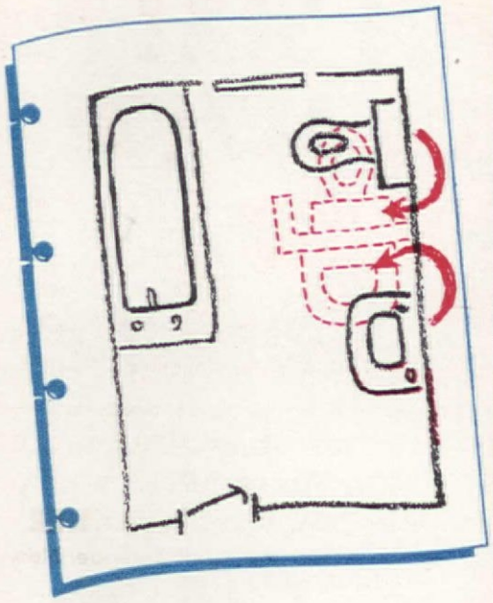
The AMERICAN HOME

for September

25¢

AUG 31 1949
WOMAN'S COLLEGE
UNIVERSITY OF NORTH CAROLINA

WHY SHOULD TEEN-AGERS STAY HOME?



"Suppose we just turn the fixtures around like this—"

". . . it's the most practical plan, Tom. I've tried them all, and if we don't put the plumbing fixtures back to back, we'll use up all our money just to change a few old pipes around."

Tom was a little more receptive than usual. "And what do we gain with that arrangement?" he asked.

"Well," I said, "we could partition off the toilet. That would give it some privacy and keep it out of sight. Then on the lavatory side of the partition we could put up a big mirror—one that's high enough so you can shave in comfort and still low enough to let Buddy see if his face is dirty."

There was just the hint of a grin on Tom's face. "Then what?"

This time I crossed my fingers. "I want to put in another Armstrong Floor. Oh, I know the old one isn't worn out," I added quickly, "but we've had it *such* a long time, Tom. While we're redecorating let's go the whole way."

Tom thought a minute. "Guess we have had more than our money's worth out of it."

Once Tom agreed to a new Armstrong Floor it was easy to sell him on the idea of putting Armstrong's Linowall on the walls. He agreed that I should have walls that are easy to keep clean, too. Then I told him how I planned to box in the washbowl and have a hidden clothes hamper built in underneath.

Tom's a salesman and he always says that it's smart to make your sale and get out. Well, I'd made my sale, so I didn't bother him with details. I just went ahead and had the carpenter build in a much-needed dressing table while he was putting in the sliding doors for the storage cabinet. The cabinet, by the way, has lots of storage space on both sides of the partition.

Mr. Cleveland from the linoleum store came up with the idea of having a nice inset design put in my Armstrong's Linoleum and Linowall. It's amazing how it helps to tie the whole color scheme together.

Then he began to tell me about the other advantages of having an Armstrong Floor . . . how long it would wear, how little effort it took to keep it sparkling clean. I just smiled to myself and let him go on raving about it. You see, having had one once before I knew all about those things—that's why I made sure I was buying Armstrong's Linoleum the second time.

Write for decorating book, "Ideas for Every Room," by noted interior decorator, Hazel Dell Brown. Its 32 pages are packed with full-color illustrations and scores of remodeling and decorating hints for new homes and old. Send 10¢ (outside U. S. A., 40¢) to Armstrong Cork Company, 4909 Pine St., Lancaster, Pennsylvania.

Just the simple idea of turning toilet and washbowl back to back set the stage for this lovely bathroom. The pale Primrose Yellow finish on walls and cabinets is water-repellent Armstrong's Linowall, Style No. 708. The pretty floor: Armstrong's Gray Marbelle® Linoleum, Style No. 018, with twisted-ribbon design of plain chartreuse and coral linoleum. For plan of room and free list of furnishings, just write.

ARMSTRONG'S LINOLEUM FLOORS

for every room (A) *in the house*

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

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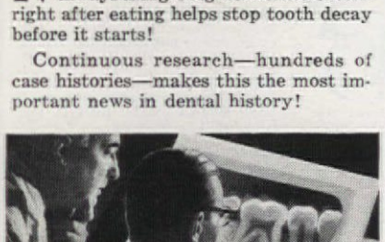

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—and HELP STOP TOOTH DECAY!
**Right after eating*

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● First day of school—but how can a fellow explain to his woebegone pup! Cover by Mitchell Hooks

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Ready-made draw curtains with a custom workroom look

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With a pull of the cord you let in the sun; shut out the night. That's just one of the joys of new, decorator-approved draw curtains of both Celanese Multicord* and Serenacel* of acetate rayon. Have them in either sill or floor lengths—enjoy the handsome color and texture interest they bring to a room. You'll find them at the drapery department nearest you, in sizes to fit any type window—and important, despite their made-to-order look, they're completely budget-conscious! Also by the yard. Celanese Corporation of America, New York 16.

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Of course, you want plenty of windows for that new or remodeled home. But choose them the *weather-wise* way! Insist on Curtis Silentite windows . . . for positive, scientific protection from heat and cold, dust and wind. Curtis Silentite windows are *truly* weathertight!

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Contributors

. . . **GLADYS GOUGH,** our authority on "How to String Up a Traverse Rod," (page 42) has been a member of THE AMERICAN HOME decorating staff for the past six years. A graduate of the Parsons School of Design, she first started on a fashion career before delving into decorating, but still enjoys making her own clothes. She likes parties and foreign films, meeting and talking with people or taking long walks through woods and country fields. She is also an avid and able bargain shopper.

. . . **MARY GRIFFIN** is our ever-busy Editor of our ever-growing Market Place and our new co-author of the Teen Page. Before joining THE AMERICAN HOME she was on the staff of *House Beautiful* for four years. Now, on-the-new-job, her phone is buzzing with coast-to-coast shopping ideas, and her desk is already laden with potential Christmas gifts to feature in her department. Off-the-job she deserts city life and commutes to suburban Long Island where her attention changes focus to record collecting and photography.

. . . **ABBI DAMEROW,** illustrator and idea scout for our Teen Page, was born and raised in Florida midst a family of artists and engineers. She has taught silk screening in a veterans' hospital in New York and was assistant art director of *Kaleidoscope*. The picture above shows her before she clipped her hair. She tells us that playing the recorder is not her true forte, for she primarily keeps busy illustrating gay teen books.

Important: Letters requesting information should be accompanied by a stamped, completely addressed envelope. Manuscripts and illustrations will not be returned unless accompanied by the necessary postage. They will be handled with care, but we cannot assume responsibility for their safety.

Presenting the beautiful

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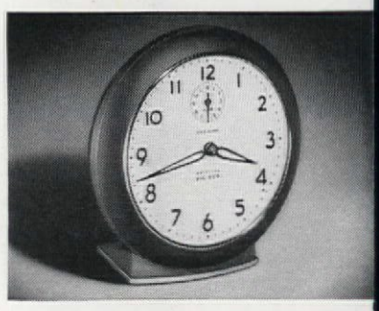
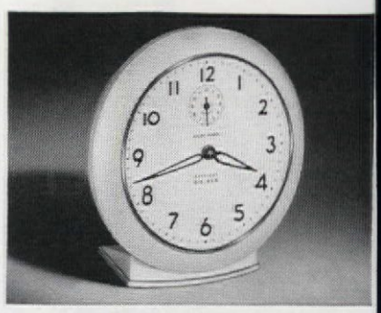


BIG BEN LOUD ALARM—graceful new modern lines make him handsomer than ever! He has a fire alarm call and a tick you can hear. Smart black finish. $4.75. With luminous dial, a dollar more.



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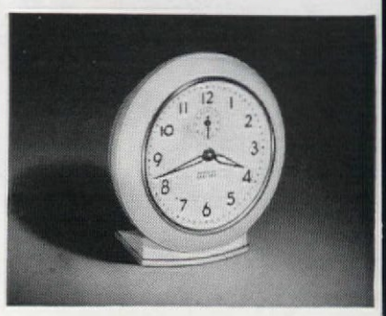

BABY BEN—good looking little brother of Big Ben, has a quiet tick, and an alarm that calls you loudly or softly, as you wish. In black or ivory finish. $4.75. With luminous dial, a dollar more.

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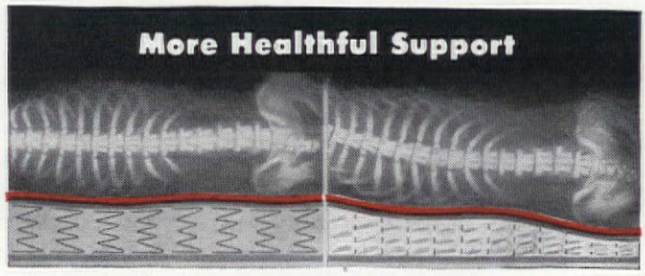

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Mattress with "soft" individually pocketed coils. Doctors say sagging spine often causes muscle strain and backache. "Form fitting" springs confine body heat, cause restless sleep.

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Live "Ribbon Steel" bands across tops of coils give resilient "all-over" support from head to foot.

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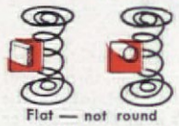
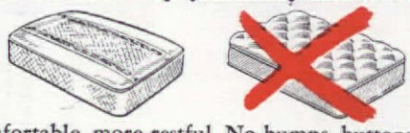


Flat — not round

Center section of "Perfect Sleeper" is built with patented, deluxe "Ribbon Steel" coils. Helps maintain the healthful support doctors approve, provides wonderful new, more resilient comfort—exclusive with Serta!

Serta Smooth-Top (Tuftless) Construction



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Special raised Serta edge construction gives ideal support, protection and matching comfort. Dustless, noiseless. Dresses bed more beautifully.

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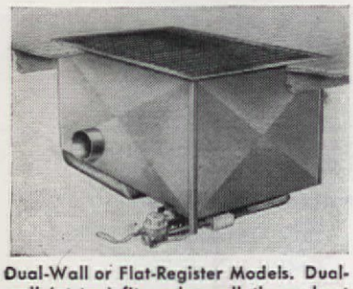

Dual-Wall or Flat-Register Models. Dual-wall (at top) fits under wall, throws heat in rooms on either side. Flat, (above) fits in open floor, throws heat thru arches or doorways. Both types for all models, for gas, LP gas, oil. Note: Coleman makes dual-wall OIL floor furnaces!

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And it gives you so much clean, healthy circulating warmth—even the floors are warm. It sits in the floor; needs no basement; gives you more usable floor space.

And its price is not only low, but your Coleman dealer offers you easy terms for economy budgets. Models available for city gas, LP gas or oil. See a Coleman Floor Furnace!—at your nearest Coleman dealer's, or mail coupon below for valuable FREE literature on low-cost automatic heating!

Coleman Gas Floor Furnaces are guaranteed as complying with Commercial Standards CS 99-42

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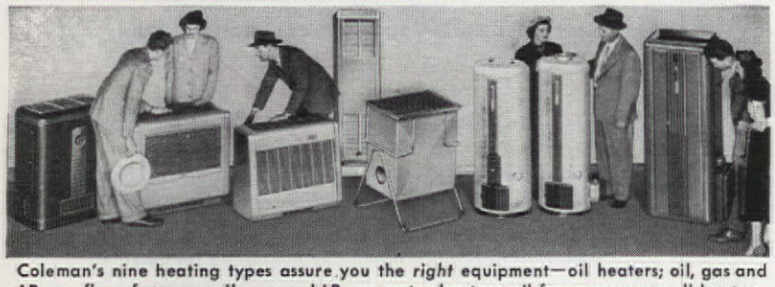

Coleman's nine heating types assure you the *right* equipment—oil heaters; oil, gas and LP gas floor furnaces; oil, gas and LP gas water heaters, oil furnaces; gas wall heaters.

THE COLEMAN COMPANY, INC., DEPT.AH-618, WICHITA 1, KANS.

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Town..... State.....

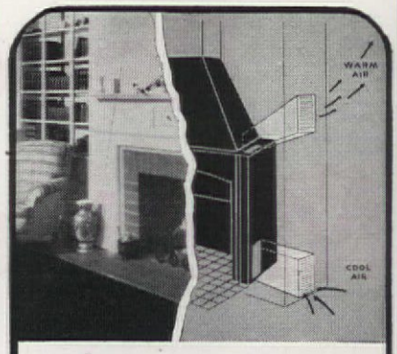
Contributors

. . . **EDWARD J. IVES** contributed much of the information for "What You As a Parent Can Do About It," (page 28). He writes that "sharing teen-age high jinx proved an unusual, if exhausting, adventure." A New York advertising executive, his verve, curiosity, and activity reach a number of fields—little theater, television scripting, writing, home furnishings.

. . . **RUBY HECKER,** Michigan homemaker and mother of two teen-agers, is a handicraft enthusiast who began her training as a library book mender, continued as a Cub Scout den mother coaching eight young cubs in leather tooling and soap carving. Now she devotes energies to "rugging."

. . . **SARAH WINSTON,** in her "single life," lived in Andover, Conn., taught dancing and acquired a poetry writing "bug." Now the wife of Keith Winston, shown with her in the picture above, and the mother of two boys, she has added to her interests the game of baseball. She also writes and in this issue describes the Westgate Hills community playground.

. . . **M. W. STAPLES** is well-qualified to advise homeowners on the basic facts of buying "Big Trees for Little Places." 34 years ago he entered the employ of the Davey Tree Expert Company, and for many years he has supervised its landscaping and large tree planting activities. A gladiolus fan, he is also president of the Men's Garden Club of Kent, Ohio, and member of the Shade Tree Commission of "Kent—the Tree City."



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● Warmth that circulates to every corner of the room, and even into adjoining rooms. That's what you enjoy with a Heatilator* Fireplace, the modern, improved fireplace that actually circulates warmed air. Ends chilly floors and drafty corners.

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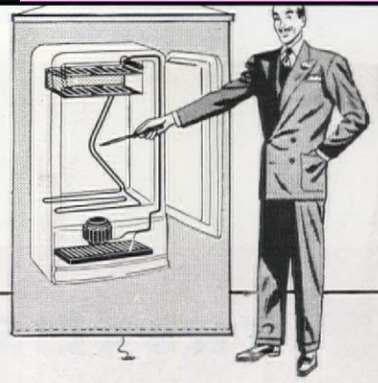
This EXTRA cooling system means safe cold from top to bottom!



When you pick a Frigidaire Refrigerator with a full-width freezer, you get the extra protection of concealed chilling coils in the back and bottom of the food compartment!

-width Super-Freezer Chest of this Frigidaire De Luxe holds 45 lbs. of frozen foods.

Don't judge by appearances alone when you select a new refrigerator with a full-width freezer across the top. There's a big *unseen* difference in this Frigidaire De Luxe — a *patented* feature that insures safe cold even in the bottom of the cabinet. Frigidaire's Super-Freezer Chest holds up to 45 lbs. of frozen foods in freezing cold—and it helps to cool the fresh food compartment as well! But that's not all. There are extra cooling coils going to the bottom of the cabinet and under the Hydrator to make doubly sure you get *safe cold* from top to bottom.

Ask your Frigidaire Dealer to show you the Thermometer Test —visible proof that Frigidaire maintains correct temperatures in all parts of all food storage areas. Ask about the simplest refrigerating mechanism ever built —the famous Meter-Miser that produces oceans of cold on a trickle of current. See how every Frigidaire is packed full of features that save food and money, save time and work — proof that America's No. 1 Refrigerator is America's No. 1 value.

See how much less it costs at today's lower prices to get just the Frigidaire Refrigerator that fits your kitchen, your needs. Remember—into every Frigidaire is built the experience gained in manufacturing over 11 million Frigidaire refrigerating units!

3 different types of Frigidaire Refrigerators—14 models in all! Safe cold from top to bottom is a vital feature of every Frigidaire Refrigerator—a thrifty Frigidaire Master, a Frigidaire De Luxe, or the Frigidaire Cold-Wall Imperial, a combination refrigerator and home freezer! All have Frigidaire's Automatic Cold-Control—Double-Easy Quickube Ice Trays that pop out cubes without melting—acid-resisting porcelain in food compartments and Hydrator—and all the great basic Frigidaire advantages. All are styled by Raymond Loewy. On some models Frigidaire offers the famous Lifetime Porcelain exterior finish.

FRIGIDAIRE Refrigerators

Over 11 Million Built and sold

k your Frigidaire Dealer for proof that Frigidaire is your best y. He will gladly tell you about any Frigidaire Appliance — luding the famous Frigidaire Electric Ranges, All-Porcelain tomatic Washer and Home Freezers.
Look up the name and address of your Frigidaire Dealer in your ssified Phone Directory—or write Frigidaire Division of neral Motors, Dayton 1, Ohio. In Canada, Leaside 12, Ontario.

World's simplest cold-making mechanism—the Meter-Miser, powers every Frigidaire Refrigerator. Built like a fine watch, it's compact, without belts, pulleys, extra parts to cause trouble or wear. Sealed for life against moisture and dirt, permanently oiled.

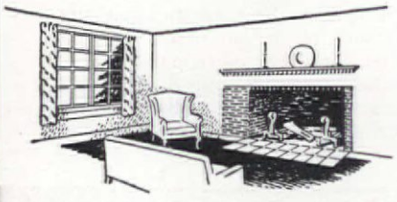
The Thermometer Test is proof Frigidaire gives safe cold from top to bottom! Place a thermometer anywhere in the large food compartment or the Super-Freezer—see how correct temperatures are constantly maintained!

Here's a WHOLE WALL IN ONE PIECE

—weatherproof
—crackproof

These Big Sheets of Homasote—up to 8 feet by 14 feet in size—cover the average wall in one piece. If a wall is longer than 14 feet, the joint is made at a door or a window and covered with an architectural panel.

No batten strips—no unsightly wall joints—no cracked or falling plaster—ever! Instead . . . a smooth, clean surface—a perfect base for paint or wallpaper.



Homasote gives you great structural strength and high insulating value. *Permanently weatherproof*, its use insures a dry house—no musty closets or mildewed walls. And its sound-deadening qualities are instantly sensed; street noises and indoor noises are minimized.

Mail the coupon today for illustrated folder suggesting many practical, money-saving and attractive uses for Homasote Big Sheets.

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INSULATING and BUILDING BOARD

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Send me free folder on Homasote and its uses

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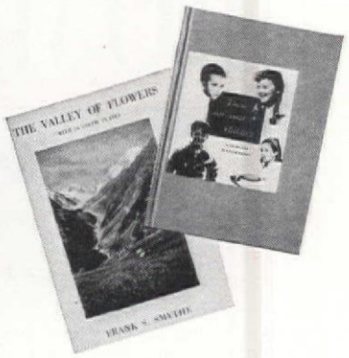
ADDRESS

CITY & ZONE STATE

Books



Parent and Child by Catherine Mackenzie. (William Sloane Associates, Inc.) Price $2.95 . . . The writer of the *New York Times* Magazine column has welded into book form her advice on family living. Describing child behavior from the preschool infant to the teen-ager, she discusses how adult attitudes affect the young, includes problems of the gifted child, the teaching of manners and morals. Her information is gleaned not from one school of thought but from the latest research on many fronts.

Understanding Yourself by William C. Menninger, M.D. (Science Research Associates) Price 75¢ . . . A psychiatrist helps teen-agers analyze their own reactions to problems. He also describes how to keep emotionally healthy and where to find aid when troubles are overwhelming.

The Handbook for Flower Shows compiled by Mrs. Jerome W. Coombs and Mrs. William Crocker; edited by Esther C. Grayson (National Council of State Garden Clubs, Inc.) Price $2.50 . . . Superseding the Council's "Handbook for Judging Schools," this is a detailed manual for anyone who has to do with flower shows. Basic information about Flower Show Practice, Schools, Judging, Arrangement, and Standards is supplemented by lists of plant societies and their scales for judging, a glossary, a bibliography, a color chart, and index.

The Valley of Flowers by Frank S. Smythe. (W. W. Norton & Co.) Price $5.00 . . . Mr. Smythe takes you into the Bhyundar Valley of the Himalayas where, for four months, he enjoyed "beauty, health, good comradeship, peace." A professional mountain climber, he makes you share the thrills and triumphs of that perilous sport. But he is also a gardener, a flower lover, and a plant explorer, and on his trip he collected mountain plants representing some 50 families. Of them and their country he writes with charm, especially when his "pen runs away with him" into flights of pure description and philosophy.

Sorry, we cannot purchase these books for you. They may be obtained through your bookstore.

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For "sniff appeal" heap his dish with wonderful Gro-Pup Ribbon. Crunchy-good . . . and nourishing!

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Yes, Smackin' Good...it's Kellogg's

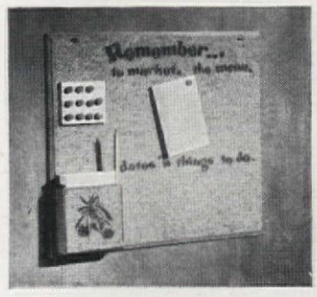
the AMERICAN HOME market place

Welcome to the Market Place! Merchandise, except personalized items, may be returned within seven days for a refund of the full price. Most of the firms mentioned in the Market Place prefer not to handle C.O.D.'s.

Photographs by F. M. Demarest

SERVICE STARS to point up a dinner table and simplify your living are silver-plated condiment containers. Mustard container has a top, $5; ketchup or chili sauce, $4.25; also Worcestershire, $3.25, and A-1, $4.25 (not pictured). Handsome wedding gifts, a set of all four costs $15 including tax and postage. Lillian Shoppe, 20 Armat St., Germantown, Philadelphia 44, Penna.

THE KITCHEN SECRETARY bulletin board has a spot for everything: Things to buy, menu space for each meal, a space at bottom marked "Things to Do" and a pocket for note paper, pencil, and red tacks. Good training for a new bride, it's done in bright red and brown cork, 12" x 13". $1.98 plus 25¢ postage. Order it from Greenland Studios, 5700 Wilkins Ave., Pittsburgh 17, Pa.



GLASS DISTINCTION. For your next gala party, Thanksgiving dinner (or stock up now for the Christmas holidays), this stemware is a brand-new bargain just off the boat. With a delicate hand-cut daisy and garland design, water goblets, cordials, wines, cocktails, or champagnes are each $6 a dozen. Add 35¢ postage. No c.o.d.'s. White's, 179 Westchester Avenue, Port Chester, New York.

END "BATHROOM CLUTTER" NEWEST, NEATEST WAY TO DRY STOCKINGS AND LINGERIE

SAF-T-DRI SEA-SHELL STOCKING DRYER

Flip it up—it's a lovely wall decoration.

Flip it down—it's a dryer. Holds 32 stockings or sox in only 8 inches of wall space. Beautiful pearlescent plastic in pastel colors: Blue, Green, Rose, Yellow. $2.95. Also in Crystal Clear. $1.95.

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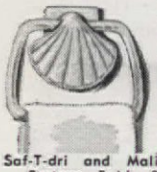

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Detour for Death!

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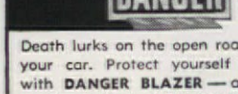

$1.25

Death lurks on the open road when you stop your car. Protect yourself and loved ones with **DANGER BLAZER** — a blazing beacon on the darkest night. Warns oncoming cars. Compact package for storage in your car. 17" x 7½" metal sign with sturdy metal base.

Send $1.25 today (stamps acceptable). Satisfaction fully guaranteed or money refunded.

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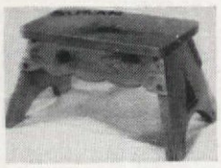

America's most popular Child's Stool! Just right for brushing teeth, washing hands, etc. Children love this gift—it's their constant companion. Made of mellow knotty pine in colonial fashion. Sturdy and SAFE. (Won't tip.) We *hand-paint* child's name on top (to 10 letters). Gaily decorated ends.

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Serves Slice at a Time

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Let the Bread Butler solve your stale bread problem! Keeps bread fresh, delicious 2 weeks or longer. Serves only one slice at a time, rest of loaf remains in moisture-conditioned container. Made of lustrous plastic, easy to clean. Must please or your money back. **$2.95** ppd.

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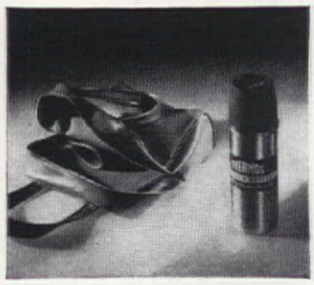
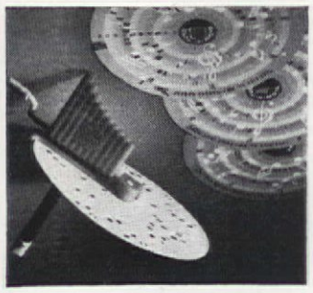
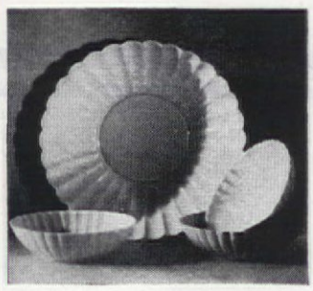


CARRY YOUR LUNCH and no red face about it. No blush-making experiences with greasy brown-paper bags on the bus or train with the "O.L." (Office Lunch) Case. A zippered brown or black leatherette case has a pint-size Thermos jug, and room for sandwiches, fruit, etc. Bring your lunch and save money. $4.95 ppd. Terrace Novelties, 222-01 Linden Blvd., Cambria Heights, N. Y.



THE BLOW-A-TUNE is a new musical instrument sure to captivate the most discontented sick-a-bed, and it's a tuneful antidote for rainy-day tempers. Simply blow, wind the attached handle, and the disc on the bottom plays "Happy Birthday." $1. Four additional packages, three discs to a package, 30¢ each. And from what we hear we'd advise you to order fast! Shillito's, Cincinnati, O.



SALAD DAYS are here again, and your table reflects summer's lighthearted mood. The Floret Snak 'N Salad set for your tossed greens and icy fruits, consists of an 8" plastic bowl with four matching individual servers in colors to match every blooming thing in your garden: daffodil yellow, cream, geranium, and leaf green. $1.98 ppd. Jordan Marsh, Boston 7, Mass.

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Two brand new editions, one of frame homes, one of concrete block homes. Both chock full of the latest plans for modern living. Starter and garage homes, small homes, three bedroom homes, western ranch homes, modern designs, Cape Cods. Best of all you can order complete blueprints for any home in either book. Books $1 each. No C.O.D.'s. Order one or both. Home Building Plan Service, 2454-H N. E. Sandy, Portland 12, Oregon.

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"On the Mississippi"
Davenport, Iowa
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Are Fun to Make The Tru-Gyde Way. Our Rug Book gives complete information and shows over 30 beautiful designs. We have burlap patterns for these at reasonable prices. **Our Book** tells the amount of yarn or rags needed for all parts of each pattern. Rug Yarn samples with each book. **Send for Your Copy Today. Only 25c (no stamps).** WILSON BROS. Dept. A H Springfield, Mo.

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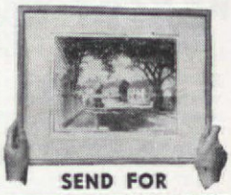

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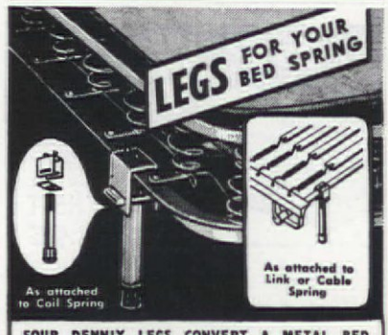

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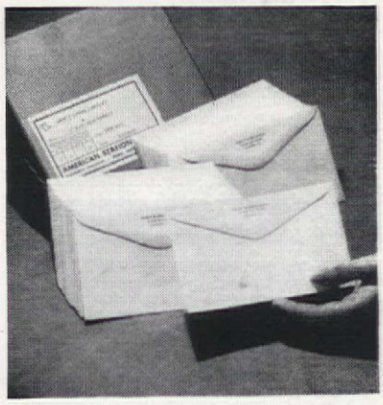

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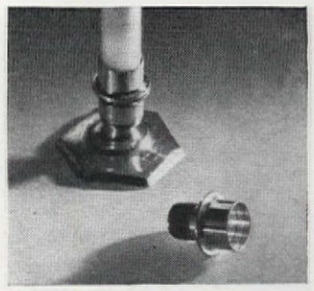

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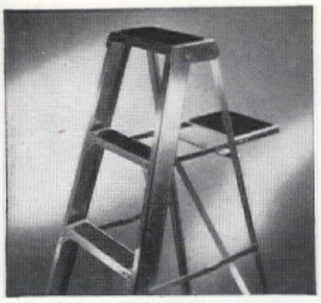

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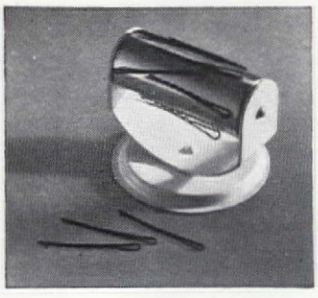

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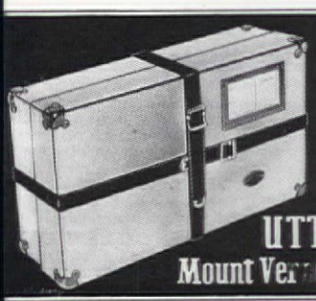

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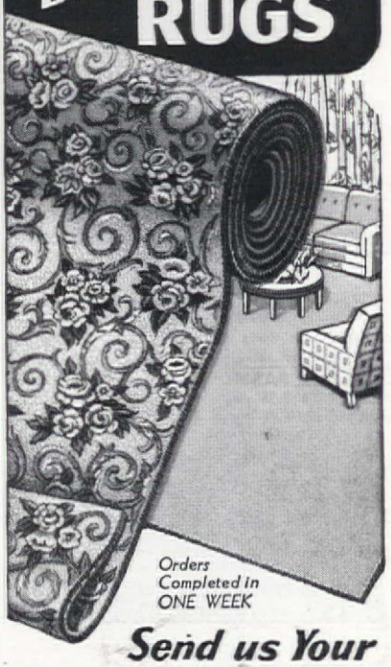

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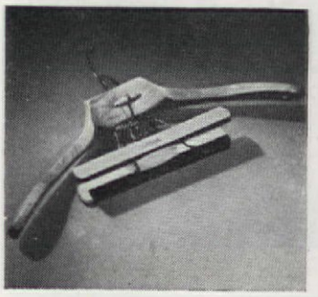

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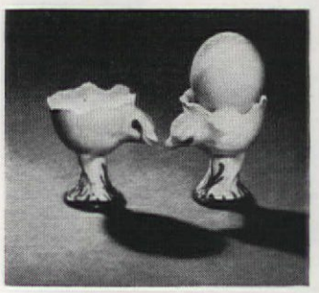

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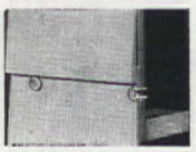

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FOAM RUBBER

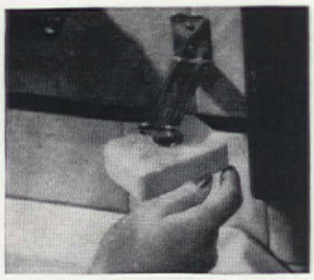
For CHAIRS, BENCHES, Etc.

Send just 10c for a generous sample and price list of this luxurious padding. Available in all sizes in thicknesses from ¼ to 1". Set of 4 Foam Rubber Bridge Chair Pads 12¾ x 13½ x ¼" or set of 2 Kitchen or Dinette Chair Pads 15 x 15 x ½" each $2.00 complete. Set of 2 large Dining Room Chair Pads 15½ x 17 x ¾" just $3.50—all Postpaid. Quotations Submitted. Write!

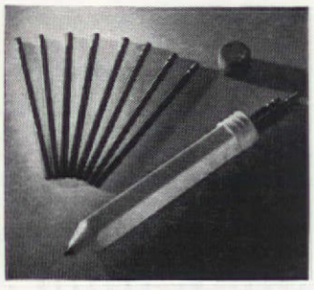
SANI-SPEED MFG. CO.

273 FERGUSON BLDG. CLEVELAND 14, OHIO

JUST PUSH A BUTTON on this long-spout watering pot, and your wall planters will be quickly rejuvenated. The curve of the spout eliminates craning and stretching to reach high brackets, and the Aqua-Flo pot comes in shining copper so it's an asset even when not in use. $8.95 plus 65¢ postage. Order for your winter garden from Barker Brothers, Los Angeles, California.



GET A GRIP on the soap in the kitchen, bathtub, or wash basin, and give your budget a boost. Instead of wasting soap by letting it float into a jelly, the Magnetic Soap Holder, when embedded in wet cake of soap, will hold it by magnetism until soap is finished; then transfer to new cake. $1 each. Prepaid. Order from Magnetic Soap Holder Co., Box 5, Woonsocket, R.I.



'RITIN AND 'RITHMETIC will flow out in scholarly fashion when your grammar-school gremlin goes back to the books armed with this Giant Pencil Set. A canary yellow plastic pencil, 10" long, has 12 personalized pencils inside, huge eraser, and built-in sharpener. For the first day at school, or for a family of bridge fiends. $1.50 ppd., from Holiday House, Santa Claus, Ind.

A LOCK OF HAIR TO CHERISH THROUGH THE YEARS $2.00 postpaid

Keep that tender token of the past preserved forever! A soft wisp of hair . . . priceless keepsake of your loved one, your precious child. We will mold it permanently in a block of crystal-clear, unbreakable lucite, 2½" in diameter, the name individually inscribed in gold . . . mount it on a lustrous jewel box with graceful crystal styrene dome and ivory base. Overall size 4" x 5¼". A treasured heirloom you'll display proudly on dresser or desk.

SEND NO MONEY! Just mail us the lock of hair and the name of your loved one. Pay postman $2.00 plus postage on delivery. Or, send $2.00 only with the order and save postage.

SATISFACTION GUARANTEED or your money promptly refunded.

Keepsake Shops

112 - 48th Street, Union City, N. J.

SPOOL HOLDER

HOLDS 42 SPOOLS OF THREAD

- Compact (7⅛" x 3" x 5") • *Prevents tangled thread*
- Speeds color matching • *Holds 2 embroidery scissors*
- Lightweight aluminum • *Rose or Pastel Blue*
- Practical gift—*Perfect sewing aid.*

FITTED, complete with 42 spools asst'd thread; 2 emb. scissors; transparent cover—**$4.95** pp.

UNFITTED, $1 (plus 10¢ post. & handling) add 35¢ more for dust cover.

Guaranteed by Good Housekeeping

MONEY BACK GUARANTEE

ZIEROLD MFG. CO. **$1.00** (Unfitted)

1121-23 Chestnut • Burbank 9, Calif.

Distinctively designed in charming French Provincial, this hand-engraved mirror will repeat decorative features in your home, and bring enjoyment for many years... Offered by your dealer... Write for free illustrated folder.

Donnelly-Kelley Glass Company, Holland, Michigan

How we retired with $200 a Month

We'd never be out here in California today, financially independent, if it hadn't been for what happened back in Scarsdale, the night of September 10, 1926. How do I remember the date? It was my fortieth birthday and Nell had gotten tickets for "Countess Maritza" to celebrate. While she was dressing that night I sat in the living room, looking through a magazine.

I suppose any man feels kind of serious when he hits forty. *Someday* we wanted, Nell and I, to really enjoy life. Move out where it was summer all year, in southern California. Grow flowers and soak up the sun. Have time for living. But how could we?

We hadn't saved much. And I realized that a half of my working years had gone. I had a good job and a fair salary. But we found it hard to bank anything. So I began to wonder—must I always live on a treadmill, like so many others?

As I turned the pages, an ad caught my eye and I started to read it. Oddly, the ad seemed meant for me. There *was*, it said, a way for a man to retire on an income—without ever being rich. It was called the Phoenix Mutual Retirement Income Plan. With it, I could arrange to get a guaranteed income of $200 a month beginning when I reached 60. And it wasn't just an income for myself alone. The Plan actually provided an income as long as either Nell or I lived.

Just as I finished, Nell came rushing downstairs in a hurry as usual. But I stopped long enough to tear out the coupon at the bottom of the ad. I stuck it in an envelope and dropped it in the mail on our way to the show.

Well, that was back in *1926*. A few years later, the stock market crashed and the depression came along. Then the war. Many times I was thankful that I had my Phoenix Mutual Plan.

Well, a while back my sixtieth birthday arrived—and was *that* a celebration! I was all set to retire. And it wasn't long before my first Phoenix Mutual check for $200 came in. So we sold the Scarsdale house and headed for California.

We're in a beautiful spot here, just right for us. And every month, right on the dot, the postman hands us another check. Security? Why, we have more than lots of rich people. Our income is *guaranteed for life!*

Send for Free Booklet

This story is typical. Assuming you start at a young enough age, you can plan to have an income of $100 to $200 a month, or even more—beginning at age 55, 60, 65 or older. Send the coupon and receive, by mail and without charge a booklet which tells about Phoenix Mutual Retirement Plans and how to qualify for them. Similar plans are available for women. Don't delay. Send for your copy now.

ESTABLISHED 1851

PHOENIX MUTUAL

Retirement Income Plan

GUARANTEES YOUR FUTURE

PLAN FOR WOMEN

PHOENIX MUTUAL LIFE INSURANCE CO.
781 Elm Street, Hartford 15, Conn.

Please mail me, without cost or obligation, your illustrated booklet describing Retirement Income Plans for women.

Name_____

Date of Birth_____

Business Address_____

Home Address_____

PLAN FOR MEN

PHOENIX MUTUAL LIFE INSURANCE CO.
781 Elm Street, Hartford 15, Conn.

Please mail me, without cost or obligation, your illustrated booklet showing how to get a guaranteed income for life.

Name_____

Date of Birth_____

Business Address_____

Home Address_____

COPYRIGHT 1949 BY PHOENIX MUTUAL LIFE INSURANCE COMPANY

Just Whistle...

by Bissell

Fred has fixed things, but good . . . with guests due any minute. It's dinner in the dog house for you, Fred, when your wife sees that rug. But . . .

Fred just whistles...and trots out the Bissell Sweeper. Swish, swoosh! That new "Bisco-matic"* Brush Action picks up every speck, with no pressure on the handle a-tall!

"Adjusts itself to any rug, thick or thin!" brags Fred. "Even sweeps clean under beds and chairs, with the handle held *low*."

Adds Mrs. Fred: "My vacuum's fine for occasional cleaning. But for everyday pick-ups, we couldn't do without our 'Bisco-matic' Bissell!"

Exceptional values. "Bisco-matic" Bissells with "Sta-up" Handle and "Flip-O" Empty as low as $6.45. Other models even less. Shown: the "Vanity" at $8.45. Prices a little more in far West.

Bissell Sweepers

Bissell Carpet Sweeper Company
Grand Rapids 2, Mich.

