	366	++++	+	+	+	+	+		+
Golden flaked potatoes	121	+	++	++	+	++	++	+	++
Asparagus vinaigrette	135	+	++	++	++	+		+	
Whole wheat bread and butter (1 slice)	150	+	++	++	+	+	++	—	++
Pretty curly vegetables (carrots, turnips, celery)	38	+	++++	++	+	++++	++	+	+++
Peppermint roll	199	++	+	+	++		+		++
Total for meal	1009								

++++ *Excellent* ++ *Fair*
+++ *Good* + *Some*

Tested in THE AMERICAN HOME KITCHEN

• eggs Victoria

Preparation: time 25 min.

½ lb. liver sausage (one piece)
1 tbsp. melted butter
2 tbsp. sweet cream
⅛ tsp. nutmeg
8 rounds of toast
8 poached eggs
1 cup rich cream sauce
½ cup grated cheese
1½ tsp. chopped chives
1½ tsp. chopped parsley

Soak liver sausage in hot water for 10 min. Remove skin and place in bowl with butter, cream, and nutmeg. Blend ingredients together until soft and smooth. Spread thickly on rounds of toast and place in shallow baking dish. Place on each round a poached egg, cover with rich cream sauce, sprinkle with grated cheese chopped chives, and parsley. Place under broiler for a moment for cheese to melt and brown. Serves 8. 261 calories per serving.

Approximate New York City cost: 64¢

Recipe submitted by
HERMAN SMITH

Tested in
THE AMERICAN HOME KITCHEN

• pineapple-raisin drops

Preparation time: 30 min.

½ cup shortening
1 cup brown sugar
½ tsp. vanilla extract
1 egg, well beaten
½ cup seedless raisins
½ cup crushed pineapple, well drained
2 cups sifted flour
1 tsp. baking powder
1 tsp. baking soda
½ tsp. salt

Cream shortening and sugar together until light and fluffy. Add vanilla, beaten egg, raisins, and pineapple. Sift flour, baking powder, baking soda, and salt together and stir into creamed mixture. Drop from spoon on greased cookie sheet 1½" apart. Bake in a moderate oven (375° F.) for 10 to 15 min. Cool and store in a glass jar or tin box. Makes 35 to 40 cookies. 70 to 80 calories per cookie

Approximate New York City cost: 28¢

Recipe submitted by
JEAN BRADT

Tested in
THE AMERICAN HOME KITCHEN

To play fair with your budget, your recipe, and your results, always measure accurately . . . . .

If moist cookies are desired, a stone jar containing a piece of fresh apple is the best storage place . .

When serving six, a larger can is more economical than 2 small ones. Also it's more economical to buy staples in larger packages than in small ones . . . . . .

Sketches by Helen M. Chelland

Photograph printed on back of each recipe

When there's a Baby— instead of a maid in the house

SUSAN DOUGLAS
Ames, Iowa

Ewing Galloway

WE HAVE a baby and we haven't a maid—and the combination made two dinner parties dismal failures. Then I worked out rules for success, and turned out some fine little dinners. I'm not a whizz of a cook and my housekeeping is just average, but I can "do" company up in style, and even find time to take a nap with the baby on the afternoon of the party!

My main rule is that the party food be very easy to prepare but very beautiful in final effect. For example, a rich-red shining eggplant, fat with concealed ham and mushrooms, or a salad heaped in a cabbage shell on three spreading grape leaves. The art of this is nature's, but the hostess gets the credit. Sometimes I put olive oil and lemon juice on ordinary string beans, a clove in cranberry sauce, or heat mayonnaise with a drop of green coloring and put it on cauliflower. All simple food that I know will turn out well—never a soufflé or a popover!

The other trick is one of careful planning, with every detail worked out in advance. The day *before* the party I do as much as possible—clean vegetables, maybe bake a cake, cook certain meat-and-vegetable combinations. On the day of the party I do only finishing touches and final cooking. I set the table right after lunch, and check each article as carefully as if I were taking inventory. I pour the cream, unmold the jelly, look into the salts and peppers. The coffee cups are on the silver tray with accessories. Finally, I have food that looks beautiful *in toto* and can be gracefully served at the table—a roast surrounded by vegetables, or a casserole, so platter after platter doesn't lap at my husband's long arms. There is a small serving table beside the dining one so I can stay at the table and try to look like a glowing lady of leisure and a great hostess, instead of continually hopping up and down to bring different dishes back and forth.

