November 1945

The American Home

15¢

Success Stories . Rug Making . High Style for $200

What Will the Future American Home Be Like?

FAN GARDENS

Add a dressing room

...and you add a lot to living

IF YOU THINK a dressing room is a luxury and a waste of space, you ought to talk to Judy Martin. She'll tell you that in her whole house there's no space just seven feet square that works harder for her than her dressing room.

Convenient? Well, wouldn't you like to step straight from your bath into the privacy of your dressing room? Wouldn't you like shelf space galore to keep all your cosmetics just the way you want them? And, if you've ever tried to make up in front of a bathroom mirror that's cloudy with steam, don't you envy Judy the big, brightly lighted triple mirror in her dressing room?

Judy's mirror is practical, too. The sides swing back to form doors for the cosmetic cupboards. The center panel is unobstructed, so she can pull her chair right up to it. And for dressing—"You couldn't find anything better in a tailor's fitting room. I can see myself front and back, head to toe." Nobody has to remind Judy that her stocking seams are crooked or that her slip is showing.

If you've always thought the bedroom was the convenient place to keep your clothes, ask Judy for a peek at the luxurious closet reflected in the mirror. She'll tell you how much nicer it is to have a special place just for hats instead of crushing them all together on a shelf . . . racks to keep shoes neat instead of scattering them on the closet floor . . . fitted drawers for lingerie . . . and space, too, for all of your dresses and coats so that you can bathe, make up, and dress all in one spot.

While you're at it, ask Judy about the flattering decorative scheme. She'll tell you it all started with the special Armstrong Floor she planned with the help of her linoleum merchant. The sweeping curve design he worked out to tie the dressing room and bath together suggested the graceful swag motif on the drawers and walls.

But, as Judy will tell you, that Armstrong Floor is as practical as it is pretty. "There's nothing like Armstrong's Linoleum for a room where water often gets splashed around and powder and lotions are so apt to be spilled. It's so easy to keep spick-and-span."

So, if you are planning on building a new home or remodeling your present one, take this tip from Judy: "Don't let anyone talk you out of having a dressing room!"

It looks luxurious . . . but it's practical, too. This lovely dressing room-bath has every convenience you could want, yet it occupies less than 8 x 11 feet overall. The flatteringly decorative scheme features a smart swag design that takes its cue from the custom-styled Armstrong Floor. It is Armstrong's Marbelle Linoleum, Style 019, in shades of pink, ivory, and beige with inset bands of plain brown. Your linoleum merchant will help you plan an equally smart floor, even though his selection of colors and patterns is limited today. Complete list of furnishings and floor plan will be sent free. Just write us.

Send for book of room ideas for bathrooms and every room in your house. "Ideas for Old Rooms and New," by Hazel Dell Brown, is filled with practical decorating hints from the personal scrapbook of this famous decorator. 32 pages, all beautifully illustrated in full color. For your copy, just send 10¢ (outside U. S. A., 40¢) to Armstrong Cork Company, Floor Division, 4511 Pine Street, Lancaster, Pennsylvania.

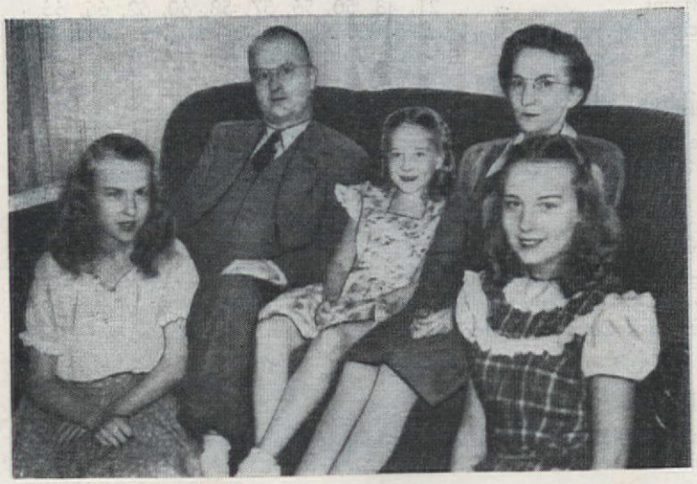
ARMSTRONG'S LINOLEUM FLOORS

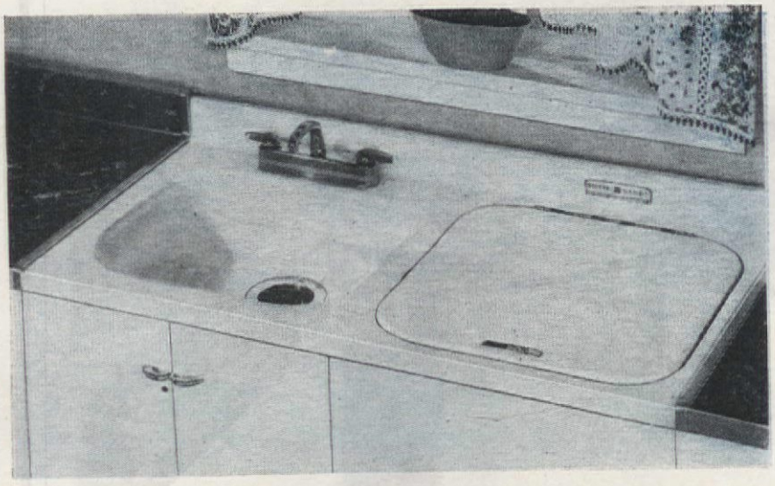
for every room (A) *in the house*

*REG. U. S. PAT. OFF.

MADE BY THE MAKERS OF ARMSTRONG'S QUAKER RUGS, ARMSTRONG'S ASPHALT TILE, AND ARMSTRONG'S LINOWALL*

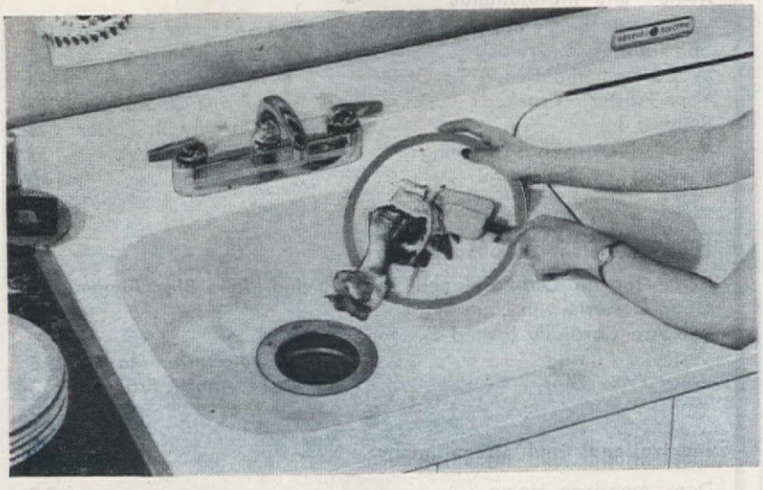
NEW G-E ELECTRIC SINK GETS A HAND FROM THE FLOYD RUSSELLS, OF MACOMB, ILL.





A few weeks ago, the whole Russell family trooped off to see a G-E Electric Kitchen. *Mrs. Russell* just couldn't believe her eyes when she saw the new General Electric Dishwasher in action! "Wonderful!" she exclaimed. "Dishes washed and rinsed *completely automatically*—and dried in their own heat—in a few minutes! And cleaner than I could do it myself!"

Mr. Russell was specially impressed with the G-E Disposall. "This'll be the end of our garbage problems!" he said. "The Disposall disposes of food waste *electrically!*" Scrape food waste off the dishes and on down this self-cleaning electric drain. Close the cover, turn on the cold water. Zingo! Everything shredded up and flushed away in a jiffy!



Martha and Frances watched a chicken bone vanish—down the magic Disposall! This sanitary scientific marvel will fit into most any kitchen sink. The G-E Disposall and the G-E Dishwasher may be purchased separately—or as the unit called the G-E Electric Sink. "I want both!" sighed Mrs. Russell. "It will save us all so much time and work!"

Rosalie Russell was thrilled with the G-E Dishwasher. "We won't have to worry about dropping soapy dishes!" she cried. Put dishes in, turn a switch, forget them. Small families will wash dishes just *once a day*. Larger families, twice a day. "Sold!" said Mr. Russell. "One Electric Sink—as soon as available!" General Electric Co., Bridgeport, Conn.

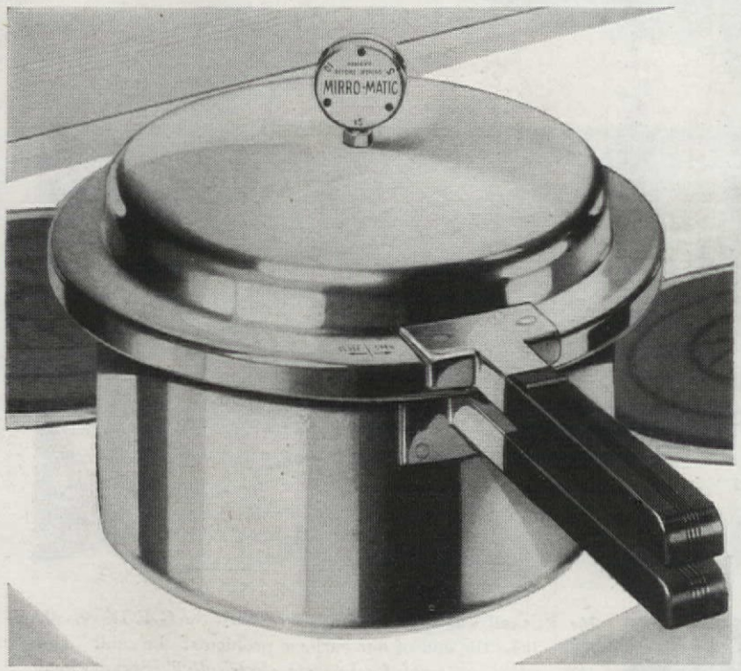
For Good Listening: Don't miss Art Linkletter, in "The G-E House Party," every afternoon, Monday through Friday, 4 p. m., E.W.T., CBS. "The G-E All-Girl Orchestra," Sunday, 10 p. m., E.W.T., NBC. "The World Today," News, Monday through Friday, 6:45 p.m., E.W.T., CBS.

GENERAL ELECTRIC

DISHWASHER AND DISPOSALL
REG. U. S. PAT. OFF.
FOR THE COMPLETE TABLE-TO-SHELF DISH JOB!

Speedy, flavorful meals begin with the new

MIRRO-MATIC
PRESSURE PAN



Braised short ribs in 35 minutes! Peas-2 minutes! Custards-1 minute! And...

You'll breeze through meal-making as never before! And your family will marvel at the new-found flavor and color of *all* the foods that come from your new MIRRO-MATIC Pressure Pan. This new, advanced way of cooking is so kind to vitamins and minerals, too.

An unbeatable feature is the MIRRO-MATIC Control, with its 5, 10, and 15-lb. pressure selection. When pressure is reached, MIRRO-MATIC Control, illustrated, automatically prevents pressure from exceeding pressure you set.

Built to cook a wide variety of everyday foods—from a pound of wax beans to a large chicken—the MIRRO-MATIC Pressure Pan is also of ample size to pressure-can three 1-pint jars. A slide of the cool handles opens or closes cover, and a new-type gasket automatically seals and locks cover under operating pressure. Huskily built for long service; smoothly designed for easy cleaning.

SEE your new MIRRO-MATIC Pressure Pan today at your local house furnishing, hardware or department store. Place your order now! **Only $12.95** (West $13.95).

Write for booklet No. 15 giving detailed information regarding the new MIRRO-MATIC Pressure Pan.

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THE FINEST ALUMINUM

ALUMINUM GOODS MANUFACTURING COMPANY · MANITOWOC, WIS.
WORLD'S LARGEST MANUFACTURER OF ALUMINUM COOKING UTENSILS

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"Sure he can keep me waiting!"

"THERE'S one gentleman I'd do *anything* for!

"I'd work my fingers to the bone for him. Lend him my $$$$. And if he has to keep me waiting—I'll wait without a peep. That's what *I* think of my Uncle Sam!

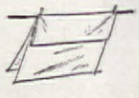
"Right now, he's making me wait for *sheets*. *Some* war-limited items are beginning to poke their little heads up, but sheets are still on the scarce list. With me *yearning* for a real supply of soft, smooth, new Cannon Percale beauties. And plenty other gals *like* me!

"Yep—Cannon Sheets are THE pets of us whip-smart young marrieds. We who're lucky enough to own even a bedrock few—we know a good thing when we dream on it!

"So—Let's settle down and take our waiting like ladies. While we coax every last night's sleep out of every last sheet we own! While we think pretty thoughts about the day when there'll be Cannon Percale Sheets galore!"

Blissful thought for bedtime! How delicious—to sink down on cool, snowy Cannon Percale Sheets. Aa-a-ah—smooth! M-m-m—soft! Plenty of us are planning to have 'em for every bed in the house!

Pleasing thought for the piggy bank: Cannon Percale Sheets give you up-in-the-clouds luxury—at down-to-earth prices. Grand 'n glorious for *wear*, too.



Cheering thought for washday! Nice and light—that's Cannon Percales! Easy to handle if you wash your own. If you send 'em out, they save about $3.25 per bed per year at average pound laundry rates. Yet—note this—Cannon Percales are woven with 25% more threads than best-grade muslins!

When you can't find the size you want in Cannon Percales, ask to see Cannon Muslin Sheets—well-made, long-wearing, a real *value!*

TRADE MARK REG. U.S.A. CANNON

Cannon Percale Sheets

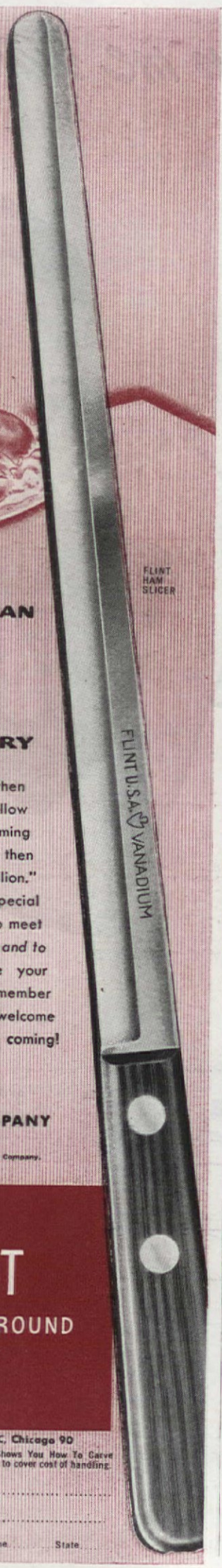
Made by the Makers of Cannon Towels and Hosiery

CANNON MILLS, INC., NEW YORK 13, N.Y.

★ *Buy U. S. Victory Bonds*

WE'VE NEVER SEEN A MAN
WHO COULD RESIST
Super-Sharp **FLINT**
HOLLOW GROUND CUTLERY

Watch that man of yours beam when you present him with a set of Flint Hollow Ground Knives. He'll fondle each gleaming blade — thumb that magnificent edge — then shout like a kid, "Say, this *is* a gift in a million." There are six different Flint blades of special chrome vanadium cutlery steel—shaped to meet each carving need, hollow ground *to have and to hold* the super-sharp Flint edge! Give your favorite male a set of four or six—but remember even one Flint Slicer makes a very welcome gift. And Christmas is coming!



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• • • **HENRY J. STAHLHUT'S** decorative style can be seen in the recent books *Clementine in the Kitchen, Koos the Hottentot,* and *Babies and Puppies Are Fun,* in industrial design, packaging, advertising, and applied decoration. He likes to cook, and since illustrating the article on page 88, says he has already whetted his appetite for Thanksgiving.

• • • **LILLIAN E. HATHAWAY** who contributes to "Rug Making" on page 56, is a native of Stillwater, Minnesota. A degree in Home Economics at the University of Minnesota and an M.S. degree from the University of Colorado prepared her to teach high school and college home economics. The art of seven-strand rug braiding she learned from a Chippewa Indian woman. Rectangular-shaped rugs, the all-over type center, the varied widths of the braids, and matching borders are her variations.

• • • **MARGARET WARING BUCK,** contributor to "Rug Making" was born in New York—she adds, "Brooklyn to be exact!" She received her art training in several New York art schools, including The Art Student's League and, for the past ten summers, in sketch classes in Rockport, Mass. In 1941 she wrote and illustrated a book for children, *Animals Through the Year,* a Junior Literary Guild selection for that year. Since then she has been busy writing and illustrating children's stories for juvenile magazines. She writes: "My hobbies are pottery making and nature study, which demands frequent expeditions in the country."

Tampax is so well known, now

NO BELTS
NO PINS
NO PADS
NO ODOR

THROUGH the length and breadth of the United States—in city, town and remote village—millions of women are buying Tampax regularly at their local stores. So you can confidently discuss Tampax with anyone to whom you would mention *any* monthly sanitary protection.

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Perfected by a doctor to be worn internally, Tampax is made of long-fiber cotton firmly stitched and compressed in applicators for efficient insertion. You do not feel the Tampax when it is in place . . . Sold at drug stores and notion counters in 3 *absorbency-sizes* (Regular, Super, Junior). A whole month's supply will fit into your purse. Tampax Incorporated, Palmer, Mass.

3 absorbencies { REGULAR SUPER JUNIOR

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THE FUTURE BELONGS TO THOSE WHO PREPARE FOR IT

How much education should your child have?

EDUCATION in itself is no measure of distinction. Many of our finest men and women—many of our most "successful"—have had very little formal schooling.

But such people are exceptions. In general it is a sad—almost a tragic—thing when the education of a promising boy or girl cannot be continued beyond high school. Not only does such a child miss a great many of the richest joys of life, but he limits, in large measure, his future possibilities for achievement. Surveys show that in typical groups of business men and top executives, a large percentage have attended college. Of a list of 31,081 men and women who have distinguished themselves in America—21,961 hold university or college degrees!

Parents who want the best for their children can plan ahead for their education through the practical Prudential Juvenile Endowment Policy. This policy is designed for children under ten years old and becomes payable when they reach eighteen. In this way money for tuition and college expenses is sure to be available at exactly the time it's needed.

While your children are young, why not establish a Prudential program to assure them of a good education, a good start in life. Call your Prudential representative and ask him about Prudential Juvenile Endowment—or send in the coupon below.

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A mutual life insurance company
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Automatic Home Heating

OIL-FIRED BOILERS GAS-FIRED BOILERS WINTER AIR CONDITIONERS (*Oil Fired*) WINTER AIR CONDITIONERS (*Gas Fired*) CONVERSION OIL BURNERS

CONTRIBUTORS

• • • **HARRIET URQUHART,** sponsor for the drapery and upholstery department of a Chicago store, gives us some pertinent tips on how to be a good customer (page 68). After graduating from Syracuse University, she married a man "mad" about animals—"So," she says, "I have travelled with circuses, petted chimpanzees, and boa constrictors, and taken black leopards for a ride in the back seat of the car." Her hobbies—collecting antique valentines, mustache cups, and Victorian furniture, and making the largest afghan in the world, to cover a six-foot-six corporal husband when he returns from Berlin.

• • • **JOSEFF**—"Eugene" Joseff in Chicago, dropped his first name when he established his costume jewelry business in Hollywood. It is reported that more than 90 per cent of all the spectacular jewelry worn by screen players pours out of Joseff's Hollywood shop. Among his outstanding jewelry creations for the movies; exotic jewelry in "Shanghai Gesture," accurate copy of Marie Antionette's necklace, and the fabulous glitter in "One Thousand and One Nights." His wife, Joan Castle, quiet and demure, offers a conservative balance to the dynamic genius of design. Joseff has two hobbies—swimming and working, while Joan likes to read and bask in the sun beside the pool of their Burbank, California home. (See their house on page 22.)

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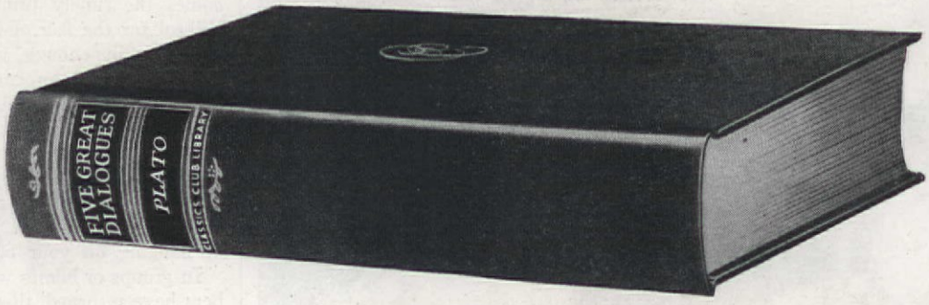

FIVE GREAT DIALOGUES

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Suppose an expert on the world's greatest reading were to visit your home. No matter how much or how little education you may have had, you would listen enthralled as your famous guest spoke glowingly of the greatest books of all time, what warm friends you can make of them, and how they can help anyone attain a fuller, richer life.

At the request of The Classics Club, four authorities formed themselves into a Selection Committee to choose the masterpieces which offer the greatest enjoyment and value *to the "pressed for time" men and women of today.* They agreed that every book selected must receive the unanimous vote of all four members of the Committee. And The Classics Club now presents these great books to you.

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A true "classic" is a living book that will never grow old. For sheer fascination it can rival the most thrilling modern novel. In its vitality of inspiration it can arouse a new freshness of viewpoint and a new breadth of understanding, so necessary in times of great historical significance like these.

Perhaps you have often wondered how these truly great books "got that way." First, because they are so readable. They would not have lived unless they were read, and they would not have been read unless they were interesting. And of course, to be interesting they had to be easy to understand. And those are the very qualities which characterize these selections: *readability, interest, simplicity.*

It is not necessary to have a "higher education" to appreciate these books; and, after you read and know them, you will have acquired a broader and more liberal education than most of your business and personal acquaintances. You will have lost any personal concern about an "inferiority complex" and any fear about being the equal of others whose formal education is greater than your own.

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Mail this Invitation Form to us now. Paper, printing, binding costs are rising, and these low prices—as well as your FREE copy of PLATO—cannot be assured unless you respond promptly. THE CLASSICS CLUB, One Park Avenue, New York 16, N. Y.

FFC

Walter J. Black, President
THE CLASSICS CLUB
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For each volume I decide to keep I will send you $1.89 plus a few cents postage.

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1. Who'd think to look at smiling Sue
That milk-time used to be her cue
To weep and storm and act so wild—
She didn't seem like Mother's child!

2. But of a sudden Mother learned
That cries to smiles are quickly turned
The chocolate-flavored BOSCO way—
For it makes milk a treat each day!

3. SUPPLIES IRON AND VITAMIN D, TOO!

Chocolate-flavored Bosco is *more* than just a syrup that makes milk taste delicious! Four teaspoons added to the "daily quart" give a normal child *both* the Iron and Vitamin D she needs *every day*. Bosco is so easy to mix, a child can do it. Simply stir into milk . . . it blends in *smooth*. Economical! Ask for Bosco when you shop!

Today's Bosco is the same high-quality product as ever. You may not find it at your grocer's at all times due to sugar shortage, but when you do—what a satisfaction to know you're getting the best!

Dear American Home

HERE and there in your community—around the corner, in your church, in your office, your club, your neighbor's home, and in your own—in fact, everywhere—you have seen the flag of the departed serviceman. The blue stars for those men still in uniform, the gold to honor those who have not died in vain.

Today our thoughts center on the returning serviceman, and with that comes the timely proposal by Karl Wihtol for the flag of the veteran.

Practically enough, like posting of news bulletins, tab can be kept on returning servicemen in a community by sewing the honorable discharge emblem over the blue star of your service flag. This, then, becomes the flag of the veteran we mention above —the flag already in your window, or hanging on your office wall.

In groups or homes where all members have returned, this will mean an entire flag of emblems. In this way a firm or business organization can proudly announce the number of veterans in its postwar employ.

It has been suggested that in the case of a large flag where only one blue star with a number indicated those in the service, the discharge emblem could be sewn on the field below with the number of discharged persons it represents.

Though by now we are all familiar with the gold-plated plastic Honorable Service Button, there is growing concern throughout the country for employment of World War II veterans, being returned in steadily increasing numbers to our shores. The addition of discharge emblems to our service flags will be a visible tribute to those who have honorably served their country, and perhaps even more important, a constant reminder of our duty to them in helping them to re-establish themselves in their business or their professions.

We cannot be reminded enough. To make the veteran feel an even more essential and important part of his community, the sewing of honorable discharge emblems over the blue stars of each service flag, will be an immediate and an effective use for the "eagle within the circle."

Horace Had Horrible Hallucinations!

When *his helpmate served cake, sometimes he thought he saw this!*

(SHE MADE 'EM BY HAND AND SHE WORKED LIKE THE DICKENS)

Then *for awhile, he saw something like this.*

(BY THEN SHE'D GOTTEN AROUND TO MAKING THEM WITH ONE OF THOSE ORDINARY MIXERS WITH A MERRY-GO-ROUND BOWL)

And *even after they got a KitchenAid, Horace's hallucinations kept right on, but now they're real ones like this and he's nuts about them!*

Just compare KitchenAid with ordinary "whirligig-bowl" mixers before you buy—you *can't* go wrong! KitchenAid is the husky little brother of the famous Hobart bakery mixers, built to out-class and out-last the field. Superb results from the exclusive Planetary Mixing Action! All the power you'll ever need without "power - boosters"! They'll be ready soon — in several models. Electric Coffee Mills, too. See your dealer!

Keep in touch with your appliance dealer or department store. They'll tell you when to expect your KitchenAid.

KitchenAid

The Hobart Manufacturing Co.
KitchenAid Division • Troy, Ohio

HELEN: Sis, what *are* you cleaning that tub with...*magic?*

BETTY: *Bon Ami* magic! It never leaves dirt-catching scratches!

HELEN: But I thought a cleanser *had* to be gritty to do a fast job.

BETTY: You couldn't be *wronger*, darling! Every scratch is a *dirt-trap* that makes your cleaning twice as hard.

HELEN: Sa-ay, I guess scratches *do* take extra scrubbing.

BETTY: Bet your life they do! That's why I always use Bon Ami. It just *slides* dirt off in double-quick time—and *polishes*, too.

HELEN: Well, I must admit your bathroom looks brand-new. Your porcelain and tile really *sparkle*.

BETTY: Yes, thanks to Bon Ami! And that satin-smooth finish certainly proves it hasn't...

BOBBY: I know, Mommy! "It hasn't scratched yet!"

HELEN: Bobby! You *too?* I'm getting me some Bon Ami magic *tomorrow!*

Bon Ami Powder is a quick, easy-to-use cleanser for bathtubs, sinks, enamel stoves, refrigerators, general cleaning. **Bon Ami Cake** is a favorite for cleaning windows, mirrors, metal fixtures and painted woodwork. Costs little, lasts long.

Bon Ami

THE SPEEDY CLEANSER *that "hasn't scratched yet!"*

's
'em zippity-zip...
's BROOKFIELD

wift's Brookfield Sausage
t oven (400°F.) about 30
n an open pan. Turn to
evenly. Serve with broccoli,
easoned mashed sweet pota-
baked in orange shells in same
as sausage for about 20 min.
with cherries if desired.

Martha Logan recipe

One Pound Net Weight
Swift's Brookfield
Pure Pork Sausage
For Goodness Sake Keep Cold
Small LINKS

The sausage with the
Just-right Seasoning!

No one who's tasted Swift's Brookfield is surprised to hear it's AMERICA'S FAVORITE pure pork sausage. For Swift uses *selected cuts* and the seasoning is PERFECT! Not too spicy, not too mild, here's a blend that millions call "JUST RIGHT". So look for the package with the red-plaid ends; ask for *Swift's Brookfield* Sausage. A high-quality PROTEIN food, it's fine for *dinner* dishes.

A SWIFT QUALITY FOOD

ORY BONDS!

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THE VIC
and be launched own not only ony. A our nationa ways, personal adual in- healthy eove. and is deied to buy vestments We have Many eyond what bonds dy to support stretched loans. Ordi- we thou the go

ictory Loan

ight never have thought na or one to make such in- it But somehow in the light was happening in the world, orifices didn't seem too diffi- d now we find ourselves with formed habit of saving.

are going to be cautious about ding this money we have worked nard to save. We will want the st, and we will wait to see what w things will be offered when in- ustry gets into full swing.

We are going to want the fullest possible value out of every dollar we have put into war bonds, and we know that inflation will lower the value of the postwar dollar. Investment in victory bonds and continued saving until reconversion has tided the nation through the early postwar period will help to keep down the cost of living, will prevent flooding the market with currency that will send prices sky-high, and will add to the value of the dollar. With reconversion on its way, one will be able to buy better quality with a dollar that will be able to purchase more.

Furthermore, we must continue to support our armed services until the last man is home. That won't happen overnight. There is still mustering-out pay, benefits under the G.I. Bill of Rights, transportation, and the support of our men in occupied countries to consider.

Our participation in the current Victory Loan will stabilize our economy, will keep inflation off the books, and will give greater buying power in the years to come.

ARE YOU GOING TO MOVE?

If you wait until you actually move before advising us or the Post Office, copies of The American Home will continue to go to your former address and the Post Office will notify you to send postage to have the magazine forwarded. Because of scarcity of copies we cannot duplicate copies to new address.

Please notify us at least thirty days before you move, telling us the date you will move and be sure to tell us your old address as well as the new address. If you can send us the label from an old copy it will help.

The American Home Magazine
55 Fifth Avenue, New York 3, N. Y.

RICH, TRUE
MUSTARD
FLAVOR
FOR SCORES
OF DISHES

GENUINE STONE-GROUND
HEINZ
MUSTARD

2 KINDS...YELLOW AND BROWN

How long since you've tried a *different* salad?

16 bright ideas below! Every one good to look at—better yet to taste! That goes for any salad made with any Del Monte Fruit—whichever one your grocer has!

What goes best with which fruits?

Any fruit salad is only as good as the fruit that goes into it! That's why all you smart salad-makers look first for Del Monte Brand Fruits. Think how many varieties there are—a whole *flavor-first* family. Not all available all the time, of course. But any one you find will give you flavor and goodness you can really depend on. Who's content with less? Now for those 16 sparklers—Del Monte Fruits and what-have-you?

With Apricots — Cottage cheese and lime gelatin cubes (above). And you'll find these luscious plump Del Monte Apricots the handsomest kind of salad help with tuna-and-olive salad; or ginger ale gelatin mold; or artichoke hearts (French dressing).

With Peaches—"Daisy" eggs in tomato aspic (below). Team 'em as you will, the orchard goodness of these big golden peaches is a *flavor-first* something! Try them with chicken salad; or cheese cubes and raisins; or tossed salad greens and minced onion.

With Pears—Cole slaw, chutney dressing (right). Any salad comes alive when you include smooth, tender Del Monte Bartlett Pears. A party treat with cream cheese and chopped chives; or shrimp, crab or salmon salad (lemon dressing); or celery-cranberry mold.

With Pineapple — Almost anything goes! Asparagus tips and grapefruit; or red apple-walnut Waldorf; or pimiento cheese balls; or diced beets and carrots. In salads or out, you can't beat refreshing, tart-sweet Del Monte Pineapple. It's the *flavor-first* kind!

Remember! Del Monte puts

flavor first

✓ In Growing ✓ In Packing
✓ In Picking ✓ In Testing

Del Monte FRUITS

CANS OR GLASS
Enjoy the ones your grocer has!

1946 FORD

with many advancements

-now in production!

There's a Ford in your future!

Here is the most beautiful Ford car ever built! . . . Under its smart, broad hood there's new and greater power. . . . Colorful interiors invite you to relax in luxury. Plenty of elbow-room, knee-room, head-room. New-type springs assure a level ride that's amazingly soft and gentle. And thanks to newly-designed hydraulic brakes, less toe pressure brings you smoother, soundproofed stops. . . . Ask your Ford Dealer about the smartest Ford cars ever built. *FORD MOTOR COMPANY*

Hope Ranslow Bennett

I WENT to the phone with a groan, baby in one hand, bottle in the other. By some sort of sleight of hand I finally managed to lift the receiver. "Hope, we're in a terrible jam at the hospital today. Could you possibly come down and help in the infant's ward from four to six? Yes, I know it isn't your day . . . and I *know* those aren't your convenient hours . . . but your mother could take care of Martha."

I said I'd try, hung up the receiver, stuck the bottle in the baby's mouth and contemplated a very messy living room. Why *were* people so unsympathetic? Here I was, running a house, bringing up a family, struggling to give a few hours at *my* convenience to hospital work—and all with my husband still in the armed forces!

So I got to thinking about these things in the wee small hours one night and decided that, although it's a great thing to start carving out life on a magnificent plane, it's probably a darned sight more important to whittle down life to one's size and enjoy it.

What did I want? What do *you* want? A house spick-and-span from morning till night, every day in the week? Takes thought, concentration, plain hard work, *and* sacrifices, one way or another. And the children? Are they to look like a particularly sumptuous photograph of Mrs. So and So and family in Harper's Bazaar? If so, it's a twenty-four hour a day job—or twenty-eight, as I once (quite seriously) figured it.

Fortunately or not, depending upon your temperament, you cannot give your ALL to any one particular line of endeavor. If your life is anything like mine, it's made up of bits—bits of this and of that, of house cleaning and baby-tending and husband care and outside work and outside fun—sometimes. This is much truer of the woman in the home than it is of any other executive on earth, for gone are the days when she can relegate minor duties to willing slaveys.

So why not take a moment out as I did—in the middle of the night, if need be, but preferably while you're doing some mundane chore like washing dishes or emptying ash trays, and carve out a life for yourself which will be compatible with your own constitution, and also fun.

Don't say the second isn't possible. You wanted a marriage didn't you? You wanted children, didn't you? You may not have ordered a night-howler and a daughter who *bites* people, but they are your children, probably just as nice as most you know.

So here goes with some suggestions for whittling life down to your size. Maybe you've tried them all and still feel confused. Better see a doctor. Maybe you haven't and don't want to. Then you're one of those remarkable females with a driving force and energy like a tornado.

If you are a mother with young children or even with one young child, *cut down* or even *cut out* all your civic duties.

Highlight the children—but sensibly. Remember to feed, bathe, and nap them. Have fun with them. Don't, on the other hand, overdress them, or spend untold hours in the preparation and administering of complicated meals. Vitamins are important but so are stories.

Everyone wants a pretty, attractive home, whether it is three rooms or eight. Here, however, is a bit of whittling you must do with a firm, uncompromising hand. Cut those daily chores to the bone. Let first things come first. I'm not insulting your intelligence by telling you that you have to get three meals a day, do the dishes, and make the beds. But you *don't* have to dry mop and vacuum and dust and cut fresh flowers and make fancy souffles every day in the week.

What if a little dust does collect once in a while? If you are a picker-upper (which I had to *learn* to be) your house will look so neat that no one will think of running a finger across the mahogany coffee table. If anyone does, it's time you whittled down your list of friends—and that's *not* what we're talking about. Use masses of greens instead of flowers, put away silver that has to be shined, bric-a-brac which merely clutters.

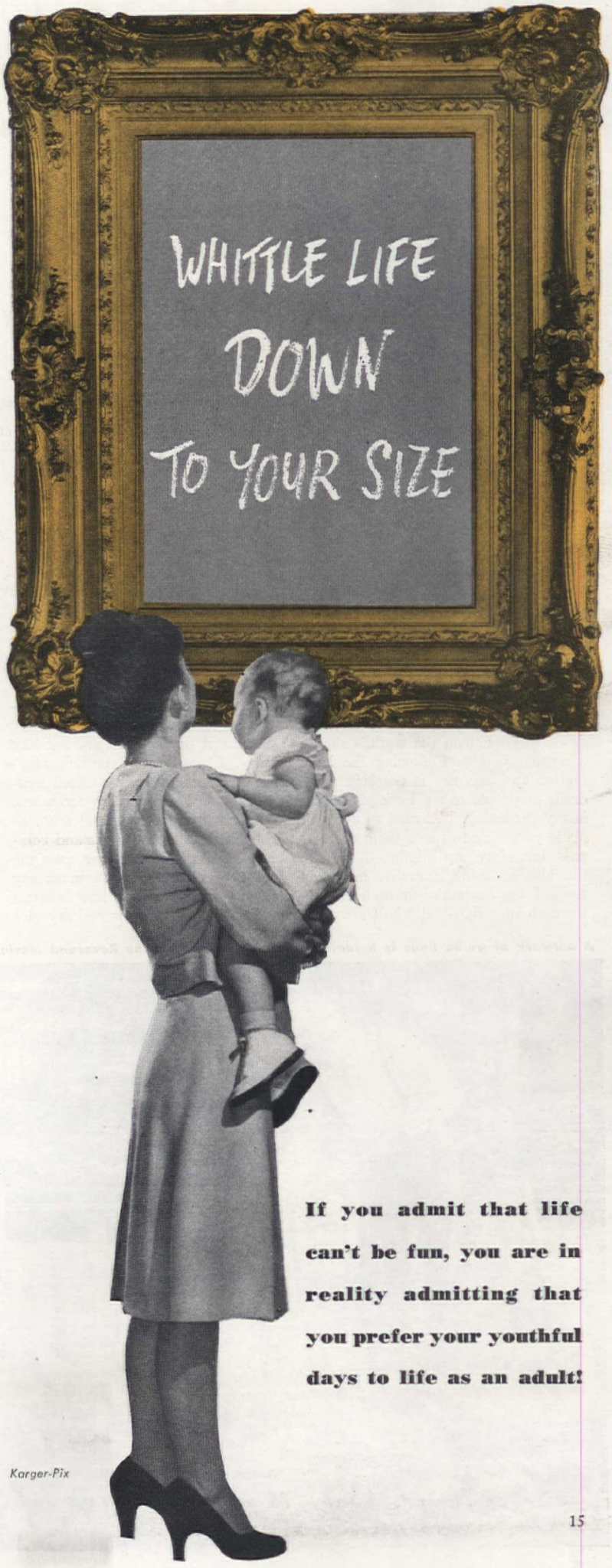
Eat off trays, or the kitchen table, attractively of course, using gay paper doilies and napkins. Cook fancily only if you get a sense of pleasure from the process. Otherwise, look into the prepared foods market.

Once you've slept between sheets blown fresh with the wind, you will never iron them again. Lots of other items such as playsuits, seersucker house dresses, shorts, jerseys, aprons, dishtowels, can be hung straight on the line, folded neatly after they are dry—and put away.

Have two laundry bags. Wash white things one day and colored items another. You won't get as tired, and you'll save time in the long run.

This is obviously not a household manual. But perhaps you get the idea, even as did I, after months of fussing and fuming and dashing wildly through more work than any one woman could possibly do.

For whatever your personal problems, once you have whittled down life to your size, it will take on the form of a work of art instead of a sort of indeterminate mass pleasing to nobody—least of all yourself.



If you admit that life can't be fun, you are in reality admitting that you prefer your youthful days to life as an adult!

Karger-Pix

"Memorizing" a Findlay hoe

Yes - the Blind Can and Do Garden!

HERE IS THE TESTIMONY OF ONE OF THEM—AND GOOD NEWS FOR OTHERS, AND FOR THOSE WHO ARE CONCERNED ABOUT THEM AND THEIR FUTURE

Collaborators: Nelson Coon

American Foundation for the Blind

Reverend Marinus James

Professor Hugh Findlay

THE Reverend Marinus James, an Episcopal minister in Massachusetts, is blind—but also a successful, enthusiastic gardener. His story of his conquest of the tragedy of the loss of his sight is full of encouragement and inspiration for others similarly handicapped, and of comforting reassurance for their relatives and friends. Here it is:

"Can a blind man have a garden? Yes, he can, and I only hope gardeners who can see have as much fun as I have derived from my sightless gardening. When a man loses his sight, as I did two years ago, he can either sit down and weep on the world's shoulder, or take it on the chin and act like a normal person. Following the latter course, I have found infinite satisfaction and pleasure in planting a vegetable garden that has attracted hundreds of people to my back yard. In a way, it started many years ago when, in my gardening, I learned to use a line to insure straight rows and a homemade yardstick to space them correctly. They have been my chart and compass for, since my blindness, the single line for straight planting gave me the idea of using, literally, hundreds of feet of clothes line to mark my rows. I drive a stake at each end of each row and stretch a line between them about a foot and a half above the ground. Having thus divided my plot by a veritable maze of markings, I can put each variety where I want it. When I plant, I keep a line between my knees and sow the seed or set the plants directly under it. As I memorize the plan, I can locate each kind.

"As soon as I can feel the young plants coming through, I begin to cultivate between the rows keeping the hoe handle against the line. As the plants grow, I start weeding by hand, getting down on my knees and, by touch, separating the sheep from the goats—as I do in my parish. For many years I had doubts about the stories of the sensitivity of a blind man's fingers. Now I know. I plant corn not in hills, but thickly in rows and start thinning it to the proper distance when the spears are about an inch tall. At this time I do my first hand weeding, my sensitive fingers promptly ringing the bell when I get hold of an obnoxious blade of grass or other weed. When the plants have developed so that the branches and leaves brush against my trousers, they help guide my feet through the maze of lines and stakes. If I find a wide skip between plants, or if an entire row is a failure, I dig up the space and replant. Last season was a difficult one and I planted beets and carrots four times, but I won my victory at last, getting a nice stand. Pruning, trimming, and tying plants to supporting sticks were real problems at first, but by moving my hands up and down the stalks I am gradually learning to do the right things at the right time. I make up for the occasional breaking or pulling off of a promising shoot by always planting more of each crop than I would actually need.

"I have been a lover of nature since early childhood and the growth of my plants has ever been a source of gratification. Now, when I thrust my hands into the soil, I am enraptured by the feel of the good earth, and I sense the handiwork of the Great Architect of the universe. Never in my past gardening experience have I had as great a thrill from producing fine vegetables as I have had since my windows were darkened. There is compensation, too, in that I do not see the cutworms and other ugly things. All humans are the better for association with the soil that produces vegetation and sustains life. But it is my growing conviction that, somehow, blind people get closer to nature's God than others.

"Good planting, fellow gardeners."

A network of guide lines is a feature of the garden that the Reverend Marinus James cultivates

But, you may ask, isn't his a case of an exceptional individual with a background of gardening interest and experience? Is gardening generally for blind people? Well, the record, the outlook, the views of those who know are all equally encouraging, inspiring. Says Frank Eyre, a blind English gardener, "I should like to insist on the value of gardening as an occupation for the blind. I consider it one of the best and happiest ways of finding abundant life." It is in England that there is the Guild of Blind Gardeners, founded in 1921; and the Garden Club for the Blind, started by Gerald Hewitt in 1932, three years after he lost his sight, and which now has over 500 members. In 1936 it won three prizes in a section for blind gardeners in the Royal Horticultural Society

Nelson Coon

Henry C. Riester

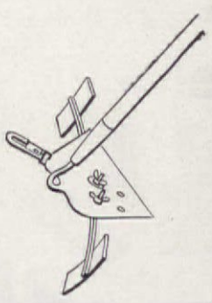
Some blind gardeners prefer, like these students at the Perkins Institute, to get close to the ground and work with their hands

Show; in 1938, it won a silver cup for flowers, in 1939, one for vegetables.

At the Perkins Institute and Massachusetts School for the Blind, Nelson Coon, who has taught gardening to the blind, part-blind, and deaf-blind of all ages, says: "The blind can do anything they want and have the will to do. It all depends on themselves and their mentality. Gardening is an especially desirable activity because it takes them out into the sunlight and overcomes a natural tendency to stay indoors and miss out on proper exercise. But don't think of it as a 'last resort,' the only thing a blind person can do. Nor is it the thing for every blind child or adult any more than it is the thing for every seeing person. However, it is peculiarly adapted to their specialized senses and needs. It provides the feel of the soil and of plant textures, the smell of the earth and various flower fragrances, the sound of wind-blown foliage. And, because gardening is never easy, it offers a challenge; successful accomplishment becomes a triumph over odds and helps build confidence, assurance, independence." That last is a point stressed by Joseph F. Clunk in his remarkable "Open Letter to My Newly Blinded Friend" (U. S. Office of Education) when he says: "Remember that the loss of sight is but the loss of a convenience. Since you still have vision and a normal mind, this extra burden is but a challenge and an opportunity to prove you are a superior contender."

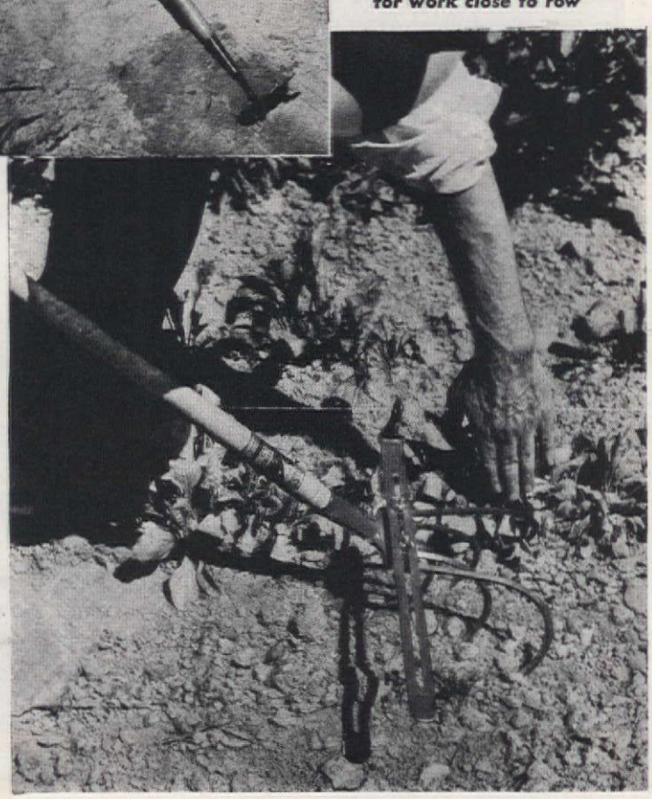
In addition to expert, understanding instruction given at Perkins and other institutions and, latterly, some rehabilitation hospitals, many practical aids are available to blind gardeners through such agencies as the Services for the Blind of the Veterans Administration and the Federal Security Agency, the National Society for the Blind (all three in Washington), and the American Foundation for the Blind in New York. There are fourteen garden books in Braille, six of English origin, eight written in and for the United States, including one on commercial floriculture whose author, Fritz Bahr, though blind since middle age, is still a florist and a regular contributor to a leading horticultural journal. Perhaps before long practical garden texts will also be included in the list of "talking books" or records made by and obtainable through the Library of Congress. And then there are the ingeniously modified garden tools designed by Professor Hugh Findlay, late of Columbia University, some of which are shown here. Refusing to have them put on a commercial basis, he is being helped by various co-operating groups including the Garden Club of America which, last spring, gave the project, as proposed by two member clubs, its Founders Fund Award. Thus he can now offer to supply a set of the tools, without cost, to any person or institution anywhere in the country that is working with the blind.

Each Findlay tool is held to a guide wire by a simple snap hook

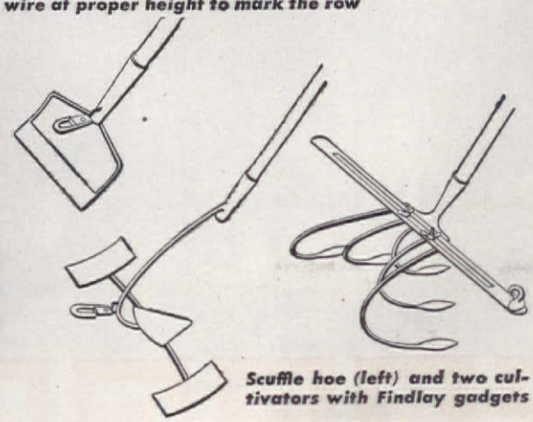


Depth of furrow made by hoe is set by an adjustable metal shoe

Below, blind gardener adjusting cultivator for work close to row



Twisting T-pipe stake tightens guide wire at proper height to mark the row



Scuffle hoe (left) and two cultivators with Findlay gadgets

High Style on a $200 Budget

James M. Wiley

Photographs by
F. M. Demarest

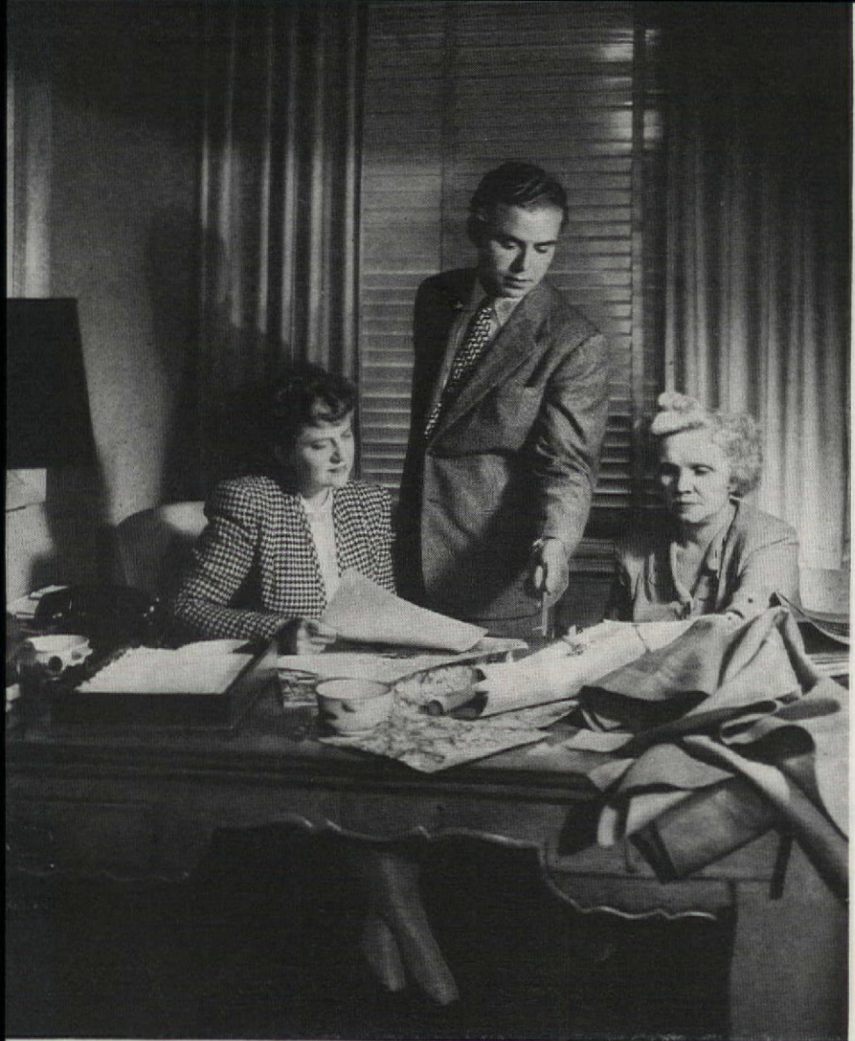
A BUDGET room in the pages of a magazine is hardly new. If all the yards and yards of ruffled chintz, of checked gingham, if all the acres of spatter-dashed floors, if all the picture frames made into coffee tables, the dime-store artificial flowers used as drapery tiebacks, the orange-crate dressing tables swathed in odd dotted swiss curtains—if all these were laid end to end, and they frequently have been, it all adds up to an appalling indication of similarity in taste on the part of the many people who decorate these bedizened little rooms for public view.

Furnishing a room completely for $200 automatically pre-supposes a number of compromises. Why the compromise always takes the form of the mimsy "make a chair out of an old barrel and amuse your friends!' school is baffling. Nobody *wants* to sit on a barrel; it's definitely not amusing. A surprising number of people *hate* the sight of ruffles!

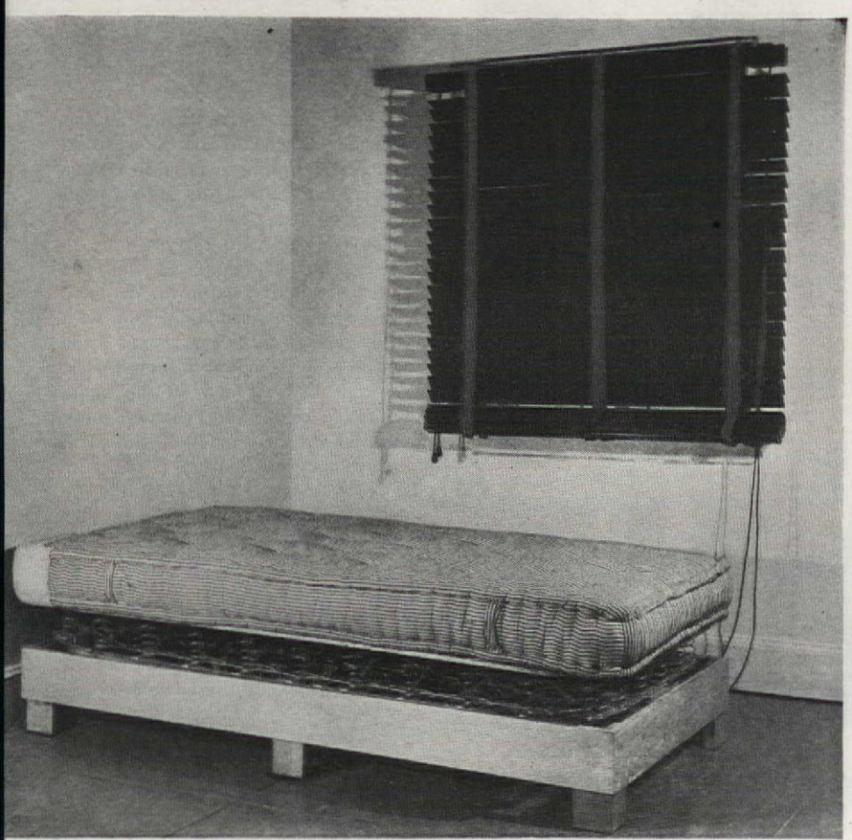
Pondering upon these inscrutable things, this editorial person began to wonder about that apparent minority of the population who break into a cold sweat at coming into juxtaposition with one of those tongue-in-cheek Pennsylvania Dutch hutch cabinets with mad orioles and wrens cavorting colorfully about a clump of stylized tulips and brilliant commas. Surely it was possible to "do" a room on a straitened budget of $200 that would be acceptable, even pleasing, to a person of quiet and rather formalized tastes with perhaps a yen for something a little bit on the elegant side? But could you afford to do it on $200? Could you conserve your color and not break out into a rash of many-hued paints to effect a camouflage for your dirty work?

The problem was posed, and the challenge wouldn't lie down. We have a large studio here in connection with the magazine offices that is set aside for the solving of just such issues. We went in, switched on the lights in this big room, and began to think over the various angles of the plan.

Cautiously aware that it takes all kinds to make a world, and "one man's meat may verily be another man's poison," we set about to do a job for that portion of our readers who for one reason or another find it expedient to dwell in one room, be it an apartment, a hotel, or an upstairs bedroom. There are never any hard and fast rules in these cases—each room has its own particular problems. This is merely one suggested solution for the one-room dweller.



Idea was to see if he could design and completely furnish a one room home for a person of discriminating tastes out of odds and ends from junk shops, secondhand stores, or a motley collection of pieces that might conceivably be hiding in someone's attic. All this on a strict budget of $200, which was to include furnishings, fabrics, rug and all the accessories. Here we plot the preliminary plans in the office of Marion Mayer, Managing Editor



Only item we started with was a mattress and springs with wood base. This became the key piece in the living-sleeping room which finally evolved. A tailored felt slip cover hides the ugly lines of the base and covers the mattress which remains fully made up during the day, used as a bed at night

It was obvious from the beginning that if we were to stay within the $200 figure that had been set, whatever construction work that had to be done must be so simple in design that they could be copied with success by anyone reasonably familiar with a hammer, saw and screw driver. Sewing must be of the home variety and easily adaptable from patterns by our Pattern Department.

The color scheme was derived from a funny little wallpaper pattern; a small-scale floral design printed in strange golden yellow, bright turquoise, with a touch of black and brown threading through the pattern. Although an expensive paper, about $5.50 a roll, a small quantity of it used in the right place might give the effect of an old French chintz, from which it was taken, and lend a note of authority to any room.

The only piece of furniture we started with was a spring and mattress on a board foundation—a studio "prop." The rest we had to buy.

Reasonably assuming, we thought, that the landlord by dent of an offhand threat of the O. P. A. might be persuaded to give the walls a coat of paint, we lifted the yellow from the wallpaper and painted our walls that color. The gray-painted floor was ruled off into large squares, painted like a huge black and white checkerboard. This handsome floor (protected by two coats of hard, clear spar varnish, did as much as any one thing could do to establish the character and theme of the room.