*Reg. U. S. Pat. Off. Bissell's patented full spring controlled brush

Neighbors

Collective Shoulders "behind the wheel"

SARAH WINSTON

The story of the community playground in Westgate Hills, Pennsylvania, is a revealing chronicle of human co-operation and democracy in full swing. It is the story of the 1800 residents of this Delaware County community and the 5½ acre tract of rough, undeveloped land which they converted into a fine civic center by determination and back-breaking work.

As playgrounds go, the one in Westgate Hills is one which might well serve as a model for similar recreation areas throughout the nation. Still in the process of being built, it now boasts a "tot lot," four tennis courts, baseball diamond, football field, park area, and a cabin for indoor recreation purposes. The grounds are beautifully landscaped.

The thing that sets this playground apart from others is the fact that every bit of it was built and paid for by the people themselves—people from all walks of life. They are still carrying on their playground work—still paying! The playground is operated and maintained on a highly organized basis, with a committee of residents voluntarily contributing their services and the rest of the community supporting the project financially through year-round money-raising activities.

When Westgate Hills was developed nine years ago (it was one of the largest single-home developments in America at the time), the new residents of the neighborhood found they lacked a playground for their youngsters. Township authorities were not prepared to provide a playground at the time, so the residents banded together and made plans for one. Bob Wetter, an enthusiastic Westgater from the beginning, tells how the community playground got its start.

"There was a large plot of ground at the southern end of the development

PLEASE TURN TO PAGE 20

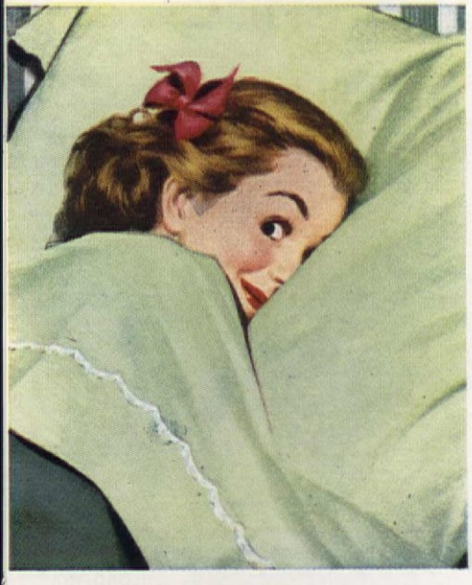
Men of Westgate Hills moved boulders, women raised cash to build playground which entire community enjoys today

Now-Combspun Cannon Percales in Wonderful Water Colors

SHELL PINK—Here they are—the perfect pastel sheet shades you've been waiting for! Dream-soft Water Colors in dream-smooth Combspun Cannon Percale!

MOONLIGHT YELLOW Rejoice—they're wash-fast, fade-fast. Colors stay perfect through repeated washings. Thorough tests prove that Cannon Water Colors are fast colors!

AQUAMARINE—Enjoy COMBSPUN Cannon Percale luxury. These beauties are whisper-soft, famous Cannon Percales—now Combspun. (Fine cotton combed to leave only the long, smooth-weaving fibers.)



LAGOON GREEN—These Cannon Water Colors are true pastels-delicate, flattering, style-right. Six delicate shades that might have come from an enchanted paint box!

SUNRISE PEACH—Choose the color that makes you feel your loveliest, blends best with bedroom color schemes. See them all at the counter where you buy Combspun Cannon Percales.

CLOUD GREY—Please your practical side! Cannon Water Colors cost just a little more than plain white. Choose your next sheets in Cannon Water Colors!

CANNON

Cannon Percale Sheets—Now They're Combspun

CANNON TOWELS . . . STOCKINGS . . . BLANKETS ★ CANNON MILLS, INC., NEW YORK 13, N. Y.

COPR. 1949 CANNON MILLS, INC.

See These Patterns featured this month at PABCO Dealers everywhere

Whether you buy Pabco Linoleum or Printed Floor Covering—you get floors in the colors voted loveliest by thousands of women who comprise Pabco's nationwide board of style advisors. No other floors give you this assurance of satisfaction! *Plus* long wear and easy cleaning!*

Luxurious Pabco Linoleums (No. 9552 at left) are Soil-Sealed to resist dirt.

Pabco Printed Floor Coverings—in rugs and wall-to-wall styles (Pabco "Grass Matting" No. 3243 at right)—have the famous "Stainless Sheen" surface.

Send ten cents in coin for "Decorate with Pabco" —16 full-color pages of ideas—Department 319A nearest office. The Paraffine Companies, Inc., New York 16, Chicago 54, San Francisco 19.

*Doubly easy with Pabco Linoleum Cleaner and Pabco Self-Polishing Wax

PABCO Inlaid Linoleums *and* Printed Floor Coverings

Styled in California . . . . Approved by all America!

Collective Shoulders (Begins on page 18)

Fans of all ages cheer would-be Big Leaguer up at bat. Westgaters created diamond from rough, undeveloped land

where homes couldn't be built because of the rock formation beneath the soil," he explains. "The builders of the development agreed to give up their option on the land and contribute $1,000 as a good-will gesture if the community raised the balance needed to purchase it. That's all we needed. We began ringing doorbells and in a short time had the required amount."

According to Bob Wetter, a Westgate Hills architect helped out with plans, and the men went to work with picks and shovels—and a couple of hired bulldozers—to grade the rocky, rough expanse. They rooted out four-ton boulders, moved mountains of earth, ran in a 500-foot water line at a depth of four feet. Every spare moment—evenings and week ends—were spent digging, leveling, and planting. One Westgater went so far as to spend his vacations at the playground, working with pick and shovel.

While the men of the community contributed most of the physical labor, the women were right behind them, helping with money-raising activities. Apparently, they were also generous in letting their husbands spend so much time working at the site.

The playground was nine years a-building, but finally Westgaters had accomplished all they had set out to do. Equipment catalogues were studied, swings and other equipment selected. A baseball diamond was laid out, and "boys" of all ages lost little time in

PLEASE TURN TO PAGE 22

Daily setting-up exercises are fun, build strong bodies

Group activities keep small fry busy —offer respite to harassed mothers

WATER— dollar a drip!

Pretty costly, isn't it?

Leaky roof, driving rainstorm outside. Ruined ceiling, wallpaper, rugs, furniture inside. Cost of replastering, redecorating, refurnishing . . . at today's swollen prices . . . $1,527.80. Heavy blow to any budget! Hard to foresee, but easy to protect against, with the right insurance!

Bad Breaks Cost Money! $65 in this instance . . . almost the price of a brand new Fall coat. Picture windows and mirrors constantly are exposed to breakage . . . and are expensive to buy.

One Night and Two Thousand Dollars "Out"! At today's prices, stolen furs, jewelry, silver, clothing or household goods cost plenty to replace . . . can wreck your budget.

Unexpected Danger . . . Ruinous Lawsuit! This householder never even *knew* his porch step was loose . . . but it cost him $4,850 to find out! Visitor tripped, broke his hip, sued and collected!

These and many other mishaps *could* happen in your home . . . and cost you as much or more. So, for safety's sake, ask any Agent of Indemnity Insurance Company of North America or your own broker about Indemnity's Combination Residence Policy.

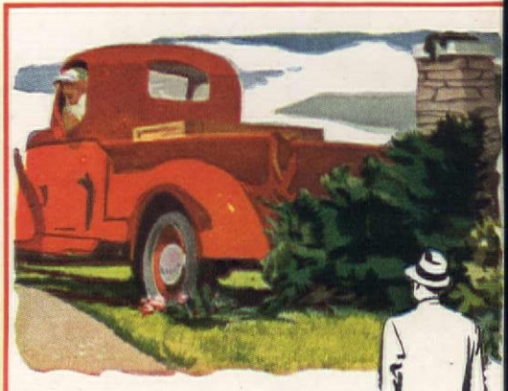
This policy offers you one big "package of protection" . . . covers so many common everyday hazards . . . costs so little compared to what you *could* lose . . . you simply can't afford to be without one!

Insurance Company of North America, founded 1792 in Independence Hall, is the oldest American stock fire and marine insurance company. It heads the "North America" Companies which meet the public demand for practically all types of Fire, Marine and Casualty insurance; Fidelity and Surety Bonds. Sold only through Agents or Brokers.

1792 PROTECT WHAT YOU HAVE

INSURANCE COMPANY OF NORTH AMERICA COMPANIES, *Philadelphia*

Insurance Company of North America • Indemnity Insurance Company of North America



HE STANDS BETWEEN YOU AND LOSS!

Your Insurance Agent provides insurance to meet your needs. Many different types of insurance are written by the Companies he represents and which he believes are particularly worthy of your confidence.

His knowledge of local conditions, his first-hand understanding of your insurance requirements, his availability for immediate service at all times are the cloth from which tailor-made insurance protection programs are cut.

Only with this type of protection can you be certain you are getting the most for your insurance dollar.

Happy Ending for my Cracked Ceiling

We had tried everything! Visions of costly repairs haunted me! House torn up . . . irritating delays . . . weeks of confusion . . . white gritty dust seeping and sifting everywhere . . . oh, how I dreaded it!

Then, happy day! Our lumber dealer told me about Upson Ceilings. Big, lightweight Upson Kuver-Krak Panels, he said, could be applied right over our old ceilings, without replastering.

An Upson Ceiling, he said, would be *crackproof* forever!

What a grand idea! Panels! Colors! Beautiful shadowline patterns on our ceiling. Instead of a dull monotony overhead, why not character, and *design*, created by patterns? *Why not indeed?*

Carpenters applied our Upson Ceiling in a matter of hours. Used clever Upson Fasteners to anchor the panels from the back. So no nail holes show. Now, after painting, isn't our Upson Ceiling lovely? Cost so little too!

Take our word! Call your lumber dealer or carpenter *in the beginning*. Specify an Upson Ceiling and save yourself a peck of trouble.

Do send for this idea booklet!

Thirty-two pages of interiors in full color—all with Upson Ceilings. Arrangements by America's leading decorators. Scores of ideas. Sent postpaid—25c.

UPSON PANELS

Easily identified by the famous BLUE center.

THE UPSON COMPANY, 102 Upson Point, Lockport, N. Y.

I enclose 25c (stamps or coin). Send me your booklet, "New Interiors For Old."

UPSON PRODUCTS

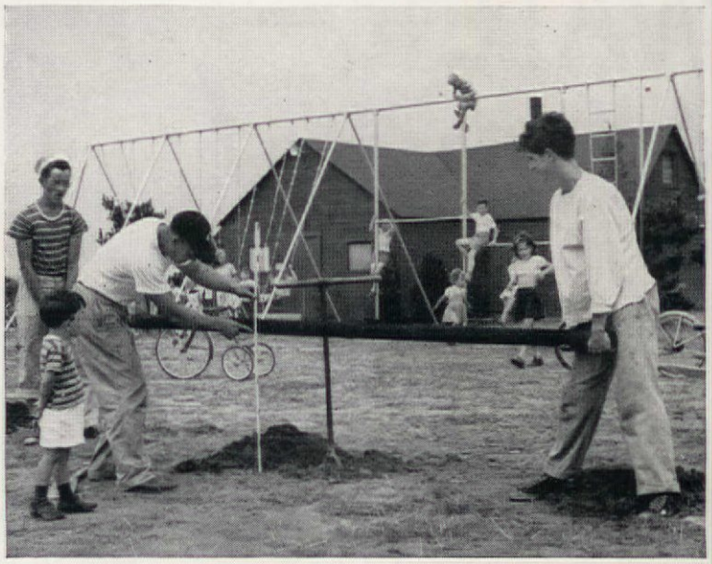
NAME_____

STREET_____

CITY_____ STATE_____

Collective Shoulders

(Begins on page 18)



All pitch in to keep playground in good repair. Even teen-agers lend a hand, go to work on "tot lot" equipment

making use of it. Today an automobile drive forms a circle at the entrance to the park, and in the center of the landscaped loop is a plaque dedicating the playground to the young men of Westgate Hills who served in World War II.

Close-knit co-ordination is revealed in the model civic association which has been established. Democracy is in full swing at meetings. Criticism is encouraged and welcomed. The occasional complaints received are taken care of with dispatch.

Officers and seven directors are elected annually. Every phase of community living is mapped out and placed under the guidance of the seven directors. A committee works under each director.

Perhaps the most important by-product of the playground is real, old-fashioned neighborliness. Because of this recreation area, Westgate Hills has become an exceptionally co-operative and harmonious community, where friendships have multiplied, differences have disappeared, and understanding has broadened.

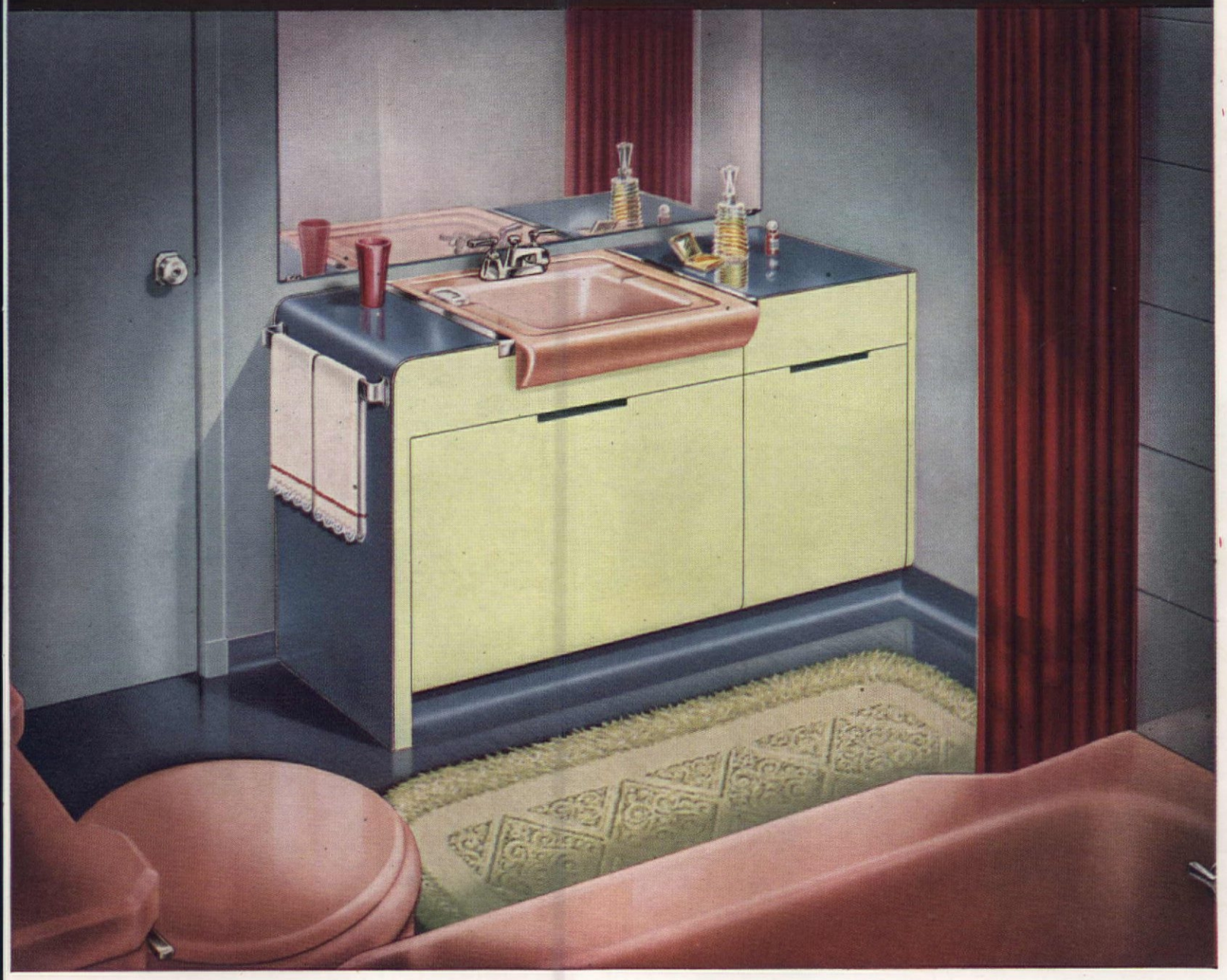
Bob Wetter, who has contributed so much time and effort to building the Westgate Hills playground, has this to say:

"If a typical American community of this size—with an even distribution of Catholics, Jews, and Protestants—can achieve solid unity, it is hopeful that the idea of nations working in unison is not mere wishful thinking. Only when communities demonstrate a working democracy can we expect a country to follow a similar pattern. After all is said and done, a country is no better than its thousands of small communities."

Civic association is fine example of democracy at work. Board of directors is chosen annually—by popular vote

AMERICAN-Standard

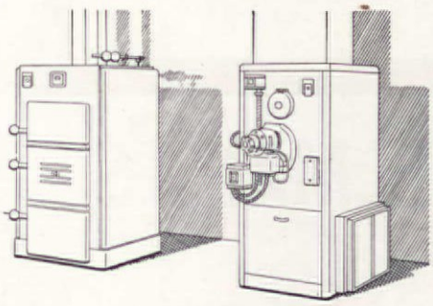
First in heating...first in plumbing



Dresslyn Lavatory, Master Pembroke Bath and Compact Water Closet.

Here's your bathroom beauty treatment

• Look at this exciting new Dresslyn Lavatory by American-Standard. It's lovely, isn't it? And so practical, too. Combined with a counter-top cabinet, it gives you all the space you need, right where it's most convenient. This lavatory is made of genuine vitreous china . . . non-staining, easy-to-clean. And it comes in a choice of colors. Like all American-Standard products, the Dresslyn is sold through selected Wholesale Distributors to your Heating and Plumbing Contractor. Write for free HOME BOOK that shows how these quality products make your home more livable. **American Radiator & Standard Sanitary Corporation,** Dept. A99, Pittsburgh 30, Pennsylvania.



You'll find American-Standard Heating Equipment to meet your needs exactly . . . whatever the type of heat, whatever the kind of fuel. Shown are the Severn Boiler for all fuels, and the oil-fired Winterglo Winter Air Conditioner.

Look for this AMERICAN-Standard HEATING-PLUMBING *Mark of Merit*

Serving home and industry: AMERICAN-STANDARD • AMERICAN BLOWER • CHURCH SEATS DETROIT LUBRICATOR • KEWANEE BOILER • ROSS HEATER • TONAWANDA IRON

Only Real Mayonnaise

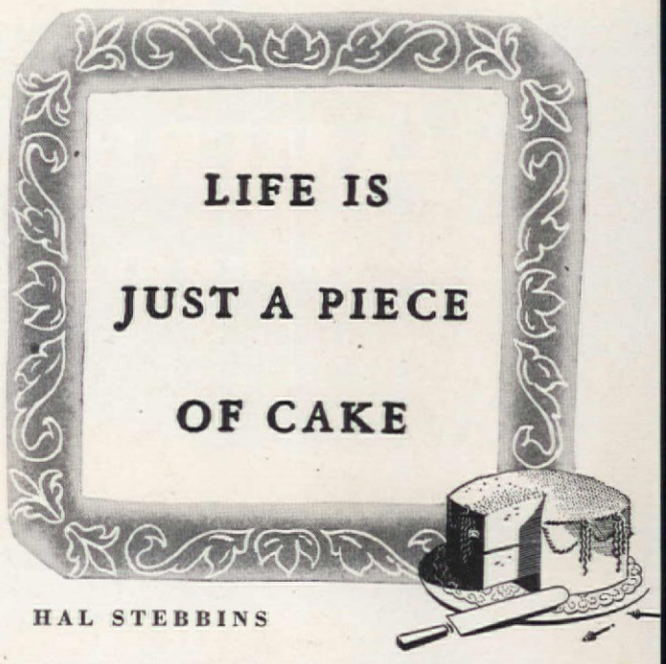
is good so many ways!

Peachy in Peach Salads. Best Foods or Hellmann's *Real* Mayonnaise enhances the flavor of any fruit. Smooth and rich, full-bodied and flavorful, this delicious mayonnaise is *so right* so many ways. Try *Real* Mayonnaise with California cling peaches.

So rich and pure, you can thin it, vary it, serve it as a spread, or a sauce. It's *so* good, so many ways. Unlike "salad dressing," Best Foods or Hellmann's contains no starchy filler . . . doesn't turn watery when thinned or varied. It's rich as only *real* mayonnaise can be.

HELLMANN'S *Real* Mayonnaise BEST FOODS

IN THE EAST
IN THE WEST



HAL STEBBINS

Junior had lung power. The circle of candles had gone out like a light. The huge frosted cake looked at once gay and desolate—as if its shining hour had come and gone. Junior was 18. This was his day. Tomorrow he was off for college.

And Father was proud. Proud of this fine, upstanding lad he had brought into the world.

As Junior started sawing the birthday cake, Father's memory started cutting into *his* past. Funny, how each slice of cake was a slice of life; how the texture of one piece matched the texture of another; how the ingredients of faith and fear, sweat and struggle, had sifted and seeped into every grain. It wasn't so long ago—or was it?—that Father himself was 18. America was licking its wounds after World War I. Things weren't so hot. The boys from over there were coming back over here. Trying to get their old jobs. And—their old girls. Trying to get married; get a footing; build a home; have kids. Trying to find a safe little niche in the great big world that had been made safe for democracy. Or, so they said.

Across the misty span of years, Father remembered all sorts of dire talk. The country was going to hell. A man was a hero today and a bum tomorrow. The boys in Washington went in for big talk and small deeds. The boys in Wall Street were shearing the lambs and storing the wool for the hard winter ahead. The front pages screamed murder and mayhem. The nation's morals were shot to pieces. People were spinning. Prices were spiraling. America was headed for the Big Bust.

Yet somehow Father's family had managed to muddle through. He recalled—with a sudden stab of pride—how thrilled *his* parents had been that he had graduated from high school when most lads of his generation had to be content with a grade-school education. Yet here his Junior was headed for college—just family routine. He and Mother had planned it that way from the start—that bright, starry-eyed day at the hospital when they said, "It's a boy!"

And all the glad, sad, tattered years between. It hadn't been easy, but it hadn't been too tough. Old Man Opportunity hadn't been gobbled up by the passing parade. He had a new face; but so did America. It was still true that a man made the job that made him; that you didn't improve your eyesight by watching the clock; and that you'd get yours if you gave yourself.

Yes, he knew, it had become old-fashioned to talk about such homely things as Work and Hope and Ambition. Too virtuous; no glamour; no box-office. It was so much easier—and so much more amusing—to hug a rail, order a "double Scotch" and yack about America.

The country was going to the dogs sure-shootin'. Too many people were making too much money—and not getting anything for it. A sirloin cost you a lung. Butter was a dollar a pound. Taxes trounced you up and down from year end to your end. Politics were rotten to the core. The foreign situation stank. Uncle Sam was just pouring millions down a gopher hole. Why bleat about One World when we know it won't work? The Red menace was sweeping the world. Every time you took a deep breath a Commie was watching. Besides, what did anything mean or matter when a few choice Atom bombs would mean Exit for Everybody? Why bring innocent children into the world—only to have them blown to Kingdom Come? And why do anything about anything when it's all so damned hopeless?

So, eat, drink and be merry for tomorrow . . . "another double Scotch, please!"

Father stirred from his reverie. It had all been a dream, a bad one. But that's what life was made of: good dreams, bad dreams. He looked over at Junior—this fine, upstanding lad who looked like him and smiled like Mother—this boy who was leaving for college in the morning. No, he didn't have to worry about Junior. That boy has what it takes to make the grade, ride the bumps, reach the summit. For he is America!

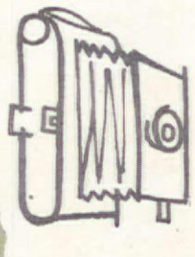
"Sure, son, I'll have a piece of that cake" . . .

Copyright by Hal Stebbins

ONLY SERVEL

Stays Silent Lasts Longer

because... it has no moving parts in its freezing system



Here's how our family looked in 1927—the year we got our silent Servel. (Only refrigerator in town that never made a sound!)

Here we are, twenty-one years later—all grown up. But that same Servel is still in Mother's kitchen. Still as noiseless and faithful as when we were kids.

Now I'm married, and have a new Servel, too. So I speak from experience when I tell friends, "Choose a Servel Gas Refrigerator." After all, with no moving parts in the freezing system, there's nothing to wear or cause noise. Just a tiny gas flame does the work silently, efficiently...We think the *new* Servels are beautiful, too. They've every new convenience. Yes, Servel has *everything!*

This story is typical. Writes Mrs. Floyd Buck of Middlebourne, W. Va., "Our son was a baby when we got our Servel. Now he's 20. And all this time we've never had a thing wrong with our Servel."

STAYS SILENT... LASTS LONGER

Servel

The GAS Refrigerator

Every new convenience—see the new Servels at your Gas Company or dealer. (For farm and country homes, Servel runs on Bottled Gas—Tank Gas—Kerosene.) Servel is also maker of Servel *Ball-Type* Water Heater and Servel *All-Year* Air Conditioner. Servel, Inc., Evansville 20, Indiana. In Canada, Servel (Canada) Ltd., 548 King Street, W., Toronto, Ontario.

BEFORE YOU CHOOSE YOUR REFRIGERATOR

Get this book FREE!

by Mary Margaret McBride, Famous Radio Reporter

Every new refrigerator looks beautiful. But how long will it last? Will it grow noisy and run up repair bills? In her delightful new book, radio's famous Mary Margaret McBride tells what makes the real difference in refrigerators. Get your free copy of "Inside Story" at your Gas Company or neighborhood Servel dealer.

"No, dear, the bricks are just on the outside."

"Bricks are just like any other exterior finish—clapboard, shingles, stucco, or anything else. They're put on over the sheathing for appearance and protection from the weather. It's the *sheathing* that's really important because that's what makes a house strong and tight, easy to heat, and free from drafts."

No matter what the exterior finish, Armstrong's Temlok® Sheathing makes a stronger house. It's a manufactured product, made of extra-strong wood fibers, formed into large, absolutely uniform boards. During manufacture, Temlok Sheathing is impregnated with asphalt to give it extra strength and to ageproof it against deterioration. Nailed to the framework of the house, Armstrong's Temlok Sheathing makes the whole structure strong and solid, firm and secure against wind and vibration.

The insulating value of Armstrong's Temlok Sheathing is an important extra feature. It substantially reduces fuel bills and adds to winter comfort by stopping drafts and making it easier to keep an even temperature over the whole house. In summer, Temlok helps to keep the house comfortably cool.

The surprising thing is that, with all its advantages, it costs no more to use Armstrong's Temlok Sheathing than to build with ordinary wood sheathing. Because the big-size boards are so convenient to handle and so quickly put up, labor costs are lower. There's almost no waste of material in cutting and fitting.

Before you build, be sure to ask your lumber dealer and your contractor about Armstrong's Temlok Sheathing. It makes a stronger house, cuts fuel costs, and yet costs no more.

ARMSTRONG'S TEMLOK

One of the building materials made by the makers of Armstrong's Linoleum

Send for free booklet, *"How to Build a More Comfortable New Home." It's full of good ideas, illustrated in color. Just write Armstrong Cork Company, 4909 Vine St., Lancaster, Penna.*

Why should they stay home?

Photograph by Giles

Reams are written on juvenile delinquency. Parents read, squirm at the high percentage of delinquents from "good" homes . . . but *are* they "good" homes if children have a better time *away* from them? We think not. We believe this photograph couldn't have been taken if home were the most fun place for these teen-agers to be—and it *can* be!

ON THESE 12 PAGES...

What you, as a parent, can do about it...

Beat your competition!

The wise Wilfred Palmers choose the way of life, the kind of house, that makes their home the most popular teen-age hang-out in their neighborhood

Data: Edward J. Ives

To keep your children home . . . they must *want* to stay home. It is as simple, as basic as that. No amount of gentle bribery, parental tears—or force—can really be successful in making them take their fun at home, if home is no fun.

There is a delicate balance, yet a vast gulf between the business of making them stay home—and having them want to stay home. It means giving on your part, it means planning, it means being very wise. Perhaps most important: It means knowing where your rights as a parent STOP.

In Medford Lakes, New Jersey, live two wise parents. Mr. and Mrs. Wilfred C. Palmer have learned the secret of getting along with their children. The way that they live, the kind of house they live in were deliberately chosen for their effects on the mental and physical health, happiness, and well-being of their two daughters, 13-year-old Patricia and 15-year-old Dorothy Claire (DC). The Palmers may not have all the answers; but they have gone very far in the right direction in providing a normal, healthy, happy home life for their youngsters, a hospitable house for their friends. For proof that the Palmer Method works, see these and the next two pages.

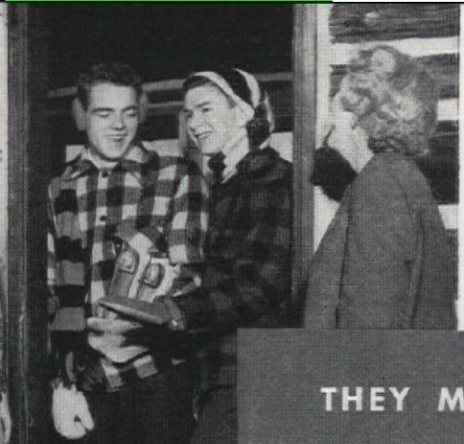
THE PALMERS KNOW HOW TO COMPETE WITH A JUKE JOINT!

Photographs by Acme, Cortlandt V. D. Hubbard

The Palmers offer Bebop, boogie, and burgers at home rather than road-house, believe privacy, freedom, parental trust are necessary to healthy development

House fronts on lake. Palmers swim, fish, go boating from landing at right. Winter freeze makes skating possible on lake

Mrs. Palmer knows when to join group, when to leave them alone. Log house was planned, decorated by Mr. Palmer



Pat and DC toss an all-day-Saturday party. There's just as much fun outside as inside

THEY MAKE HOME THE MOST FUN PLACE IN THE WORLD

Best friend Patsy Graves came Friday, spent the night. Others arrived Saturday, stayed late

Girls waged losing snowball fight with boys. Later they donned skates, raced across frozen lake

Right: Pat and DC help Mrs. Palmer make sandwiches, hot dogs for hungry guests

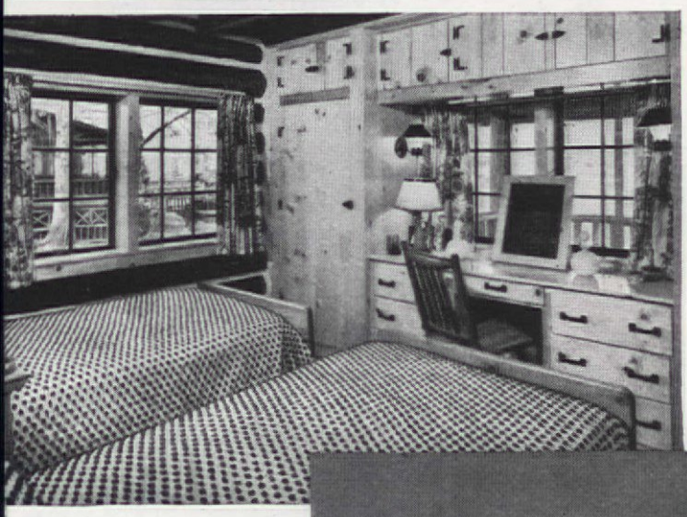
Tommy Cunningham plays green-enameled baby grand. Yale's Whiffenpoof Song is harmonizing favorite

Pete Holt, Tommy Cunningham help with man. Woven in DC's mitten: "Buzz Me"

Below: Teen problems get serious discussio in evening bull-sessions around fireplace

Dizzy Gillespie is top Bebop vendor on phonograph though some teen-agers term Bebop already passé. Left: Marshmallows fill in between frequent snacks

Pat and DC Palmer each has room of own with extra bed. Pillow fight broke out at slumber party the night Patsy Graves arrived. Each girl's bedroom has good storage, built-in dressing table



Absence of personal privacy is a serious cause of family friction, much escapism from home. The Palmer parents are firm believers in inviolate domain, rate a private room of one's own high on their family's success list

GIVE THEM THEIR OWN QUARTERS... THEN KEY OUT!

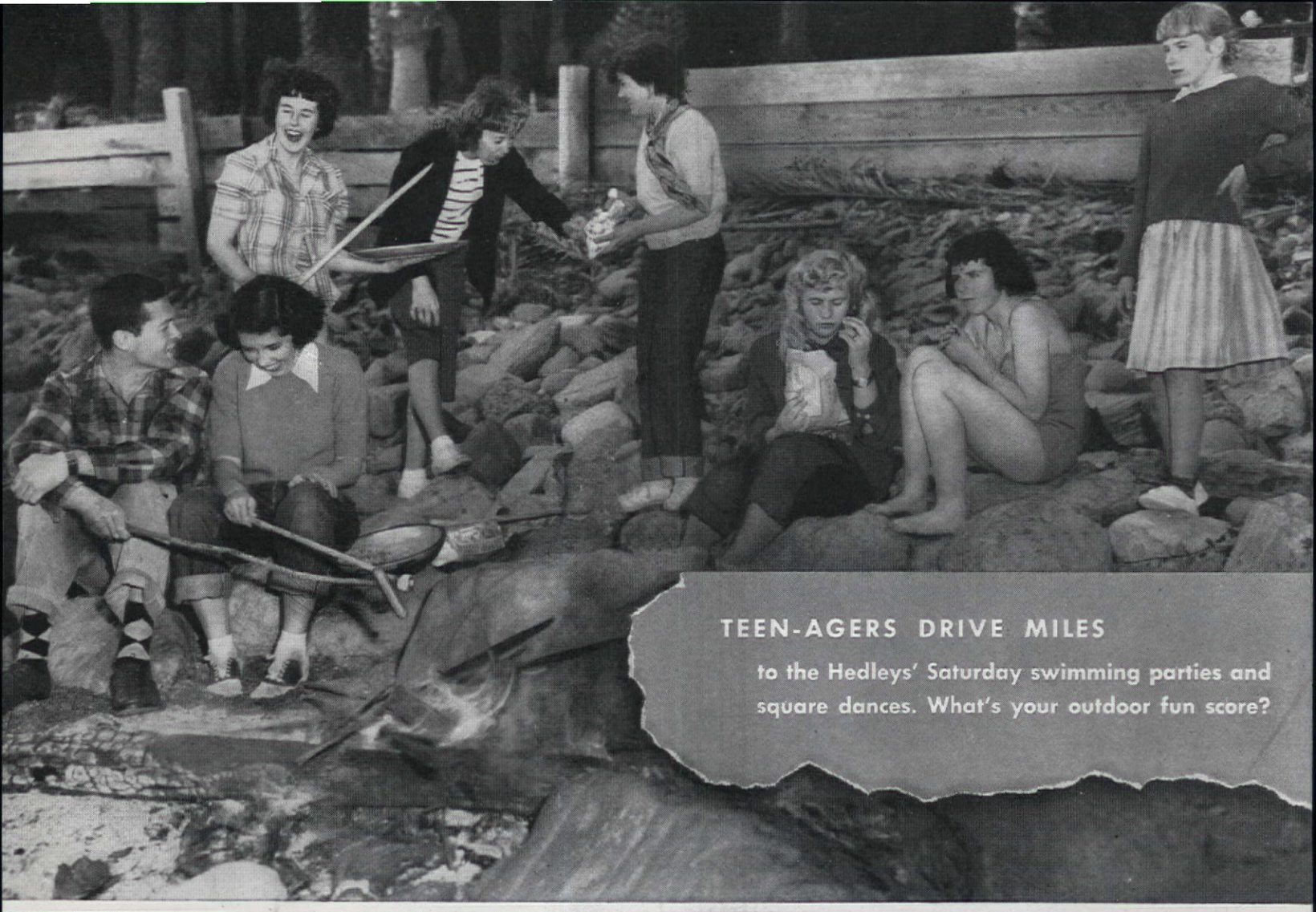
DC helps guest Patsy roll up hair, nightly chore. Separate wash basin is built-in behind doors at right

ack of personal privacy in the home is one of the most frequently contributing background causes to uvenile delinquency, according to a ecent study of many case histories nade by a noted psychiatric clinic on ne West Coast.

Lack of personal privacy—and the onsequent family discord, dissatisfaction with home—results in desire to scape from an unhappy environment o substituted pleasures.

If you would keep your adolescent appy at home, don't underestimate he importance of a separate bedroom. Know when to leave them alone. Your een-ager is a near adult with many roblems of the head and the heart that equire lengthy pondering in solitude. More than just a place to sleep. . . . ut a place to think, to study, to mess p in peace, to throw a slumber party, ry a tricky hair-do, a refuge in which o sulk, to mend a hurt heart, a quiet lace to dream.

AMERICAN HOME's editors are well ware of over-priced, under-sized housng conditions in the land, that two in bedroom is the rule rather than the xception. Nor do we mean to suggest hat hieing your family to a log house n a lake, as did the Palmers, may be our own personal solution. As reorters we show you how one family as worked out an individual but ighly successful answer to a question which troubles many parents today.



TEEN-AGERS DRIVE MILES

to the Hedleys' Saturday swimming parties and square dances. What's your outdoor fun score?

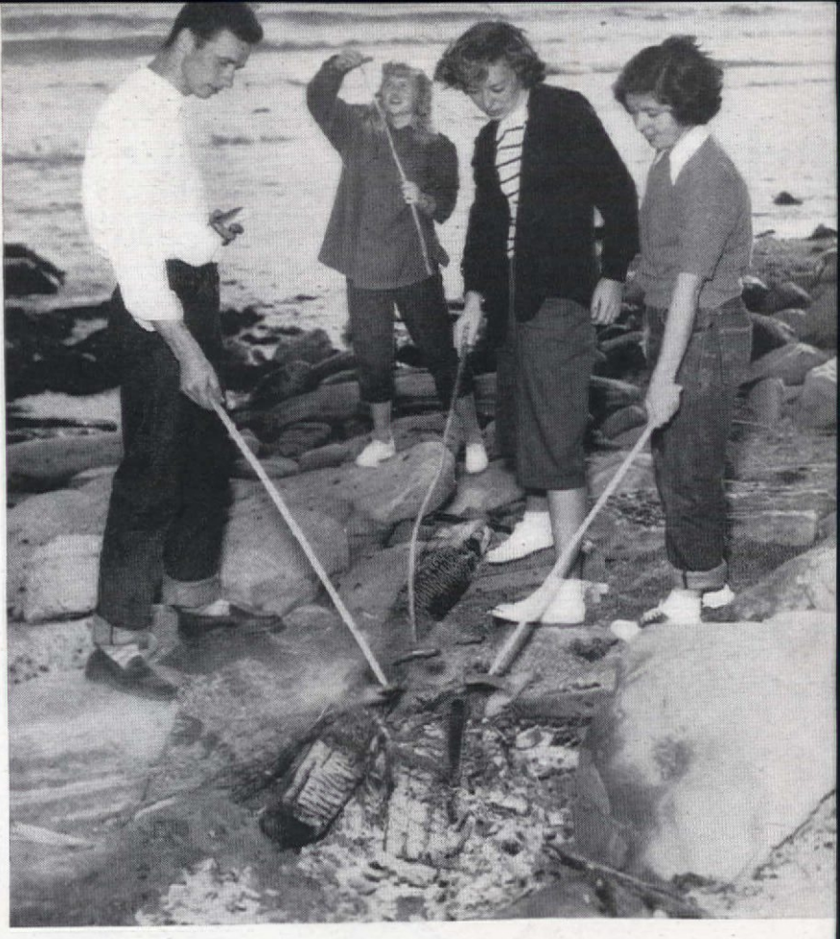
Take two parents whose fundamental principle is the enjoyment of life at home with their children, four daughters ranging in age from eleven to twenty, a nearby college from which countless young friends come calling. Add a carefree house wedged between sea and cliffs on the California coast, a huge outdoor fireplace, a slab-paved outdoor play area that's just right for square dancing, roller skating, Ping-pong, other games—and you have the Eli Hedleys' recipe for fun at home.