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Mellow Wood in 2 modern California Kitchens

Designer and builder, Jack Grenandt; photographer, Fred R. Dapprich

The kitchen's not the only charming feature of Helen and Ruth Baker's home—see page 76 for full description

Architect, Albert Larsen; builder, Paul A. Wolter, Jr.; photographer, Roger Sturtevant

IF YOU think a kitchen has to be as white and impersonal and streamlined as a laboratory or an operating room to be up-to-date and efficient, here's proof that it doesn't! We, for one, like to whistle while we work, and there's nothing more conducive to a good tune than a pleasant, homey atmosphere. So our vote goes to these two kitchens which sacrifice nothing of efficiency but gain much in cheeriness by their original and individual handling. They prove to us that it pays to give as much attention to the *decorating* of your kitchen as to its efficient *planning*, and that neither need be sacrificed in the doing.

We'll whistle, "Three cheers for the red, white, and blue!" in Miss Helen and Miss Ruth Baker's kitchen, above, though it isn't really white (that's what we like about it), it's waxed oak. Added "to taste" are a red tile floor, blue tile above the counters, blue-and-white checked curtains, braided rag rug, nice little touches like the Staffordshire tureen and Delft plate on the wall, and various and sundry bits of old English brass and pewter—souvenirs and pleasant reminders of many past jaunts and adventures in all different parts of the world.

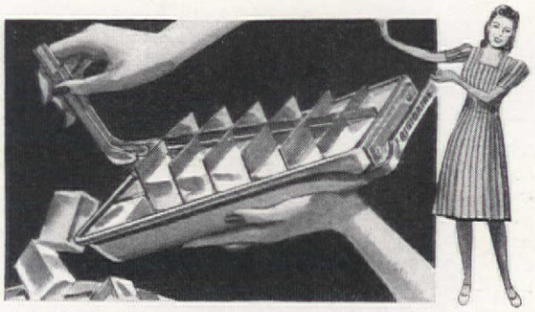
Then there's that old nursery rhyme about a yellow petticoat. That's what we'd whistle in Mr. and Mrs. Frank Austin's kitchen, with its pine walls, linoleum almost the same color, and yellow on the ruffled curtains. Who wouldn't whistle, washing dishes at that sink, with the sunshine streaming in the corner window, or revelling in a snack at the pleasant little built-in dining alcove? Especially if you had been living in an apartment, as the Austins had, and therefore longed for a good big kitchen, spacious, well planned, and a pleasant place in which to work, besides!

"What I want... Frigidaire's got!"

"It's miles ahead in beauty, economy and usefulness—and lucky me! I own a new Frigidaire COLD-WALL!"

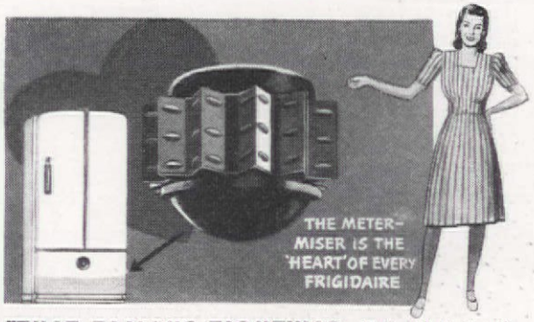
"PARDON MY ENTHUSIASM—but you'd feel that way, too, if you had a brand-new Frigidaire Cold-Wall in *your* kitchen. It's as different from ordinary refrigerators as night from day! Chilling coils within the walls provide the kind of still, moist cold that keeps foods fresher longer and preserves precious vitamins. And you don't even have to cover foods!

"HONESTLY, EVERYTHING I WANT... Frigidaire's got! Every model has loads of exciting features you can't get in any other refrigerator at *any* price! And I know the reason why. Frigidaire is made by General Motors—the same people who make all those wonderful cars, like Cadillac, Buick, Oldsmobile, Pontiac, and Chevrolet.



"A FINGER-TOUCH, AND PRESTO—out tumble your ice cubes! You don't need a burglar's kit to get the tray out of the refrigerator, or the ice out of the tray. With Frigidaire's exclusive Quickube Tray, you get ice easily . . . instantly—every time!

"LOOK AT THE BEAUTY of Frigidaire's Lifetime Porcelain. This finer finish—so sanitary and easy to clean—is used in the entire food compartment of every Frigidaire—even on the inside of the door! Many models are finished in Lifetime Porcelain—inside and out!



"THAT FAMOUS TIGHTWAD, Frigidaire's famous Meter-Miser, has 22% more freezing power this year. Yet, thanks to General Motors' superb engineering, it uses less current than ever before. See Frigidaire yourself—you'll know then why it's the favorite!"