We set out on a search of secondhand stores and junk shops about the city, and several days later a truck arrived at our doors with the loot. And a sadly bedraggled lot of stuff it was, too. A haughty sniff from the freight elevator operator told us clearly what he thought of our finds!

In the heat of the chase we were guilty of overbuying. There was one heavy chair and a large round table that we could not use. Brassily, we returned the things to the dealer and demanded our money. With gestures, from the injured man, we got it.

A crafty tour through the wholesale hat district of the city unearthed a number of yards of all wool felt which is .72 inches in width. This, despite the fact that it cost $3.50 a yard, doubles in yardage—split down the middle into 36-inch widths it is excellent for upholstery and slipcover uses. We bought yardage in yellow-gold to match the walls, and some in turquoise for contrast.

The old Morris chair we slipcovered in yellow felt from stem to stern. Simple to make, as there was no loose cushion, it covered up the applied gingerbread on the sides and transformed the squarish chair into a sleek modern affair. The bed slip cover, made from our American Home Pattern, was also done in yellow felt. Two large square cushions were also made, one in yellow, one in turquoise for the bed. They would be wonderful slung on the floor to sit cross-legged on, eating apples and popcorn around a winter's fire.

One thing we had our heart set on was a rug for the floor. Bare floors, no matter how attractive, are apt to be cold and clattery. In a department store we found a 9 by 12 piece of broadfelt in a pleasant gray shade. To make it look like a special job, we cut the sides and corners into swooping curves after first marking out the pattern in chalk. We used an ordinary pair of heavy scissors. Broadfelt does not ravel so it was not neccessary to bind the edges.

In the same department store we found a stack of mirrors in cheap, ugly frames. They were $1.95 each. We bought six, promptly removed and discarded the frames, and glued the mirrors one above the other over the fireplace. We used a preparation called Black Mirror Mastic, which can be bought from mirror dealers.

An old porch baluster from which the paint was removed became a table with the addition of a round top and a square base. It was stained mahogany and industriously waxed. Dan, our wonderful handy man, made lamp bases from two small wooden columns we found, and we wired them with works taken from two smashed pottery lamps. There's an inch difference in height, but we salvaged two good-looking lamps!

Two side chairs were simple to upholster. The bumps were cut off the top, the back was padded, and three squares of felt were tacked on.

From a drawing, Dan made us a wonderful table with legs made of eight slender stair-rail balusters bought at 50¢ each at a lumber supply house. The top is a rectangle of fiberboard placed on a simple framed-in top. We covered it with two large squares of marbleized paper pasted down and shellacked.

We needed a large cabinet piece for additional storage space, a piece that would give weight and balance to the room. A $6.95 cardboard wardrobe closet was our answer. A wooden base with two doors was constructed, a simple Empire crown was cut out for the top, and the assembled piece given a coat of white paint. A remnant of silver wallpaper was found to line the door panels.

Curtains were made from three sheets sewn together and stenciled with a Greek key border.

The wallpapered chest of drawers was completely done by one of our own decorating editors who had never papered a chest before! It was a tedious job, requiring patience and fortitude. The most difficult part is fitting the wet wallpaper over the curved moulding which runs around the top of the chest—the paper must be slashed at one-inch intervals and fitted down around the moulding. You then cut countless small pie-shaped pieces to fit like gussets into the triangular spaces which are left. A tip: for a really satisfactory job, the entire surface and inside the drawer fronts must be thoroughly sized with wallpaper size so that the paper will adhere to all surfaces.

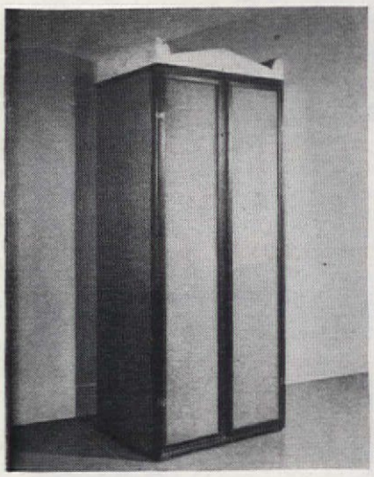
STEP BY STEP DETAILS TO SHOW YOU HOW THE WORK WAS DONE

Here are the two swirled columns of wood we bought in a second-hand store for $2.50 each. We needed two lamps and with the added height of bases and shades these would make a pretty duo

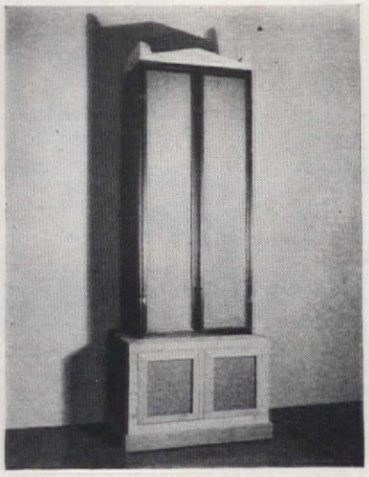
Dan got busy and worked out these simple, square wooden bases which raise the height six inches. The egg and dart moulding used for trim cost 6¢ per foot at a lumber supply house adds an effective touch

This is the lumber stacked in the studio from which we made the long table. The legs are actually stair rail balusters which we bought for 50 cents each, fitted into the apron to make four legs at each end

Apron of the table is simply a rectangle with cross members to make it steady. Top is a sheet of fiberboard covered in marble paper

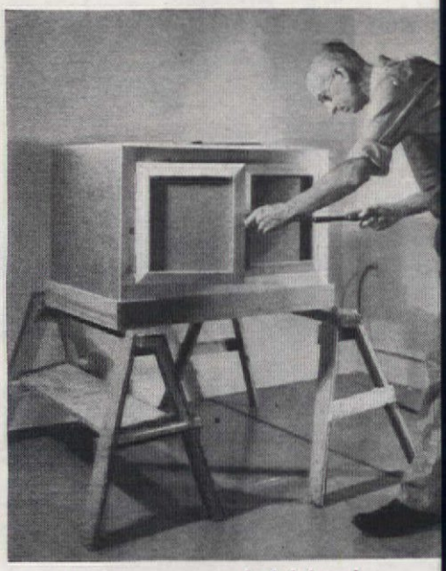


Wardrobe closet was bought at a department store for $6.95. The crown was screwed into place



To give it height and proportion and to gain more storage space we added base with 2 hinged doors

White paint sparkled it up, silver paper adds glitter to upper doors. Looks impressive and custom made



Here is Dan our wonderful handy man putting the finishing touches on the cabinet base. Top is beveled

OUR BUDGET

Chest of drawers	$21.40
Wardrobe closet	15.26
Long table	11.81
3 pictures	12.50
Morris chair	18.00
2 side chairs	9.00
Open arm chair	5.38
2 lamp bases	5.00
2 lamp shades	8.00
9 x 12 Broadfelt rug	24.00
Material for coffee table	1.68
Baluster table	6.96
Bed slip cover	17.50
Pillows	8.00
Mirrors	13.65
3 percale sheets	6.75
2 vases	1.00
2 boxes	7.00
1 pr. candlesticks	1.00
1 picture frame	1.00
Lighter	1.00
Clock	2.00
Ash trays	.64
TOTAL	$198.53

3 BORDERS IN ONE PATTERN

AMERICAN HOME PATTERN A-757 10¢

1. The 6-inch high Greek honeysuckle border, right, is traditionally correct in formal 18th Century rooms.

2. This bold Greek key design is very handsome used as a ceiling border, or above the dado. 4 inches high.

3. The scroll border surrounding the right-hand edge of this box is 4 inches high. Try painting just above bathroom tiles. The pattern includes tracings of all three designs with instructions for cutting stencils.

Honeysuckle border 6 in. high

Greek key border 4 in. high

AMERICAN HOME PATTERN A-751 15¢

STUDIO COUCH. Our basic slip cover pattern, with instructions for cutting out and sewing a studio couch cover, and suggestions on covering other furniture.

AMERICAN HOME PATTERN A-737 40¢

LAWSON CHAIR. A really excellent pattern on how to slip cover a Lawson chair. Adaptable to several other styles of chairs, it contains tissue pieces to help you in cutting the fabric correctly, material specifications, directions for final fittings and sewing.

In ordering all patterns, please use Order Form on page 66

Miracle– VIA STRICTLY MODERN

Traditional furnishings with a contemporary outlook. Gray carpet and walls are quiet foil for mahogany breakfront, sofa, mirror-topped coffee table

In dining room below, living room color scheme is continued. Buffet is made of two modern chests placed together. Dining table folds flat against window wall

METHODS

Kay Campbell

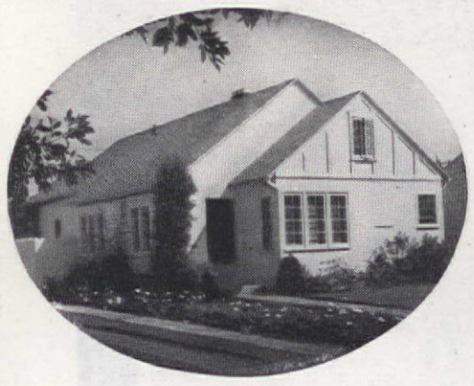
You might suppose that the house of a man who designs beautiful jewelry for movie stars to wear on the screen might be a veritable jewel box itself. In this case you would be right. The rooms are small (the living room measures only 12 by 17), but the woods are polished and gleaming, the rooms flash with reflected light from mirrors, and the colors are as bright as the jewels that are the owner's stock in trade.

When Joan Castle and Eugene Joseff were married they possessed this small house in California. Straightway they sent a telegram to Royer, the decorator, in Mexico City to come to their aid. The results are a combination of space-increasing guile and good, sound decorating which you would do well to note for some future reference.

Mirrors are the medium which they employed with great effect to give the illusion of more area to the compact rooms. Above the mantel in the living room is a large, unframed panel mirror which has its counterpart across the room behind the sofa. This double reflection opens up a long vista of space and repeats countless times the warm rose-gray of the walls, the gray, textured curtains, the ruby-red and white stripes of the oversized sofa and the red chairs at each side of the fireplace.

Perhaps the most striking use of mirror is in the tiny bedroom, not quite 12 feet square in dimension. Two opposite walls are completely covered with mirrors, and bright, clear duplicates of the room march away on either side as far as the eye can see. No claustrophobia here! Rather, the feeling of a large room many times the size of the actual bandbox bedroom. The furniture in the room is kept to an uncluttered minimum. Two blonde Chinese modern chests, the bed with its pink gabardine bedspread, night tables, and a chair completes the scheme. A nice trick which furthers continuity of space: the flower-scattered paper on the ceiling exactly matches the ruffled draperies, which are hung from one mirrored wall clear to the other, and from the ceiling down to the floor.

Photographs, Maynard L. Parker



Mirror and good arrangement achieved the miracle of space in this average small house. It is the home of the Joseffs, Burbank, Calif.

Mrs. Beck Celebrates Her Own V-Day

"Guest house, my eye!" said Mrs. Beck. Here is the pleasant entrance to the gardener's cottage serving as their present home

Martha B. Darbyshire

A RESOURCEFUL WOMAN BEATS THE HOUSING SHORTAGE IN A PRIVATE RED, WHITE, AND BLUE VICTORY OF HER OWN MAKING

VICTORY Cottage came about through a yank at the rip cord of necessity. The John J. Becks had sold their home, bought a beautiful lot, and prepared to rent a house until they could build a postwar home. It all seemed simple enough up to the point of finding a house to rent. There was no such thing, nor was there any encouragement from their realty agent, whom the Becks had always believed could look into the future like a crystal-gazer equipped with radar.

"If we could only find a tent or a trailer!" Mrs. Beck murmured sadly one day as they were looking over their new lot. At the moment her eyes were on the gardener's cottage at the back of the property. She recalled they had barely given the little house a glance when they bought the land except to remark that it could probably be converted into a guest house some day. "Guest house, my eye!" exclaimed Mrs. Beck. "There's the gardener's cottage. We'll just move into it!"

Mr. Beck was immediately skeptical. He didn't want to put a lot of money into a temporary house. "A lot of money?" Mrs. Beck asked. "Doesn't the government limit you to $200 for remodeling?" Mrs. Beck had made up her mind, which meant they were moving in. Mr. Beck

Photographs, Maynard L. Parker

surrendered graciously, but exacted a promise from his wife that the interior decoration cost would be held as low as the remodeling cost.

By the following week they were both deep into the project. Mr. Beck had found a carpenter who would work with him on week ends. He hauled the necessary lumber in his own car. The main structural changes to be made were to extend a small front porch at both ends to make a sun parlor, and to remove a partition between the living room and the proposed sun parlor. All of the old light fixtures had to come out, to be replaced with floor plugs. Practically all of the hardware had to be changed. Mr. Beck found his new hardware at the dime store. In the kitchen, the old wooden drainboard and back-splash were covered in blue linoleum, and the cooler became a broom closet.

Mrs. Beck, in the meantime, was busy. She had all the floors painted red, the woodwork white, and papered the sunroom in a red, white, and blue plaid. To invite as much sun as possible, the curtains were made of red, white, and blue fish net.

In the living room Mrs. Beck made a slip cover for the sofa of dark-blue denim and dressed it up with a flounce of bright chintz, which also covers two lounge chairs. The living-room rugs are oval braided ones with red and blue predominating.

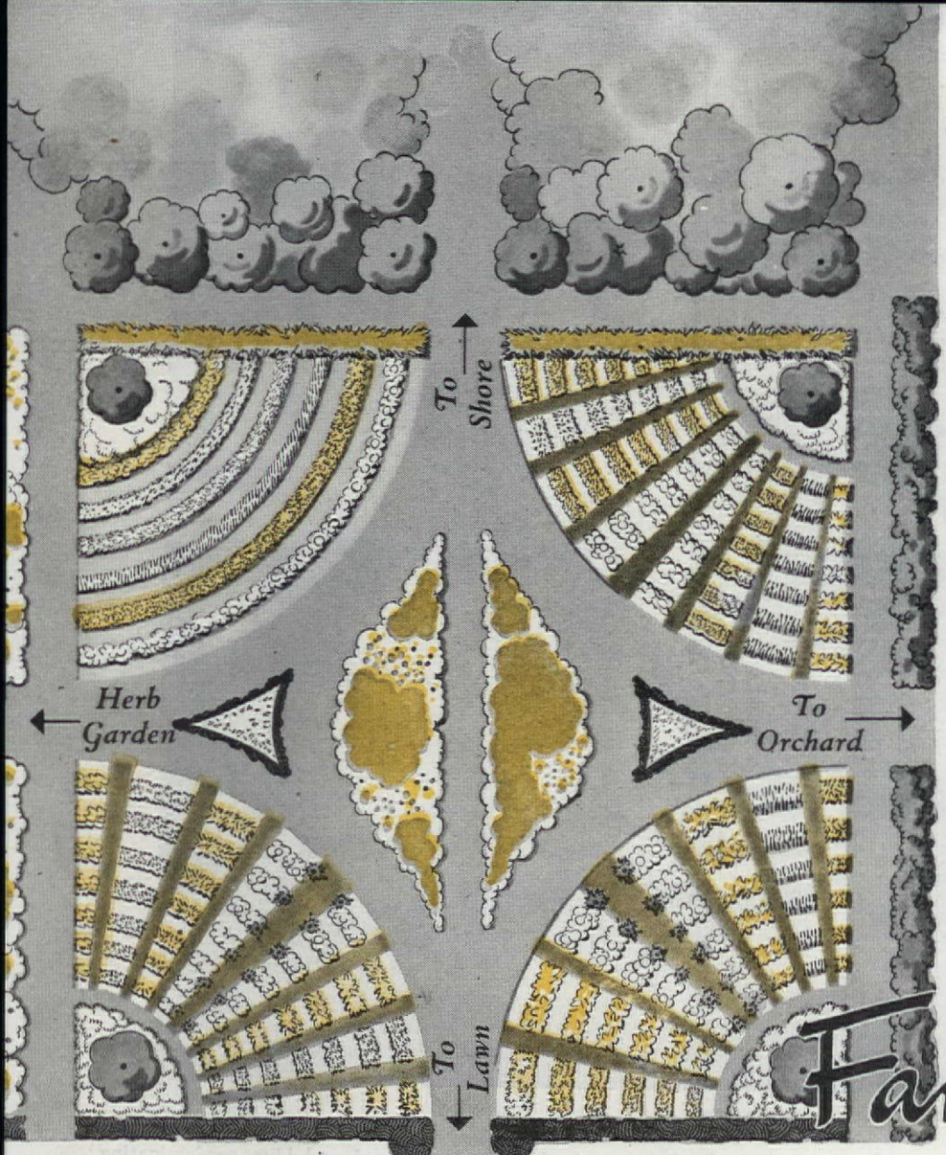
Mrs. Beck's economies were countless. For pictures she used bright advertisements, framed in dime-store frames. The lamp shades are all paper with chintz ruffles; the ice-cream parlor chairs and iron tables were bought second hand. In the bedrooms (there are two) Mrs. Beck made her own bedspreads out of unbleached muslin.

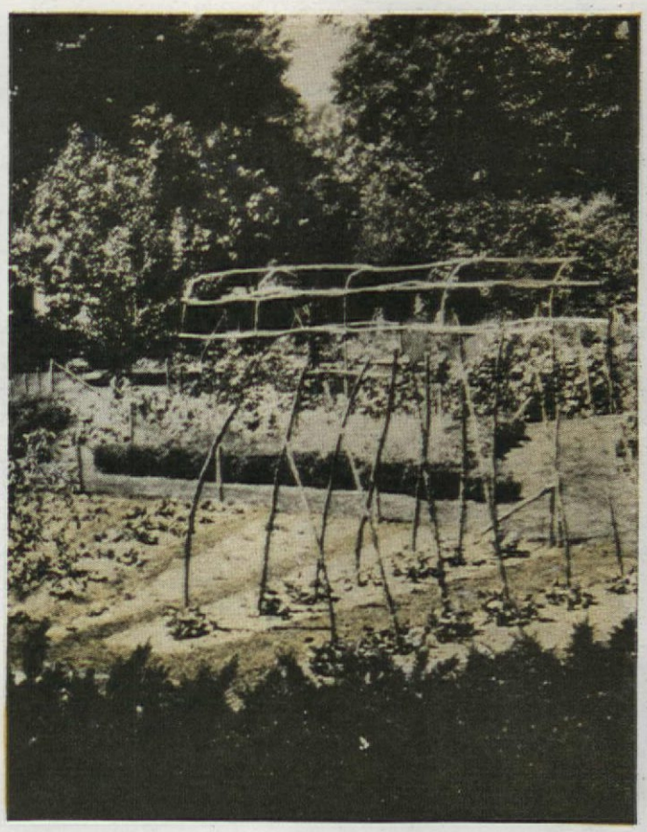
Mrs. Beck's theory is that the needed courage of conviction to undertake such a job stems from an emergency, such as supplying a roof over one's head. The completion of the job, truly done on a shoestring, was Mrs. Beck's own special V Day!

Blue linoleum fitted to floor, counter top and back-splash helped brighten the kitchen

Trimz borders, white curtains with red bows decorate the difficult high bathroom window

Bright red provincial calico makes bed ruffle, valances and trims the round mirror. Mrs. Beck made the quilted, scalloped coverlet





MRS. INGERSOLL'S LONG ISLAND VEGETABLE FAN GARDEN

Fan Gardens...

Here are vegetable and flower versions, both practical and pleasing, too

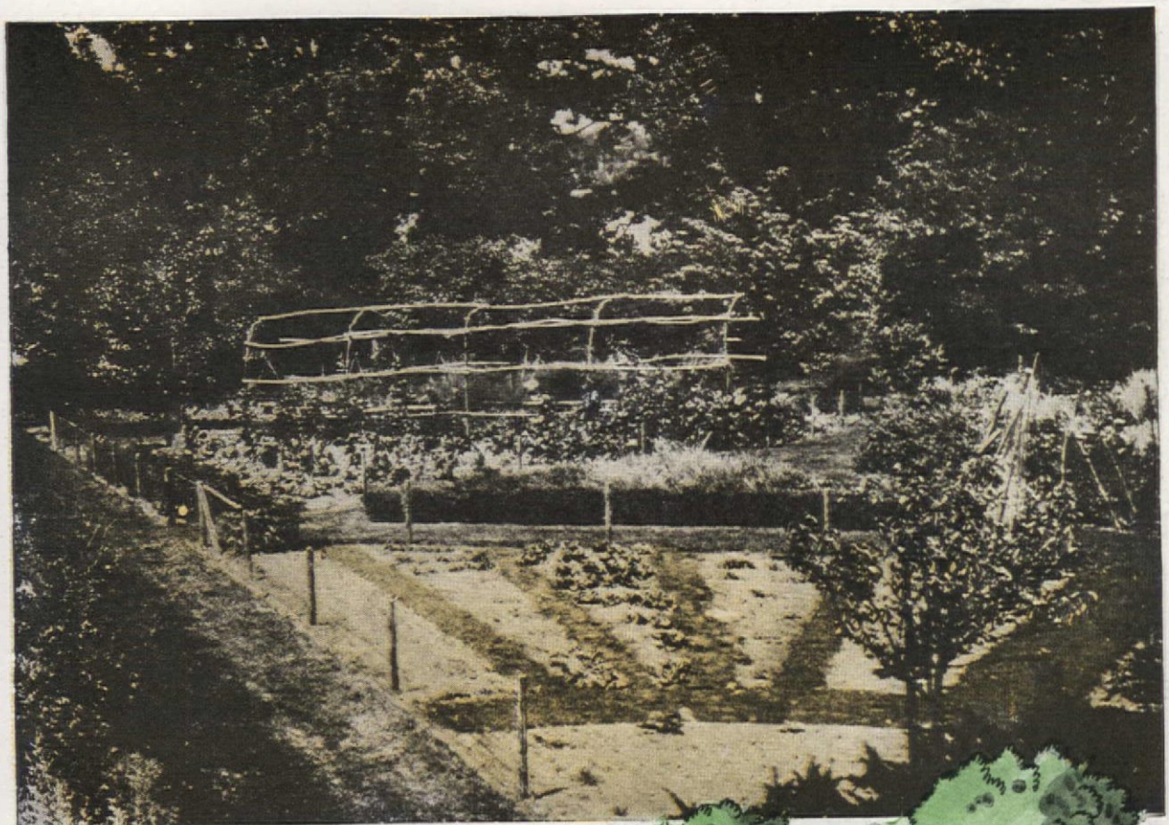
Using a little simple applied geometry, Mrs. Ingersoll and Mrs. Baker laid out the four-segment fan garden right on the ground

DID YOU ever notice how things seem to come to one's attention in pairs or groups? For instance, at just about the time that we were given an opportunity to visit what Mrs. Raymond V. Ingersoll calls her "fan garden," down on Duck Island in Northport Harbor on the north shore of Long Island, we also chanced to learn of Miss Rebecca H. O'Neill's fan garden up in the hills of southern Connecticut. Thus it came about that we were able to observe them almost simultaneously, side by side, as it were, and are now able to present them here as two variations — fundamentally similar, but quite different in detail—of a distinct type of garden design.

Especially interesting to us was the fact that, although both gardens are developments of an essentially formalized, geometrical basic plan, they are anything but stiffly formal or forbidding in appearance or in effect. Moreover, each has a definitely practical and even functional aspect of its own. In one case—that of Mrs. Ingersoll's garden—the objective is the economical production of vegetables in a space that is at the same time an integral part of a large ornamental area. In the other, the planting is primarily an important part of the landscape as seen from the house and, secondarily, a source of an abundance and variety of cut flowers over a long season.

The evolution of Mrs. Ingersoll's Duck Island garden design in its present form was about like this: Here was a 100′ square area, surrounded by trees, shrubs and hedges, flanked on one side by a stone retaining wall, containing flowers, vegetables, and a few dwarf fruit trees as accents, and laid out with a large oval bed of ornamentals in the center, four pie-quarter shaped beds in the corners, and grass paths between as shown at the top of this page and in the keyed diagram on page 28. As already noted, because this garden is an important feature of the grounds, especially effective when viewed from the lawn approach on a higher level and from an imposing flight of broad stone steps, it had the responsibility of being both beautiful and productive. Before the war, when experienced garden help was plentiful, each corner bed was laid out with rows of vegetables carefully curved to parallel the outer edge; thus the rows became shorter and shorter as they approached the apex of the bed.

But when Mrs. Ingersoll's gardener, and then his trained helpers went into the armed forces or into war work, this layout became impractical, with respect both to its care by the young, inexperienced workers that had to be used, and to the maintenance of an attractive appearance throughout the season.

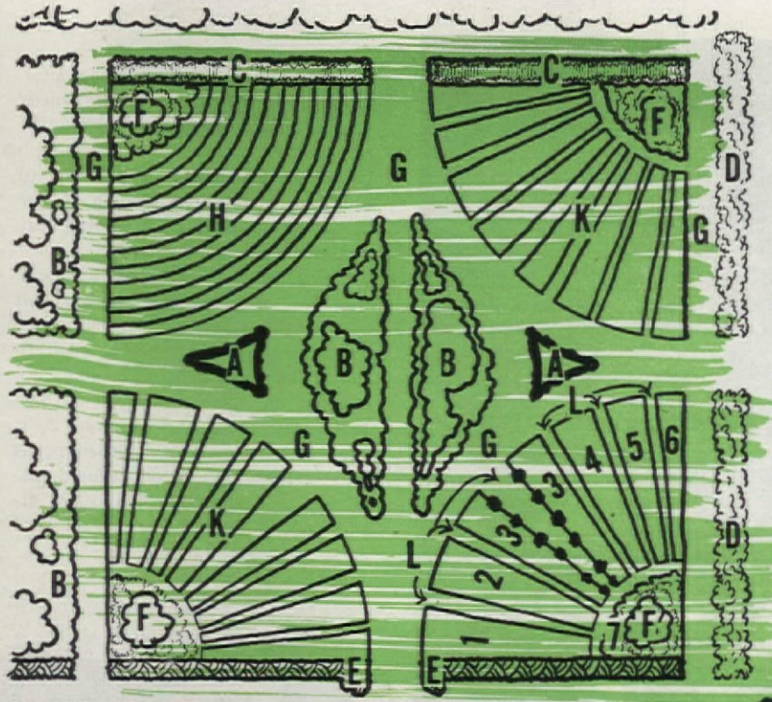


THE SHORT ROWS ARE GOOD FOR MORALE

So Florence B. Baker, the landscape architect who had previously designed the garden, worked out the present fan treatment in which each corner area consists of a series of radiating beds corresponding to the blades or "sticks" of a folding fan, separated by narrow paths of peat moss. Then she and Mrs. Ingersoll, who has always taken a keen and active interest in the garden, spent busy hours transferring the plan to the ground, measuring, lining up, marking out and staking. That was three years ago, and the verdict is that, tested by victory garden needs and garden labor difficulties, the scheme has thoroughly justified itself. And what are the advantages?

Garden sketches by H. McClelland
Photographs above Wurts Bros.

MISS O'NEILL'S FLOWER FAN GARDEN IN CONNECTICUT UNFOLDS ACROSS A HILLSIDE BENEATH HER WINDOWS (SEE KEY ON PAGE 28)



PLAN OF MRS. INGERSOLL'S GARDEN (SEE PAGE 26)

Upper left corner shows former layout of fan-shaped beds; other quadrants show new arrangement, with typical planting in lower right. Here is the key:

A—Lavender edged with Korean box
B—Flower beds
C—Asparagus border
D—Raspberry hedge
E—Yew hedge
F—Semi-dwarf pear trees
G—Grass paths
H—Prewar layout of vegetable rows
K—Present layout. Typical arrangement as follows: 1—Early lettuce followed by bush beans. 2—Broccoli. 3—Red cabbage. 4—Spinich followed by rutabagas. 5—Onions followed by Chinese cabbage. 6—Carrots, 2 sowings in alternate rows. 7—Peppers. 8—Tomatoes and pole beans on rustic supports.
L—Peat moss paths

"Well," says Mrs. Baker, "the first was psychological. Long rows, as is generally known, tend to discourage beginning gardeners faced with the task of hand weeding or thinning them; short rows, on the other hand, don't present that sort of obstacle but tend to stimulate them and give a definite lift to their morale. In the second place, the short rows across our fan-blade beds permit varied and attractive arrangements of distinctively colored crops, such as green and red cabbages, carrots, beets, beans, chard, and kale, tomatoes and peppers, and so on. Many people have been delightfully surprised these past victory garden years to discover how highly ornamental many of our common vegetables are. We have been proving it in Mrs. Ingersoll's garden year after year. Furthermore, if a short row composed of only a few plants fails for any reason, it can easily and quickly be replaced with plants from a cold frame or nursery bed that soon fill up the space; and then, as fast as one of these short segment crops is consumed, a succession planting can be started with a minimum dislocation of the general effect. So, in both looks and performance, the garden has made good."

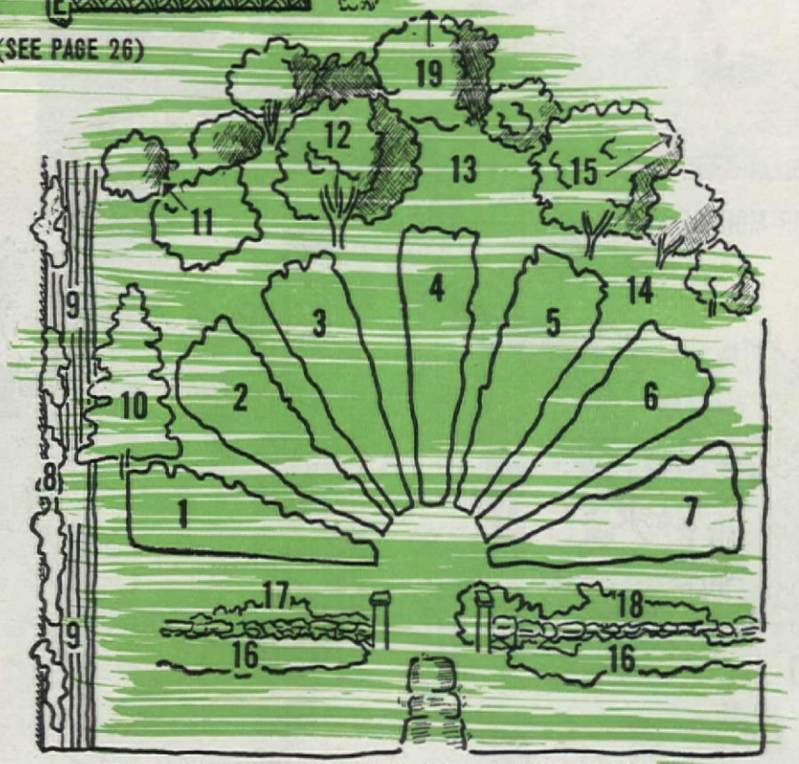
COMING now to our second example of fan gardening, Miss Rebecca H. O'Neill, who conceived, planned, made, and cares for it, is a registered nurse who spends her summers in a snug little house set quietly beside a little-traveled road in the gently hilly southwest corner of Connecticut. As told in a previous AMERICAN HOME article, her garden enthusiasm has spread outside the white picket fence that borders her property and made the roadside for several hundred feet bright with rambler type roses and bearded irises, the overflow from her garden plantings. In addition to this, some fine old shade trees, various lilacs and other bushes, a bit of dooryard lawn, and a vegetable garden conveniently near the kitchen door, there is her "personal garden" which she has spread, fanwise, over the slope that rises to the east of the house. From the side door, it appears as in the small photograph on page 27; from her bedroom window, it makes a colorful picture like that drawn by our artist from Miss O'Neill's own, carefully labeled, sketch plan.

The stepping stones lead from the house to a gap in a low stone wall at the foot of the slope, the boulders partly hidden under vines and trailing roses. Beyond the wall, the blades of the fan, studded and embroidered with a variety of perennials, alternate with narrow strips of sod out over the expanse of typical New England meadow. Miss O'Neill has carefully selected her materials both for color harmony (or contrast, where desired), and for height gradation, from low border plants in the foreground to tall clumps in the rear. Farther up the slope, among native evergreens, old apple trees, and miscellaneous flowering shrubs, are irregular small plantings of other perennials, and in the distance, reached through a short, wooded path, is a rustic bridge over a busy but friendly brook. Bordering all this area are rows of iris and part of the picket fence.

Here again we see demonstrated the charming informality that can be achieved on the basis of a carefully measured and balanced design. While the fan pattern is clearly evident, it seems just as logical and appropriate in this natural, undefined setting as it does in the ordered and circumscribed surroundings of Mrs. Ingersoll's garden. Here, being carried out in perennials, rather than annual vegetable crops, it calls for somewhat less attention—which is fortunate, since Miss McNeill is her own (and her entire) garden force. While the care of the beds, the grass parting strips, the shrubs, and all the rest of it do keep her pretty well occupied, that is just the relaxing activity that she seeks and enjoys during the summer.

"Outside my bedroom window," she writes, "is a cherry tree where, in late spring, the robins wake me—sometimes as early as three in the morning—and I find more of the cherries gone. I wonder how they can, at one and the same time, bite off the fruit and still keep up their constant chatter. Or maybe it is a song they are singing, the song of gladness that is in my heart, too. Does not gardening cause a glow of tolerance and love for all mankind and for all creatures? I think so. I can dig or weed or water or lay a stone wall, and sing at the same time. For all the years I have been here, I have never ceased for a day to be thankful for it all."

But the picture is not finished, for one of her letters says, "And now, what I want is a sundial." . . . We hope that when next we visit her in her garden, we will find it there.



KEY TO MISS O'NEILL'S GARDEN (SEE DRAWING ON PAGE 27)

Plants in beds 1 to 7 are arranged with tallest at the back, as follows:

1—Daylilies and torchlilies (Kniphofia) 3½'; gas plant, white rocket, pink phlox 3'; gaillardia, yellow daisy 2½'; pyrethrum 2'; sweet alyssum, dwarf
2—Anthony Waterer spirea, 5'; foxglove 4'; anchusa 3½'; canterbury bells, pink phlox 3'; gaillardia 2½'; Chinese forget-me-not (Cynoglossom) 1½'; spice pinks 1'
3—Bottlebrush-grass (Hystrix) 5'; white foxglove, yellow daylilies .4'; pink phlox Daily Sketch 3½'; canterbury bell Pelham Beauty, gilia (red) 3'; petunias, sweet alyssum, dwarf
4—Delphinium, lavender bergarmot 4'—5'; perennial lupine 3½'; eupatorium 3'; regal lilies, achillea 2½'—3'; sweet william 2'; candytuft, sweet alyssum 1'
5—Oriental poppies, white and cherry phlox 3½'—4'; eupatorium, yellow daylilies 3'; Peruvian-daffodils (Ismene) 1½'; spice pinks 1'; ageratum, dwarf
6—Beebalm, yellow marguerites 3'—4'; pink phlox 3'; mullein-pinks 2'—2½'; artemisia 1½'; spice pinks, sweet alyssum 6"—1'
7—Foxglove, cardinal flower, rose Gloria Mundi 3'; eupatorium 2½'—3'; stokesia 2½'; dwarf sweet william 1½'; spice pinks 1'

Outlying features are as follows:

8—Picket fence with rambler roses
9—Iris, five parallel rows
10—Old white pine tree
11—French lilacs in front; shrub hydrangea, foxglove, columbine, hollyhocks beyond
12—Plum tree, Green Gage
13—Informal planting; false indigo, yellow shrub roses, foxtail-lilies, oriental poppies
14—Mockorange (Philadelphus)
15—Cultivated blueberries, dwarf pears, peaches; beyond, French lilacs, maple tree (with hammock) underplanted with lilies
16—Plantain-lilies (Hosta)
17—Moss and cabbage roses on wall
18—Trumpet vine on stone wall
19—Apple trees; beyond, foot bridge

Photograph by Elizabeth R. Hibbs

The Comics Bogey

Every child likes them . . .

every child reads them

Presented here are ways to

make this menace less menacing

Reita I. Bean

ONE afternoon my son came home from a pal's use and wanted to know why he didn't have comic magazines e the other boys. I didn't have an answer that could withstand s realistic argument that if all the other kids had 'em why couldn't ? I did my best to find some really valid excuse for clamping wn, for the presence of these paper books in my house would be constant annoyance to me. Knowing that downright refusal would nd him to the neighbors, I bought him some of the funnier ones. It was only after he had devoured these with the greatest of easure that I was initiated into the next step. He would swap em for others—good and bad alike—from the boundless supplies his friends. Now he was a part of a system of endless borrowing nd lending, of orgies of feasting on lurid pictures and more lurid ords. So I set to work competing with the comics.

I took my first action in changing the type of story I read aloud him—before supper, now, rather than at bedtime. For the quiet rpe he had been accustomed to I substituted stories of adventure, foreign lands, of our own frontier days. Here there was a wealth exciting fiction based on fact which, in addition to being enter-ining, gave him a solid understanding of the struggles, the ro-ance, and the glamour of the growth of our own country. Then here was pure fiction, classics such as Treasure Island, Robinson rusoe, Tom Sawyer, which appeal to the adventurous spirit of ny boy. I also took the trouble to see that he had plenty of read-ng material that he could read for himself, stories as exciting as is beloved comics but of greater worth.

But before long a new problem arose, for I found that in reading verything before him he was spending most of his spare time prawled out with a book. Fortunately, at this time, a mother who ves next door, and feels somewhat as I do, became interested in boy's club in a near-by city. She urged and persuaded the neigh-orhood boys to join, and a whole new field of interest was opened p. They took boxing and swimming lessons and joined in the eneral program of the club, all at very low cost. It wasn't long efore a series of boxing matches got under way with the purpose f determining the champion of the neighborhood.

As boxing didn't turn out to be a very satisfying activity for ny own youngster I turned over to him a half dozen hens which we had. The care of them was to be his, also the profits. The chance o earn a little money kept him interested. He now had a program hat kept him pretty busy, along with his garden which he always ad as a matter of course. But whenever he had too much spare ime that might send him back to the comics there was always weeding in my own garden that I could get him to do for a few cents a row. Therefore, because he no longer had many idle mo-ments, the comics no longer had much appeal.

Among the mothers who disapproved of the comics there were two schools of thought—some were worried, as I was, that too much of such reading would hinder development along other lines; but by far the larger group feared that the reading of these maga-zines would help to form unpleasant or abnormal habits.

However, after having these paper books around the house for two years, I am convinced that they, in themselves, are not harmful. It is only in so far as the child's experience and knowledge tie up with what he reads that there might be some danger. If Daddy is accustomed to come home from work early every night in order to beat up his family before supper, then the child, seeing similar behavior in the comics, can believe that such conduct might be customary. But if the thought of physical violence in the home is unheard of, then such things in comic magazines are impossible in real life, ridiculous, and very, very funny.

A child, it seems to me, can understand only that which he knows something of already, and knows only that which he has experienced. If the environment of the home is good, if the child has been taught the proper attitudes, then he will take as pure fiction the comics that don't follow graphically and truthfully his own way of life.

We might as well face the fact that the comics are here to stay, whether we like it or not. They have become a part of our con-temporary literature, just as the Nick Carters and Horatio Algers belonged to a previous generation. We cannot ignore them, we can not adequately bar them from our homes. To me, their greatest danger is not in their use, but in their misuse. We must see to it that they take their place as merely a part and not the whole of a child's recreational life. If we bring up our child to be useful and happy, with well-developed hobbies and interests, we will have no reason to blame the comics for any of our own teaching failures.

Kay Campbell

Date Line

Posed especially for THE AMERICAN HOME by Jean Porter, featured player in Metro-Goldwyn-Mayer's "Twice Blessed"

PRESENTING SOME

THERE comes a time in every teen-ager's life—yes, even in Mother's and Dad's—when boy meets girl and becomes aware of same, and it is one of the most tumultuous events ever to hit a household. Pigtails change miracuously into soft, feminine curls; shining hands and face replace the dimmer version of just a short time ago; cologne fills the air and cosmetics disappear from Mother's dressing table; the family is suddenly unappreciative and unimaginative—all because Johnny asked Suzie for a date!

Okay, teen agers, that's the family side of the story, and we sympathize with you. But what about your side of it? Of course, you're completely thrilled. Any gal in her right mind would be. But here's the point! Are you fully prepared with the "know-how" to make Johnny like you enough so that your first date won't be your last one? There are, you know, certain conventions that must be rigidly adhered to—certain characteristics of good behavior that even the most easygoing of males demands in the other sex. Soooo—a little inside dope on how to act on the outside certainly will do you no harm. In fact, if you will just study and take to heart the suggestions given here—who can tell, your dateline may reach staggering proportions! That's what you want, isn't it?

Being popular and well-liked is not just a haphazard happening. It's an art and one that requires constant and diligent practice. The longer you practice the more proficient you become. So if you find yourself speechless when you know you should be witty, if you find yourself trembling with fear at breaking a silence, take a plunge and comment on something that you've read in a newspaper or magazine, or tell about the latest play or movie you attended. Chances are someone else will pick up from there and keep the conversational ball a-rolling without further ado—thanks to you.

Speaking of keeping things rolling, if you're stranded at a party where others are dancing, pick a man who obviously doesn't know how to dance and offer to teach him. It's a wonderful line—will work wonders for your own popularity. And don't forget—the clothes you wear will have a lot to do with whether you become a wallflower or a belle. Men like to believe that women are mysterious, so wear something very feminine but not gaudy and dress-up your conversation to fit your best manners.

Now for a few quick do's and don'ts. Never meet your date on a street corner or in a theater lobby. Always have him call for you at your home. Never be obvious. If you *must* resort to the outdated "dropped handkerchief" technique (and we don't recommend it) at least make it your corsage, a compact, or the letter you've been reading. Remember, too, that no matter how young a man may be, he likes a girl to be interested in what he is saying—and to show that she is interested! He must hold the stage!

One other little tip and then we'll climb down from the soapbox. The same line of chatter, the same line of clothes we recommended for a party or dress-up date, won't do for the great outdoors. Let simplicity be your keynote in both behavior and clothes when it's a hayride or picnic. Be a pal—girlish and charming. And stand on your own two feet! No man wants a clinging vine around when his mind is on how to get a fire going and those hot dogs cooked as quickly as possible. And last but not least, don't let the moonglow get you! It's the kind of burn that takes a long time to heal.

1. *Never try to change your type. If you are usually demure, stay so. Jitterbug only if you're the type*

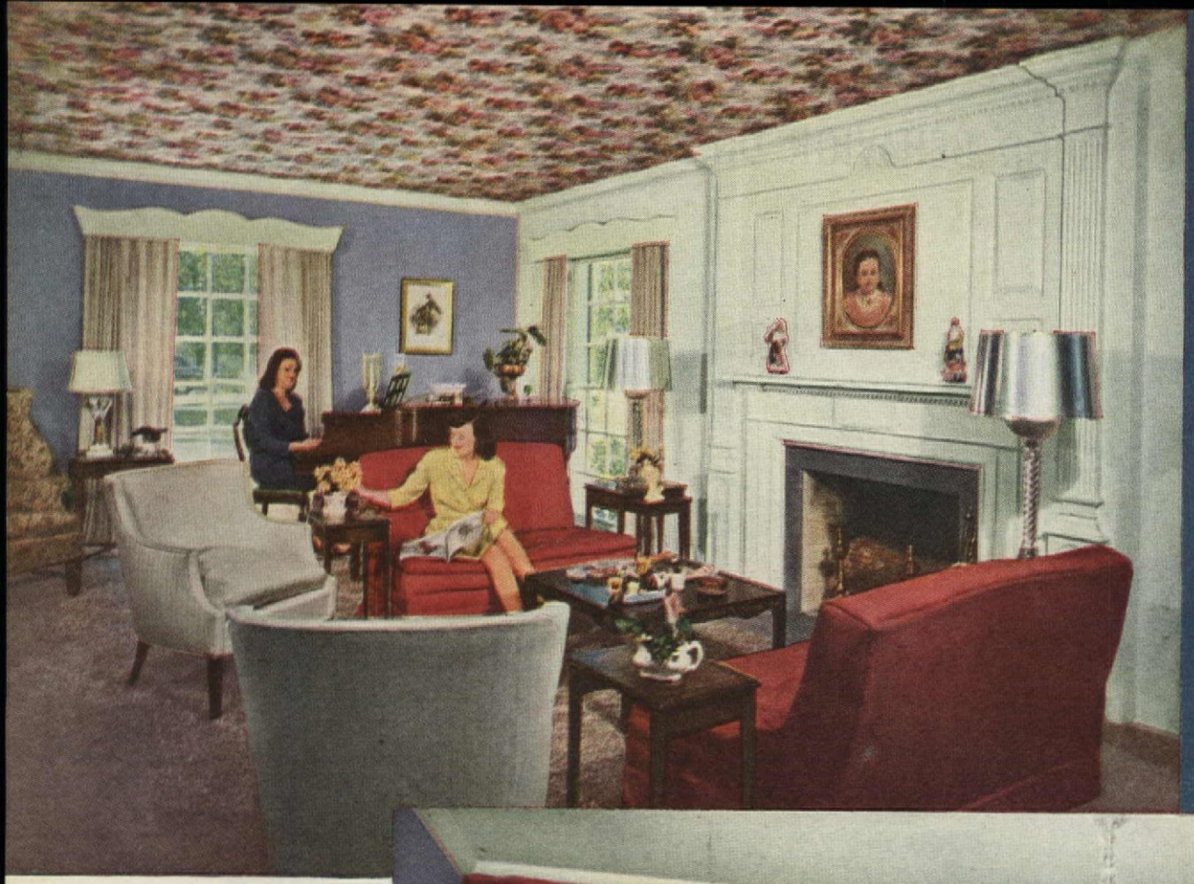
2. *Don't scream at the gang when you arrive. Complete immobility will attract more and better attention*

3. *Never be jealous if you are shown another girl's photo. Say she's cute, despite your feelings*

4. *Don't make yourself conspicuous by ever wearing gaudy clothes or indulging in unrefined actions*

ELEMENTARY RULES FOR GOOD BEHAVIOR ON DATES

Painting by Douglass Crockwell



Home of
Mr. and Mrs. John T. Chadwell
Evanston, Illinois

Decorator
Felicite Reynolds

Architect
Ralph D. Huszagh
John Demuth, Associate

Landscape Designer
Weers and Seymour

Photographer, Nowell Ward

The same color scheme is worked out in both living room and dining room, with subtle variations, all stemming from the rose, green, and blue of the chintz patterned paper used on living room ceiling

Master bedroom serves also as an upstairs sitting room, with the re-appearance of all the first floor colors, though in widely different version. Rich cranberry red satin, soft rose and gray-beige chintz, white rugs, slate-blue walls

What Will the Future American Home Be Like?

Shall we be living in something resembling this

or

will we go right on wanting a house like the Chadwells? There is in our opinion no ONE answer, but we give you herewith six fine examples of modern home thinking

Jean Austin

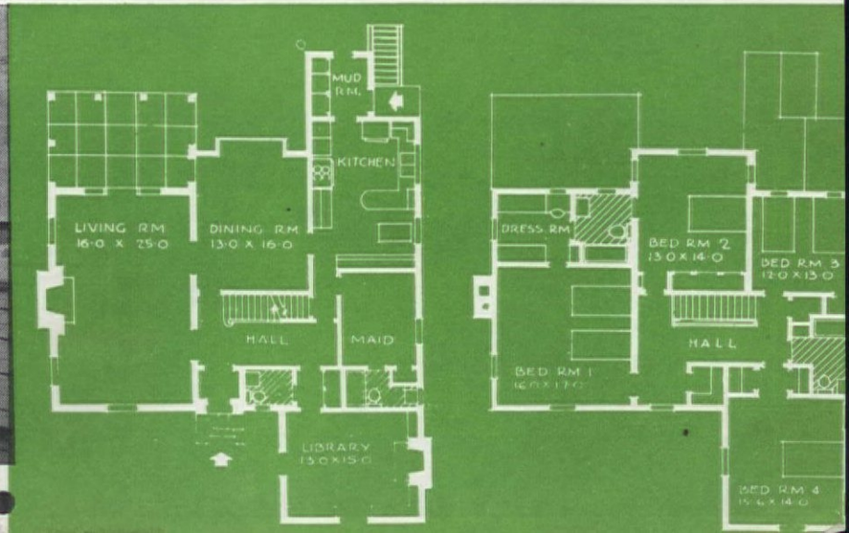
OVER 6 million young married couples want to set up housekeeping, now that peace is here. In the first postwar year 350,000 plan to build new homes and in three years, more than twice that number will be building. These are the figures that the experts give us. But what the experts do not predict is what these new American homes will be like, what they'll look like, what they'll contribute to a better way of life. And yet it is a subject uppermost in our minds, a topic of discussion everywhere.

It is unfortunate that the word "modern" has been applied to a style of achitecture, rather than a way of life, for the word should be synonymous with contemporary living rather than a label applied to one style of architecture. However, there is no reason why we should go on thinking of it in this way. We have made our selection of homes on the basis of new thinking and a better way of life rather than illustrating "modern" homes as one architectural style. Just so in analyzing them, we have worked on the theory that they offer a modern way of life for a great section of the United States and for many family requirements and tastes.

Let us take under consideration first the Chadwell house shown on these two pages. If we were to select one single house to represent most Americans' idea of a comfortable, pleasant home, we could find no one house that more nearly measures up. You'll find facsimiles of it throughout United States and one knows at a glance the sort of people who live there. They are conservative without being stodgy. They will experiment with gay colors, court the sun with larger windows, equip the house with the very best of everything, be it a heater, shower, or furnishings. Fads, high style, or tricks have no appeal. Being "different" is to them no virtue. They want spaciousness and they want privacy and are not willing to sacrifice these things to lower cost or ease of maintenance. The straightforward floor plans as well as its outward and inward appearance prove that they have achieved their "dream" home. And the Chadwells, we maintain, represent not only a great many of us now, but what a great many of us will continue to want for so long as you or we shall live. We present it as a good house for modern life.

But—and here's what makes this great country of ours the exciting, progressive country that it is—there are those with quite different ideas for modern living. Without being bizarre they definitely want to break with tradition, want to in-

IN ILLINOIS •



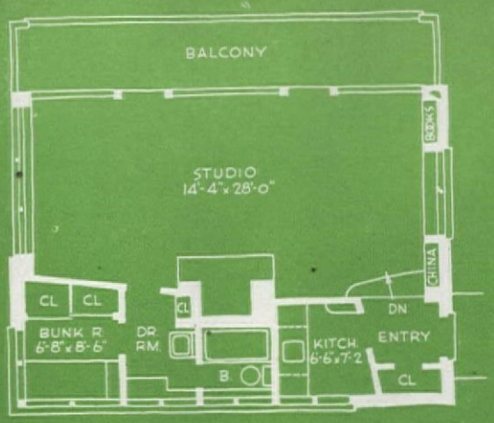
IN GEORGIA •

Photographs by Rodney McKay Morgan

corporate new materials, and their "dream" house to take new shapes. The last few years have not been propitious ones for those with a sense of adventure in building, but there are those who have overcome shortages and priorities of wartime. Richard L. Aeck, Atlanta architect, solved it by building the one-room house you see here. Used now as temporary, year around home, it will later serve as a connected guest house when the main house is completed. While its one room serves for working, eating, living and sleeping, so well-planned are these areas, so cleverly do its large glass walls encompass the view of a high wooded ridge and the Chattahoochee River just 300 feet away, there is no feeling of confined, cramped living. The exterior is of cypress boards used horizontally with no finish, and handmade brick of rich dark reds and browns, with a dark-brown, clay shingle tile roof. Railing of three half-inch cables leaves an unobstructed view of river and woods and for proof of just how lovely a prospect one gets from this deck, turn to page 45 and get view for yourself!

SHALL we journey now up to Rhode Island? Another stronghold of traditional Colonial architecture, we find some more "rebels" who, like the Aecks, cannot in any sense have offended their traditional surroundings, yet have achieved their own ideals of home for modern living. It is the home of the Sibley Smiths shown on the following two page spread.

When we asked the Smiths if we might use



Home of

Architect RICHARD L. AECK

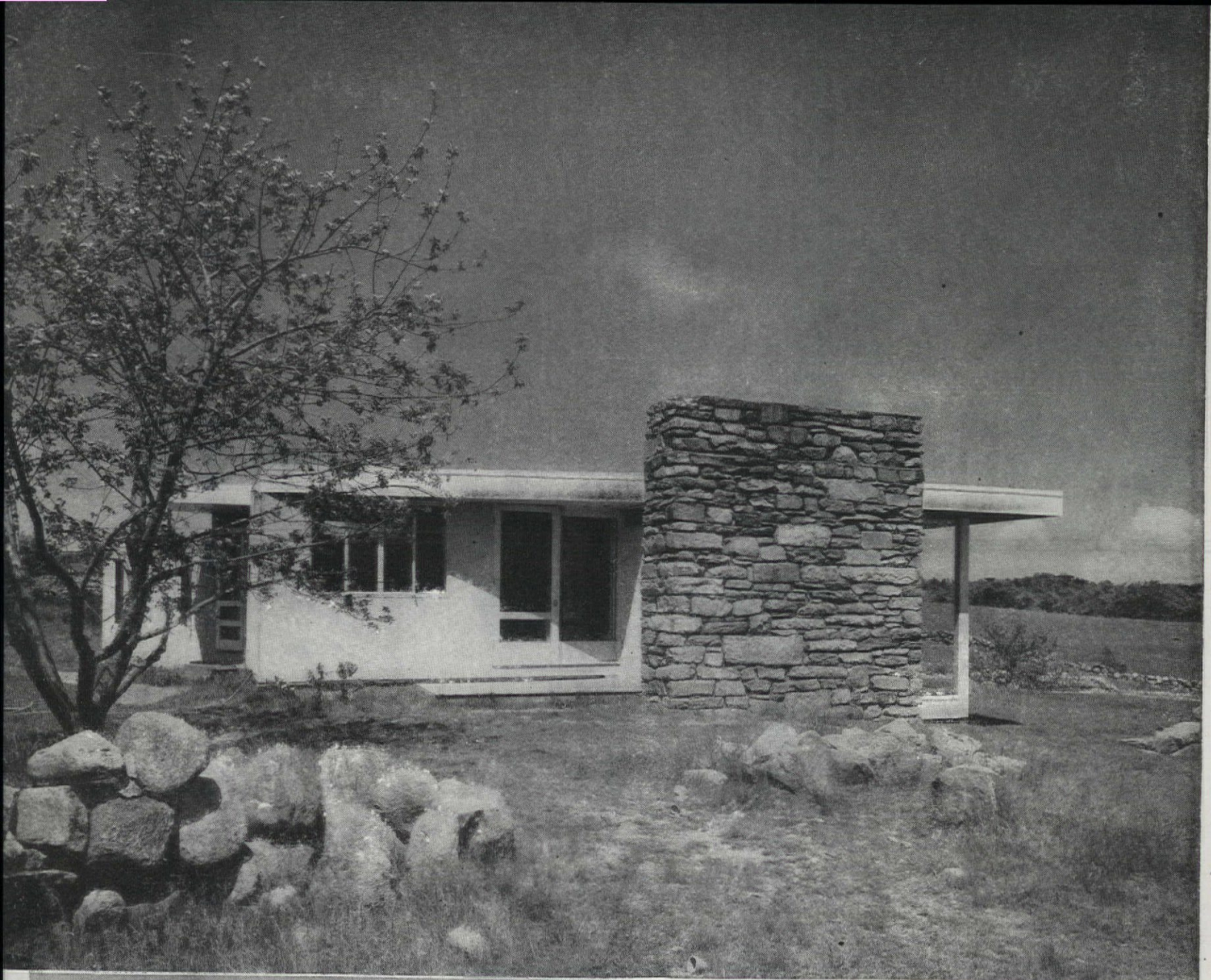
Atlanta, Ga.