The house they live in, an architect's nightmare, is built from driftwood with mahogany doors gathered from a shipwreck. But it is filled with treasures, room for everybody, and there's a view of sunset over the Pacific.

The Hedleys, parents and offspring, seldom "go out"—their guests and their fun come to them. They get up with the chickens, stay up to all hours, work hard and play hard. Their entertaining is spontaneous and casual—beach wiener roasts, barbecues, square dancing to the music of a radio-phonograph.

Eleven-year-old Charlotte brings classmates home from school to skate with her; fourteen-year-old "Bungy" brings her gang for a swim and snack on the beach. Marilyn, 19, is the square-dance devotee, goes to college in Palos Verdes. A college president, his wife, an attorney, a well-known surgeon may join the students participating in the dance. Everyone has fun at the Hedleys'.

Photographs by Jack Albin



Fun on the rocks at the beach: Bob, Betsy, Connie, Patty roast wieners over driftwood fire. Outdoor-wise Hedleys and guests dress casually

Mostly they eat anywhere but in the house. Makings of a beach party are brought down from the house in wooden bowls, big polished shells

Left: Charlotte stuffs Betsy with hot dog. Below: Barbecue off paper plates around crackling fire. Air at beach is chilly in evenings

Above: Rocks in shoes are common hazard. Flo Ann Hedley and "Bungy" make repairs. There's a barbecue pit in addition to the fireplace

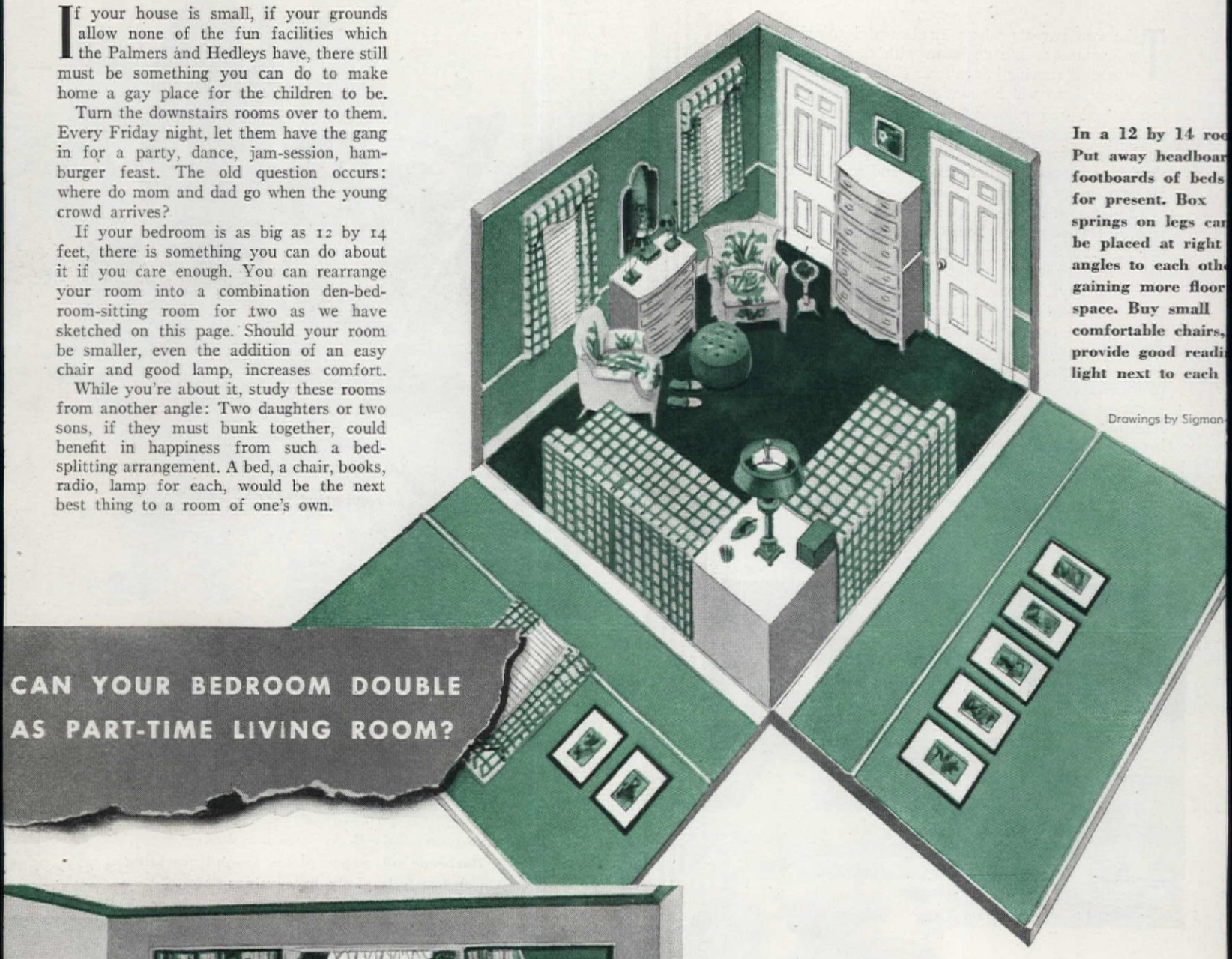
Opposite page: Square dancing is dance rage in Southwest. Some favorites: Pop Goes the Weasel, Golden Slippers, Buffalo Gals

If your house is small, if your grounds allow none of the fun facilities which the Palmers and Hedleys have, there still must be something you can do to make home a gay place for the children to be.

Turn the downstairs rooms over to them. Every Friday night, let them have the gang in for a party, dance, jam-session, hamburger feast. The old question occurs: where do mom and dad go when the young crowd arrives?

If your bedroom is as big as 12 by 14 feet, there is something you can do about it if you care enough. You can rearrange your room into a combination den-bedroom-sitting room for two as we have sketched on this page. Should your room be smaller, even the addition of an easy chair and good lamp, increases comfort.

While you're about it, study these rooms from another angle: Two daughters or two sons, if they must bunk together, could benefit in happiness from such a bed-splitting arrangement. A bed, a chair, books, radio, lamp for each, would be the next best thing to a room of one's own.



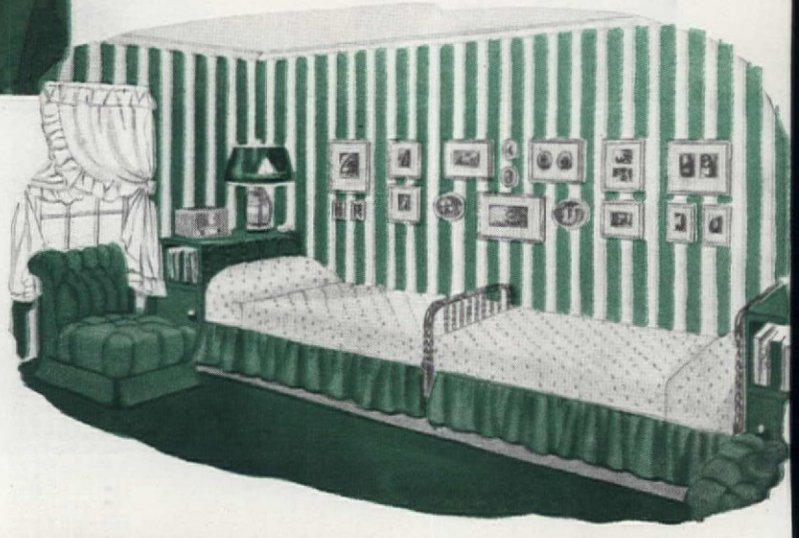
In a 12 by 14 roo Put away headboar footboards of beds for present. Box springs on legs can be placed at right angles to each oth gaining more floor space. Buy small comfortable chairs, provide good readi light next to each

Drawings by Sigman

CAN YOUR BEDROOM DOUBLE AS PART-TIME LIVING ROOM?

When the kids take over downstairs what happens to mom and pop? Here are three ways to rearrange your bedroom into a private, cozy sitting room

If bedroom length is 16 feet or better, you can adapt this arrangement. Bookshelves have been built in, making deep window reveal for dressing table. Again, comfortable chairs, lighting, for lounging and reading



You'll need 15-foot wall for spool beds placed end to end, footboards touching. Cabinet behind headboard holds radio, lamps, books. Chairs convenient for radio tuning. Family snapshots hang over beds

THIS KIND OF FUN ROOM MAKES STAYING HOME FUN

Here's a good example of waste space put to work to make fun for the whole family. Mr. and Mrs. Harry H. Young of Highland Park, Illinois, built this wonderful recreation room in their basement for two teen-age sons and themselves.

The Youngs went all out for comfort. Not a leftover piece of furniture from anyone's attic has a place here. A well-upholstered sofa, a studio couch, comfortable rustic chairs take kindly to the body. All sorts of fun go on here, for adolescents or for adults. There is a game table for bridge and rummy, the pianola takes the beat from those who want to roll back the rug and dance on the asphalt tile floor; there's a radio for the Sunday-night programs, a Ping-pong table for the boys, a built-in bar for the grown-ups. The room is big enough to hold a crowd. It is so successful that the Youngs find they usually bypass their pretty upstairs parlor for fun in the basement.

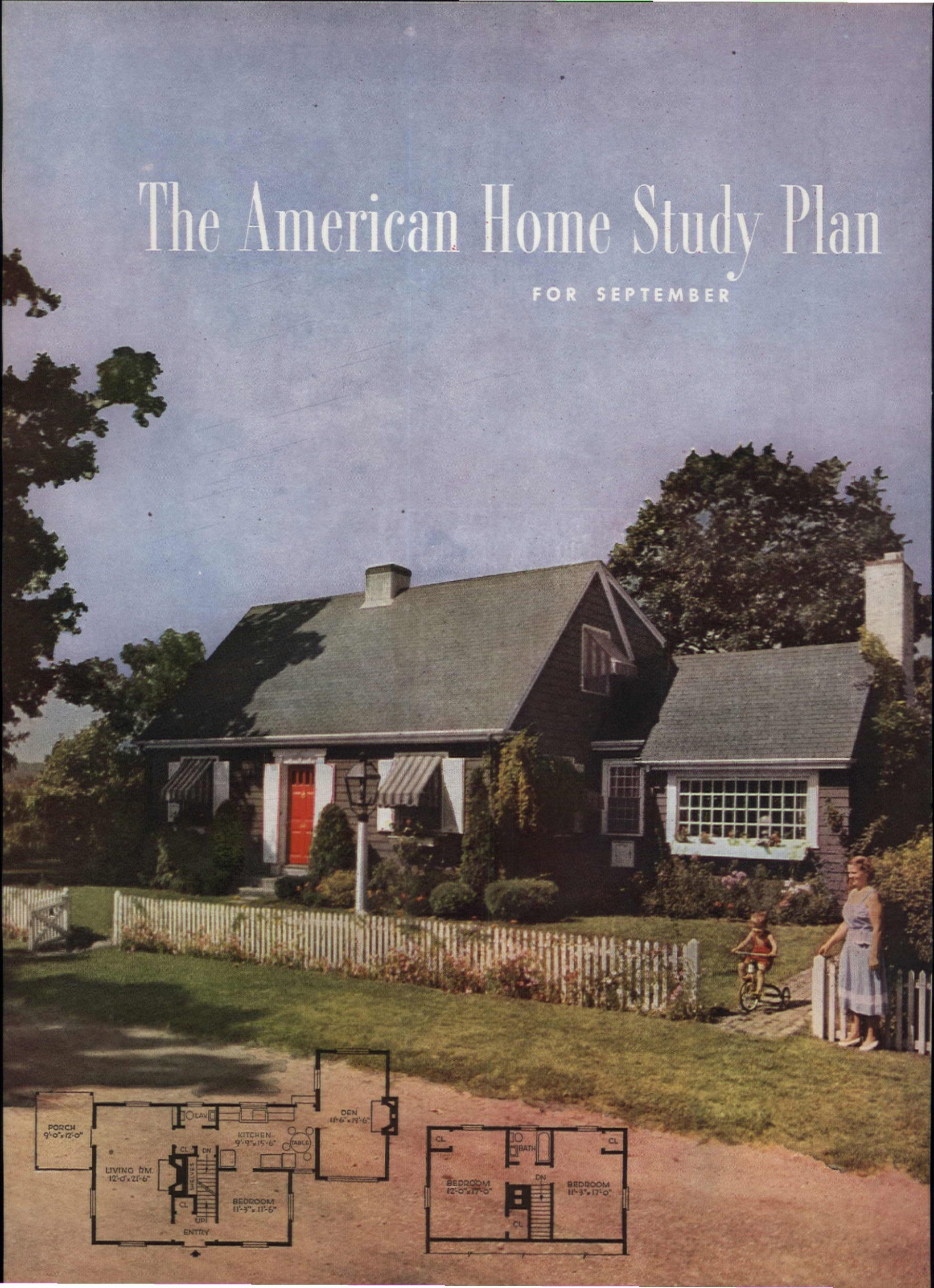
L. T. Young and 16-year-old brother, Dirk, have a fast game at basement Ping-pong table

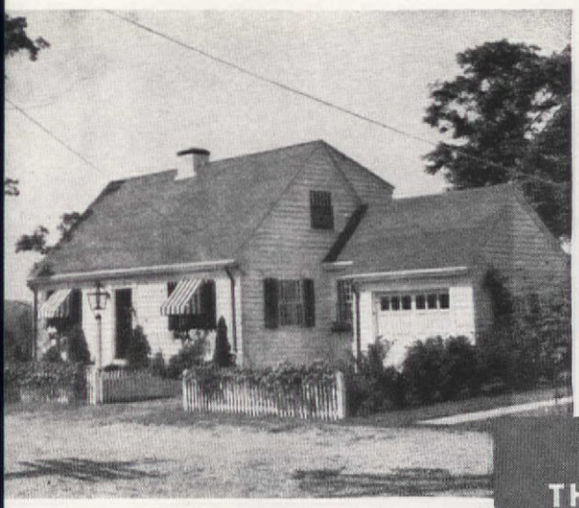
Cozy family room looks fun, is fun. Roller-piano plays collection of old-time tunes

otographs by Nowell Ward

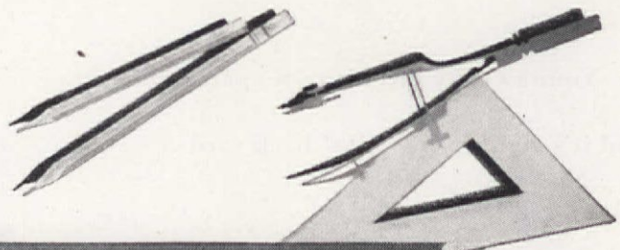
The American Home Study Plan

FOR SEPTEMBER





ORDER FORM ON PAGE 118



THE JAMES WELSHMANS START EARLY TO KEEP THEIR CHILDREN HOME

mething had to "give" when the ildren needed more room and privacy. t went the car, garage became inviting n without adding one inch to house

JANE HALE

The James Welshman house is No. 7 in our series of comprehensive blueprints, 34 by 44 inches overall, with all plans, elevations, and specifications for careful home study

Take an average five-room house, perfectly suited to a newly married couple, add enough years to raise a brood of three healthy, active youngsters and quarters get pretty cramped. Something must give!

In the case of the James Welshman house it was the attached garage. Father, in this case an engineer, ingeniously converted the garage into a dining-room den, thereby freeing the original dining room for a bedroom. This now accommodates six-year-old Linda. Everybody's happy —the grownups have their own living room and the children can romp to their hearts' content in their own.

Actually the original lines of the house were improved by the alteration. Painted a rich brown with gay red door and polished brass knocker, it sits comfortably at the front of a deep triangular tree-shaded lot. Windows are flanked by long white shutters; window boxes are filled with gay red geraniums. To take care of the family car, a new garage was constructed at one corner of the lot, designed to blend with the Cape Cod lines of the house and affording a rainy-day playroom for the children in the attic upstairs.

Existing garage walls were retained when the new room was built. In place of the original garage door, there's now a big window, 44 panes in all, while a smaller sash affords cross-ventilation on the opposite wall. The room has an informal, cozy look with its floor-to-ceiling ponderosa pine paneling and huge fireplace at the gable end.

The bricks for this chimney have served a twofold purpose. Originally purchased at a bargain from an old factory site, they were first used to pave a driveway, terrace, and barbecue. During the alteration, they

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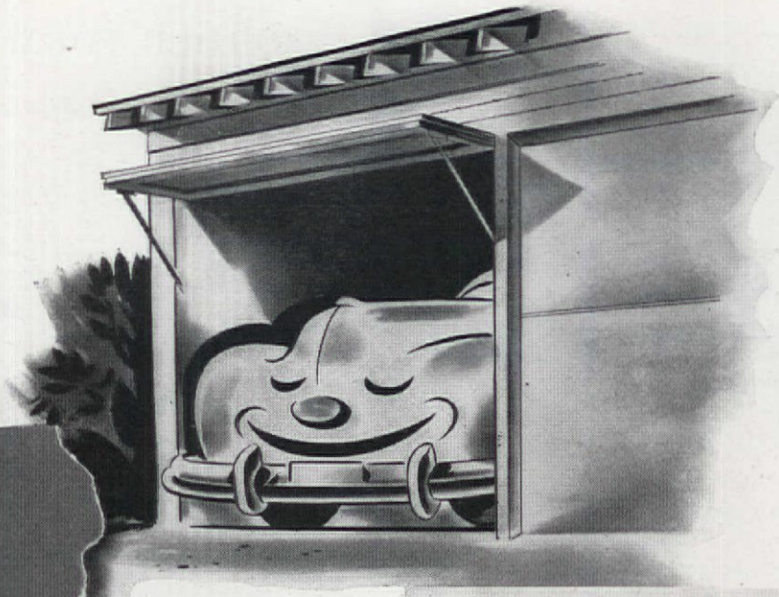
Photographs by Richard Garrison

Ivy and geraniums, yellow draperies with green and red stripes add sparkle to pine-paneled converted garage. Old pine dry sink makes charming buffet and china cabinet.

Young Corky has his own apartment—

and it's right in his folks' back yard



YOUR CAR GET MORE CONSIDERATION THAN YOUR SON?

Corky Kocher's apartment was formerly the garage. Sun deck on top accounts for Corky's bronze skin

Young Carter Kocher is a lucky guy. He has a private apartment of his own with his own bed-sitting room, bath, and kitchenette. Corky, as he is called, also has a couple of wise—and lucky—parents. They know how to keep a son at home, and have him love it.

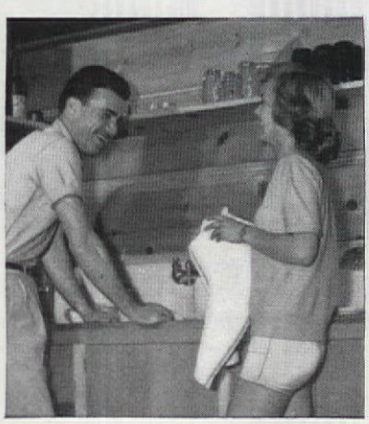
The Kochers happen to think a great deal more of Corky than they do of their car. That's one reason Corky lives in garage—but there's more to it.

During the time Corky was away at war, the Kochers moved with their other child, Corky's sister, into a small house in Santa Monica, California. When Corky returned they saw that the youngster to whom they bid a goodbye had returned a young man.

They knew Corky would not be long content with the doubling-up they would have to do in the house. Parent-fashion, they wanted to keep their son with them just as long as they could. The garage was the answer: elbow room

PLEASE TURN TO PAGE 88

Corky likes sleeping late Sundays. Mom and Pop Kocher bring over coffee ring when he's up, Corky brews strong coffee for all



Corky lives alone and loves it—though mom and pop are just across the yard. Friends think he's smooth to have a private apartment all his own. Former garage is headquarters for Corky's crew

Kitchenette is behind louvered doors. Corky takes most meals in parents' house, uses kitchenette for parties

Photographs by Robert C. Cleveland, A. L. Francis
Data: Ethel McCall Head

Young fry love this back-yard sportsplatz.

Costs little, keeps them out of trouble

DRIVEWAY HOG ¼ OF YOUR YARD? PUT IT TO WORK FOR FUN!

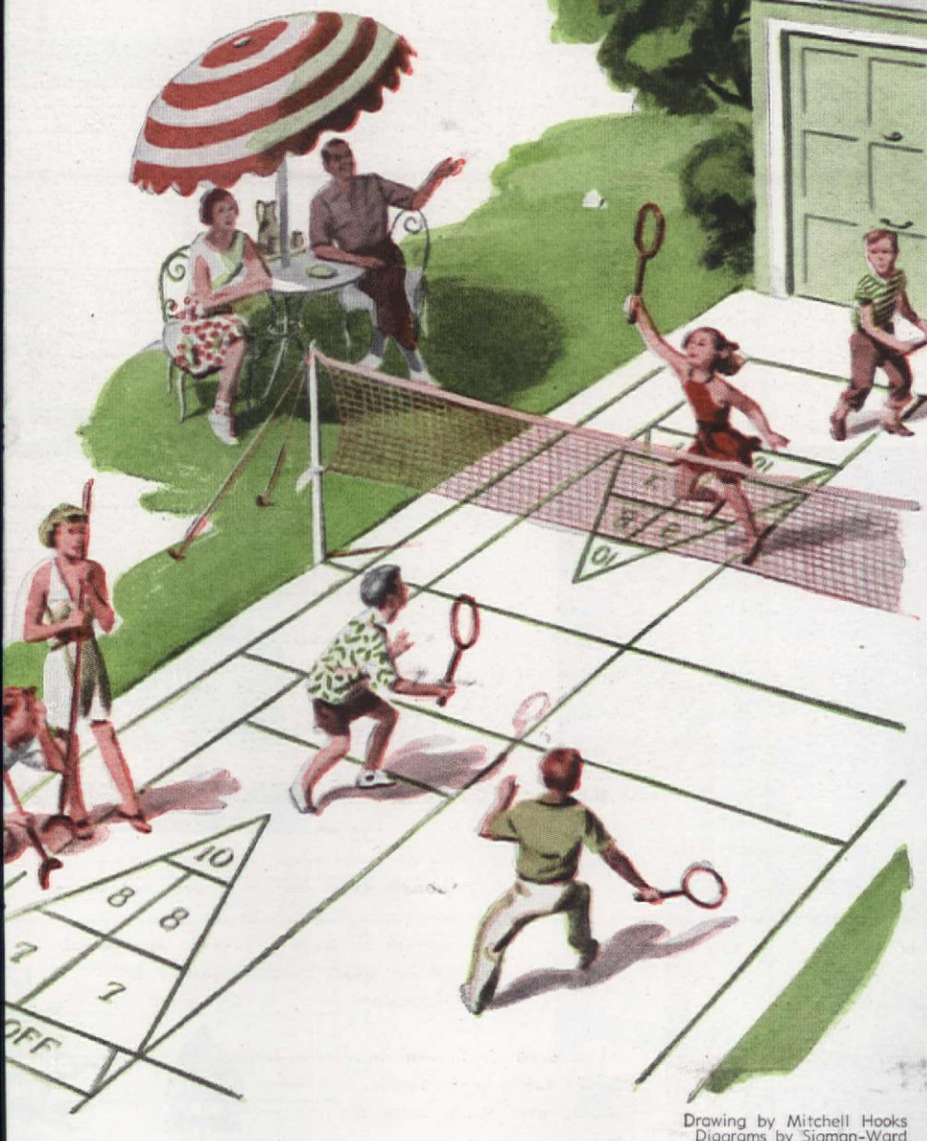
It just doesn't make sense when we try to get maximum value out of every penny, dote on labor-saving devices, make every square inch of storage space count—to waste one-quarter of the yard in a driveway used only a few times a day.

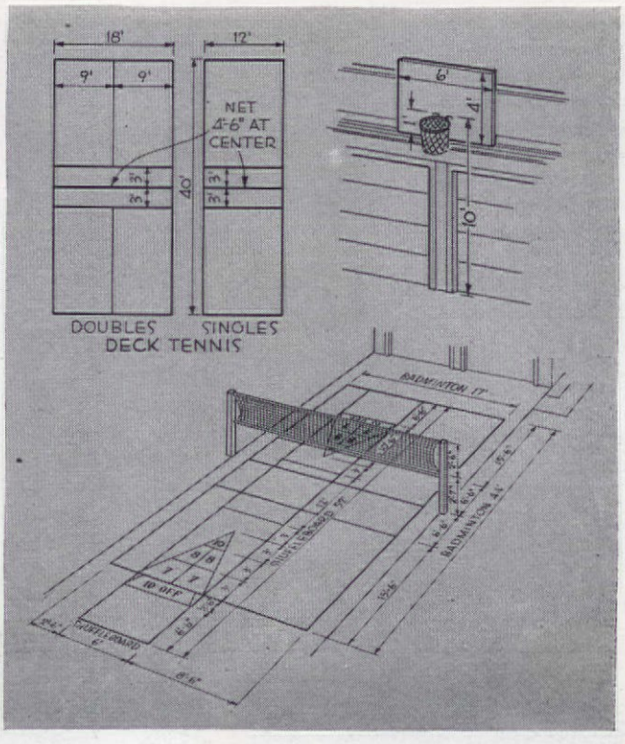
That stretch of smooth concrete, at back, side or front of your house, can be put to work, will provide a barrel of fun for the youngsters in your family and neighborhood, and yourselves. Here's a way to keep the children off the streets and happy in your own yard. It's also fine for adult physical activity, to achieve mental relaxation and waistline trimming.

At a trifling cost for paint, plus of course the equipment for a few games, you can set up your driveway to accommodate deck tennis, badminton, volley ball, shuffleboard, or basketball shooting practice. A bit more money will buy the makings of a simple stairway and railing to fit the top of your garage as a sun deck, if it has a flat roof.

Check the measurements of the sports areas on the diagram in the lower right corner of this page. Compare with dimensions of your own driveway. The singles badminton court will fit in a standard two-car driveway easily, and will serve for doubles games for children and recreation. If a doubles court is needed for competition training, the driveway must be a bit wider than standard to permit the 20-foot court width. Shuffleboard will go well in a one-car wide driveway.

An outdoor gymnasium in your own driveway, for youngsters and adults. Keep them busy, keep them happy, and you'll keep them home





Drawing by Mitchell Hooks
Diagrams by Sigman-Ward
Data: W. Clifford Harvey

Kilmer Photos

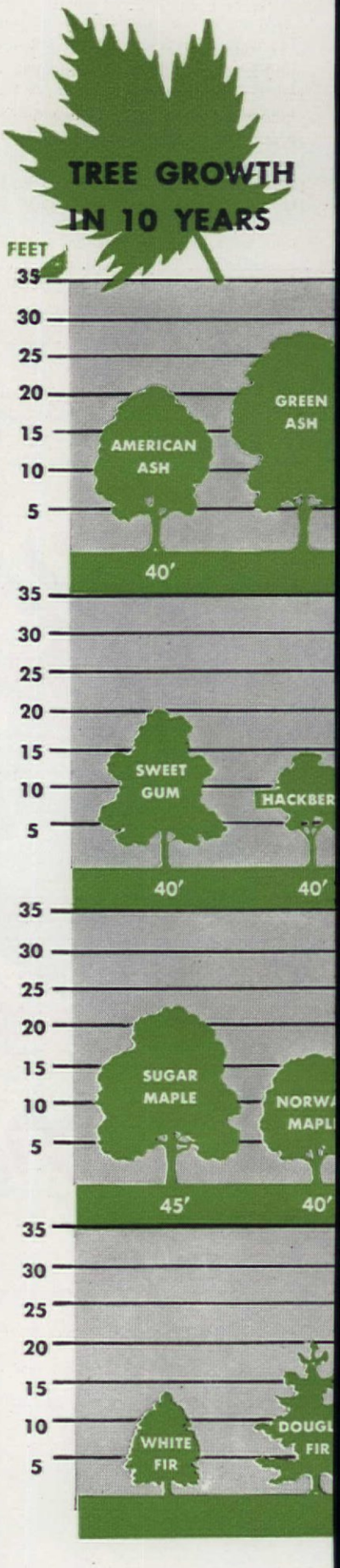
How to select shade trees for better results and fewer disappointments

Big Trees for Little Houses

M. W. STAPLES

When you buy or plant a tree, be sure that the kind and the place agree. Don't base your choice solely on what you see, but think about what it is going to be

Acacia photograph, Gladys Diesing



If you are one of the millions who own an "estate" of half an acre or less, trees, evergreens, and shrubs may be for you a prized possession, a major headache and taskmaster, or even a menace and burdensome expense. Sometimes they can prove to be all three in one short season.

In recent years, landscape architects, nurserymen, planting contractors, and tree surgeons have been giving increasing attention to the problems of the small homeowner, or rather of his grounds. Many magazine articles have discussed them. Authorities have compiled lists of plant material especially adapted for small properties. Innumerable planting plans have been offered, ranging from simple layouts to complicated designs including miniature replicas of features found in public parks. According to some recommendations, the small homeowner need only choose from these selections, and all will be well. But too often this sort of advice seems based on the idea that the owner of a small house is also dwarfed; that he cuts a miniature lawn with a toy lawn mower and tends Lilliputian flower beds in a doll-size garden. Actually, of course, he is as big, and is built along the same lines, as the owner of a large place. Nature stays the same size. And his lawns, flowers, shrubs, and trees have the same sort of soil, moisture, sun, shade, and space requirements.

This means that his choice of both major and minor trees involves the same factors as that of the large property owner. He, too, should emphasize type of tree rather than variety, even though he will need only a few major trees—perhaps but one or two—for shade or landscape effect. He, too, should view his property as a specific problem and choose his trees in relation to the exposure, soil, climate, appearance, adjacent plantings, and, above all, the elements of time and growth.

Time, a factor in all plantings, becomes dominant in the placing and spacing of trees for shade or ornament. Rate of growth times years of expected usefulness determines proper spacing for a particular variety. The familiar crowded plantings in many older city districts have led to a reversal of former tactics and the compiling of charts telling how to space trees of different kinds. Yet few of them have considered sufficiently the vital time and growth-rate elements. Experience tells us that most neighborhoods change their character every 30 to 50 years. So 40 years may be taken as a maximum residential expectancy, and 25 to 30 years as the peak efficiency period, for most shade trees. Based on long time observations over a wide range of localities and conditions, the average growth of

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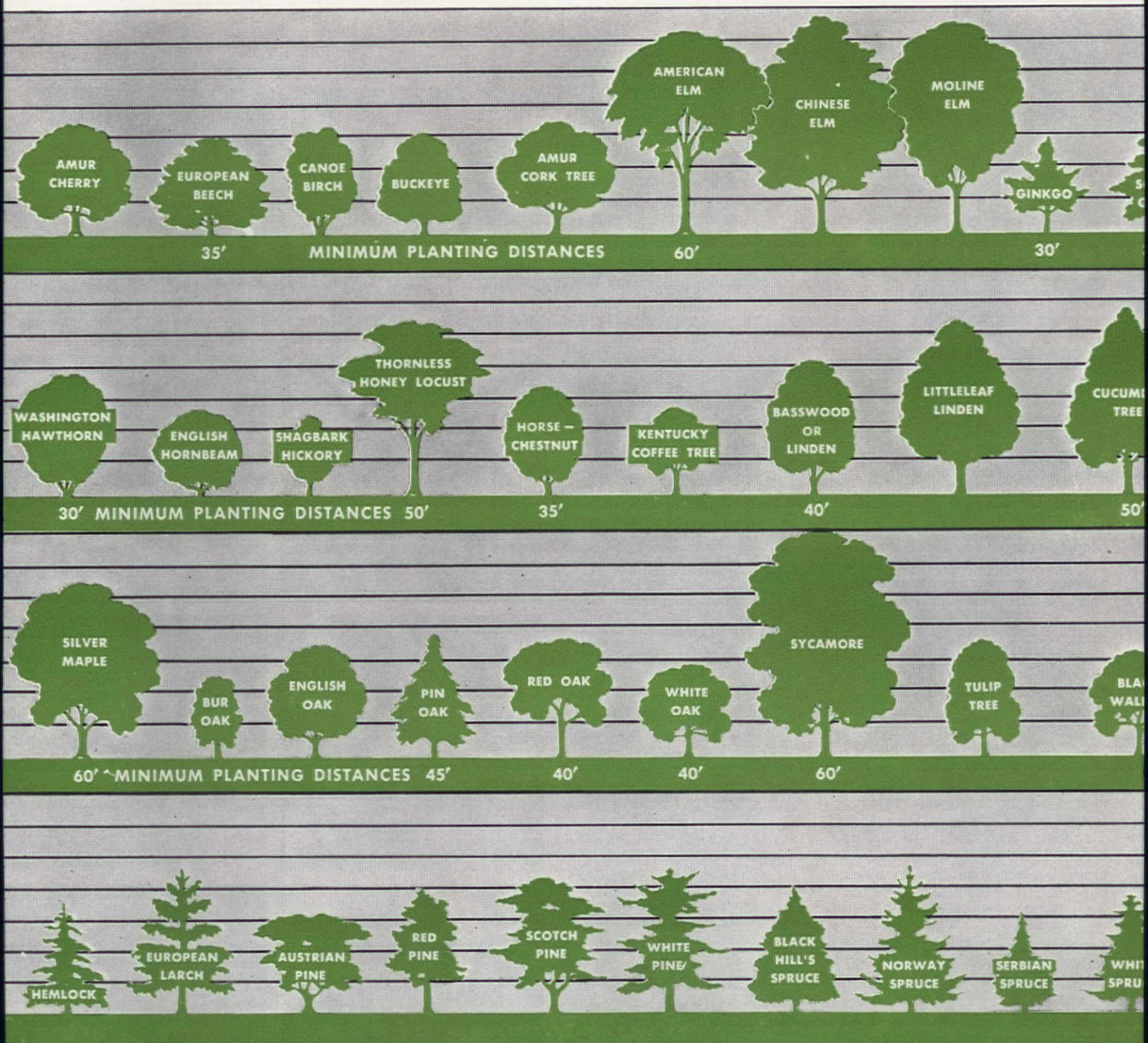
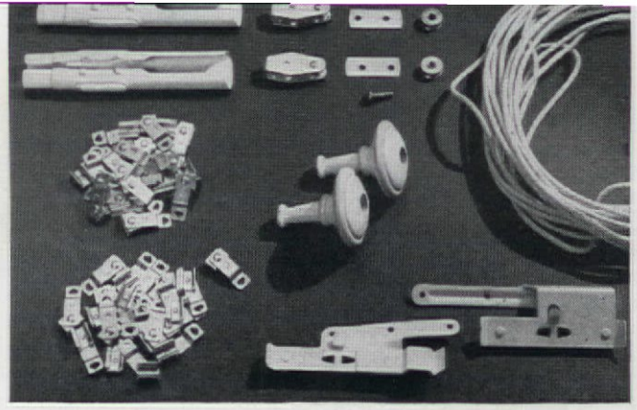


Reproduced by courtesy of E. L. Kammerer, Arboriculturist, and the Morton Arboretum, Lisle, Ill. from its "Bulletin of Popular Information," Vol. 22, No. 3. Planting distances inserted from Mr. Staples' data

BASIC DATA
for future reference



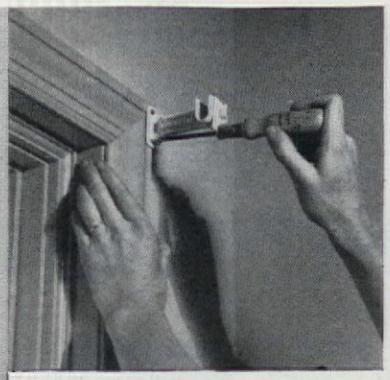
Aside from basic rod and brackets, these are the ingredients: Sleeves, pulleys, cord, carriers, two master carriers, pull-cord weights

How to string up a traverse rod

GLADYS GOUGH

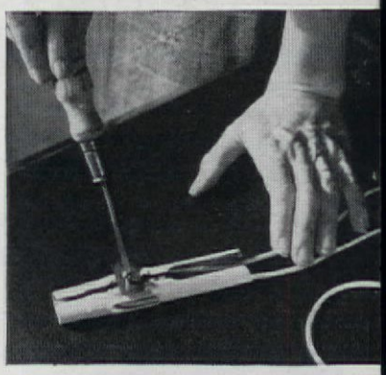
Don't be baffled by a balky traverse rod. Here's how to string one up—a new one, or repair your old one

F. M. Demarest

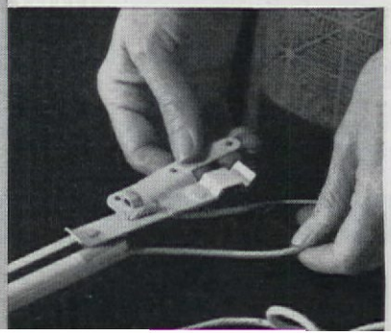


Put up brackets first. Read text for directions on cutting rod. Far right: Start with single pulley sleeve on left end of rod. Insert wheel in housing, slip cord over wheel. You need about 28 feet of cord for 8-foot rod

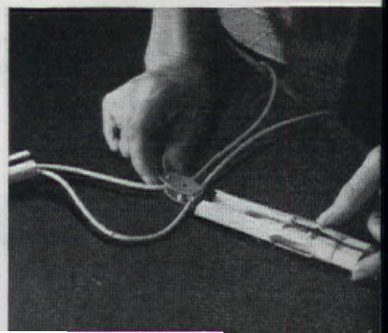
Pulley and housing are then slipped into enameled sleeve. Both ends of cord emerge from thicker part of sleeve. Far right: Screw brass plate on. Screw goes through pulley, holding it in place



Slip sleeve onto left end of rod. Equalize cords which now lie double in well of rod. Far right: Hold cord flat in bottom of rod. Slip in one carrier for every curtain hook on your left-hand drapery panel. Bottom edge of rod faces top of our picture



Left-hand master carrier goes on rod. Thread one cord through holes in carrier. Put on right-hand master carrier, threaded with other cord. Then put on small carriers for right-hand curtain. Far right: Insert double pulley in right sleeve, one cord over each wheel



Before proceeding with the steps illustrated at right on how to string up a traverse rod, it is important first to get your rod cut to the right length for your window.