CAUTION! Unless a refrigerator bears the Frigidaire nameplate, it is not a genuine Frigidaire, made ONLY by General Motors, world's largest builders of automobiles, motors and refrigerators.

BUY THE FAVORITE

FRIGIDAIRE ELECTRIC REFRIGERATORS RANGES AND WATER HEATERS
Dayton, Ohio • Toronto, Canada

BUY FRIGIDAIRE... with the METER-MISER

THAT CUTS CURRENT COST TO THE BONE

SEE WHAT A GRAND POLISH IT GIVES!

● IT'S EASY to make windows sparkle when you use Bon Ami *Cake*. For, with Bon Ami you *clean and polish at the same time*. Rub it on. Wipe it off. Every pane of glass comes *crystal-clear*, and free from dust-catching oily film! You'll like the thorough way this handy *cake* cleanser works . . . the thrifty way it lasts.

Bon Ami Cake

polishes as it cleans

"hasn't scratched yet!"

NEED MORE CLOSET SPACE?

Are your closets too small, too few, too crowded?

If so, here's the solution! Just attach a few K-Venience fixtures to closet door or wall. They increase closet capacity, regardless of size or shape, keep all apparel handy, closets tidy, save cleaning and pressing bills. Shoe and tie racks, hat holders, trouser-skirt hangers, many others. Chrome finished, from 40c up. At Dept. and Hdwe. stores. **FREE!** Catalog showing space-saving closet plans. 35 K-Venience fixtures.

KNAPE & VOGT Dept. A-9 Grand Rapids, Michigan

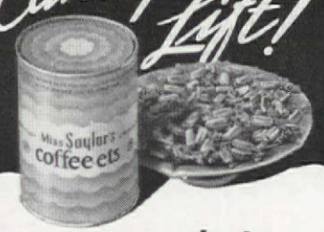
REDDIE WILCOLATOR SAYS—

Buying a New Range?

Then make certain it has the best, most dependable Oven Control — the Wilcolator. Proved on over three million ranges. And backed by written proof—the Wilcolator Warranty Bond. See your dealer for details.

WILCOLATOR OVEN CONTROLS

Candy WITH A Lift!



Miss Saylor's coffee-ets

A pure coffee and real cream candy that gives you the refreshing stimulation of a cup of morning coffee. These smooth, small hard candies are handy to keep in your pocket, purse, car or desk for quick pick-up. You'll love their genuine coffee flavor. Serve at parties, dinners, bridge. Send them to the boys in camp. Individually wrapped. If not at your dealers, order direct.

7½ oz. tin 50c 1 lb. tin $1

MISS SAYLOR'S CHOCOLATES, INC.
Ensinal Ave., Alameda, California

GIVE YOUR GUESTS A NEW TREAT . . . SERVE **AMBERNUTS**

Toasted Filbert Kernels

Everyone loves Ambernuts. They've a flavor all their own, a crisp and crunchy goodness that makes an instant hit. Toasted and salted, packed in tins ready to serve with tea or cocktails, at the bridge table or as an hors d'oeuvre. At grocers, clubs, cigar stores or order direct if not yet available. Send $1.25 for two full size 8-oz. tins, postpaid, with the complete story of Ambernuts—the nut that agrees with everybody.

North Pacific Nut Growers, Dundee, Oregon, U.S.A.

LISTEN—Here's Easy Way to **MAKE MONEY**

SELL CHRISTMAS CARDS

Take easy orders for Personal Christmas Cards with sender's name, 50 for $1. Also season's finest 21-card $1 Christmas assortment. You make 50c. Nine other assts. —Satin-Glo, Religious, Gift Wrappings, etc. De Luxe line Personal Cards. Start earning now. Also special money-raising plan for clubs, church groups, etc. Write for **FREE SAMPLES.**

50 for $1 WITH NAME INSCRIBED

WETMORE & SUGDEN, Inc.
749 Monroe Ave., Dept. 339, Rochester, N.Y.