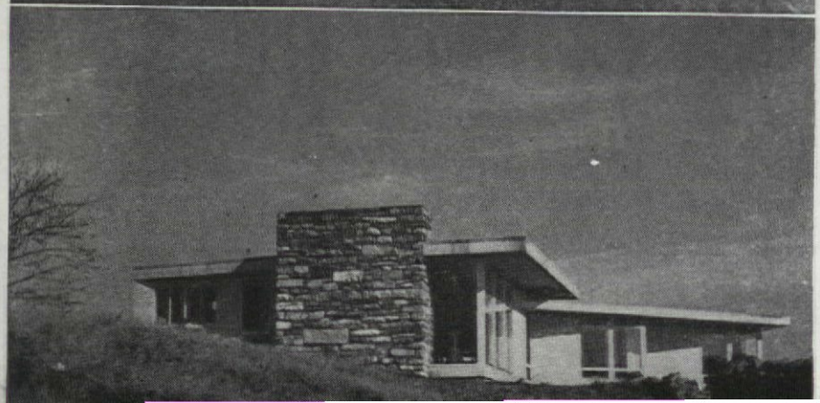
their home in THE AMERICAN HOME, they wrote, "We are delighted that you like our house and wish to publish it. The fact that a popular magazine is appreciative of the virtues of honest, clean, contemporary architecture is very encouraging to those of us who have fought for this type of building for many years. . . The principal reason for the success of the house is probably the complete integration between the house and the site. The land flows from the house in soft undulating contours to the water, and the high-wooded south bank completes the framing of the picture. I have avoided in every way conventional landscaping which is all too often the superimposition of artificial, stilted forms over natural forms which are far more beautiful. It has been my idea that the unbroken skin of South County meadow, relieved by characteristic walls of the round glacial boulders of Rhode Island, would provide the most perfect setting for the house. I think it is also interesting that the terrace was provided by the massive foundations of a 1740 house. The stove of the old chimney was used in our own chimney which is really more of a rock wall with flues in it than a chimney. The scale and texture of the 1740 chimney were more or less followed, and the eight-foot drop from the terrace to the lower meadow exists because the 1740 farmer had his barn under one end of his house.

"The practical aspect of the orientation is indicated by the fact that except for the huge Magnalite window of the studio, all other north windows are merely 36" x 10" slits. We are thus well-protected against our winter northeasters and northwesters. The four-foot overhang over the living room windows excludes the high summer sun and on a sunny winter day, no matter how cold, makes the use of the furnace unnecessary.

"A feeling of space in the rather small living room was created by various means, one of the most important being the unbroken ceiling plane from the dining-room wall through the overhang projection. Even the living-room windows disappear into the plaster without stop or molding. The large glass area is screened by a flexible curtain of vertical wood strips hung from a track recessed in the ceiling."

WE pause to let you study the house and the plans, that you may fit Mr. Smith's sensible "explanation" into each and every elevation. And we interrupt his letter here, that the foregoing may receive proper emphasis for we feel that what follows is of the greatest





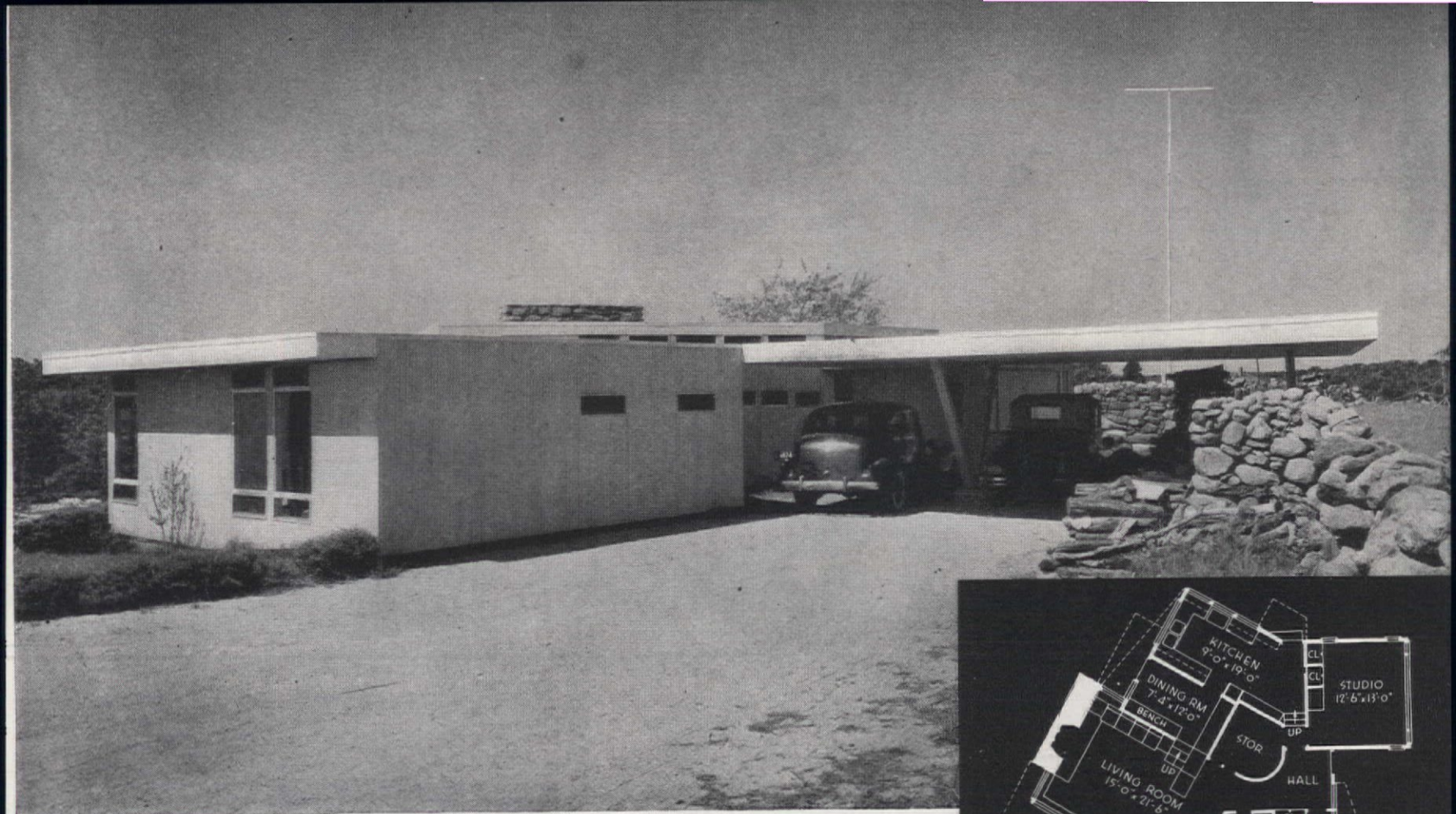
importance to future home builders.

Mr. Smith writes on. "The architect-client relationship has been most exceptional. . . . I have seen too many houses ruined by the interference of the client. Outside of the exhaustive mutual study of the requirements of the program, Mr. Du Moulin was left strictly alone to design and execute the house. I wish you could persuade Mrs. Average Housewife that she is no more qualified to practice architectural design than surgery. One of the main reasons the American scene is dotted with architectural atrocities is the old attitude of—"Well, we really designed the house and had the architect draw the blueprints."

Well, Mr. and Mrs. Average Homemaker, wise words these, coming from an ex-architect and food for thought in planning your modern home for a modern life.

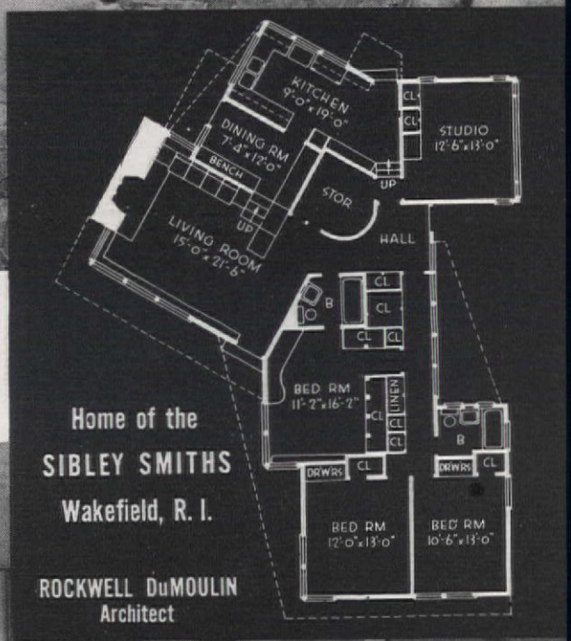
We have looked at the Midwest, the South, and New England. Let's put on our seven-league boots and go on down to the Southwest, to Tucson, Arizona, and visit with Dr. and Mrs. James. Here, too, we find tradition firmly entrenched, with the first settlers doing just what those in New England did —using the materials at hand. In New England, timber was the thing there was "most of," but down in the Southwest, native mud mixed with water and baked in the sun was the most available building material. Walls were thick and window openings small to protect against blazing hot sun by day and the cold of the nights. A simple, horizontal type of architecture became the traditional architectural style of the Southwest, known as Territorial houses. Modern houses hew to the same lines, except that one may use brick and more elegant trim if that is more suitable to one's way of life. Here then, in the James' home, is another good example of individuality that neither slavishly conforms to tradition nor offends tradition.

Two walls of the living room are finished in bleached redwood, the other two painted a pale turquoise. Blue and beige predominate and modern water colors are used for accent. In thirteen-year-old Patricia's room, decorator Alfred Messner uses



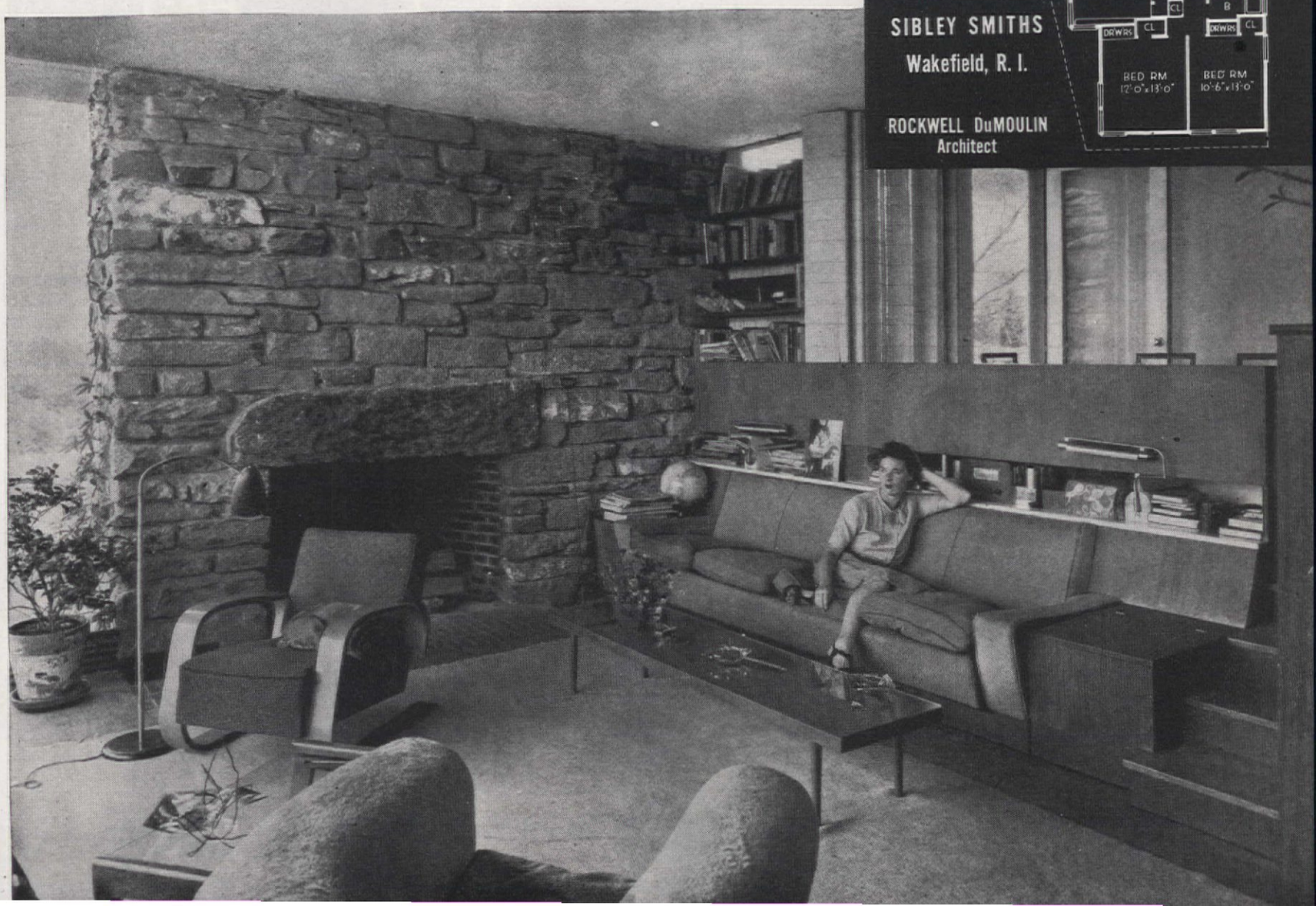
Photographs by P. A. Dearborn, Betty Perkins, and Harold E. Winslow of the Providence Sunday Journal

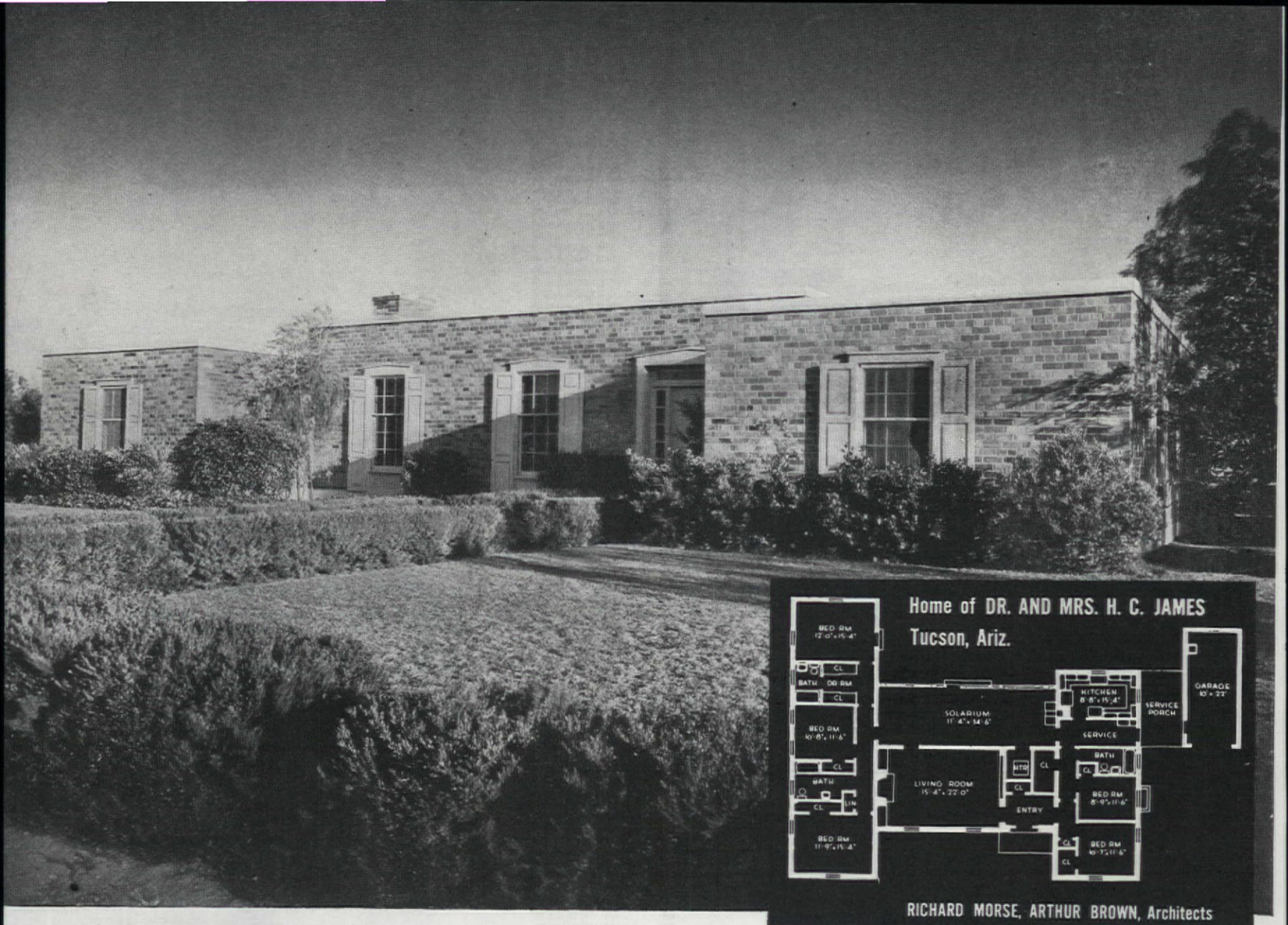
IN RHODE ISLAND •



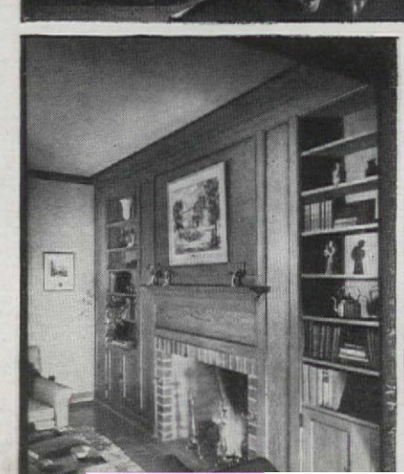
Home of the
SIBLEY SMITHS
Wakefield, R. I.

ROCKWELL DuMOULIN
Architect





Photographs by Maynard L. Parker



IN ARIZONA •

a blue and white striped wallpaper with blue and white morning glory chintz and ruffled organdy. A cool, fresh and delightfully feminine room for the Miss. You'll find still another view of the James home on page 45—the room identified as a solarium on the plan above.

AGAIN we pull on the traveling boots and hie to California, straight into the home of Dr. and Mrs. Robert Leggett, views of which begin on the opposite page. But this part of our journey we turn to a local guide. Says Roger Sturtevant—"Mrs. Leggett is from Holland. She has the traditional Dutch orderliness in all things. Dr. Leggett has the scientific mind. Together they collected everything they could lay their hands on and catalogued all the things they wanted in their new home. Then they spent every spare minute of an entire summer looking for a ready-built house in traditional style which would match their check list and fit their heirlooms. No such house existed! But they did find a piece of property in an orchard which seemed ideal and betook themselves to an old friend, architect Timothy L. Pflueger. Now Mr. Pflueger is one of San Francisco's eminent modern architects and patron of the arts. It was he who designed San Francisco's only modern skyscraper and the world famous "Top of the Mark." He had little time to design houses, what with these and other large projects, thus his acceptance of the Leggett commission was bound to have a fresh approach.

"First off, Mr. Pflueger told the Leggetts what they really wanted was a modern house and drew a sketch of a house with a great window wall looking into a garden, very like the house as built. Mrs. Leggett thought back to her brother's house in Holland, an old, old house, yet delightfully encompassing the garden through a window wall. She decided modern was not so frightening. Mr. Pflueger proposed wood walls of Philippine mahogany in the living room which was reminiscent of the wood walls of Holland, thus calming Mrs. Leggett's fears that her heirlooms would look out of place. He proposed finishing the walls

Photographs by Roger Sturtevant

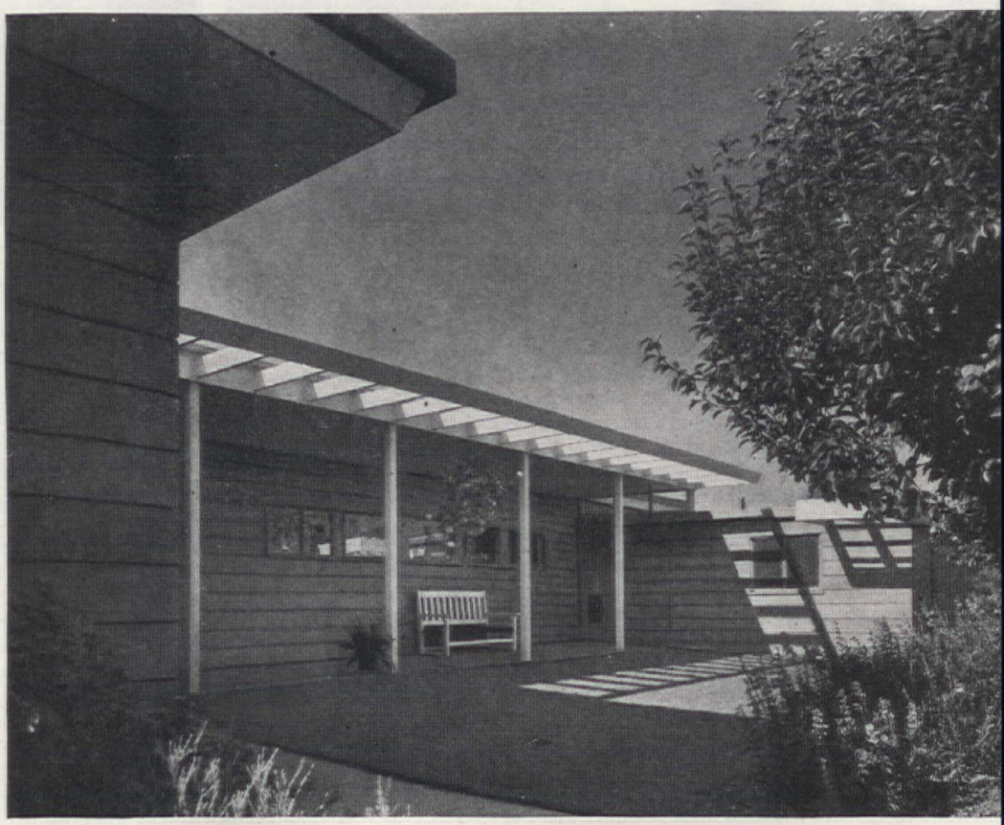
IN CALIFORNIA •

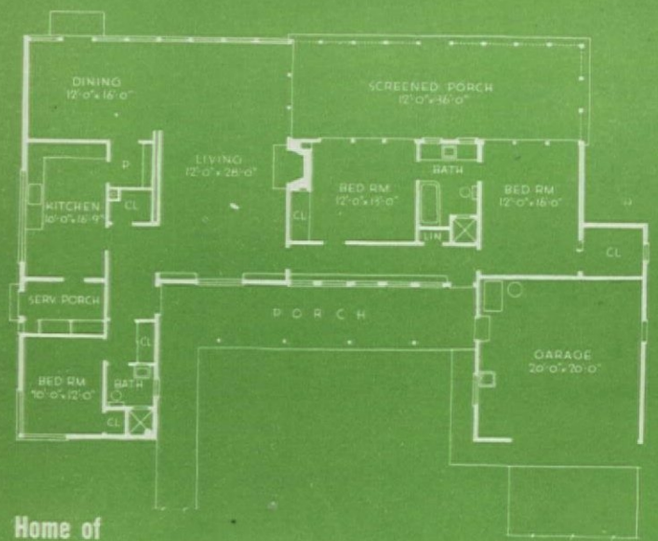
in clear lacquer which is just about a once-and-forever treatment. Mrs. Leggett's Dutch thrift and orderliness responded to this, and so modern the house was to be, a house that now stops the casual passer-by.

"On further examination it is also an interesting mélange of owner and architect ideas and experiments, some of which did, and some of which did not come off. Major idea number one which did come off, was also experiment number one, which did not work. This is the screened living porch which allows the two family bedrooms to become sleeping porches, for the Leggetts wanted a bedroom which could be a sleeping porch but did not want the bother of constantly moving screens or banging through screen doors. Mr. Pflueger neatly solved this problem by making folding glass walls which open wide each family bedroom to the screened porch. Because he felt there would not be enough light in the bedrooms and because he was intrigued with the effect, as a frank experiment, the original roof of the porch was a pergola covered with Celloglaze.

"The visual effect was excellent but nature is rudely practical. In the winter the Celloglaze leaked water, in the summer it poured heat. The Leggetts had the porch solidly roofed and found Mr. Pflueger's fear of gloominess in the bedrooms unfounded. There is plenty of light in the bedrooms even when the translucent curtain walls are closed for daylight privacy from the porch. Nighttime privacy is assured by the isolation of the guest bedroom and bath on the opposite side of the house. The guest bedroom was designed to serve as such, as a servant's room, or as a room to be rented.

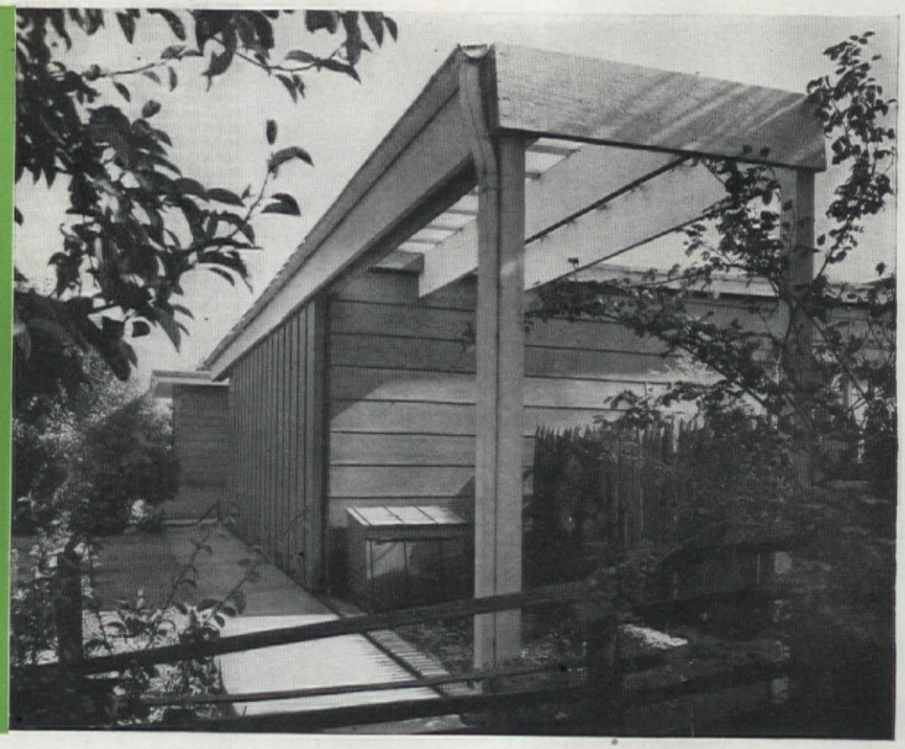
"Major idea and experiment number two was successful from all points of view. Mr. Pflueger set out to simplify all the hardware, weight, and inconveniences





Home of
DR. AND MRS. ROBERT LEGGETT
Menlo Park, Cal.

T. L. PFLUEGER, Architect



IN FLORIDA •

HOME OF DR. AND MRS. O. C. CAMPBELL

Photographs by F. M. Demarest

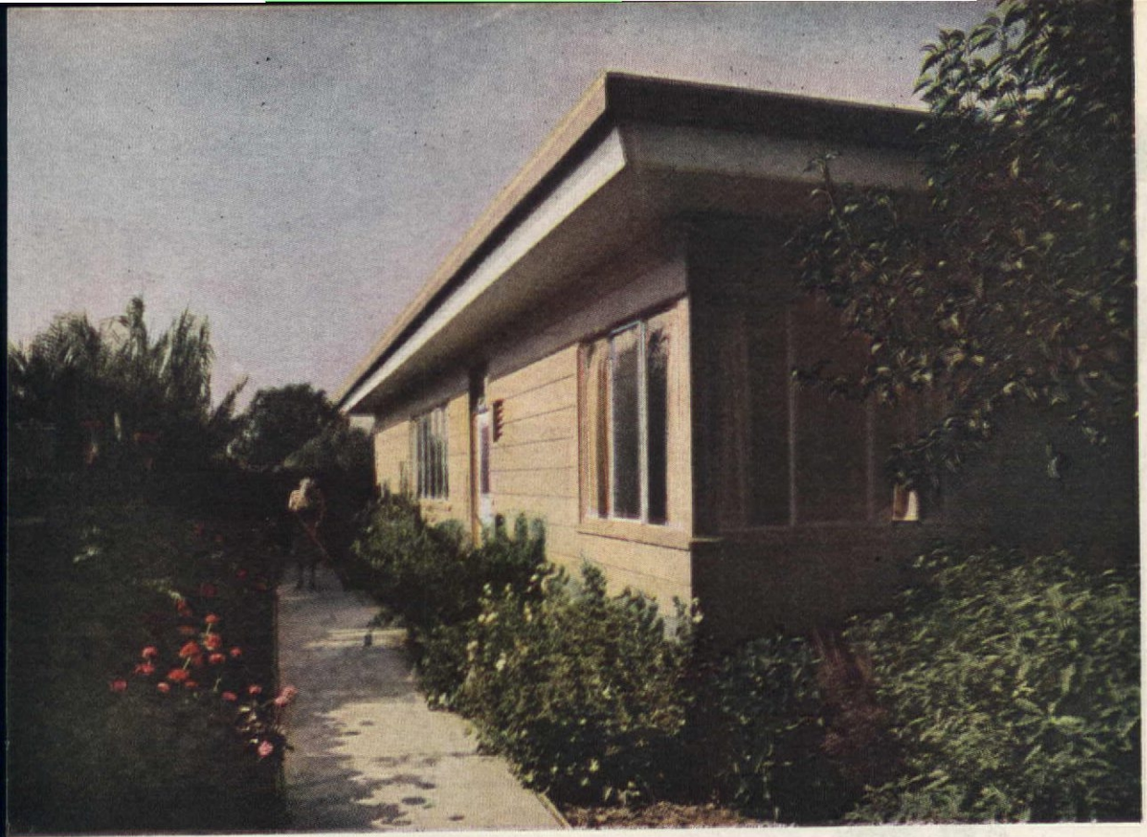
of double garage doors. His solution is startling but simple, and very inexpensive. The inside of the door is covered with Celloglaze which admits as much light through the wide cracks as a window could yet keeps out wind and dust, adds little weight with no danger of breakage. This single door is light enough to move on simple bottom rollers only, and slides to either side to open either half of the garage. The top is supported by the decorative pergola which extends from both sides of the doorway.

"The house has incorporated many other ideas from the Leggetts' check list. A center opening in the casement windows prevents draperies from becoming easily soiled. There is provision for a future roof deck. When Dr. Leggett has retired, whenever comes that closed-in feeling a flat lot can give, it is easy to imagine Dr. and Mrs. Leggett enjoying a great panorama of house studded orchards and fields against the blue mountains of the coast range, two miles distant."

Thank you, Mr. Sturtevant. It was a fine trip through the Leggetts, if a paradox. The Leggetts thought their future house would be traditional in style. They got exactly what they wanted—and it's modern, strictly modern. We wonder how many more of our readers will have this same thrilling experience?

AND now it's back to Florida to complete our survey of what the modern American home will be like. Astonishing how often we run into the same situation, no matter what part of the States we travel in. For here in Florida is one of the oldest house traditions. The Spanish settled it—they left their imprint, and so functional has the Spanish way of building for the semitropics been, that to this day we find new houses following in the paths of tradition. BUT—and it is a big but—not a slavish going back to the past, with its ornateness and fussy detail so out of key with today's living, but a simplified, clean-cut adaptation of the old. How well a good modern architect can retain what we like of the old and combine with it the new concept of modern living, is exemplified in the Florida home of Dr. O. C. Campbell, shown below and opposite. It's clean, modern lines encompass not only good modern design, but is a cleverly worked out plan for two families. (Dr. and Mrs. Campbell's daughter and son-in-law with their three children share the house.)

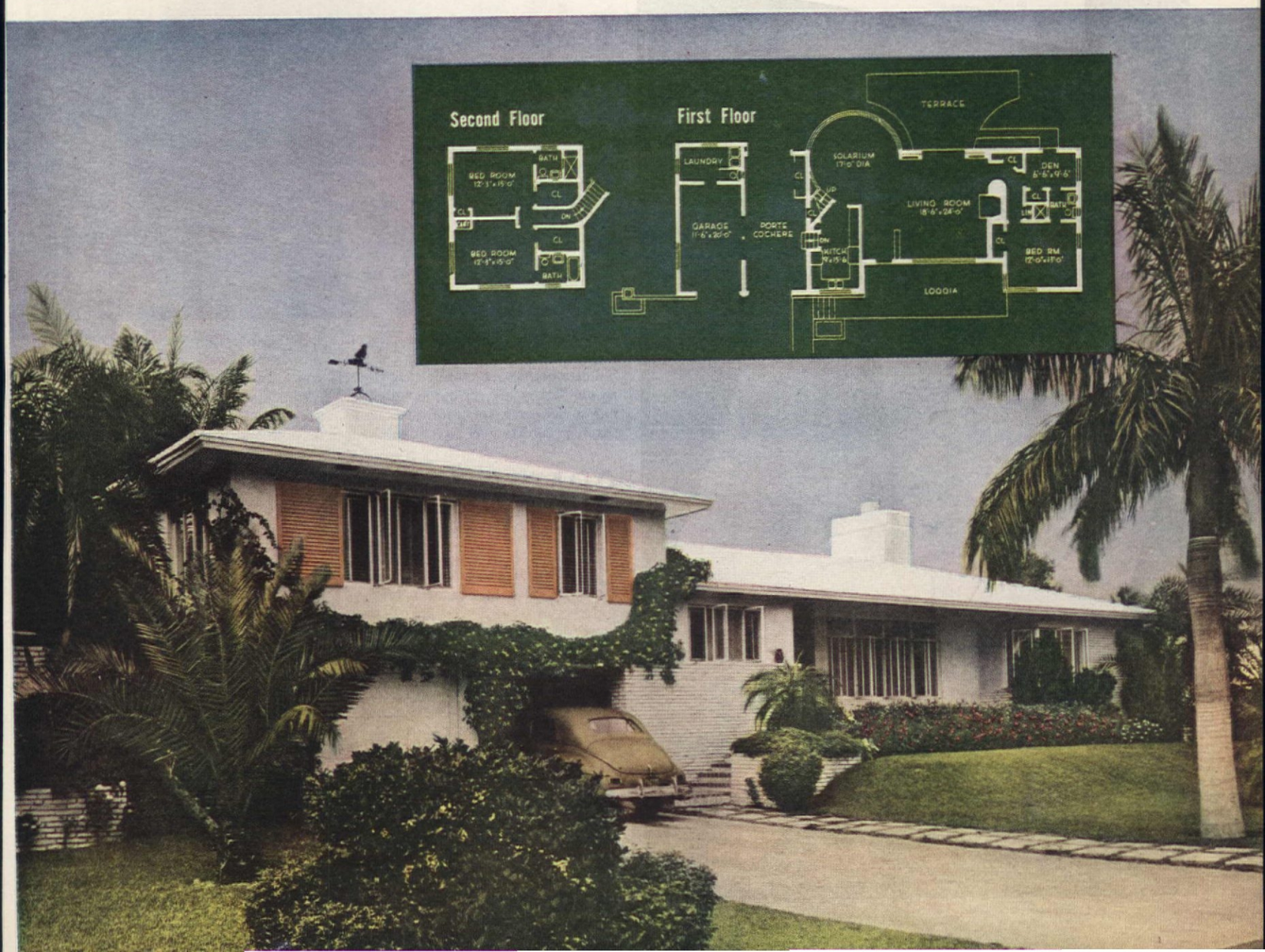
Twenty-eight specially treated termite-resisting piles support the house. Cross ventilation is provided for in every room. Stucco walls are a delicate peach color and roof a Bermuda type white tile "shingle." Apricot shutters highlight the apartment over the garage, which connects with the rest of the house by an inside circular stairway. Terrace and circular dining-room windows are shaded by a towering sugar pine tree and look out on a sleepy lagoon across the well-clipped terraced lawn. From the plan you will see that it is a rather small house actually, yet neither its exterior nor the rooms inside give one the feeling of its actual size, and the living areas equal those in far larger homes.



WHAT will the modern house be like? Your guess is as good as ours and as we said before we started this discussion, there definitely is no ONE answer. There can only be for each individual family their individual solution and it will be a modern American home if its plan reflects the modern way of life. Like the six depicted here, its facade may take many shapes, be constructed of many materials, yet if the way of life has been engineered into the plan in the first place, it will be modern in the very best sense of that word. But before closing, we would call your careful attention to two outstanding factors in all six houses presented herewith. Regardless of style, all are modern because of their *plan*. All are modern because they *extend* living beyond their four walls. If you will turn back and review their exterior elevations, then turn forward to page 45, you will see how all of them have made their outdoor surroundings part and parcel of their living, how the walls of glass have made all of them expendable. All of them are pre-war or wartime built with postwar living

AND MR. AND MRS. R. O. ANGLE, FORT LAUDERDALE, FLORIDA

SNYDER AND LOWRY, ARCHITECTS



Mrs. Leggett's Dutch heirlooms and traditional furniture "at home" in her very modern house

in mind. None will become outmoded or go "out of style" for they are not built around fashion, but from *"within out."* they are, in our opinion, as fine a selection for your own basic planning as has ever been presented, and because they are presented for this very purpose of starting you on your own basic thinking and planning for that modern home of your own, we conclude with an article we found sensible and stimulating.

SPACIOUSNESS or PRIVACY?

Prudence Parks

So much has been written by experts for and against modern architecture that I hesitate to offer my little mite of wisdom. For I am not an architect, artist, interior decorator, or expert of any kind; I am just an ordinary, average woman. But I do have one qualification for discussing this subject—I have lived in a house of modern architecture for ten years, and for seven of these have been trying to bring up a family in it. And I say frankly, if an architect should deliberately set out to design a house to make my job difficult, he could hardly do better than to take our house as a model.

I realize that these are fighting words. The greatest single talking point of modern architecture is "functionalism." We are told over and over again that a house should first of all be a machine for living and that modern houses are the ones that best meet this condition. But if by living is meant a maximum of comfort, dignity and serenity with a minimum of effort and friction, then my house, though decidedly modern, fails to meet this test.

When Hal and I as a newly-married couple were planning our house ten years ago, we thought we knew exactly what we wanted. We were young and enthusiastic and prided ourselves on being right up to the

Looks Good? THAT'S ONLY THE HALF OF IT!

Of *course* you like foods that *look* good to eat. But that's only part of the story.

You want, also, to be sure of fine flavors—of vitamins and other nutritional values.

How *can* you be sure that these precious qualities aren't "cooked away" before foods reach your table? Or that some of these values haven't been lost in storage or transit?

Modern food authorities* say: *Trust canned foods* . . . and the pictures below explain why.

*For example see Aug. 10, 1944 "Journal of Nutrition"

What an appetizing array of good things to eat . . . ox-tail soup, salmon, peas, escalloped tomatoes, pumpkin for pie, coffee . . . "and they all came out of a can!"

"THE KITCHEN DRAIN is the best-fed mouth in many an American home"—say modern food scientists. "Home-cooked" vegetables, for instance, are often overcooked, or cooked uncovered, or cooked in too much water—which is then drained off, wasting precious vitamins, minerals, flavors.

AT THE CANNERY, fresh foods are received at the moment of perfection—and are then generally cooked by the "pressure" method *right in the can*, with a minimum of water, and all air excluded. In fact, each individual can is really a miniature "pressure cooker." Processed canned foods often reach your table actually higher in food and health values than foods bought in market and home cooked.

YOU *KNOW,* when you open a can, that the wholesomeness, the flavor, the nutritional values of the food inside have been protected from farm to table. For, the dependable steel-and-tin can preserves what nature puts in the food. Serve canned foods proudly, and thank the modern can for the safety, the convenience, and the economy that it brings into life today.

CANNED FOODS ARE

SAFE from dirt, germs, odors.

SAFE from air, light, moisture.

SAFE even after a can is opened —because, in the canning process, both the can and its contents are sterilized. Simply cover the top and place in the refrigerator.

The steel-and-tin can does such a dependable job of *protecting* that our armed forces get thousands of things packed in *billions* of cans. And, because the Japs cut off most of America's normal tin supply, it is still necessary for you to save all food cans for tin salvage. For information, call your local Salvage Committee.

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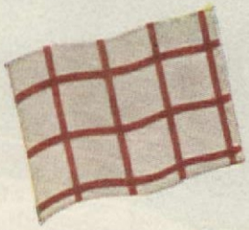
Plan yourself a beautiful room

send now for home decorating booklets below

First comes the foundation. A Bigelow Weavers' carpet, rich in texture, warm in color.

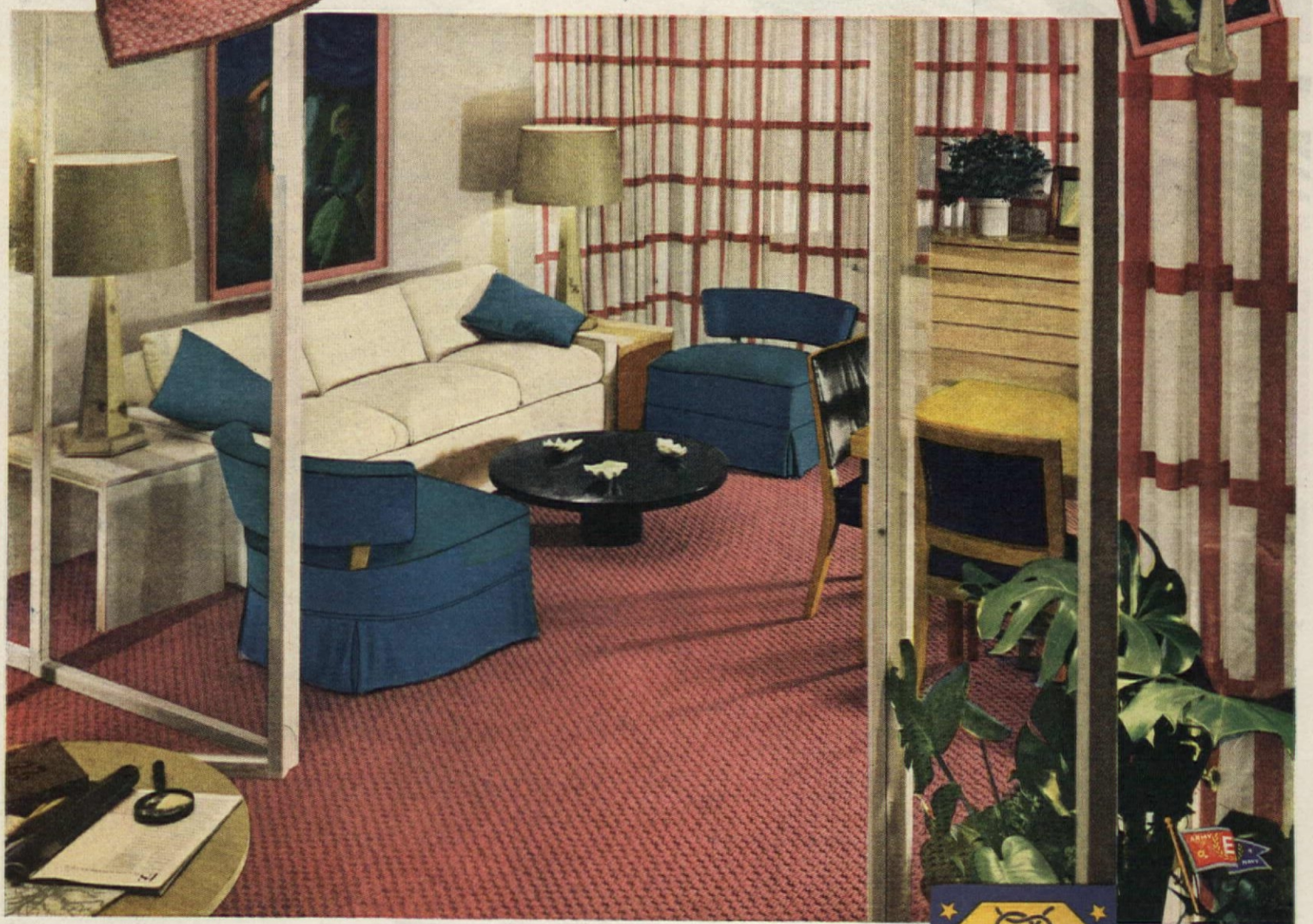
Second, the wall color. Deep gray, exciting contrast to the carpet.

Third, the curtains. White muslin and the carpet's warm rose for pattern.



Next, the furniture. Muslin for sofa. Turquoise chairs for bold accent.

Last, the accessories pointing up the bright colors of this cheerful room.



IT'S a fascinating game, room planning, and the rules are easy. You begin with a beautiful Bigelow rug or carpet. How to work up from the floor, straight through to a successful finish, is clearly explained in the booklets offered here. Get them and begin now to plan for future home happiness.

There are not many Bigelow rugs or carpets in the stores today. But Bigelow stylists and craftsmen are working on a finer, more exciting group of rugs and carpets than any you have ever dreamed of. They will be the foundation of more beautiful rooms for happier living tomorrow.

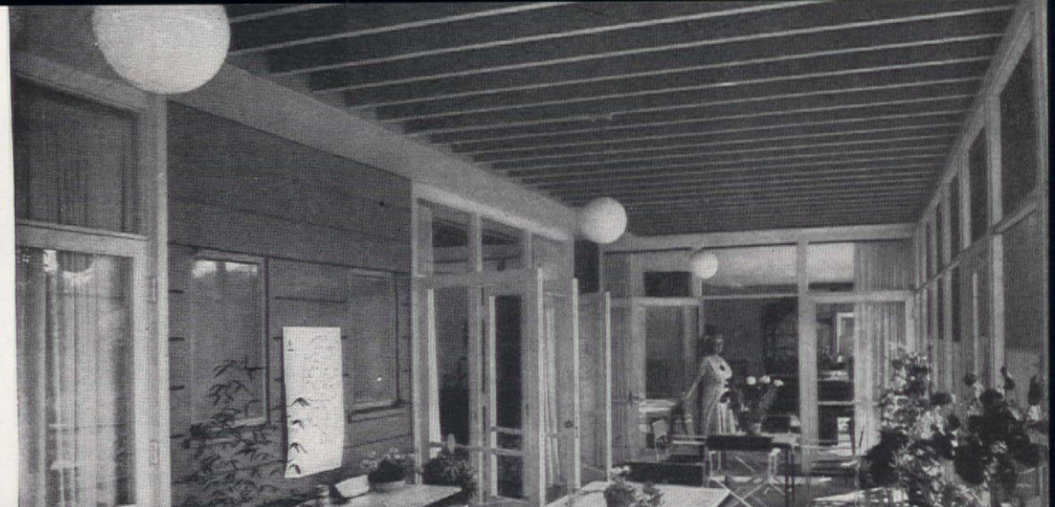
BIGELOW WEAVERS

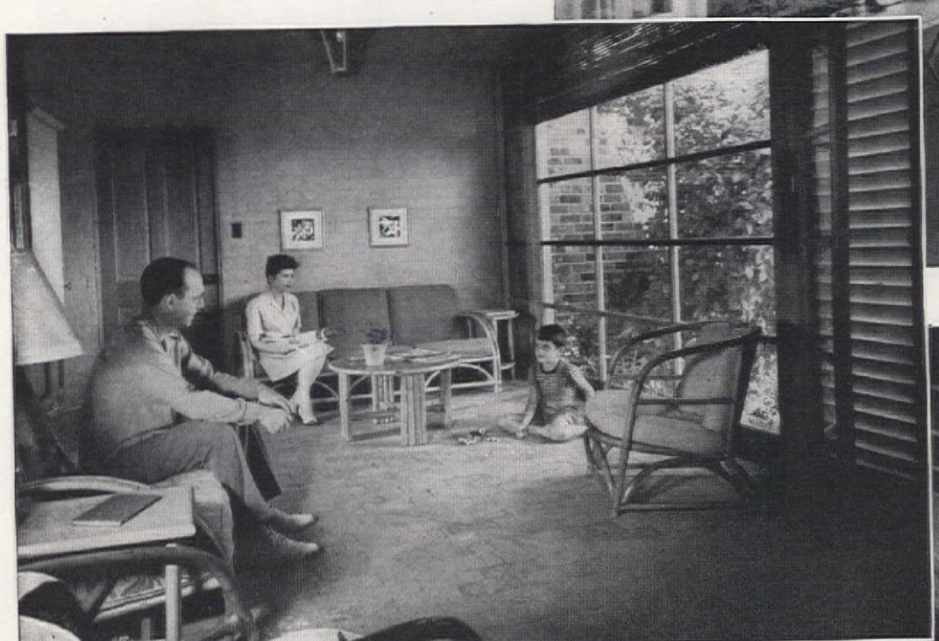
Fine rugs and carpets since 1825

Copr. 1945, Bigelow-Sanford Carpet Co., Inc.

THUMBNAIL DECORATOR and ROOM PLANNER Two Big Booklets give you all the basic decorating rules, plus diagrams, furniture cut-outs, plan paper. BOTH FOR ONLY 25¢. Send coin or stamps to Bigelow Weavers, Dept. A115, 140 Madison Ave., New York 16.

minute. No old-fashioned or sticky designs for us! And we found an architect who was also young and enthusiastic and right up to the minute. *Functionalism, openness, spaciousness* were his favorite words. Some of his ideas were too revolutionary even for me—he wanted to design our first floor without any fixed partitions at all, just "areas." The kitchen was to be separated from the rest of the house only by a snack bar with tall stools, and a sliding curtain. But I drew the line there and insisted that the kitchen be a distinct room, however small, although we did have the bar and the high stools, topped with lovely red leather seats. The rest of the floor is, in the main, just one big room. Upstairs there are three bedrooms and a bath, all with the maximum of convenience, not a square inch wasted.





For three years it was pretty good, too. Occasionally, I admit, the vast expanse of glass made me feel slightly undressed, and sometimes in our oversized living room I was conscious of a rather lost feeling, but on the whole, Hal and I were really enthusiastic about our house those first three years. It was when our first child appeared that problems began. There is, for example, the problem of where to put their belongings. Children mean play pens, high chairs, building blocks, toy trains, trucks, etc., kiddy cars, dolls and doll furniture, playhouses, color crayons, water colors, etc. They must have these things and they must have a place to use them. But where in our house were they to use them? There is only one place—in the living room. The play pen must be dismantled every time it is removed from the living room. And it's just impossible to keep from having toys always around us. I know that the books say a child should be trained to put his toys away when he is through playing with them, but just when is he through playing with them? For instance, four-and-a-half year old Sarah has spent quite a while making a playhouse in one corner of the living room—it's time to stop for supper and she confides happily that tomorrow she's going to have a tea-party in her new house. So we do what we can with screens, a makeshift arrangement at best.

Yes, we have a recreation room. It's a very nice one and one of the features of the house we were very proud of those first years. But it's in the basement. Even if Peter and Sarah and Tommy, a year and a half old, would be willing and happy to play down there alone (which they emphatically are not), it just isn't safe even when Peter is home from school and down there with them.

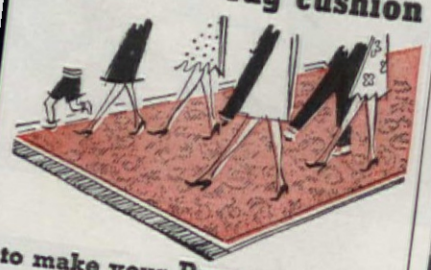
Then there's the dining problem. Can you imagine our family sitting on our high red stools. Even if we had had a nook, it wouldn't be much better—a nook is just awfully small for five people. So it must be the dining area of the living room, in full view,

Living takes on new dimensions when one uses what is just outside one's four walls. The Leggetts have more than just a "porch" (upper right) the James (left) and the Aecks far more than the cubic feet of their living rooms by making walls of glass

How to make your rug worth twice as much . . .

to make your Rug
feel twice as soft and rich . . .
so the nap seems "inches deep"
and even a modest quality rug
feels luxuriously expensive . . .

lay it over *Circle Tread* **OZITE rug cushion**



to make your Rug
wear twice as long . . .
to protect it from the merciless
day-after-day beating of scuff-
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look lovelier for longer . . .
to keep colors and patterns
brighter the way steaming up
the nap does for velvet . . .

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INSIST ON GENUINE CIRCLE TREAD OZITE . . . the finest quality . . . made of All Hair, Reinforced with Fabric Center . . . contains no re-used materials. Guaranteed to stay soft and springy all your life. Odorless because ozonized. Permanently mothproofed.

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Please send Free Booklet 701 on Care of Rugs.

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New England landscape—a living picture in four seasons in Sibley Smith's living room

unfortunately, of anyone who happens to come in around mealtime.

These are our worst problems. They are, though, not our only ones. Among others, where can I sew? For each bit of sewing, the machine must be brought out and everything assembled; when I stop for the day, everything must be put out of sight. I'm trying the recreation room now, but so far it hasn't worked very well. I have to take the children with me, of course, and as nearly as I can make out, they spend most of their time bringing their toys up and down the stairs with frequent calls for help.

Then suppose that on a Sunday afternoon Hal wants to put in a little time on the income tax return without having demands on his attention from the children, to whom Daddy at home is fair game. Where can he go? There's no place in the bedrooms. He tried the recreation room, too, but that was the afternoon when Peter and his pals were having a game of cop and robber and using the room as a base of operations. So Hal sat down in the living room at the dining table behind the ubiquitous screen, and I spent the time with Sarah and Tommy to keep them reasonably quiet and happy. This was the occasion when Hal looked around baffled and said, "What we need is less room and more rooms!"

The mechanics of living produce disorder; it is a necessary and inevitable accompaniment. A house plan should recognize this fact and provide a place or places where these mechanics can be carried on out of sight as much as possible and comfortably.

And when we build our house after the war, it will not be an "open" house; there will be rooms in it with doors that open and shut, and if spaciousness or privacy must be sacrificed, it will not be privacy.

May I make a few suggestions about the kind of a house we hope to build, a house that best serves the needs of a family with children?

First, I want to bring back that vanished American institution, the old-fashioned parlor.

The late Mr. Edward Bok is said to have boasted that he laughed the American parlor out of existence. If so, he has a lot to answer for. He had much better have spent his time reforming it, for the parlor added much to the graciousness of living. So in my house I shall have a Reformed Parlor. And it will be so situated that it will not be necessary to pass through the parlor to reach any of the other rooms in the house.

For those activities that are necessary but not attractive in themselves we shall have an active room. This must be a good-sized room, and it must have doors that shut so that the room can be closed off from the rest of the house. This room must be designed for use. The floor should have a durable, easily-cleaned covering, such as linoleum, the woodwork should have a varnished surface that can be cleaned with a damp or oiled cloth, and the walls must be able to stand the misplaced efforts of the amateur artist. There should be plenty of cupboard and drawer space, and at least one large sized closet.

In the active room will be all the children's indoor playthings. There should be one or two comfortable adult chairs and a sturdy couch with a durable cover. In the most out-of-the-way corner the sewing machine can be set up permanently. In the corner nearest the kitchen (and this room *must* open directly into the kitchen, should be a table with a heat- and moistureproof top and large enough to serve the family meals.

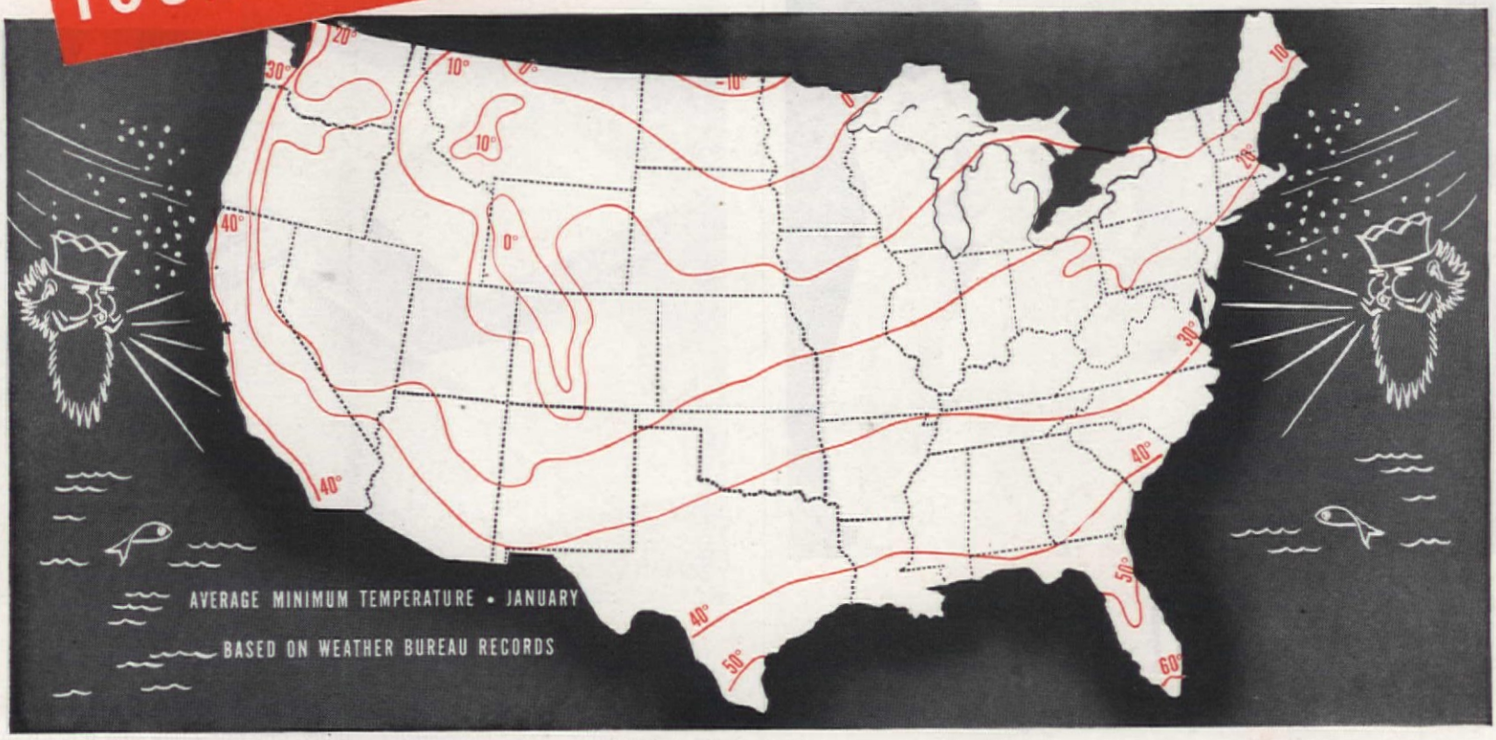
With a little care and thought in planning there is no reason why the active room may not be one of the most attractive rooms in the house. Even when apparently disordered, it would not have the revolting appearance that our present living room often has, for this disorder is where it belongs; it is, in fact, no disorder at all, any more than the shavings and sawdust in a carpenter's shop appear to be disorder.