First determine just where on the window frame you want to screw the brackets. Make pencil marks through the screw holes onto the frame. Use a punch drill and drill holes slightly smaller than the diameter of the screws. *Be sure to drill these holes.* If you attempt to make the screw holes with a nail, you run great danger of splitting the wood.

Putting up the brackets first means you get them placed exactly where you want them—the rod is then cut to fit between the brackets.

Measure exactly between the cradles of the brackets. Cut your rod to this length with a hacksaw, then file the ends smooth. Slip the sleeves over each end of the rod, and try it again between the brackets. Rod plus the sleeves will be slightly too long. But then you will be able to determine how much you must again cut from the rod. Refit the sleeves, then drop the sleeves neatly into the supporting cradles of the brackets.

MORE PICTURES ON PAGE 87

MARY E. MONZE

How to stretch a drapery

Old plaid draperies used for deep ruffles on new material make floor-length curtains to fit jumbo-sized window. Ruffles could be accordion, box, knife-pleated, or gathered

Wide ruffles give extra length to white cotton draperies. Fill in with inexpensive dotted-swiss curtains. Tie-backs are potted plants

Ideas suggested by Helen Upp

Ingenious ways of adapting your present curtains to new windows

Moving to a new house or apartment with windows in various and assorted sizes presents a real problem to the budget-wise homemaker. Especially difficult are the oversized windows that require longer and wider draperies. She cannot afford to discard draperies that are as good as new, and wouldn't if she could.

Our sketches show five different ways to make a two-and-a-half-yard pair of draperies, originally designed to fit a regular-sized window, stretch to dress a window that requires possibly three yards in length and additional width. Many new houses and apartments have windows with large panes of glass, corner and grouped windows that can be treated as one unit, using only one wide drapery at either end and a valance across or around the entire group. Sheer glass curtains, sill or floor length, fill out and help to dress such a wide expanse of windows.

Plain fabric like velvet or satin stitched to damask in wide bands to add length, width. Plain fabric covers cornice. Few extra inches of length gained by hanging draperies from hooks screwed to underside of cornice board

Wide ruffles of polka dot add interest and length to plain chintz, cotton, or taffeta. A fine stripe, contrasting color, or check would prove equally effective and practical

Drawings by Margaret Nielsen

DO IT YOURSELF *and save*

Cut right side of pair of draperies in 3 pieces. Match pattern and add one piece to left curtain to lengthen it. Gather and hang two remaining pieces like jabot. Add swag of solid material

MARY ALICE ROCHE

How to Capture the Fragrance of Summer

The fruits of the first of some friendly visits with Mrs. Everett Rowley, gardener

As I entered, I sensed that the whole house was filled with the most tantalizing odors.

"What are these 'airs that breathe from Paradise, upon a world of crime'?" I demanded.

Mrs. Rowley laughed. "Come and see," she said, and led me to the dining room. The table was covered with boxes of fragrant dried rosebuds and rose petals, bottles of flower oils, all sorts of aromatic spices, leaves, and roots, a great wooden bowl, an old-fashioned red-and-gold coffee mill. From the kitchen came a pungent aroma of drying fruit peels.

"Potpourri!" I exclaimed, and settled myself firmly in a chair. I had always wanted to know the secrets of Mrs. Rowley's sachets and scent-jars, and now I was actually going to be able to watch the magical mixing. First into the bowl went the rosebuds and petals. "You can use all petals if you want to save your buds for decoration," explained Mrs. Rowley. "Most of mine come from a short hedge of Gruss an Teplitz bushes which blooms continually. All summer long, on nice mornings as soon as the dew has disappeared, and not later than eleven-thirty, I have the pleasure of going into the garden and gathering roses—often instead of doing the dusting! The petals, promptly pulled from their bases, are spread on fine wire screens or newspapers. The

PLEASE TURN TO PAGE 108

Peel of orange, lemon, lime, or tangerine, scraped clean of white pith, stuck with cloves, and dried in oven for hour or two (at lowest heat, with the door open), are ground in coffee mill with spices and dried roots, then mixed with the dried flower petals in big bowl

Bowls of completed potpourri can be decorated with petals of varied colors, or entire small, dried flowers, such as rosebuds, pansies, and bachelor buttons. Delphinium blossoms dried resemble double violets; those of Rosa damascena are best to dry open; the little buttons of pearly everlasting are good where a touch of white is needed

While potpourri can be enjoyed in the most inexpensive container, the lovely 18th century jars made by master artisans expressly to hold such fragrances are true collectors' items. Here are pieces of Wedgwood, Rockingham, Worcester

A bit of lace or silk makes a sachet for linen closet or bureau drawer that not only smells sweet, but is extra pretty if you add a bouquet of everlastings and sweet grass, or dainty artificial blossoms for a touch of rich red or blue

Photographs by John P. Roche

AMERICAN HOME PATTERNS
do it yourself and save

1163

Beautiful Welsh dresser of pine. 7 ft. 3½ in. high, 5 ft. wide, 21 in. deep. Construction blueprint, 34 by 44 inches in size, provides detailed drawings, all dimensions, full scale detail of scalloped edge for you to trace on lumber. $1.00

1164

Hanging spice shelf for kitchen. Pattern includes perspective drawing with all measurements, instructions on how to build it, plus painting patterns and color key. Size 16 in. high, 10 in. wide, 4 in. deep. 30¢

ORDER PATTERNS ON PAGE 48

Hope alone won't

1165

Fabulous rug made with an entirely new technique. Not hooked, not braided, it is similar to shirring, easy as pie to make from wool scraps. Ours measures 37½ in. by 55 in. but you can make it in any size. Pattern gives complete directions, color chart. 35¢

1167

Small corner cabinet to hold little treasures. For a table, or hung on the wall, it's 15 in. high, 12 in. wide, 10½ in. deep. Pattern contains full details on building and painting. 30¢

A series for young marrieds or about-to-be-marrieds. . . .

Why not start to work on a "trousseau for the home?"

The young in heart believe that where there's a will, there's a way. If you've a will to make your home pretty and attractive, AMERICAN HOME has a way, in our tried and proved AMERICAN HOME Patterns.

The series which begins in this issue we call our "Trousseau Patterns for Young Marrieds." We know from experience that young people all over the country—as well as some not-so-young people—are turning more and more to making things for their own homes with their own hands. It is part of a definite saving policy and, besides saving quite a bit of money, you have the pleasure and satisfaction of creating with your hands.

Our construction patterns for the pieces of furniture illustrated on these pages are not the elaborate, intricate and often unintelligible working drawings which come from a professional designer's drawing board. They are simple, readable perspective drawings of the individual pieces which anyone can understand. Exact measurements appear right on the drawing and, wherever necessary, further close-up drawings of details are given.

The painting patterns on these pages are equally simple. If you have any facility at all with a paint brush, you'll have no trouble. You trace the designs right onto your work, fill in areas and outlines according to the color charts we enclose. Rug fanciers will recognize something really special in a new rug we show. There's a new trick to making it—so easy you almost won't believe it. Even your husband can help you. It's assembled first in small pieces—what we call "lap-work"—and put together later.

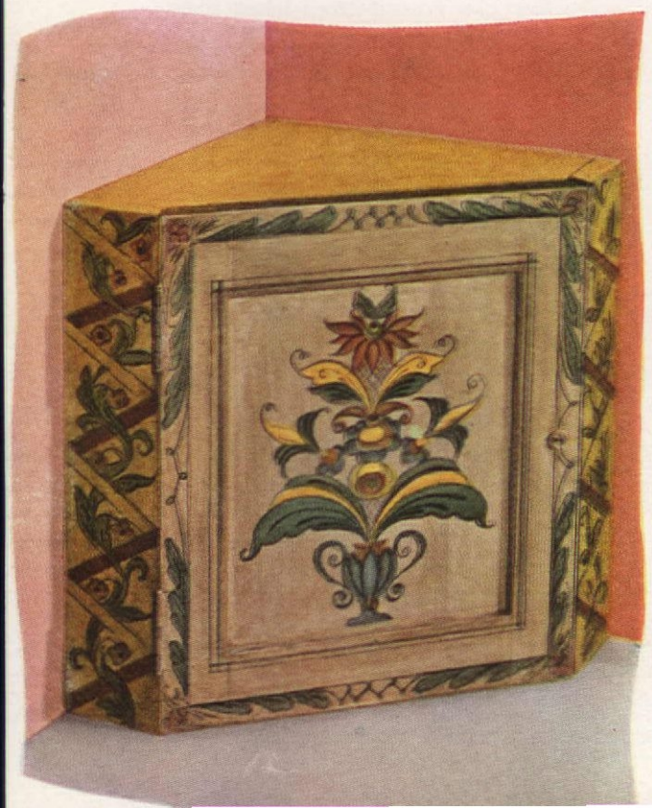
Designs by: 1163 Dorothy Holden, 1164 Viola Alarik, 1165 Ruby Hecker, 1166 and 1167 Joe Watson, 1168 Perry J. Grant, 1169 Dorothy Faul, 1170 Janet F. Peterson

1166

Magazine racks can be dressed up with our whimsical painted peasant design. Side panel, above, measures 9 in. high, 5½ in. wide

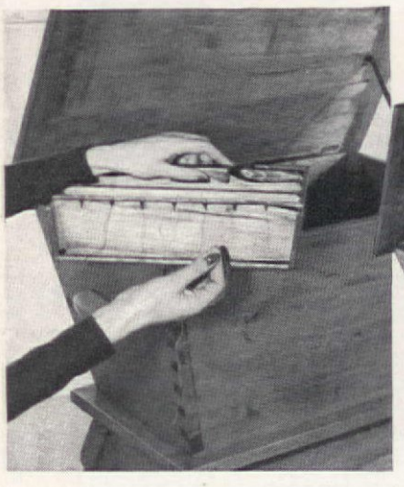
Front panel is 14½ in. wide at top, 13½ in. wide at bottom, 9½ in. high. Pattern contains tracing, instructions for painting, color key. 25¢

ill that Hope Chest!



1168

Small version of old dough tray, just right for an end table. Top lifts up to reveal neat sewing cabinet. Top 17¼ by 25¼ in., height 24¾ in. Pattern contains explicit drawings and measurements. 20¢

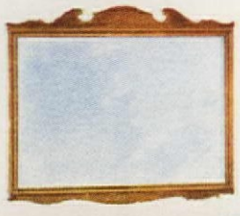


HEYWOOD-WAKEFIELD
EST. 1826

Old Colony furniture...

"Home-Planned" for lifetime enjoyment

YOU just *know* mellow "Winthrop Maple" finish of Old Colony has the friendly charm and inviting comfort which make—and keep—a home so *livable!* Every piece carries the emblem of Heywood-Wakefield quality materials and craftsmanship which have been famous for generations. What's more, the exclusive "Home Planned" designs mean you are always sure of carrying out the harmony of your home as you add new pieces to living room, dining room or bedrooms from time to time. Ask for Heywood-Wakefield Old Colony at your favorite department or furniture store.



Livable comfort and practical usefulness are yours to enjoy when you select Heywood-Wakefield Old Colony for living room and bedrooms as well as your dining room!

Practical Ideas for Your Home!

Here's a treasury of practical, smart ideas to make your home the perfect setting for *you!* 16 colorful pages of expert guidance by Gladys Miller, decorating consultant, to help you plan for now—with a sensible eye on the future! Mail coupon with 25¢ for your copy today.

Heywood-Wakefield Company,
Dept. AH-9, Gardner, Mass.

I enclose 25¢ for my copy of your new decorating book, "Old Colony Furniture," by Gladys Miller.

Name .....

Address .....

City .....

State .....

Trousseau Patterns

(Begins on page 4

1169

Handblocked tablecloth, 39 inches square with 5-inch repeat bord "Peruvian Cat." Napkins, 13 inches square. Full instructions 2

Knit rug, easier than making a sweater. Variegated strips k of old clothes cut as pattern describes. 42 by 62 inches 2

1170

AMERICAN HOME PATTERN ORDER FORM

Please allow 2 to 3 weeks for handling and mailing

Patterns contain detailed directions, color guide, list of materials, construction drawings, as needed.

☐ 1163	Welsh dresser—7'3½" high, 5' wide, 21" deep—building	$1.00
☐ 1164	Norwegian spice shelf 16" high, 10" wide, 4" deep—to build and decorate	30c
☐ 1165	Floral "shirred" rug about 37½" × 55"	35c
☐ 1166	Peasant painting designs for magazine rack about 14½" wide, 9½" high, 5½" deep	25c
☐ 1167	Corner cabinet 15" high, 12" wide, 10½" deep—to build and decorate with peasant motifs	30c
☐ 1168	Sewing cabinet—version of old dough tray—top 17¼" × 25¼"; 24¾" high	20c
☐ 1169	"Peruvian Cat" design for handblocked cloth & napkins	20c
☐ 1170	Knitted rug approximately 42" × 62"	25c
	(Miscellaneous patterns not illustrated)	
☐ 648	Magazine rack, stool wood box—building	20c
☐ 752	Unit furniture—cabinets—building	20c
☐ 818	Sleigh—table centerpiece for flowers, fruit, nuts—building	20c
☐ 833	Modern wood lampbase and shade—building	20c
☐ 1009	Morning glories, 3 sizes, for place mats, glasses	25c
☐ 1018	Peasant birds, flowers to paint on kitchen cupboards, door panels	30c
☐ 1034	Antique Chippendale tray design 25" × 19"	45c
☐ 1044	Penna. Dutch "Horsemen" painting design for sea chest	50c
☐ 1080	Rose, forget-me-not design for glasses, ash trays	15c
☐ 1085	Chinese plaster of Paris lampbase to make & decorate	30c

☐ Complete listing of all available patterns 10c

Name

Street Address

City Zone No. Sta

PRINT name and address in coupon, which will be used as label for mailing patterns. C out order form, check patterns desired, send M.O. or personal check to: (Do not send stamp

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

AMONG THE CHERISHED POSSESSIONS in a charming home is a U. S. Koylon Mattress. It took eighteen years of research and experience to produce Koylon, the mattress of utter luxury—the only mattress with this background. Koylon Foam is whipped of quality-controlled latex from U. S. Rubber plantations in the Far East. It is electronically baked in one piece under the supervision of Koylon technicians. The air-borne upthrust of a Koylon Mattress distributes pressure evenly, makes relaxation easy. When you shop you will discover that all foam rubber is not alike—so let Koylon enhance your good living. It is the ultimate in sleeping comfort. No money could be more wisely invested.

Air-borne Upthrust — Koylon responds to slightest touch, holds its shape without bulging or sagging. Keeps its resilience always.

Self-ventilating — Millions of air bubbles and exclusive straight line coring on both sides means greater area of breathability.

Immaculately Clean — Koylon is natural white latex. Odorless, because each mattress passes through seven purifying baths.

Exclusive Damask — Shrink-proof, fade-proof and run-proof covering has napped design to prevent slipping of bedclothes.

The U. S. Foundation is engineered to rigid specifications expressly for use with your U. S. Koylon Mattress. Its crown and rigidity are correct. Your store will explain its advantages over ordinary box-springs.

ASK TO SEE U. S. KOYLON CUSHIONED FURNITURE

U. S. Koylon Foam Mattresses, Matching U. S. Foundations, and Pillows

U.S. Koylon® FOAM

UNITED STATES RUBBER COMPANY ❖ *Serving Through Science*

How to S-T-R-E-T-C-H Your Food Dollar!

EDITH RAMSAY

Plan at least major meals of entire week. Shrewd planning means better meals (especially leftover dinners). Allow enough menu flexibility to take advantage of "good buys." Check recipes with supplies—don't "run out" halfway through recipe

Camera Associates

Some staples are cheaper in bulk, not all keep well over a too-long period. Keep record to know when bulk buying is economy

Pennies saved turn into dollars . . . and pennies are saved by time spent in careful planning before buying

Young marrieds, new at the homemaking game, are finding that it takes a lot of dollar stretching to show that two can live as cheaply as one. This adage is somewhat challenging—but worth aiming for—says today's bride, Mrs. B. E. Brennan. Careful planning, buying, storage, and careful preparation of food in the home kitchen can pay off in low food bills as well as in more leisure time to enjoy the delights and dignities of a first real home of one's own.

Our careful homemaker saves money by planning for each week's meals as a unit. She checks prices and values constantly, and buys for their needs only. She saves time and money, too, by shopping once each week; she realizes that shopping can be a great joy when it is done leisurely and at a time when clerks can give her the information she needs. So she selects a time when other shoppers are few.

Mrs. Brennan keeps up to date with food news from the experts by reading home-service magazines, newspapers, and government bulletins. She knows that nourishment and economy often go hand in hand.

Far left: Prices on individual servings of baked goods too high for Mrs. Brennan. She selects large angel-food cake that makes more servings, keeps well

Mrs. Brennan consults her list, compares prices of ready mixes against flours and shortenings; decides biscuits and muffins are easier to do than cake, buys cake mix to save time

Far left: Mrs. Brennan buys vegetables in morning, catches them fresh and saves many a lettuce leaf and berry. Buys what's plentiful—thus cheaper

Mrs. Brennan takes time to make a real friend of her butcher. She knows cheaper cuts have as much nutrition. Because he's interested, he helps her dollar s-t-r-e-t-c-h

Far left: The Brennans select coffee ground to order. They make it a point never to over-stock on this perishable item

Mrs. Brennan often uses cheese as valuable budget stretcher —it provides concentrated nourishment

Far left: Read labels—buy large sizes if you can use entirely or have definite leftover plans. Buy less expensive packs if for puddings or for casseroles. If only half of frozen package is needed, cut and put remainder in freezing compartment

Bulk of one week's food for two, plus usual guests, in one easy marketing. Time, money saved. Smart Brennans pleased

No other Ketchup

● **Good old Yankee Doodle dishes**—such as thick, juicy steaks or corned beef hash—just naturally call for Heinz Tomato Ketchup! That's why you always see that familiar octagonal bottle in fine restaurants and hotels as well as on America's home dining tables! And smart cooks also keep Heinz Ketchup handy in the kitchen—to pep up stews, lend lure and spicy zest to gravies and casserole dishes. Heinz Ketchup is so rich and concentrated—so full-bodied and fine-flavored—you'll discover that just a thrifty dash or two does wonderfully savory things for any number of dishes!

Heinz Beans are really oven-baked!

● **One delicious taste** of tender, nut-brown Heinz Beans and their mellow flavor tells you—unmistakably—they're really the *oven-baked* kind! Steeped in marvelous home-recipe sauces, Heinz Beans are bursting with tempting goodness. Your grocer has three luscious kinds!

tastes like Heinz!

Spicy, Full-Bodied Heinz Tomato Ketchup Has A Flavor That Simply Can't Be Copied! It's Made The Careful Home Way —According To The World's Most-Valued Recipe— From Heinz Famous "Aristocrat" Tomatoes, Fine Vinegar And Heinz Own Specially Selected Spices!

IF YOU ever visited a farm at ketchup-making time—sniffed that spicy, tempting aroma rising from great kettles of bubbling tomatoes—the *fragrance, flavor* and *color* of Heinz Tomato Ketchup will be mighty familiar to you! We cook our ketchup the same painstaking old farm way—according to the world's most-valued recipe! Big, juicy "Aristocrat" tomatoes, fine vinegar and our own aromatic, specially selected spices are ever so expertly blended into a luscious, ruddy sauce with a flavor *no one has ever equalled!*

Mealtime Magic... 5 Easy Ways!

● **Heinz famous pepper-uppers**—Ketchup, Chil Sauce, 57-Sauce, Worcestershire and Mustard (Brown and Yellow)—have the *extra zest* o Heinz own expertly selected spices. Made to grand old-time recipes, these condiments add importan little magic touches to your cooking!

We put the word Ketchup in the dictionary!

● **We're responsible** fo adding the word "k-e-t-c-h u-p" to Mr. Webster's famous book—and for making Heinz Ketchup so unmatched fo spicy tang and mellow rich ness it's the world's largest selling ketchup.

Heinz Pure Fruit Jellies are the real old-fashioned kind!

● **Our jellies are as clear,** shimmering and jewel-like as any that ever stood on grandma's pantry shelf! And no wonder! We make them *her* way—from the pure juice of deep purple grapes, tangy crab apples, choice currants and other fine fruits. Your grocer has eight kinds of Heinz Jellies—every one an old-time favorite!

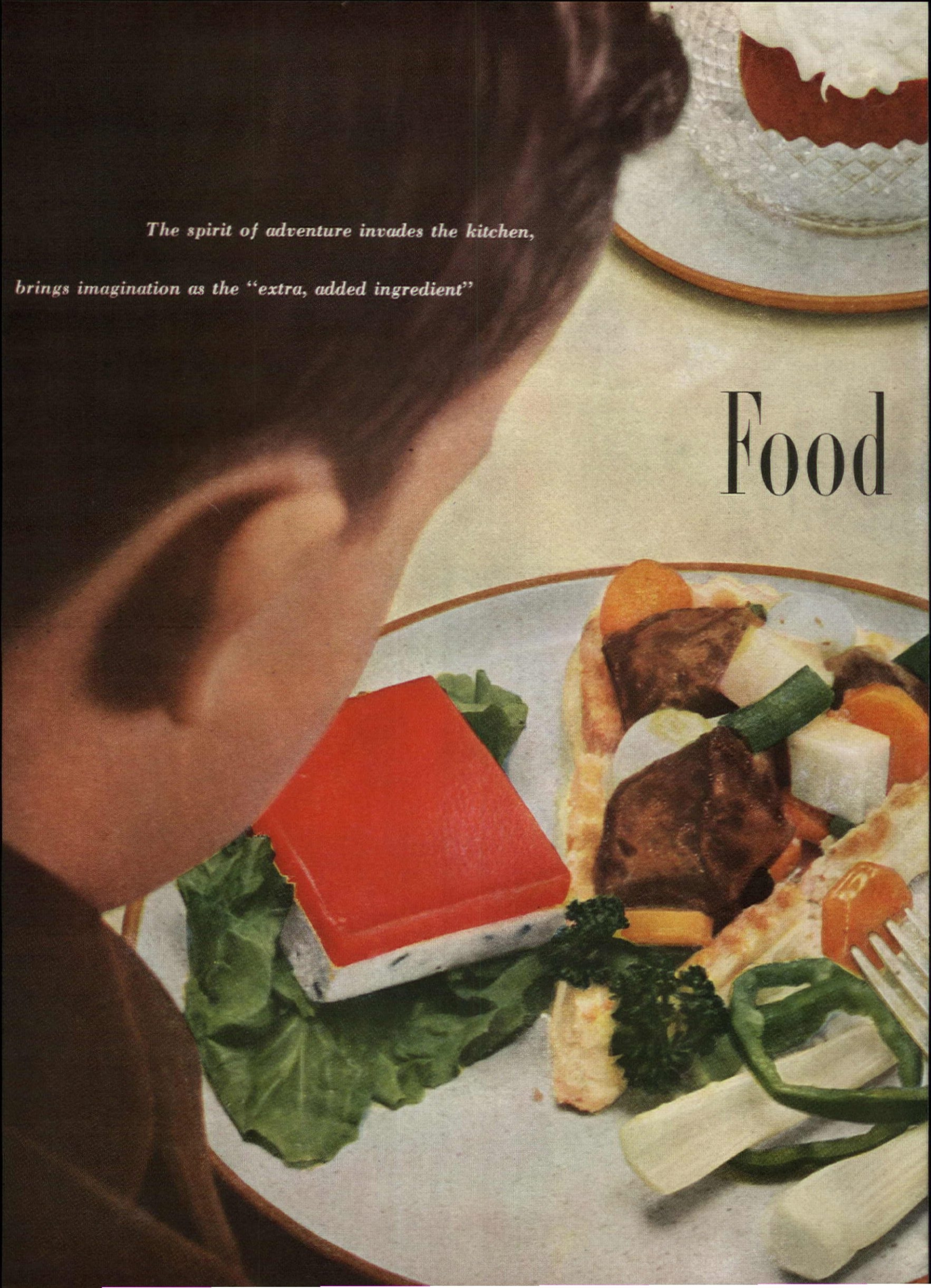
Quality Foods For 80 Years

HEINZ 57 VARIETIES

Remember Heinz Baby Foods— for Quality you can count on!

Friends' Corner

"The discovery of a new dish does more for the happines of the human race than the discovery of a planet."
—*Brillat-Savari*



The spirit of adventure invades the kitchen,

brings imagination as the "extra, added ingredient"

Food

ALICE B. KLINE

Adventure...

The spirit of adventure rides high in September; it's in the air, on the road, in the sky, and in the kitchen. The six-year-old, setting a tentative foot over the threshold of knowledge, encounters adventure—although somewhat reluctantly. More eagerly, the teen-age adolescent greets it with a high heart, and all over the land adults, back from varied vacations, meet again in offices, plants, and factories.

In September, the lady of the kitchen will prepare food that would have charmed Balboa from his peak in Darien, or Ponce de Leon from the delights of Florida.

In our September menu, attention centers on Beef Stew in Pie Wedges. This is just plain old-fashioned beef stew presented in a new form—pie shells which have been made in individual "piece of pie" shapes from either packaged pastry or from your favorite pastry recipe. The shells are baked first, then filled before serving. Beef stew, rich in its brown gravy, contains tiny round onions, small golden carrots, tender green beans, and well-cooked chunky cubes of beef. Stew is a universal favorite among youngsters and adults. When it's served with pastry, it makes a hearty dish which needs the accompaniment of only a salad and a crisp bit of celery, carrot stick, or green pepper.

Savory Tomato Aspic is our choice for a salad. It has a cottage cheese base with chives; it is topped with a tomato jelly that depends upon condensed tomato soup for its grand tomato taste. Of course, the subtle administration of clove, onion, bay leaf, and bouillon is responsible for Savory Tomato Aspic being so different from any other.

Hearts of celery and crisp, thin rings of green pepper give this supper extra satisfaction. Most

PLEASE TURN THE PAGE

Celery Green Pepper Rings

Beef Stew in Pie Wedges

Savory Tomato Aspic

Snow Top Apple

Hot Chocolate

GOOD LOOKS—GOOD FLAVOR—

and so much of both

New First-Course Idea!

You know how much folks enjoy Del Monte Fruit Cocktail plain, so you know this will make a hit, too! Arrange small dishes of slightly drained fruit cocktail on tray or table. Guests help themselves to piping-hot

SPICY CIDER SAUCE

2 tbsps. brown sugar	1½ cups cider
8 to 12 whole cloves	2 tsps. cornstarch
2 slices lemon, cut ¼ inch thick	Dash salt

Simmer brown sugar, cloves, lemon slices and 1¼ cups of the cider for 10 min. Mix cornstarch and salt with remaining cider; stir into hot mixture. Boil 3 min. Makes 1 to 1⅓ cups sauce.

GLAMOUR by DEL MONTE gets any party off to a good start! A gay get-together of *five* fruit favorites, no less — in just-right flavor balance. Each fruit full of the rich-ripe flavor that's such a specialty with DEL MONTE. And what a relief to any hostess — having this glorious fruit combination ready to serve!

WORTHY of your very best china — just what you'd expect from DEL MONTE! Yet so quick and easy you can bring it on to dress up even hurry-up meals.

ENJOY IT in starters, salads, desserts. Serve it plain or "made-up." There's no end of ways it can help you — sure as you get DEL MONTE Brand Fruit Cocktail!

One more good food from the brand that puts **FLAVOR FIRST**

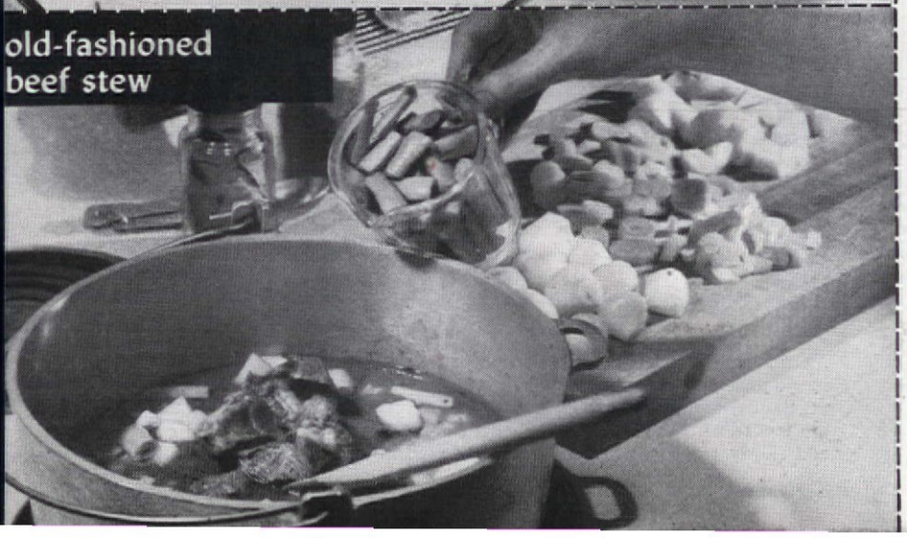
Del Monte
FRUIT COCKTAIL

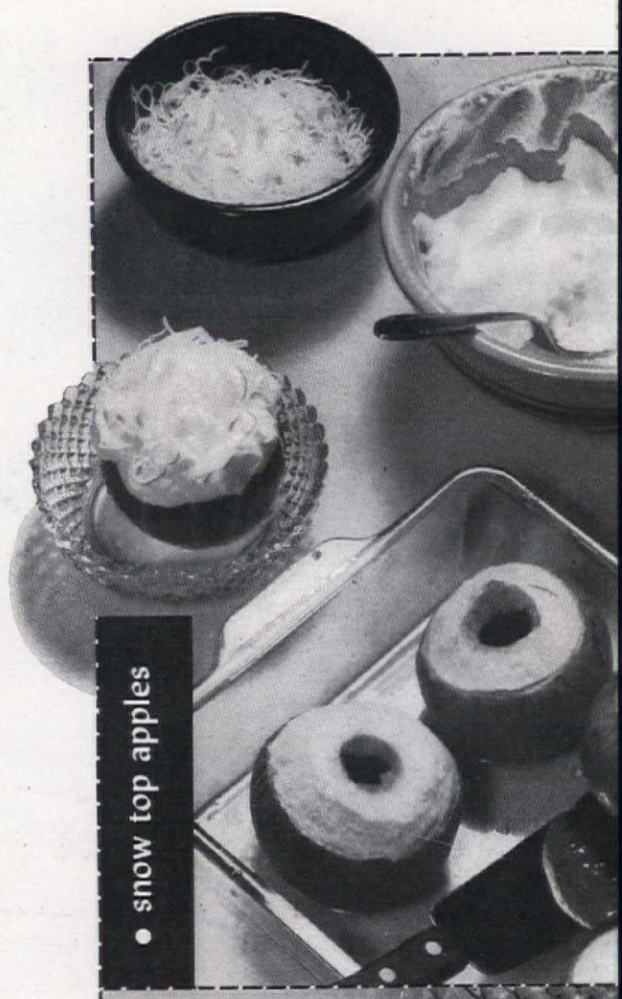
folks, particularly children, like something crisp to chew. Currently, youngsters have started a new fashion in green pepper consumption; they eat them in chunks, strips, circles, or whole (except for the seeds!). They not only like this crisp green vegetable in its raw state, but at the drop of a hat they'll tell you how very valuable it is in vitamin C—one medium-sized green pepper contains almost twice as much of this vitamin as a medium orange, for instance. We suspect that this nutrition information has been passed along by our grade-school and high-school teachers. Very good!

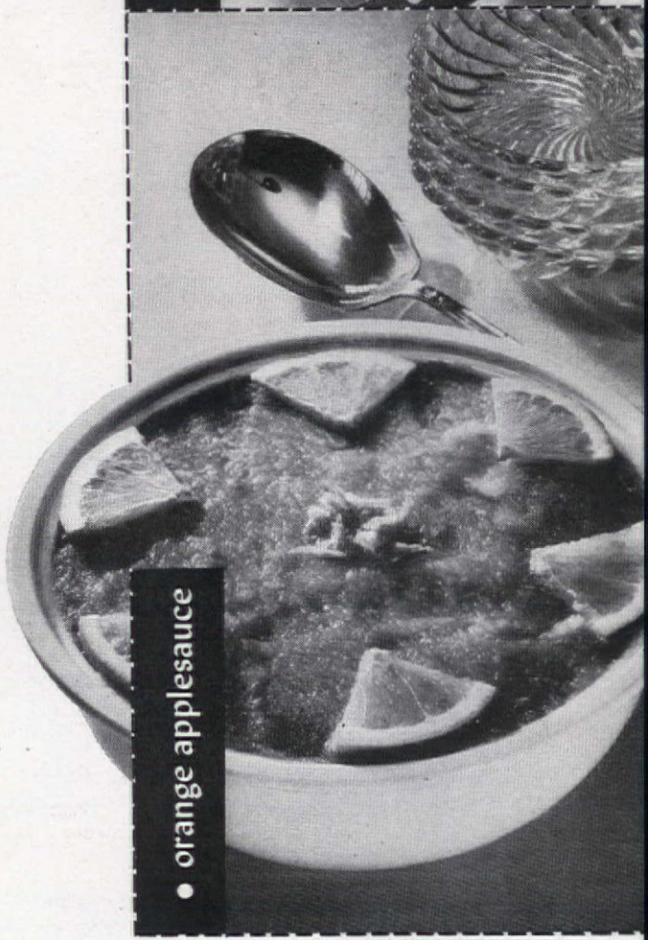
Very good, too, is the dessert we suggest for our September food adventure. A dessert should not remove one's primary interest in the main course of a meal; it should beckon and entice. We think Snow Top Apples is the dessert of the month in this respect. Sound, firm apples have been baked long enough in sweet syrup to be really permeated with the sweet flavor. Topped with whipped cream and creamy coconut, their baked-red sides seem richer than ordinary baked apples do. This is a dessert that can be served warm, right

PLEASE TURN TO PAGE 58

Food Adventure (Begins on page 54)







Food Adventure (Begins on page 54)

from the oven for those who like a mountain whose snow is melting in rich creamy rivulets; or it can be chilled and thus preserve its snow cap of cream.

Accompanying each bite of dessert, and preceding it too, is Hot Chocolate, a beverage which isn't exactly neglected. Indeed no, but not served often enough as a dinner beverage to all its many devotees. Wonder if you know the secret of full chocolate flavor for this hot beverage? It is a *long* cooking process. There are many chocolates and cocoas on the market that can be prepared instantly and these are excellent, but for a really full-bodied chocolate, try our recommendation: use unsweetened chocolate and mix (according to directions on the package of whichever kind you select) in the top of a double boiler, turn the heat low and let it cook for about an hour. You'll be surprised at the reputation you'll acquire for wonderful hot chocolate.

As a matter of fact, acquiring a reputation for cooking is a pretty fine thing to do and has its own satisfactions just as making a home or harvesting a garden have. Compliments for the cook are not always verbal ones; sometimes they are paid in smiles, other times in deeds. Many, many times the cook is rewarded by an adventure that leads to a new and exciting recipe.

On pages 54 and 55: Dinnerware, Southern Harvest, Alb Pottery. Silver, Youth Pattern, Holmes and Edwards. Photograph by Ralph Steiner

• pie wedges

Preparation time: 40 min.

3¾ cups flour
1½ tsp. salt
1½ cups vegetable shortening
7–8 tbs. cold water

Sift together the flour and salt. Add the shortening and cut it in with a pastry blender or two knives until particles are the size of peas. Sprinkle in part of the water and mix lightly with a fork. Add enough of the remaining water to make the particles stick together when gently pressed. Lightly form the pastry into a ball, wrap in wax paper and chill for 30 minutes. Roll pastry out on a lightly floured board about ¼ inch thick into a large circle about 13 inches in diameter. Then cut into 6 (6 inch) wedges. Turn up the back and two sides of the wedge about ½ inch. Cut strips of pastry about ¾ inch wide with a pastry wheel or knife from any remaining pastry and cut the lengths the same size as the back and sides of the wedge. Moisten each strip with water and place inside the wedge against the corresponding back and sides. Repeat for each pie wedge. Wrap a moistened strip of pie tape around the entire wedge and secure around with a piece of string. Prick the bottom of the wedge with a fork. Place on a baking sheet and bake in a hot oven (450°F) for 15–18 minutes or until lightly browned. Carefully remove pie tape as soon as wedges are taken from oven. Fill each wedge with beef stew and serve.

Serves 6 581 cal. per wedge *Tested in* The American Home Kitchen

• savory tomato aspic

Preparation time: 35 min. (2–3 hrs. to chill)

Cottage cheese mold:
1 tbs. unflavored gelatin
¼ cup cold water
2 cups cottage cheese
¾ tsp. salt
⅛ tsp. paprika
3 tbs. chopped chives
½ cup light cream or milk

Tomato jelly:
1 tbs. unflavored gelatin
¾ cup cold water
1 can condensed tomato soup
1 cup bouillon
1 small bay leaf
½ cup finely chopped onion
3 whole cloves
¼ tsp. sugar
¼ tsp. salt

Soften 1 tbs. gelatin in ¼ cup cold water. Place over boiling water and stir until dissolved. Put cheese through a sieve, add salt, paprika, chives, milk, and dissolved gelatin. Pour into a lightly oiled 10 x 6 x 2-inch pan and chill until mixture is practically congealed. Then pour over cottage cheese the tomato jelly made as follows: Soften the gelatin in cold water. Simmer the remaining ingredients together for 10 minutes. Strain; add to softened gelatin and stir until the gelatin dissolves. Chill until firm. Cut in squares and serve on lettuce or escarole.

Serves 6–8 186 cal. per serving Source of vitamins A, B complex

Tested in The American Home Kitchen

• old-fashioned beef stew

Preparation time: 3 hrs.

¼ cup flour
2 tsp. salt
¼ tsp. pepper
2 lbs. boneless beef, chuck or round, cut into 1½ in. cubes
3–4 tbs. fat or salad oil
3 cups boiling water
1 bay leaf
½ tsp. marjoram
1 tsp. Worcestershire sauce
½ cup diced celery
3 medium white potatoes, diced
12 small white onions, peeled
1 cup sliced carrots
1 cup cut green beans

Sift together flour with salt and pepper. Roll meat in flour mixture. Melt fat in Dutch oven, add meat and brown well. Then add water, bay leaf, marjoram and Worcestershire sauce. Cover and simmer for 2 hours. Then add vegetables, and more salt if needed, and simmer 20–30 minutes or until vegetables are tender. If a thicker stew is desired, mix 2 tbs. flour with ⅓ cup cold water and add slowly to stew. Stir and cook until mixture thickens. Serve in pie wedges.

Serves 6 416 cal. per serving Source of vitamins A, B complex

• orange applesauce

Preparation time: 40 min.