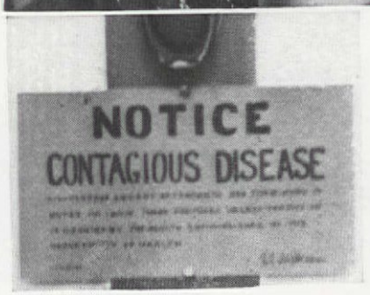
THRILL TO THE GLORIOUS BEAUTY OF **NEEDLEPOINT**

BIG 23X23 IN. PIECE WITH DESIGN EMBROIDERED $1.00 POST PAID

FOR CHAIR SEAT, PILLOW, FOOT STOOL, ETC.
Tapestry Needle and Instructions Included

No. 617—It's fun doing needlepoint and thrilling to possess a beautiful piece you made. This exquisite, 23x23 in. piece with the design already hand embroidered, is big enough for a chair seat; or it may be used for pillow, foot stool, picture, etc. To introduce Herrschners 100% pure wool Tapestry Yarn is included FREE. Your choice of Flemish Blue, Maroon, Black, Mahogany, or Dark Rose. Everything to start is included with the needlepoint,—one skein of Yarn for starting, Tapestry Needle, Instructions. Send name and address, today, with $1.00,—give color selection and order by number. Satisfaction guaranteed or money refunded.

FREDERICK HERRSCHNER CO.
508 SOUTH FRANKLIN ST., CHICAGO, ILL.



Measles!

HELEN BORLAND
West Nyack, N. Y.

AFTER our first three weeks in a New York suburb, where I spoke only to the grocer even if he didn't speak only to me, I began to miss the daily social contacts I'd had before. I suppose I might have gone on missing them indefinitely if about that time we hadn't had our first caller—the measles. That meant twenty-one days' quarantine, but it resulted in calls from our neighbors, who appeared on the edge of the lawn to ask what they could do to help. So we became acquainted, and I decided that the town's reputation for unfriendliness was just because people were unimaginative and unaware of the needs of mere "renters," who probably wouldn't stay long, anyway.

About six months after a new neighbor had moved in next door, she telephoned to ask who cleaned our windows, and this led to a long conversation about the unfriendliness of the place. I pointed out that I'd called on her twice, but she admitted that she thought I was just making a gesture and really didn't want to be bothered.

So I decided to throw a party. The woman across the street was moving away and I planned it as a farewell for her and a welcome for our six-months-old new resident. I suppose Emily Post would have turned thumbs down, since I had never been in the homes of most of the people in our block, but I went ahead and invited eleven of the women whose ages, I estimated, were nearest my own. (I had decided to seat them at one big table and my dining table won't hold more than twelve comfortably.)

When the guests arrived (and they came!) I sat them right down at the table, on which were big plates of homemade doughnuts, orange-custard cream puffs, and a

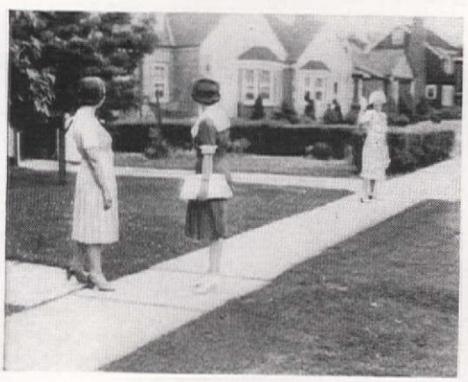
F. M. Demarest

percolator spouting steam and the aroma of coffee—if there's anything more ice-breaking than a cup of hot coffee, I have yet to discover it.

I had dismissed my part-time helper thinking that when the conversation threatened to lie down and their mothers were free then, but it wasn't till 5 that they fled home to prepare dinner, saying, "Why didn't we do this before"? But it wasn't until later that I knew how successful the party had been. Everyone spoke to everyone else;

—but we meet the neighbors

Only the grocer spoke to "renters" in this suburb until one newcomer got measles—and gave a party!



and die I could ask someone to pass something. But it didn't! Talk flowed as freely as the coffee and mutual friends and mutual interests were discovered. Then we got involved with the schools and on to our children—and that, everyone knows, goes on forever.

I'd invited my guests for 2:30 as the younger children had naps other people began giving parties, and these led, finally, to the formation of a neighborhood square-dancing group. When, later, we moved to our new home in another town, we left behind us a whole flock of warm friends and, as a legacy to new-comers, a group of friendly and hospitable neighbors.

Why Some Wives Stay Young and Attractive

SMART women know that stooping to dishpan drudgery is no way to hold a man. Washing dishes by hand is a back-breaking job. And even worse, it's an indignity that rankles in their souls three times a day, three hundred and sixty-five days in the year!

That's why the G-E Electric Sink is such welcome, glorious news! It is teaching women a better way—an easier way—a *younger way to live!* Think of it—your proudest china and pet crystal washed and dried for you, cleaner, safer and faster than you or anybody else could do them. Yes, your pots and pans, too. And every dish hygienically clean because it's washed in water hotter than human hands can endure.