There is one word of advice to prospective home builders that I should like to offer out of wisdom born of very bitter experience, that is, look ahead. If you are planning for a family, try to visualize the needs and activities of that family in five, ten, fifteen years, and plan for each time accordingly. If you keep this thought in mind and carry it out in your plans, then the style of architecture you choose will be just a matter of individual taste. For whether it is modern or traditional it will be "functional" in the only sense that matters—it will be suited to you and to your family's important needs.

HOW COLD *does it get in* YOUR HOME TOWN?

. . . here are the figures.

This map, based on Weather Bureau records, shows the average minimum temperature for the month of January. Note the place where you live . . . and see how cold you can expect it to get this winter.



Save Fuel- Put up *Storm Sash* before cold weather!

• The temperatures shown on this map are not all-time extremes which, according to the records, are much lower. In fact, not a single state has escaped zero weather.

You can't be sure just how cold it *might* get this winter, but you do know that you'll probably have to get along on less fuel. So, to be on the safe side, equip *all* your windows with storm sash.

Fuel savings with storm sash can amount to as much as 30 per cent. That means money saved . . . plus greater comfort and health protection.

Of course, storm sash are no one-winter proposition. Long after fuel shortages are over, the storm sash you put up now will be saving heating dollars and protecting you from outside cold.

SEE YOUR DEALER *-Now!*

Demands for storm sash will be high this winter. Give your window measurements to a dealer with your order. Libbey·Owens·Ford does not make storm sash, only the glass that manufacturers use to guarantee quality in the sash you buy. Look for the L·O·F label on the glass. Libbey·Owens·Ford Glass Company, 1115 Nicholas Building, Toledo 3, Ohio.

Remember... STORM SASH SAVE UP TO **30%** ON FUEL!

HELP CONSERVE FUEL!

L O F **LIBBEY·OWENS·FORD** *a Great Name in* **GLASS**

No, No, No! — Don't take health chances by washing your child's cup just 2 inches from where Sewer Germs breed—right in your sink drain! Ordinary cleaning can't touch these loathsome creatures

but Drāno boils out Sewer Germs, leaves your sink drain safe, sanitary. Get Drāno today —use regularly.

Drāno opens clogged drains—makes them germ-free!

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OPENS CLOGGED DRAINS
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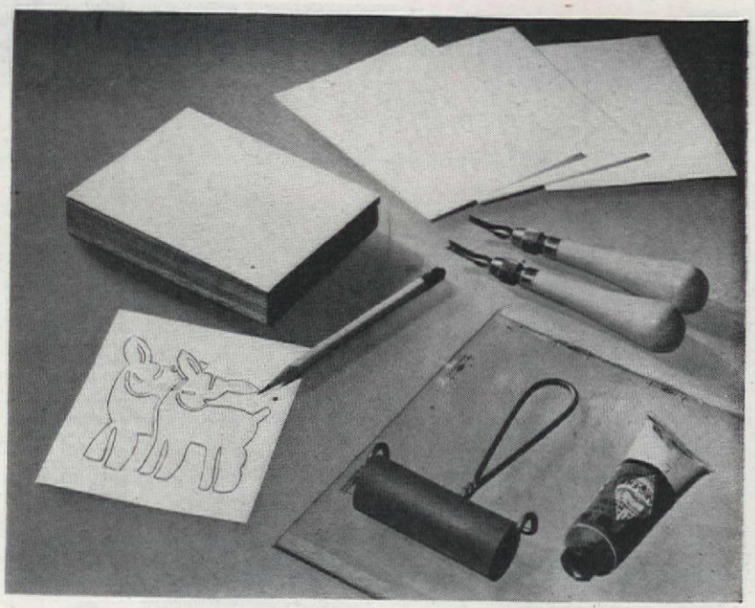
Not One Whit Too Early!

John and Emily Sellon



MAKING your own Christmas cards is easy and fun! Thrilling, too, because the cards you make are more personally and individually yours than anything you could buy. An appreciative eye for good design, a steady hand, neatness, some imagination, and a few simple tools are all you need to achieve really striking results, and you'll enjoy doing it.

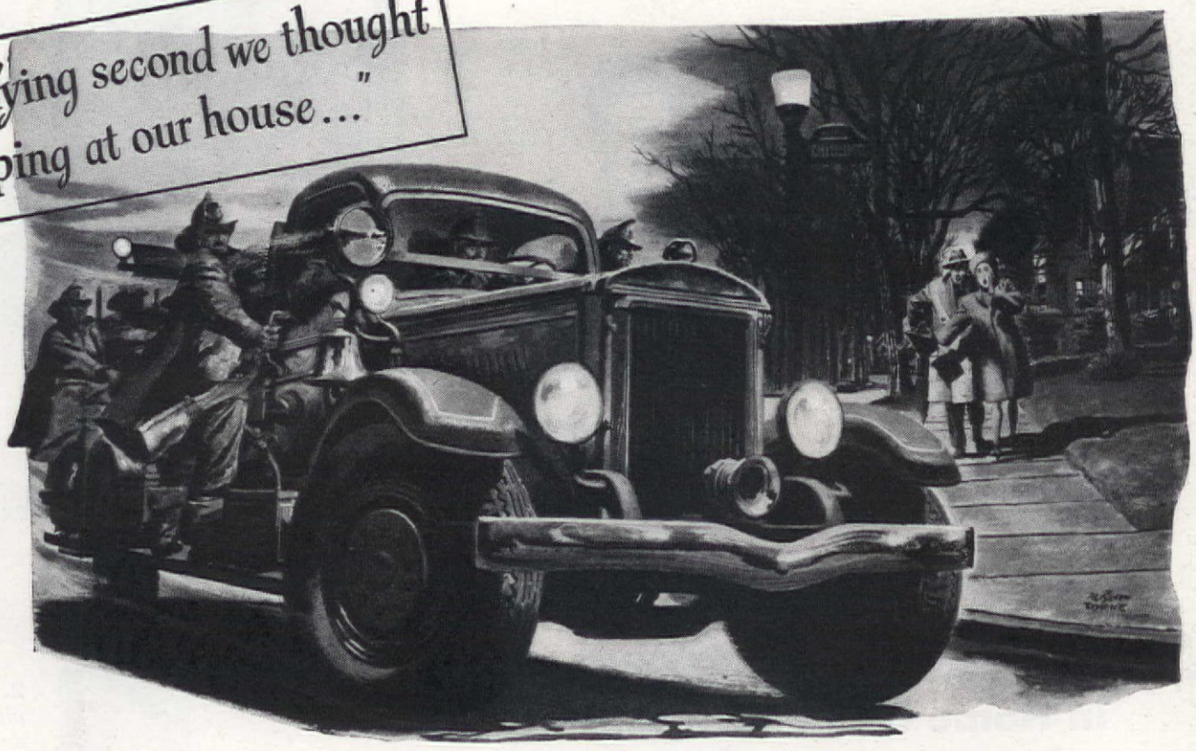
When to begin? Just as early as possible is our advice—then you won't be bogged down by a last minute rush. What designs to use? Try the ones shown here. They've been worked out in a simplified pattern in a choice of techniques. What methods to follow? Linoleum block printing is most effective. With dabs of contrasting color added here and there by hand, linoleum block printing provides for a wide variety of possibilities. So, too, do stencils. Another intriguing method to follow in making personal Christmas cards is to use appliqué. This is done by superimposing one cut upon another and results in an almost three dimensional effect with your design. Our **AMERICAN HOME PATTERN 763** has many suggestions for card making—all as graphically illustrated as the linoleum block method shown on page 50.

HERE'S WHAT YOU NEED:

A piece of linoleum mounted or plain, one fine-point and one broad point cutter, a rubber roller, printing ink, glass plate a good design

HERE'S WHAT YOU GET: *Strikingly beautiful cards that speak of you—that tell your friends you are really thinking of them*

"For one terrifying second we thought it was stopping at our house..."



1 "Thank goodness, it wasn't our place this time! For one terrifying second we thought it was stopping at our house. It wasn't but it was near—right down our street. On the way home Mary and I started thinking....

2 Seeing it happen so close to home, made us both wonder what we'd stand to lose if our house went up in smoke. My wife and I took a quick checkup of our possessions that night....

3 For the first time in years we measured our home in dollars and cents — and what a shock! Our fire insurance would *never* cover what we would have to pay for replacements at *today's* prices."

A man doesn't think much about his fire insurance until a scare like this sets him wondering. And then if he's smart he wonders—or else his wife does it for him—whether his fire insurance is sufficient to cover today's increased values.

Your insurance man has the answer to that one. He'll tell you that values and replacement costs on your home and furnishings are nearly ½ again as much more than they were 10 years ago.

He'll also give you the welcome word that while most things have gone up, the cost of fire insurance has actually been *reduced* 40% since 1915.

And, by the way—if your home and its contents are not protected against losses by Windstorm, Hail, Riot, Aircraft, Vehicles or Explosion (except steam boiler)—you can add this extended coverage to your present fire policy. Ask your Agent or Broker about this.

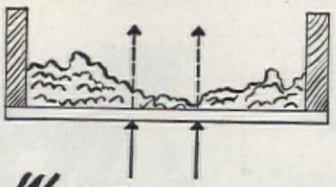
Insurance Company of North America, founded 1792, oldest American stock fire and marine insurance company, heads the North America Companies which write practically all types of Fire, Marine, Automobile, Casualty and Accident insurance through your own Agent or Broker. North America Agents are listed in local Classified Telephone Directories.

1792 PROTECT WHAT YOU HAVE

INSURANCE COMPANY OF
NORTH AMERICA
COMPANIES. *Philadelphia*

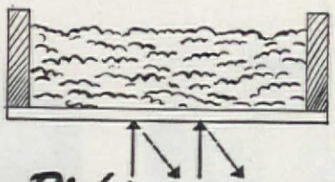
INSURANCE COMPANY OF NORTH AMERICA • INDEMNITY INSURANCE COMPANY OF NORTH AMERICA • CENTRAL INSURANCE COMPANY OF BALTIMORE
THE ALLIANCE INSURANCE COMPANY OF PHILADELPHIA • NATIONAL SECURITY INSURANCE COMPANY • PHILADELPHIA FIRE AND MARINE INSURANCE COMPANY

Skill makes the difference
in Home Insulation, too!



Wrong . . . HEAT ESCAPES!

Carelessly applied insulation causes heat "leaks." You waste fuel and sacrifice comfort! Even the finest insulating material won't give you the full benefits if installed in a slipshod, skimpy manner. You buy Home Insulation only *once*. Investigate before you insulate.



Right . . . HEAT HELD IN!

Scientifically "blown" to prevent "voids," Johns-Manville Rock Wool Home Insulation can save you up to 30% on fuel year after year; can keep your house up to 15° cooler in summer. That's why Johns-Manville selects only contractors who rate high in skill and integrity!

EVERY Johns-Manville contractor is not only carefully selected and trained but is also *rigidly supervised* until his work meets the high standard of J-M specifications. Since you can't see the difference between good and poor work, it's important that you take advantage of Johns-Manville's long experience and reputation.

* * *

No down payment, easy monthly terms. To promote necessary fuel saving, U. S. Government has authorized liberal financing terms for Home Insulation. Ask your Johns-Manville Contractor for details and a free estimate. Also send right now—before you forget—for the free 24-page book shown below!

"Insulation is no better than the man who installs it!"*

You can rely on your Johns-Manville Home Insulation Contractor.

*Quoted from U.S. Bureau of Mines Circular 7166

Free book tells fascinating story of Rock Wool Home Insulation—*Mail Coupon Now!*

JOHNS-MANVILLE, Dept. AH-11
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Without obligation, I would like a free copy of your Home Insulation Book, "Comfort that Pays for Itself."

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Address_____

City_____ State_____

JOHNS-MANVILLE PRODUCTS

JOHNS-MANVILLE "BLOWN" HOME INSULATION

HERE'S HOW YOU DO IT:

1. *Draw design freehand or trace it on linoleum block. Cut outline with fine-point cutter. Then clean out areas of design with a broad-point cutter*

2. *Spread printing ink on glass plate or tile. Turn roller in ink until completely covered, then place roller on block and wheel until ink completely covers all of the raised surfaces smoothly*

3. *Place block in correct position on paper. Use flat iron to press block down firmly taking care not to move or jar. Remove block and iron from paper—then let paper dry*

4. *Cut stencil with a sharp knife. Paint with a stubby bristle brush, always using a circular motion*

Photographs by F. M. Demarest

HERE'S HOW YOU ORDER!

AMERICAN HOME PATTERN A-763—15¢ *contains tracings of the three designs shown on the preceding page. These designs can be used for linoleum block printing, stenciling, or appliqué. In our pattern all three methods are described in detail, with material specifications, working methods, and enlarged illustrations. The pattern also includes directions for spatter printing and gives a few hints on mounting pictures or snapshots on cards. A tracing for making your own envelopes cut from 8½" x 11" typewriting paper to fit cards printed from blocks 4" x 5" or smaller is added in case you should be unable to get envelopes without cards.*

Use Order Form on page 66 and send remittance to the American Home Pattern Service, 55 Fifth Avenue, New York 3, New York

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COPPER, BRASS and BRONZE

RESTRICTIONS which have controlled our facilities for war purposes have been relaxed. We are now permitted, subject to any continuing requirements of the Government, to resume manufacture for many civilian uses.

This means that Anaconda Copper, Brass and Bronze are again available for home repairs, modernization and new construction permitted under current regulations.

This welcome news applies to copper for flashings, gutters and downspouts . . . copper tubes for hot and cold water lines and forced circulation heating lines . . . solid brass hardware, and bronze insect screens. The durability of these products reduces maintenance costs and adds to the joy of home ownership.

Ask your architect or contractor . . . and write for Publication B-5, "How to Protect Your Home Against Rust."

ANACONDA
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BUY VICTORY BONDS...HELP ASSURE WORLD PEACE

MODUFLOW COMFORT from ceiling to floor.
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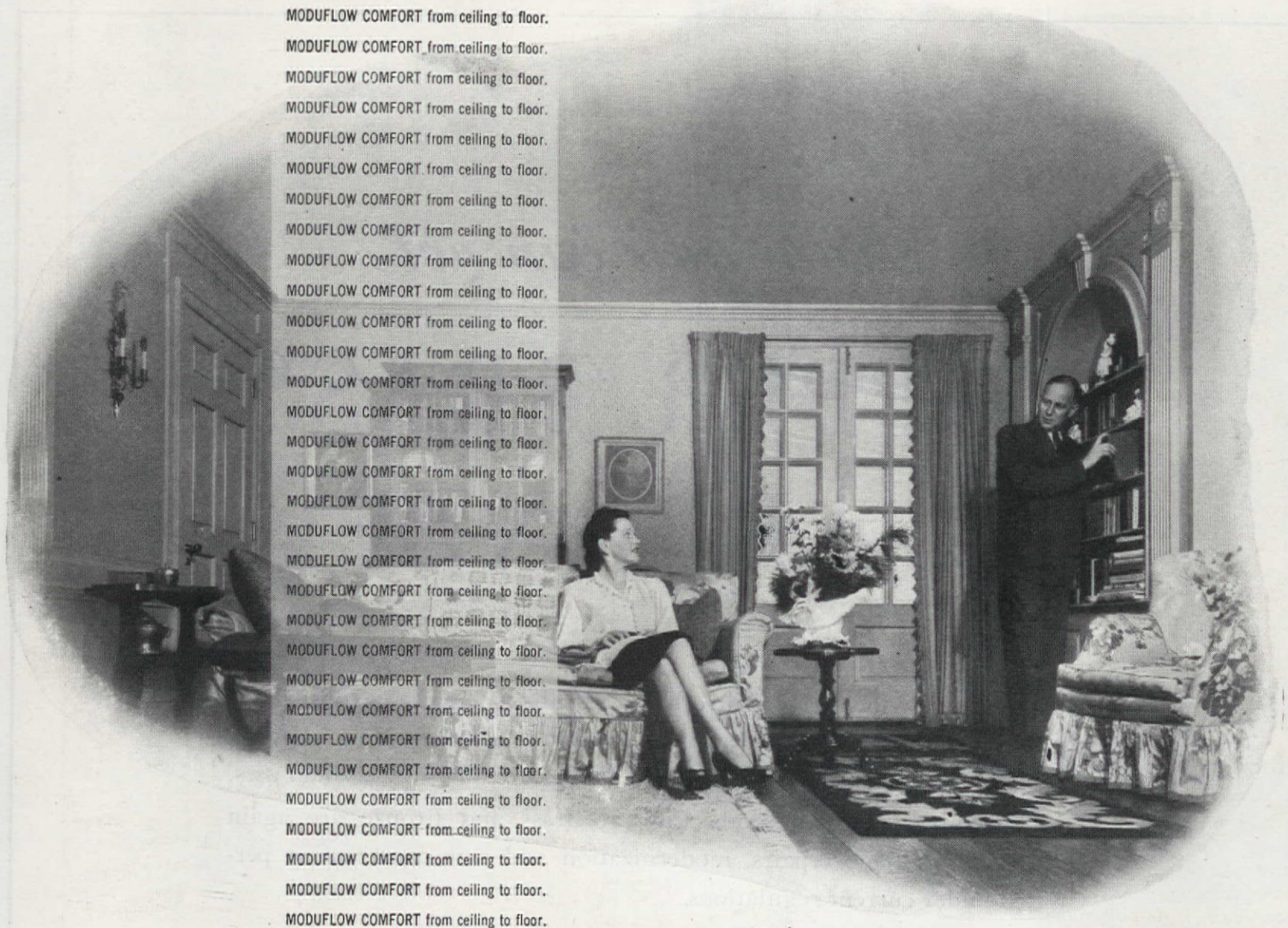
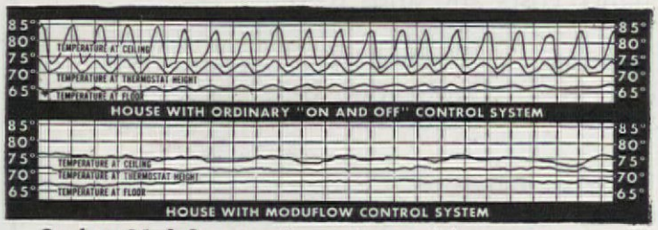


MODUFLOW COMFORT *from ceiling to floor*



See how Moduflow smooths out the up-and-down temperatures caused by ordinary control systems. Shown above are actual temperature recordings taken in two identical houses — one with and one without Moduflow. Without Moduflow, temperature varies as much as 20 degrees from floor to ceiling. With Moduflow there is comfort temperature from ceiling to floor.

The homes of tomorrow will demand heating comfort far beyond our present-day standards. For, in the average home of today, equipped with ordinary on-and-off control systems, temperatures in cold weather may vary as much as 20 degrees from ceiling to floor (see chart left). This means that heat is being wasted at the ceiling, and floors are frequently cold and drafty, uncomfortable and unhealthful.

But Moduflow, Honeywell's newest Control System, will correct this situation. By an ingenious method of control and supply, Moduflow nearly equalizes ceiling and floor temperatures. The heat formerly wasted at the ceiling is used to increase temperature at the floor; result — Moduflow Comfort from ceiling to floor.

Every home or apartment, however modest, can afford the greater comfort and heating efficiency provided by Moduflow. Learn how easily and inexpensively Moduflow can be installed in your present heating system or new home. Get your copy of "Heating and Air Conditioning the Postwar Home" — the booklet that tells how Moduflow will create a new standard of comfort in house heating. Mail the coupon today for your free copy.

Tomorrow's Apartment will have Personalized Heat . . . with Moduflow.

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2737 Fourth Avenue South, Minneapolis 8, Minnesota

Please send my free copy of "Heating and Air Conditioning the Postwar Home."

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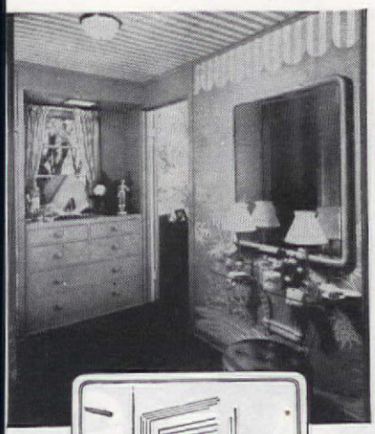
Send for this book FREE!

Buy and Hold MORE Victory Bonds!

MODUFLOW

The New HONEYWELL Heating Control System



Plan rooms for more privacy

NEW IDEA BOOK shows how!

Your home should be your retreat from the world! Then plan it for more privacy with "Today's Idea House"—new 32-page idea book. The charming dressing room shown above, for example, is shut off from the bedroom by a Ponderosa Pine door. That's only one of the dozens of ideas in "Today's Idea House." Here are a few others:

- **How to plan more closet and storage space**
- **How to stretch space with windows**
- **New hints on fuel saving**
- **Increasing kitchen convenience**

Use this book to make *your* home more comfortable and more livable with stock design doors, windows, frames and other woodwork of Ponderosa Pine.

Ponderosa Pine WOODWORK

Send Now for This Big Home-Planning Guide!

Replete with valuable "pointers" and suggestions, "Today's Idea House" is a book every home-planner should have. Only 10 cents brings you this source of inspiration and ideas. Mail coupon!

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Dept. MA-11, 111 West Washington Street
Chicago 2, Illinois

Please send me a copy of "Today's Idea House." I enclose 10 cents.

Name.....

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THE BEST IS YOURS... WITH PONDEROSA PINE

Wood from the Desert —TO ORDER

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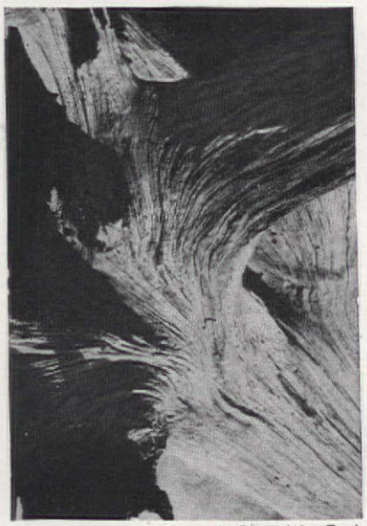
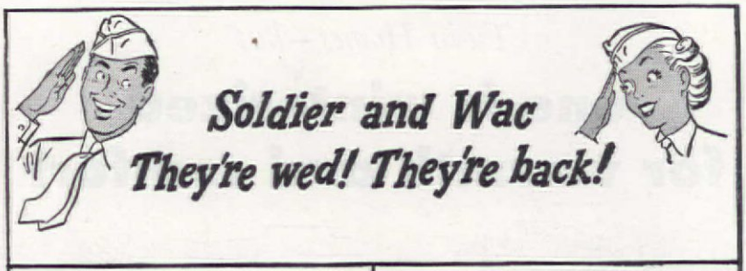


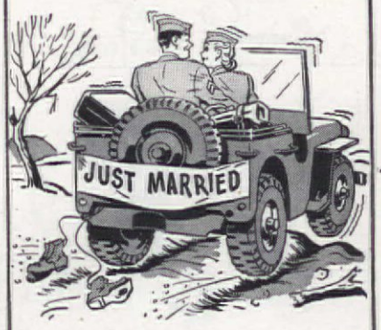
Photograph: Edwin Way Teale

For a long time home owners and decorators have tried to simulate the charm of naturally weathered wood. But no artificial method can be successful unless it follows the same course as natural weathering, and no satisfactory method was known until, finally, the British Forest Products Laboratory perfected the three described here, which produce respectively Limed Oak, Silvergray Oak, and Weathered Oak.

Weathering gives a pleasing effect because it brings out the grain of the wood; that is, the soft portion of each annual ring (formed during quick summer growth) is worn away more rapidly than the harder (winter growth) portion. In nature, this is brought about slowly and gently by fine, wind-driven sand, rain, and light frost action; obviously harsh methods, such as the use of a blow torch or fast cutting acids cannot be used. For an artistic effect the wood fibres must be worn away almost imperceptibly; also the natural weathered color—a polished, whitish gray like old bones—must be retained. Different woods work up differently, so whatever the method, care and patience are called for. If possible, experiment with small pieces and note the exact details of the treatment that gives the desired result.

In Limed Oak, there is a choice of two tones, one warm, the other paler. For the former, the treatment just as described is given. For the



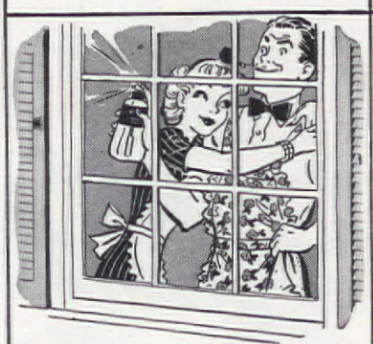


1 They met and they married
(Amanda and Jack)
When he was a soldier
and she was a Wac.

2 And now, as civilians,
they're settling down
In a cute little house
on the edge of the town.

3 Amanda's amazed when she sees
that her spouse
Is cleaning the windows
all over the house.

4 "You learned quite a lot
in the Army!" she cries.
"I learned about Windex
from *Mom!*" he replies.



5 "A spray and a wipe—why,
the effort's not *any!*
Each pane gets a-gleaming
for less than a penny!"

6 If the husband you got
is like Jack—then hooray!
And if you've got windows,
get Windex today!

Get Brighter Windows Quicker With—

WINDEX

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WINDEX is a *must* for house cleaning! No streaking, no film, when you insist on this noninflammable, oil-free cleaner that costs but a fraction of a cent per window pane. Don't trust cheap substitutes!

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Copr. 1945, The Drackett Co.

Twin Homes—but

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latter, bleach the wood first with hot aqueous oxalic acid or any other good bleaching agent. Then cleanse it of all acid with boiling water and let it dry before going on as follows:

Treat the wood surface with ammonia (a commercial solution or the "C. P." grade diluted) by fuming or brushing. Then immediately brush the wood along the grain with a wire brush to cut away the loosened wood fibres. Next rub into it, working across the grain, "lime putty" which is simply freshly slaked lump lime (quicklime) of puttylike consistency. To make it, put lime in a clean, tight box or tub and add water until it begins to slake, that is, break down and steam. Stir with a hoe or paddle, adding more water and lime until the right condition is reached, but don't use it until it has cooled. Even then, to protect tender skin from burns, rub the hands with oil or grease and the face with cold cream. The lime putty, if covered, can stand for any length of time. When the lime has dried in the wood crevices, wipe off any excess and all dust and give two coats of clear shellac as a protective dressing. A varnish, hot linseed oil, wax polish or other finish may then be applied.

To obtain Silver-gray Oak, dissolve one pound caustic soda in one gallon boiling water and apply hot to the wood, soaking it thoroughly into all crevices. Leave until completely dry, wash off all excess soda with boiling water, brush along the grain with a wire brush, and let dry. Now slake one handful of lump lime in one gallon of water and apply to all soda-treated surfaces, using plenty and covering every part. Allow to dry and if the tone is not what is desired, apply the lime again. Repeat until just the right tone is obtained, letting the wood dry after each application as the shade cannot be judged when the wood is wet. Finally, let it dry hard, for a week or so, then finish in any of the ways mentioned above under Limed Oak.

For Weathered Oak, remove any tinge of color from the wood by bleaching with oxalic acid or other bleaching agent, and apply a thin wash of lead color, working slowly and using one coat after another until the right shade appears. Here, too, let the wood dry between coats so as to be sure. The wash is made of white lead or zinc oxide bound with gold size and thinned to waterlike fluidity with pure turpentine. Use drop black to give the gray tone, warming it up with yellow ochre if necessary, and keep the wash thin to avoid dark, muddy effects. When just the right tone is obtained, let the wood dry hard, as in the other methods, then give any desired finish.

In all these methods, put the emphasis on the weathering process, not the finish. Unless the former is done properly, no amount of doctoring or finishing will give a satisfactory effect. Indeed, the less finishing that is done, the better. Take your time and work carefully and gradually.

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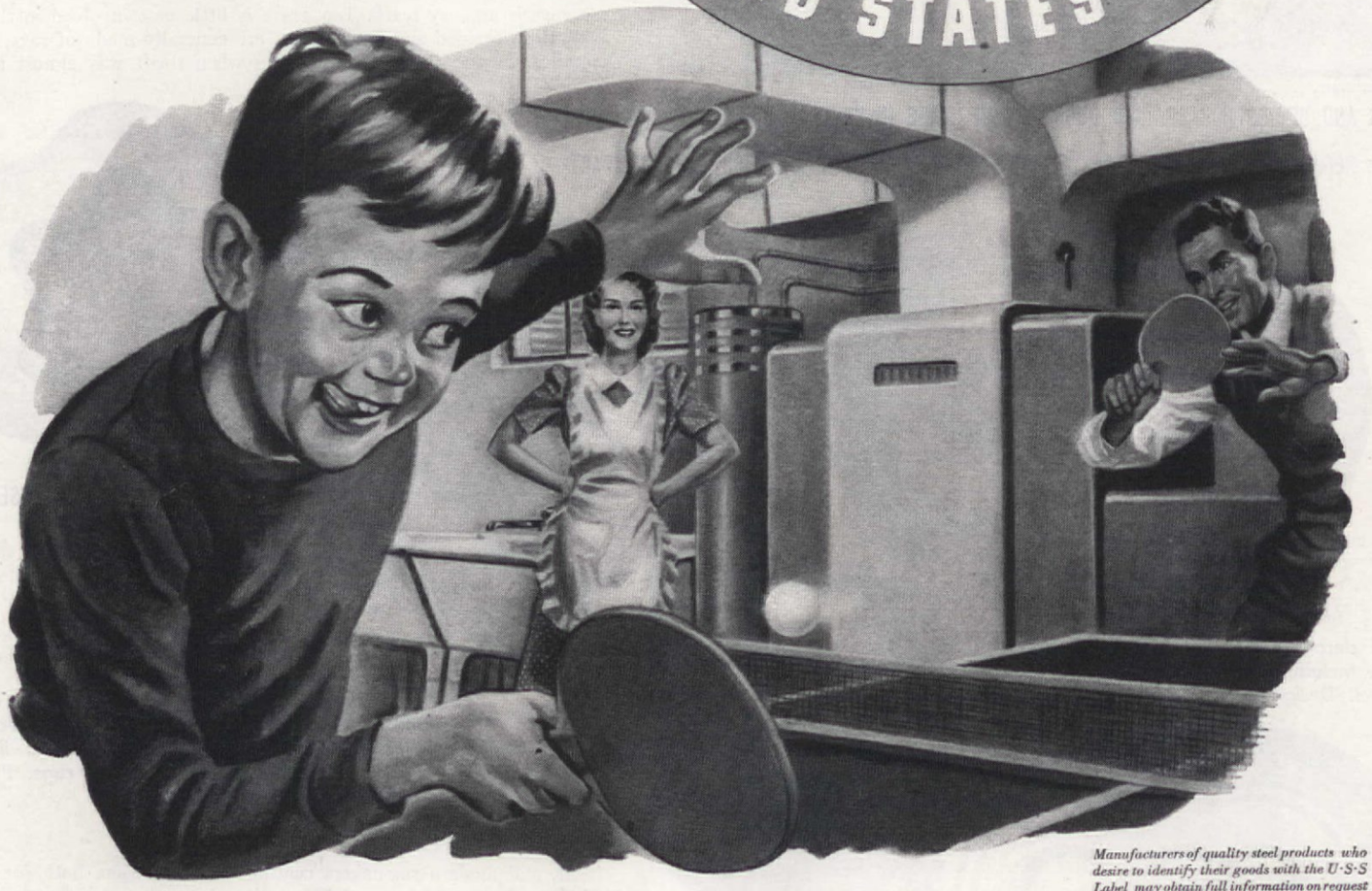

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Rug Making

F. M. Demarest

CORDS AND BRAIDS FOR BRAIDED RUGS MAY BE MADE IN SEVERAL DIFFERENT WAYS; REGARDLESS OF WHAT TYPE YOU USE, MAKE SURE THEY ARE TIGHT AND COMPACT

As American as Pocahontas herself is the delightful hobby of rugmaking. The most time-honored tenets of early American life are woven into it: thrift, folkcraft charm, rugged durability, and perhaps most of all, the love of home—and of making it as beautiful and comfortable as possible. Since the days of the Pilgrims men and women, both young and old, have found braiding, hooking, or crocheting rugs a thoroughly fascinating and satisfying experience.

In any home, floor coverings are basic furnishings, but the lasting charm of homemade rugs—those that represent the time, interest, and artistic aptitudes of some family member—are a special source of pride and satisfaction to the entire family group.

Those of you who have made your own rugs know this experience already. You have felt firsthand the power and joy that comes with creating, through your own ingenuity, something that will give beauty and service for many years to come. Those of you who haven't, heed our warning—you're missing a lot of fun, depriving your home of much easily-obtained charm, and overlooking a fascinating hobby.

Handmade rugs are not difficult to make. By following directions, the unskilled novice can easily put together a braided rug that she will be proud to use in her home, or give as a gift. From here the step to hooking rugs is an easy reach. Too, there is little cost involved in their creation. Both braided and hooked rugs are generally made of rags, for their American history begins in the days when thrift was almost an art in itself, and modern rugmakers continue that tradition, both for the sake of economy and for the folkcraft ingenuity that using rags embodies.

The rug patterns we are offering this month may be made from either new or old material, and whether you are a beginner or a veteran rugmaker, we feel sure you'll find them wonderfully stimulating and intriguing. Some have been created by our own staff; others are favorites taken from the best ideas sent in by our readers. Look them over carefully, and select the ones that fall in with your own interests, the needs of your home, or work methods. You'll want several at least!

Our crocheted rug pattern **A-758,** designed by **EVA GULDE,** is an early American rug pattern worked with knot stitch throughout. The two colors combined with borders of plain color in between produce an attractive tweed effect. American Home Pattern **A-759** gives full directions for

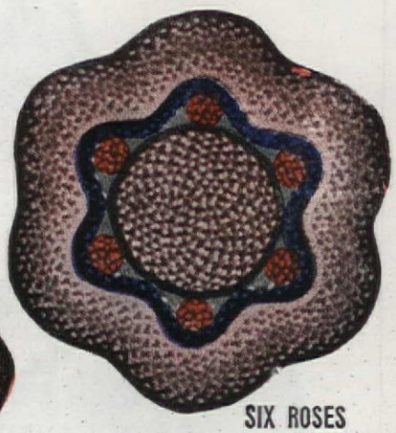
AMERICAN HOME PATTERN A-758

Full details for crocheting early American rug. Includes color combination for tweed effect. Designed by Eva Gulde. Price 10¢

FOUR CIRCLES

OCTAGON

FOUR ROSES



SIX ROSES

AMERICAN HOME PATTERN A-759

Four individually styled, hand-braided rugs, designed by Jane E. Dix, and made entirely of discarded woolen garments. Pattern includes color chart and illustrated directions for making all four of the rugs. Price 15¢

In ordering all patterns please use the order form on page 66

BURLAP OR MONKS CLOTH, A FRAME, AND A HOOK COMPLETE WORKING MATERIAL FOR MAKING HOOKED RUGS.

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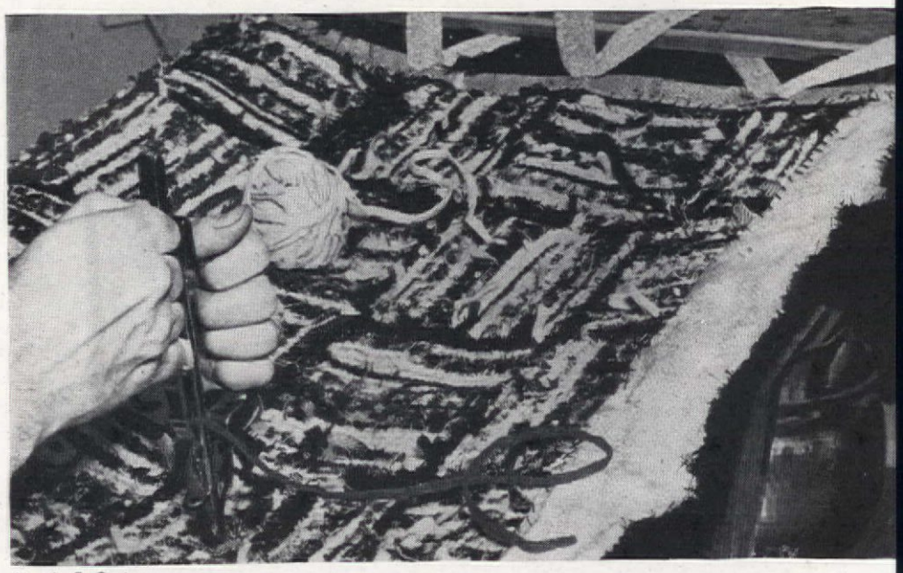


Marvin F. Carter

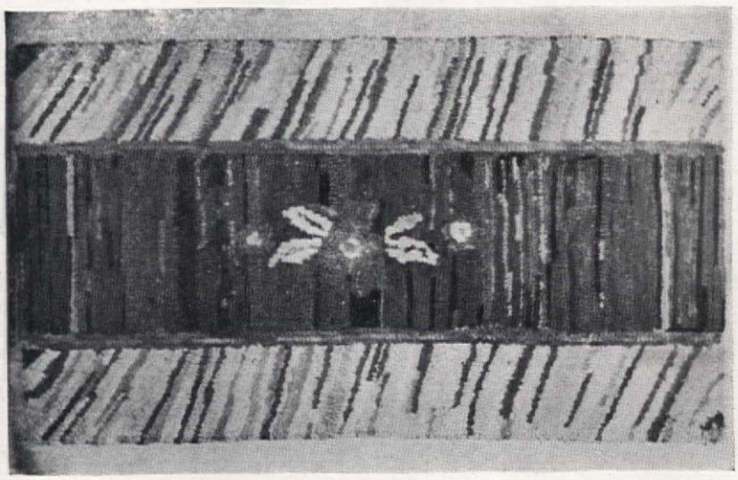
making lovely hand-braided rugs. The designer, **JANE E. DIX,** has been making braided wool rugs for more than 30 years. Beginning at lower left, the rug entitled "Four Circles" is an eye-taking combination of blues, grays, and different shades of rose. The "Octagon" above it is a 4-foot in diameter rug that is particularly different and charming. Also delightfully original are the rugs, "Four Roses," and "Six Roses," both made entirely of discarded woolen clothes. **LILLIAN E. HATHAWAY** adapted woven braids to rugmaking and, as shown in the reversible rugs on this page, had remarkably gratifying results. The rug calls for the use of more than four strands of material—but anyone who can braid with four

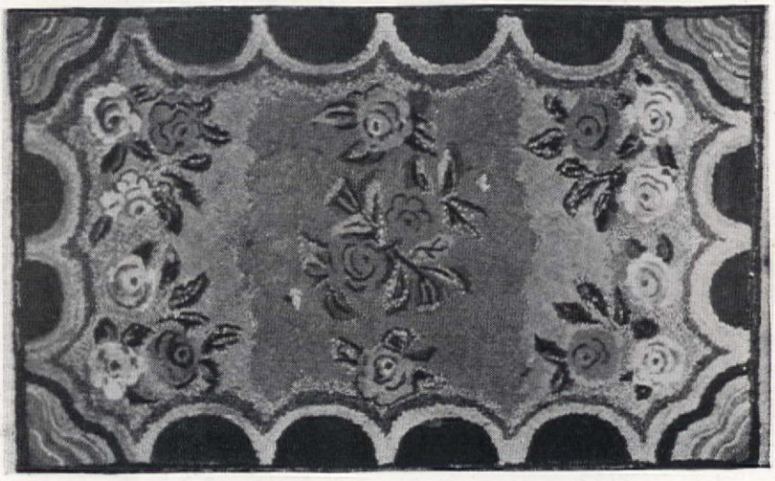
Designs by Lillian E. Hathaway

AMERICAN HOME PATTERN A-760

Gives color details, illustrated directions for multiple braids, and all other information needed to make each of the 5 rugs. Price 15¢

Designs by Betsy Pitcher Gilbert





AMERICAN HOME PATTERN A-761 *Two hooked rugs, "Hit or Miss" left, Rose design, right. Tracings and set of directions. 25¢.*

strands can braid with any number of them. In making each woven-braid band, the outside edges are braided; the center, woven. This method eliminates much sewing, making for maximum durability and preventing cupping up in the rug. Pattern **A-760** gives complete directions for making each of the five rugs on page 57.

Hooked rugs have always held a high place in rugmaking art. American women created innumerable rich and artistic designs for hooked rugs long before schools of art were founded. These old designs and variations of them are beloved by rug makers for varying individual reasons. **BETSY PITCHER GILBERT** says that her main reason for preferring old designs worked out with real rag-bag scraps is that first, little irregularities in a hand-drawn design enrich a rug with that quaint handmade appearance—adding to, rather than detracting from its charm, while the "too perfect" rug loses its individuality; and second, because there is far more interest in old, mellowed pieces of wool blended with bright tones—with possibly a bit of Junior's shorts, or your husband's old jacket, hooked into its pattern.

Miss Gilbert's two rugs shown on page 57 were made with natural-colored burlap foundation. (A closely woven monks cloth is a good substitute for burlap if the latter is not available.) She says she prefers the burlap texture because it permits hooking to progress easily but firmly.

For one rug she used straight and diagonal lines, drawn directly on the burlap foundation with a large, soft lead pencil and a yardstick. The rug in the lower left corner of the page employs the "hit or miss" effect and is a good example for the inexperienced rugmaker to follow. Such rugs, she adds, might be called "Height of Economy" rugs since they use up all the shortest pieces of wool —those seemingly useless tag ends— in the scrap bag. The quaint old designs are made by drawing loops and irregular circles to represent the crude but enchanting floral symbols. By practicing a little on paper first any beginner hooked rugmaker can adapt this idea. In the lower right corner of this group is her rug introducing those big red roses so beloved by all rugmakers. Miss Gilbert explains that although this pattern may appear slightly complicated it is really quite simple. The design is flexible, she says, since the number of roses is optional according to the rugmaker's impulse, inspiration, or personal preference. **American Home Pattern A-761** contains tracing of roses, a color chart and complete directions for making both rugs.

In modern as in earlier times, borders such as the one on this rug may be drawn with the help of kitchen plates, pie tins, or semi-circular pieces of cardboard. It is wise to try all such designs on paper first.

The roses in Miss Gilbert's rugs were copied from an old pattern. In making them she shaded each rose

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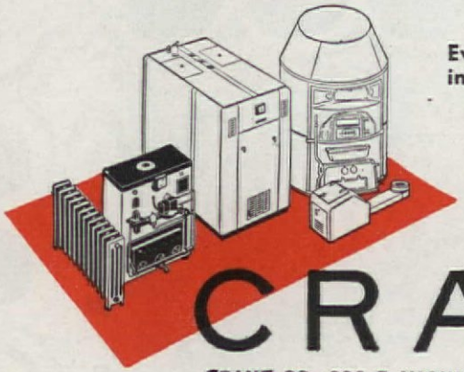

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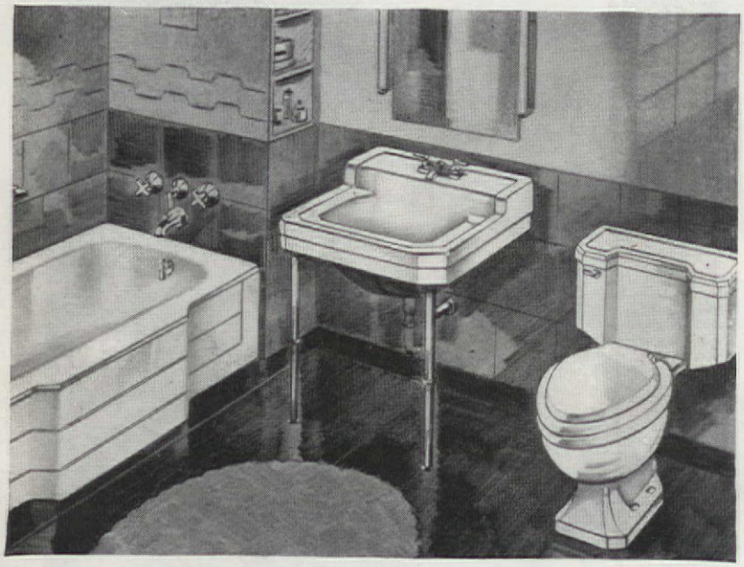

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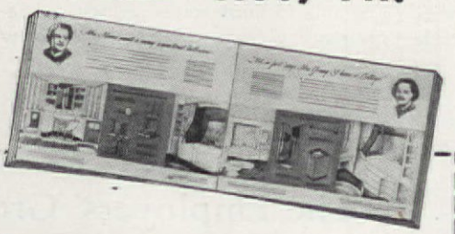

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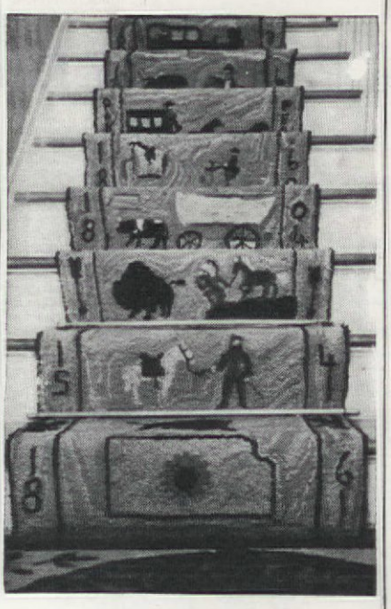
very slightly with graduating tones of red. Some roses have the lighter shade hooked in toward the center, and others are done in reverse. Light brown, the only contrasting color, was used in the center of each rose. Leaves were also slightly shaded, with soft green and browns worked in for the proper tone. However, Miss Gilbert warns that this shading should not be done with too much precision if you wish to get the feeling of an old rug pattern.

A good conversational pattern—rich with the traditional flavor of bygone days—is the historical motif for a hooked staircase runner. **MRS. R. D. FINNEL** of Kansas adapted the idea to the history of her state. Her runner, depicting significant happenings in the background of Kansas, is shown at the bottom of the page. The date of each event is inscribed on the border and the picture on each riser records the happening in natural colors against a tan background. On the tread is a picture enlarging on the one above it. This idea for state history motif is *not* offered as a pattern, but as a suggestion. Try it with the history of your state and give your stairway local color as well as a beautiful and durable stair covering. We do offer, however—and with justifiable pride—a national history series for a hooked staircase runner **(American Home Pattern A-762).** Series includes the following motifs—"The Mayflower," "John Smith and Pocahontas," "Spinning Wheel and Colonial Dame," "Paul Revere's Ride," "Spirit of 1776," "Liberty Bell," "The American Eagle," and "First Steamboat." The two motifs especially intended for repeats are Liberty Bell and American Eagle which can be alternated with the other motifs depending on the number of steps to be covered. If staircase had twelve steps you would alternate a bell or eagle between events.



Kansas history is depicted in this hooked rug by Mrs. R. D. Finnel. This is not a pattern—just a hint to spur capitalization on your own state's history

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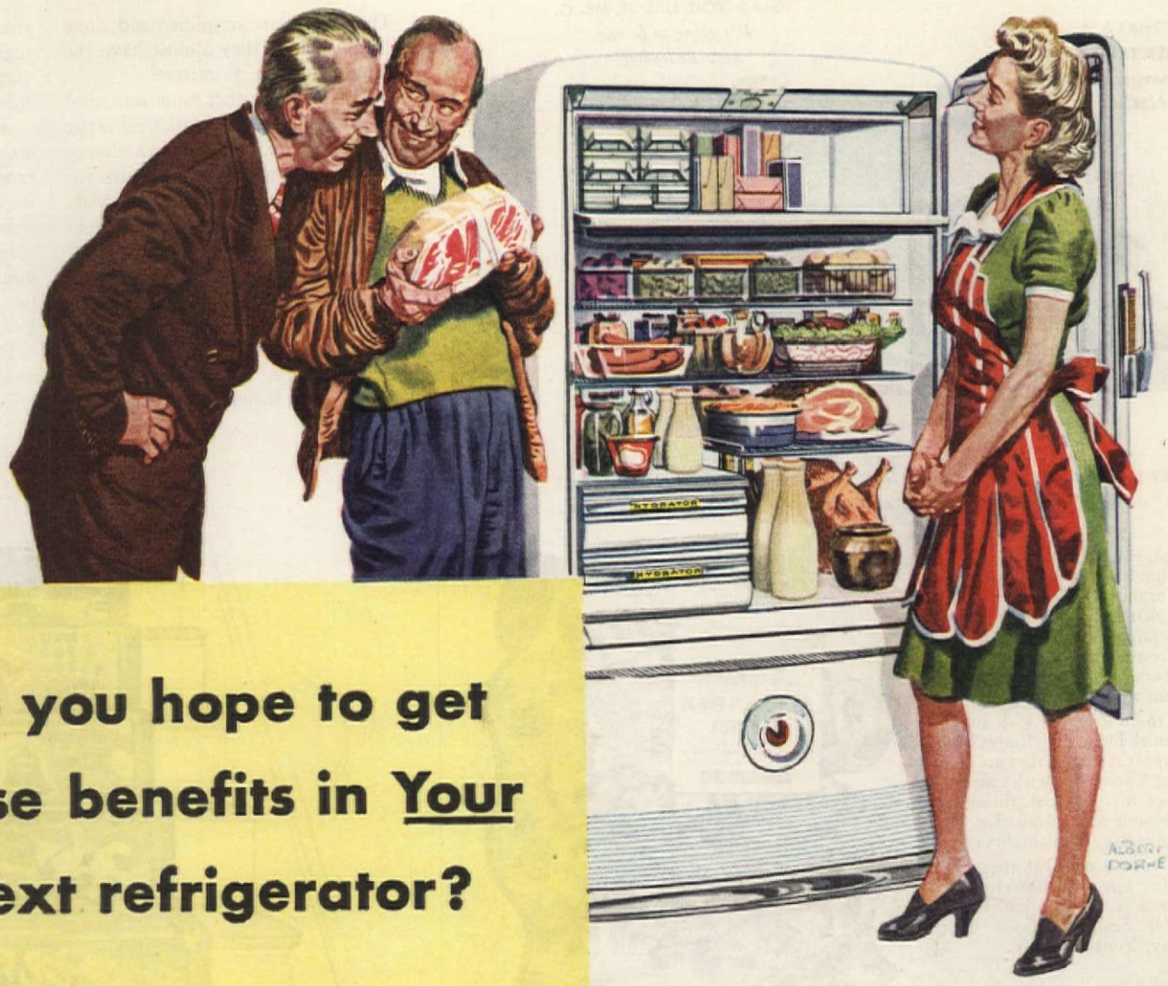


Do you hope to get these benefits in Your next refrigerator?

All the Room You Need . . . enough height for tall bottles, width for big dishes, enough space for everything. Flexible interior, offering many arrangements, adjustable to meet changing needs. Various types of cold . . . fast, dry cold for high-speed freezing . . . moist cold for general storage . . . super-moist cold to keep vegetables fresh and crisp.

Plenty of Frozen Food Storage . . . space to freeze food and keep it ready for use. Facilities for freezing meat and storing it safely. Room to keep an ample supply of store-bought frozen foods . . . and your favorite ice cream. Built so freezing temperatures stay in freezing compartment for assured food protection.

Scientifically-Balanced Cold . . . an advanced principle of refrigeration, providing right control of air circulation, temperature and humidity to keep foods wholesome, delicious, tempting in appearance. Helps foods hold nourishing richness, their natural vitamins and flavor. Bans wasteful wilting and shrinkage. Helps keep food odors from mingling.

Lots of Ice—Quick as a Wink . . . a trigger-quick ice service. No prying or tugging with sticking trays. No sink splashing or waste through melting. All the cubes you want at any time, quickly, simply, easily—and dependably. A generous supply of big, solid ice cubes, always ready for instant use.

Practical Advanced Styling . . . brilliant new beauty, styled to give greatest convenience. All storage space easily accessible; sturdy, adjustable shelves; work-saving automatic controls; easy-to-clean interior. Gleaming white porcelain, highlighted with shining chromium and colorful plastic. Ruggedly built, yet beautiful with rounded, flowing lines.

Thrifty, Dependable Mechanism . . . to give years and years of low-cost, care-free service. Quiet, unseen, self-oiling. No unnecessary moving parts to get out of order and require attention. Sealed completely against dirt and moisture. Power to produce an abundance of cold on a mere trickle of current.

Look to the Favorite . . . Look to Frigidaire!

See Your Frigidaire Dealer

He'll be glad to show you all the reasons why Frigidaire is America's favorite refrigerator. Find his name and address in your classified Telephone directory—or write Frigidaire, 162 Amelia Street, Dayton 1, Ohio. In Canada, 426 Commercial Road, Leaside 12, Ontario.

For Excellence in War Production

FRIGIDAIRE

made only by

GENERAL MOTORS

REFRIGERATORS • RANGES • WATER HEATERS
HOME FREEZERS • WATER COOLERS
COMMERCIAL REFRIGERATION • AIR CONDITIONERS

"THAT'S A MIGHTY PRETTY HAT *you're wearing tonight, Mrs. G.*"

"GLAD YOU LIKE IT, MR. G. *It's going to be our new Bedroom.*"

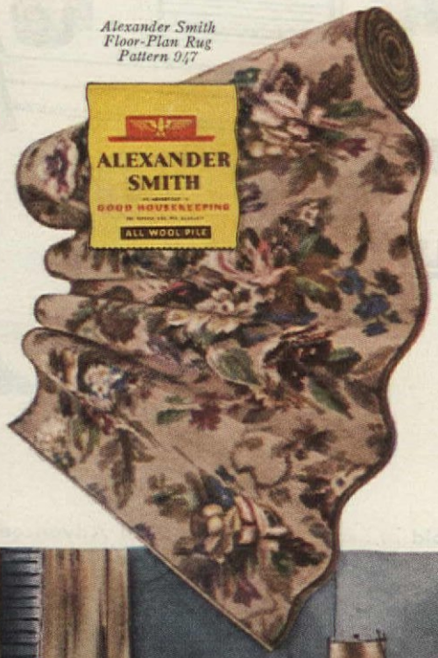
THAT'S RIGHT, MR. G. *Your smart little wife has discovered the "Post war" way to "do over" her home in colors as becoming as her most flattering hat.*

You, too, can do over your home in colors that make *you* look your loveliest. It stands to reason, if your husband says nice things when you wear that certain hat or dress, he'll pay you twice as many compliments when every room in your home flatters you with your most becoming colors.

How to do it? Start with an Alexander Smith Floor-Plan Rug or Broadloom Carpet as soon as they are plentiful again. Choose one with colors that do things for *you*. Use those same colors in your walls, draperies, furniture, and create a "personality room!"

Plan your *color-right* room now. Write for our free booklet, "It's Fun to Do Over with Color." Alexander Smith & Sons Carpet Company, Yonkers, N. Y.