6 cups (3½ lbs.) green apples, cored, peeled and thinly sliced
Grated rind and juice of 1 medium orange
½ cup sugar

Place sliced apples in a saucepan with orange juice and rind, cover and cook slowly for 15–20 minutes or until apples are soft. Then mash apples with a fork or leave in pieces according to the consistency desired. Add sugar and bring to a boil, stirring until sugar is dissolved. Allow to cool and serve as a dessert or use as an accompaniment for meat.

Makes 3 cups 466 cal. per cup Source of vitamins A, B complex

Recipe submitted by Vera Bjorck

Tested in The American Home Kitchen

• snow top apples

Preparation time: 1 hr.

6 firm red baking apples
1 cup sugar
1 cup water
½ cup heavy cream
1 tsp. sugar
½ tsp. orange extract
½ cup shredded coconut

Core the apples, then pare them about ⅓ of the way down from the stem end and arrange in a shallow baking pan. Boil the 1 cup sugar and water together for 10 minutes and pour over the apples. Bake in a moderate oven (350°F) 30–40 minutes or until apples are tender, basting frequently with the syrup. Allow apples to cool and top each with the following mixture: Whip cream, add 1 tsp. sugar, and flavor with orange extract. Sprinkle each topped apple with shredded coconut.

Serves 6 372 cal. per serving Source of vitamins A, B complex

Tested in The American Home Kitchen

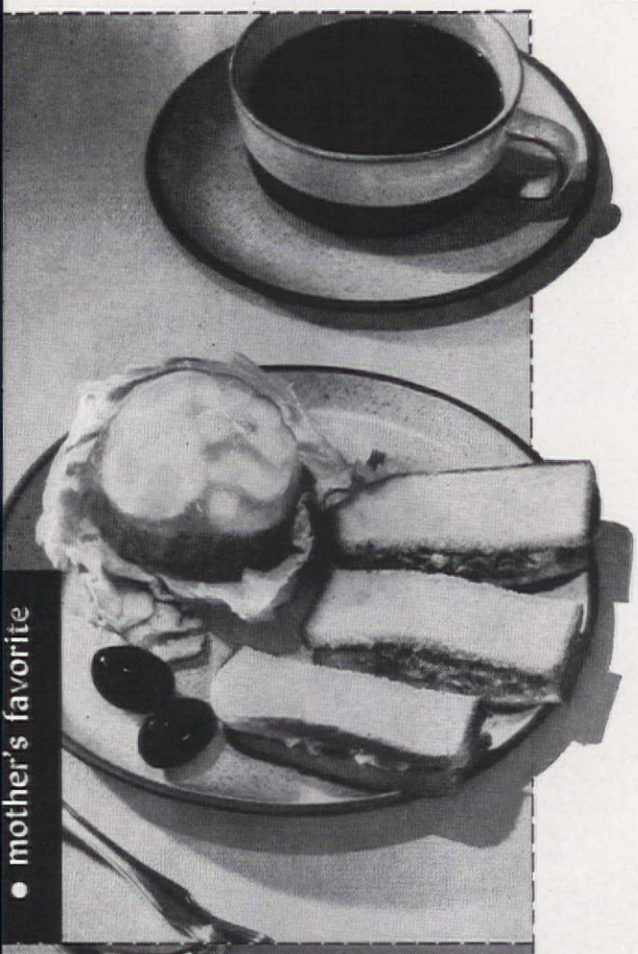
Five Sandwich Stories

MARIE PETERS

Here are five sandwich stories that are all helpful answers to the perplexing problems of menu planning that have to be answered each and every day by the homemaker. You'll find them appetizing, satisfying, and complete little meals, slanted towards special occasions, but adaptable to your own needs by a little switching of salad, dessert, beverage, or soup to fit your own requirements. On the back of some of the recipe cards, you'll find additional suggestions for sandwich fillings to help vary your menus.

Company Snack: When company drops in, of course you can feed them! With a can of tuna fish and a package of chocolate pudding on your emergency shelf to form the basis for extra-special French Tuna Sandwiches and for creamy Princess Pudding. This meal is versatile enough to please the most critical of guests.

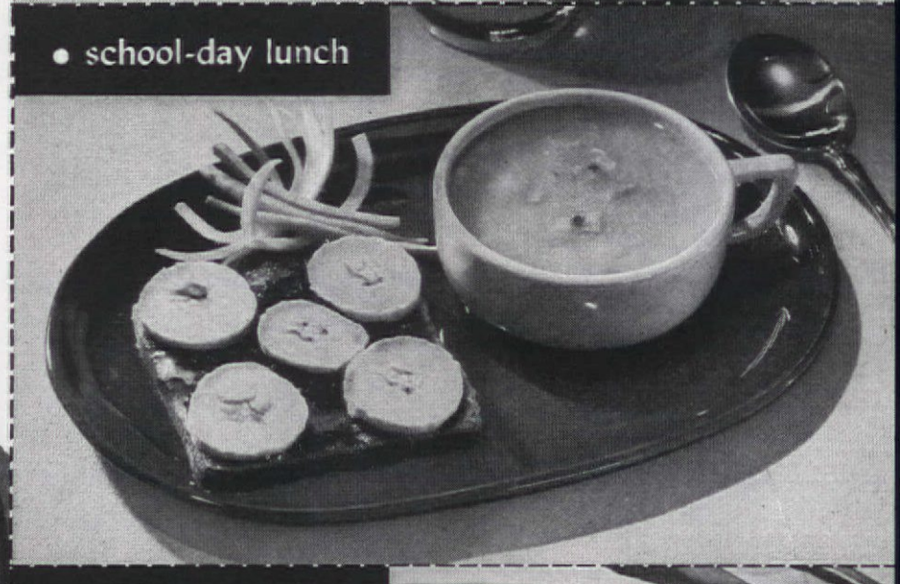
School Day Lunch: Hot soup and peanut-butter sandwiches are cheerful news to hungry scholars. Hearty Vegetable Soup combines two cans of condensed soups —vegetable and bean with bacon. There never was a greater boon to children or mothers than peanut butter; it's convenient, popular, and nourishing.



• mother's favorite

• company snack

• satisfying supper



• school-day lunch

• Saturday night

Satisfying Supper: A ragout of rice and green beans is flanked by chopped egg sandwiches that are topped with something new, bacon lattices. Easy to make they have eye appeal—and a very satisfying taste. This is a supper that men will like. We suggest molasses milk for a beverage, but don't forget that there are "double beverage" folks who like coffee, in addition!

Saturday Night: Saturday night's a party night and chances are there'll be somebody in the teen-age department (or older!) raiding the refrigerator. Why not make things easy for them by providing the makings for Denver sandwiches and cole-slaw with pineapple chunks? Reinforced with baked beans for those who are really hungry, here's a snack that will lure anybody away from the jive joints and into the kitchen. The fun starts when Junior becomes chef making sandwiches to order.

Mother's Favorite: Here's help for mothers who are trying so hard to get the brood to eat liver. Chopped liver sandwiches that combine liver with onion, celery, bacon, green pepper, and other intriguing flavors. A zippy gingerale salad that is laced with the tang of orange and lemon flavors adds just the flavor contrast you want for this little supper. The salad provides sweetness so no dessert is needed.

Five Sandwich Stories

(Begins on page 59)

• company snack

French tuna sandwiches: Combine 1 (7 oz.) can tuna, ½ cup chopped celery, 6 tbs. mayonnaise, 2 tsp. lemon juice and season to taste with salt and pepper. Spread 6 slices of bread with the tuna mixture. Top each with a slice of American cheese; cover each with remaining slice of bread. Combine 1 egg and 1 cup of milk. Dip sandwiches into mixture. Brown on each side in butter on a grill or in a skillet.

Makes 6 sandwiches 374 cal. per sandwich Source of vitamins A, B complex

Princess pudding: Cook chocolate pudding according to the directions on the package, using 3 cups milk. Place 4 1-inch sponge cake cubes in each of six sherbet glasses. Mix ¾ cup canned peach syrup with ½ tsp. almond flavoring and pour over the cake cubes. Pour chocolate mixture over cake. Chill. Just before serving, top pudding with a dollop of whipped cream and add a sprinkle of cake crumbs.

Serves 6 405 cal. per serving

Holliwood Broiler, Finders Mfg. Co. Glassware, Polka Dot, A. H. Heisey

Tested in THE AMERICAN HOME KITCHEN

• school-day lunch

Hearty vegetable soup: Combine 1 can condensed vegetable soup and 1 can condensed bean with bacon soup in saucepan. Stir in 2 cans cold water and 2 tsp. Worcestershire sauce. Heat to boiling and simmer 3–5 minutes. Garnish with minced parsley, chives or lemon slices.

Serves 6 95 cal. per serving

Peanut butter sandwiches: Combine peanut butter with the following:

Currant jelly and top with banana slices
Chili sauce
Chopped bacon
Chopped olives
Sweet relish
Applesauce and nutmeg
Raisins and shredded carrots

Snack Set, Brusche Ceramics

Tested in THE AMERICAN HOME KITCHEN

• Saturday night

Denver sandwich: Combine 3 slightly beaten eggs, with 1 cup chopped cooked ham or luncheon meat, 1 tbs. finely chopped green pepper, 2 tsp. minced onion, ½ tsp. salt and ⅛ tsp. pepper. Drop mixture from a tablespoon onto a greased frying pan or griddle and spread out to make flat cakes. Brown on both sides and serve on toasted buns.

Serves 6 90 cal. per cake Source of vitamins A, B complex

Pineapple cole slaw: Wash and trim 1 medium head of cabbage. Shred medium fine and place in deep bowl. Add ¼ cup salad oil, 3 tbs. vinegar, 1 №2 can pineapple chunks, drained, 1¼ tsp. salt, dash of pepper, ½ tsp. sugar and 1 tsp. caraway seeds and toss well. Serve at once on supper plate with baked beans and Denver sandwich. If desired, ¼ cup mayonnaise, diluted with 2 tbs. milk may be added to cole slaw.

Serves 6 105 cal. per serving Source of vitamin C

Dinnerware, Modern Rose, So. Potteries Inc.

Tested in THE AMERICAN HOME KITCHEN

• mother's favorite

Tested in THE AMERICAN HOME KITCHEN

Chopped liver sandwich: Put ½ lb. cooked beef liver through medium knife of a food chopper. Combine the chopped liver with 2 tbs. minced onion, ¼ cup of chopped celery, ½ tsp. salt, dash of pepper and 6 tbs. mayonnaise. Spread on bread. To vary: Add 3 tbs. crumbled crisp-cooked bacon or 2 tbs. minced green pepper to liver mixture.

Makes 8–10 sandwiches 145 cal. per sandwich Source of vitamins A, B complex

Orange gingerale salad: Soften 1 tbs. unflavored gelatin in ¼ cup cold water. Place bowl over boiling water and stir until gelatin is dissolved. Add 2 tbs. sugar, ¼ tsp. salt, 1 tbs. grated orange rind, 2 tsp. grated lemon rind, ½ cup orange juice and ¼ cup lemon juice. Cool. Add 1 cup gingerale. Chill until slightly thickened; then fold in ½ cup chopped celery and 2 medium bananas, sliced. Turn into 6 individual molds and chill. When firm, unmold onto lettuce and, if desired, serve with mayonnaise.

• satisfying supper

Tested in THE AMERICAN HOME KITCHEN

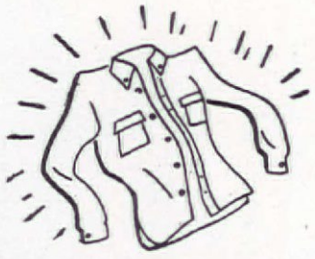
Chopped egg sandwich: Blend 3 chopped, shelled, hard-cooked eggs with ½ cup minced celery, ¼ cup minced onion, ¼ cup minced stuffed olives, ¼ cup mayonnaise and salt and pepper to taste. Spread on 8 slices of bread. Top each sandwich with a bacon lattice made as follows: Cut strips of bacon in half crosswise. Then cut each strip in half lengthwise. Use 5 of the pieces to entwine across and 5 to entwine lengthwise into a lattice square as pictured. Fry each lattice in a skillet until crisp and brown on both sides. Filling for 8 full-size sandwiches.

Green bean-rice ragout: Wash 1½ lbs. green beans, remove ends and cut in 1-inch pieces. Melt ¼ cup butter or margarine in a deep skillet; add 1 clove garlic and sauté until tender. Discard garlic. Add beans to butter and cook 3 minutes, stirring. Add 1½ cups vegetable liquor or water and 2 tsp. salt. Cover and simmer for 20 minutes or until beans are tender. Stir in 3 medium tomatoes, peeled and cut in eighths or 2 cups canned tomatoes, 1 tbs. minced parsley, ½ tsp. dry rosemary, dash of pepper and ¾ cup quick-cooking rice. Simmer uncovered, for 10 minutes.

Serves 6–8 80 cal. per serving Source of vitamin A, C

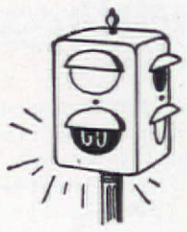
THE BIGGEST

One product—
NEW
LA FRANCE
with LUMINESS
—truly does all these things:



Actually adds whiteness to clothes—Because of its new light-reflecting ingredient Luminess, the New La France makes white clothes whiter than new. You can see the difference!

Actually brightens colors—Again, it's the Luminess that helps New La France to do what no other bluing can claim: make colors brighter instead of duller!



Whites and color-fast tinted items together! Now—you can wash color-fast colored things in with your whites! New La France will whiten one and brighten the other!

LAUNDRY NEWS

Better than any other bluing—Most bluing covers up "yellowness" with a light tint of blue. Many bluings over-blue, leaving a blue tint. New La France makes clothes whiter by adding whiteness.

Can't streak, spot or cause rust spots—Old-fashioned bluings can do all three, unless used with great care. La France can't—if used properly—because it goes in with the soap or detergent and is completely dissolved during washing.

Perfect with soap or detergent—Use any soap or any detergent. New La France was made with both soaps and detergents in mind.

Works as well in washers as in tub laundry—La France works just as wonderfully in the new automatic washers, as in agitator-type washers, or hand laundering.

SINCE DETERGENTS!

Easy to use as adding salt to recipe—All you do is add a quarter box of La France when you add the soap or soapless detergent. It's easy as that! No extra bluing rinse needed, either.

Guaranteed or double your money back—If you can't see the difference in whiteness and brightness when you wash with La France, mail the box to General Foods, Hoboken. We'll send twice the price you paid.

Costs only pennies per week—What a mighty pile of work it does for small pay! Get New La France today . . . try it next time you wash!

LA FRANCE BLUING

with whitening—brightening Luminess!

A PRODUCT OF GENERAL FOODS

want a "french" French Dressing?

Miracle French is the kind for you! Subtly seasoned, with the merest hint of garlic, it has the Parisian accent you've been looking for.

NOTE: *If you don't want even a "hint" of garlic, get* Kraft *French. It's immensely popular.*

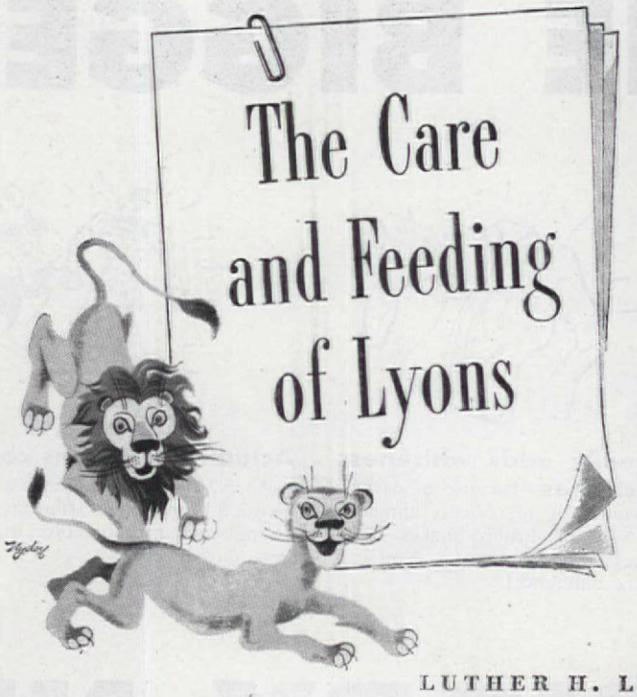
TRY

Kool-Aid COLD Tasty Treats

STAY cool as a mountain pool. Refresh with delicious, cooling Kool-Aid thirst quenchers. A 5¢ package makes 10 big, cold drinks. You will enjoy flavorful Kool-Aid frozen desserts, gelatin desserts, frozen suckers, too. Try them!

TASTY RECIPES On Every Package

The Care and Feeding of Lyons



LUTHER H. LYON

Several years ago, we secured the part-time services of a college girl who was as inexperienced in housework as we were as employers. As wage-slaves ourselves, we know the importance of defining responsibility. We had definite ideas on the care of household equipment. Carol, we agreed, should know exactly what was (and what was not) expected of her and would have complete charge of the kitchen. And, to avoid misunderstandings, our instructions should be in writing.

We established a work outline to be followed until Carol's experience indicated changes. When a person is hired, he accepts the conditions of employment as something established; once he is on the job, suggestions are apt to smack of criticism.

Our carefully typed manual on "The Care and Feeding of Lyons" was an immediate success. Carol was delighted to have it. We were happy for things operated smoothly at once.

SUGGESTED TIME SCHEDULE

4 P.M.–5 P.M. If house seems cold, turn up the heat. Make the beds. Clean the washbowl in the bathroom. Put clean ash trays in place. Empty the wastebasket into the incinerator. Check the dinner menu for cooking time. Inspect outside of stove and refrigerator by daylight and go over with a damp cloth followed by a dry one to remove dust or spots. Remaining time can be spent in dusting, to lighten Saturday's work.

5 P.M.–5:30 P.M. Make special preparation for dinner, washing and preparing greens, scrubbing potatoes. Breakfast dishes may be washed at this time or left to do with dinner dishes. Put out butter.

5:30 P.M.–6 P.M. Prepare meat and vegetables. Mix and cut biscuit dough. Jot down on pad low supplies. When everything is under control, sit down and relax.

6 P.M.–6:30 P.M. Dinner at 6:30. Put meat and vegetables on to cook. Warm plates and platter. Set table.

7:15 P.M.–8 P.M. You may leave before 8 P.M. if you are through. Wash dishes and cooking utensils and put kitchen in order. Set breakfast table. Be sure stove is off, outer back door closed, inner door locked.

DISH WASHING: Rinse milk or egg articles in cold water. Rinse greasy articles with hot water. Glasses, silver, and dishes should be washed in hot soapy water, rinsed with hot water, dried.

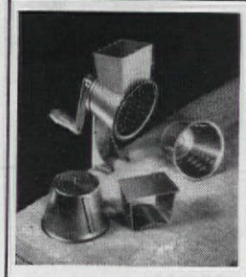
KITCHEN STOVE: When lighting the oven, hold the lighted match to the "port-hole" before turning on the gas. Don't clean the range with a damp cloth while it's hot as the porcelain may crack; if not cool—clean tomorrow. Soap and water are usually adequate. Do not use a high flame when a simmer flame is sufficient.

REFRIGERATOR: Wipe off milk bottles, after pouring them. Practically all foods must be covered to prevent odors and to avoid their drying out in our refrigerator. Foods that come packed in liquids—such as olives, shrimps, pineapple, etc.—should be kept in the liquid and placed in a covered dish. Place foods with a little space between to permit the circulation of air. Spills and drippings should be cleaned up at once. Do not keep door open longer than necessary.

GENERAL: When in doubt, ask questions. We expect a certain amount of breakage. Don't burst out in cold sweat if you accidentally chip a plate. All we ask is that you be careful. If you can think of anything to make your work easier, ask for it.

When Carol had been with us six months I secured a grade-school promotion certificate which I filled in to show that she had been promoted from "Maid-of-all-works, Junior Grade" to "Expert Home Manager." Though she knew it was all in fun, she was immensely pleased. We all like a pat on the back now and then, and Carol deserved one.

It Does 3 Things!



Shreds . . .
Grates . . .
Slices . . .

THE "TRI-GRATER"

Three Kitchen Utensils in One

Shreds—grates—slices! Fine for shredding vegetables, cheese, bread, crackers, nut-meats, etc. Makes dainty sliced dishes—cabbage, carrots, cucumbers, onions, etc. Equipped with "Food pusher". No danger of cutting fingers. Seamless rotors—easy to clean. Ideal for gifts and bridge prizes. If your dealer cannot supply you, order direct $4.45

Guaranteed by Good Housekeeping

West of Rockies 20c extra

Circular on request

DETROIT METAL PRODUCTS, Inc.
1603 E. 10-Mile Rd., Hazel Park, Mich.

For EXTRA-RICH BROWN DELICIOUS GRAVY

Use KITCHEN Bouquet

It's easy to make gravy *extra*-rich, *extra*-brown with that true meat taste. Just stir in Kitchen Bouquet! Adds no artificial flavor. Used by good cooks for over 70 years.

COSTS SO LITTLE.

NEW CHRISTMAS CARD MONEY MAKER

LOOK! 10 DAY "NO-RISK" FREE EXAMINATION OFFER

Fascinating new type Plastic, Metallic, 3-Dimensional Christmas card assortments, Gift Wrappings, Special Gift Items, Floral and Personal Stationery. Send at once for Free 48-page catalog, feature samples on approval for 10 day Free inspection and Free Name Imprinted Christmas card sample portfolios. Special offers. Cash bonus.

PROFITS TO 100%

FREE SAMPLES 50 for $1.00 NAME IMPRINTED CHRISTMAS CARDS

NEW ENGLAND ART PUBLISHERS
NORTH ABINGTON 53, MASS.

Be sure it's a DAZEY

Form a DAZEY CHAIN of kitchen products

• CAN OPENER • KNIFE SHARPENER
• JUICER • ICE CRUSHER • BLEND-R-MIX
• NUT CRACKER • FAMOUS DAZEY CHURN

DAZEY CORPORATION ST. LOUIS 7, MISSOURI

+ NO WASHING + NO DRYING + NO BREAKAGE +

PAPER PLATES

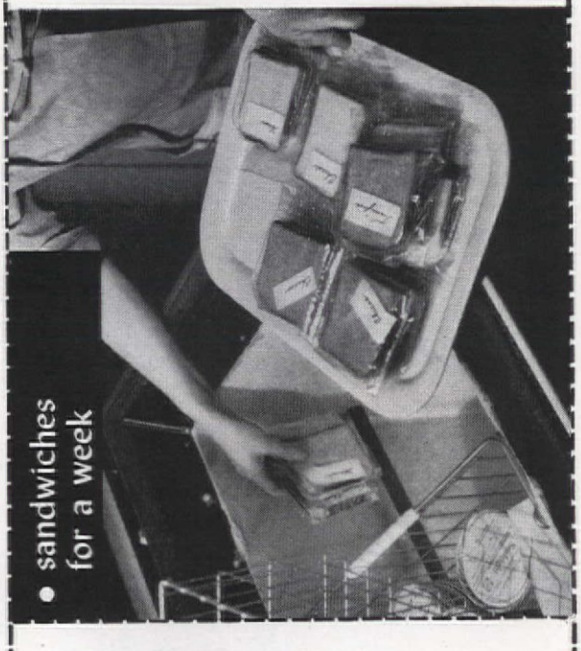
Save You Plenty

+ NO HELP OR HUBBY NEEDED FOR DISHES +

PAPER PLATE ASS'N, ROOM 3702A, 122 E. 42nd ST., NEW YORK 17, N.

TRICKS of the TRADE

Lucky is the homemaker who has a freezer! She saves time by making enough sandwiches for the week, sandwiches with a wide variety of fillings such as cheese, ham, egg, peanut butter, jelly, and so on. She makes enough for everybody, including stay-at-homes. Children love to select their favorites. Sandwiches will thaw in time for lunch if packed in lunch boxes for a few hours before



• sandwiches for a week

• home lunch boxes

In the home where packing lunch boxes is a weekday chore, the homemaker packs lunch for herself and other stay-at-homes. She saves preparation and planning time; and little sister or brother loves the prestige of his own lunch box

VERY NEW— AND SO DELICIOUS!

Plum-Orange Conserve

Try this quick, easy Sure-Jell recipe for a famous new conserve!

PLUM-ORANGE CONSERVE

- 4½ cups prepared fruit
- ½ cup seedless raisins
- 7 cups sugar
- 1 box Sure-Jell
- ½ cup coarsely chopped walnut meats

To prepare fruit. Chop 1 orange fine; add 2 cups water. Simmer, covered, 20 minutes. Halve and pit 2 pounds fully ripe plums. Chop fine. Add orange. Measure 4½ cups into *large* saucepan. Add raisins.

To make conserve. Measure sugar; set aside. Place saucepan of fruit over high heat. Add Sure-Jell; stir until mixture comes to a hard boil. At once stir in sugar. Bring to *full rolling boil; boil hard 1 minute*, stirring constantly. Remove from heat. Add nut meats, skim, and ladle quickly. Paraffin. Makes about 11 six-ounce glasses.

A Product of General Foods

"Satina makes starched clothes 3 times easier to iron!"

WRITES MRS. C. E. PEELER, JR., DALLAS, TEXAS

"Ironing was one of my pet hates," writes Mrs. Peeler. "Then I heard about Satina. It's wonderful! It makes starched clothes 3 times easier to iron—cuts my ironing time way down!"

Satina is a wonderful ironing aid that you use with boiled or unboiled starch. It dissolves easily in boiling water or the boiling starch solution.

It not only makes ironing *lots* easier, it makes clothes *smell fresher, look newer,* and stay *clean longer,* too!

FREE FULL-SIZE PACKAGE

WE'RE SO SURE *you'll* love Satina, if we can just get you to try it once, that we're offering you a *free* full-size package. Enough for 4 big starchings. Just try it and judge Satina for *yourself!*

A PRODUCT OF GENERAL FOODS

SATINA, Dept. 117, Battle Creek, Michigan

Dear Sirs: Satina sounds good to me. Now I'd like a free full-size package to see how much easier it makes *my* starched ironing.

NAME_____

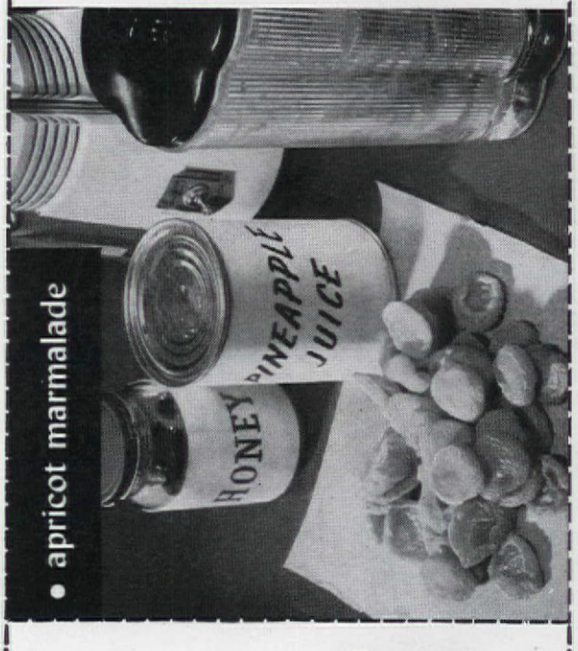
STREET_____

CITY_____ STATE_____

Satina users say: "Put SATINA in your starch! It makes starched ironing 3 times easier!"

MORE TRICKS of the TRADE

A miraculous marmalade. There's no cooking! Done with an electric blender, it's a smooth, tangy marmalade that's wonderful in sandwiches. Keep the fixings on hand for an emergency. Here's the recipe: Combine ½ lb. soaked, drained apricots with ¼ c. unsweetened pineapple juice, ¼ c. honey, ½ lemon sliced, and ½ c. halved nuts in an electric blender until of desired consistency



• apricot marmalade

Don't forget the snack for recess-time! Use plastic or paper cups with tight covers for "Recess" or "Dessert"

• lunch box hints

Meet the Greatest PORCELAIN Enameledware Family in America!

Federal ENAMELEDWARE

Don't forget the famous Bluestone and Glasweld Kitchenware, also manufactured by Federal

Work-saving, money-saving Enameledware is lovelier, longer-lasting with TITANIUM!

HI FOLKS, meet us Federal Enameledwares—your strong as steel, pure as porcelain cooking and utility ware family! Something new has been added to make us lovelier, sturdier, more durable than ever. It's Titanium — the grand new, brand new metal that makes us *pure* white, *lasting* white, stronger and longer-living than any enameledware in history! We're tough, we clean easy, and are we flavorful? Just taste a luscious mouthful of beef-stew that's enameledware cooked!

You'll love the way we look, the way we cook, the easy-on-the-pocketbook features of Federal's great new Enameledware with Titanium. Never before has enameledware of this quality been offered at such low prices.

EASY TO CLEAN!
No harsh cleansers or scouring pads. Just ordinary soap and water. Titanium prevents corrosion — resists acids!

FOOD PARTICLES CAN'T CLING!
Food slides right off shiny enamel.

WON'T PIT OR DISCOLOR!
Enameled surface stays smooth: always sanitary and pure.

LONGER LASTING!
Titanium adds extra strength to the union of steel and enamel coating.

COOK AND STORE IN THE SAME UTENSILS!
Save dishwashing; cook, store and heat in the same utensil.

BEST OF ALL—FOOD RETAINS FULL FLAVOR!
Enameledware with Titanium retains full food flavor, unlike ordinary kitchenware!

AMAZINGLY LOW PRICES STARTING AT 25¢

Sally Sauce Pan
1 and 2 qt. sizes. Easy-to-manage handles; wide, flat cooking bottom for even heating; cook vegetables, fruits, candies; heat leftovers.

Daisy Double Boiler
1½ qt. size. Use also as separate utensils. Save dishwashing by storing food right in the double boiler.

Dotty Dish-Pan
Solve your dishwashing problems. Convenient size, curved base. And enameledware won't mar sink! Handy ten and fourteen quart sizes.

Sammy Straight Side Pot
4 qt. and 6 qt. size. So handy for your cooking needs. All the food flavor is retained when you cook with Federal Enameledware and they're so easy to clean!

Patty Pudding Pan 2 qt. & 4 qt.
Hazel Handi-Pail 10 qt.
Pete Percolator 8 cups
Tommy Tea Kettle 5 qt.

Sid Straight Side Cup 16 oz.
Dotty Dipper 17 oz.
Willie Wash Basin 12¾"
Wally Water Pail 10 qt.
Charlie Chamber 2⅛ qt.

The sizes specified are trade sizes and may vary slightly.

Federal Enameledware is featured by **Butler Brothers** own **Scott Stores** and by **Ben Franklin** and thousands of other variety and hardware stores which **Butler Brothers** serve throughout the country.

BUTLER BROTHERS

HEADQUARTERS IN CHICAGO, ILL.

in cooperation with Federal Enameling & Stamping Company, Pittsburgh, Pa.

...with a *Kitchen-Kraft*

KUSTOMIZED STEEL KITCHEN

In thousands of homes throughout the country—in cities, on farms, in castles and cottages—Kustomized Kitchen-Kraft steel kitchens are converting old wayward kitchens into modern, efficient "work centers," bringing lifelong service and pleasure to their new owners. More than 100 individual stock items comprise the Kitchen-Kraft line and complete ensembles of sink, floor, wall and broom cabinets will equip any kitchen, large or small, old or new. Continuous one-piece Kustomized counter tops eliminate gaps between floor cabinets and provide all the advantages of a compact "custom kitchen" at production-line prices.

You'll love the easy-to-clean refrigerator finish that defies wear, quiet roller drawers, adjustable shelves, sound deadened doors, rubber bumpers that prevent metal to metal contact, stainless steel trim, chrome plated hardware, and dozens more of these little differences that make the big differences in kitchens. Moderately priced, a Kitchen-Kraft kitchen is within the reach of everyone planning to build or remodel. It may be purchased complete or a unit at a time on easy budget terms. See your Kitchen-Kraft dealer.

Guaranteed by Good Housekeeping

ILLUSTRATED KITCHEN PLANNING BOOK: To help you plan your next kitchen, send for Kitchen-Kraft's beautifully illustrated booklet, "Look What's Cooking In Kitchens." It tells how to plan and modernize any type of kitchen. Included is a novel color selector to help you choose the color scheme. Mail the coupon today!

MIDWEST MFG. COMPANY
Dept. A-4-9, Galesburg, Ill.

Gentlemen: Please mail me my copy of "LOOK WHAT'S COOKING IN KITCHENS." Enclosed is 25c to cover handling costs.

I plan to build ☐

I plan to remodel ☐

NAME_____

ADDRESS_____

CITY_____ ZONE___ STATE_____

How to Stretch

Electric dishwasher eliminates housewife's most tiresome daily task, frees her for more hours with family

No chore, not even housecleaning and meal planning, has so sinister a connotation as dishwashing. And why not? Looming ahead of the housewife in a calendar year are some eleven hundred meals. Planning, shopping, cooking for the family holds a reward as she sees the family relish her good works. But not so with the dishwashing! Off goes the family to enjoy fun in the living room or outdoors. Even with the best of co-operation from the family, a mother still has the biggest share of the burden of dishwashing.

But the electric dishwasher means much more time for her to spend with her family. In good dishwashing by hand, there is scraping, rinsing—hot water for greasy dishes, cold for starchy and eggy ones. Then soap, rinse, and towel dry. With an electric dishwasher it's a different story: After scraping, rinsing, stack them into dishwasher, add recommended detergent, turn on switch, and it works for you. Pots and pans, scraped and rinsed, can be washing while meal is being eaten.

There is no danger of chipping; the very hot water is most efficient (less is used than in hand dishwashing), and the dishes dry themselves by evaporation—all for the turn of a switch!

No martyr banished to kitchen, she never misses television programs. Lunch, dinner dishes are in electric dishwasher

No mental picture of dish-littered sink to spoil evening's entertainment. More leisure time than ever before. Stacked in dishwasher, dishes are washed as Mother plays

EDITH RAMSAY

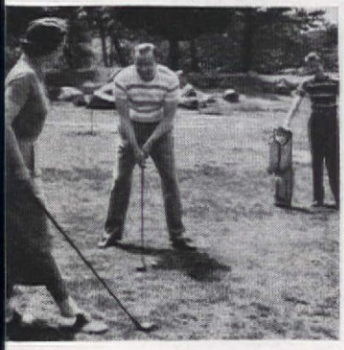
a Day...

Photographs by F. M. Demarest

Clear conscience: early dinner, dishes washed, scalded, dried—by electricity. Best hours of evening are free and all yours for fun

Salute to a silent servant. They closed the lid on dishwashing chores, are off for a Saturday in town

Regained: wife, mother, companion. Dishes done quickly, automatically. Free time for family picnic



How to stop being a golf-widow: find time to take up game yourself! Electric dishwashing adds hours to your day

Going mad with dingy pans?

Don't let blackened pans drive you frantic. Quit scraping and sloshing at greasy crust! A Brillo pad slicks pots and pans *shining clean*—fast!

Shine 'em quick with

BRILLO

Brillo works wonders! A square, metal-fiber Brillo *pad-with-soap* polishes scorchy pots and pans bright as new! Ideal for aluminums! And with Brillo it's a cinch to keep oven and top-of-stove burners *clean as a whistle*—free from greasy, gummy crust!

There's jeweler's polish in BRILLO!

Nothing like Brillo for making the whole kitchen *sparkle!* That's because Brillo special-formula polishing soap contains ingredients jewelers use to polish precious metals!

GREEN box—pads and cake soap
RED box—soap-filled pads

Shines aluminum fast!

GOOD...
any old time!
the cracker with that swell cheese flavor
Sunshine CHEEZ-IT
A DAINTY CHEESE CRACKER
America's largest selling cheese cracker!
Sunshine Biscuits, Inc.

GOT ANYTHING GOOD FOR SANDWICHES?
YOU BET... THE BEST DEVILED HAM YOU EVER TASTED— UNDERWOOD'S!
THE ORIGINAL! ALL FINE HAM ZESTFULLY SEASONED
UNDERWOOD
TRADE MARK
NET WEIGHT 2¼ OUNCES
DEVILED HAM
P.S. Mix UNDERWOOD'S with mayonnaise. It's good and goes further!

The last picnic of the summer should be an all-day treat for parents and children

Photographs by Ralph Ste

As soon as Mother stirs, getting baby Jill fed, it's a signal for Sharon, Margo, and John to begin the day for Daddy. This morning the discussion centers on the September Roundup

GAE BAKER

September Roundup

For a successful party, everybody helps prepare. Margo telephones invitations to guests. Sharon and Margo make up hamburger patties for the picnic lunch. John decides on a cake he'll make himself, and once in the oven, he'll do the vacuuming because he loves to use mechanical things. Sharon selects the dress Jill will wear to the picnic and then helps dress her. This kind of co-operation makes family parties fun for the Bailhes, big and small

The last picnic of the summer turned into a "roundup" this year at the Bailhe home in Connecticut. The Bailhe children—Sharon, John, Margo—have, like other children all over America, teased and coaxed and acquired cowboy outfits of varying degrees of reality from their parents. Some "cowboys" (and this includes girls, too!) wear blue jeans, a shirt, sneakers, and a scarf; others are more resplendent in shiny new boots, five-or-six gallon hats, blue jeans, and bright red shirts. This latter group generally packs a water pistol in a real leather holster. Lariats are not standard equipment but they help many a 36-inch cowboy to achieve social prestige in his own group. This cowboy equipment started the roundup on its merry way.

On father's last day of vacation, the roundup starts at the crack of dawn at the Bailhe household. It will be easy, and it will be fun. Mr. and Mrs. Bailhe believe that they can have more fun with their children if they all work together to get the chores done, and then all play together with their friends. Every child has definite responsibilities from day to day, and they are often changed for variety but, in general, the Bailhes like to see their children develop wholesome talents for living. They feel that if the children can take care of themselves and co-operate happily in a family pattern, it helps make every day a picnic day for everybody.