More kitchen magic is the G-E Disposall built into the sink. It reduces your kitchen refuse to a pulp, whisks it down the drain and out of your life!

Sounds like magic? Well just read our booklet, "The Wedding Ring on the Window Sill"! It tells you how it's done—and how easily you can have a G-E Electric Sink in your kitchen. Use the coupon below.

GENERAL ELECTRIC
Electric Sink
1. Washes All The Dishes!
2. Disposes Of All Garbage!

The G-E Electric Sink may be installed as a complete unit, or the G-E Dishwasher or G-E Disposall may be installed separately.

Tear out and Mail Today!

General Electric Company
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Without any obligation please send me a copy of "The Wedding Ring on the Window Sill" giving full information about the G-E Electric Sink.

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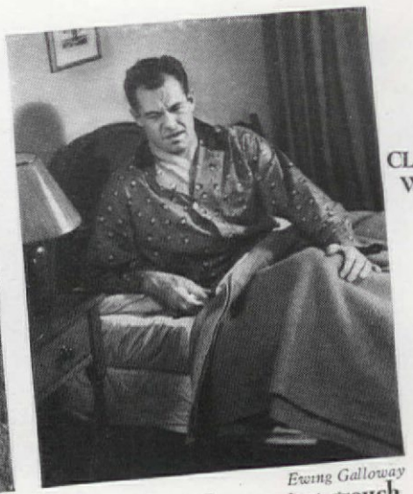
GENERAL ELECTRIC

Ewing Galloway

H. Armstrong Roberts

If Dad takes over Junior's kite without permission, how can he expect Junior to respect the rights of property ownership?



Ewing Galloway

A grade-A, early morning grouch provides a grade-A example to an impressionable child of how not to have a good disposition

CLIFFORD PARCHER
West Newton, Mass.

Ewing Galloway

H. Armstrong Roberts

Ewing Galloway

"Pay no attention to the law, son," says Junior's hero, in effect, when he shrugs off a "no hunting allowed" sign; "it's O. K. to cheat if you can get by with it," is mother's advice when she passes off her young man as half-fare age on the bus

. . . is sauce for the rooster and the hen!

THE speedometer was already edging over the fifty mark when my friend spoke to his nine-year-old son in the back seat. "Watch out of the back window," the father instructed, "and let me know if you see a cop." And he shoved the accelerator down even further. Speaking in a low tone so that I wouldn't be overheard by the boy, I asked that man if he realized he was setting a very bad example for his son. He had not only called the child's attention to the fact that he was exceeding the speed limit but had actually enlisted the boy's co-operation in his attempt to evade the law.

My friend laughed the matter off and changed the subject but he shortly pulled his speed down to the legal limit and later thanked me sincerely for making him aware of the error of his ways. "I couldn't have followed a more inconsistent policy with my son," he admitted. "It just never occurred to me that I was showing him a complete disregard for the very principles that I was trying to teach him."

Exceeding the speed limit is only one of the traffic laws most of us break from time to time without giving the matter much thought. The chances are our children have seen us parking overtime, sliding by a "stop" sign, crossing the white line, or zooming by a blinking yellow light. And law violations aren't confined to traffic rules, either. There are the fish and game statutes, city ordinances in regard to leaf fires, and so on, for which many so-called "law-abiding" citizens show their disregard without giving a thought to the effect on their children.

Rare is the child who hasn't been lectured on the evils of stealing and cheating, yet this same youngster may have heard his father boast of outwitting the government on his income tax, his mother pass him off on bus or train as a year or two younger than he is, have seen the "souvenirs" from hotels, steamships, or railroad lines which form a part of the household equipment. Perhaps there is an amused reference at dinner to the fact that a conductor failed to collect a ticket, or that a clerk returned too much change. How many lectures do you suppose it takes to offset even just one single instance of this kind?

A mother was explaining to her little daughter the importance of always telling the truth when the telephone rang. "You answer the phone, Betty," said the mother, "and if it's Mrs. Jones, tell her I'm not here." How can Betty, trying to formulate values to guide her through life, be expected to differentiate between such "white" lies and other kinds?

And so it goes, all down the line. You want your children to recognize the rights of ownership, to be thoughtful, to have sunny dispositions, to learn to keep their word. Well, there's plenty of opportunity for you to set a proper example in your relations with them, as well as with other people, if you want to take advantage of it.