Alexander Smith Floor-Plan Rug Pattern 947



This dream bedroom not only makes use of Mrs. G.'s most flattering colors, but becomes a dual-purpose room to be used as an extra "living room," as well.

ALEXANDER SMITH

FLOOR-PLAN RUGS • BROADLOOM CARPETS

The designs are simplified and, done in bright colors, they almost have the effect of an early Primitive.

If you have neither time nor need for a stair runner, the small fireside rug may be for you, and here is a chance to combine a number of motifs for whatever size rug or effect you wish.

Your staircase runner, resplendent with historical data and charm, will never cease to make conversation and will surely become an heirloom piece to take its place among your most treasured possessions.

It takes time, loving interest, and pleasant, but honest work to grace your home with beautiful handmade rugs. Naturally keeping them in the very best repair is an important consideration to any homemaker.

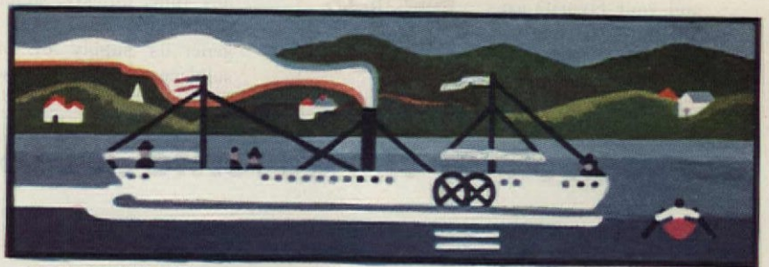
The one cardinal rule that supersedes all others in the care of crocheted, braided, or hooked rugs, is: Start repair at the very first sign of wear or tear! For the ensuing hints on care and repair of your handmade rugs, we are indebted to "Farmer's Bulletin No. 1960," U. S. Department of Agriculture.

Hooked rugs usually wear first around the edges. If you mend the break as soon as you find it, a facing

Designs and illustrations by Margaret W. Buck

AMERICAN HOME PATTERN NO. A-762—PRICE 60¢

American history hooked stair runner. Pattern details on page 65



FIRST STEAMBOAT

PAUL REVERE'S RIDE

THAT EXTRA TOUCH OF *Beauty*

It may be the glow of your skin, a flash of your smile, a breath of your perfume . . .

In your home, it may be the wood paneling on a wall, the color of a rug, the door of a room.

Yes, you will find that the right door can add an extra touch of beauty to *any* room.

The rich, natural hardwood finishes of Mengel Flush Doors open up a whole new world of possibilities for decorative effects throughout your home . . . no matter where you put them.

And if your walls, instead of being paneled, are papered or painted, these doors can be painted to lend quiet harmony or exciting contrast.

How practical Mengel doors are, too! Being so smooth, they harbor little dust. The quick touch of a damp cloth cleans them instantly.

Few other investments in home-improvement give such lasting satisfaction. These doors are so light that they open at the mere touch of a finger . . . yet they are unbelievably strong. The patented Insulok core holds warping, shrinking and swelling to an absolute minimum.

Expensive? Not at all! Mengel modern production methods bring the price within easy reach of the average budget.

Write us . . . so we can tell you more about the charm, comfort permanence and economy of Mengel Flush Doors for your home.

Mengel *Flush* Doors

Mengel Flush Doors and Weldwood Plywood are products of The Mengel Company, Incorporated, Louisville, Kentucky, and United States Plywood Corporation, New York, New York.

Branches in principal cities, including Toronto, Canada

***Send for FREE Illustrated Booklet** in full color, giving more information on Mengel Flush Doors made of Weldwood Plywood.*

UNITED STATES PLYWOOD CORPORATION
57 West 44th Street, New York 18, N. Y.

Please send me a free copy of "The Door to Charm."

Name_____

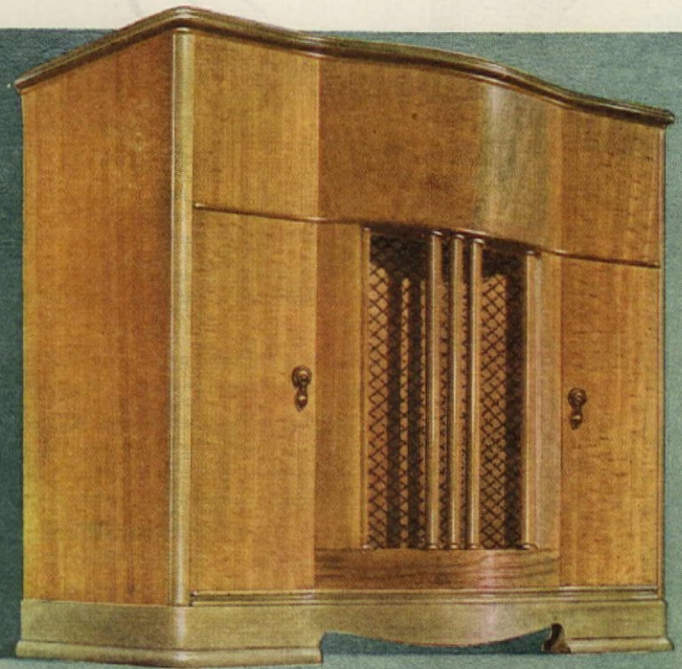
Address_____

A.H.11-46

City_____ State_____

Don't buy your new radio until you hear Sonora's

De luxe 6-tube AC-DC table model—a beauty in walnut or blond prima vera. When you hear it you'll think it's a console!



The record changer on this de luxe phono-radio combination is fast, quiet, sure. Two big album compartments. The cabinet's a masterpiece—in walnut, mahogany, or blond prima vera.

"Clear as a Bell" Tone!

This 6-tube AC-DC walnut table model features unique dial styling, smart design. The tone, of course, is "Clear as a Bell."

Handsome walnut cabinet, inlaid striping, accentuate the beauty of this 5-tube AC-DC table model. Extra large dial.

♫ Clear as a Bell Tone ♫

SONORA invites comparison! Yes . . . before you invest in any new radio, *hear* what you're going to get for your money . . . compare SONORA for tone perfection with any other make!

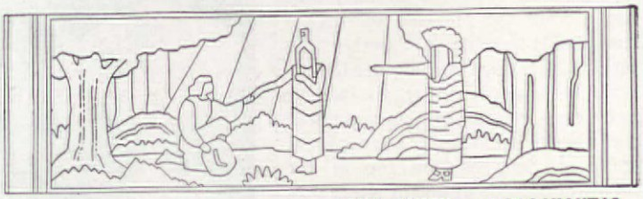
SONORA—famous for tone for more than 30 years—has developed new miracles in tone engineering. Every one of the beautifully-styled new SONORA radios, from de luxe console to tiny portable, is built to give the very best tone in its price class.

But judge for yourself. Listen carefully. Compare. Be sure to hear SONORA's "Clear as a Bell" tone before you buy! SONORA RADIO & TELEVISION CORPORATION, 325 North Hoyne Avenue, Chicago 12, Illinois.

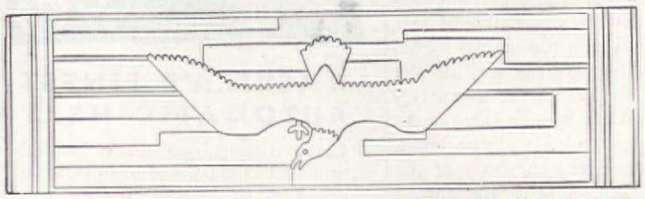
Sonora
Clear as a Bell
HOME ENTERTAINMENT AT ITS BEST

RADIOS . . . F M COMBINATIONS . . . TELEVISION SETS . . . RECORDS . . . PHONOGRAPHS . . . RECORDERS

THE MAYFLOWER

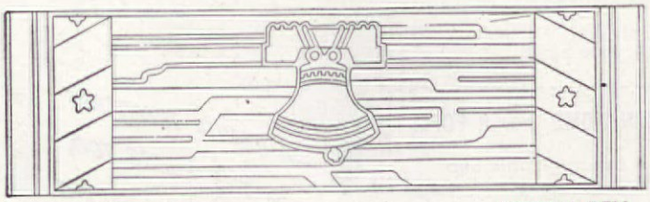


JOHN SMITH and POCAHONTAS

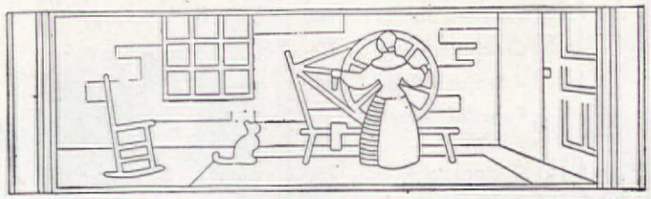


THE AMERICAN EAGLE

SPIRIT OF 1776



LIBERTY BELL



SPINNING WHEEL and COLONIAL DAME

AMERICAN HOME PATTERN A-762

American history hooked runner with "hit or miss" border on edge and tread. Designed by Margaret W. Buck. Pattern includes hot iron transfers and color chart for all 8 motifs. Any number of single motifs may be combined for fireside rugs. Price 60¢

sewed right over the old hem to reinforce the edge may be all that is needed. But if the break is left until the foundation cloth wears through around the edge and the loops or tufts come out, it is then necessary to pick out some of the hooking and refinish the edge with a new hem or a facing. When there are small breaks in the body of the rug, a lining on the entire back is best. You can then darn the weak places in the rug to the strong backing material.

For bare spots, get yarn or strips of cloth to match rug as nearly as you can. Hold the yarn or strips on the under side of the carpet; then pull short loops through to the right side in the same way that you rework a loose end. If the rug has a clipped pile, cut the new loops as you go; then shear them even with the rest of the rug. Steam-press to flatten new piles and to remove some of the newness of the yarn or cloth.

If there is a hole in the body of the rug, sew a patch on the wrong side. Make the patch large enough

Look what you get WITH IRON FIREMAN COAL HEATING

▸ When you analyze Iron Fireman's advantages you can understand why this type of heating is growing faster than any other. Here's what you get with an Iron Fireman:

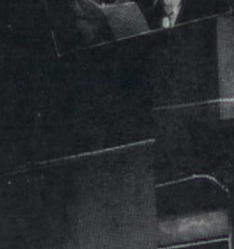
CONVENIENCE Iron Fireman regulates itself—you simply set the thermostat. No running downstairs to shake grates, adjust drafts, bank fires. More time to sleep in the morning.

COMFORT The house is warm when you get up, and the temperature stays just where you want it all day. Drops down to 60 degrees at night, or whatever temperature you prefer.

CLEANLINESS Iron Fireman is clean in operation. It burns all the heat elements in coal, making heat instead of smoke and soot. Coal feeds automatically from enclosed bin.

SAFETY Iron Fireman burns coal—the safe, solid, non-volatile fuel—in the safest way.

HEALTH No fluctuating temperatures to aggravate winter ailments. Iron Fireman's mellow warmth provides healthful indoor climate.



ECONOMY Iron Fireman burns the lowest cost fuel—coal—more efficiently and cheaply than hand firing. Low operating cost, low upkeep, long life are additional economies.

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Full information on Iron Fireman heating is contained in this attractive folder which is yours for the asking. Write to Iron Fireman Manufacturing Company, 3822 W. 106th St., Cleveland 11, Ohio. Other plants in Portland, Oregon; Toronto, Canada.

IRON FIREMAN

Automatic Coal Firing

Charming Cottage

Modern Home

both Barrett-roofed

Whatever the architectural style of your home, there's a time-tested Barrett Roof to provide the utmost in long-lasting, low-cost protection.

For modern, flat-roofed dwellings, Barrett Specification* Roofs permit use of the house-top for outdoor living areas. These famous roofs are built up of alternate layers of coal-tar pitch and felt, with fire-proof wearing surfaces.

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Barrett Roofing materials are the result of 91 years of successful roofing experience. Your local Barrett distributor or roofer will gladly tell you more about them. See him, or write us for full information. The coupon is for your convenience.

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☐ Please send information about Barrett Coal-tar Pitch and Felt Roofs.
☐ Shingle Style Book—will help you select the right shingle for your house.
☐ Rock Wool Home Insulation Booklet. AH-11-45

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Reg. U.S. Pat. Off.

to overlap the raw edges at least 2 or 3 inches. Then hook new yarns or strips of cloth to fill in the hole. Make a few of the rows extend out into the body of the rug, raveling out good loops if necessary. This strengthens the edges around the hole and blends the new material with the old. Finish by lining the entire back of the rug.

As a rule, holes in braided rugs result from the breaking of threads that hold the braids together. To mend, use a large darning needle and a double thread. About an inch or two from one end of the rip, fasten the thread by taking a couple of small stitches, one on top of the other, in the side of one of the braids. Slip the needle, eye-end first, through a loop of the opposite braid and continue this interlacing—catching first one braid and then the other—for an inch or so beyond the end of the ripped section. Fasten the thread securely by taking two or three short stitches along the edge of the braid. Run the thread into the body of the braid and then clip off the thread close to the rug.

Rugmaking is not a complicated craft, and it is not one that requires an instructor. With the essential tools at hand—the frame, the materials, a good pattern, you can bring the tasteful charm of the handmade into your home. Create something useful from resources which might otherwise not have been converted into beauty, or even used at all, and the result—untold and individual richness, a boost to your pride, and a treasured addition to your home.

AMERICAN HOME ORDER FORM

☐	A-737 Lawson Chair Slip Cover	40¢
☐	A-751 Couch Slip Cover	15¢
☐	A-757 3 Creek Borders	10¢
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☐	A-760 Rugs of Woven Braid	15¢
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☐	A-763 Christmas Cards	15¢

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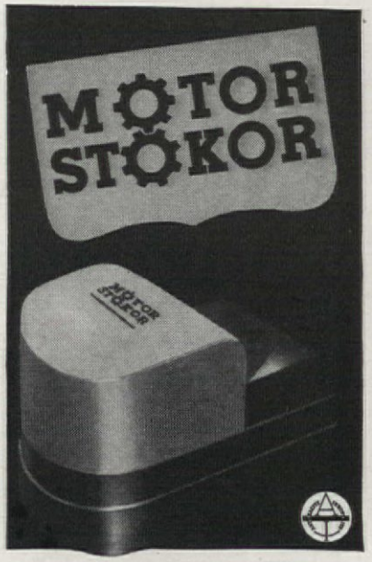
Street Address

City *Zone No.* *State*

PRINT name and address in coupon, which will be used as label for mailing patterns. Cut out order form along dash lines, check patterns desired and send M.O. or personal check to: (*Please do not send stamps.*)

THE AMERICAN HOME
55 Fifth Avenue, New York 3, N.Y.



AMERICA'S FINEST AUTOMATIC HEAT

Enjoy complete automatic heating comfort . . . cut your fuel-bills up to one-third, by burning the low-cost small sizes of anthracite.

Investigate Motorstokor before purchasing automatic heating equipment for your home. Your Motorstokor dealer will give you a demonstration and full particulars. *(Consult classified section of telephone directory.)* Send for literature telling how Motorstokor pays for itself in fuel-savings.

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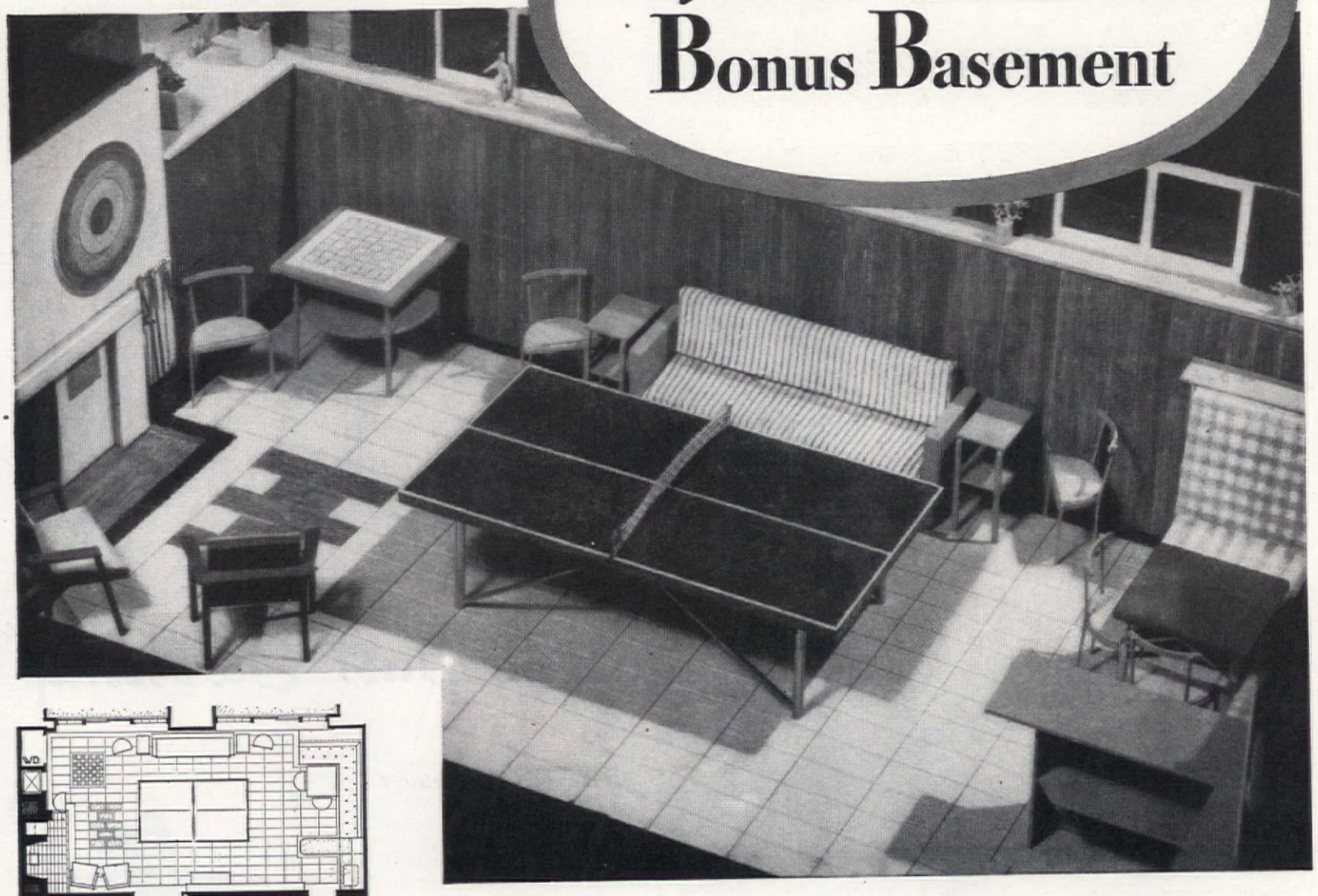
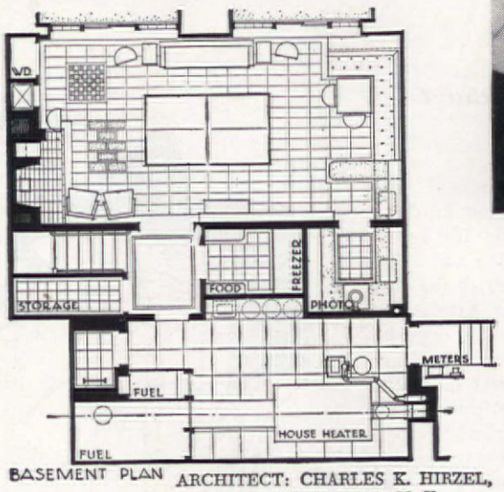
SPECIAL OFFER! The "Bonus Basement" shown below was modeled from one of 20 architects' plans for an ideal basement of a $6,000 home. All 20 designs—showing basement, first and second floor plans—have been reproduced in a helpful and informative book. While the edition lasts, we will send you a copy for the special price of 50¢ postpaid. Mail your request to the address printed below.

Take this tip if you want your new home to include a Bonus Basement





BASEMENT PLAN ARCHITECT: CHARLES K. HIRZEL, RICHMOND HILL, N. Y.

A WORD TO THE WISE! No matter what kind of fuel you now plan to use in your new home, *don't "build coal out."* For someday, when other fuels may become even more expensive, you may want to switch to the economy, comfort, and health advantages of heating with Bituminous Coal. So make sure your basement provides ample space for coal storage. And also be sure you get an adequate chimney—one with a flue big enough to handle Bituminous Coal as well as any other fuel. The extra cost of such a chimney flue is small—only about $16 for the average 7-room house.

How would you like your new postwar home to include a handsome hobby room, such as the one modeled above? You *can* have one—even if your home is to cost no more than $6,000. And we'll help you plan it!

What's more, we'll tell you how to get such a room on mighty attractive terms: Heat your home with Bituminous Coal, and let the resultant savings, in just a few years' time, pay for your "Bonus Basement."

That's possible because Bituminous Coal is the most economical of all home-heating fuels. And the most dependable, too—supplying steady, uniform heat. Not only that, but—when burned in one of the marvelously efficient new stokers—Bituminous Coal also becomes an "automatic" fuel—even to the point of ash removal! Clean, quiet, odorless, smokeless.

Better than 4 out of every 7 homes in the U. S. are heated by coal. Plan now to enjoy the advantages of Bituminous Coal heat in *your* home—and let it buy you a "Bonus Basement" into the bargain! Accept the special offer outlined above. Then talk it over with your architect or builder.

BITUMINOUS COAL INSTITUTE

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BRUCE FINISHED FLOORS

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AMAZING NEW BEAUTY!

Just wait until you see the thrilling beauty of new Bruce Finished Floors. Carefully selected oak, *finished to perfection at the Bruce plant.* That's the secret! You'll want America's beauty floors to add richness and character to your home!

2

LOTS LONGER WEAR!

Expect real endurance, too . . . because the Bruce Finish is not merely surface deep. Every pore of the wood is sealed against dirt, wear. Your Bruce Finished Floor won't scratch like ordinary floors—E. L. Bruce Co., world's largest maker of hardwood floors, assures it!

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So smooth . . . dust or dirt just can't hold on . . . cleans like magic in minutes less. And because the lustre lasts, no need to wax so often. No wonder your building expert advises: "Bruce Finished Floors for postwar building or remodeling!"

It's the Finish that Counts in Floors

BRUCE

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"I'm Just Looking"

Harriet Urquhart

I EXPECT a thousand bolts of lightning to crash about my head as I stand up in public and reveal the greatest secret of the retail trade. All the merchant princes of the past and present—men who have spent their lives building up an opposite policy—will certainly renounce my name forever, but my brief statement is true . . . and the truth will out.

There are bad customers!

There are customers just as ill-tempered, just as impatient, just as overbearingly rude as the worst saleslady who ever snarled "I'm busy!" and stalked away to finish her movie magazine! These are strong words, but I have had ample opportunity to prove them, in the Home Furnishing Division of one of the greatest department stores in America.

Throughout a long and splendid history, my store has had a name for serving customers with intelligence, interest, and good will far beyond the call of duty. During the war years we were sorely tried by trials fit to go into Job's category, but we hope our reputation is still as high as ever. If our reputation and that of other well-established stores throughout the country slipped

Sketches by Burmah Burris

Regardless of your suspicions nothing is hidden behind the counter! The salesman's aim is to sell—not conceal the merchandise you wish. Co-operate by trusting him and keeping your temper!

"Guess what I did!"

says Lovely
JOAN CRAWFORD

Star of Warner Brothers Production
"MILDRED PIERCE"

"Spring Song," one of many original Trimz patterns, is Miss Crawford's choice for this charming room.

"I've beautified my home with this new ready-pasted wallpaper that goes up so easily that *anyone* can do it"

"You see," says this world-famous screen star, "I redecorated with Trimz, the new miracle wallpaper that's *already pasted.* Just think—all you have to do is dip it in water and smooth it on the wall. It's so easy that *anyone* can do it."

You can do a whole room in just a few hours. Or put up Trimz in your spare time, stopping and starting as you please. But no matter *when* you put it up, Trimz Ready-Pasted Wallpaper will look so professional that no one would ever guess *you* did it all by yourself!

- *Trimz* is popular! More than 1,000,000 smart homemakers have beautified rooms with it.
- *Trimz* is simple as A-B-C! Just dip in water and smooth it on the wall. Goes up like a postage stamp. No expert help needed. Dries in 20 minutes.
- *Trimz* is convenient! No paste—no tools—no muss! So clean you don't even have to cover the furniture.
- *Trimz* is economical! Three $1.98 boxes—each equal to 3⅛ rolls ordinary wallpaper and including 20 feet matching border — do a 10′ x 12′ room for only $5.94.
- *Trimz* is guaranteed . . . washable and fade-proof, guaranteed to stick or your money back.
- *Trimz* is available! *Today* — visit your nearest Trimz dealer and see the many smart, colorful patterns for every room in your home.

TRIMZ READY-PASTED WALLPAPER
(REG. U. S. PAT. OFF.)

At Department, Hardware, Chain and Wallpaper Stores Everywhere

TRIMZ COMPANY, INC. • DIVISION OF UNITED WALLPAPER, INC. • MERCHANDISE MART, CHICAGO 54, ILLINOIS

Brighten Up Plain Rooms with TRIMZ READY-PASTED BORDERS

They're already pasted—just dip 'em in water and put 'em up! Just the thing for adding new cheer and beauty to plain or painted walls. Attractive around windows, doorways, pictures, mirrors, too. Washable, fade-proof, guaranteed to stick. Many attractive patterns—as little as 15c per 12 ft. roll.

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Plan TO BE **COMFORTABLE!**

Equal in importance to the home you build or buy—will be the heating system upon which you must depend for year 'round health and comfort. We've written a booklet to help you *plan* comfort into that home you've dreamed about for so long. We'll be glad to send you a copy . . . without cost or obligation.

Send for your **FREE** copy

NRC **The NATIONAL RADIATOR Co.**
JOHNSTOWN, PENNSYLVANIA

THE NATIONAL RADIATOR COMPANY
233 Central Ave., Johnstown, Pa.
PLEASE SEND "PLAN TO BE COMFORTABLE"

Name _____

Street _____ State _____

City _____

during the war years, part of the blame lies with you, the customer.

This is true for you, as a customer, in whatever part of the country you live, and wherever you shop for furnishings for your home. Whether you run down to the dry goods store for a yard of ticking or stroll into a superb decorating establishment to pick up a length of silk, the "bad apples" among your group confront us with the same problems.

Yes, we admit you get poor service some of the time—perhaps a great deal of the time. We know some of our salespeople have been slow, inexperienced, and irritable. Sometimes it takes three months to have a slip cover made in our workrooms, and two months to have a chair upholstered. The order you placed for chintz last spring has never been heard from again. The decorator who was keeping on the lookout for blue damask for you never did telephone. The salesgirl in the furniture section, who used to be so friendly, was almost insulting to you today. Everything you plan lately seems to turn into a discouraging dead end. You wonder if ever again it will be a pleasure to buy things for your home.

Do you think we want you to feel that way? Perish the thought! You are the customer, the end and aim of our existence, the reason we have a job. Without your trade and your good will, the most firmly established business in the world would crash overnight. From old Abner at the yard-goods counter of the village shop, to the general manager of a metropolitan store employing five thousand people—all of us depend on you. We want to satisfy you; we want your eyes to sparkle with pleasure after every purchase; we want you to be so pleased that you will never want to trade anywhere else!

Customer, we love you! And we hope you love us! But the only way this relationship can be kept alive is to bear and forbear, and to remember that times have been hard for us both. We want and need your help.

Every good retail business likes to think it is just a little bit better than any other in its policies toward customers. A store that has spent years in developing every possible helpful service hates to curtail that service. It hates to feel its salespeople are not as competent as they should be. Nothing distresses it more than the admission that it cannot supply a demand for merchandise. A great deal of honest and justified pride is sorely hurt, and we do not enjoy apologizing and feeling humble, but out of our humility and our hardships, as out of yours, will come the days of "normal times," so we keep trying. But we must be helped by you—the good customer, whose price is above rubies in our eyes.

Bad customers increase the difficulties of every business day. There are women (and men) whose names and faces are known in more stores than one, and who always have a hard time getting attention. Just as you may

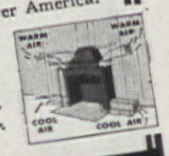
Comfortable Heat on cool fall days...

THIS **FIREPLACE** warms all the room

The Heatilator Fireplace actually circulates heat—warms all the room, and even adjoining rooms. Draws cool air from the floor level, heats it, and circulates it to far corners. You can use it instead of wasteful furnace fires on cool days, or to supplement furnace heat when the weather turns sharply cold.

Assures Correct Design

The Heatilator is a steel heating chamber that is concealed by the masonry. It serves as a form for any style of fireplace, eliminating faults of design that commonly cause smoking. Proved in thousands of homes and camps all over America. Ask your building materials dealer. For details, write



HEATILATOR, INC.
704 E. Brighton Ave,
Syracuse 5, N. Y.

HEATILATOR Fireplace

END STORM WINDOW AND SCREEN TROUBLE

...with this NEW All-Weather Window in lifetime *Aluminum*

●You change from summer to winter IN SECONDS with the new 'Orange' All-Aluminum All-Weather Window. And you do it comfortably, easily, safely *from inside the house.*

Changeable screens and storm panes fit a permanent, weathertight frame. The aluminum construction avoids yearly painting—is non-rusting, non-warping, non-staining.

This amazing window saves up to 30% in fuel—pays for itself. Made for old homes or new. Mail the coupon today for descriptive folder.

Orange ALUMINUM
ALL-WEATHER WINDOW

Orange Screen Company
Maplewood, N. J.

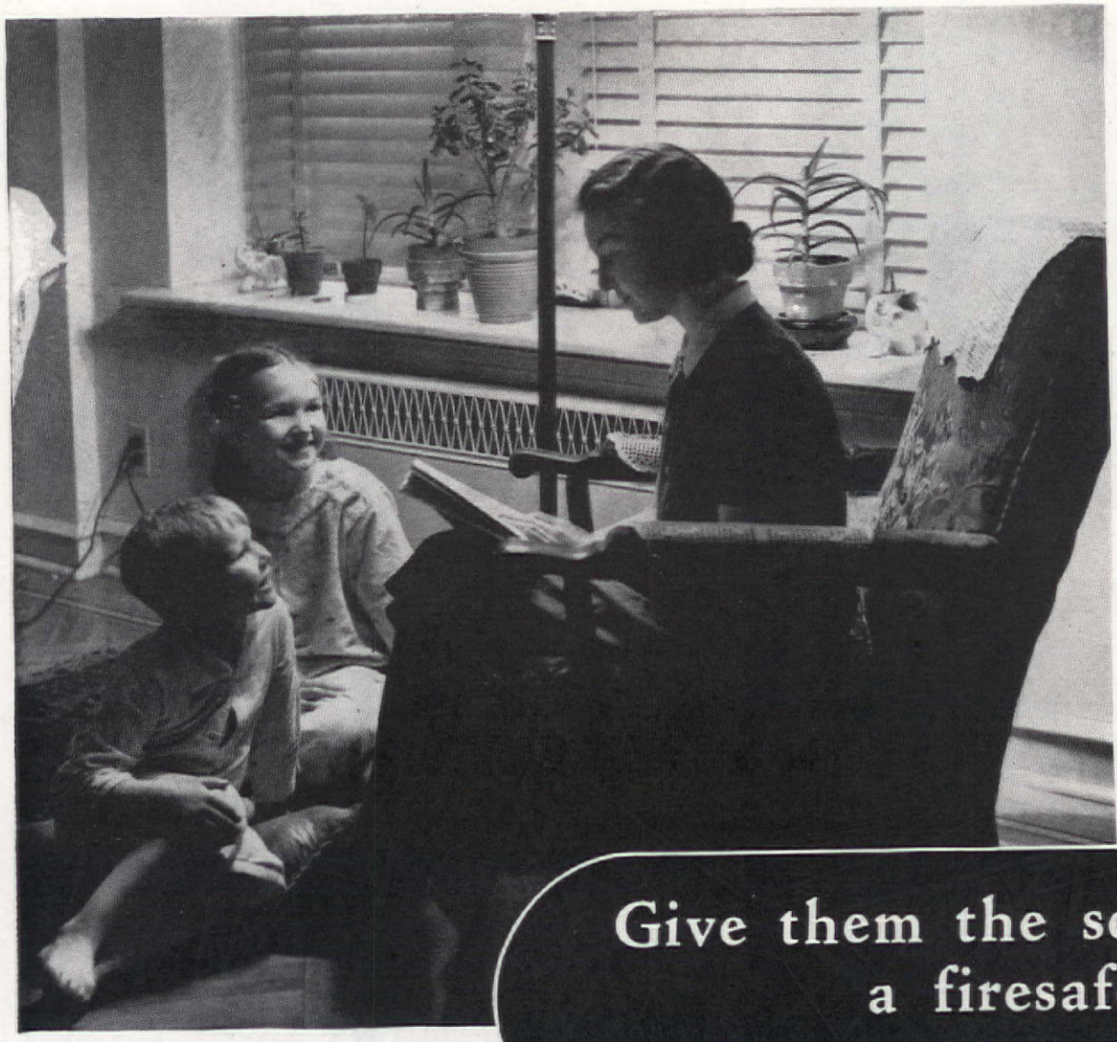
Please send me your free folder.

NAME.....

ADDRESS.....

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

Patents Applied For



Give them the security of a firesafe CONCRETE HOME

Above all in your new home you want *security* . . . for your family and personal belongings.

You can have security—and economy, too!—with *Concrete* for walls, floors and foundation. Concrete takes the blue ribbon for protection against fire, storms, termites, decay.

Beauty—Colonial to Modern

Beauty you can have in any style, with concrete's wide range of colors and surface textures. And comfort! Concrete homes are cool in summer and easy to heat in winter.

Costs Less Per Year

The first cost of concrete is little or no more than for a non-firesafe home, and you'll save money year after year because of lower upkeep. Today concrete is a better "buy" than ever before because of improved methods of construction.

Concrete subfloors . . . firesafe, sag-proof, quiet . . . should be in every home. Use any floor covering you desire—carpet, linoleum, tile, hardwood, terrazzo.

Designed to harmonize with the Colonial restoration, this beautiful Williamsburg, Va., residence has concrete walls and floors and a firesafe roof.

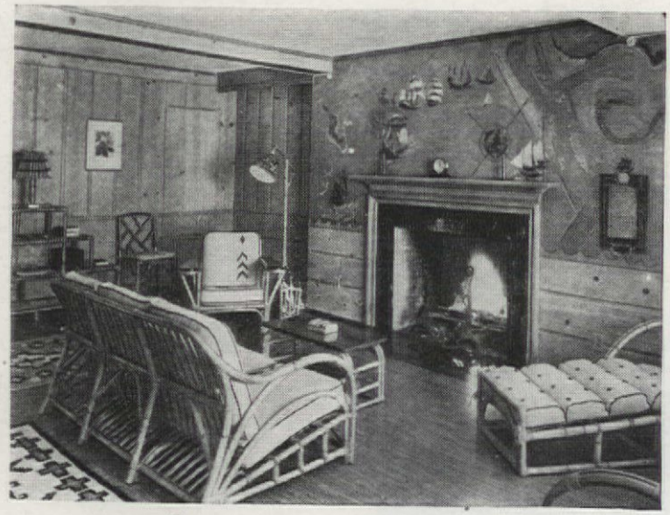
HOW TO GET A CONCRETE HOME

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

PORTLAND CEMENT ASSOCIATION

Dept. A11-5, 33 W. Grand Ave., Chicago 10, Illinois

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



NAUTICAL AND NICE

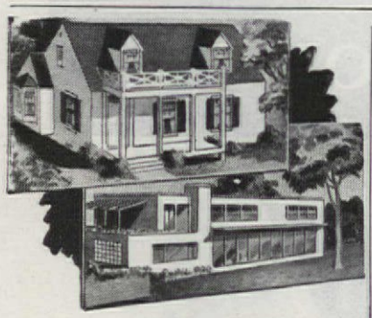
• Drop anchor, landlubber! Harbor your post-war dream boat in the soft luxury and ingrained beauty of the Western Pines.*

• Let the low cost of these lovely woods lend wings to your fancies and purpose to your plans. Versatile Western Pines will fit the needs of every room in your home.

• If it's inspiration you're seeking, send for a FREE copy of "Western Pine Camera Views"—a picture book full of ideas. Just write Western Pine Association, Dept. 202-F, Yeon Building, Portland 4, Oregon.

THESE ARE THE WESTERN PINES

*IDAHO WHITE PINE
*PONDEROSA PINE
*SUGAR PINE



How to start YOUR NEW HOME today!

YOU can't build yet—but you can plan. First step—send for the free book that tells about *engineered* homes.

Precision-Built* Construction has been proved in $8,000,000 of private homes and $35,000,000 of Government housing. *You get the home you design*—any size, any style, anywhere—with new, year-round, living comfort and new basic economies of engineering production. It's an amazing story, fully documented. Mail the coupon now! *Reg. U. S. Pat. Off.

PRECISION-BUILT HOMES

PRECISION-BUILT HOMES CORPORATION
Dept. 133, Trenton, N.J.
Please send this FREE book.
We now live in
☐ Our own house ☐ Rented house ☐ Apartment
NAME _____ (Please print in pencil)
ADDRESS _____
CITY _____ STATE _____

Not houses—but HOMES

Milk-Bone Tiny-Bits make a really delicious, nutritious meal for your pet. And no wonder—because Tiny-Bits contain 5 needed vitamins, with essential food elements to help keep your dog healthy . . . happy . . . peppy!

Just add warm water, soup or broth to Tiny-Bits . . . mix with bits of meat or vegetables if you have them handy! Your dog'll have a feast that's truly "fit for a dog" . . . every day. Ask your dealer for Milk-Bone Tiny-Bits.

Milk-Bone foods contain nutrients your dog needs: Vitamins A, B_1, B_2, D and E . . . Meat Meal . . . Fish Liver Oil . . . Whole Wheat Flour . . . Minerals . . . Milk.

NATIONAL BISCUIT COMPANY

National Biscuit Co., Dept. G-11
444 W. 15th St.,
New York 11, N. Y.

FREE SAMPLE

Send me free sample Milk-Bone Tiny-Bits. Also Booklet: "How to Care for and Feed Your Dog." (Please print. Paste coupon on penny postcard if you wish.)

Name _____
Address _____
City and State _____

avoid a salesperson with whom you once had an unpleasant encounter, so there are customers from whom salespeople flee as from a plague. (This is certainly letting the skeleton out of the closet, but perhaps the rattle of its bones will stimulate better feeling all around.) Such customers may complain till the rafters ring, and only a strange inertia will meet their outcries. The salesgirl won't be fired, the buyer won't be called on the carpet; in fact, though the customer may be superficially soothed, she may have a sneaking suspicion that she is getting the run-around. And she is. She has made her own reputation for being unreasonable, and she has to suffer for it. She has to be very bad before she will get such treatment, but even in normal times, a customer who deserves such a fate, gets it.

For the good customer, red carpets are run out. No service, if remotely reasonable, is too great to give. Contrary to an erroneous impression that many have, the amount of money a customer spends does not determine a salesperson's attitude toward her. There are women of immense wealth and spending power who are cordially disliked by those behind the counters, and who receive the grudging service they justly deserve. There are others who buy comparatively little, and yet they find a ready welcome wherever they turn. It is easy to be a good customer, if you will take the time to consider some of the plain facts of today's markets, and apply them when you go shopping.

You reconciled yourselves during the war to the fact that home-furnishing merchandise was almost nil. Now with victory, you must accept also the fact that reconversion of machines to peacetime functioning requires time. On your next shopping trip make a mental note before you enter the store that the assortment will still not be as varied nor as abundant as you could wish. For the last four years the armed forces have taken a tremendous quantity of fabrics. The same holds true for furniture and other household necessities.

Even with the war behind us, home-furnishing departments are still hard pressed, caught as they are between enormous consumer demands and a shrunken market.

The first way in which you can help is in learning that there is nothing hidden under the counter. It is amazing how many customers have a firm conviction that salespeople joyfully conceal the very merchandise asked for. They don't. Buyers spend most of their waking time getting all the stock where customers can see it.

Clerks are lynx-eyed in discovering the last half yard of fabric about to be consigned to the remnant bin. You can usually count on a clerk's word when she tells you she does not have a specified article. Nothing is more heartbreaking to her than to see a good, potential customer walk away empty-handed and dissatisfied. Salespeople work largely on a commission basis and, since they are human, they

Just try this at bedtime tonight!

Life's lots more fun when you're fresh and gay in the morning. So why be content to waken tired or listless? Why not do what thousands do for morning sparkle and pep? Just drink a cup of Ovaltine at bedtime each night.

For here's what Ovaltine does to bring fresher, brighter, happier mornings—

First, taken warm at bedtime, it promotes sound sleep, without drugs.

Second, it supplies important food elements to rebuild vitality while you sleep.

Third, it also furnishes extra vitamins and minerals in a delicious, more natural way for health and vigor.

So why don't you turn to Ovaltine, starting tonight?

OVALTINE

...and of course they'll have

ZONE-CONDITIONING

Happy days . . . planning the home to be! Naturally, they'll choose really *modern*, yet time-tested, equipment . . . enjoy the carefree, lifetime comfort and economy of PAYNE ZONE-CONDITIONING, successor to old-fashioned central heating. Circulated winter warmth, cooling summer ventilation *. . . controlled by zones or rooms.*

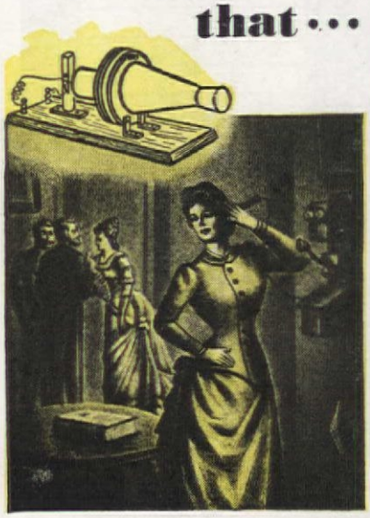
Payne "Sentry" Forced Air Unit Requires no basement. One of several PAYNE gas furnaces suitable for ZONE-CONDITIONING.

write for FREE booklet

PAYNE FURNACE COMPANY, Beverly Hills, Calif.
(One of the DRESSER Industries)

PAYNEHEAT
OVER 30 YEARS OF LEADERSHIP
GAS FUEL (GAS) EVERYTHING

It's as simple as that...



When you know how!

The original telephone—invented by Alexander Graham Bell in 1876—employed the same device for both talking and listening. The carbon transmitter, developed shortly afterward by the Bell Company, not only overcame this handicap but was so fundamentally sound that it was almost identical with the one used today.

The TRIUMPH Battery is a development as fundamentally sound and as simple as the handful of carbon granules that made the telephone practical.

Constructed on a new principle, the TRIUMPH Battery has **NO SHELF DETERIORATION,** even at high temperatures!

Regardless of when it was made or how long you keep it, your new TRIUMPH Flashlight Battery will be 100% efficient when *you* are ready to put it into use.

TRIUMPH INDUSTRIES INCORPORATED
Elkton, Maryland

would rather make money than lose it.

You can help by accepting substitutes. The beautiful color schemes dreamed up by you and the decorator, or salesman, suddenly fall to pieces when there is none of that particular drapery material to be had and you have to start again. It is dismaying, of course, but remember that the decorator has to start again, too. He has to double the time necessary to make a single sale, and it may take him a long period to assemble another scheme satisfactory to you. He has lost fifty per cent of his profits by this doubling of his time.

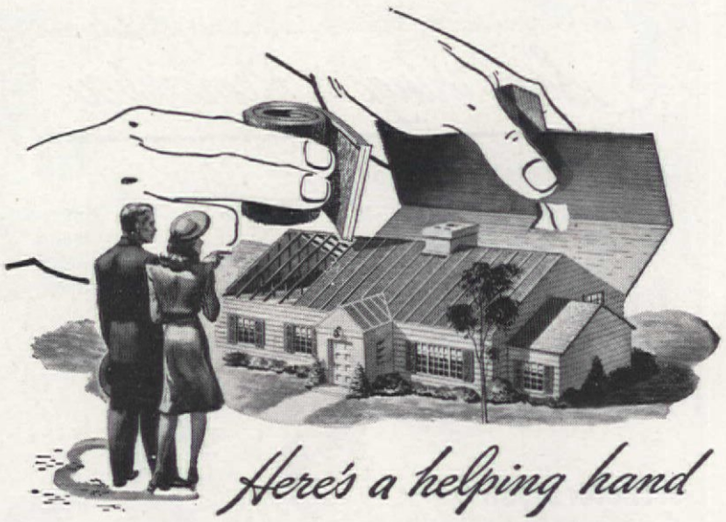
Learn to be patient. Yes, you may have been waiting fifteen minutes and nobody has waited on you. But if you look carefully, you will usually see that each salesperson is legitimately occupied with her job. Ask her to take care of you when she finishes, or find the floor manager. He will see that you are served in your proper order. If you run into a clerk who is really idle, yet refuses to wait on you, don't go storming out of the department store in a huff. That won't help you, or help us to prevent its happening again. Go to the floor manager and tell him your story. If your complaint is reasonable and justified, you will always get courteous treatment.

Don't take home a sample of fabric and expect to order it two or three weeks later. There may not be any left. Don't expect the lovely chair you saw yesterday to be there when you drop in today. It probably won't be. Five of those chairs may have come in this month, but four of them possibly went to fill previous orders. Sometimes you may have a piece of furniture held for a limited time, or a textile yardage reserved. Unless you are almost positive you wish to order, do not spoil another customer's hopes by tying up merchandise.

And please, please go back to the salesperson who originally waited on you! It makes little difference to you from whom you make a purchase, but it may mean a fatter pay envelope to the salesperson who took so much time with you a few days ago. If you have taken up his or her time without buying, that is your privilege. Most of us want to think a little before making any expensive purchase. But if you have prevented a clerk from waiting on other customers for any length of time, return to him when you are ready to buy.

When you receive good service, be as quick to commend it as you are to complain when you get bad service. Tell the floor manager, who is usually a sort of overseer of a department, how well you were treated by Miss Smith. Better still, write and tell her about it. The personnel department cherishes all such mail in the record folder of each employee. You will feel much more free the next time to write an indignant letter about that very rude Miss Jones.

Don't be easily discouraged. You may not find what you want today or even tomorrow, but you might find



Here's a helping hand

ON HOME MODERNIZATION...

EVERYONE WANTS MORE COMFORT—

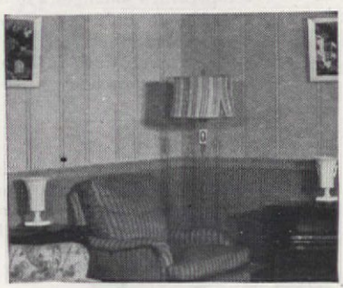
Comfort comes first in your modernized home! And the way to get it—in fullest measure—is to apply Balsam-Wool in your attic! Then you'll have a warmer home in winter—save up to 20% on fuel bills. Then, too, you'll have more summer comfort—a cooler home. Balsam-Wool is amazingly easy to apply to attics—is windproof, moistureproof and fire resistant. No wonder it's known as the "aristocrat of insulations"!

HOW ABOUT AN EXTRA ROOM?

If a growing family—or the in-laws—have cramped you for space, build a new room quickly with Nu-Wood! Nu-Wood combines structural strength with beautiful fadeproof colors to build new rooms or partitions quickly and easily. Multiple-purpose Nu-Wood insulates, decorates and quiets noise—to give you more value for every dollar!

BRING NEW LIFE TO "TIRED" ROOMS

If cracked plaster and dingy wallpaper have depressed you, cheer up! Old walls and ceilings are quickly covered with Nu-Wood to create brand new rooms in the modern manner. Available in tile, plank and wainscot, Nu-Wood comes with pre-decorated wood moldings that add the finishing touch.



PLANNING A NEW HOME?

Now's the ideal time to plan your new home—be sure to include Balsam-Wool Sealed Insulation and Nu-Wood Interior Finish! For additional information and literature, see your lumber dealer or mail the coupon.

Balsam-Wool
THE KEYNOTE OF COMFORT

WOOD CONVERSION COMPANY
Dept. 114-11, First National Bank Bldg.
St. Paul 1, Minnesota

Please send me full information on Balsam-Wool and Nu-Wood. I am a Home owner ☐, Renter ☐, Architect ☐, Contractor ☐, Student ☐.

Name.....

Address.....

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

HERE'S REAL HELP FOR YOU!

We will be glad to give you full information on how to modernize with Balsam-Wool and Nu-Wood. Plan your modernization program NOW—mail the coupon!

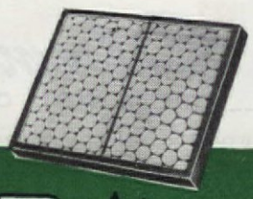
For your greater comfort, convenience and thrift, put a forced-warm-air heating system at the top of your list of "must haves". Forced-warm-air heat is *economical* heat—*clean* heat. It will reduce house cleaning work, save redecorating costs—will help to keep your furnishings attractive and make them last longer.

Automatic temperature control is another forced-warm-air heating advantage you'll appreciate. Think of the steps it will save—and the added comfort it will give you. Sensitive to temperature changes, it will keep your home uniformly warm, when desired. Yet, you can set the thermostat for nighttime fuel saving and still have a warm house when you arise.

Forced-warm-air heat is *efficient* heat. And the Dust-Stop* air filters (used in most modern systems) help *keep* it highly efficient. They screen dirt and lint out of the system while permitting the free circulation of clean, warm air. When filled with dust and lint, the filters are replaced easily, quickly and at very low cost, with clean new Dust-Stops.

You'll be amazed at how much dirt these efficient Dust-Stop filters will remove from the air in your home. You'll be delighted with the comfort and convenience of a forced-warm-air system. So, make a note, now, to insist on forced-warm-air heat in your next home, or when you modernize your present heating equipment.

Owens-Corning Fiberglas Corporation, 1905 Nicholas Bldg., Toledo 1, Ohio.
In Canada, Fiberglas Canada Ltd., Oshawa, Ont.



DUSTOP Air Filters

*T. M. REG. U. S. PAT. OFF.

a FIBERGLAS product

STANDARD EQUIPMENT IN MOST MODERN FORCED-WARM-AIR FURNACES

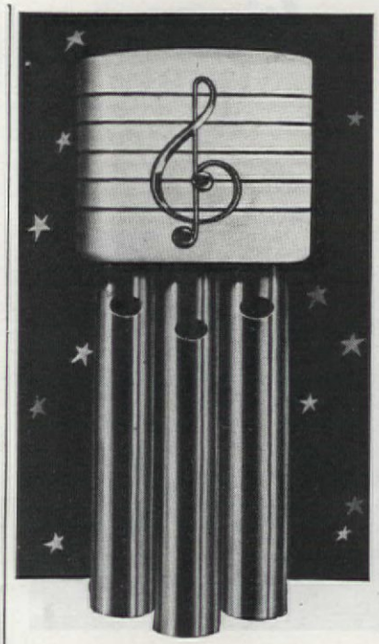
it three weeks from now. The most unexpected things are suddenly available without notice. Leave orders with salespeople, and wait patiently until they call you. Keep your temper. There are as many peppery customers as there are snappish salespersons. You may have a son still in the Pacific with the occupation troops—but so does the nervous woman behind the trimmings counter. Perhaps you *have* been in twice before and couldn't get waited on; but the saleswoman in the curtain-goods department hasn't sat down since nine this morning, and it is two hours past her lunch time. Maybe Mrs. Brown promised faithfully to call you yesterday about the slip covers, and you never heard a word from her; she left hurriedly to say good-by to her husband, going overseas. No, that young man doesn't know his stock; he started yesterday, and his thoughts haven't come back from France yet.

Be patient and sensible in your demands for workroom jobs, such as upholstering, slip covering and the like. Many of our good workers are still with the armed forces. Reputable home-furnishing stores are reluctant to take on inexperienced or inefficient workers, for they have a reputation to maintain. They try to give you high quality workmanship, but with a reduced staff it takes longer.

And most of all, look around. The title of this small essay on the art of being a good customer was not chosen ironically. You need never be ashamed to make that reply to a salesperson. It is music to his ears to have you say, "I'm just looking." That is why we have an advertising department, a display department, and a sign bureau. We want you to look and we do everything possible to make you look. Hundreds of people work feverishly to discover ways of attracting your attention, but their labor is wasted if you don't "just look." Look around a department before you ask to be waited on. See what is available, what is being featured, what comes closest to your wants and needs. The signs on every counter, the price tags on every piece of merchandise, the lists of supplies and prices posted on displays are put there to inform you. You can learn more from them than from a salesperson who is not sure of exactly what facts you wish to know.

Now that the war is over, many customers are going to expect conditions to change almost overnight. They won't. Shortages in materials and labor will be with us for some time. Customers, as well as salesmen, must continue to "bear and forbear" if shopping is to be a pleasant and efficient undertaking for all concerned.

Being a good customer is no more than politeness, patience, and common sense. Be considerate and well-mannered, take as much time as you need to make your purchase—but no more. Do this and you're well on your way to becoming "a favorite customer"—an honor that pays dividends to both you and your store.



A Gift

TO BE TREASURED

...GOLDEN TONE

RITTENHOUSE DOOR CHIMES

★ No Christmas Gift you might choose could give greater cheer and all-year usefulness than a Rittenhouse Electric Door Chime with its rich, clear, melodious tones.

The new 1946 Ritttenhouse Chime models fairly sparkle with home-adorning beauty.

All models include the radically new Rittenhouse mechanisms assuring clear, musical tone-richness, free of objectionable mechanical noises. And whether you select the popularly priced Rittenhouse Kitchen Chime or one of the multi-tone Norman Bel Geddes designs, you will be sure of a gracious gift that will last and be remembered . . . for years.

Fortunately—for those who act promptly—a limited quantity of Rittenhouse Chimes will be available for holiday gifts this season although you may have to seek out dealers who have them.

Since this season's stocks at department and electrical appliance stores will be inadequate to meet a large consumer demand, we suggest that you make your selection immediately.

Write for the beautiful Rittenhouse Chime brochure showing many models in color.

Rittenhouse

The Chime with the Golden Tone

THE A. E. RITTENHOUSE COMPANY, Inc.
60 East Street, Honeoye Falls, New York

Dorothy B. Porter

Your Plaster's Cracked?

Frank O. Spinney

HAVING plaster problems again? Find yourself looking up at the tiny lightning-bolt shaped lines and wondering just how the budget's going to be stretched to cover a new plaster job plus wallpaper—and getting that depressing answer: "Can't be done now. It'll just have to wait."

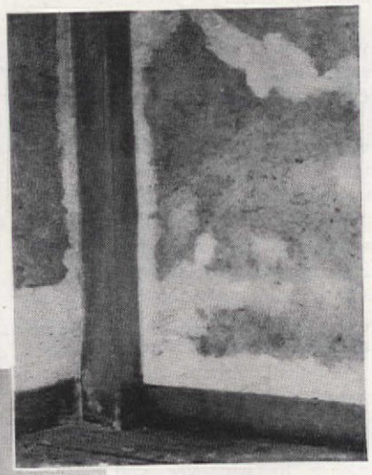
If you fall in this category, then madame, you've got company! In fact, we're fresh out of that class ourselves. And true to all alumni, we're back to tell you how we overcame all obstacles and rose to instant —well, almost instant—success!

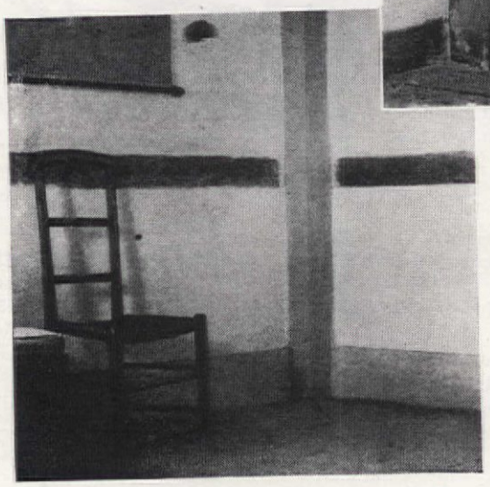
It all began when we were showing the paper hanger the wallpaper we had chosen for the living room of our newly-purchased farmhouse. The paper was expensive, but so beautiful we felt we just had to have it.

"I wouldn't dare try," the paper hanger said. "The walls are too far gone. The plaster is broken away from the lath entirely," he explained. "Look at these cracks. And down near the basement the house has settled and pulled the whole thing apart? You'd be wasting your money."