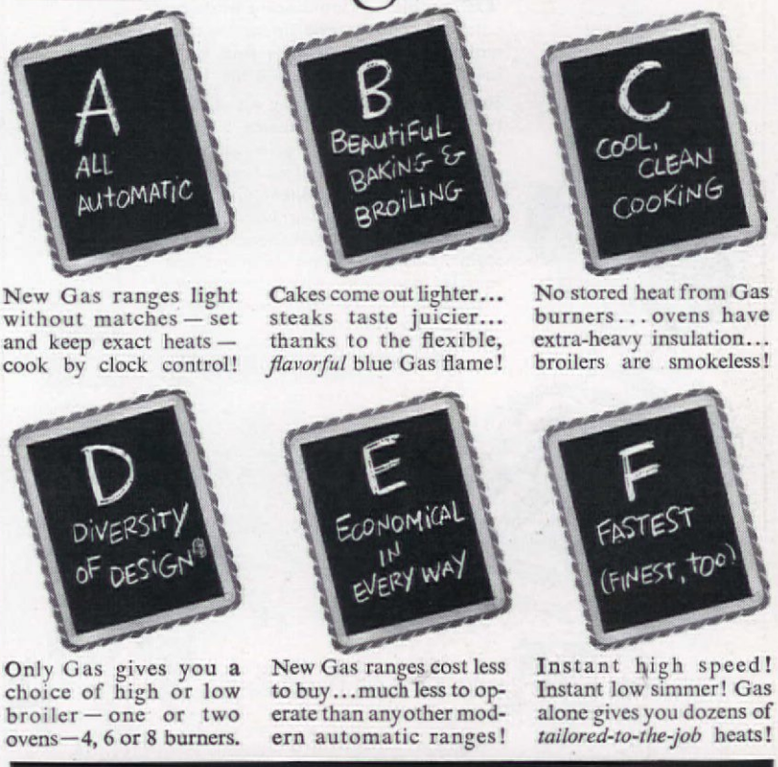
PLEASE TURN TO PAGE 70

Chores done, guests invited, picnic prepared, the roundup starts. Everybody carries something for the picnic while Mother and Dad share the pleasure of carrying Jill. She seems to be enjoying her first September Roundup!

Building a fire for cooking food is a serious occupation that engages the full attention of two of our men, Mr. Bailhe and guest cowboy Chris

Good cooks have a healthy respect for heat. Chris, having started the fire, helps with the preparation of hamburgers at a safe distance

first thing to learn...



New Gas ranges light without matches — set and keep exact heats — cook by clock control!

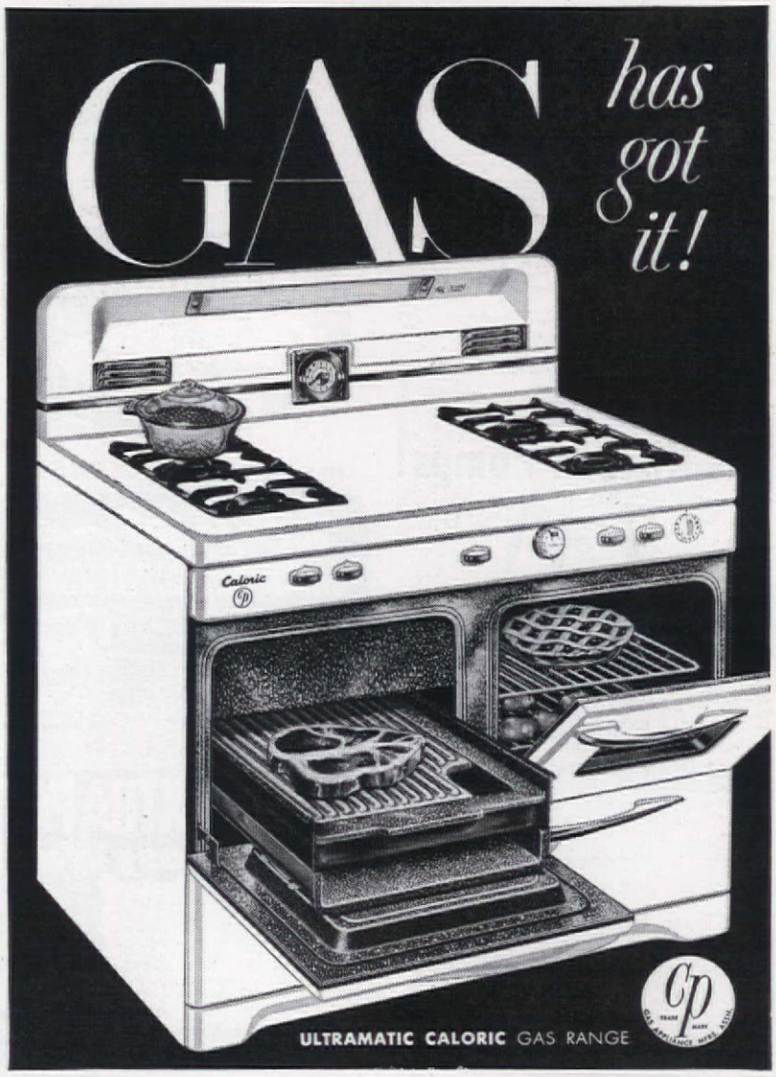
Cakes come out lighter... steaks taste juicier... thanks to the flexible, *flavorful* blue Gas flame!

No stored heat from Gas burners... ovens have extra-heavy insulation... broilers are smokeless!

Only Gas gives you a choice of high or low broiler — one or two ovens — 4, 6 or 8 burners.

New Gas ranges cost less to buy... much less to operate than any other modern automatic ranges!

Instant high speed! Instant low simmer! Gas alone gives you dozens of *tailored-to-the-job* heats!



Easy as ABC... that's what smart cooks everywhere say about cooking on a new automatic Gas range. You'll say the same when you see this beautiful new CALORIC "CP" Gas range or any of the other "makes" built to "CP" standards now at your Gas company or appliance store. Select the model that best suits your "New Freedom Gas Kitchen." Then for the best in refrigerators, pick a new silent Servel!

AMERICAN GAS ASSOCIATION

Here's the first step in making linens last!

THE problem in laundering white and color-fast cottons and linens is how to make them snowy-white and color-bright without wearing out the fabric.

The answer is . . . launder with Clorox! For Clorox is easy on fabrics . . . makes linens snowy-white, color-bright extra-gently . . . because it's free from caustic and other harsh substances. Clorox also conserves linens another way . . . it lessens rubbing! In addition, Clorox removes stains, deodorizes, makes linens sanitary! Let laundering with Clorox be your first step in making your linens beautiful . . . and longer lasting!

You get these 2 BIG EXTRAS with CLOROX

1. GENTLER BLEACHING ACTION ...longer life for linens!

2. GREATER DISINFECTING EFFICIENCY ...added health protection!

Clorox conserves costly linens and does a better job of disinfecting because it's free from caustic and other harsh substances . . . made by an exclusive formula protected by U.S. patent!

Directions on Label

Copr. 1949, Clorox Chemical Co.

CLOROX . . . AMERICA'S FAVORITE BLEACH AND HOUSEHOLD DISINFECTANT

Garbage Cans Are as Old Fashioned As Kitchen Pumps!

FAST . . . SAFE . . . ODORLESS!

Liquefies even hard bones. Washes all food waste down drain! No handling messy garbage . . . no smelly can! Can't jam nor clog! See the amazing new American Kitchens Disposer today.

For name of local dealer, call Western Union by number. Ask for Operator 25.

American KITCHENS DISPOSER

American Central Division AVCO Connersville, Indiana

INDIVIDUALLY YOURS ☆ CONVENIENT ☆ ECONOMICAL

paper napkins at every meal

Less work, more fun for outdoor eating, too!

ALWAYS BUY Aristo-mats

To protect your stove top from heat, scratches, nicks, chips and stains

Demand ARISTO-MATS, the finest! For sale at all Department and Hardware stores.

Guaranteed by Good Housekeeping

PHOENIX TABLE MAT CO. CHICAGO 7

GET EXTRA PAY This Easy Way!

Do you need EXTRA MONEY? Then get it this easy way — sell Artistic Christmas Cards. Everyone buys richly designed Name-Imprinted Folders at 50 for $1 and up. Making big sales — and big profits — is just a matter of showing FREE Samples! Add many more dollars to your income by showing . . .

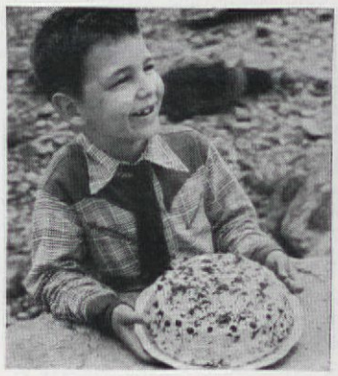
32 Money-Making Assortments

Amazing value FEATURE Assortment of 21 lovely Christmas Cards pays you up to 50c profit on $1 sales. Also Religious, Humorous, Gift Wraps, Newest Plastic Greetings, dainty Gift Cards. Brand new Name-Imprinted Correspondence Notes, Decorated Napkins, Floral Stationery. Cash in on this big money-making line of Greeting Cards now. Send for FREE Imprint Samples. FEATURE Assortment on approval. Write TODAY!

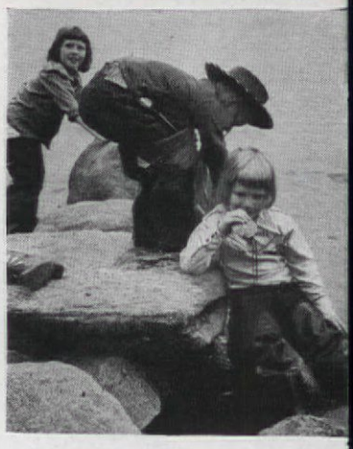
Sell Christmas Cards 50 for $1 With Name FREE SAMPLES 21-Card $1 Assortment

ARTISTIC CARD CO., INC. 270 WAY STREET ELMIRA, N.Y.

September Roundup (Begins on page 68)

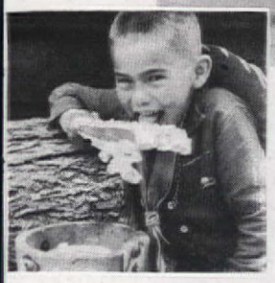


Picnics are such fun! And more so, when you have contributed a cake you've made yourself. Perhaps he'll be a famous chef some day! Sharon and best friend, Holly, share a container of milk because it's companionable—and allowed—at a picnic. Allowed, too, is a scramble over rocks in rubber boots that temporarily supplant cowboy variety



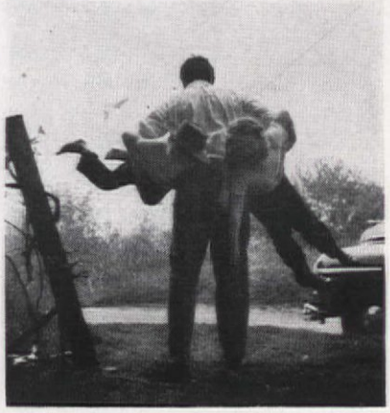
The Bailhes did not ignore responsibility involved in protecting their neighbors' children as well as theirs. Remembering games their children liked to play, Ping-pong balls were ready. Player loses one point every time ball is blown off table. Children are amused for a half hour or more. Balloon blowing contest led to other games

When children tire of balloon game, Daddy stretches rope tight on dock. They scramble for nearest object with which to balance themselves. Winner is child who can balance on rope without falling off. No fair pushing!



What a reward for the grand prize! He is really a champion—the winner of the most games. Tired but happy! Who wouldn't be, licking homemade ice cream from the dasher!

Not really wanting to leave, these youngsters, worn out with play, pleaded with Mr. Bailhe to carry them to the car. What an armful! And what a wonderful way to wind up the last day of your vacation with your family



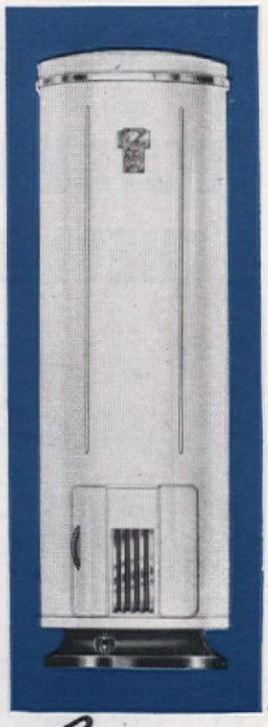
HOT WATER MAGIC

This automatic gas water heater cannot rust —because glass cannot rust

It's magic, at the turn of a tap, to have all the hot water you want, always *ready*. For bathing, laundry, dishes, you never have to wait—you enjoy *fully automatic* hot water.

With an A. O. Smith *Permaglas* Gas Water Heater you get all this *plus something more:* The magic of built-in rust protection. The special tank of glass-surfaced steel, diamond-tough, *cannot* rust because GLASS *cannot* rust! That's why you won't have to replace your *Permaglas* Gas Water Heater every few years.

FOR DRAMATIC PROOF, see your A. O. Smith dealer who displays the "*Permaglas*" emblem—merchant plumber, appliance dealer, or gas company. A. O. Smith Corporation, Water Heater Division, Kankakee, Illinois. International Division: Milwaukee 1. *Licensee in Canada: John Inglis Co., Ltd.*



EVEN 2 MILLION BENDS have not harmed this flexible thin ring of glass-surfaced steel developed by A. O. Smith.

HEAVY MALLET BLOWS cannot crack or chip the glass-surfaced steel head of a *Permaglas* Gas Water Heater.

FOR HOT WATER MAGIC *GAS has got it!*

Guaranteed by Good Housekeeping

A.O.Smith

AUTOMATIC WATER HEATERS

Permaglas *Duraclad* *Milwaukee*

It's natural that women appreciate Elgin Steel Kitchens. Consider what is back of them! The quality, beauty and convenience of the modern kitchen, developed by Elgin's years of experience in producing Quality Steel Kitchens.

You, too, will want the glistening, long-life, easy to clean finish, the easy rolling drawers, one piece sound-insulated doors, adjustable shelves, rubber bumpers on doors and drawers—modern streamlined chrome fittings—choice of counter and sink tops and stainless steel edging all around. Elgin has all these and many other features that every woman wants.

Elgin dealers have a unique "Kitchen Planner" to make up an individual plan of your kitchen—whether in a new home or for remodeling—see exactly how your new Elgin Kitchen will look.

ELGIN STEEL KITCHENS
ELGIN, ILLINOIS

MAIL COUPON NOW

Elgin Steel Kitchens
Dept. AM-9, Elgin, Illinois

Send me free information and name of Elgin dealer nearest me.

NAME.....
ADDRESS.....
CITY.....Zone....STATE.....

AMAZING SELF-POLISHING SIMONIZ FOR FLOORS

OUTSHINES THEM ALL!

For linoleum, finished wood, asphalt or rubber tile and terrazo floors.

Guaranteed by Good Housekeeping

THE SIMONIZ COMPANY, CHICAGO 16, ILL.

IN-SINK-ERATOR

REVERSING IN-SINK-ERATOR ACTION
GARBAGE DISPOSER
SINCE 1938
MODEL 900

Fits your kitchen sink!
SEE YOUR PLUMBER - OR WRITE
IN-SINK-ERATOR MFG. CO. - RACINE, WIS.

KVP Dusting PAPER

PATENTS Write for information on what steps an inventor should take to secure a Patent.
Patrick D. Beavers, 903 Columbian Bldg., Wash., D. C.

Of course
YOU CAN EARN
Extra Money-
-with CHRISTMAS Cards!

Make money of your own with nationally famous "Feature" Christmas Box Assortment . . . 21 exquisite new designs. **Sells for $1; up to 50c profit for you.** 28 other exciting Christmas & Everyday Assortments: Currier & Ives, Gift Wrapping Ensembles, Humorous, Religious, New **Plastics**, Novel "On-Stage", Christmas Carols, 16-Card All-Occasion, Cute 'n Comic, Children's Books, others. Added profits with low-priced name-imprinted Personal Christmas Cards—**shipped direct to customer.** Also big Album DeLuxe higher-priced Personals. Mail coupon for **FREE** Samples Personal Cards & 21-Card "Feature" Asst'n on approval. *Organizations:* Ask for Fund Raising Plan.

New! Sensational Imported English FLORAL Napkins

WALLACE BROWN, INC., 225 Fifth Ave., Dept. C-154 New York 10, N. Y.

C-154
Name.....
Address.....
City.....State.....

690 short-order meals

EILEENE COFFIEL

To us formal parties are work; casual entertaining, play. We advocate the role of the uninhibited host who invites guests on spur-of-the-moment moods, who unabashedly shares grilled steak in the garden or sandwiches on the living-room floor. In exactly two years, Dave and I have cooked almost 690 such short-order meals for friends.

Planned entertaining means dutifully repaying social debts, remembering to seat Allergic Alice far away from Impossible Ike's cigar, and nervously warming rolls as dinner awaits Always-Late Larry. It means house cleaning, silver polishing, fancy cooking, worrying, hurrying—and after it's over, a big, fat headache!

Casual meals require little extra fuss if another plate is added to the table setting. Guests know they have been invited because they are really wanted. That's why we never plan dinner parties. If friends drop in to see the garden, we merely suggest, "Why don't you stay for dinner. Grilled chops and baked beans." Or, deciding we'd enjoy friendly company, we reach for the phone to say, "We're grilling hamburgers. Come on over."

For instance, the day our portable barbecue grill arrived, Dave suggested a party to christen it. For some time we had wanted to have Gladys and Don Morgan over for dinner. Etiquetters might have frowned at our 5 P.M. telephone invitation. Yet they came as they were, Gladys arriving breathlessly in a cotton blouse and skirt.

The boys grilled steaks while Gladys and I baked potatoes, tossed salad, and perked coffee. We ate at exactly 6:30, then chatted. The cool evening breeze was relaxing. Gladys even slipped off her shoes. It was a comfortable and refreshing party.

"Why this is more fun than we've had in a long time," Don exclaimed. "Most parties are planned far in advance, but this is real living."

"Call us again," said Gladys. "Next time we'll bring the steaks."

Evening suppers are only part of our casual scheme. We live in a small town and my husband comes home to lunch every day. He delights in escorting unexpected company to share pot luck. These unforeseen guests may be college fraternity brothers, salesmen, Dave's last patient before noon, even an oil company executive. I love entertaining every one of them, even if I am caught in blue jeans while painting the garden's rose trellis. And I never apologize for the clothes I wear or the fare I serve. I have learned that even a word or gesture will make a guest feel unwanted.

Dave does, from time to time, forget that projects are under way at home. It was the day the painters and paper hangers came to redecorate the kitchen and dining room that he walked in the door with a weary salesman. All available eating spots were cluttered

PLEASE TURN TO PAGE 74

CROSLEY -the Electric Range

with Beauty and Brains!

IT'S BEAUTIFUL...

Clean graceful lines with exclusive flush-against-the-wall y-white porcelain-enamel finish... at resist acid, stay gleaming . Bright chromium fittings—your of "divided" or "cluster" style top.

AND IT'S SMART!

It's almost human! Set it perature, cooking time, meal time— osley cooks *for* you while you go ere's an oven thermostat that keeps the right temperature—automatic ce outlet—pushbutton oven pre-heat t, *everything* that means quicker, nore economical cooking! You get ost beauty, quality and con- e in *every* Crosley and at the lowest price! *Don't* suffer over an old- ed stove *another day*—get your n Crosley *now!*

And you get the lucky 7 heat speeds!

different heat speeds for surface instead of five as on most ranges!). o *extra* heat speeds to help prevent *under*cooking. Seven speeds too, deep well cooker that converts *extra* surface unit when you need every surface cooking unit has a *ble,* easy-to-clean reflector pan!

THE DE 129

Look (into) what's cookin'!

A beautiful, specially designed chrome-hooded fluorescent lamp lights up the top of the range—and lets you see *inside* every pot! You don't have to *remember* what's cooking either—automatic signal lights remind you when the electricity is on.

EFFICIENCY... BEAUTY

Every Crosley Home Appliance is Designed from the Woman's Angle and of course it's electric!

At your dealer's now!

7 HEAVENLY NEW MODELS TO CHOOSE FROM—PRICED TO FIT ANY BUDGET

New! THE DE 139 magnificent double-oven osley!

New! THE DE 119 —all the latest automatic features!

New! THE SE 139 —double-oven utility at an economy price!

New! THE SE 199 —automatic cooking at low cost!

New! THE SE 119 —easy on the budget—yet it's a full size 40-inch range!

New! THE AE 119 —for the kitchen where space is at a premium!

CROSLEY

AVCO MANUFACTURING CORPORATION

Shelvador* Refrigerators... Ranges
Kitchen Freezers . . . Radios
Radio Phonographs . . . Television

You'll be just as thrilled as they are!

Dear Sirs:

May I congratulate you on your exceptionally fine new cake mix? It has all the flavor and texture of a homemade cake, and is far better than any other mix I have ever used.

MRS. ANN TYLER
East Rockaway, N. Y.

We think it's wonderful, too, Mrs. Tyler, that a cake can taste so homemade and yet take but 4 minutes from box to oven!

Dear Sirs:

I was amazed at the way your cake mix turned out. The cake is just like the ones I bake—and better.

I couldn't help writing to say thanks for a truly *grand* product. Baking will be a breeze now—cakes, cookies, etc.—time and money saved.

MRS. KATHLEEN SPRINGER
Richmond Hill, N. Y.

The reason Swans Down Instant Cake Mix makes cakes like the ones you bake—"and better" is because the ingredients in it are as fine as your own, Mrs. Springer.

We use the one and only Swans Down Cake Flour. Egg whites that taste farm-fresh . . . prepared by an exclusive process. Long-keeping vegetable shortening, pure, delicate flavoring.

Dear Sirs:

I want to write and tell you that I think your Swans Down Instant Cake Mix is simply wonderful.

So many of my friends have started using it since I told them about it.

MRS. MYRTLE MOGLE
Wheaton, Ill.

It seems that women all over the country feel the same way about Swans Down Instant Cake Mix, Mrs. Mogle. And they are all telling their friends about it, too!

That's why we're having such a hard time keeping everybody supplied. If your store is sold out—please go back another day. We're filling orders as fast as we can!

Makes all your favorites!

White cake, chocolate cake, yellow cake, spice cake, orange cake, upside down cake, brownies, cookies—no end of delicious variations. And every one's a Swans Down beauty! See recipes in box.

Swans Down Instant Cake Mix

• The only cake mix made with Swans Down Cake Flour

A product of General Foods

Short-order Meals (Begins on page 72)

with books, lamp shades, and buckets of paint. Even the card table was bow-legged under a heavy weight of magazines and assorted dishes.

"Don't fix any lunch for me, I'll eat down the road," stammered our blushing guest. "But just sitting in a house again will be such a treat," and he slouched into Dave's favorite living-room chair and lit his pipe.

"Do you mind eating on the floor?" I asked. "That's where we were going to have our lunch."

He nodded puzzled approval and I spread a red-checkered picnic cloth on the living-room rug. We sat on pillows, munched egg sandwiches and gulped chocolate milk. I have never entertained at a more successful party. Later I even received an appreciative note of thanks written by the salesman's wife.

I never prepare fancy desserts or elaborate dishes for company. Most of the girls in our town do their own housework, and guests usually help with the dishes. I don't know a single woman who enjoys spending visiting hours in someone else's kitchen. I certainly don't, so we usually plan meat dishes that can be cooked outdoors, and we keep a complete stock of paper plates and cups. A gril steak, a simple salad, and a glass iced tea, with time left for a walk the garden, a drive through the pa or a game of badminton are more f for me and my guests than an elab rate yet tiring formal dinner.

Although we occasionally use c best china and sterling silver, we p fer to save them for parties plann at least five hours in advance. Oft we use fragile ware on occasions wh Dave and I are alone, when I c take my precious time washing afterwards.

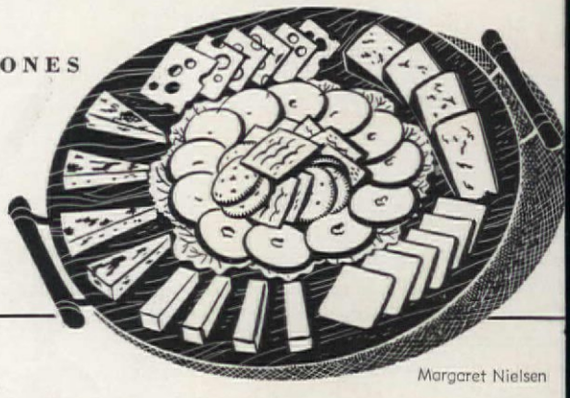
Our inexpensive pottery, which bought in twelves, sets an attracti table indoors or out. When I hear extra car rolling into the drivew I can easily add another plate wit out rearranging the entire table.

Our pantry is stocked with cann foods. For spur-of-the-moment mea this costs much less than running o and buying food at the last minu It saves embarrassment and time.

Perhaps the greatest complime I've ever had came from a ten-yea old boy munching barbecued ribs. sure do like to come over here eat," he remarked. "You don't fu and go to a bit of trouble, do you

The Versatile Cheese Tray . . .

LILA M. JONES



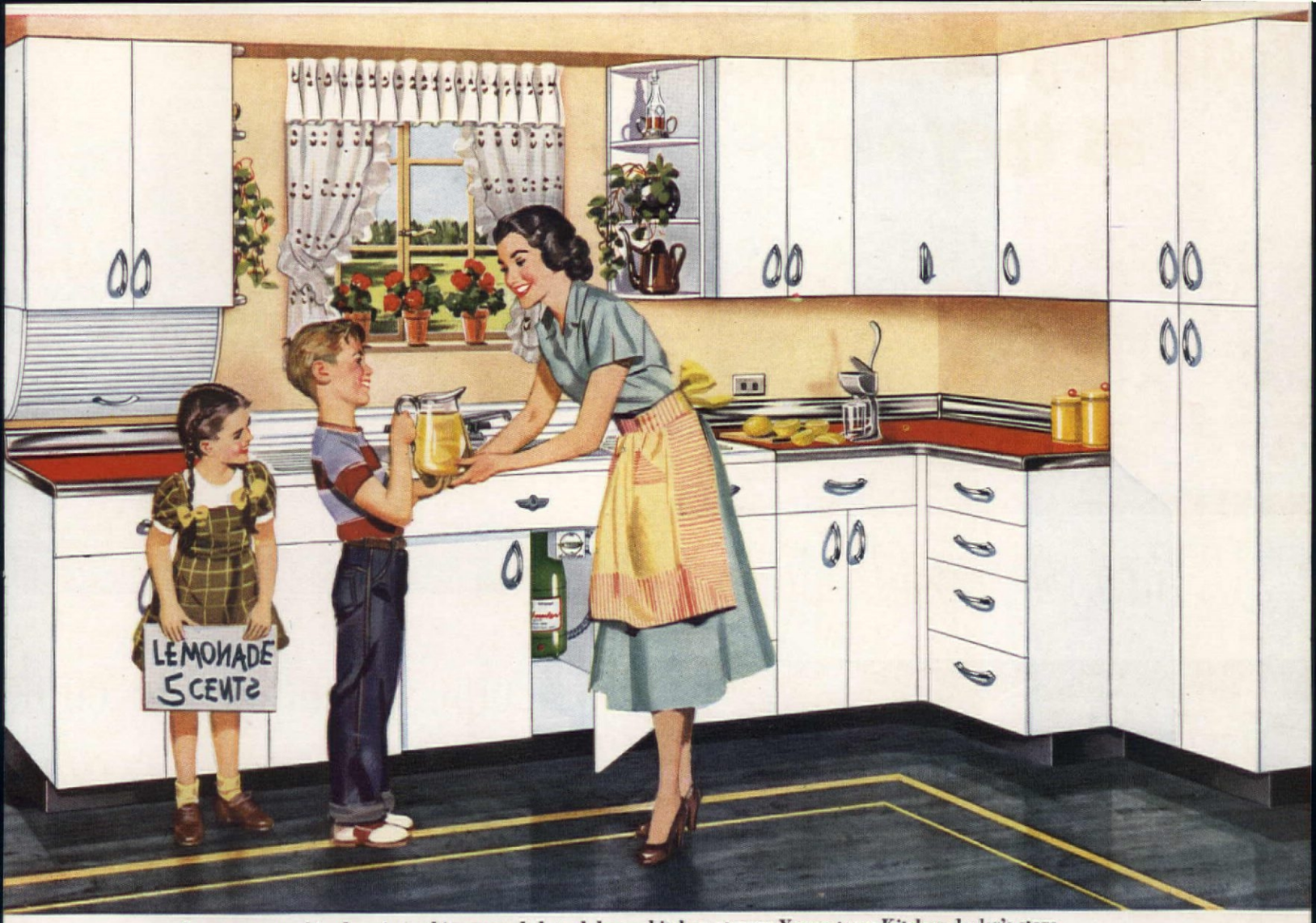
Margaret Nielsen

Whether it's a formal or an informal get-together, it's always "right" to serve a tray of distinctive cheeses.

For that 5 o'clock party: Let the guests help themselves from a make-it-yourself tray. Cream cheese rolled in minced parsley or chives, cubes of sharp cheese, cheese spreads in jars, or a red-coated Edam are always popular.

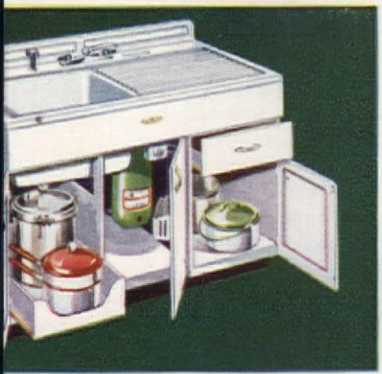
The man of the house entertains: An occasion for plenty of sharp cheese and crackers. Wedges of Camembert, Roquefort, or blue cheese when served with apples and pears in place of crackers are flavor-favorites that shouldn't be missed.

Dinner desserts: Served at the table or in living room with after-dinner coffee—the cheese tray is a conversation piece. In center of tray, on galax or grape leaves, arrange sections of cored pear, petal fashion. Around them place cored apple rings with small bunches of grapes in center; then the cheeses —individual portions of blue, Camembert, Swiss, Gouda, or cream cheese. Don't forget to pass the bowl of salted nuts!



Be sure to see this gleaming, white-enameled steel dream kitchen at your Youngstown Kitchen dealer's store.

Yours...a Youngstown Kitchen at home-town prices!



ake 80% of your kitchen work easier! Start ur dream kitchen with a Kitchenaider cabi- t sink. Eleven models, eleven different ces. Look at all the room in this 48" model! u'll love these features: laundry-deep (11") ond bowl, sliding drainboard, sliding shelf, lery drawer. Sound-deadened throughout.

THE minute you see a Youngstown Kitchen, you'll want one!

Think what it will mean to you! You'll fly through kitchen jobs. Dishwashing becomes a breeze. You'll have storage space to spare—and wide work surfaces to make preparing meals strictly a pleasure.

And your new Youngstown Kitchen will *stay* lovely. It is built of rugged steel, finished in tough, baked white enamel. Naturally, painting and other upkeep is eliminated.

Cost? A Youngstown Kitchen that's just right for your home carries a low home-town price. You pay not a penny premium for the many work-saving features and lasting good looks.

Equally important, your home-town dealer is trained to save you money by the arrangement and selection of units that avoid costly remodeling. He can show you your new kitchen in miniature, too. He'll tell you how to finance it on an easy budget plan. He'll save you installation costs if you build. See him soon!

MULLINS MANUFACTURING CORPORATION
WARREN, OHIO
World's Largest Makers of Steel Kitchens

Youngstown Kitchens
BY MULLINS

ee home demonstration! t your dealer show you w Mullinaider electric gar- ge disposer zips waste down

Easy! Clean vegetables in no time with flexible rinse-spray. Swinging mixing-faucet, no-splash bowls, rinse-spray, wipe-clean porcelain-

For name of nearby dealer, call Western Union Operator 25 or send coupon today.

GET THIS EXCITING BOOKLET!

20 pages featuring beautiful Youngstown Kitchens in color, full details of Youngstown units and tips on arranging a new kitchen. Enclose 10c in cash. No stamps, please.

I plan to build ☐ or remodel ☐

I want a free home demonstration of the Mullinaider ☐

I would like to see my kitchen planned in miniature ☐

Youngstown Kitchens
Dept. A-949, Warren, Ohio
Mullins Manufacturing Corporation

Please send me your Youngstown Kitchen booklet. I enclose 10c in cash, to cover cost of mailing.

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CITY _____ ZONE _____

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1 With new crisp-cut Crushed★

Pineapple upside-down cake for dessert? Try Dole crisp-cut Crushed for a juicy topping of pineapple that covers the *whole* cake. Just drain those luscious golden bits before you spread them in a pan with melted butter and brown sugar. And with crisp-cut Crushed (or Sliced or Chunks) it's a perfect dessert whether made with your own cake recipe or a prepared cake-mix.

3 Pineapple upside-down

2 With familiar-favorite Sliced★

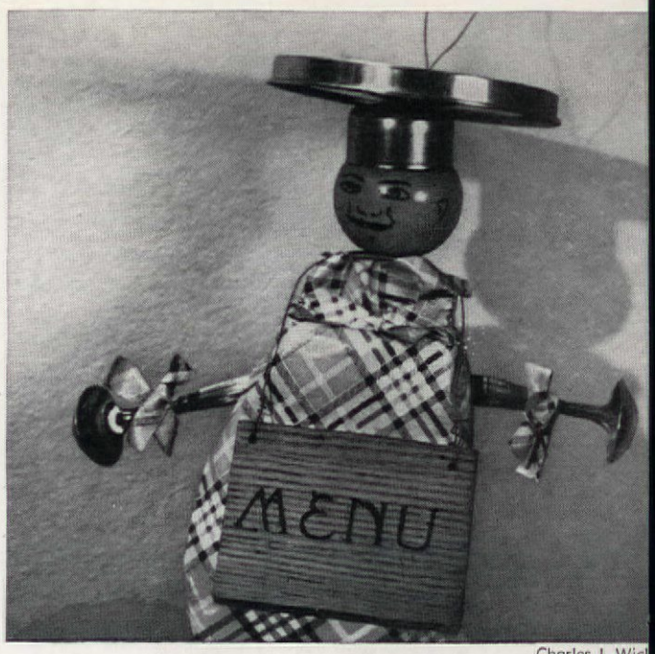
Sunny circles that always make a hit—those Dole Slices on upside-down cake! Use your imagination for delightful patterns, trust Dole to give them all a tropic richness. Vary your designs with walnuts, pecans and cherries to put a bright new face on any flavorful Dole cake.

cakes by DOLE

3 With bright-bite-sized Chunks★

Surprise version of an upside-down cake — so much pineapple goodness when you cut down deep. It's a treasure of pineapple with sugary-brown Dole Chunks! Crowning glory for every serving — a fluffy whipped cream top-knot!

★*By Patricia Collier*
DOLE HOME ECONOMIST
DOLE, 215 Market Street
San Francisco 6, California



Charles J. Wicl

Recipe to make the cook

DOROTHY CABLE

Some say a cook is born, not made—but you can prove an o maxim wrong by creating this cook yourself. Our jolly ch though not from Oz, might be cousin to the Tin Woodman. A what poise! Last-minute company never flusters him, nor can he needled into divulging top culinary secrets. He'll amuse back-ya picnic guests and merrily display a barbecue menu. Hang him on clothesline or a convenient garden tree—or send him to a brid kitchen shower.

The recipe to make the cook requires the following ingredient

- 1 tin baby plate
- 1 large-sized biscuit cutter without handle
- 1 rubber ball of tennis size
- 1 large grater
- 2 soup spoons that you won't mind bending
- 1 piece of board or plywo about 3½ by 5 inches
- 4 nutmeg graters or 2 sal forks that can be bent
- 3 straight pins
- Oilcloth for the chef's apron
- Lightweight wire

Add to these a can opener, a pair of pliers, an ice pick, and Ind ink. Use the large grater, handle upward, as the body of your lit man. Make each leg by wiring two nutmeg graters together. Fast them with wire to the inside of his tummy. If nutmeg graters a not available, make legs of salad forks. Bend the prongs to repr sent feet. To attach forks to the body, punch a hole in the top each fork and wire in the manner described for the nutmeg grate

The recipe calls for arms of soup spoons. Accentuate the handl natural curves by bowing the spoons still more. Let the bowls repr sent hands. Using a can opener, make a slit in each side of the bod Insert and bend the tops of the spoon handles. For additio security, punch holes in these ends and wire to the body.

Our chef needs a head. Using an ice pick, bore a hole through yellow, black, or orange rubber ball. Then punch two holes in t middle of the grater's handle. Make similar pairs of holes in t biscuit cutter and the baby plate. Run wire through the baby pla biscuit cutter, and ball—then around through the grater handle a back again. Pull tight and twist wire ends together. Now comple with hat and head, the cook is ready to be hung.

But the recipe still calls for a smiling face, so draw faci features with India ink. (If the head is a black ball, use whi paint.) Cut an apron from oilcloth and pin on a collar. For sleeve tie narrow bows of oilcloth around the spoon wrists.

To make a trade label, letter M-E-N-U on the block of woo Bore a hole at each end with a heated ice pick. Hang the sign wi wire around the chef's neck. Your cook is now ready to serve yo

Here's what You've been Waiting for!

The NEW REVERE WARE PRESSURE COOKER

This 4 qt. Pressure Cooker of lustrous stainless steel with a thick copper-clad bottom is truly lovely to look at! And it will last and last . . . remaining after years of hard usage as bright and beautiful as the day you first used it.

Even more important, you don't have to guess about the right pressure. Just dial the pressure you desire on the unique new metal weight gauge and an audible signal informs you when the correct pressure is reached. And you needn't worry about dropping or losing the gauge. It's *permanently* attached.

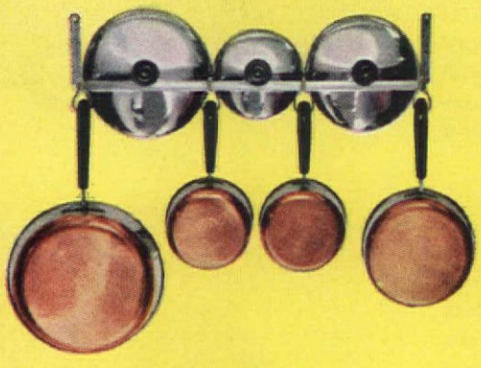
MORE FEATURES YOU'LL APPRECIATE

1. NEW Revere long-life, tight sealing gasket.
2. COOL, evenly-balanced Bakelite handles to fit your hands.
3. EASY and simple to use. Saves time and fuel, and retains vitamins and minerals in food.
4. FREE, a brand new recipe book! A product of several years in Revere's test kitchens, it contains appetizing recipes for vegetables, meat and luscious desserts. This handy book also includes complete instruction on how to take care of your Revere Pressure Cooker.

And remember—Revere has developed all these revolutionary improvements in design to make Pressure Cooking easier for you! So why not get your Revere Ware Pressure Cooker today?

REVERE COPPER AND BRASS INCORPORATED
Rome Manufacturing Company Division, Rome, New York

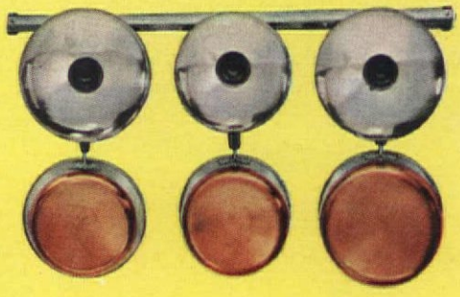
ASK YOUR DEALER TO SHOW YOU THESE NEW "KITCHEN JEWELS"



REVERE UTENSIL RACK—made of stainless steel, with movable brass hangers, 22 ins. long.