You want them to be punctual. Are you always on time yourself? You want them to relish whatever food is set before them. Then don't turn up your nose at dishes set before you. You hope that they will accept responsibilities cheerfully and disappointments philosophically. Remember that what is sauce for the chicken is sauce for the rooster and the hen.

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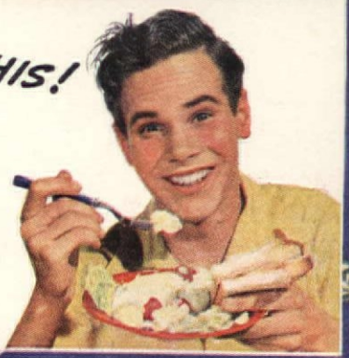
MY MOM'S A SMOOTHIE ON SALADS LIKE THIS!

PICNIC POTATO SALAD *WITH* REAL MAYONNAISE

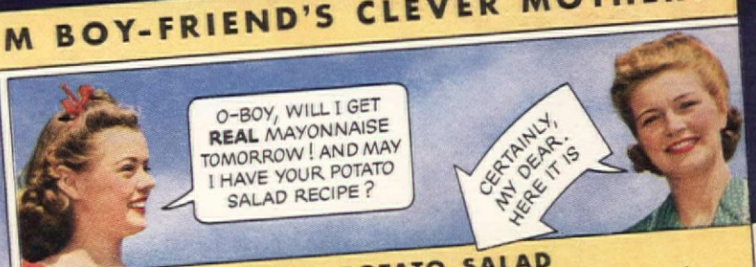


Why the Mayonnaise Makes So Much Difference in the Way This Potato Salad Tastes!

IT'S *REAL* MAYONNAISE—the home kind, made with only freshly broken eggs, added egg yolks, choice salad oil, vinegar and piquant seasoning. No thickening with arrowroot . . . *no starchy filler* of any kind! The *added egg yolks* help give it its grand rich "body"—make it creamy, not watery, when thinned with milk, liquid from pickles, or fruit juices.

IT'S REALLY *FRESH!* It's made with our own "FRESH-PRESS" Salad Oil which we ourselves prepare *fresh each day*, as it is needed. You've probably never tasted such *pure, fresh* Salad Oil! It is the reason why *Real* Mayonnaise—*double-whipped* by a unique process which locks every particle of oil into the egg mixture—has such *zesty* flavor, free from heavy, oily taste.

PEGGY GETS A POINTER ON SALADS FROM BOY-FRIEND'S CLEVER MOTHER!



PICNIC POTATO SALAD

4 to 5 cups cooked potato, cut in balls, diced, or sliced
½ cup scallions, cut in 1-inch pieces
¾ cup celery, sliced
2 cooked frankfurters, sliced
2 teaspoons salt
½ teaspoon pepper
1 cup Hellmann's or Best Foods *Real* Mayonnaise
Hard-cooked eggs, sliced
Whole radishes
Romaine, or other salad greens

Lightly toss together potatoes, scallions, celery, frankfurters and seasonings with *Real* Mayonnaise. Place in refrigerator to allow *Real* Mayonnaise to blend and develop the flavors of these salad ingredients. This makes your salad amazingly more appetizing. Carry salad to picnic in covered bowl or jar. (Save your empty, quart-size *Real* Mayonnaise jars for this purpose!) Arrange salad on romaine or other greens in salad bowl. Garnish with egg slices and radishes (as illustrated). Serves 6.

BEST FOODS ↔ HELLMANN'S *Real Mayonnaise*

Tested and Approved Good Housekeeping Bureau

IN THE WEST
IN THE EAST

"High Priced? You bet!"

"This lighter, milder leaf costs plenty—but Luckies pay the price to get it!" says Otis Rucker, tobacco auctioneer of Kinston, N. C.

The enjoyment you get *out* of your cigarette depends on the kind of tobacco that goes *into* it.

So why not smoke a cigarette you *know* contains finer tobaccos...especially when you can do so at no greater cost to yourself?

All through Tobaccoland, Luckies pay higher prices to bring you the milder, better-tasting leaf. Independent tobacco experts know this is true.

It's no wonder these men—auctioneers, buyers and warehousemen—prefer Luckies themselves, by a margin of 2 to 1 over all other brands combined.

Luckies' finer tobaccos will make a world of difference in your own smoking enjoyment.

Try them for yourself, and see!

WITH MEN WHO KNOW TOBACCO BEST—IT'S LUCKIES 2 TO 1

Actual color photograph—Otis Rucker inspects a fine, light tobacco leaf, before aging.

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