When the plasterers produced their estimates for remaking the walls, we gave up. With materials and labor rising in costs, the plumbing, wiring, and other necessities for making the old farmhouse livable had almost exhausted our budget.

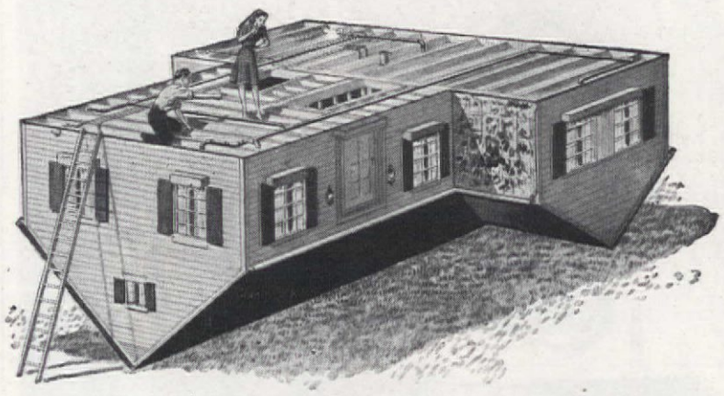
Then we looked at each other in unmasked disappointment. The charm which led us to buy the house was



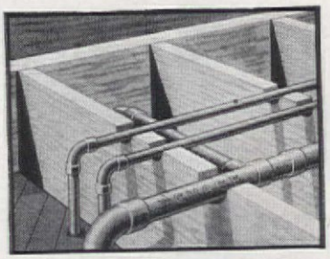


If the past few years have brought unsightly cracks to plaster walls take heart from the author's experience with decrepit old farmhouse walls which became a good foil for antiques

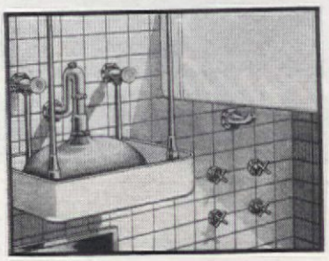
"We turned the house upside down



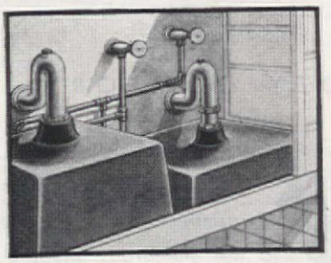
. . . and this is what we found"



"Know what these mean?" said Jim, pointing to the copper water pipes. "We've bought a well-built house! And here's more good luck . . . see this—it's the trade-mark of Chase Brass."



"Upside down the bathroom looks like this. Now the plumbing assumes its real importance. No rust can form on that Chase Copper Water Tube to clog it and cut down the flow of water."



"Here's an interesting view of the kitchen sink. Those sink traps are made of chromium plated brass. And no rust can form in those pipes of Chase Copper Water Tube to clog them."

IF Copper Water Tube or Red Brass Pipe already is installed in your house, you are fortunate indeed. If not . . . *now* is the time to talk things over with an architect or plumber. Whether you plan to buy or build, or simply remodel your present house when the time comes, you will want the satisfaction of having water and heating lines of Chase Copper or Red Brass, one of the distinguishing marks of a well-designed home. Chase Brass & Copper Co., Incorporated, Waterbury 91, Connecticut —Subsidiary of Kennecott Copper Corporation.

Chase
BRASS & COPPER

Insist on Chase Red Brass Pipe or Copper Water Tube, Chase Bronze Insect Wire Screening, Chase Copper Gutters, Downspouts and Flashing for your house. And install good brass and bronze hardware and brass plumbing supplies, too.

especially evident in the living room. The corner posts, the low ceiling, and particularly the great fireplace with its crane, Dutch oven, and immense hearth had taken our hearts the moment we saw them. But the room was shabby. The walls sagged in too many places and cracks like patterns of lightning forked the plaster. In spots the paper hung down in torn, limp strips. We had endured it because we could see what it was going to be. But the necessities had to come first and now there didn't seem to be any provision left for the heavy expense of plastering.

I suggested plastering it myself, but my wife reminded me that even if I did, the wall would be too uneven to successfully display the handsome wallpaper we had selected.

I pointed out rather feebly that with just plain plaster the wall would at least be whole. "You'd have to take off what's left of the paper and then we'd just have bare plaster with big blotches," said my wife.

"Bare plaster," I repeated. An idea was beginning to take shape. Didn't they originally have bare plaster in these old houses? Why not again! "If I could patch the walls," I told her, "and then conceal the patches, and use color on the woodwork . . . maybe green . . ."

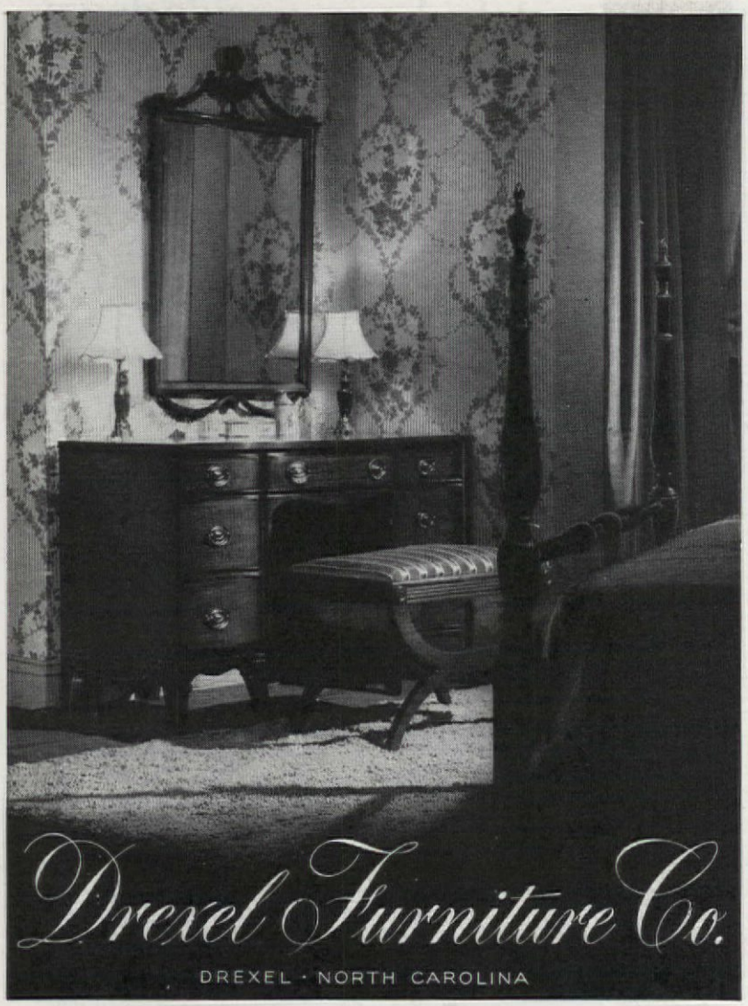
We went to work. Warm water helped the wallpaper come off easily with a little scraping. We pulled away the loose plaster and cut the edges of the cracks to wedge shapes to hold the new material firmly in place. The blade of the putty knife or trowel had to be absolutely clean and smooth. Otherwise, the plaster clung to the metal and pulled off the wall. We found that pulp plaster was cheaper, hardened more slowly, and went on better in large spaces.

When the job was done, the walls were a mottled mass of patches, small, large, rough and smooth. Not encouraging, certainly not beautiful.

At the paint supply store, a clerk warned us that our project would take a lot of paint. Then he showed us something called texture paint, a powder to be mixed with cold water and applied in a thick coat. He explained that it was actually a sort of thin putty that could fill up all the fine cracks, nail holes, etc., and put on a new top surface.

"Applied perhaps an eighth or a sixteenth of an inch thick, it dries very slowly," he told us. "Take a whisk broom and stipple it, or a sponge or whatever you wish to make a desired surface. It will hold any pattern you wish to impose on it and harden that way."

We tried it and it worked. We discovered that a large brush was the best thing for application, and that the bristles, filled up with the heavy material, produced the slightly roughened surface we wanted. The color we chose for the woodwork gave life and warmth to the walls. Against this simple, functional background, our few pieces of antique furniture take on renewed interest.



Don't let it happen to you— buy one of Eaton's Open Stock Papers. Like your favorite pattern in sterling silver, they're always available . . . either sheets or envelopes, together or separately, as you need them. Ask for Eaton's Highland, Petersburg 1850, Calais Ripple and others.

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Eaton's
OPEN STOCK
LETTER PAPERS
At fine stationery departments everywhere

A BAKER'S DOZEN, 13 OF THEM, $3 PREPAID
Generous in size (6 x 2 ins.) gaily decorated bowls for fruit, cereals, serving, etc., from our good neighbor Mexico. A clever Xmas gift that looks like the five dollar bracket. We can ship immediately! *For 95¢ additional we will pack your order in a serviceable bamboo basket, wastepaper size; total price prepaid with basket, $3.95. Please, no C.O.D.'s.*

OLD MEXICO SHOP
SANTA FE, NEW MEXICO

FAIRY FLAMES PINE CONES

The magic enchantment of Fairyland brought to your fireside! Chemically treated, extremely long-burning pine cones that create bewitchingly beautiful flames of cobalt, turquoise, apple green, red-orchid. Ideal gift. Box of 18 to 20 cones, $1.50, postpaid, California, Arizona, Nevada, Utah, Idaho, Oregon, Washington—elsewhere in U.S. $1.75 (Sorry, no C.O.D.'s.) **FAIRY FLAMES, 1104 S. Monterey St., Alhambra, California.**

"Hampers ARE NOT GADGETS"

"*A hamper's use* is functional" says Mrs. M., a well-known decorator. "Avoid buying one of vivid colors and bizarre design. Choose a hamper of simple design and sturdy construction . . . one finished in colors to match or harmonize with your other bathroom fixtures. Such a hamper will give you long and happy service."

A Whitney Hamper meets all Mrs. M.'s careful specifications. That's why you will want a Whitney in your bathroom. You'll like the wide choice of colors that Whitney Hampers offer you and the Whitney Fact Tag on every hamper will give you full construction details.

BABY CARRIAGES, CRIBS, JUVENILE FURNITURE

F. A. WHITNEY CARRIAGE CO.

Since 1858

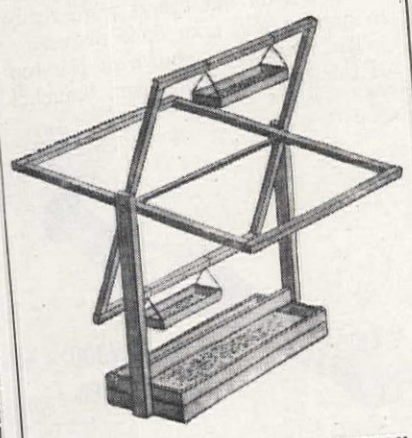
Leominster, Massachusetts

Bird Feeders

Winifred Offord Long

We never know just what will happen when we fill the trays on our whirligig feeding station. In fact, after two years use by the birds who seem to like riding while they eat, we are not yet sure who gets the most fun out of it, the birds or us. This feeding station is easy to make as seen by the sketch below.

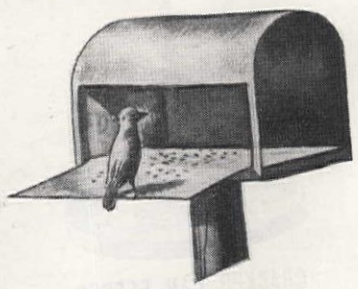
If the trays are empty, the birds are quick to inform us. The friendly



FERRIS WHEEL FEEDING STATION

cardinal perches in the orange tree or the big oak near by and calls for his sunflower special. He knows he has to ask for it. When I tell him to come and get it before all the blue jays in the neighborhood get there, he calls Mrs. Cardinal and feeds her first. Their babies are introduced to the swinging trays as soon as they are able to leave the nest.

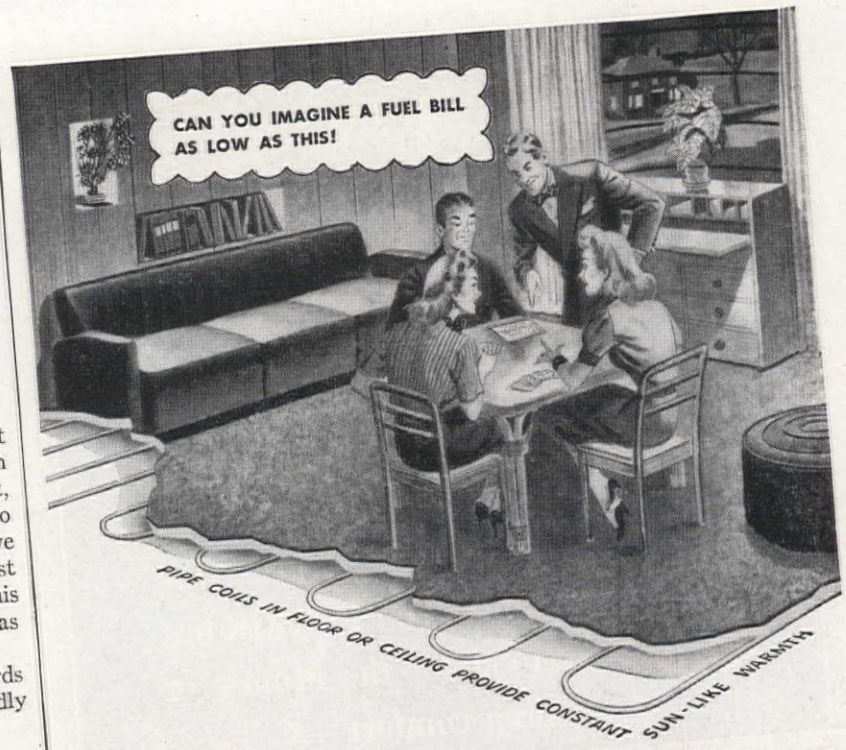
The blue jays, fortunately, are a bit afraid of the whirligig. They are impetuous and greedy and make the frame turn so fast it scares them.



MAILBOX FEEDER

But none of the birds are afraid of our letter-box feeder, shown here. This is attractive and easy to make. We made a porch for ours by cutting one side and bending it down. Food stays dry on this feeder.

The mailbox feeder is popular, but the whirligig is still the most fun. The quail put on a prize show on it; they are not afraid of it. After ex-



Hydro-Flo Radiant Heating

FOR COMFORT AND ECONOMY YOU HAVE NEVER KNOWN BEFORE

You can't be happy with anything else, once you know about the marvels of B & G Hydro-Flo Radiant Heating!

Think of these features! Not a radiator or grille anywhere. Every room bathed in warmth as stimulating as spring sunshine . . . floors always warm . . . no chilling drafts. Imagine the air as fresh and invigorating, never dry and stuffy . . . and the walls, ceiling and draperies keeping bright and clean much longer. *That's B & G Hydro-Flo Radiant Heating!*

In this *completely concealed* heating system, warm water is circulated through pipe coils in the floor or ceiling. The entire area thus becomes a *radiant surface*, sending forth a constant flow of delightfully mild, comforting warmth.

This is no dream of the future—B & G Hydro-Flo Radiant Heating is here today—ready for your home now. It's ready for *everybody*, because this great advance in living comfort comes within even modest building budgets . . . *and costs less to operate!*

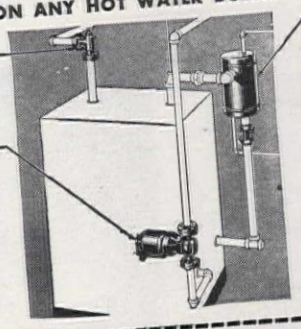
A boundless supply of hot water, too

This is the *plus value* of B&G Hydro-Flo Radiant Heat! Twenty-four hours a day—*all year 'round*—this heating system provides an ample, ever-ready supply of piping hot water for kitchen, laundry and bath. No separately fired heater required.

B & G HYDRO-FLO RADIANT HEATING EQUIPMENT CAN BE INSTALLED ON ANY HOT WATER BOILER

B & G FLO-CONTROL VALVE
This valve helps keep home temperature constant and permits year 'round operation of the B & G Water Heater.

B & G BOOSTER
This is the heart of a B & G Hydro-Flo Radiant Heating System—an electrically operated pump which circulates hot water through the radiant pipe coils. The Booster is automatically controlled to deliver heat instantly when needed and to shut off the supply when the need for heat is satisfied.



B & G WATER HEATER
A great convenience and a money-saver! Provides a means of using the house heating boiler to heat the domestic water at amazingly low cost—Winter, Summer, Fall and Spring.

Ideal for modernizing old hot water systems
The same equipment used for B & G Hydro-Flo Radiant Heat can be used to greatly improve comfort and cut fuel expense in homes now heated with radiators or convectors. Ask your heating contractor.

Hydro-Flo HEAT

FORCED HOT WATER HEATING FOR RADIATOR, CONVECTOR, UNIT HEATER AND RADIANT PANEL SYSTEMS

BELL & GOSSETT CO.

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Send at once your free booklet on Radiant Panel Heating.

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For nearly a century the name OSTERMOOR has stood for the utmost in sleep comfort...

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"SINCE OSTERMOOR BUILT!...Not STUFFED 1853"

To express Your Personality

—the warmth and welcome of solid hard sugar tree maple is without peer. Beautiful Willett furniture for every room in the home will soon be available at your favorite store.

WILLETT *Golden Beryl* MAPLE

So Smooth... and velvety to the touch

CONSIDER H. WILLETT, INC. • LOUISVILLE 11, KENTUCKY

Also makers of reproductions in Wildwood Cherry—America's Richest Cabinet Wood.

COCONUT FEEDER

hausting the food supply on the ground under the feeder, the head of the flock investigated the tray's supply. He reached up and touched it and the tray came down toward him. Soon he and the others were hopping up, literally overflowing the tray. Some fell off but others were ready to hop on and take their places.

The little trays shown at the top of this page are hung from branches

BAMBOO FEEDER

by chains. The other two feeders shown on this page are the one of giant bamboo in the middle of the page and the hanging pan shown at the bottom. The giant bamboo feeder can be made either of a single or a double section of bamboo. A part can readily be cut out with a penknife to provide a place for the bird food. This feeding station can be placed on a shelf against the tree or hung from a branch on chains. While bamboo may be a little hard

CRACKER CAN FEEDER

to find now, it soon will be available from wood specialty concerns.

The tray at the bottom of the page is made by placing a round pan between two wire coat hangers placed at right angles to each other and bent to hold the pan conveniently.

It is entertaining to have a lot of birds flitting around your yard and one sure way of attracting them is to provide something for them to eat.

WEAREVER *Zenith*

By America's Largest Fountain Pen Manufacturer

FOR DISTINGUISHED SERVICE ON EVERY FRONT

$1.95

Pen and pencil set, illustrated at left, in rich gift box $2.75

TELESCOPE PRECISION
sets this pen apart!

Sleek, trim, tailored, the new 1945 Wearever Zenith introduces new beauty in appearance and performance. Designed and built with a precision worthy of a fine telescope. Precision that distinguishes the ingenious "C-Flow" feed, the 14-carat gold point, the very design of this handsome pen. See, try, buy the ruby-topped Wearever Zenith. Made by David Kahn, Inc., North Bergen, N. J. (Established 1896).

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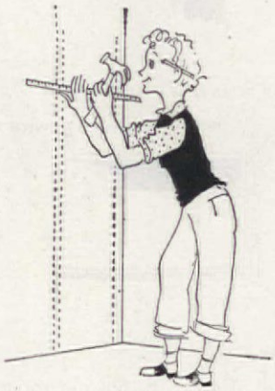
WEAREVER Refill Leads

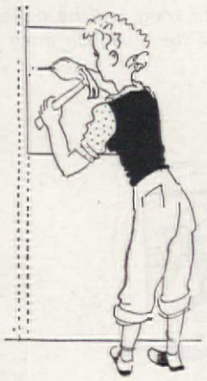
at all stationery counters

Build it in!

Dorothy B. Porter



Decide where to begin chipping away the plaster; with use of ruler find out if spot comes between two studs



Tap with hammer to ascertain hollow sound between studs and a solid tap where the studs occur. Studs should be 16" apart from center to center

To find exact distance between studs hammer through plaster with a finishing nail. Draw shape of opening along edges of studs

You may have shelved the idea of having built-in shadow boxes and shelves because they look like a job for a professional, but actually they can be homemade!

When you've decided on the right spot for your shadow boxes, don't take the hammer in hand too quickly. There's always the danger of cutting where there are electric conduits, plumbing, and heating risers. Thorough investigation of radiators, wall outlets, and plumbing fixtures should be made. Then take your hammer and determine whether or not your chosen spot comes between two studs. You'll notice a hollow sound between studs and a solid tap where studs occur. There are usually 16 inches from the center of one stud to the center of the next. When you've found where you can make your opening, hammer a long, thin finishing nail through the plaster to measure the exact distance between studs. Draw shape of your opening along the edge of the studs. After chipping away all the plaster, saw off lath flush with inside face of studs, using a keyhole saw if the lath is wood, a hack-saw blade if metal.

The frame for the inside of your opening is made like a box of 1-inch wood. Back of box can be made of

Chip away all plaster in opening, saw off lath at even flush with studs. Use keyhole saw or a hack-saw blade

Attractive built-in for showing off your favorite miniature collection

"Am I glad I bought a HAMMOND ORGAN!"

"One of the luckiest things I ever did was to buy a Hammond Organ. All through the war, it has provided pleasure and relaxation for every member of the family. It's so easy to play that almost anyone can produce beautiful music. And it's always in tune . . . no service troubles . . . always ready with music to fit every mood."

♪ Thousands of American families have found the Hammond Organ their greatest joy during trying times as well as happy ones. Weary men and women have found its thrilling tones the most relaxing of all music. Youngsters, also, have discovered a new interest right in their own homes.

♪♪ The Hammond Organ is the ideal musical instrument for *your* home, too. Its sustained tones make it the easiest of all instruments on which to produce lovely music. And it fits into any living room—takes a floor space only four feet square.

♪♪♪ The time is near when you will be able to have a Hammond Organ, too. Try it at your dealer's; then make plans to be among the first to receive one. Mail coupon below for literature and name of nearest dealer.

HAMMOND ORGAN

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Hammond Instrument Co., 2941 N. Western Ave., Chicago 18
Without obligation, send full details about the Hammond Organ to:

Name_____

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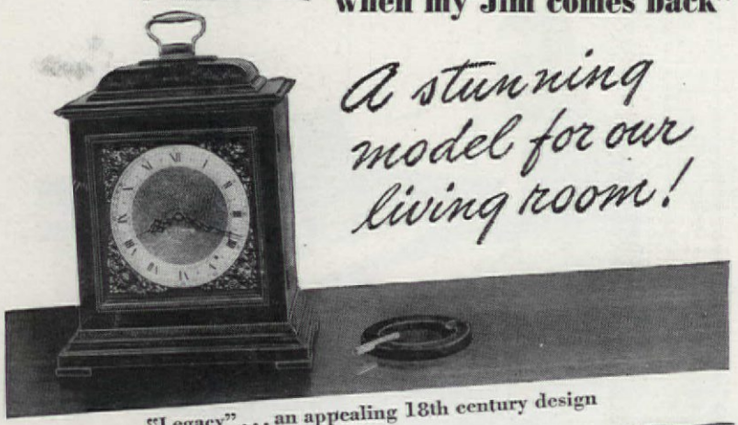
"Smart ideas for our home

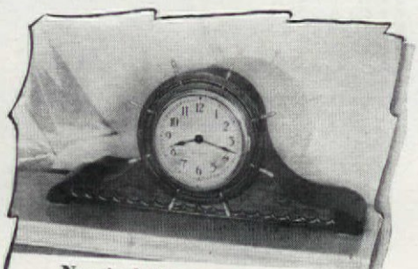
when my Jim comes back"

A stunning model for our living room!



"Legacy" . . . an appealing 18th century design

A must for Jim's den—



Nautical "Stellar" strikes ship's bell

"Yukon" . . . modern design . . . bright gold color

A beauty—out of this world!

Lieutenant Jim's wife has the right idea . . . a scrapbook of nice things for their home. And she's saving for it too . . . buying all the War Bonds she can.

Here at Seth Thomas* we're busy producing intricate timing devices needed for war. And although Seth Thomas self-starting electric and spring-wound clocks are not now available . . . soon you'll again see these traditionally accurate and dependable clocks in better stores everywhere. Remember, the best is always worth waiting for.

Seth Thomas Clocks *THOMASTON CONNECTICUT*

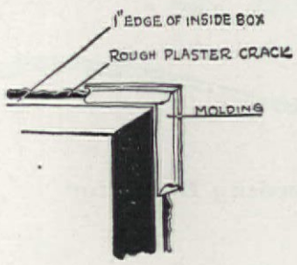
SELF-STARTING ELECTRIC OR SPRING-WOUND

"The finest name in clocks"

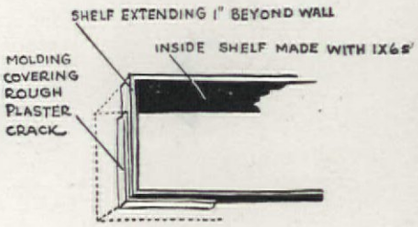
A product of GENERAL TIME *Instruments Corporation*

*SETH THOMAS IS REG. U. S. PAT. OFF.

After the inside "box" is installed, cover the cracks where the box edge meets the plaster with a picture frame or moulding



The frame for the inside of your opening is made like a box. It should fit snug and be nailed in place to the studs on each side



Clever for powder room or hall: 4 tiny shadow boxes for miniature flowers, etc. Grouped like picture prints

Attractive built-in shelves beside tall bathroom mirror. Convenient, easy to make!

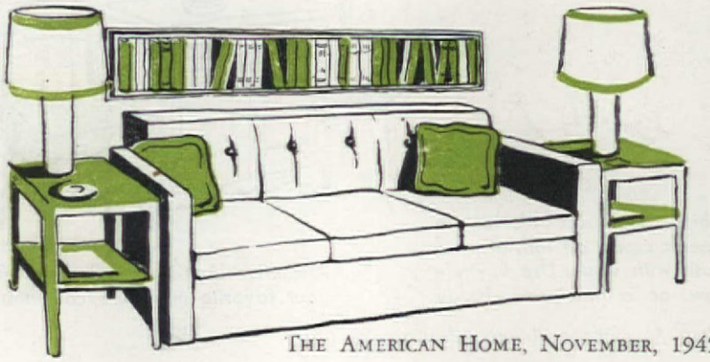
¼-inch plywood. The frame should fit snugly and be nailed to the studs on each side. A depth of 4¼" is the most one can get into a wall.

After the inside box is installed, cover the crack where the box edge meets the plaster with a picture frame or moulding. For a bookshelf, use 1" x 6" wood for the inside frame and nail 1-inch moulding frame around the edge where it extends beyond the plaster wall.

A horizontal bookshelf is as useful as it is effective. Studs are left where they occur and can be painted or papered to look like books.

Sketches by the author

For a horizontal shelf, studs are left where they occur. They can be painted to look like books



"It's a Gift!

a great idea for the holidays

For very *personal* presents, the kind that says your heart's really in the giving, my mom makes these Karo goodies. 'N then she wraps 'em up with holiday papers and ribbon. You will make anybody happy with a gift like this—even folks who already have two of everything. You are giving something of yourself; something money can't buy.

THE KARO KID

© Corn Products Sales Co.

KARO FRUIT MERINGUE COOKIES

2 egg whites
⅔ cup Karo
⅓ cup all-purpose flour
½ teaspoon salt
½ teaspoon cinnamon
¼ teaspoon vanilla
½ cup raisins
½ cup chopped maraschino cherries, well drained
½ cup chopped nut meats
2 cups ready-to-eat cereal flakes (wheat, rice or corn)

Beat egg whites until stiff. Add Karo (Red or Blue Label) 2 tablespoons at a time, beating well after each addition. Sift together flour, salt and cinnamon. Fold into beaten egg whites, then fold in vanilla, fruit, nut meats, and cereal. Drop from a tablespoon onto a greased baking sheet, and bake in a moderately slow oven (325 degrees F.) 25-30 minutes. Makes 40-50 small cookies.

KARO GLAZE FOR FRUIT CAKE

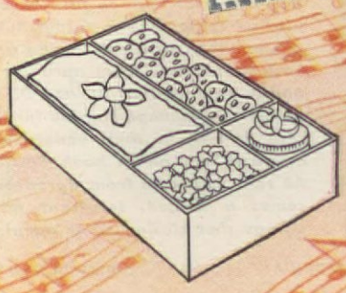
Heat ⅔ cup Karo to boiling point and brush or spread immediately on a baked fruit cake. To vary the glaze, add 2 tablespoons brandy or orange juice to ½ cup Karo; heat to boiling, and continue cooking slowly for 2 to 3 minutes. We suggest Blue Label Karo for dark and Red Label Karo for light fruit cake. Will glaze one large cake or 15 to 18 small cakes.

DECORATION for FRUIT CAKE: Cut candied or maraschino cherries in half. Slice citron very thin, and cut into strips. Before glaze cools and becomes firm, arrange almonds as petals on cake, and place a half cherry in center. Use citron to make stems and leaves.

KARO NUT AND CEREAL BITS

1 cup Karo
¼ cup water
½ teaspoon salt
2 tbsps. butter or margarine
1 teaspoon vanilla
½ cup chopped nuts
¾ cup puffed ready-to-eat cereal (wheat or rice)

Combine Karo (Blue or Red Label), water, and salt in a saucepan, bring to boiling, and cook over moderately low heat until syrup forms a soft ball (230° F.) when a small amount is dropped into cold water. Add butter, and continue cooking until a very hard brittle ball (285° F.) is formed when a small amount is dropped into cold water. Stir frequently. Add vanilla, nuts, and cereal. Spread thinly as possible onto a well greased baking sheet. Break into pieces when cool. Makes about 1 pound brittle.



Here's a nice way to gift-package the four Karo goodies. Then wrap in holiday paper and tie with a bright ribbon.

Paper by Norcross

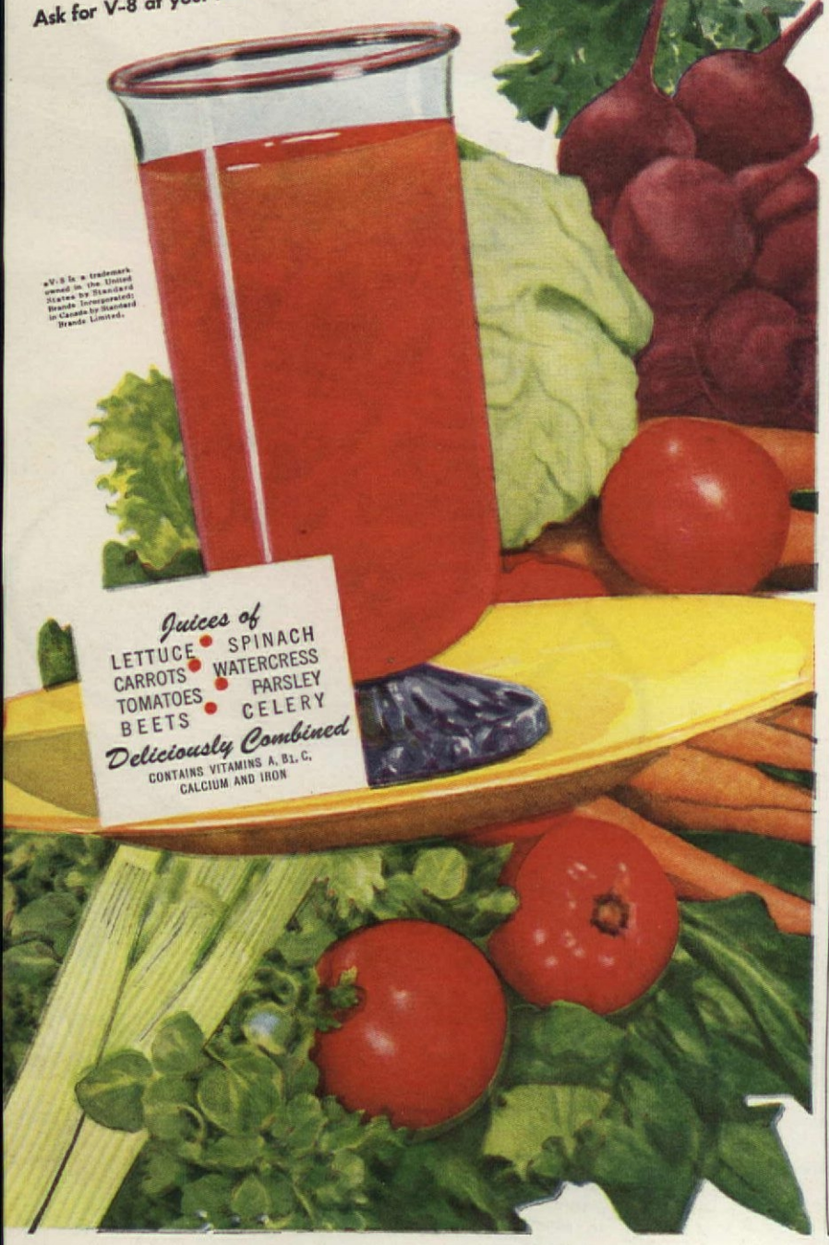
KARO AMBER MARMALADE

Peel 1 large orange, 1 large lemon, 1 large grapefruit. Slice peel paper thin. Cut pulp in small pieces. Measure pulp and peel separately. Measure twice as much water as total; add to peel only. Cook uncovered, 15 minutes. Drain. Add same amount of water; cook 20 minutes; add pulp, cook 10 minutes more. Continue as follows: Combine in deep, broad pan: 3c. cooked mixture, 1c. Red Label Karo, 2c. sugar. Cook rapidly, stir often until mixture "sheets" (when small amount is poured from spoon, two drops will come together and break from side); cook 2 minutes more. Stir, pour into hot, sterilized glasses, seal with paraffin. Cook rest of fruit same way. Makes ten 6-oz. glasses.

V-8 Cocktail
wakes up your taste!

With its fresh, appetizing fragrance and its zesty, bracing flavor V-8* Cocktail is especially good as the opening delight of a pleasant breakfast. And it's *particularly* good too because its combined juices of the tastier fresh vegetables contain nutrients that are vitally important in food *every day*. So serve V-8 regularly for breakfast and be generous with it at other meals for its tingling, awakening flavor and its wealth of fresh vegetable goodness.

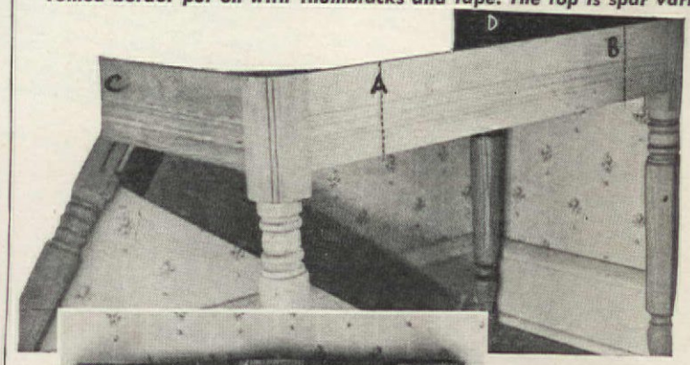
Ask for V-8 at your food store, fountain and restaurant

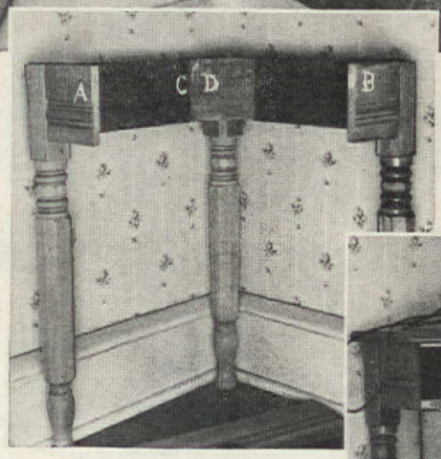


*V-8 is a trademark owned in the United States by Standard Brands Incorporated; in Canada by Standard Brands Limited.

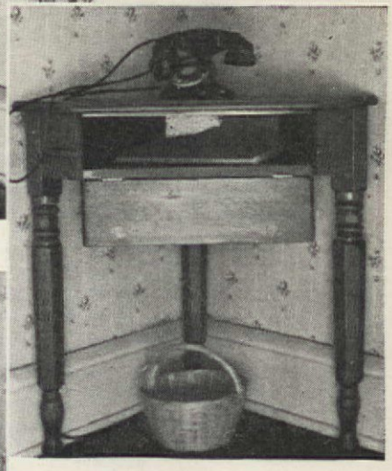
Old Table Tricks

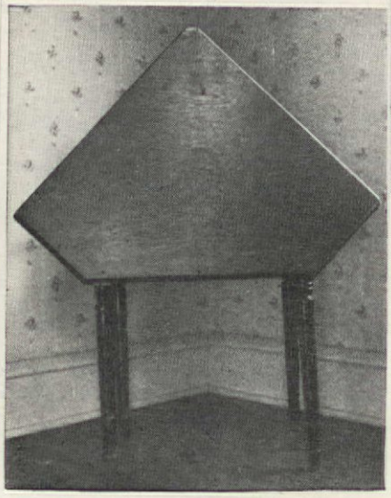
No washday blues with this foolproof tablecloth—it's painted right on. The green background is splashed with white polka dots, and there's a green ruffled border put on with thumbtacks and tape. The top is spar varnished





Stanley Rynkiewicz
Illustrations from the author





Here's a neat trick to turn an old kitchen table into a corner telephone table. Discard one leg and back apron. Saw front apron at A and B. Join sections AC and DB at points CD. Reshape top, as in picture at left, fit shelf underneath apron to hold phone book. Section AB removed from front apron becomes a hinged, fall-front flap; swings shut closing front opening

"You bet I'm a designing woman!"

Plot One: I want to be fresh and pretty when he comes home—not wilted! So—I cook with a Wear-Ever Pressure Cooker . . . it cuts kitchen time so much.

Plot Two: I like compliments as a cook, too. My Wear-Ever Pressure Cooker makes foods look and taste delicious . . . direct road to any man's heart!

Plot Three: With my new Wear-Ever Pressure Cooker, I use the little extra savings from fuel and food bills to make extra sure John's eyes are all for me.

Just imagine the difference it makes in any girl's life! The Wear-Ever Pressure Cooker comes to temperature quickly, then it's almost magic . . . green beans cook in 2½ minutes, potatoes in 8—roast chicken is done in only 30 minutes! You will cook all your vegetables and fruits, meats, cereals, puddings, soups and stews in small fractions of old times.

Why not be a designing woman? You'll soon find your best bet the Wear-Ever Pressure Cooker, shining its friendly promise of "good food ahead" at leading department, housefurnishings and hardware stores all over the country.

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ALUMINUM PRESSURE COOKER

with the patented Snap-Tite cover

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BECAUSE Koroseal is waterproof and can't be harmed by soap, it will make an ideal bathtub for the baby or a shower curtain for the family. No need to dry it out—it won't stick; heat doesn't make it "tacky," cold doesn't make it crack.

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Because Koroseal is proof against most acids and stains, it makes better tablecloths and baby pants, as well as serving hundreds of industrial uses.

Some Koroseal articles are already in the stores again and more will soon—every one labelled with t name, because only B. F. Goodr makes Koroseal. *The B. F. Goodr Company, Akron, Ohio.*

Koroseal

MADE ONLY BY

B.F. Goodrich

Traveling With a Dog

Flora C. Budd

F. M. Demarest

Properly planned and managed, it can be a jolly experience for all of you

The main thing is to keep conditions as normal and "homelike" as possible

THE American public is becoming more and more dog-conscious. Probably a large majority of homes include a dog, and with the postwar resumption of family travel by automobile, the problem of "what to do with Duke, or Lassie, while we are away" is almost certain to arise with increasing frequency. One solution, of course, is a boarding kennel, if there happens to be a reliable one near by; but this is likely to be expensive and often seems pretty callous and inconsiderate. Another alternative is to board or just "leave" the dog with neighbors or relatives; but such an arrangement is full of potential complications and rarely satisfactory to either dog, family, or the party of the third part.

Why not, then, take your dog with you? Most hotels, motor camps, tourist homes and the like have become used to having the family include a dog and have no objection to his being taken in and out of your room or cabin, so long as he is house-broken and well-behaved. It is assumed, of course, that he is a "grown-up" dog, well-trained and obedient in private

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CLEANS LIKE DUSTING—200% FASTER

F. M. Demarest

Frequent breaks in the day's routine and a definite, assigned place in the car contribute a lot to happy travel

and in public. Otherwise, he should certainly not be taken on a trip if it can possibly be avoided, for he is almost sure to be a source of embarrassment for you and a nuisance to everybody. In this connection, even though you may not actually have a long trip in mind, it is highly desirable that the training of your dog include a course in what one excellent dog book calls "good motor manners." With the automobile already an important part of most households, it is vital to the comfort and the safety of all concerned that the family dog conduct himself properly in the car just as he should about the house; and that he be taught to know when he can and when he cannot climb aboard, and how to behave as a rider. An uncontrolled pup frisking about in an automobile can very easily bring about a serious accident by distracting or interfering with the driver, not to mention the possibility of his clambering out of an open window (in which case a fastened leash is more likely to hang him than help him), or of tripping other occupants of the car as he tries to plunge in or out ahead of them. Even the relatively minor matter of muddy paws on the seat cushions can cause considerable unpleasantness. So get your dog in the habit of waiting for permission and instructions whenever the family car is to be taken out.

But to get back to travel techniques, our Cocker Spaniel, Patsy, took her first long trip at the age of eighteen months and, prior to Pearl Harbor, had spent about half her time on the road with us. At first she was quite subject to car sickness and, although she would have been very unhappy if left behind, insisted on squeezing down into a corner of the floor among the suitcases where she was hot and thoroughly miserable. I felt that if she were made to stay up on the seat where the air was fresh and cooler, there would be a good chance of her getting over this weakness. So I put her up on the front seat between my husband and me, tying her leash to the back of the seat with just enough slack to let her lie down but not enough to let her jump off. For the next few hours she was quite resentful of this restriction, but soon she became accustomed to it and in a few days she was almost entirely over her tendency to car sickness. By the end of the trip, two weeks later, she was thoroughly sold on automobile riding and always ready for a spin.

[While the fresh air idea is a good one, it shouldn't be overdone. One often sees a car tearing along with a dog leaning out of a window, apparently having a wonderful time. Maybe so—but it's dangerous; for aside from the chance of getting dirt or a bug in his eye, the rush of air is likely to cause eye- or ear-trouble. So, for dogs no less than children, the rule should be: Don't put head or arms out the window.—EDITOR.]

Whenever we take a trip, Patsy's

- YOURS! New, Exclusive Nature-Blend Colors — capturing Mother Nature's own true freshness and richness of hue! Exquisitely marbleized and individualized in Marbled Squares, Onyxtones and Inset Designs!
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Makers, also, of Pabco "Stainless Sheen" Surfaced Rugs and By-The-Yard Goods, Pabco Mastipave Heavy-Duty Flooring; Pabco Paints, Roofings and Building Materials.

luggage is as carefully planned as our own, for we feel that it is just as important (and only fair) that she, too, travel comfortably. In preparing for that first trip, I dug up an old overnight bag which I designated as hers. In it I packed her comb and brush, some cloths, a small bottle of boric acid eye-wash, absorbent cotton, cans of salmon and evaporated milk, and her own bowls for food and water. If your dog is not customarily groomed often at home, it may be unnecessary to take much paraphernalia, but if yours, like most house dogs, is something of a "pampered pet," you will certainly want to keep it just as spick-and-span when traveling as you do when you are at home.

When there is room, I like to take along her wicker sleeping basket, complete with mattress, slip cover, and blanket, tucking it into a corner and carrying it in with the bags at every overnight stop. If we are overcrowded with luggage, I merely pack the blanket and pad into her bag and leave the bed at home. Either way, she is able to enjoy a familiar bed and is satisfied and serene wherever we happen to spend the night. When on the road, Patsy's needs are considered no less than our own, and we are careful to stop and take her for brief walks on a leash at approximately the same hours that she is accustomed to them at home. She is offered water several times a day, when we stop for gas, but she seldom drinks any while we are riding, thereby showing good dog sense.

We try to let travelling interfere as little as possible with the regular feeding routine, which is such an important matter in the health of any dog under all circumstances. At home, Patsy has two meals, a very light one in the morning and a heavier one at night. They consist of home-cooked meat and vegetables, some raw fruits and vegetables (of which she is especially fond), milk, dog biscuits and the like. Since the use of cooked foods is impractical on long trips, I rely largely on the canned milk and salmon already mentioned, together with biscuits and such things as raw carrots and apples. A breakfast of slightly diluted canned milk is sufficient and does not upset her even if we start out immediately afterward; and she gets her heavy meal when we stop for the day.

All this may sound like a lot of trouble to take, but actually I find it very simple if planned ahead. And the reward in terms of comfortable, enjoyable travel and the companionship of a healthy, happy dog is well worth while. No doubt our routine involves more attention to details than many a dog would require or that many an owner would want or be prepared to give. And, of course, adjustments can and should be made according to what the dog is accustomed to at home. That, after all, is the secret of success and the main point to be considered—try to make conditions when travelling as much like those at home as possible.

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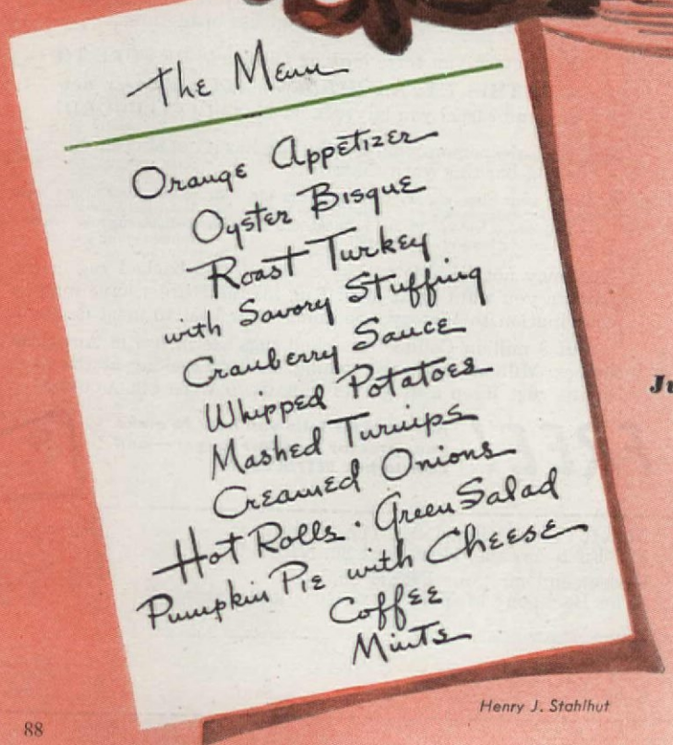


Henry J. Stahlhut

HOME... *for an Old-Fashioned* THANKSGIVING

Julia Bliss Joyner

THE train, long and heavy, eats up the flying miles, the engine lurching forward like a thoroughbred on the final stretch of a handicap. As it climbs hills, crosses streams and roars through tunnels, it leaves upon the crisp November air plumes of smoke. These curl themselves into one persistent pattern, a question mark. Hundreds of impatient passengers in blue and in olive drab crowd together at the windows and on the observation platform. They watch this question mark as it blows and melts into the haze of the distance. At last they dare to ask aloud what their hearts have been asking on field and sea of battle. *When do we get home?*

Multiply this train by hundreds of other trains just like it rushing inland in all directions from our great ports of debarkation and you will have the nation's Thanksgiving Special for the year of peace, 1945. This

Orange Appetizer
Oyster Bisque
Savory Stuffing
Pumpkin Pie

◆ orange appetizer

TO MAKE orange cup: Cut large oranges in half crosswise, remove sections by cutting along the membrane and put aside for the filling. Pull out membrane and core and squeeze juice over orange sections. Pink or scallop the edges. Chill and fill with one of the following mixtures: 1. Combine equal parts of seedless grapes and orange sections. Garnish with sprigs of mint and cherries.

2. Combine orange sections with diced avocado and pineapple cubes. Garnish with sprigs of water cress.

3. Combine orange sections with pomegranate seeds and garnish with sprigs of mint.

4. Combine orange sections with persimmon pulp and grapefruit sections cut in small pieces.

Tested in THE AMERICAN HOME KITCHEN

◆ oyster bisque

Preparation time: 30 min.

1 doz. oysters
1 chicken bouillon cube
1 tsp. grated onion
Sprig of parsley
1 bay leaf
3 tbs. butter or vitaminized margarine
4 tbs. enriched flour
1 qt. milk
¾ tsp. salt
Dash of pepper
½ cup cream

DRAIN the oysters and reserve the liquid. Chop oysters fine and put in a saucepan. Add ½ to ¾ cup oyster liquid, bouillon cube, onion, parsley and bay leaf. Cook gently for about 3 minutes. Remove parsley and bay leaf. Melt butter in the top of a double boiler over boiling water. Add the flour and stir until blended. Add milk gradually and cook, stirring constantly until thickened. Add oysters, salt, pepper and cream. Reheat and serve.

Serves 6 ***215 cal. per serving*** ***Source of vitamin A***

Tested in THE AMERICAN HOME KITCHEN

◆ savory stuffing

Preparation time: 30 min.

½-¾ cup butter, vitaminized margarine or other fat
2 medium onions, chopped
1 cup chopped celery
¼ cup chopped parsley
2-2½ qts. soft bread crumbs
1½ tsp. salt
1-2 tsp. poultry seasoning
1 cup chopped walnuts or pecans
2 hard-cooked eggs, chopped

MELT the butter or fat, add the onion, celery and parsley and cook for 5 minutes. Pour this mixture over the bread crumbs. Add seasonings, nuts, and eggs and mix lightly. Rub inside of the turkey with salt and put stuffing inside body and neck cavities. This amount is enough for 10-12 lb. turkey.

Makes about 12 cups stuffing ***255 cal. per cup*** ***Source of vitamins A, B complex***

Tested in THE AMERICAN HOME KITCHEN

◆ pumpkin pie

Preparation time: 1 hr.

Pastry
1¾ cups strained, cooked pumpkin
¾ cup brown sugar
1¼ tsp. salt
1½ tsp. cinnamon
1½ tsp. ginger
¼ tsp. cloves
1 tsp. grated lemon rind
3 eggs, slightly beaten
¾ cup milk
1 cup cream

LINE a 9-inch pie pan with pastry. Combine remaining ingredients in order given and mix well. Turn into a pastry-lined pie pan and bake in a hot oven 450°F for 10 minutes. Reduce heat to 350°F and bake for 30 minutes or until a knife inserted in the center comes out clean.

Serves 6-8 ***386 cal. per serving*** ***Source of vitamins A, B complex***

Tested in THE AMERICAN HOME KITCHEN

is to be what each of our returning heroes has dreamed of and asked fo an old-fashioned American Thanksgiving. Those who remain at home cel brate it this year with a new fervor of gratitude and a growing sense reverence for that freedom which our country has widened for the worl

But on this festal day the world of each of our returning veterans bounded by the four walls of home. The whole family is gathered on more at the same table. And what a dinner is set before them! It is traditional meal, almost every course of it having come down to us fro generation to generation, dating originally from colonial times.

KING OF THE FEAST, and always dominating it from the head of th table is his all-American majesty, the gobbler. This year he will be puffe up with pride and poundage. He deserves your best culinary efforts.

There are three styles of turkey in the market: New York or mark dressed, the head and feet left on, picked but not drawn; full drawn eviscerated, ready to cook, frozen or unfrozen; half turkeys (split length wise) or individual pieces (legs, wings, breast, giblets). The size you bu will depend on the number you want to serve. Allowing one pound meat per person, New York dressed weight, you should have enough fo two helpings apiece at the first meal and leftovers for a second meal.

The marks of quality to look for in buying turkey are clean, waxy ski with few pinfeathers; well-fleshed breast and legs, thighs and back; shor body and broad breast; frosted turkeys must be completely frozen.

To thaw frozen turkey, unwrap the bird and leave it in the refriger ator for twenty-four hours or place it under a stream of cold water fo four to six hours. Never refreeze turkey if it has been thawed.

Stuff the turkey several hours in advance or just before putting it i the oven. If it is stuffed ahead of time, cool dressing before puttin it in the turkey. Wrap turkey loosely in wax paper and put in the re frigerator. Allow one cup of stuffing per pound of fowl, New York dresse weight, or one and one-half cups for full-dressed weight. Don't pac dressing in tightly. It will be soggy and the turkey may burst when i expands during cooking. Trussing or binding the legs and wings to th body makes the turkey cook more uniformly and brown more evenly

The hard and fast rule for roasting turkey is *slow cooking by dry heat* This means that the turkey must be roasted on a rack in an open shallow pan. Do not add water. Do not baste. Do not put a cover on the pan A low temperature of 300°F. to 325°F. assures better flavor and appear ance, less shrinkage and less loss of juices. The shallow pan allows th heat to circulate around the bird, roasting it evenly. Always put the turke on the rack with the breast down and cover the top and sides with a fat moistened clean white cloth. Saturate the cloth with the fat in the botto of the pan if it dries out because of the heat.

Time and temperature depend on size of turkey. Eight to fourteen pounds—moderate oven 325° F. for 18 to 20 minutes per pound. Fourtee to twenty pounds—slow oven 300°F. for 13 to 18 minutes per pound

Good Desserts with Little Sugar

SUGAR stamps may repose tantalizingly in your ration books but, if all predictions remain true, the hard and tight fact is that we are low on sugar. In the months to come we will treasure a pound of those precious grains as a traveler on the Sahara might guard his water jug. The shortage has not yet been alleviated.

We Americans have a sweet tooth. We are used to catering to it. Before the war we received about 100 pounds of sugar a year each. Now we receive about 73 pounds each. Reason: the shortage is world-wide.

Suggested here are recipes for twelve delicious desserts. The accent on all of them is on sweetening elements other than sugar: sweet fruits, dried fruits, sweet chocolate, sweet potatoes, corn syrup, molasses, etc. One of the comforting factors about these desserts is their simplicity and their flexibility to change of one ingredient for a substitute. You will invent recipes for other desserts from materials you have at hand, these pointing the way. It is a simple matter, too, to alter some of the family's favorite desserts by making substitutions for all or part of the sugar.

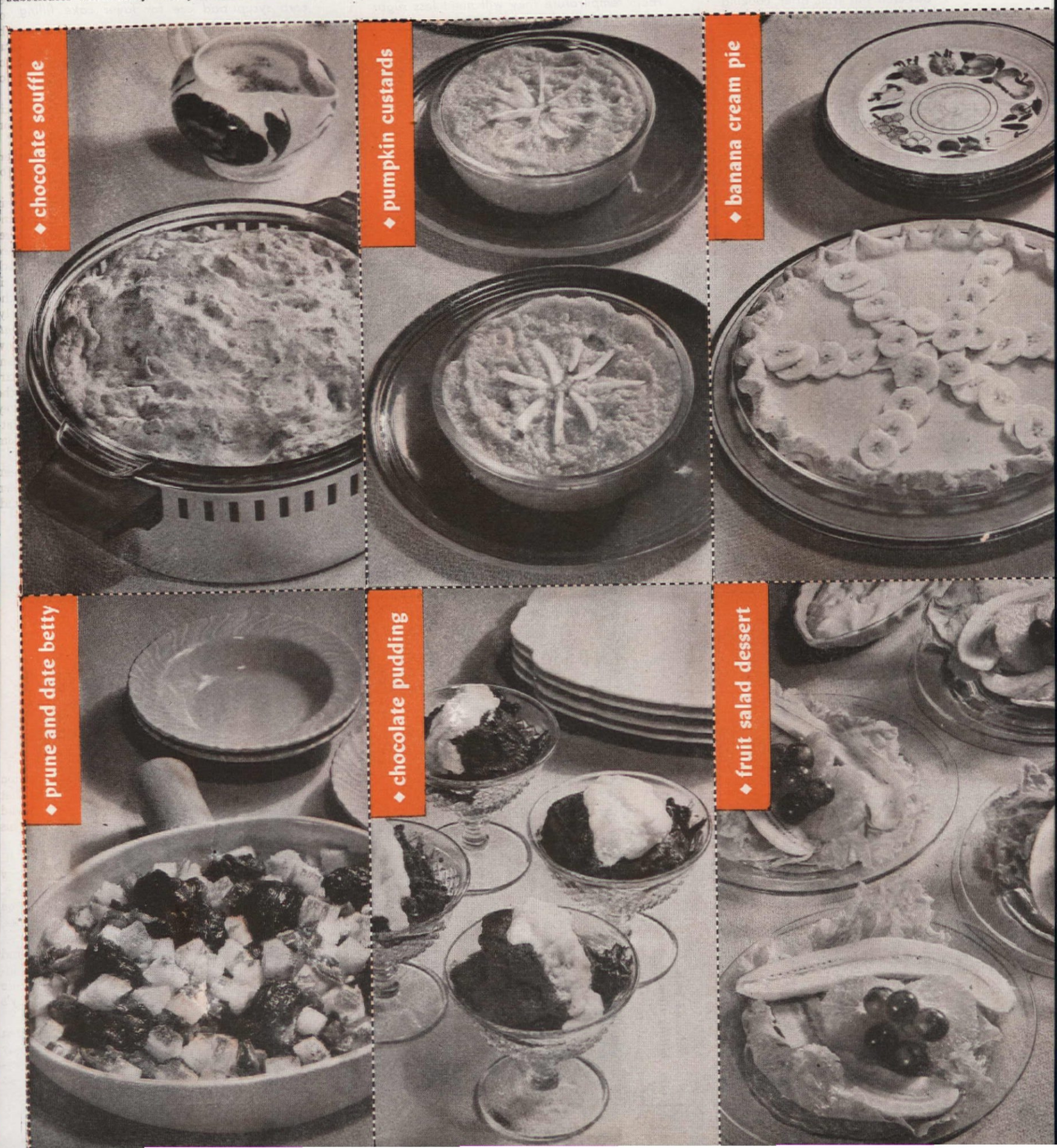
Salvage sugar from the dining table by strategic planning. Sweeten cereals, beverages, and fruit before bringing them to the table. Tuck away the sugar bowl until sugar is more plentiful. The prospects for good desserts is far from discouraging. It is rather, challenging to the resourcefulness

and imagination of the American housewife. It will take careful planning, especially since candies, confections, and sweet baked goods will be short as long as the sugar supply is low. Here are a few suggestions for conservation.