REVERE STARTER SET—includes a 6-in. Skillet, a 1-qt. Sauce Pan, a 1½-qt. Sauce Pan, each with Cover, and a Special Rack 22 ins. long. Pieces not sold individually. An extraordinary value, $12.50.

P.S. *Make sure you get Revere Ware. Look for the trade mark in the thick copper bottom.*



LOOK! This beautiful GUARANTEED KENTILE FLOOR costs only $54.50 *INSTALLED

KENTILE is so easy to clean—colors stay fresh and beautiful

• Even after years of hardest wear, this lovely floor remains lustrous, new looking—with the easiest of care! Kentile resists stains and soil . . . washes clean with mild soap and water . . . keeps gleaming-bright with occasional no-rub waxings. The rich, mellow colors can't wear off—they go clear through to the back of each tile. Ideal for any room—Kentile is your first choice *because it's guaranteed for the life of your home.*

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Resilient Tile Flooring for 50 Years

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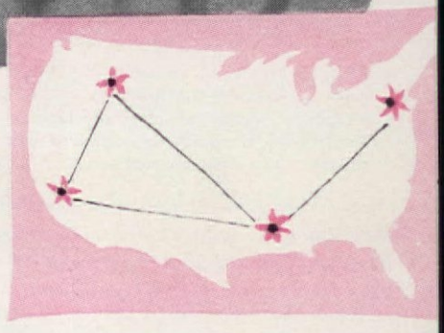
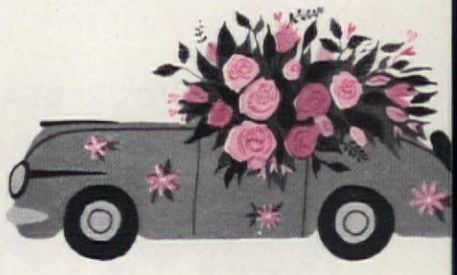
Going-Away Lunch

JUNE COCHRANE ORTGI



Place mats set travel theme for going-away party. Buy blank maps in school supply store. Color, mark traveler's destination with flower stickers. Outline route, picture mode of travel



Centerpiece for party table is large toy car, plane or train covered with decals or flowers cut from ready-pasted wallpaper. Fill with individual corsages for party guests

Jellied cabbage and cucumber loaf echoes parting wishes. Mask loaf in cottage cheese, spell out Bon Voyage with pimiento strips or anchovy paste

Drawings by Lorraine Fox

Nut-cup valises: Cut paper 6 by 4½ inches with handles on short sides. Fold and paste as open carton 2½ inches high, 1 inch wide at narrow sides and base

Now save time and work with this Home Clean-up Team

THE SENSATIONAL WAX-LIKE CLEANER THAT COSTS YOU LESS

Try it just once and you'll agree GLASS GLOSS is the most amazing cleaner you've ever used. It cleans glass, silver, dozens of things *faster, easier, better* than you ever dreamed possible.

Developed and backed by Bon Ami, GLASS GLOSS had to be better—had to be the *finest!* You'll agree it *is* just that when you see it in action. Magically, speedily, it wipes away dirt, tarnish, discoloration. No streaks! No smears! *No hazy after-cloudiness!*

And you'll save money! For GLASS GLOSS costs you less, much less. Ask your grocer for it today!

QUICK! Wipe on—wipe off. Windows, all glass surfaces sparkle as never before.

EASY! Removes tarnish safely, without hard rubbing. And the lasting polish *protects!*

THE HOUSEHOLD CLEANSER THAT'S FAST, EASY, SAFE

Ever cleaned your bathtub and sink with Bon Ami? If not, you're in for a happy surprise. No scratchy grit to dull the fine surface, to make your cleaning harder. No harsh caustics to make your hands red and rough.

Instead, fine white Bon Ami gets dirt and grime fast—without extra rubbing and scrubbing. *And it polishes as it cleans*—leaves porcelain and enamel sparkling as well as spotless!

Try Bon Ami on your bathtubs and sink. See why so many women prefer this famous cleanser that *"hasn't scratched yet."*

GRIT-FREE! No scratches to mar your sink or tub—no red, rough hands for you!

TWO JOBS at once! Bon Ami polishes *as it cleans.* Banishes grease and grime fast...leaves surfaces sparkling.

Use this BON AMI Team to keep your home clean

has your room

A "DEAD SPOT"?

add life . . . excitement with new

Columbia shades!

Dingy, shabby window shades make your whole room look dull. Get rid of them *fast* – whisk up fresh, colorful Columbia shades, and your windows become the focal point of interest. Columbia's new-fashioned shades, in colors and patterns you've never dreamed of, provide the most effective, inexpensive, decorating "re-do". Try harmonizing or contrasting color shades or a gay print – see how they can make dead spots wake up and sing! Find out how little these best quality, washable Columbia shades cost (as low as $3.00 for the average size in plains) . . . at your nearest Columbia Authorized Dealer – the leading department or furniture stores and shade shops in your town.

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The Columbia Mills, Inc., 428 South Warren Street, Syracuse 2, N. Y.

How to Care for Books

J. R. E. CAMERON

Books play a great part in our lives—they afford us so many hours of pleasure that they deserve the best of care. Are you faced by a series of ragged, dusty bindings? Are you tempted to exile the whole lot of them to the attic? No need to, for a few hours of simple first-aid treatments can put new life into those well-worn but well-liked friends of armchair and fireside.

Place books upright on the shelves. On shelves not used to capacity, use bookends for support. They look tidier and you ease the burden on the bindings. Just as you break in a new car, break in a new book gently. Hold the pages upright, run your fingers along inside front and back hinges, then towards the center of the book a few pages at a time alternating from back to front.

Camera Associa

Book Enemy No. 1 is dust. Soft brush on vacuum cleaner is best means of getting rid of it. Piece of stale bread or soft gum eraser will remove ingrained remnants on rough bindings

Small amount of alum in warm water will remove water stains. Pages should be dried between sheets of blotting paper. Cautious application of soap jelly, sponging with cold water may remove fingerprints

Most grease spots will lift with application of a warm iron over pieces of blotting paper on top of and under page. Fuller's earth or some powdered wallpaper cleaners will also help absorb grease spots

To preserve rare leather-bound books, work animal or vegetable oils such as lanolin or castor oil into them with the hands, specially along the backs. Avoid mineral oils, for they rot the bindings

... those heavenly carpets by Lees

You'll always be glad
you bought Duratwist—
there's no greater value
in the whole field
of hard-twist carpets.
Luxuriously rich, it has
"the world's most stubborn twist"
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Duratwist is woven of
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Fourteen style-right colors.
All wanted widths.

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For every room and period... there's a GLOSHEEN scheme*

How well "Gloucester" suits the decor of this room! There's a Glosheen pattern for *your* room, too, with plain color Glosheen to combine for a new and low-cost color scheme. Find your favorite in the American Home Magazine Selection, a Glosheen group chosen by the editors of American Home. The Waverly Bond guarantees all Glosheen.

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I enclose 10¢. Please send me the new booklet, "Decorator's Tricks with Fabrics."

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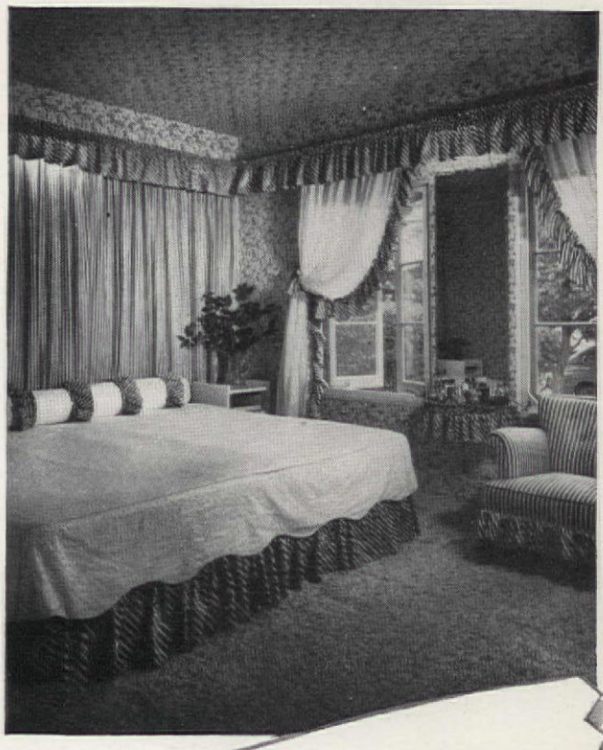
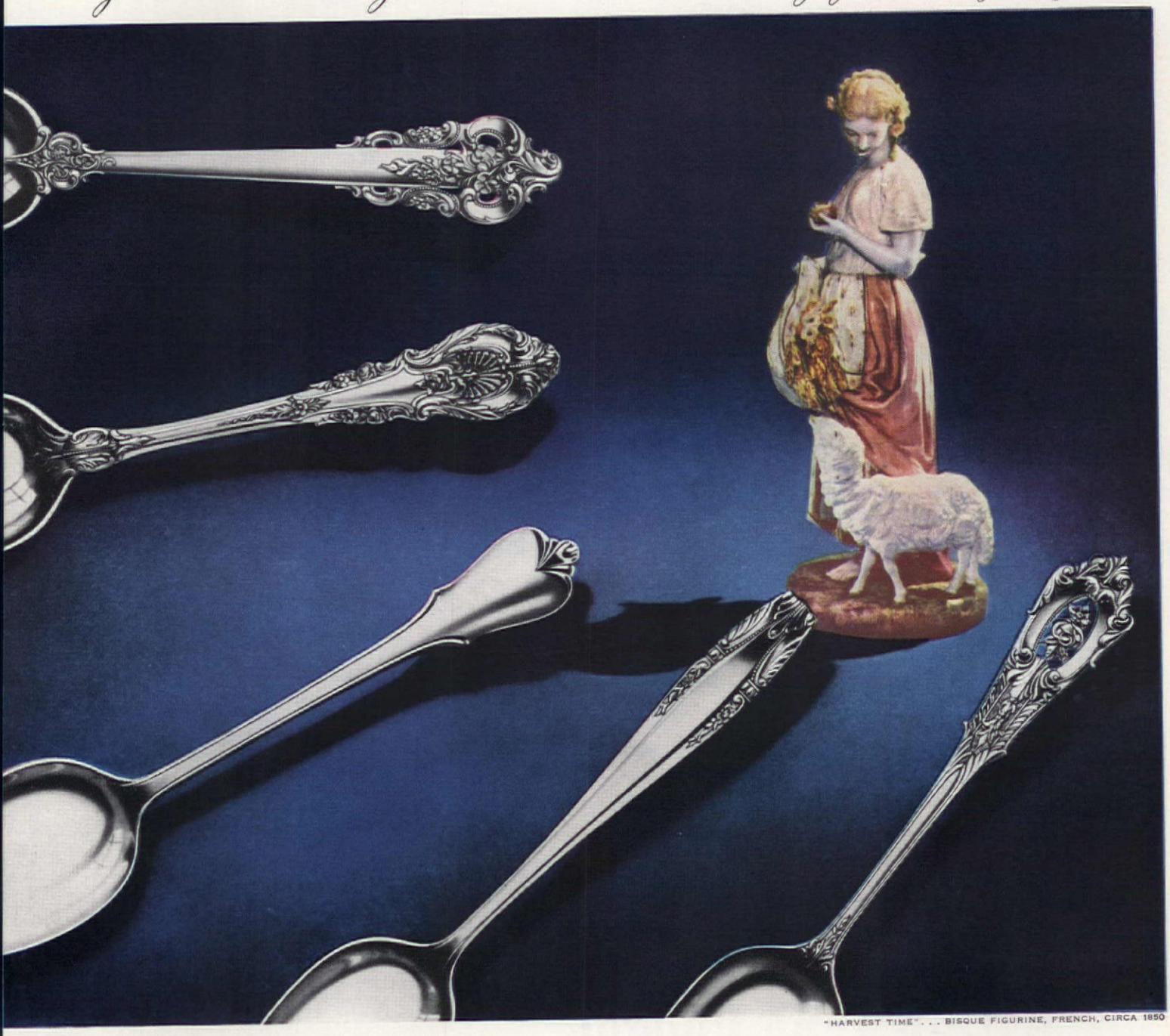
Unity is achieved by consistent use of one fabric. Small bedroom had too many windows, little wall space. Draperies behind bed conceal windows, form background for bed. Fabric is blue and white pencil-striped chintz



Choose One Good Fabric and Stick to It!

Draw curtain hides open-faced closet built on one wall. Count uses of striped fabric: closet curtain, drapery behind bed, valance, chair, bed skirt, bolsters, ruffle on organdy curtains, dressing table. B. L. Savin home

Only Wallace Sterling ... like Sculpture ... is lovely from every angle



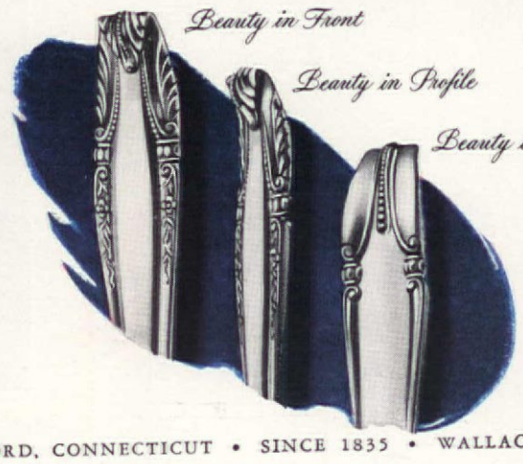
"HARVEST TIME" . . . BISQUE FIGURINE, FRENCH, CIRCA 1850

Only Wallace Sterling ... like Sculpture ... has

Third Dimension Beauty

Fall means the beginning of the festive season . . . gracious entertaining is part of each day's living. And, an important part of each day's living, too, is Wallace Sterling . . . the most sought-after silver in America.

That's because William S. Warren, famous designer of fine silver patterns, has created in Wallace the only sterling with the "Third Dimension Beauty" of sculpture . . . beauty in front, beauty in profile, beauty in back. Before you select your silver, be sure to see the five "Third Dimension Beauty" designs in Wallace Sterling. Left to right: Grande Baroque, Sir Christopher, Grand Colonial, Stradivari, Rose Point. Six-piece place settings from $27 to $35, according to pattern.



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So Grand for S
This hide-a-way pl
your dining roon
of extra usefulnes
how easy to keep
tive and spic-an
The handsome f
Sloane Quality
Linoleum in the
diagonal patter
1690. The trim is
seal Cove Base.

Yours for Only $42 *(approx.) for 10'x12' area, installed.*

Hubby's Hobby finds a place for itself—thanks to a floor that's as practical as it's beautiful. This charming diagonal effect is one of countless designs you can create and install yourself with SLOANE QUALITY LINOLEUM TILES. Used in this sparkle-bright room are Linoleum Tiles 1254 and 1208.

Material only . . . (approx.) for 10'x12' area $3

New Ideas for Beauty within Your Budget

. . . double-duty rooms inspired by the better design and truer color of Sloane Quality Linoleum Products

See how these dining rooms serve in more ways than one . . . and do it so delightfully. Their charm started with floors designed to make space more livable and lovelier—*at surprisingly low cost.*

Discover for yourself how Sloane-Blabon floors inspire ideas. Visit your dealer and see the many brilliant decorator-colors and patterns in Sloane Quality Inlaid and Marbletone Linoleums . . . Linoleum Tile . . . Koroseal* Tile, Cove Base and Cove Molding . . . Asphalt Tile . . . Resilient Enamel Rugs, Floor and Wall Coverings.

Yes, get Sloane Quality floor covering when you want to make the most of a room—*for less.* You'll find the beauty you've been looking for—*priced within your reach!*

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SLOANE *Quality* LINOLEUM PRODUCTS

for better design and truer color

Dine and Dance! This floor is made for pleasure. It's Koroseal, the miracle plastic that never shows its age . . . can't scuff or dent. Used here are Koroseal Crystaltone Tiles 4507 together with Koroseal Strips, 4011 and 4016. The world's most luxurious floor covering . . . *and yours for a lifetime!*

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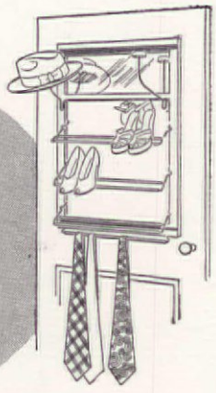
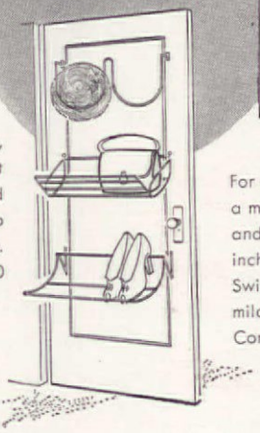
How to S-T-R-E-T-C-H your storage space

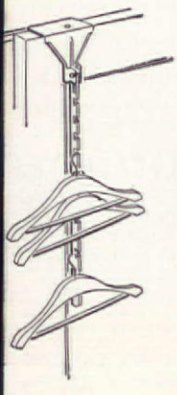
Sturdily built wardrobe of simulated knotty pine fits into 44 by 22 inches of floor space; holds up to 40 garments. Has built-in hat compartment. About $17.00

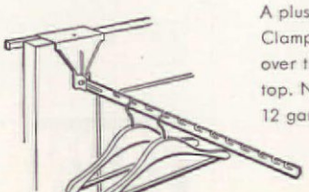


For head-to-toe grooming a mirrored hat, shoe and tie rack taking only 22 inches of wall or door space. Swiveled tie rack could hold milady's belts or scarves. Complete unit around $5.00

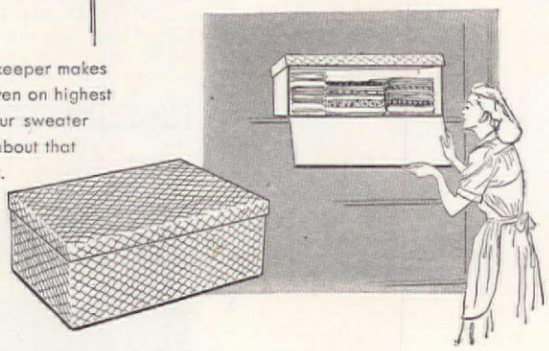


Cradle that problem-child, your purse, on the closet door. Add shoe rack and curved-for-brim hat rack to release needed shelf space. Set of 3 under $4.00

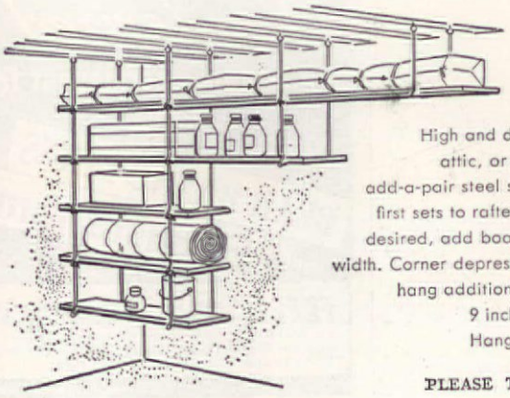




A plus in hanging space. Clamp designed to slip over thick or thin door top. Notched rod holds 12 garments. About $1.50

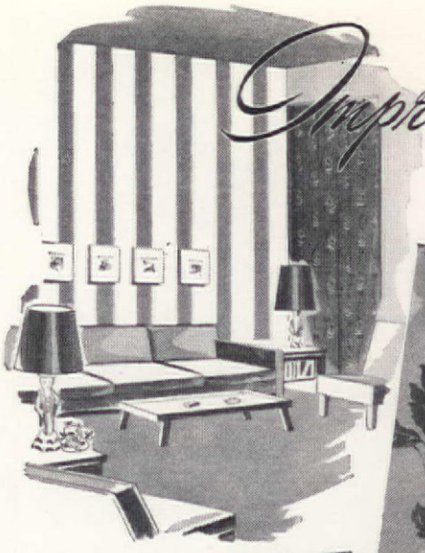


Drop-front of blanket keeper makes contents accessible even on highest shelf. Use one for your sweater wardrobe. Capacity about that of one dresser drawer. About $6.00. Done up in quilted, satiny plastic, it's pretty, easy to clean



High and dry storage in cellar, attic, or garage is yours with add-a-pair steel shelf hangers. Attach first sets to rafters, spacing to length desired, add board up to 12 inches in width. Corner depressions make it easy to hang additional hangers, allowing 9 inches between shelves. Hangers about 75¢ a pair

PLEASE TURN TO PAGE 86



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...it's fabric!

...it protects while it beautifies

Exquisitely styled Wall-Tex is a fabric wall covering that gives a luxury lift to every room it decorates. It enriches those large wall areas with impressive charm — and its sturdy fabric strengthens and protects the walls. Choose Wall-Tex for every room, then there's no need to let ugly plaster cracks and dirty walls force you into untimely, extravagant redecorating. For Wall-Tex controls plaster cracks and its lovely, non-absorbent finishes are safely washable, time after time, with soap and water.

WALL·TEX
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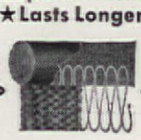

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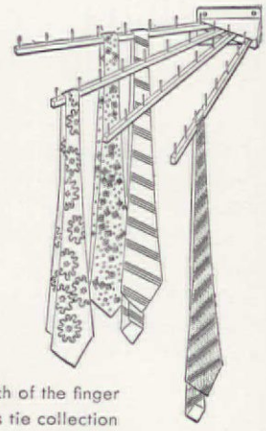
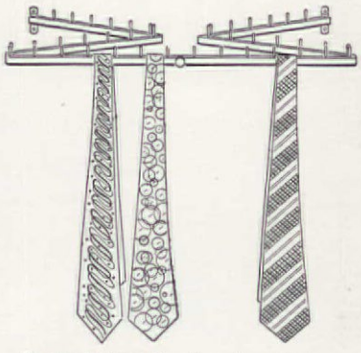
Storage Space

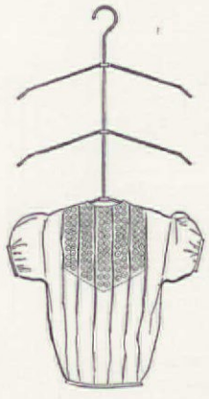
(Begins on page 85)



A touch of the finger swings tie collection into view, back into 14 by 2½-inch area. Four arms have 28 compartments to keep four times that many ties orderly and in press. Costs about $2.50



Twenty inches of wall or door space will house this rack. Its 36 compartments will organize the ties of the most fastidious male. Rack pulls out for ease of selection. About $4.00



Two dollars will get you room for six blouses in the space of one on your closet rod or back of door! Each of three hangers in tier will accommodate two in fresh readiness

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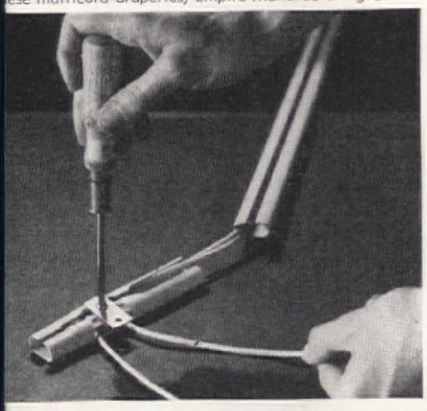
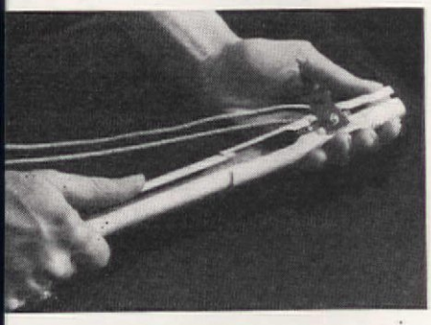
Traverse Rod (Begins on page 42)

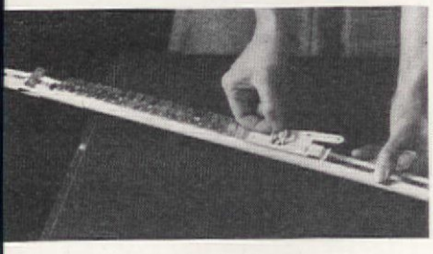
ese multicord draperies, Empire Manufacturing Co.



Cords go over wheels, come through hole in bottom of sleeve. Screw double pulley wheel in place. Screw goes through brass plate into loose pulley wheel



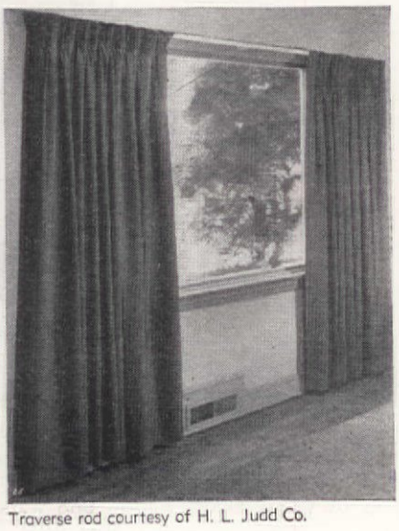
Fit sleeve on to right end of rod. Hold cords firm at end of rod. Push right master carrier and small carriers to extreme right, left master and small carriers to left



Fasten cord under right master-carrier cord cleat. Second cord under left master-carrier cleat. Master carriers will meet in rod center when cord is pulled

Insert rod in brackets. Long rod such as this one requires a center support firmly screwed to window frame

Put up left curtain. First two hooks in upper right corner fit into master carrier. Others hook in single carriers



Put up right curtain. First two hooks in left corner fit into master carrier. Last two hooks on outside edge of each curtain must fit into holes in bracket

Traverse rod courtesy of H. L. Judd Co.

Pattern shown: "Picture Window"

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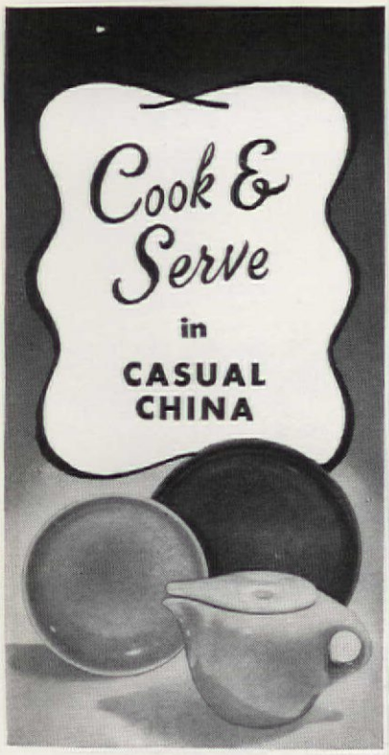

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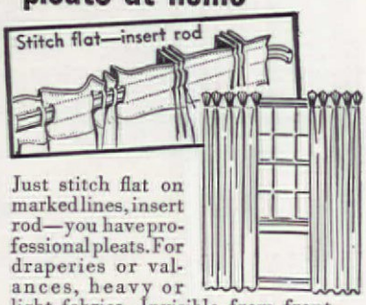

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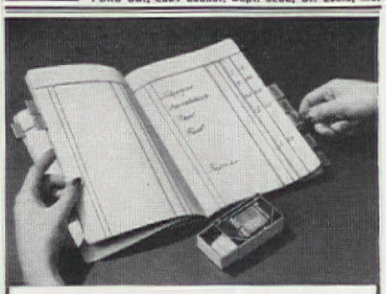

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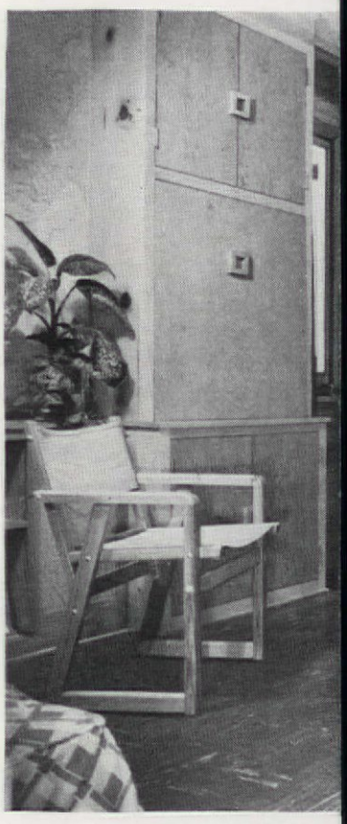
Corky Kocher's Story



Young Corky's room has two studio beds, to occasionally bunk a buddy. Walls are pine, excellent built-ins of fir plywood. Floor is asphalt tile. Corky has collection of guns, keeps them in glass-doored case near head of his bed. Door leads to dressing room, tiny bathroom off left. Mrs. Kocher, a decorator, designed layout of room

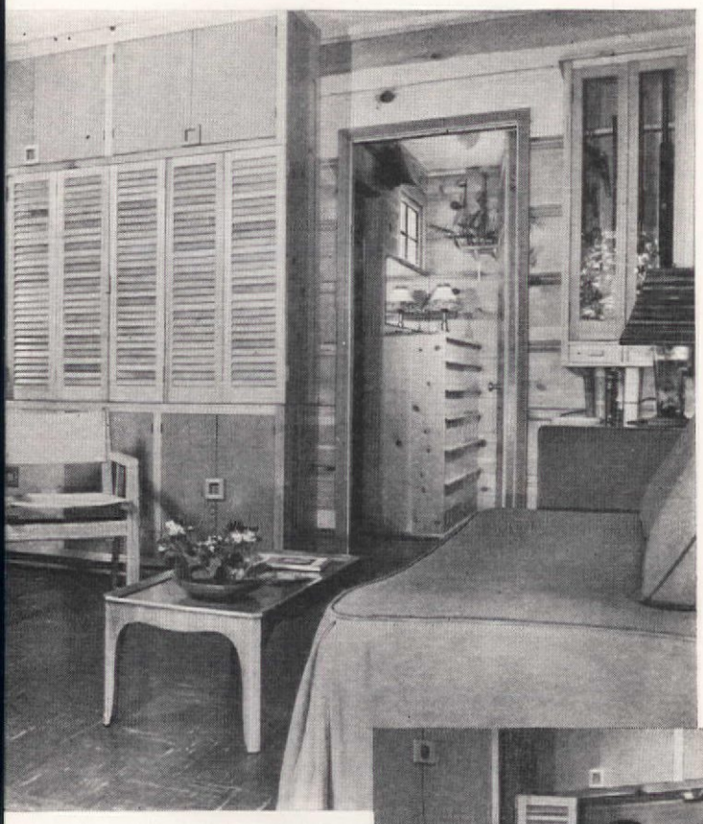
for Corky, plus privacy, independence, and comfort—a separate apartment for a young bachelor, yet just a few steps away across the back yard from mom and pop.

Papa Kocher knows his way around with a hammer. Mother Kocher is a talented decorator. Doing much of the work themselves, the Kochers added a four-foot lean-to on the alley side of the garage to take care of bath and dressing room, broke through one wall of the structure to install a big glass window, built a "pullman" kitchenette into another wall of the room.

On Sundays Corky rises late, yahoos across the back yard, and Mr. and Mrs. Kocher come over to Corky's apartment for coffee which he brews. Later Corky's friends come by, read the funnies, play records, amble down the beach which is near by.

Built-in shelves at foot of extra bed contain war trophies. Flap-down table is used for eating or as a desk. Map of world nearly covers one wall. Lamp is decoy duck

(Begins on page 38)



Canny built-ins are a space saver in a house as small as Corky's. Cupboard door next to kitchenette lets down to make breakfast table or buffet counter, doubles as desk

They're coffee hounds at Corky's house. Table, beds, two folding chairs are only movable pieces of furniture in house. Cabinet next to studio couch holds bedding

WATERVILLE TABLE: North of New York State's Cherry Valley emigrants from the New England colonies founded the pioneer village of Waterville Here they left the original from which the Stickley "round table," pictured here, was developed. With extension leaves it seats 12 persons, readily served by means of the Lazy Susan.

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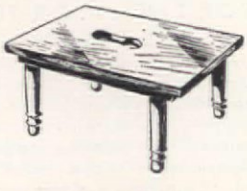

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Pottery bowls from the desert coast of Chile, with textile-like designs similar to work of early Pre-Colombian potters. Courtesy, Brooklyn Museum

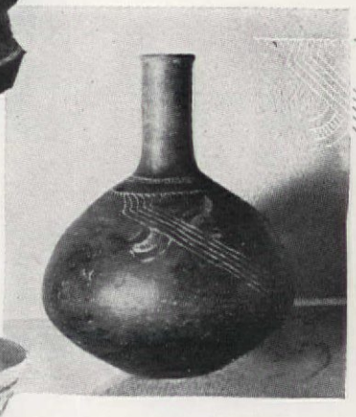
Past-Perfect Modern

EDNA DEU PREE NELSON

Potters of all ages have been inspired by a desire to be of service. They have designed functional ware for religious worship, planting, and for the home. Always in simple, honest forms, ageless in type, they keep company with any century.

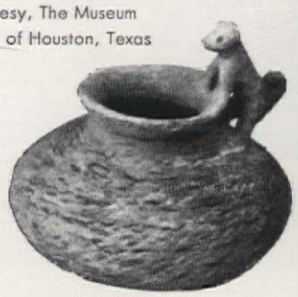
Proof of this—and there for all to see—are the ceramic collections in the country's museums. Side by side stand the wares of the young Egyptian who made water and wine jugs or cooking pots for his people; of the Persian artists who labored happily under the directive eye of wealthy patrons; of the Chinese whose products seem symbols for beauty, patience, timelessness; of the first Americans—the Indian—whose pottery vessels were the equal of those made in Egypt and Rome. The bold contrasts, color harmony, power of construction of modern pottery stems from this ancient heritage—a past that is perfect modern.

Voodoo jug of almost black earthenware with greenish lead glaze made by Jonathan Fenton, first to establish a pottery in New England. Courtesy, Fine Arts Gallery, San Diego



Some American Indian modeled this simply decorated, well-proportioned water jug years before America was more than a name to white men. Courtesy, Department of Fine Arts, University of Pittsburgh

A fine example of Persian pottery is this black and blue Kufic beaker, eleventh century Kashan ware. Courtesy, The Museum of Fine Arts, of Houston, Texas

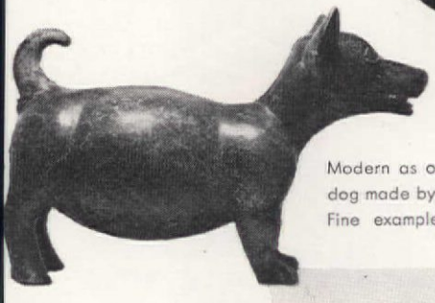


The Pueblo potter who made this prehistoric jar, modeled of coiled clay, lived in the Mimbres Valley of New Mexico. Courtesy, Southwest Museum, Los Angeles

In Peru, bird vessels like this symbolic and utilitarian urn were made and used by the hundreds

An early portrait vase of the Fox God, typical of the religious vessels worshiped by the people of northwest Peru

Earliest of all Peruvian pottery are he pieces in yellow and red. Vigorous and dramatic examples of utilitarian art



Modern as our art of today is this ceramic dog made by the potters of Colima, Mexico. Fine example from the Toltec civilization

Clay vessels, with serpents and bird-like figures skillfully applied in relief, were modeled by early Colombians

Ancient clay cup with incised decorations painted white, red, and black; work of a Colombian potter

From Panama comes this handsomely decorated pottery vessel, unearthed by the Peabody Museum expedition in 1931

Modeled in ancient Peru long before the days of the Spanish conquest were these heads done in black and red

All ceramics on this page courtesy, Brooklyn Museum

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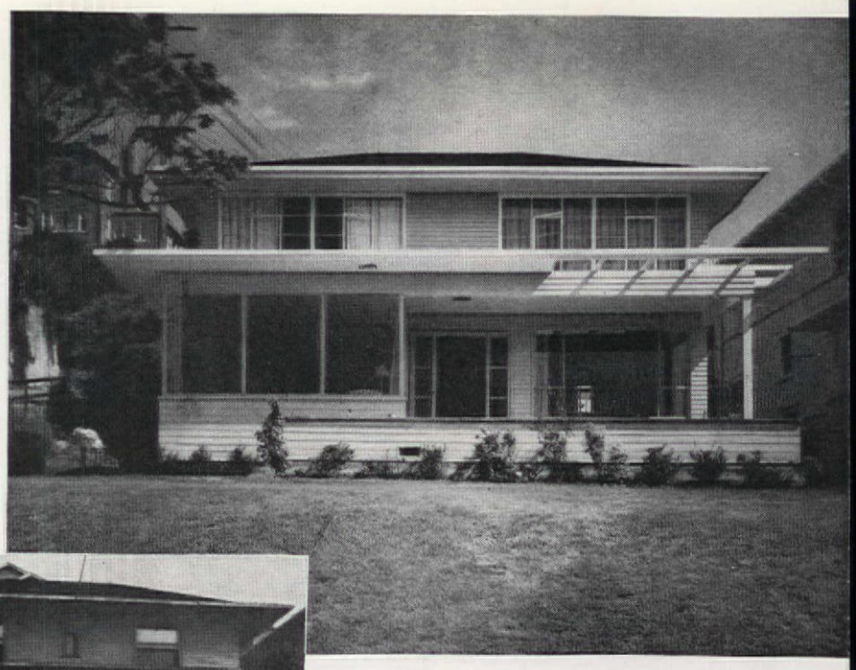
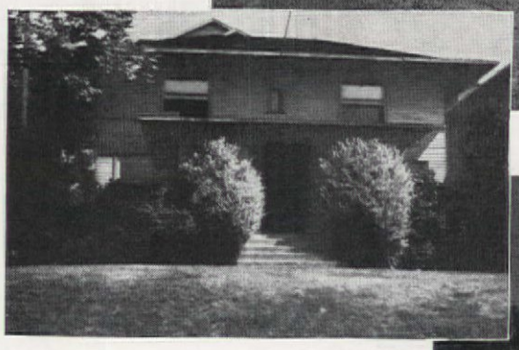


AFTER: With wide overhanging eaves and trellis, view windows and geometric front-entrance design, the remodeled home of Mrs. Sigrid Nelson in Seattle, Washington, is now as up-to-date as today's newspaper



BEFORE, above: House typical of many found in old established suburbs AFTER, right: Transformation was made without any change in basic framework

Photographs and data: Dearborn-Massar

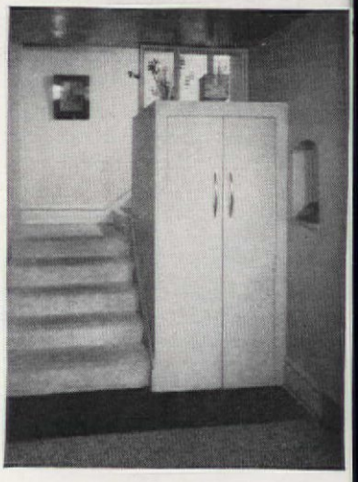
WILLIAM J. HENNESSEY

How to Streamline a Middle-aged Frame...