SUGAR SUBSTITUTES—In baked goods honey may replace sugar, cup for cup, but reduce the liquid by one-fourth cup and keep the oven temperature moderate. Corn syrup may also replace sugar, measure for measure, but reduce the liquid one-third. If one cup molasses is used for one cup sugar add one-half teaspoon soda. While these substitutes work fairly well you must remember that the texture of the cake will be different. These cakes are firmer. It is safer to use a recipe especially developed for these substitutes in which the accurate ingredients are given.

Dextrose is also used in the preparation of many desserts. This sugar is usually manufactured from corn. It resembles household sugar, being white and granulated, but it is simpler in chemical composition. The general rule for the substitution of dextrose is one and one-half cups dextrose for each cup of sugar. So far the cooking tests have shown that the substitution is successful in most types of cookies with the exception of brownies. It may be used in puddings of strong flavor such as brown betty and chocolate pudding but is not recommended for bland custards. Fruit pies are very good made with dextrose and it may be used as a sweetening for stewed dried fruit or fresh fruit. In tests it has not been entirely successful in any cake except angel cake. Here it is used in half and half proportions of sugar and dextrose.

Brown, confectioners' or powdered sugar may be substituted, measure for measure, for granulated sugar in puddings, pie fillings, and baked custards. Brown sugar makes a darker product and if it is used in custards these must be baked at a lower temperature to prevent curdling. Any of these



◆ fruit salad dessert

PUT leaves of lettuce or other greens on individual salad plates and on the greens arrange one of the following fruit combinations:

1. Orange slices, seeded Tokay grapes, and bananas cut lengthwise. Serve with French dressing.
2. Persimmon wedges, grapefruit sections, and pineapple cubes. Serve with salad dressing.
3. Avocado wedges and grapefruit sections. Serve with tart French dressing.
4. Pear halves filled with small, seedless grapes. Serve with lime French dressing.
5. Slices of unpeeled apple, grapefruit sections, diced celery, and chopped dates. Serve with mayonnaise.
6. Pineapple slice, banana cut in diagonal slices, and chopped peanuts. Serve with French dressing.
7. Pear wedges, figs cut in halves, and cream cheese cubes.

Tested in THE AMERICAN HOME KITCHEN

◆ banana cream pie

Preparation time: 1 hour

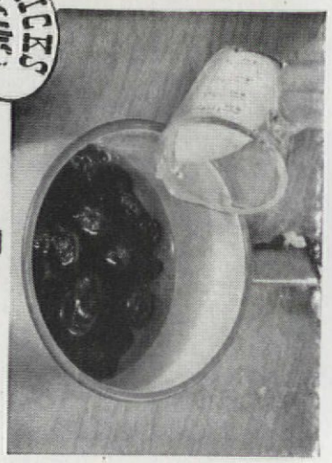
Pastry
⅓ cup sugar
⅛ tsp. salt
6 tbs. enriched flour
2 cups milk
2 eggs, slightly beaten
½ tsp. vanilla flavor
½ tsp. almond flavor
2 large bananas peeled and sliced

LINE a 9-inch pie plate with the pastry and bake in a hot oven 400°F. for 15 to 18 minutes. Combine sugar, salt, and flour in the top of a double boiler. Add milk and stir until well-mixed. Cook over boiling water until thickened, stirring constantly. Add a little of the hot mixture to the eggs and mix well. Return to the double boiler and cook 5 minutes longer. Cool and add flavors. Chill. Put half the sliced bananas in the bottom of the baked pie shell and pour in the filling. Garnish with the remaining bananas.

Serves 6-8 ***380 cal. per serving*** ***Source of vitamins A, B complex***

Tested in THE AMERICAN HOME KITCHEN

TRICKS of the TRADE



Take advantage of the naturalness of dried fruit. Sweeten the fruit after cooking

◆ chocolate pudding

Preparation time: 45 min.
(2 hours chilling time)

1 tbs. plain, unflavored gelatin
2 cups milk
½ cup semi-sweet chocolate bits
2 eggs, separated
4 tbs. sugar
¼ tsp. salt
Few drops peppermint flavor

PUT gelatin and milk in the top of a double boiler and let stand for 5 minutes. Place over boiling water and stir frequently until gelatin dissolves. Add chocolate bits and stir until chocolate melts. Remove from the heat and gradually pour over the egg yolks which have been beaten with 2 tbs. of the sugar and the salt, stirring constantly. Return to the double boiler and continue to cook until mixture coats a spoon. Chill mixture until thick and syrupy. Whip with rotary egg beater until light and fluffy. Then add the peppermint flavor and fold in the egg whites which have been stiffly beaten with the remaining 2 tbs. of sugar. Pour into a bowl or a mold which has been rinsed in cold water and chill until set. If desired, serve with whipped cream and sprinkle with chopped nuts.

Serves 4-6 ***186 cal. per serving*** ***Source of vitamin A***

Tested in THE AMERICAN HOME KITCHEN

◆ pumpkin custards

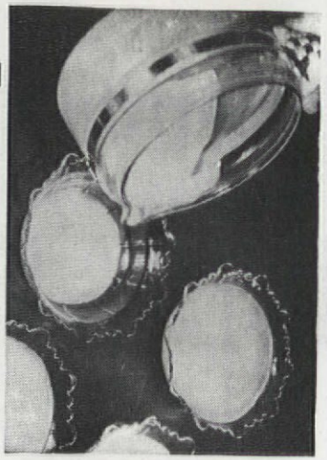
Preparation time: 1¼ hrs.

3 eggs
3 tbs. sugar
1¾ cups milk
1½ cups cooked pumpkin
½ cup molasses
1 tbs. melted butter or vitaminized margarine
¾ tsp. salt
¼ tsp. ginger
¼ tsp. nutmeg

BEAT eggs slightly, add sugar and milk. Place in the top of a double boiler over boiling water and cook until mixture coats the spoon. Mix together the pumpkin, molasses, butter, salt, and spices. Fold in the custard mixture and mix thoroughly. Pour into six greased custard cups. Place in a pan of warm water and bake in a moderate oven 350°F. for 60 minutes or until custard is set. If desired, garnish with shredded almonds.

Serves 6 ***210 cal. per serving*** ***Source of vitamin A***

Tested in THE AMERICAN HOME KITCHEN



Temperature affects sweetness: if custards and puddings are served hot or at room temperature they will need less sugar

◆ prune and date betty

Preparation time: 1 hour

2½ cups bread cubes or cereal flakes
¼ cup melted butter or vitaminized margarine
2 cups sliced, pitted, cooked prunes
1 cup sliced, pitted dates
¼ cup molasses
¼ tsp. nutmeg
¼ tsp. cinnamon
1 tbs. grated lemon rind
¾ cup prune juice

MIX bread cubes and butter lightly with a fork and cover the bottom of a greased casserole with one third of this mixture. Add half of the prunes, dates, molasses, spices, lemon rind, and prune juice. Repeat this procedure until dish is almost full. Top with bread cubes and bake in a moderate oven 350° F. for 40 minutes. Serve warm with cream.

Serves 4-6 ***439 cal. per serving*** ***Source of vitamins A, B complex***

Tested in THE AMERICAN HOME KITCHEN

◆ chocolate souffle

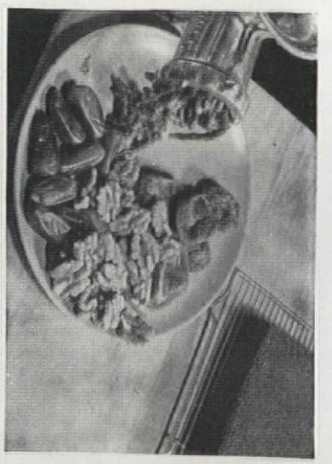
Preparation time: 1½ hrs.

4 tbs. butter or vitaminized margarine
5 tbs. enriched flour
¼ tsp. salt
1 cup milk
4 oz. sweetened or semi-sweet chocolate
3 eggs, separated
1 cup cookie or cake crumbs
½ tsp. vanilla flavor

MELT the butter in the top of a double boiler over boiling water. Gradually stir in the flour, and salt and then add the milk. Cook, stirring constantly until mixture thickens. Add the chocolate and stir until melted. Remove from the heat and cool. Beat the egg yolks until thick. Add to the chocolate mixture with the cookie crumbs. Then fold in the stiffly beaten egg whites and the vanilla. Pour into a casserole greased only at the bottom. Bake in a moderate oven 325°F. for 1 hour or until done. Serve hot with warm custard sauce or sweetened cream.

Serves 6 ***276 cal. per serving*** ***Source of vitamins A, B complex***

Tested in THE AMERICAN HOME KITCHEN



Put dried figs, dates, apricots and nuts through the food chopper, blend with corn syrup and use for layer cake filling

three sugars are satisfactory for replacing granulated sugar in cookie recipes but are not recommended for use in cakes.

In ice cream, plain or fruit flavored, confectioners' and powdered sugar are successful substitutes for granulated sugar. In making chocolate, or butterscotch ice cream always use brown sugar.

SUGAR SAVERS—Prepare cornstarch pudding with half the usual amount of sugar. Put a tablespoon of jam, marmalade, or maple-flavored syrup in the bottom of the serving dish before filling it with pudding.

Make brown betty with cake or cookie crumbs or combine sweet dried fruit such as figs and dates with less sweet fresh fruit.

Serve custards and cream pies often. They require very little sugar and may also be used with sweet fruits. Sliced bananas and oranges are delicious served with almond-flavored custard sauce.

Pour corn syrup over layers of warm cake, cover with chopped pecans or walnuts and put under the broiler until glazed. Serve while still hot.

Fill centers of grapefruit halves with extra-sweet corn syrup or maple-flavored syrup and bake in moderate oven until heated through.

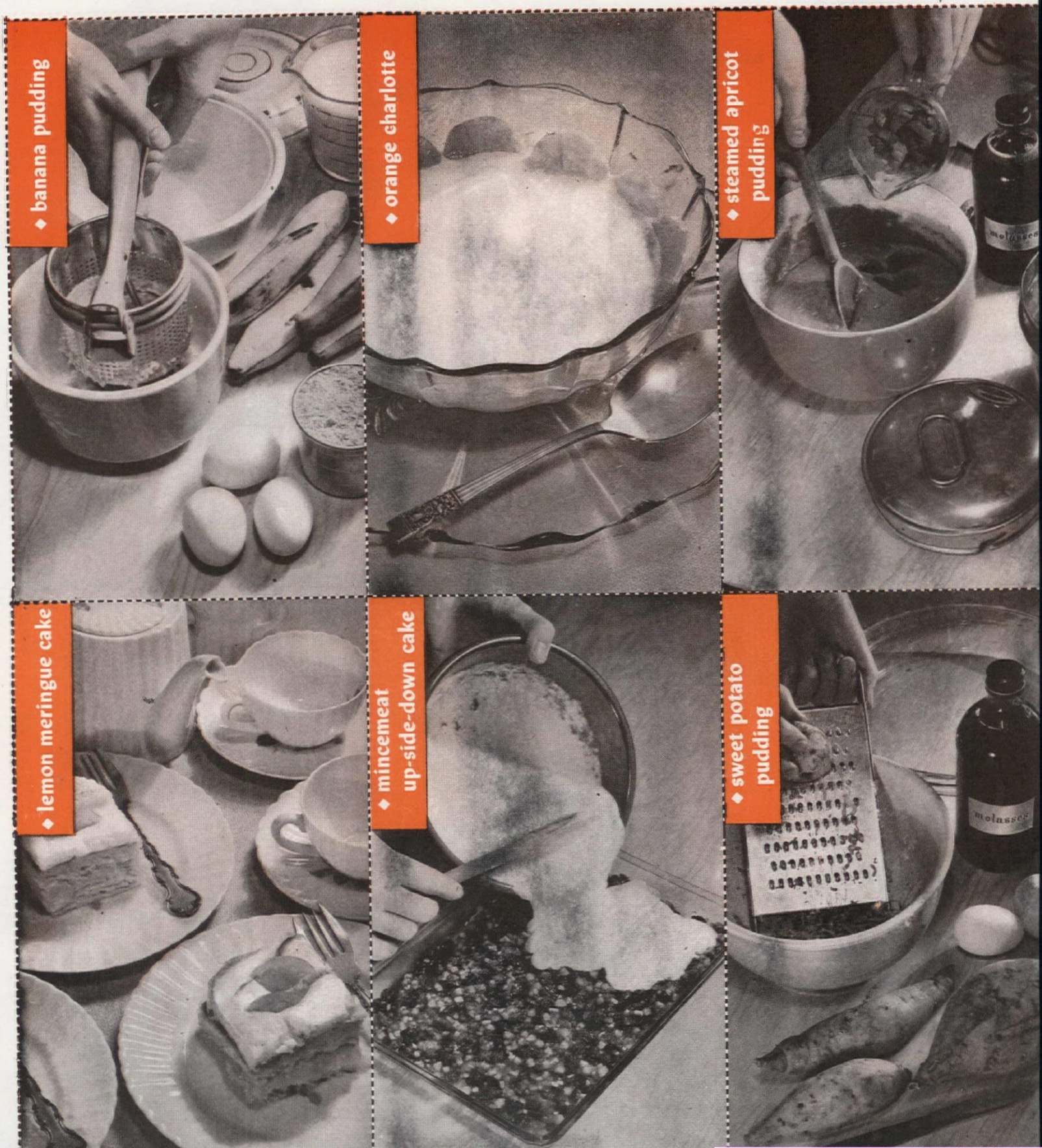
For a different dessert place marshmallows on individual squares of gingerbread and heat in a moderate oven until marshmallows are melted.

A good, sugarless chocolate sauce: Heat together one square of bitter chocolate, one-fourth cup chocolate bits, and one cup corn syrup. Stir while heating and serve on ice cream or pudding.

Molasses stickies are made from leftover biscuits. Split biscuits and spread with margarine or shortening. Place in a pie pan and cover with molasses. Bake in moderate oven about 30 minutes.

Try making raisin pie, rice pudding, and bread pudding with molasses. The flavor is delicious.

Add extra-sweet corn syrup and flavoring to cream before serving it with puddings and fresh fruit. You will need less sugar in the pudding.



♦ sweet potato pudding

Preparation time: 1 hour

2 cups grated, raw sweet potato
2 eggs, well-beaten
¾ cup molasses
1 cup milk
¼ cup melted butter or vitaminized margarine
1 tsp. grated lemon rind
2 tsp. lemon juice
½ tsp. salt
½ tsp. cinnamon
¾ cup chopped nuts (optional)

PLACE sweet potatoes in a bowl. Add eggs and the molasses. Stir in the milk, butter, lemon rind and juice. Add the salt, cinnamon, and nuts and mix well. Pour into a greased baking dish. Bake in a moderate oven 350°F. for about 30 minutes. Then stir pudding with a spoon. Continue to bake 15 minutes longer.

Serves 6 ***344 cal. per serving*** ***Source of vitamins A, B complex***

Tested in THE AMERICAN HOME KITCHEN

♦ steamed apricot pudding

Preparation time: 30 min. (2½ hrs. to steam)

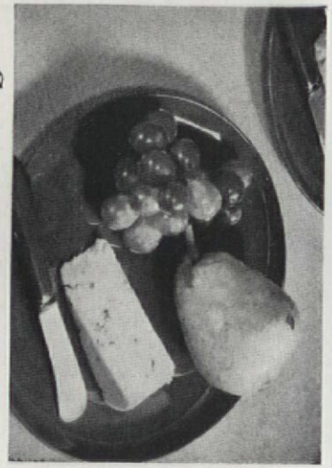
4 tbs. butter or vitaminized margarine
⅓ cup sugar
½ cup molasses
2 eggs, well-beaten
2 cups sifted enriched flour
1 tsp. baking soda
½ tsp. salt
¼ tsp. cinnamon
¼ tsp. nutmeg
¾ cup milk
1 cup chopped, dried apricots
1 cup chopped, toasted almonds

CREAM butter, add sugar gradually, and continue to cream until light and fluffy. Add molasses and eggs and mix well. Sift together the dry ingredients and add alternately with the milk to the first mixture. Add the apricots and almonds and mix thoroughly. Pour into a greased pudding mold and steam for 2½ hours. Serve warm with nutmeg sauce made as follows: Bring 1 cup light corn syrup to a boil. Stir in 1 tbs. butter or margarine. Remove from heat and cool. Add ½ cup cream, ½ tsp. vanilla, and a dash of nutmeg.

Serves 6-8 ***454 cal. per serving*** ***Source of vitamins A, B complex***

Tested in THE AMERICAN HOME KITCHEN

Save sugar and please the men in your family by serving fruit and cheese several times a week instead of dessert



♦ mincemeat up-side-down cake

Preparation time: 1 hour

3 tbs. butter or vitaminized margarine
2 tbs. brown sugar
*1½ cups canned or packaged mincemeat
1 cup sifted cake flour
1 tsp. baking powder
¼ tsp. salt
½ tsp. cinnamon
⅛ tsp. nutmeg
¼ tsp. ground cloves
¼ tsp. allspice
¼ cup sugar
⅓ cup milk
½ cup light or dark corn syrup
1 tsp. vanilla
¼ cup shortening
1 egg, unbeaten

MELT butter in an 8 inch square pan. Sprinkle with brown sugar and spread mincemeat lightly over the mixture. Sift flour with the baking powder, salt, spices and sugar. Combine milk, corn syrup, and vanilla. Add shortening with ½ of the liquid and the egg to the dry ingredients. Mix until all flour is dampened, then beat 1 minute longer (100 full strokes per minute). Add the remaining liquid and beat 2 minutes. Pour over mincemeat and bake in a moderate oven 350°F. for 35 minutes. Turn out immediately.

**Note. If packaged mincemeat is used prepare according to the directions given.*

Serves 6 ***314 cal. per serving*** ***Source of vitamins A, B complex***

Tested in THE AMERICAN HOME KITCHEN

♦ orange charlotte

Preparation time: 45 min. (2 hours chilling time)

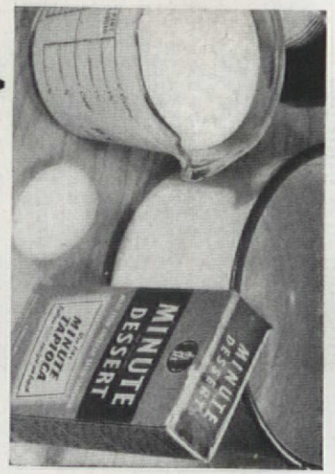
1 tbs. plain, unflavored gelatin
¼ cup cold water
½ cup sugar or honey
¼ tsp. salt
2 eggs, separated
1½ cups orange juice
2 tbs. lemon juice
1 cup cream, whipped

SOFTEN gelatin in cold water and dissolve over hot water. Add sugar or honey and salt to well-beaten egg yolks. Add ¾ cup of the orange juice and cook over hot water until the mixture thickens. Add the remaining orange juice, lemon juice and gelatin and mix well. Chill and when mixture begins to thicken beat with rotary egg beater until light. Add egg whites beaten until stiff and beat thoroughly. Fold in whipped cream. Chill until firm. If desired, garnish with additional orange slices.

Serves 6 ***347 cal. per serving*** ***Sources of vitamins A, C***

Tested in THE AMERICAN HOME KITCHEN

A new version of tapioca made from sorghum is on the market. Omit sugar and add chopped dates to recipe given on box



♦ lemon meringue cake

Preparation time: 1½ hours

2 cups sifted cake flour
2 tsp. baking powder
¾ tsp. salt
½ cup sugar
⅔ cup milk
½ cup corn syrup
1 tsp. vanilla
⅓ cup shortening
1 egg, unbeaten

SIFT flour with baking powder, salt, and sugar. Combine milk, corn syrup, and vanilla. Add shortening with ½ of the liquid and the egg to the dry ingredients. Mix until all flour is dampened, then beat 1 minute longer (100 full strokes per minute). Add liquid, blend and beat 2 minutes. Pour into a greased 8 inch square pan and bake in a moderate oven 350°F. for about 35 minutes. Cool, split cake and spread lemon filling, made as follows, between pieces: Mix ¼ cup sugar, 2 tbs. cornstarch, 2 tbs. corn syrup, and a dash of salt in the top of a double boiler. Stir in 1 egg yolk, slightly beaten, ¾ cup water and 2 tbs. lemon juice and cook, stirring constantly until mixture thickens (about 10 minutes). Remove from heat; add 1 tsp. grated lemon rind and 1 tbs. butter. Cool. Top with meringue made from egg white. Brown in oven.

Make meringue for the top of the cake as follows: Pour ¼ cup corn syrup over 1 egg white (beaten until stiff but not dry) and continue to beat for about 10 minutes. Flavor with ¼ tsp. vanilla. Spread on cake and brown under the broiler.

Serves 6-8 ***422 cal. per serving*** ***Source of vitamins A, B complex***

Tested in THE AMERICAN HOME KITCHEN

♦ banana pudding

Preparation time: 1½ hrs.

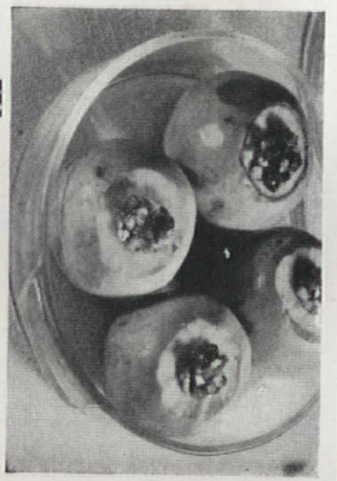
2 cups scalded milk
1 cup cookie or cake crumbs
1 cup banana pulp
2 tbs. sugar
¼ tsp. salt
1 tsp. grated lemon rind
2 tsp. lemon juice
3 eggs, slightly beaten

POUR milk over cookie crumbs and let stand until mixture cools. Stir in the banana pulp, sugar, salt, lemon rind, and lemon juice. Add eggs and mix well. Pour into a greased baking dish. Place in a pan of warm water and bake in a moderate oven 350°F. for 1 hour or until firm. Remove from the oven and let stand 5 minutes. Serve with lemon sauce made as follows: Bring 1 cup light corn syrup to a boil. Add 1 tbs. grated lemon rind and 1 tbs. butter or vitaminized margarine and cook 2 minutes. Remove from heat and add 1 tbs. lemon juice.

Serves 6 ***391 cal. per serving*** ***Source of vitamin A***

Tested in THE AMERICAN HOME KITCHEN

When baking apples cut core only halfway through and fill the centers with chopped raisins and dates or mincemeat



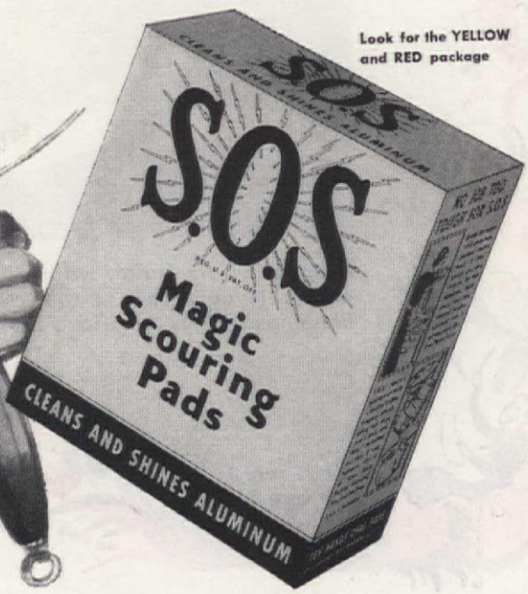
Look Close--there's magic here!

—an easier way to clean your pots and pans

Don't throw that blackened pan away. That crusted, burned-on food — those stubborn scorches — melt away at the magic touch of S.O.S. No other cleanser just like it. Sturdy enough for the toughest pot-cleaning job — gentle to precious aluminum. Dip, rub, rinse — *burned-on food goes, shine comes!*

You can use your best tea towel to dry a pan shined with S.O.S. It's that clean—that bright. Try S.O.S. once —use it always. It cleans, scours, polishes in one simple operation. Quickly, easily—*dullness goes, shine comes!*

If this is you — tied to the sink — lady, S.O.S. cuts motions and minutes from sink work. It does the work of a whole shelf-full of costly soaps, powders, and scouring gadgets. It's fast, convenient, long-lasting. And the soap is in the pad. Try S.O.S. —*grease goes, shine comes.*



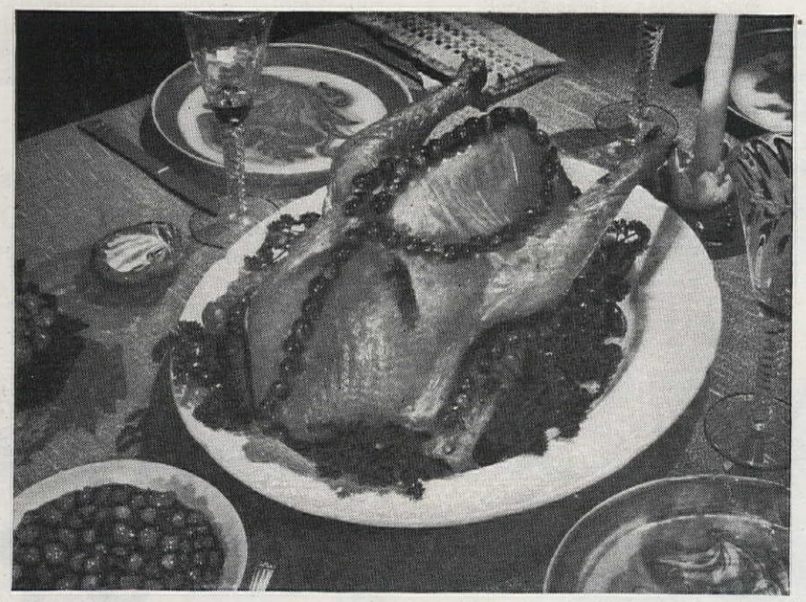
Look for the YELLOW and RED package

Women everywhere name S.O.S. "first choice"—the *one* cleanser they need to cut grease, to remove stains, scorches, or crusted food, and to make dull aluminum shine like new. We're sure *you'll* like magic S.O.S., too!

S.O.S the magic cleanser of pots and pans

The S. O. S. Company, Chicago, Illinois, U. S. A. • S. O. S. Mfg. Co. of Canada, Ltd., Toronto, Ont.

You Are Cordially Invited... on Thanksgiving



Hospitality—Sir Turkey with all the trimmings, and a joyous toast to the year's magnificent blessings: this is America's 1945 Thanksgiving!

Hazel Carter Maxon

Sketches by Clare McCanna

OUR first Thanksgiving Day free from the sorrow of war in almost four long years! This day of giving thanks for our good fortune—nationally and personally—is going to be a great day for celebration.

Keep it rich and glorious with hospitality, good fun, and time out for reflective gratitude for the magnificent blessings this year has brought us, but don't weigh it down with too much elaborate planning and pretension. Let the spirit of Thanksgiving in all its simplicity and charm shine through for top billing.

Of course, you'll ask some servicemen—as many as you can creditably entertain—to join you in celebrating. But regardless of how many or how few persons greet Thanksgiving Day in your home, make sure that relaxation, hominess, simple recreation, and the traditional good dinner are *musts* on your schedule.

Plan it to be a day that not only your guests—the back-from-school crowd, servicemen, family, etc.—can heartily enjoy, but one that you, too, can relish without being tired and spent from excessive preparation.

Start out with simple, but lively invitations. On a plain correspondence card with red ink print the enticing bit of doggerel shown at the bottom of this page. Make a quick sketch of a pie in the upper right-hand corner. In the lower left corner paste three bright red circles of paper to represent cranberries popping out of a pan. Another invitation idea: cut out a pilgrim hat from a square of black folded twice. With white ink write: Our forefathers had a good idea under their hat. On the inside: Let's celebrate the PILGRIM way by getting together THANKSGIVING DAY. Dinner at... (*insert name*)...

Clare McCanna

Make this Thanksgiving a special occasion for 1945 is truly a year of thanksgiving. But keep it simple—don't crowd out its traditional spirit with over-elaborateness!

Apropos and quaint little emissaries for greetings and hospitality on this joyous traditional Thankgiving day

How MEAT helps restore our convalescent fighters

Meat
3 times a day—
Week's assortment: fresh pork, beef, lamb, ham, bacon, liver, frankfurters and cold cuts.

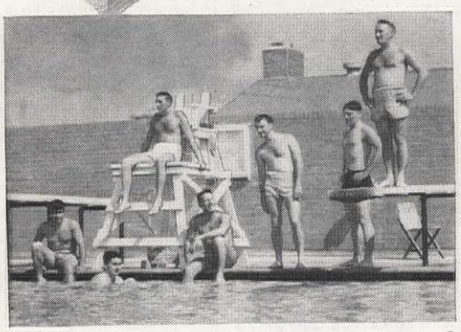
Meat for a Man for a Week

Who deserves more of everything than the convalescent fighter—whether he serves in the air, on the ground or on the high seas?

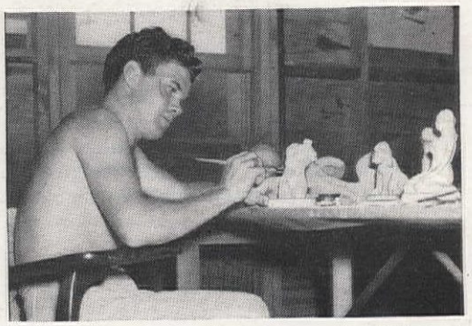
Here is a typical week's supply of meat as served to patients at the AAF San Antonio Convalescent Hospital—one of 12 such hospitals maintained in the United States by the Army Air Forces. Our sick and wounded in all branches of the service are being helped back to health with "high protein" diets.

PHOTOS BY PFC. J. M. CONRAD, SAD, AAF, PDC

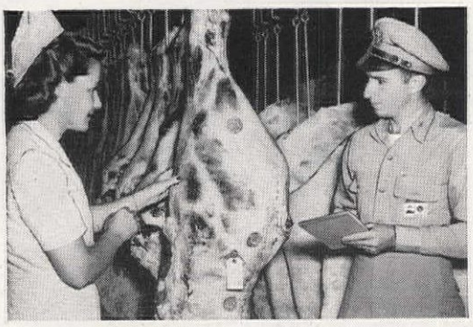
While receiving heat therapy, Pfc. Delbert Scott, Dover, Delaware, moves in on a lunch built around country fried steak and gravy. A protein-rich diet (which calls for a lot of meat) helps speed recovery from injuries—and can't we be thankful that these men are getting it!



Convalescent muscles need retraining through normal exercise as well as rebuilding through such foods as protein-rich meat. That's why these Air Force returnees get opportunities for their favorite sports as well as for their favorite foods.



Three hours every day are required of each convalescent for congenial activity. The purpose is to provide interesting activity for mind and muscle—to make men just tired enough for restful sleep. Sergeant Edward M. Rose, Seminole, Oklahoma, is shown modeling in clay.



Lieut. Lucinda E. Hughes, Chief Dietitian, and Lieut. E. J. Scheaffer, Chief Mess Officer, AAF Convalescent Hospital, San Antonio, check the day's meat supply at the PDC Coolers. It's up to them to plan three meat meals a day for 2500 patients.

Our men in convalescent hospitals are being rebuilt to health with a speed never before known in war. An excellent example of this is the farsighted program of the Personnel Distribution Command of the Army Air Forces, headed by Major General Ralph Royce.

One of the ways in which the recovery of these men is hastened is by feeding them generous quantities of meat three times a day. This is not just to spur their appetites, but to put into their bodies the protein substances (amino acids) which they have lost.

When the body loses protein excessively (as in wounds, severe burns and infections) or when the diet is lacking in protein (as with starved prisoners) the body literally "eats itself."

Meat has the right kind of protein to make up these losses. It contains all ten of the essential amino acids needed to maintain and rebuild the body.

This emphasizes anew the rightness of our age-old liking for meat.

ACCEPTED AMERICAN MEDICAL ASSN. Council on Foods and Nutrition

This Seal means that all nutritional statements made in this advertisement are acceptable to the Council on Foods and Nutrition of the American Medical Association.

AMERICAN MEAT INSTITUTE • **Headquarters, Chicago . . . Members throughout the U. S.**

"Darling... I want you to meet my girl friend FLORENCE"

"So put on your bonnet and let's go. Maybe our dealer already has one of the distinctive new Florence Ranges for us to see."

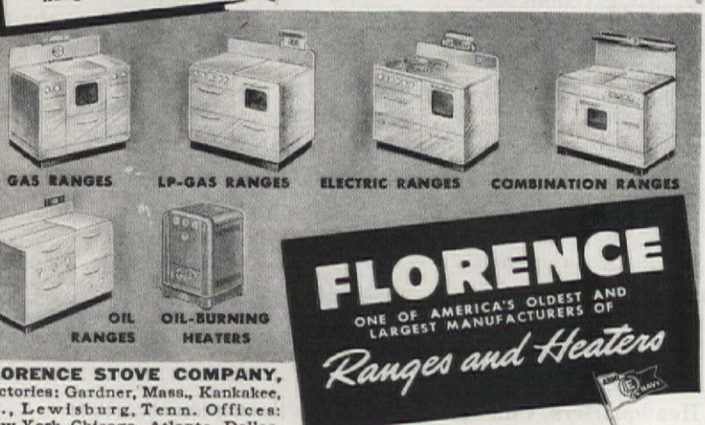
• Yes, as soon as restrictions were lifted, Florence speeded up production to meet the nation's urgent need for ranges and heaters.

So it may well be that the Florence dealer nearest you is now holding a "first showing," with other new models to be put on display as fast as they come in.

Just from looking at them you can tell that once again Florence will step ahead in its offerings . . . with rich-looking, beautiful designs . . . distinctive new features . . . high-quality construction . . . all the things that you expect—and get—from a great, experienced company like Florence.

FLORENCE SAYS: "Now these are the kind of ranges and heaters every woman wants. When your wives see these... they'll take nothing else but a FLORENCE!"

ON THE WAY! Ask your dealer about these types of Florence Ranges and Heaters!



FLORENCE ONE OF AMERICA'S OLDEST AND LARGEST MANUFACTURERS OF *Ranges and Heaters*

FLORENCE STOVE COMPANY, Factories: Gardner, Mass., Kankakee, Ill., Lewisburg, Tenn. Offices: New York, Chicago, Atlanta, Dallas.

For holiday fun, you'll want your games to be adaptable to a mixed group and not too strenuous to interfere with anticipation of the turkey, or after-dinner digestion. An excellent start-the-ball-rolling game is a variation of the old stand-by, **SCRAMBLED WORDS.** If you want to give your party a strictly 1945 flavor, try the year's headlines version. Go back over some old newspapers for good news headlines for which the nation has cause to give thanks, or make up some of your own from memory of these happy events. Of course, your first will be: "Ratmun consanuim raw si reov," or "Truman announces war is over." Give your guests paper, pencils, and a list of 10 or 12 such scrambled headlines. The guest finishing first wins. If you'd rather keep any element of war out of your celebration, the scrambled names of Thanksgiving food will furnish fun and interest for your guests. Such a list might be: sairnis, irced, alcowfuriel, nippmuk ipe, efofec, kutery, rituf laads, hasque, ribbesrarcn, sostery, nutrisp, puso; or in the order named, raisins, cider, cauliflower, pumpkin pie, coffee, turkey, fruit salad, squash, cranberries, oysters, turnips and soup.

And here's an **INTELLIGENCE TEST** for your guests that will provide plenty of laughs and no headaches. Get the innermost psychological reactions of each guest, to the amusement of all, in this way. Someone standing in the circle of players pulls various objects quickly from a grab bag, and points to a player who must immediately shout out what it suggests to him. A knife, for example, may mean "kill" to one person and "pie" to another. Fill the bag with such things as lipstick, a shoe, razor, knife, sailor's cap, chewing gum, etc.

DREAM PSYCHOLOGY is also good for hearty chuckles. On a long slip of paper each person writes his wildest dream in ten sentences. He then folds the paper to conceal the writing and passes it to the person at his left. That person must write in five sentences what his dream denotes about character. Since the "psychoanalyst" has not read the dream, the analysis read in conjunction with the dream makes good reading aloud.

CARVE THE TURKEY is another clever — and definitely apropos — stunt for Thanksgiving festivals. Pinprick or score with a sharp knife, two turkeys, cut from a picture book or magazine, into various carved sections. Write a stunt to perform and a number on the back of each section of the turkeys. Place the turkeys on a piece of heavy cardboard. Let the girls carve their favorite piece of the bird from one, and the boys cut theirs from the other. Each person must then perform the stunt written on his turkey slice. These may be: Sing a song; make a two-minute speech on Pumpkins; recite or make up six lines of verse concerning Thanksgiving, etc. If played before dinner, dinner partners can be matched by the numbers. The num-

Perfect party dessert

☆ *Using Duff's Waffle Mix, bake the waffles a bit crisper than usual. Serve generous portions of vanilla or mint ice cream on top and pour on plenty of chocolate or butterscotch sauce!*

There are dozens of other Perfect Party Desserts you can make with creamy-crisp waffles . . . *fancy* desserts, delicious to eat and so easy to make with Duff's.

For example, add chopped figs or dates, chocolate bits or nut meats to waffle batter before baking. Or top with fruit and whipped cream.

JUST ADD *Water* —that's all!

MAKE
ICE CREAM or PUDDING
At home—Quick—Delicious—Any flavor.

ICE CREAM—no cooking or rewhipping. Pure sweet cream flavor. Smooth. Evaporated milk may be used. Sure to be pure—YOU make it.

PUDDING—delicate texture. Make in 5 minutes without stirring. Sets at room temperature. . . . Simple recipes inside each 15c package. . . Please ask your grocer—if he doesn't carry Londonderry send $1.00 for 7 pkgs., postpaid.

LONDONDERRY
Homemade Ice Cream and Pudding
STABILIZERS
LONDONDERRY — 835 HOWARD, SAN FRANCISCO 3, CALIF.

Snow Time is INDERA Time

Football, or a one-horse open sleigh, Indera takes romance right out in the open. When it's snow time, you'll appreciate the luxurious warmth of a knitted slip or hip skirt by Indera. Examine the many delightful features Indera offers . . . at your favorite store.

Write for Style Folder No. 10-B.

INDERA *Mills Company*
WINSTON-SALEM, N. C.

HERE'S HOW TO GIVE YOUR GRAVY

RICH BROWN COLOR

No matter how weak-looking and pale your gravy is

Just add Kitchen Bouquet. Adds color—brings out true meat flavor, too.

Saves Time • Saves Money, Too!

Want to be known as a champion Gravy Maker? Here's all you do.

Simply add Kitchen Bouquet—blended of 13 vegetables and choice spices. It adds that deep brown appetizing color. It brings out—magnifies—enhances the true rich taste of the meat.

It's magic—for gravy, stews, meat pies, croquettes, hash, etc.

NOTE: *To minimize shrinkage when roasting meat, keep oven "LOW." Merely "wipe" roast with Kitchen Bouquet and add a little to the gravy—to give both a gorgeous "brown."*

KITCHEN BOUQUET

It Makes the Gravy

RICH, BROWN, DELICIOUS

GROCERY STORE PRODUCTS SALES COMPANY, INC., N. Y.

bers can also be used to pair partners for other games you may want to include in the day's celebration.

For an original centerpiece, on either family table or party buffet, construct an over-the-river-and-through-the-woods scene. Use a mirror base for the river, over which cotton snow and toy trees lead along the road to "grandfather's house," made of brown cardboard. Make the road out of a long strip of brown paper which encircles the entire centerpiece and leads over the river to the house. Write on the brown paper road with red ink: "Over the river and through the woods to Grandfather's house we go!"

For your old-fashioned grand meal, you undoubtedly have your own favorites and time-honored recipes. If not, you'll find on page 79 our idea of a well-chosen menu for this great feast day. If you're serving a simple buffet supper at your party, here's a tasty Thanksgiving menu we're sure you'll like:

Turkey Sandwiches
Stuffed Celery *Olives*
Pumpkin Tarts
Candied Cranberries *Nuts*
Cider *Hot Chocolate*

If your heart still gives a joyful jump every time you realize the war is over and your son or husband is—or soon will be—home, you may want to try this clever place mat idea for your 1945 Thanksgiving Day table. Cut from old magazines and newspapers pictures that meant good news and rejoicing to America during the war—such as the raising of the American flag on Iwo Jima. Paste these on pasteboard pieces cut to the usual oblong shape and size of table mats. Cover each of the "picture mats" with clear shellac.

Let your favors carry out your Pilgrim motif to a finish. From a box of pipe cleaners, twist a doll for each guest. Dress these as quaint little Pilgrim girls and boys. For costuming you'll need a fold of gray crepe paper, a sheet of smooth white paper (for the starched Pilgrim collars) and a bit of black ribbon for bonnet ties. These are appropriate and eye-catching.

Whether you choose the patriotic or the old-fashioned motif, Thanksgiving this year is going to be a highly significant occasion. Certainly Victory Day was a joyous occasion, but we needed a quieter day in which to count our blessings. And this is it—our first Thanksgiving after war.

Of course, your table will be weighed down with food—as it always has been on Thanksgiving. Let the difference this year be in little things—not expensive but important in making the day memorable. Take time in planning your decorations, in thinking up new ways in which you can enhance the holiday. And with every flower, leaf, or candle you arrange, resolve that each person who spends Thanksgiving Day in your home this year will remember it as a heart-warming, happy, and convivial occasion—a true Victory Thanksgiving Day for everyone.

RICH CHOCOLATE PUDDING
uses none of your sugar!

COOKS IN JUST 5 MINUTES!

Magic Recipe
for Rich Chocolate Pudding

2 squares (2 oz.) unsweetened chocolate
1⅓ cups (15-oz. can) Eagle Brand Sweetened Condensed Milk
¼ cup water
⅛ teaspoon salt
2 egg whites

Melt chocolate in top of double boiler. Add Eagle Brand Sweetened Condensed Milk and stir over rapidly boiling water 5 minutes until thick. Remove from heat. Add water and salt. Cool 5 minutes. Beat egg whites until in soft peaks but not dry. Fold in chocolate mixture. Place in sherbet glasses. Chill. Garnish with salted almonds. Serves 6.

EAGLE BRAND IS THE REAL MAGIC OF THIS MARVELOUS DESSERT!

EASY!

FOOLPROOF!

Yes, Borden's Eagle Brand . . . the *original* Sweetened Condensed Milk . . . is what gives this luscious chocolate pudding its satin-smoothness. It's a big timesaver, too, because Eagle Brand is a ready-to-use blend of rich whole milk and sugar! For foolproof recipes of marvelous candies, ice creams, frostings, get the Book of Magic Recipes. FREE! Send post card to Borden's, 350 Madison Ave., Dept. AH-15, N.Y. 17, N.Y.

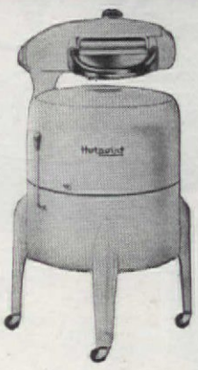
© Borden Co.

Hotpoint

Estate

General Electric

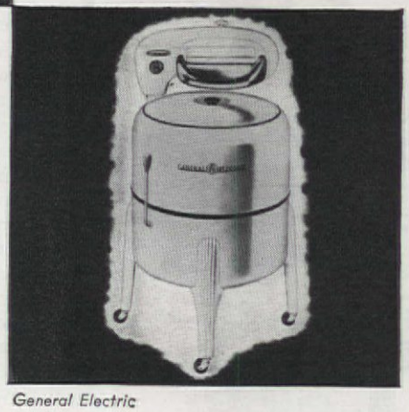
Frigidaire



Hotpoint

Bendix

Norge



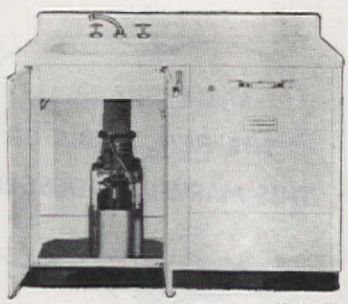
General Electric

What's New – What's Coming?

OUR mechanical household burden sharers are on their useful way back from the wars. There have been no casualties here; all are returning, and in many cases far more fit and more efficient than when they enlisted. We greet them with our home flags flying, with our aprons waving, with high hopes and much gratitude.

As this is being written, manufacturers have promised that refrigerators, both electric and gas, freezers for home and farm, ironers, washing machines, driers, vacuum cleaners, kitchen cabinets, dishwashers and a hundred other time saving, labor-saving domestic devices will soon be in production. Already a trickle is being released. Gradually the volume will grow until there is supply enough for the nation and for other nations. Our vast factories which turned out war materials are converting to a peacetime basis. It is too early yet to give many details of the remarkable improvements we shall enjoy for some of these are still in the laboratory stage. But the war has taught us valuable lessons in metals, plastics, designs, etc. All during the struggle scientists and engineers have been experimenting, and we hear stories of veritable miracles in the making. Many of the first available appliances will be in the same design in which the manufacturers were making them when the war began, but they will be new to most of us. Meanwhile, the photographs on these pages furnish only a prelude of what

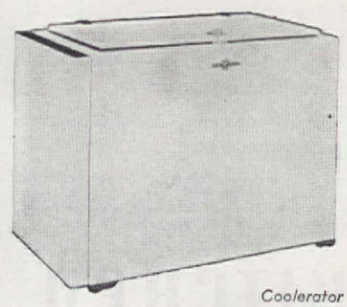
Thor



Frigidaire

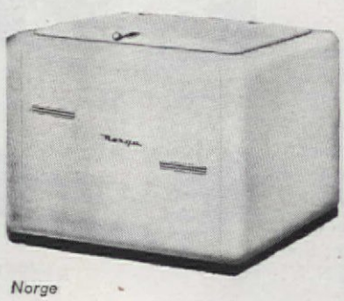
Hotpoint

Westinghouse

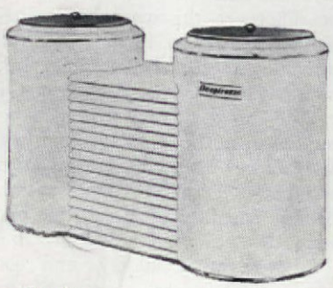


Coolerator

Westinghouse



Norge

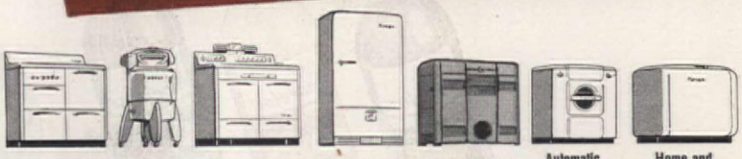


Deepfreeze

"O.K., ARTILLERY, HERE'S YOUR RANGE..."

The speed and intensity of "fire power" on a Norge electric range make it easy for you to bring about the "surrender" of even the most fastidious appetite! When using the surface units you have *six cooking speeds* at your fingertips . . . and there's a deep utility cooker with which to clinch your reputation as a master chef. You'll get a thrill, too, when you inspect the place from whence come the pies and cakes and rolls and steaks, for *this* oven is big enough to satisfy your family. Moreover, it has *two* heating units—one top and one bottom—which give it the *balanced heat* so essential to successful roasting and baking. And all other features of the range reflect the same master planning that characterizes all Norge household appliances. Each Rollator refrigerator, home freezer, farm freezer, electric range, Ro-ta-tor washer, gas range, automatic cycle washer and home heater must be able to repay its purchaser with an overflowing measure of value. It must be able to fulfill its responsibility as a *better product for a better world.*

SEE NORGE BEFORE YOU BUY



Gas Ranges | Washers | Electric Ranges | Refrigeration | Home Heaters | Automatic Cycle Washers | Home and Farm Freezers

A BORG-WARNER INDUSTRY

Norge is the trade-mark of Norge Division, Borg-Warner Corporation, Detroit 26, Michigan. In Canada: Addison Industries, Limited, Toronto, Ontario.

You can See and Feel and Taste the difference!

A MODERN MIRACLE FROM CORN

50% sweeter · · · Higher food value · · · Smoother pouring
Easier to digest · · · Richer in dextrose

It's the greatest advance in corn syrup in more than 60 years—an improvement so remarkable it will increase the use of corn syrup for all table, cooking, home canning and freezing purposes.

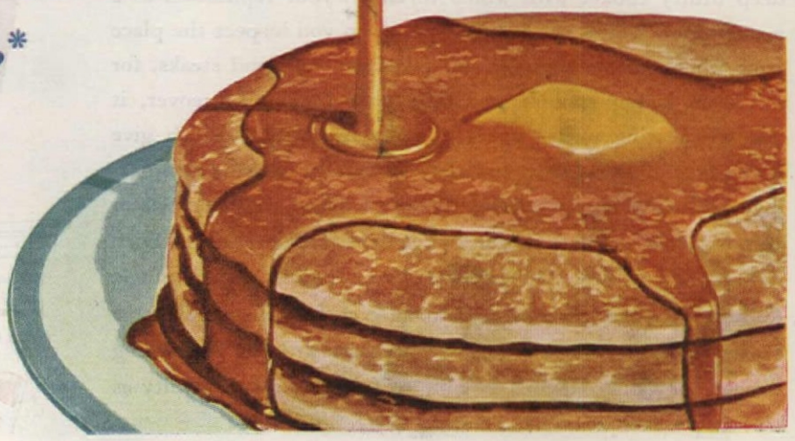
Called *Sweetose*, it is made from a new revolutionary kind of corn syrup—so utterly different the Government of the United States has granted a basic patent.

This new corn syrup from which Sweetose is blended is 50% sweeter to taste—is thinner, yet has more quick-energy food value than old-fashioned corn syrup from which ordinary blends are made. Contains 40% more sugars—75% more dextrose. Is easier to digest, and is smoother pouring—smoother to taste.

Due to these advantages, Sweetose is quickly preferred to all other syrups—wherever introduced. Quantities as yet are limited—but your dealer probably has it—or can get it for you. Write for free booklet of cooking, canning and freezing recipes. A. E. Staley Co., Dept. A-11, Decatur, Illinois.

Sweetose*

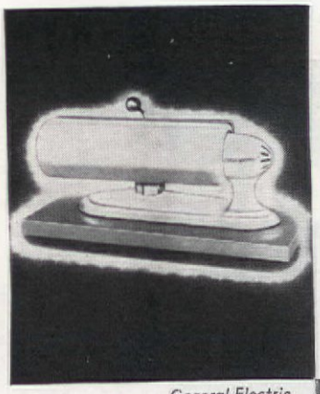
MADE BY STALEY'S

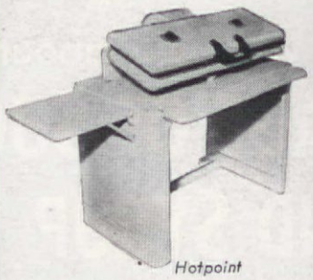


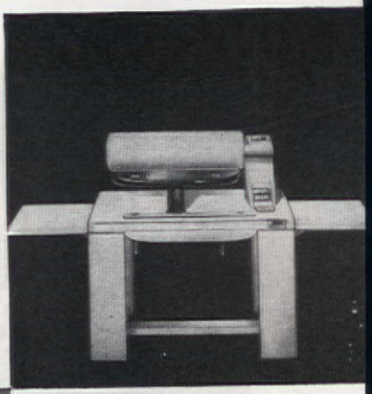
*Reg. U. S. Pat. Off.

What's New What's Coming?

Thor


General Electric


Hotpoint


Bendix

you may expect in the near future. In practically all communities now, your dealers are able to show you some of the new wrinkles and tricks and tell you about the newer ones which are coming in the near future.

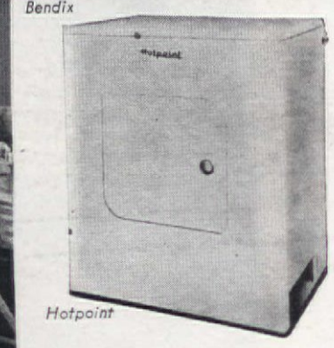
ELECTRIC RANGES—The electric ranges shown here have three top units and a cooker. The Frigidaire range has five cooking speeds for each unit, exceptionally wide working space, large oven with specially designed roasting rack, and automatic time signal. Colored lights tell at a glance which units are on and at what speed in the General Electric range. The no-stain oven vent maintains proper humidity for baking and helps keep the kitchen clean. The Hotpoint range has full automatic oven clock control temperature, warming compartment, and twin lights. A feature of the Estate range is a special griddle plate on top of the range which when lifted off may be used for toasting as many as twelve slices of bread at one time. The oven in the Gibson range is of generous size and the units have seven heating speeds.

GAS RANGES—The outstanding feature of the Estate range is that it has two ovens, one for baking and the other for cooking meats. The especially designed barbecue pan in the meat oven may be used for broiling as well as barbecuing meat. For broiling, the pan is placed nearer the top of the oven. The Magic Chef range is equipped with many helpful conveniences such as automatic oven cooking, oven regulator, automatic lighting, swing-out oven burner and non-clog burners. In the Tappan range the oven is located in the center with space on the side for towel racks and storage. The Detroit Jewel range equipment includes four top burners with separate simmering flames, including two giant burners. The burners are on the side leaving work space in the center.

FREEZERS—We have been waiting a long time for freezers and at last we shall have them. Westinghouse is making a companion piece to the household electric refrigerator, in size and finish, with front-opening door and sectional inner doors for reach-in convenience. Deep-freeze was developed before the war and the first production will be the double unit freezer, capacity 9½ cubic feet. Approximately 315 pounds of assorted perish-

Hotpoint

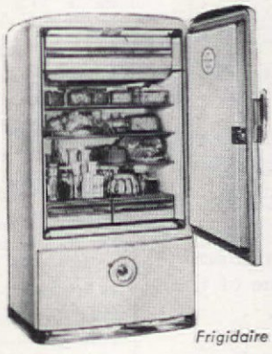
Westinghouse

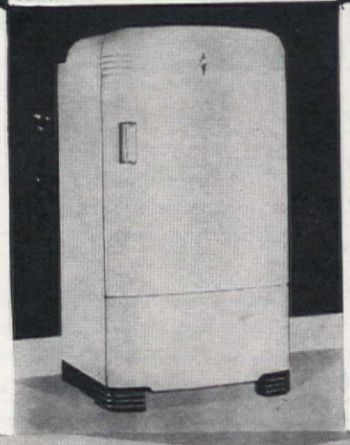

Hotpoint

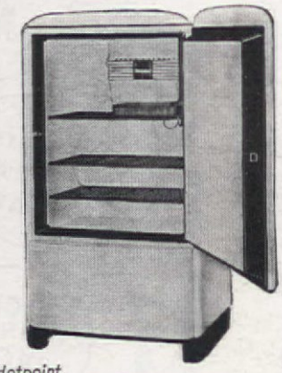
Estate

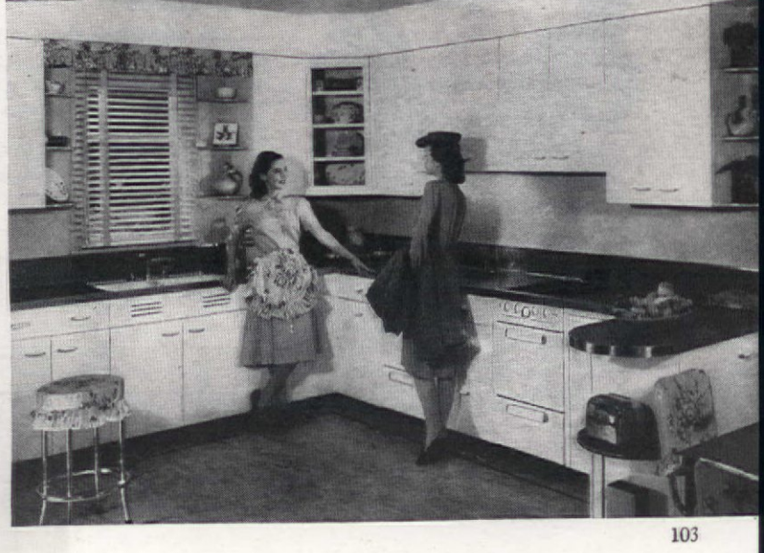
Detroit Jewel
Servel

American Stove


Frigidaire


American Central Kitchen


Hotpoint


St. Charles Kitchen

She's not worrying about the

SHORTAGE OF SUGAR AND SYRUP

Why let the shortage of sugar and syrup keep your family from enjoying pancakes and waffles? Pour on *molasses*—BRER RABBIT'S light, mild GOLD LABEL—for table use.

BRER RABBIT
GOLD LABEL NEW ORLEANS
MOLASSES

OVER 60% NATURAL SUGAR

That sugar in Brer Rabbit Molasses comes straight from the sugar cane. *Real* sugar—in its natural form.

RICH IN IRON

Iron is essential *for good red blood!* Brer Rabbit Molasses is one of the richest sources of food iron.

TWO TYPES:

GOLD LABEL—highest quality mild-flavored *light* molasses for table use, cooking, and a delicately flavored milk shake.

GREEN LABEL—full-flavored *dark* molasses for cooking and a richly flavored milk shake.

FREE! 15 SUGAR-SAVING RECIPES!

Send me your leaflet, giving recipes for *no-sugar* desserts. Also valuable 52-page cook book containing 116 fine molasses recipes; with washable cover and large, clear illustrations. *Both free.*

Name_____
(Print Name and Address)

Address_____

(Paste on penny postcard and mail to:
BRER RABBIT, c/o Penick & Ford, Ltd., Inc., New Orleans, La., Dept. A11-5.)

able foods can be stored. This freezer is cylindrical in shape and the refrigerant circulates within the double walls. The Norge freezer may be purchased in three sizes—a single compartment, 6-cubic foot unit for the city and suburban home, an 11-

Tappan

Gibson

cubic foot cabinet for those who intend to freeze their own garden, with large storage space and separate freezing section, a 18½-cubic foot home and farm freezer that will hold more than 500 pounds of frozen food. The Frigidaire home freezer is a 4-hole, double-row model which has a 15-gallon capacity plus approximately 5 gallon package storage. The Coolerator is fitted with removable wire baskets and has a separate compartment for freezing.

REFRIGERATORS—No radical changes are being planned in the Servel gas refrigerators because of the need for getting them on the market as soon as possible. The 9-cubic foot Frigidaire electric refrigerator shown here operates on the cold wall principle which keeps foods from drying. The large freezing compartment freezes food and ice cubes and is a storage center for frozen foods. The interior of the Hotpoint refrigerator is finished in white poreclain of one-piece construction with three shelves and a stainless steel speed freezer holding four cube trays

DISHWASHERS—The combination sink and automatic electric dishwasher developed by Hotpoint encloses the electric garbage disposal. The dishwasher performs all functions of dishwashing and drying without soap, even to washing its own interior. The shape of the unit and design of the racks in the Westinghouse dishwasher give the appliance greater capacity. The Thor Automagic is a convertible machine which

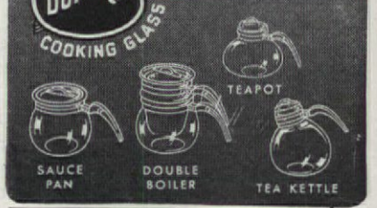
Glass
BRIGHTENS KITCHENS, LIGHTENS COOKING CHORES

"My shiny, spotless cooking glass brings new beauty to your kitchen, saves you time and trouble, too. Because glass absorbs heat quickly, cooking takes less time. And since glass is smooth and streamlined, glass utensils can be cleaned faster. For real coffee enjoyment, try the vacuum coffee maker shown above. Remember Dunbar — for your kitchen and for lovely useful gifts."

Jane Dunbar

For folder of my favorite recipes, send postcard to Jane Dunbar, Dunbar Glass Corp., 511 Payne Ave., Dunbar, W. Va. Est. 1914

FLAME-RESISTANT DUNBAR COOKING GLASS



Loose bathroom tiles and fixtures, such as towel racks or soap dishes, can be securely reset with PLASTIC WOOD!

PLASTIC WOOD
Handles Like Putty • Hardens Into Wood

PICTURES

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You may think you're seeing double...

but this is just

one washer that washes clothes and dishes!

Thor AUTOMAGIC WASHER

Two washers—One for duds—One for dishes—just by changing tubs!

One amazing THOR mechanism! One kitchen-size THOR cabinet!

And *you* save work and worry seven days a week!

Changes from Clothes Washer to Dishwasher in 1½ Minutes

Soon you can wash, rinse, damp-dry clothes automagically—then change tubs and switch your Thor from washing clothes to washing dishes.

Imagine! One washer to do the work of two. To take the backbreaking work out of washday then take over your daily dishwashing chores. At first glance you can't believe it! But it's simply . . . wonderfully . . . true with the Thor Automagic Washer.

HERE'S HOW IT WORKS. The Thor Automagic Washer *looks* just as it's pictured. White, shining, streamlined! *But*—it's equipped with two magical tubs (one for clothes and one for dishes) that can be used interchangeably in the Thor Cabinet. You make the switch from duds to dishes in 1½ minutes!

HERE'S HOW IT WASHES. Washing clothes or washing dishes the Thor Automagic is all you've dreamed—and more. Washes and rinses your clothes at the flick of a dial. Whirls them better than wringer dry—without wringing! Then change tubs and there's a dishwasher that washes all your dishes—even pots and pans—sparkling clean. And cleans itself!

EVERY DAY IS THOR'S DAY. You'll wash clothes Monday—wash dishes every day with the Thor Automagic Washer. It's kitchen-size, table height, quiet as a whisper. Just the washer you've wanted whether you start right out with the magic combination or buy your Thor first as a clothes washer and add the dishwasher unit later. Watch for your Thor dealer's announcements. He'll tell you when you can preview the Thor Automagic Washer and its seven day wonders.

HURLEY MACHINE DIVISION
Electric Household Utilities Corp., **Chicago 50, Ill.**
Thor-Canadian Company, Ltd., Toronto, Canada

WHICH DO YOU WANT FIRST?

THOR CLOTHES WASHER

You can buy the THOR Clothes Washer now—later add the Dishwasher feature at small extra cost.

THOR DISHWASHER

Want the THOR Dishwasher first? O.K.. add the clothes washer unit later.

All the features of clothes washer and dishwasher in one machine. Less expensive than you dreamed.

THOR AUTOMAGIC WASHER COMBINATION

GET THE FULL STORY OF THE NEW THOR IN THIS QUICK-READING BOOK

HURLEY MACHINE DIVISION
ELECTRIC HOUSEHOLD UTILITIES CORPORATION
2113 South 54th Avenue, Chicago 50, Illinois

Please send me, without obligation, your free book, "How to Make Life Easier Seven Days a Week."

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*City*_____ *Zone*_____ *State*_____

Clear to your cup...

COFFEE IS DELICIOUS MADE AND SERVED IN A SILEX COFFEE MAKER

The exclusive Silex "Flavor-Guard" filter is the secret of a perfect cup of coffee every time. It protects delicate flavor from bitter grounds and sediment, filters through all the richness of coffee, crystal clear. Make coffee right, and serve it right in a

SILEX

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COFFEE MAKER

No other iron like it! It's another Silex "first." Watch for it! SILEX STEAM IRON

in less than a minute and a half can be converted from a dishwasher to a washing machine. The clothes washer parts are lifted out and replaced with the dishwasher parts. All parts are light in weight and each unit for clothes washing and dishwashing is complete in itself, sharing only the motor and outer cabinet.

KITCHEN CABINETS—The layouts of kitchens shown here are from St. Charles Manufacturing Company and American Central Manufacturing Corporation. Steel base and wall cabinets conveniently placed provide not only the necessary storage place for pots, pans and food, but also extra working space.

WASHING MACHINES—The new Bendix automatic washing machine has many improvements over the pre-war models. It will fit anywhere—the kitchen, utility room, laundry or bathroom. It covers only four square feet of floor area; it is counter height. It washes, rinses, damp dries—then cleans itself, drains and shuts off—all automatically. The descriptive details of the Norge automatic cycle washer are not available, but the manufacturers tell us that the new washer will incorporate several new and time-saving features. The wringer type General Electric washer has a capacity of eight pounds of dry clothes. The aluminum alloy activator gives triple washing action—soaking, flexing and rubbing—thus making for spotless laundry. The capacity of the Thor automatic washer is eight pounds of dry clothes. The time for total washing, double rinsing and spin-drying is just thirty minutes in this dial-controlled washer.

DRIERS—The Westinghouse automatic clothes drier is identical in shape and size to the Westinghouse automatic washing machine. While one load is being washed, the previous one can be dried. Hotpoint's automatic electric tumbler drier will be equipped with clocks to shut off the heat at the point of dryness desired by the housewife.

IRONERS—The Thor automatic ironer has added many new improvements for greater convenience and ease of operation. The ironer now folds up to occupy one and three-fourth square feet of floor space. It rolls easily on wheels when folded up. All ironing operations are now motor powered and controlled by a single, easily operated knee lever. The Bendix automatic ironer combines features of rotary and flat plate type of ironers. Controls for motor heat and temperature are illuminated. The Hotpoint flat plate electric ironer is automatic in operation with the temperature controlled by thermostats. The portable General Electric rotary ironer has a fingertip lever which starts and stops the roll and serves as a pressing control. The Hotpoint 22-inch portable rotary ironer is shown here on a metal stand but the base of the machine may be rested upon any type of surface.

MORE AND MORE women are learning the importance of making drainboards and other kitchen germ "danger zones" sanitary. Millions of them have adopted the easy Clorox way to greater home hygiene. For Clorox is a pure, safe, dependable germicide... it disinfects, also deodorizes, removes stains. Use Clorox in routine cleansing of tile, enamel, porcelain, linoleum, wood surfaces as an added safeguard to health. Simply follow directions on label.

AMERICA'S FAVORITE BLEACH AND HOUSEHOLD DISINFECTANT

CLOROX

FREE FROM CAUSTIC

Disinfects

DEODORIZES BLEACHES REMOVES STAINS

When it's CLOROX-CLEAN... it's Hygienically Clean!

KEEP WARM! SAVE FUEL!

Mortite

Seal your home against drafts and cold, stop expensive heat leaks! Keep out dust and dirt. Just press MORTITE pliable plastic tape around windows, doors, baseboards, etc. It's easy! It's sure!

A roll covers about 80 ft., enough for 5 windows . . . At hdws., paint, d pt. stores and lumberyards.

$1.25

Higher west of Rockies & Canada

FREE MORTITE CIRCULAR

J. W. MORTELL CO.

524 Burch St. Kankakee, Ill.

VIGORO TABLETS for more *Beautiful House Plants*

House plants need a complete balanced diet. Feed handy Vigoro Tablets. No fuss—no bother—but as effective as famous Vigoro itself. Contain the vital food elements plant life requires from the soil.

LIKE FAMOUS VIGORO – but in handy tablet form

A product of Swift & Company
Makers of Vigoro

Have Lovelier Floors, Yet...

SAVE WORK!

Self-Polishing Simoniz Wears Longer . . . makes Floor Cleaning Easier

Are you tired of thin-skinned floor polishes that wash off and must be replaced every few days? Then try Self-Polishing Simoniz. Like the Simoniz long famous for automobiles, Self-Polishing Simoniz forms a tough, transparent film that's amazingly resistant to wear. It lasts longer . . . doesn't need to be renewed nearly as often as preparations which merely polish without protecting. Cleaning is easier too. Just the whisk of a damp cloth and off comes dust and dirt, leaving your floor sparkling with undimmed beauty again. So if you want to save work, try Self-Polishing Simoniz . . . soon!

Self-Polishing SIMONIZ FOR FLOORS

Self-Polishing Simoniz is equally effective, too, on rubber and asphalt tile or even concrete floors as well as linoleum and sealed or varnished wood. Sold by leading grocery, hardware, paint, drug and department stores.

THE SIMONIZ COMPANY CHICAGO 16, ILLINOIS

Taste an Old-fashioned Treat at its Best

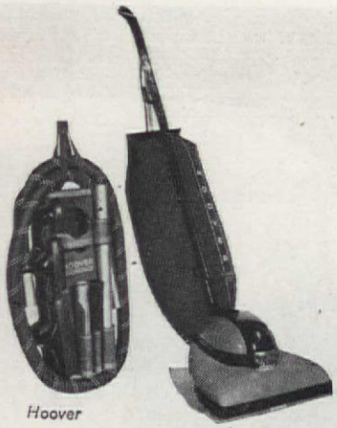
SUN-MAID RAISIN PIE

Recipe

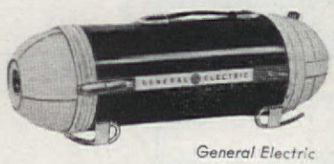
RAISIN PIE—Combine 2¾ cups water, 1 box Sun-Maid Raisins (Seedless Nectars or Seedless), 1 stick cinnamon, 2 tsp. lemon juice, ¼ cup molasses, 2 tsp. cider vinegar, ¼ tsp. salt and ⅛ tsp. ground cloves. Simmer 15 min. Remove cinnamon stick. Add 6 tbs. sugar and 2½ tbs. cornstarch gradually, stirring. Cook until mixture thickens. Pour into unbaked pie shell. Place strips of pastry over top, lattice fashion. Bake in a very hot oven (450°F.) for 25 min.

Sun-Maid Raisin Quality is Controlled from Vineyard to Grocery to Assure Superior Flavor

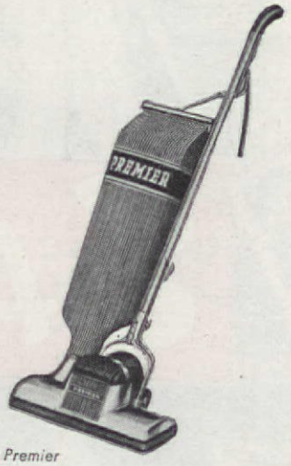
- Sun-Maid's Natural Sweetness Saves Sugar
- Distributed to Grocers Everywhere
- Made from Nature's Finest Grapes
- Scientifically Cleaned and Packed
- Constantly Checked for Freshness



Hoover



General Electric



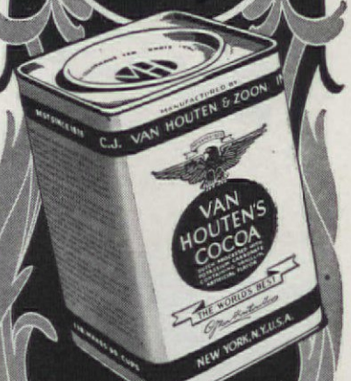
Premier

Universal

VACUUM CLEANERS—The feature of Universal's tank-type vacuum cleaner is a light which flashes when the dirt bag needs emptying, thus preventing a loss of suction due to an over-filled bag. A radio interference eliminator assures perfect reception of broadcasts. The Premier cleaner is equipped with duomatic nozzle which adjusts itself on all but the very thickest rugs. Instant conversion from a rug cleaner to upholstery cleaner is the outstanding feature of the new Hoover cleaner. The cleaning tool is inserted in the side of the cleaner. The tank-type General Electric cleaner comes complete with an 8-foot hose, a rug tool, an upholstery nozzle, a blower tool, swivel floor brush, a dusting tool, sprayer and deodorizer for demothing and deodorizing. The cleaner itself has an accordion folded bag, a foot-operated switch, a condenser to reduce radio interference and an air filter that gives off a slight odor of pine. The cleaner comes in brown and tan.

ENJOY Cocoa .. Buy GOOD COCOA

VAN HOUTEN'S DUTCH PROCESS COCOA



The World's BEST Costs Less Than A PENNY Per Cup

Adds Richer Flavor To COOKING And BAKING

Recipe Booklet Supplied With Each Can

Photograph, F. M. Demarest

Elizabeth Shaffer

DURING the wartime years of scarcity when a woman considered herself the storekeeper's favorite child if she was lucky enough to come home with a box of cleansing tissue, we did not hear very much of the word *consumer*. It differed from the thirties when women's clubs, government agencies, and a variety of miscellaneous worrywarts combined in their concern about consumer problems, consumer education, and consumer what-have-you.

Now that merchandise is again beginning to appear on shelves, consumer talk is bound to start up, and with reviving consumer-consciousness there is certain to be a lot of talk about labels. For a label, fundamentally, is a manufacturer's last word with us before we make our purchase decision. He has given us his general sales talk through advertising media—but so have other manufacturers. When we actually come to the point of making a purchase, whether we're buying a can of spinach, a sheet, or a ukulele, a manufacturer's label is his final chance to convince us that his sales offering is our best buy. It is natural that he wants to make such a label effective. It is common sense on his part to try to tell us the information we want to know.

The trouble with a lot of us may be that we are not quite sure just what we *do* want to know, and this vagueness that afflicted us, even before the war, has been aggravated by wartime shopping trips that left us happy to take what we could find. The conflict that made four freedoms famous has pretty much deprived the shopper of a fifth freedom—the freedom of choice, and once that fifth freedom is returned to us it will seem a rather heady privilege to be able to choose instead of to snatch. Yet we should not be so overcome by a hectic frenzy of buying that we forget that knowledge of the product we are choosing is still an essential prelude to wise buying.

Knowledge of products we buy is going to be more essential in the postwar period than previously. There will be many new, unfamiliar materials on the market—plastics, synthetics, and other familiar materials that have been subjected to new proc-

"SUPER-DUPER" ...shouted Grandma

Roaster-fresh coffee made right in the cup

Roaster-fresh because *in Nescafé* all the fresh flavor of newly-roasted coffee is *sealed in* by added carbohydrates.

"YOU'D THINK," mused Grandma sadly, "that in *sixty years* I'd have found *the* perfect cup of coffee. But I *haven't.*" "Oh *yes* you *have!*" smiled her modern granddaughter, instantly making a cup of Nescafé . . . "*Here* it is!" Grandma tasted it . . . sprang from her chair, and shouted . . . "Super-duper! . . . That's *it!*"

You'll be surprised, too. For here's how Nescafé brings you a real high in coffee enjoyment. In a way only *Nestlé's* knows, an extract is made from fine coffees fresh from the roaster . . . *then instantly its flavor is sealed in! You* release this locked-in freshness by just adding hot water.

So easy to prepare . . . no coffee maker to get ready or clean up . . . no grounds to dispose of. A teaspoonful of Nescafé makes a cupful—for only about 1¢. No waste . . . you make exactly the amount you need—and just the strength you like.

NESCAFÉ (PRONOUNCED NES-CAFAY) IS A NESTLÉ PRODUCT, COMPOSED OF EQUAL PARTS OF SKILLFULLY BREWED SOLUBLE COFFEE AND ADDED CARBOHYDRATES (DEXTRINS, MALTOSE AND DEXTROSE) ADDED SOLELY TO PROTECT THE FLAVOR
★ ★ ★ NESTLÉ'S MILK PRODUCTS, INC., NEW YORK, U. S. A. ★ ★ ★

YOUR CAKE CAN BE KEPT

as Fresh as a Daisy

...in a **KROMEX KĀKOVER*** which helps protect the wholesome goodness and natural flavor of your cake. Its beautiful highly-polished cover, made of heavy-gauge aluminum alloy, fits into a groove in a sparkling glass plate, which helps retain moisture . . . to keep your cake fresh longer. Sandwiches and Canapés will retain their moist freshness in a **KROMEX KĀKOVER.**

Featured, with other famous KROMEX Ware at leading retailers of gifts and homewares.

*REGISTERED U. S. PATENT OFFICE

KROMEX
Enduringly Beautiful
CLEVELAND 15, OHIO

esses. Manufacturers have an obligation to supply us with accurate knowledge of what we are buying for we shall want to know. And even though the world might spare a cat or two, I'm certain no businessman would wish curiosity to kill a customer! We'll want to know whether a material may be safely washed, and if so, how that washing should be done. We'll want assurance that any part of a dress—buttons, buckle, or trimming, will safely go through a dry cleaning process. We'll want distinction made between such terms as waterproof, water-repellent, and spot-resistant.

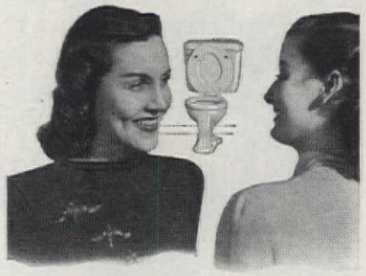
Manufacturers don't need to be afraid of us—the *consumers* as I suppose they'll continue to call us. We've become inured to new discoveries. There was a day, I suspect, when manufacturers hesitated to designate the fabric of a dress because they feared the buyer might feel toward any unfamiliar fabric a good deal like the little boy who called everything that wasn't sweet corn, spinach. But that day is gone. Manufacturers no longer need fret about a buyer's prejudice against the new, or feel they need to break the news of an unfamiliar fabric gently. But that is not to the consumer's credit. It is just that remembered Nylons did much to break her down!

Despite a little skittishness about giving us any detailed information about new products, there is plenty of prewar precedent for furnishing us with all the label information we are able to digest—perhaps even a little more. As a matter of fact, a good deal of the concern about consumer education in the thirties doubtless arose from a realization that too many buyers didn't quite know how to interpret or apply information such as that concerning tensile strength and thread count. It was this plight, perhaps, that generated so much consumer-pathos that some agencies began agitating for a system of buyer information that would be (they thought) "as simple as A B C." Grade labelling is the common designation for the system.

The trouble with grade labelling—or perhaps it would be more accurate to say *one* of the troubles—is that its simplicity is as much of a fake as that of the little dress that achieves *seeming* simplicity only by intricate line and tricky cutting and fitting. It *seems* simple enough to decide that a can of fruit labelled Grade A is far better than the can graded B. Yet there is nothing to warn the customer that the A can may have scored one point above the dividing mark while the B brand missed the A gradation by as small a digit.

Another trouble in grading foods is that, beyond minimum standards of normal flavor, the taste of a food product is too intangible and too much of an individual preference to be measured. Even if grade labelling were in effect, it would still be necessary to try out different brands in order to find the one which suited

"SCRUB IT? why, of course NOT!"



"Scrubbing's a nasty job and doesn't always clean thoroughly. Use Sani-Flush, as I do, twice a week. It rids the toilet bowl of stains and discolorations. Leaves it white, clean, odorless."

Yes, that's the easy way of it. Sani-Flush works chemically, removing every sign of stain or film. It cleans the hidden trap; also disinfects—removes a source of toilet odors. Safe for all toilet connections and septic tanks. Try Sani-Flush. Sold everywhere. Two handy sizes. The Hygienic Products Company, Canton 2, Ohio.

Sani-Flush
QUICK
EASY
SANITARY

LEPAGE'S GLUE
LEPAGE'S MODEL AEROPLANE GLUE
LEPAGE'S LIQUID SOLDER

RENEW FURNITURE BEAUTY WITH *Miracle Polish!*

Scratches Disappear

Miraculous! Even dull and dingy furniture takes on a brilliant new radiance with Old English Scratch Removing Polish. And as you polish ugly scratches disappear! Sold everywhere.

Old English Scratch Removing POLISH
Made by the Makers of Old English Wax

NOW, you can enjoy, in your own home, the low-cost luxury of Permutit* conditioned water. What a difference this wonderfully soft water makes in housework, how much more time you will have for yourself—and yet, how little it costs to own a Permutit Automatic Water Conditioner

the home appliance that turns hard water into

SOFT WATER

FOR BATHING
Permutit soft water suds bring new luxury to baths and shampoo

FOR DISHES
Soft water by Permutit makes dishes sparkle. They dry without towelling

FOR LAUNDRY
Get whiter, softer clothes with a Permutit Water Conditioner. Save soap

DON'T WAIT! Pent-up demand for Permutit Home Water Conditioners is great. It's first come, first served. Mail coupon at once for FREE illustrated booklet. Or better, see your dealer TODAY!

*Trademark Reg. U. S. Pat. Off.

THE PERMUTIT CO., Dept. AH,
330 W. 42nd St., New York 18, N. Y.
Please send me *free* Permutit booklet.
Name.....
Address.....
City.....
County.....State.....

your own family best. Under the grade system it would be easy to rate the clearness or cloudiness of liquid in a can of peas, but not how well your family would like the flavor.

When such complications can be encountered in grading a canned food, it is easy to understand the maze of measurements that would be encountered in attempting to grade more intricate products. Tensile strength is important in a sheet or towel but for a party dress it is the entirely intangible quality of style, plus information as to cleanability in which the buyer is interested. Fastness to light is important in awnings but certainly not in silk underwear.

Such factors emphasize that A B C may sound simple—but there is a great deal more to the alphabet—and no short cut to learning any of it. What a combination of Einstein and Solomon it would take to grade-label a refrigerator or a range and to recall that, before tests could be completed, there probably would be an improved model on the market. The consumer can see that such a simple system as grade labelling could only be applied to buying problems of kindergarten status. Yet consumers do need—and increasingly—information as to what they are buying.

Good descriptive labelling has the vote of many consumers and the backing of the Grocery Manufacturers of America Inc., who have recently launched an active campaign for more and better descriptive labelling for canned products. Besides such information as is required by law (name and address of manufacturer, packer or distributor, net contents, statement of artificial flavor, color or preservative, if used, and various other specialized information for certain products) the new descriptive labels recommended by the Grocery Manufacturers would include much more. Their recommendations include details about quantity, number of servings, description of the raw product, measurement in cupfuls and more specific information about usage.

None of these recommendations seem very revolutionary to users of certain brands of canned goods which already feature descriptive labels that, together with the assurance of quality given by the brand name itself, serve to provide the customer with the information she needs. However, the extension of such descriptive labelling to more brands undoubtedly would be the best answer that could be made to those who tend to believe there must be many a Cinderella among less familiar brands and who picture the well-advertised brand as a sinister sister that has built up a reputation by a disinclination to hide good points.

Even with all possible improvement in the amount of information made available via the label route, brand buying—it seems safe to prophesy—will remain a safe and simple way to make most purchases. Even when the fullest information is

Exquisite Beauty—
Superb Entertainment

HOWARD *Radios*

WITH

FM

*** *Acousticolor Tone***

HOWARD *is a Pioneer in FM Radio*

Because Howard was one of the first few manufacturers to introduce Frequency Modulation radio to lovers of good music, Howard FM is a fully developed accomplishment—not just a promise for the future.

Your new Howard FM-AM Radio, with lifelike *Acousticolor* Tone, will bring you all that is best in the "golden age of radio" that lies ahead. Make a date to see and hear the beautiful new Howards just as soon as they become available.

* **Acousticolor Tone**—*a new Howard refinement for your listening pleasure—the exclusive electronic development that makes it possible to recreate the tonal balance, beauty and brilliance of the finest music right in your own home.*

HOWARD RADIO COMPANY
CHICAGO 13, ILLINOIS

BUY VICTORY BONDS!

America's Oldest Radio Manufacturer

Streamline MODERN

...for WARM COMFORT

THERE is mellow warmth and luxurious comfort in Streamline Modern furniture. These smart, graceful pieces blend cheerfully with gay accessories . . . lend added sparkle to your rooms! With peace will come hundreds of these exquisite patterns for every room in your home!

HEYWOOD-WAKEFIELD

GARDNER, MASSACHUSETTS

FINE FURNITURE SINCE 1826

given, in scientific terms, it is difficult for most of us to interpret the breaking point of a stocking or the thread count of a sheet into terms of wear-expectancy. If and when it becomes possible to translate technical information into such terms, descriptive labelling for textiles will become far more informative for us all. This, together with greater standardization and the use of such terms as preshrunk, and greater uniformity of sizes in ready-to-wear goods, will furnish the consumer with information far more effective than years of consumer education designed to educate consumers as to technical terms. If all this could be done—and a large and conspicuous label placed in a prominent place—we shall be getting consumer information in as painless a form as possible.

Probably the biggest hump for manufacturers to get over, in attempting such labelling, is the consumer herself and her possibly blithe disregard of directions for use and care. A good many of us have consciences that are none too clear in regard to how faithfully we have followed directions for use, laundering, et cetera. Yet we should know better. Everyone knows that one family is able to drive the same make and model of car farther than another family and that the difference usually is in the matter of use and care—a matter strictly up to the consumer. It is this uncertainty about consumer conduct after purchase that is likely to stymie efforts to translate technicalities into terms of probable life expectancy.

Certainly it is scarcely fair to demand more information than we intend to make use of and, as customers, our record is none too good. The most descriptive label in the world is of no use to the woman who doesn't read it—and the point of purchase is the place it should be read before you buy—not after you get home and have used the purchase. This makes leisurely shopping, whenever possible, advisable.

Labels should be read critically, with an eye toward deciding whether an unfamiliar product is an improvement or a mere variation. The Grocery Manufacturers, in their campaign for descriptive labelling, are urging that women not only read labels and discuss them with friends but that they also write manufacturers—either to praise good labels or to protest inadequacies.

With changes in the air and campaigns under way, the next few years promise to bring forth some interesting new developments in providing the consumer with information. But I can't help hoping that, somewhere in the progress of one of the campaigns, some bright soul will hit upon an adequate and pleasanter-sounding synonym for the word "consumer." The word reminds me, all against my will, of a sort of hybrid of the black widow spider and guppy families—and you can scarcely blame any buyer for wanting to think of herself in more pleasant terms!

MOUNTED IN AN ALBUM

WITH NUACE MOUNTING CORNERS

Only 10c for 100 corners in Black, White, Gray, Green, Red, Sepia, Ivory, Baby Pink, Baby Blue and Victory. 10c for 60 corners in Gold and Silver. At 5c & 10c Stores, Drug, Camera and Department Stores.

Ace Art Co., Reading, Mass.

BEFORE IT'S LOST OR DAMAGE..

MOUNT IT WITH NUACE CORNERS!

Personal PHOTO CHRISTMAS CARDS FROM YOUR FAVORITE NEGATIVE

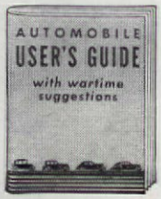
25 for $1.

Get Yulecards—photographic Christmas cards made from your very own negative. They're original—beautiful—of the highest quality and very inexpensive. You send us negative of family, children, pet, home, etc., and we make beautiful free sample. *Then you can see your card before you buy.* Send any size negative (not print) of your snapshot, this ad and 3c for return postage. We will return to you immediately free Yulecard, illustrated folder and your negative. No obligation. After Nov. 15 send 6c for *1st class* return postage. Free offer expires Dec. 1.

FREE

YULECARDS, Box 310-6, Quincy 69, Mass.

For WOMEN who DRIVE



196 PRACTICAL SUGGESTIONS

that will help you to get

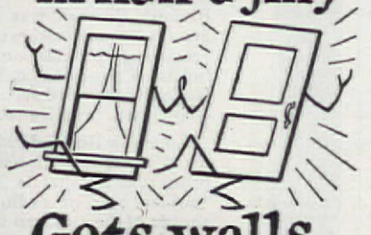
- better gas mileage
- longer tire life
- better performance
- lower upkeep costs

Also valuable hints on how to care for upholstery and exterior finish.

Get a FREE COPY from any General Motors dealer, or use coupon below.

"CUSTOMER RESEARCH DEPT., ROOM 1738
GENERAL MOTORS, DETROIT 2, MICH.
Please send FREE COPY of new edition 64-page "Automobile User's Guide"—containing 196 practical suggestions on wartime operation.
Mr.
Mrs.
Miss (please print)
Address (please print)
City Zone State
Make of car now owned year model
10

SOILAX cleans in half a jiffy



Gets walls and woodwork bright & spiffy!

Get SOILAX at Hardware, Paint, Variety and Department Stores

Economics Laboratory, Inc., St. Paul, Minn.

Me? To be king of Salvadoro?
Nope . . . just got this brand-new Toro!

TORO POWER MOWERS

TORO MANUFACTURING CORP'N, MINNEAPOLIS, MINNESOTA

KILLS ROACHES WATERBUGS • SILVERFISH AND CRICKETS

Use Sanitary Gator Roach Lives. Insects eat the bait in the protective tube—and die. Can be used on shelves, in drawers, anywhere. Insects can't track it. Nothing to mix, spray or dust. Clean, ready, easy to use. Economical, too, because of long killing service. If your store can't supply you, send store's name and $1 for 5 pkgs., postpaid. DeSoto Chemical Co., Ave., 11B, Arcadia, Fla.

See what ScotTowels DO for 7¢ a week!

★ **Save Energy!** Wipe up "spills" with ScotTowels. You don't have to scrub out and boil stained towels.

★ **Save Health!** Fresh, individual towels help keep infections from spreading—help protect health.

★ **Save Laundering!** Use ScotTowels to cover baby's high chair tray, or as place mats for older children.

★ **Save Time!** Peel the tomatoes on a ScotTowel . . . throw away towel and skins—in one motion!

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

● ScotTowels do a dozen daily chores for 1¢!

Until ScotTowels become more plentiful, your dealer may run out of stock. If so, won't you try again?

MADE STRONG TO WORK HARD!

What Prize Glory

Ann R. Franklin

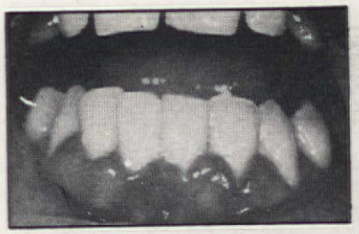
So it's your turn to entertain the bridge club, and once again you're stuck with that old problem: what to give for prizes. If it's a hen party it's easy; you can find any number of things any woman would like. But if it's mixed couples, I'm groaning with you! It's bad enough buying a gift for one specific man, but when you must select something that may go to any one of several men, complications arise.

Of course, there's at least one in every crowd who doesn't smoke, so you can't fall back on that old standby. In desperation you may decide to give prizes by couples, but even that limits you, and by the time you've given double decks of cards a few times, and card-table covers, and a book of Hoyle to the booby, you're right back where we started from, and still no solution.

In the past few years I have gleaned a few ideas that are simple, inexpensive, and always rate compliments for the hostess. In our circle we usually spend a total of two or three dollars for prizes. Few hostesses get off for less when entertaining six or eight people, and it's easy enough to expand the ideas and increase the expenditure if you're having more guests or if you want to be a little fancier on some occasion.

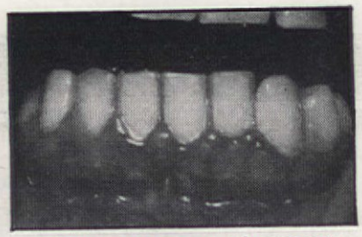
My current favorite is bag prizes. We used this idea at a bridge party, but it can be adapted to most any kind. At the beginning of the evening, each guest is given a paper bag marked with a number corresponding to the one on his tally. These bags must not be opened until the end of the first round. At that time everyone opens his bag and at each table the two winners may, if they wish, swap bags with the two losers. Of the two winners, the last to play a winning hand gets first choice. They may not swap with each other, nor may the losers. This exchange occurs at the end of each round, and at the end of the evening each guest carries home the bag he finishes with. In addition to the regular bag, the high woman gets the hostess' bag and the high man takes the host's.

Filling these bags is fun. I scouted around ahead of time for eight hard-to-get items averaging a quarter



"TISSUE STARVATION"—ADVANCED STAGE

MARKED SWELLING and soreness of the gum tissue resulting from a long-lasting "Tissue Starvation." An advanced case—very rare in this country.



"TISSUE STARVATION"—EARLY STAGE

CHRONIC DEFICIENCIES of certain vitamins—even though comparatively mild—may bring about minor but visible swelling along the gums.

Gums can manifest Early and Advanced Signs of "TISSUE STARVATION"

"TISSUE STARVATION" is producible by a lack of vitamins in the living cells of your body

THE SIGNS OF VITAMIN DEFICIENCY OFTEN APPEAR FIRST IN EYES, SKIN, TONGUE AND MOUTH

Most Americans are badly misinformed on the subject of vitamins.

In contrast to wide belief, vitamins are more than merely elements in our food. Vitamins are part and parcel of all body tissues. And if you haven't enough of them, signs of your shortage may appear.

You can have a "Tissue Starvation" even if you are overweight! Most Americans, in fact, DO carry some marks of "Tissue Starvation"—producible by vitamin deficiencies.

To prevent misunderstanding—the picture to the left above depicts an advanced degree of "Tissue Starvation" seldom seen in America.

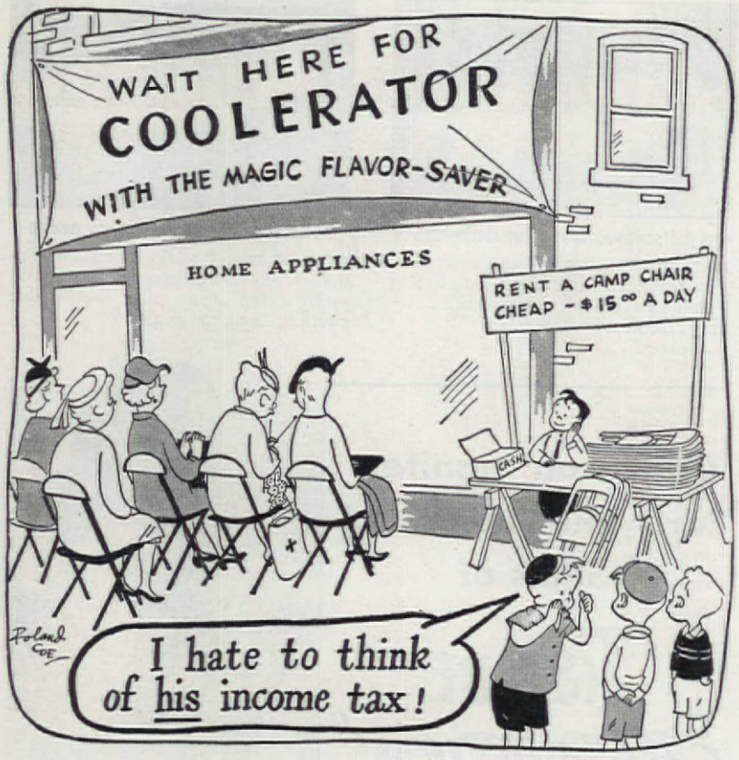
But the "Early" condition shown to the right above is not uncommon, nor are such signs as cloudy eyes, rough skin, and lip lesions. These signs, of course, may result from such conditions as irritation, infection or other malnutrition, but "Tissue Starvation" due to vitamin deficiency is a frequent and *basic* cause.

Guard against "Tissue Starvation" by taking ALL the vitamins doctors tell us *everybody* needs. You get them all in One-A-Day Brand Multiple Vitamins—A, B_1, B_2, C and D, plus Niacin Amide, Calcium Pantothenate and B_6. At all drugstores.

The MILES PLAN for more abundant health

1. **PROPER DIET.** Vitamin deficiencies may accrue gradually in the body tissues throughout your entire life. So try to eat a balanced diet *every* day from now on.
2. **PROTECTIVE VITAMIN THERAPY.** Take one capsule of One-A-Day Multiple Vitamins every day.
3. **CONDITIONING FACTORS.** If certain conditions (diarrhea, overindulgence, etc.) raise vitamin needs, take extra vitamins.
4. **SEE YOUR DOCTOR**—if you have lesions—as above—that indicate vitamin deficiency.

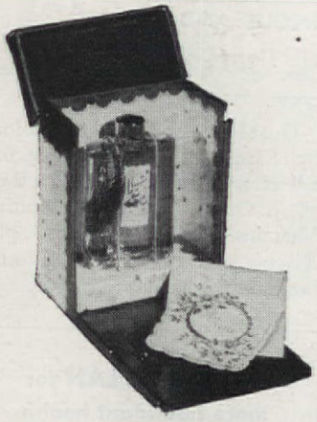
ONE A DAY
BRAND
MULTIPLE VITAMIN CAPSULES
Miles Laboratories, Inc., Elkhart, Ind.



Smart lad. He knows women everywhere are waiting for the New Coolerator! Truly, a wonderful refrigerator with all 17 things women want most—including the Magic Flavor-Saver that keeps foods fresh and tasty. Almost 1,000,000 women say it's tops in refrigeration.

BUY MORE WAR BONDS

The Coolerator Company, Duluth 1, Minn.



LINNEA PERFUME

"A Breath of Old Sweden"

$3.50

For Sale in Gift Shops, Drug and Dept. Stores

Linnea Perfume brings you the refreshing fragrance of Scandinavian woodlands. Discovered by the world's greatest naturalist, Karl Von Linné, who named and classified 12,000 flowers and shrubs, the quaint fragrance of a little Swedish woodland flower so entranced Linné that he gave the flower his own name. Linnea Perfume brings to you the fragrance of the Linnea flower.

That American Home readers may enjoy the thrill of knowing this lovely fragrance, we have prepared a "Get Acquainted" package, prepaid to you for only 25c. This package not sold in any store. Mail coupon now for yourself and friends.

Please send....."Get Acquainted" Packages.

Name .....

Address .....

Enclosed find $.....

LINNEA PERFUMES, INC.
200 W. Ohio St. Dept. 45 Chicago 10, Ill.

it's Time for HORLICK'S

Are your children among the lucky youngsters who get Horlick's Malted Milk Tablets in answer to their 'tween meal hunger cry? Lucky? That's right—for in Horlick's they not only receive a delicious confection, that kiddies love, but a nutritious food. The same nutrients they get in whole milk and cereals because Horlick's Tablets, like Horlick's, the Original, *is a combination of full cream milk and malted cereals.* Mothers like this compact form of Horlick's. It's such an easy way to help satisfy the never-ending demands of youngsters for energy food without ruining mealtime appetites. Horlick's does just that since it is made for quick, easy digestion. Tuck a bottle in pockets and lunch boxes. Chocolate and plain. 10¢, 25¢ and 43¢ sizes.

HORLICK'S *the Original* **TABLETS—POWDER**

apiece, and filled my bags with bananas, cleansing tissues, cigarettes, black pepper, chocolate chips, a can of pineapple, a half pound of butter, and a half pound of bacon. The last two items remained in the refrigerator till the end of the evening, and the bags contained an empty butter box and a picture of bacon clipped from a magazine. It was fun, having my guests exclaim, "*Where* did you get this?" "Where *did* you get that?"

Another popular idea is to spend half your prize money for one grand prize, and use up the rest on five and ten cent items which are wrapped and piled in a bowl. Novelty shops and dime stores will supply you with all the ideas you need. Announce at the beginning (if you're playing bridge) that every time a player takes a trick with a deuce or holds a hand containing no face cards, he may choose a prize from this pile. Bid and made slams may be added to the list, depending on how large your pile of prizes is. The prizes may be awarded for any unusual type of play in other games. You can put men's and women's prizes in separate bowls or wrap them in different colored paper. The high person, be he male or female, gets the grand prize. Here you can win appreciation with a personal touch—give hand-embroidered pillowcases or a cooky jar filled with homemade cookies or perhaps a set of husband and wife barbecue aprons.

While stationery itself isn't such an original gift, try giving an all-stationery-prize party, with a prize for each guest. It needn't cost any more. I gave my high woman a box of decorated note paper that cost only sixty-nine cents. The high man's box of air-mail stationery cost the same. Second woman received a packet of novelty paper that cost a quarter, and second man got a quarter's worth of V-mail. Low woman was given a dime package of gift enclosure cards and ten government postcards went to the male booby. The consistency stunt can also be carried out, a little more expensively, with closet accessories — garment bags and tie racks, hat stands and shoe bags, shoe trees and pants hangers and similar articles.

All very well, but you'd still like to have some bright ideas for men's prizes? Here are a few: shoe-shine kit, after-shave lotion, work gloves, man-sized bath towel, desk set, flashlight, game sets, atlas, stapler, magnifying glass, pound box of chocolates, common tools—need I go on? I haven't even mentioned neckties!

Holiday Games ..... **6¢**
Includes party ideas for Thanksgiving, Christmas, and New Years

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✓**Stimulates** the chest and back surfaces like a good, warming poultice.

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Please send me your booklet on Psoriasis.

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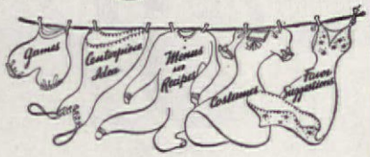

WHAT a year ahead for celebrating—the first in four! What joyous occasions they're bound to be, especially when welcoming a serviceman or woman back to civilian life. So give them the opportunity to renew family ties and make the acquaintance of new members of the family or friends by having a party that will be different. And let us help you make your party a gala affair sparkling with originality.

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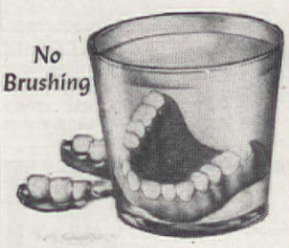
It's Easy! It's Quick!

Soak your plate in Polident fifteen minutes or longer . . . rinse . . . and it's ready to use. A daily Polident bath gets into tiny corners brushing never seems to reach—keeps your plate sparkling clean and odor-free.



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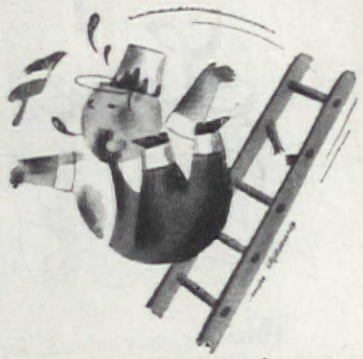
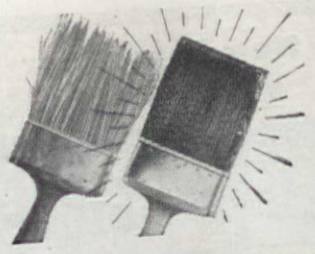


It Won't Let You Down!

HAVE you a ladder that you use around the place for such jobs as putting on storm sash and screens, cleaning out rain spouts and leaders, pruning trees, picking fruit, and the like? If so, do you give it the care it needs and deserves so that it will continue straight, sturdy, and reliable and not let you down at some critical moment? The first commandment in ladder care is to keep it under cover when not in use, out of reach of the elements. Equally important is having a regular place for it where it will be evenly supported so as to prevent warping and undue strain on any one part. Laid flat on a dry surface, such as a garage floor, it will keep its shape, but it is likely to take up valuable space. So a better plan is to hang it by one side against a wall on strong hooks or pegs; or it can be suspended in the same position from the roof or ceiling, perhaps by means of a couple of ropes run over pulleys.

Since a ladder is likely to be exposed to moisture when in use—on rainy days or if laid in the wet grass, etc.—some sort of protective treatment is desirable. But, according to members of the National Association of Arborists who make extensive use of ladders in their profession, painting is apt to be worse than nothing. The side rail of a painted ladder, they say, will rot out faster than that of an unpainted one because the pressure on the rungs breaks the paint seal where they enter the rail, permitting moisture to seep in and cause rotting within. Also, a coat of paint may hide a crack until it becomes large enough to dangerously weaken the ladder. It is therefore recommended that as soon as possible after it is bought, a ladder be given two or three coats of boiled linseed oil, care being taken to apply them when the wood is thoroughly dry. An alternative treatment is a coat of good creosote oil every two or three years.



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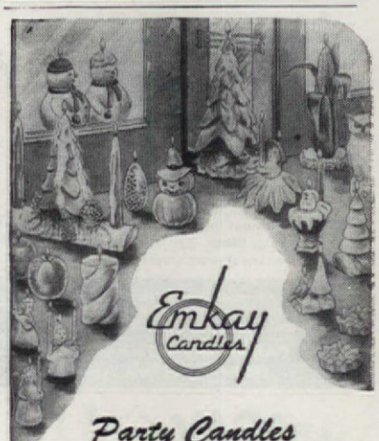

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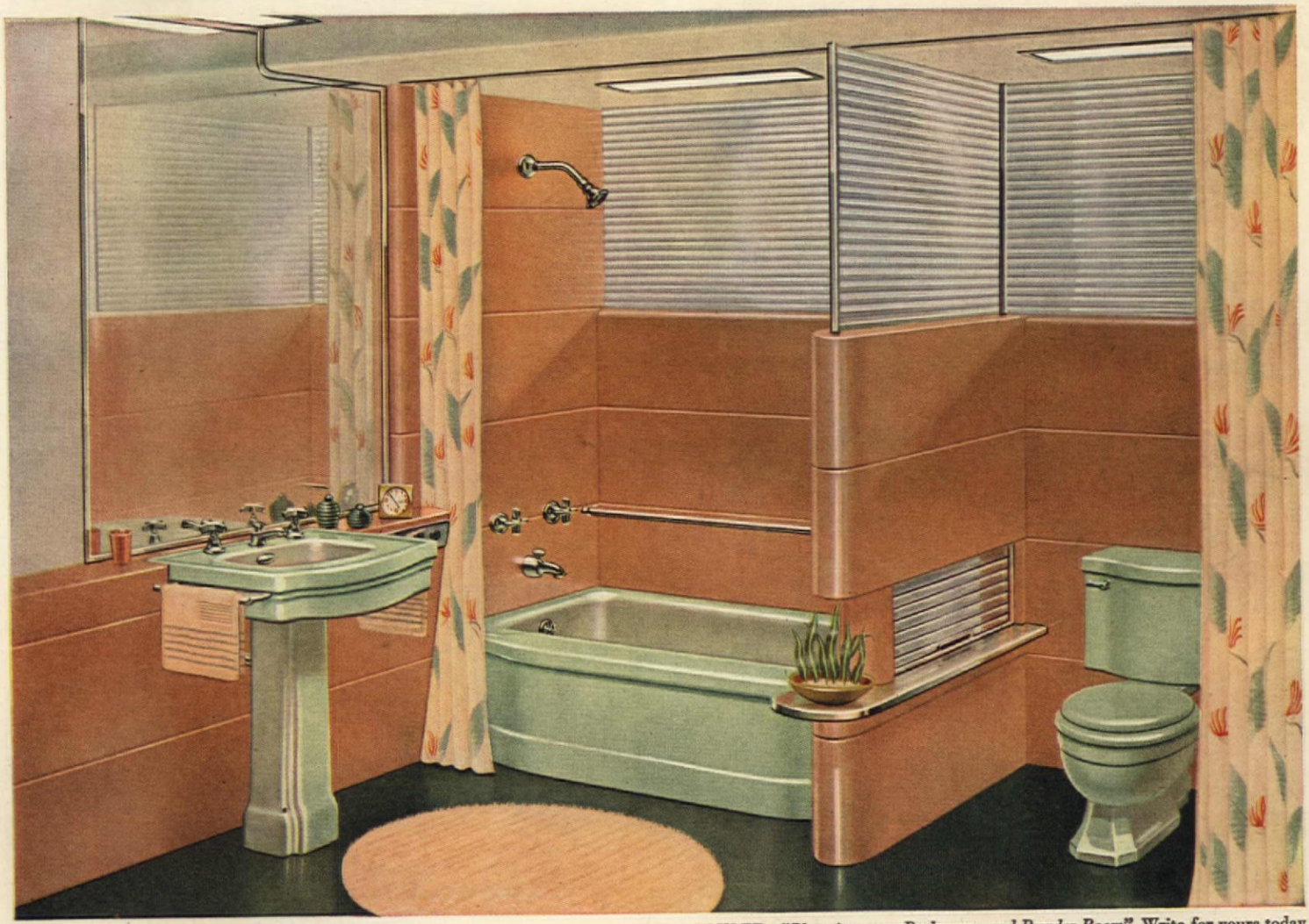

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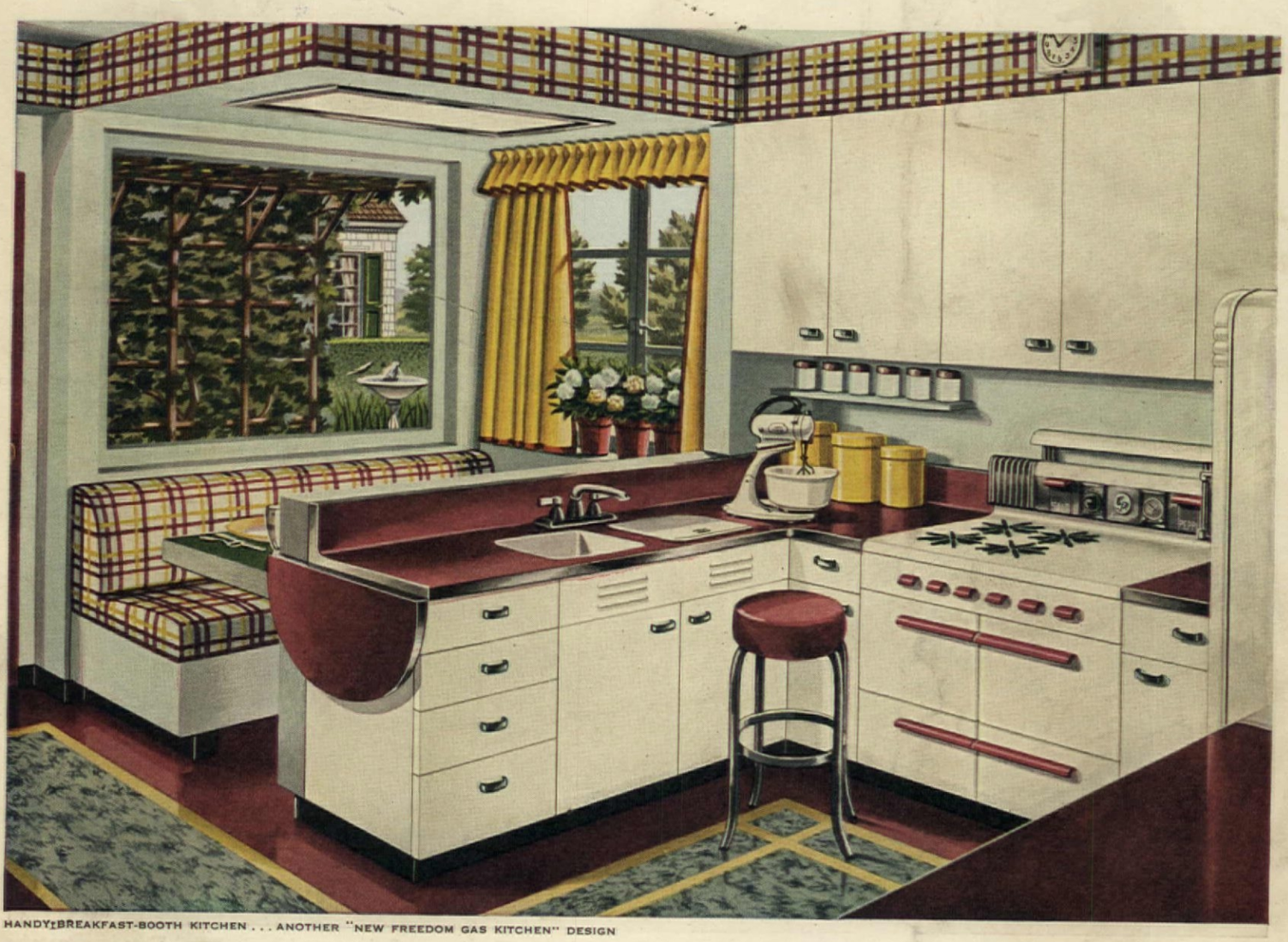

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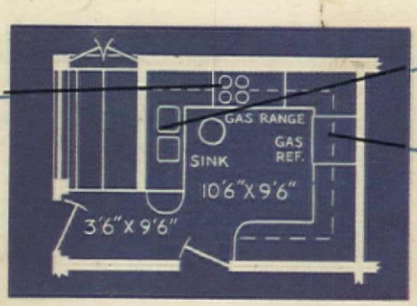

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