A house high on a hill with a magnificent view below of a thriving city, busy harbor, and mountains beyond sounds like a dream come true. And well it might, all things being equal. Mrs. Sigrid Nelson did find the ideal site but—and a very big BUT—the house was ugly beyond words. It took several visits before this former decorating student decided upon a definite course. Grim as the house was, the view was worth fighting for. Many a hopeless house had been given a new lease on life, and she was determined that hers would be no exception.

A consultation with a modern architect, Donald Dwight Williams, gave her further assurance. The impossible could be made to happen! Off came the cumbersome, heavy front porch; light and brightness entered the interiors through a new super-large view window. After the exterior walls had been given a new layer of siding, a concrete-paved terrace under a geometric trellis completely transformed the front elevation. On the east side where a neighbor's house came too close for comfort, obscure glass added both light and welcome privacy.

Interior walls were in such a state that most of them had to be replastered. Downstairs they were given a coat of light green-turquoise. Being an artist at heart, the new owner used colors



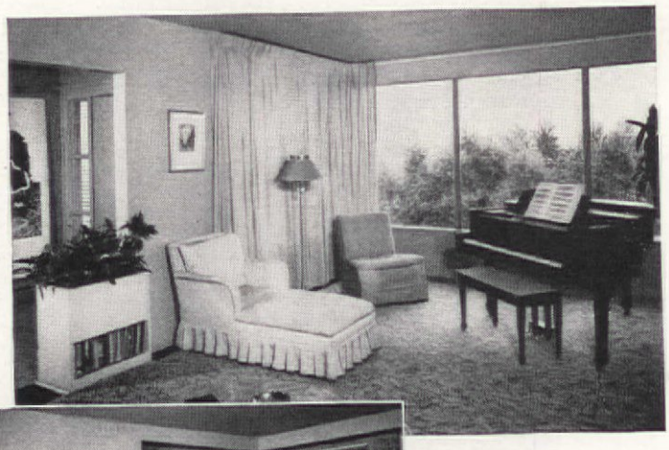
Hall clothes closet now takes the place of cumbersome stair rail

functionally and with an eye to bright airiness. For instance, in order to display better the yellow-green multicord draperies in the living room, a soft-gray carpet was chosen. This carpet just about covers the floor area. The same gray was used on the small fireplace seat which also has rose cushions to match color of custom-built curved sofa near the corner window. Modern simplicity is the keynote throughtout all principal rooms.

The stair hall just glows with brilliant yellow, a color that has been used in the second-floor hallways as well. Here one notices the definite open feeling so prevalent throughout the house, for the old heavy stair rail was torn out and, in the space formed by a turn in the stair, a well-planned coat closet now guards against accidents. This closet is not ceiling-high; it allows light from the stair sash to filter into the lower hallway. The point of focal interest in this hall is a colorful "Ancestor Portrait" from China; the telephone alcove is a thoughtful touch.

The walls in the master bedroom are blue, the rug white, the ceiling covered with silver and blue wallpaper. Silver, too, is found on the several chests in the room, ingeniously covered with paper in checker-board design. Contrasting with these cool tones are the rose-colored velvet bedspreads.

This view of living room looking toward front hall could well be of any new, well-designed modern house



Mrs. Nelson with daughters, Jeanne and Doris, in living room form pretty family portrait against rose circular seat. Rose bamboo shades hang on corner view sash

Built-in bookcases flank one side of new chimney breast with its large shadowbox. Simple molding frames tile fireplace

Rate yourself on this Home-Owners' Quiz

The right answers can mean money in your pocket

Q. Which insulation should I choose?

☐ Batt ☐ Blanket ☐ Loose fill

A. Most insulations are good. However, blanket insulation offers two important advantages: first, it will not pack down or settle when installed in sidewalls . . . therefore it provides *uniform* insulating efficiency. No money-wasting thick spots, no thin spots where heat can seep in or out. Second, builders will tell you that the correct way to insulate walls is the blanket way—leaving air space on both sides of the insulation to prevent heat lag and condensation. Among blanket insulations, KIMSUL* is outstanding. It's the only many-layer stitched blanket in the world and is flexible, non-crumbling, non-irritating.

Q. Insulation for the average new 6-room house would compare in price to what?

☐ A grand piano ☐ An easy chair ☐ A small new car

A. Insulation is one of the most important, yet least expensive features of the home. To completely insulate the average new 6-room home with KIMSUL costs about $150—actually less than a new easy chair! Moreover, KIMSUL applied throughout cuts new home fuel bills as much as 44%—up to 33% when applied in the attic of an existing home. So the original cost is paid back within a few years. To save money, insulate first—you can always buy the extra furnishings later.

Q. How can I determine whether or not a new home is efficiently insulated?

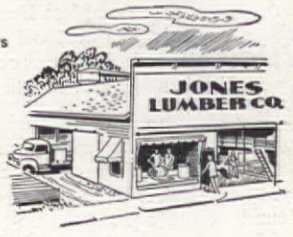
☐ Check walls and ceilings ☐ Check the insulation ☐ Check both

A. Check both! The ceilings and especially the sidewalls should be completely insulated. Make sure the insulation is not a type that may settle. Check it for fire, insect, vermin and mold resistance. Finally, inspect the window and door frames for caulking to prevent drafts. If the builder has specified KIMSUL, this information will be readily available.

Q. Where is insulation sold?

☐ Building material dealers ☐ Lumber dealers ☐ Mail order houses

A. In the case of KIMSUL, all three answers are correct. Most dealers will install KIMSUL for you, or you can install it yourself. And in addition to providing wintertime comfort, KIMSUL lowers inside temperatures as much as 15° on hottest summer days.



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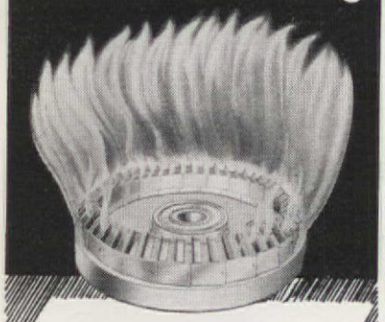

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Home Study Plan (Begins on page 36)

were taken from the driveway and used for the new chimney.

It is an easy matter to provide heat for this den because pipes for the radiant steam system were laid directly on the concrete slab, then covered with crushed rock, another concrete slab, and finally finished with asphalt tile built level with the kitchen floor.

All evening meals are served here; however, breakfasts and hurry-up lunches are eaten in the bright kitchen at a round table surrounded by Mexican chairs. Through a window flanked by ivy in red pots, Mrs. Welshman can supervise play-yard goings-on.

Covering the living-room floor is a 10 by 20 foot braided rug, product of the two adults and largest of several in the house. Actually it took six months to make. Here the color scheme is gray-green and wine, the former found in the woodwork and floral wallpaper, the latter in the rich burgundy draperies. A recessed cupboard on the fireplace wall, painted white, holds Mrs. Welshman's collection of ruby glass. Nostalgia is apparent in the old-fashioned spinning wheel and love seat in delicate floral designs.

Since much of the time is spent out of doors, there's a large terrace for family meals. Father, assisted by many small willing hands, takes over duties as chief cook. Naturally there are always several dogs, cockers to be exact, and a big yellow cat to complete the authentic homespun look. With such a setup the Welshmans, father and mother, need never worry about their flock straying too far from the family hearth for where could they find a substitute for such congenial, co-operative family living?

Mrs. Welshman, a professional harpist, teaches six-year-old daughter Linda on miniature replica of her own instrument in formal gray-green and wine living room

Good living spreads out onto terrace where father and son, Lynn, roast frankfurters over open fire. Linda, Dana, and mother await with growing appetites

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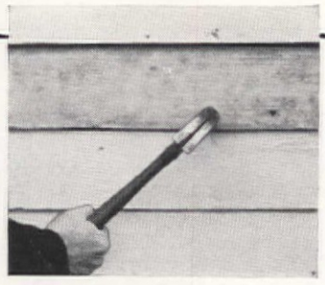
How to Fix a Split Clapboard



ALDEN STAHR

Fifteen minutes is all it took to complete this job. The materials involved were a few 6-penny common wire nails, putty, and a piece of old clapboard which matched the rest of the wall. Tools were simple: keyhole saw, square, nailset, wide chisel, hammer, crosscut saw, and a wooden wedge made from a piece of 2 x 4.

First the nails in the split area of clapboard and the clapboard above were located and driven completely through the boards with the nailset. Irregularities in the surface and the paint color will usually show where nails are.

With the wide chisel the upper clapboard was pried out a bit from the wall, and the wood wedge was inserted to hold the board out. Running the keyhole saw under the raised board (upper photo), the split section was cut out after marking a vertical guide line with the square. Next the repair clapboard was fitted and nailed in place (lower photo).

If there is no sheathing behind the clapboards, cut the split board out to the nearest stud past the split. Then nail a cleat (short piece of 2 x 4) to the stud with 10-penny nails. Nail the new piece of clapboard to the cleats and the studs.

The upper clapboard was renailed. All nails were set, and the holes puttied. When the putty was set, the repaired area was ready for painting.

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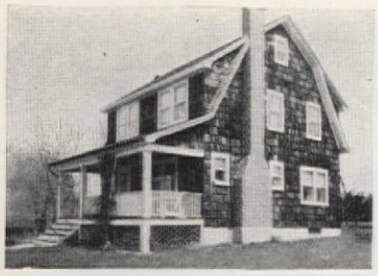

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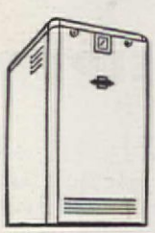

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Photographs by F. M. Demarest

Flagstones lead to picture-book house set on side of hill, surrounded by luxurious planting of boxwood and old trees. View from house overlooking glen below

Mrs. Weiss with friend beside lily pond which reflects weeping willow. Paths wind around secluded grounds, landscaped to appear unusually spacious

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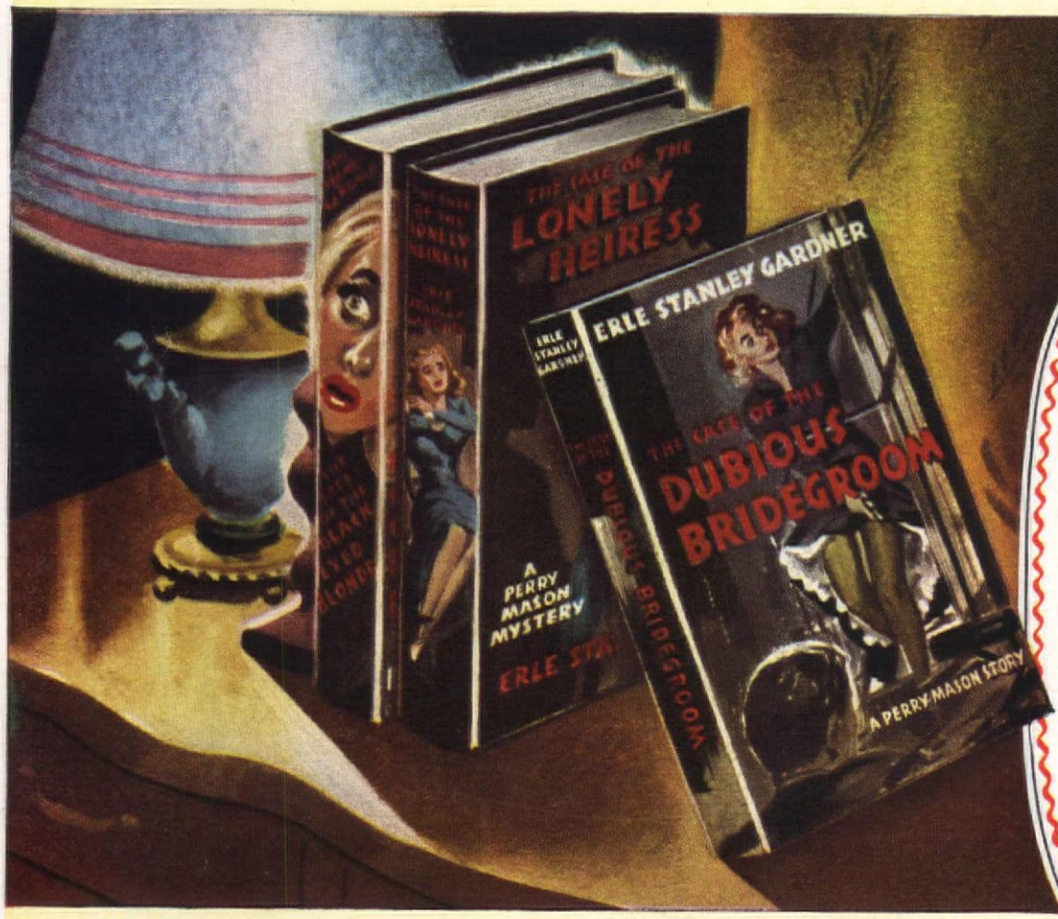

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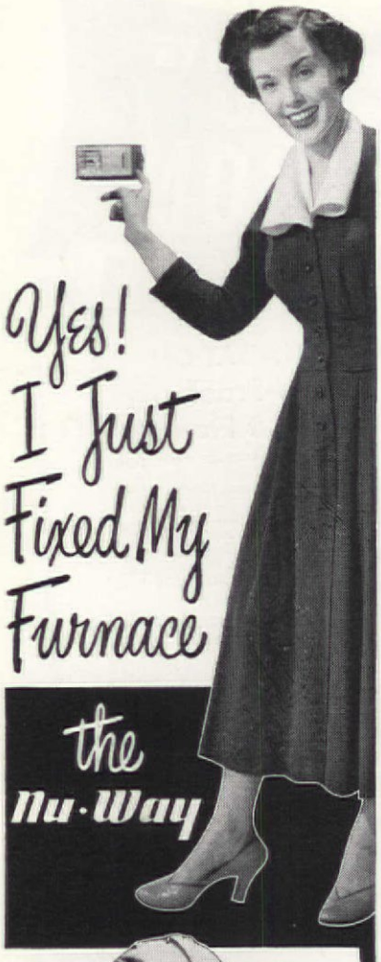

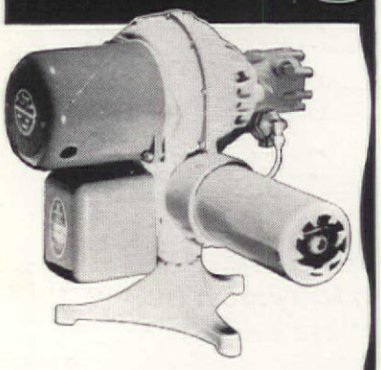

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• Soil survey of the State of Connecticut, now under way, is being greatly expedited by a machine called a Geiger counter x-ray spectrometer, which determines, in a matter of minutes, kinds and amounts of minerals in soil sample. Connecticut Experiment Station second in country to utilize this new apparatus.

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• Styptic pencils used to arrest bleeding can, because of alum content, cause holes to develop in bathroom towels. American Institute of Laundering warns all males and wives who look after them to keep that styptic pencil away from shirts and towels.

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• They must spend to learn is one theory developed in the U.S. Children's Bureau's newest publication "Your Child From 6 to 12." Address: Washington, D.C. Free.

Building Costs

• Compilation of answers to a nation-wide builders' questionnaire survey completed this spring by F. W. Dodge Corp. indicates building costs dropped approximately 5% between May 1, '48 and May 1, '49. Builders believe drop will continue to 8% or more in some areas by November. Attributed to drop in prices of materials and an increase in productivity of individual workers of all types. Materials are readily available in most categories throughout greater part of U.S. "Lump-sum" contracts have returned as general practice, whereas "cost plus fixed fee" contracts were rule during period of soaring prices.

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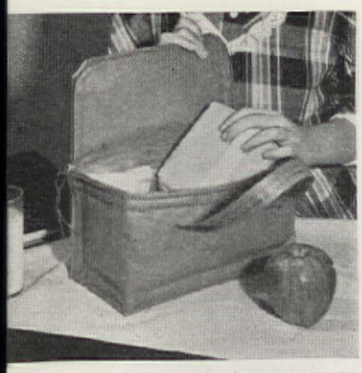

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WEE-BARRO

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New York 6, N. Y. **THERMO-KEEP** zippered lunch bag with Fiberglas insulation keeps hot food hot and cold food cold. In red, green, navy, brown or black. About $4.95. Nappe-Smith Mfg. Co., Farmingdale, N. J. Automatic **FYR-LARM** contains harmless compressed gas which releases loud, shrill blast when air reaches fire-approaching temperature. About $6.95. Syracuse Fyr-Larm Co. Inc., Syracuse, N. Y. Master **HASPLOCK** 450-B uniquely combines safety hasp, sliding bolt, and permanently attached padlock that cannot be lost or dropped. Cadmium plating prevents rusting. About $1.25. Master Lock Co., Milwaukee 10, Wis. **WEE-BARRO** is a handy, lightweight, steel wheelbarrow dispensing with usual carrying container. About $4.95. Bathey Mfg. Co., 100 S. Mill St., Plymouth, Mich. **HANG-ZIT** space-saving clothesline brackets tightly hold up to five lines, hook out of way when not needed. For basement or outdoor use. About $7.95. The Hang-zit Co., 2727 Walnut St., Kansas City, Mo. Tru-Way **ROLLER SASH PAINTER** has floating guard to keep paint spots and smears off glass. About $1.00. Tru-Way Products Co., 1826 Norwood Dr., Grosse Pointe Woods 30, Mich. **FRIGID-CHEF** for tiny kitchens combines four burner range and 4 cubic foot refrigerator. Operates on gas or electricity. Ultra-Cold, Inc., 2615 Exposition Pl., Los Angeles, Calif. **SANITILE** flooring is made in three layers of vinyl, in four decorative patterns. Interchemical Corp., N. Y. C.

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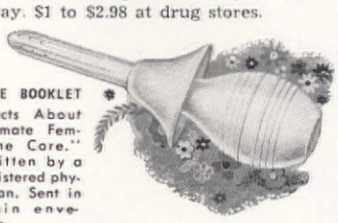

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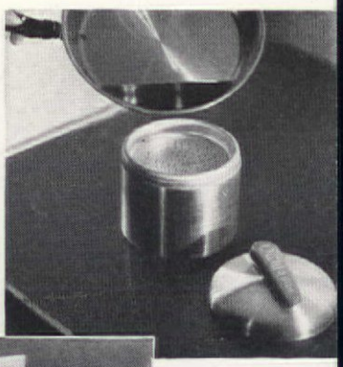

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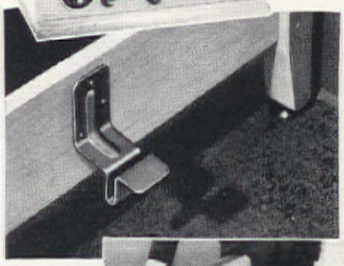

SLUMBER GUARD

LOOK...

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AIR DRYETTE J

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"FRIDAY'S child is full of woe . . ." and like a true footlight queen, she's the smash hit of all the school plays. It will be either Broadway or Hollywood, but this stage-struck miss hasn't yet made up her mind!

"SATURDAY'S child has far to go . . ." and visions of college degrees dance through her head. Her classmates claim she'll be our first woman President, come 1979; or at least a Senator!

"BUT THE CHILD that is born on the Sabbath Day is bright and bonny and good and gay . . ." And, if dreams come true, some day her ship will sail in with a small house and a tall husband on board for that's her idea of heaven!

Margo Abbi

You owe it to your daughter to tell her these *Intimate Facts of Life!*

Before she marries—make sure she has this modern, scientific information . . .

Isn't it a blessing that in this modern age of enlightenment, helpful truths can be outspoken? Today, vaginal douches 2 or 3 times weekly are so widely recommended and practiced for intimate feminine cleanliness that the all-important question has really become—WHAT to put in the douche!

So, mother, make sure your daughter realizes: *no other type liquid antiseptic-germicide of all those tested for the douche is so powerful yet so safe to tissues as* ZONITE. (If you have the slightest doubt, send for PROOF in the free booklet below.)

Cautions Against Weak or Dangerous Products

If, through old-fashioned advice passed on down through the years, you are still using 'kitchen makeshifts' such as salt, soda or vinegar —let us warn you these are NOT germicides in the douche.

On the other hand, no wise woman would want to resort to dangerous products — overstrong solutions of which may burn, harden tissue and, in time, even impair functional activity of the mucous glands.

Truly, ZONITE is a modern miracle! ZONITE has a powerful germ-killing action yet is ABSOLUTELY SAFE to tissues. It's positively *non-poisonous and non-irritating.* You can use ZONITE as directed as often as you wish—there's not the slightest risk of injury.

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ZONITE eliminates odor, removes waste substances and discharge. You feel so dainty and refreshed. Helps guard against infection. It *kills* every germ it touches. You know it's not always possible to contact all the germs in the tract. But you can BE SURE ZONITE DOES KILL every reachable germ and keeps them from multiplying. Available at any drugstore.

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~~30~~ 26 days hath September!

NO BELTS
NO PINS
NO PADS
NO ODOR

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Next time you buy sanitary protection, insist on *Tampax* and have it ready. Full month's average supply slips into your purse. At drug and notion counters in 3 absorbencies: Regular, Super, Junior. Tampax Incorporated, Palmer, Mass.

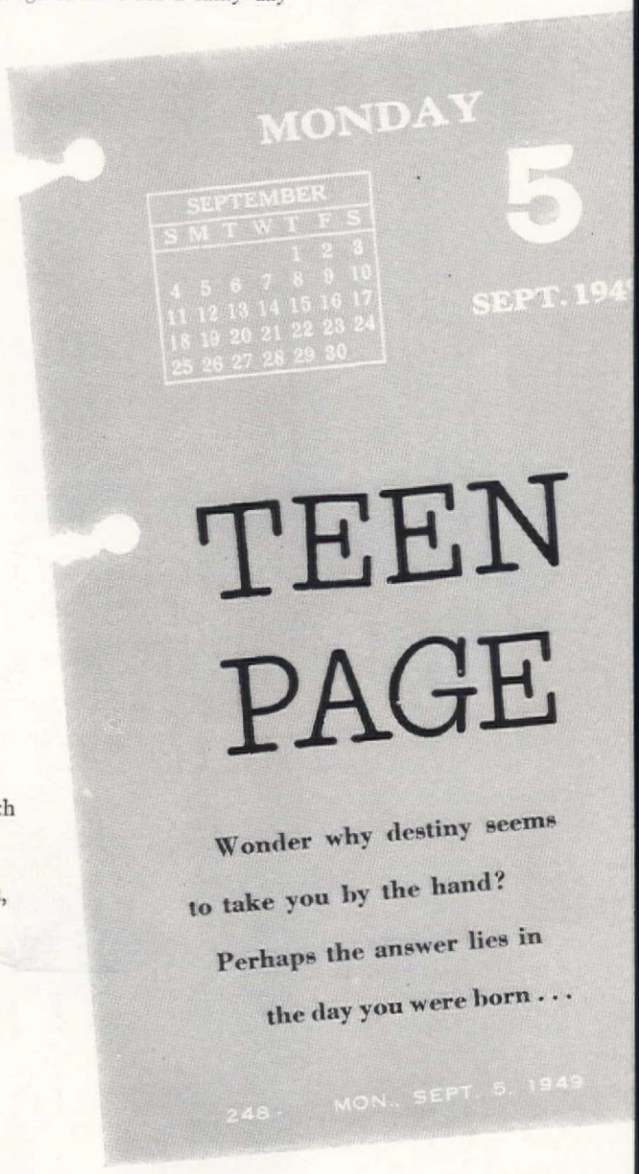
Accepted for Advertising by the Journal of the American Medical Association

"MONDAY'S child is fair of face . . ." and she has her eye on the future, too. So she models in the local department store on Saturday mornings to save for a rainy day

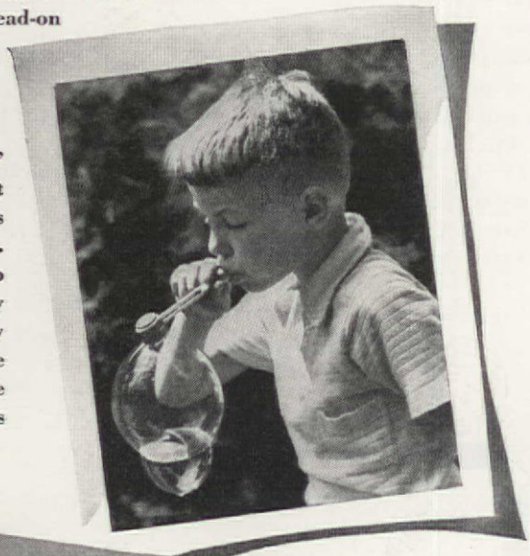
"TUESDAY'S child is full of grace . . ." which you can see on odd Tuesdays when, like an ambitious ballerina, she practices her pirouettes. She has her eye on the Ballet Russe, and means to get there!

"WEDNESDAY'S child is loving and giving . . ." in the true sense of the word. She volunteers two evenings a week at a near-by orphanage, feeding and reading to the children

"THURSDAY'S child works hard for a living . . ." learning how to type and take shorthand; keeping her budget straight. She's getting ready for a successful career in the business world



Good pictures tell a story, reveal something of the child's personality. Oddly enough, pictures shot from the back may be twice as effective as those taken full-face and head-on



"Watch the birdie" technique went out with tintypes, makes child camera-shy. Give him something to do—a game to play or an idea to carry out—so he'll be relaxed and free when shutter clicks

Wise shutterbugs watch their lighting, shoot in the early morning or late afternoon. To avoid undesirable squint, keep child from facing into sun. Here, light coming from side makes a dramatic portrait

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. . . with year 'round hot water

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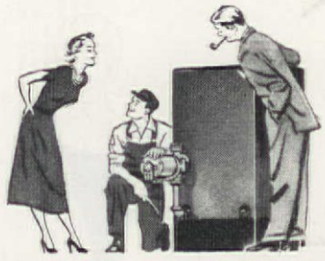
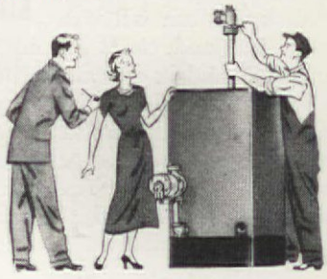
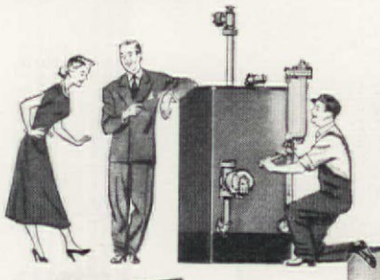
THE CHANGE-OVER IS AS SIMPLE AS THIS—



1 First, your heating contractor installs a B & G Booster Pump. This is the unit that provides *forced circulation* under accurate automatic control. It is completely dependable, quiet and uses an insignificant amount of electric power.



2 Next comes the Flo-Control Valve. This Valve remains tightly closed, preventing any heat from rising into the radiators, except when the Booster Pump is running. Hence, it protects against an "over-ride" in temperature and also permits summer operation of the Water Heater.



3 Finally, the Water Heater. From this unit comes an ever-ready supply of hot water every month of the year. You never have to worry about expense because this is the low-cost way to produce an abundance of hot water. Always plenty for automatic washers and showers.

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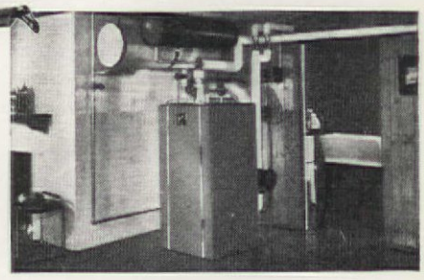

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DEPT. BD-29, MORTON GROVE, ILL.

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◀ Home Study Plan No. 3

One-story brick. Extra-large windows face living terrace. Modern interiors, two bedrooms

◀ Home Study Plan No. 4

Modern wood, two-bedroom house, combination living-dining room, good closets, attached garage

◀ Home Study Plan No. 5

All wood ranch house with flexible two-bedroom plan, view windows and large open living porch

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Picturesque one-floor budget rambler with living-dining room, two bedrooms, attached garage

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7. ☐ **50c** (See page 36)

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Shoot them in the sun!

ELIZABETH HIBBS

While Old Sol is still shining bright and long, during late summer and early fall, it's time to dust off your camera and go outdoors to shoot pictures of the youngsters.

It's easy to take your pictures out of the amateur class if you have patience, an observing eye, and a little know-how. A camera is, of course, a "must," but whether yours is a three-dollar "box" or an expensive import, it will do a fine job once you've learned how to use it. Have implicit faith in manufacturer's directions, follow them to the letter.

Chief fault of many child pictures is that they lack punch. A close-up of a blank face is boring—even to fond mothers and dads—while a photograph of a child digging in the garden or absorbed in play is lively and interesting.

Things to remember when you go outdoors to make that perfect shot: Plan pictures with a story-telling angle. Open lens, set shutter speed according to directions. Then shoot!

Most amateurs shoot from too far away. Close in on your subject, make sure figure fills half to three-quarters of area seen in finder. For head shots, get as close to subject as camera will permit

Photographs by author

Be ready to click the shutter at moments like this. And don't be stingy with film. The more pictures you take, the better your chances for one perfect shot well-worth enlarging

while you may!

E. L. D. SEYMOUR

That is, when the gray-green pods are about to split, but before they discharge their close-packed, silk-tasseled contents—and you have material for year-round arrangements like that shown below (photographed six months after it was made!). Few plants are more fittingly named than the milkweeds, or silkweeds, which comprise some 80 species of the botanical genus, Asclepias. That name, from the Greek god of medicine, suggests the therapeutic value of some of them. The milky juice (which does not, as some believe, cause warts) has attracted attention as a source—still commercially unrealized—of rubber. During the war, youth groups collected millions of bushels of the pods so the silk could be used in life preservers in place of the then unavailable kapok. But the main interest in this common field and roadside weed (as in its relative, the often cultivated, orange-flowered butterfly-weed, or pleurisy-root) is an aesthetic one, because of the odd attractiveness of its habit, flower heads, fruits, and seeds.

Don't denounce "dried flower arrangements" until you try long-lasting combinations like this one—of mullein stalks, bayberry sprays, and, especially, exploding milkweed

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TOUGH, LONG-LASTING
ALUMINUM SCREENING

ALUMINUM..your best buy in screening

Before you put them away for the winter, repair rusty, old screens with new aluminum screening that never makes dark stains on siding or sills. Aluminum screening made of Alcoa Alclad Aluminum, has extra strength, extra long life, keeps its good looks. You'll find this new aluminum screening gives you more lasting value at surprisingly low cost.

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TM. REG. U.S. PAT. OFF.

Gather milkweed

Odd, hourglass-shaped flowers with petals part up, part down, make up the fragrant, rounded, pink to purplish umbels of our common, native milkweed (*A. syriaca*). Bees, seeking honey, often get their feet trapped in slots between the petals. Pulling loose (if they can) they drag with them little blobs of pollen grains

The pods, properly called follicles, are a dusty gray-green, thickly set with soft, innocuous spines. As they mature, they dry, split open along one seam, and curl back, releasing an incredible number of shiny black seeds, like another of Nature's prolific cornucopias. Remember seeking them for pin-cushion filling?

Gradually, the smooth, firm, wonderfully packed mass of round, flattened seeds—each with its parachute of long, silken threads—loosens, comes apart, and disintegrates in all directions. Wind, weather, or we who love beauty, may speed up or retard this dispersal whereby the plant seeks to perpetuate its kind

Photographs by John P. Roche

Big Trees for Little Houses (Begins on page 40)

ee varieties can be predicted, as in e chart on page 41 (for the ten-year riod after planting), and in the companying table (for 20 and 40 ars from planting, respectively). It assumed that the trees, when anted, were about 2 inches in trunk ameter or 8 to 12 feet high. For y tree, rate of growth depends mewhat on its age. In general, ees start rather slowly, requiring om five to fifteen years to reach the inch size usually planted. During e period covered by these studies, ey develop more rapidly; then, as ey approach maturity, the rate ows down, the growth is less lush.

GROWTH RATE OF TREES IN FEET

ecies	20 Yrs. from Planting		40 Yrs. from Planting		Min. Spacing
	Hgt.	Spread	Hgt.	Spread	
h, White	20	34	50	35	40
ech, European	24	16	35	30	35
cumber Tree	36	25	55	40	50
lm, American	40	30	65	50	60
nkgo	25	20	35	25	30
m, Sour	25	20	32	25	35
m, Sweet	30	22	40	32	40
ckberry	24	18	35	30	40
wthorn	22	20	25	25	30
neylocust	35	25	50	40	50
rsechestnut	26	20	35	25	35
nden, Amer.	32	24	40	30	40
nden, Euro.	34	26	42	34	45
aple, Sugar	35	25	45	35	45
aple, Norway	26	22	35	30	40
Maple, Silver	40	30	55	45	60
aple, Red	35	25	45	35	40
k, Red	30	25	40	30	40
k, Pin	34	25	45	35	45
k, White	25	15	32	25	40
ne, Oriental	30	20	42	35	45
camore, Amer.	45	35	70	50	60

Not recommended where elm disease is prevalent

Not recommended where better, longer-lasting kinds will thrive

The space requirements noted make clear that a 50 by 100 foot lot oes not need more than two or three these major trees. A few are a luable asset; too many soon beome a liability. Hence, their selecon should be made with great care. you want a high-branched tree ith a straight, clean trunk, remember that trees do not expand vercally. If the lowest branch is five et from the ground now, it will ways be at that height. If the trunk as divided into several branches ose to the ground, it will always be "low-headed" tree. In some locaons this may be desirable, but if w limbs will shut off important iews or interfere with lawn or flower eds, paths or driveway, plant a tree ith ample trunk height.

One easy and sure way to determine st what trees are best suited to your cation is to "look about you" in cal nurseries, parks, arboretums, and e grounds of attractive homes. If ou are an adventurous soul, you ay want to try other kinds than ose commonly seen in the neighorhood; but for the most part stick o plants that have proved good.

The same advice applies to the maller trees (which are sometimes etter considered large shrubs), and to evergreens. Here the choice is wide and the mistakes made are flagrant, as a drive through any suburban residential district will demonstrate. Material intended as a foundation planting will be seen screening the first, and sometimes the second, story windows; overplanting has turned many potentially pleasing grounds into jungles. So consult landscape architect or nurseryman both as to lists of suitable plants for various locations, and as to spacing and arrangement that will give best results.

Any discussion of small properties should include mention of so-called "wooded lots." Most of them suffer from too many trees of the wrong kind, and the advice of a professional tree man should be heeded as to which to remove. He will try to save not alone the best specimens, but, more important still, the ones best located to beautify and enhance your property. This selection should begin when the location of house, drive, etc. are first considered, and it may well continue indefinitely. As underplantings develop, additional thinning of tall trees may become necessary for the general good.

These same principles apply to established plantings on older places. It may be advantageous to remove plants that have outlived their usefulness. Sometimes specimens can be moved to better locations or to form new arrangements. A few new plants may be needed, or it may be that a certain space is more valuable for other purposes than to support trees or shrubs. All these considerations form part of good maintenance.

So in the long view, the problems of the small home grounds are not essentially different from those of the larger place. The owner needs, first of all, an adequate plan, drawn to scale, with all permanent, existing objects accurately located. Have this made by a landscape architect if possible, but have a plan even if you have to draw it yourself. Then develop the grounds, the garden features, and the plantings in a systematic manner. Study your own requirements as to shade and shelter, screening and vistas, and also the requirements of both major and minor trees. Then locate those features accordingly, with due consideration for the all-important elements of time and size.

Here, to supplement the large trees in the table, is a list of useful smaller kinds: Hedge, Japanese, and Columnar Maples; Silk-tree (Albizzia); American and European Pyramidal Hornbeams; Redbud; Dogwood; Gordonia or Franklinia; Hawthorns; tree forms of Euonymus; Sourwood; Silverbell (Halesia); Magnolias; and Flowering Crabs and Oriental Flowering Cherries in wide variety.

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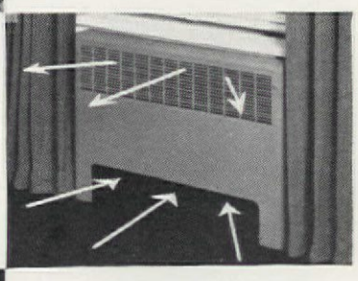

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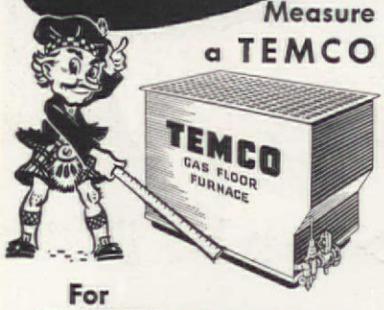

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How to Make a Lawn (Begins on page 110)

hot, humid weather that favors fungous growths. Don't let leaves pile up on the lawn over winter, especially on a new lawn. If the soil becomes compacted, or bakes, use of a spike-tooth roller or tamper will help aerate it and aid the entrance and seepage of water when it comes.

7. A lawn likes to be rolled—lightly—because this firms the soil around newly sown seeds and around the feeding roots thereafter. This is especially desirable in early spring when frost leaves the ground loose and spongy. But never roll while the soil is wet, or use such a heavy roller as to pack it and mash the plants.

8. In a man-to-man fight, a grass plant might not defeat a weed. But a strong, vigorous collection of them—that is, a thick, well-fed sod—can effectively repel weed invasions. So plant clean, top quality lawn seed, and use only wholly rotted, weed-free manure (if any) to avoid bringing weed seed in. Prevent, if possible, the draining onto your lawn of water from weed-infested areas. If weeds appear, destroy them while they are young and few, whether by hand or by the use of selective chemicals, or the combination product that kills weeds and feeds the grass at the same time. In short, prevention is the best weapon against weeds, and a good lawn is the best preventive.

9. Mowing helps grass, in addition to improving a lawn's appearance. But mowing a lawn and mowing a golf green are quite different things. When your new grass gets to be more than two inches high, mow it with the mower set so it will just snip the tips of the blades. Repeat once or twice a week until cold weather checks the growth. In spring, start cutting when growth begins again, setting the blades at two inches the first time or two, then gradually lowering them—but not to less than one and a half inches. Mow often enough so clippings are not undesirably long and thick. (See 6)

10. Grass needs water. But a flood can do damage, and a mere sprinkling is worse than useless as it promotes a shallow root system that is especially vulnerable in times of drought and water scarcity. Instead of the daily evening "watering," give a good soaking to a depth of four inches or more once or twice a week.

11. Grass prefers sunlight to shade, so don't waste good seeds in spots where, if you don't already know it, books and catalogues tell you grass won't stand a chance. Better use a ground-cover substitute. However, grass will survive a surprising degree of shade if it's not caused by trees or big shrubs whose roots are competing for the moisture and food in the soil, and which are by far the bigger and hungrier. So if you must or want to grow both on the same ground, feed the grass from above (see 4), and the trees from below by putting plant food in punch bar holes a foot or two deep scattered two feet apart over the area covered by the tree spread. Similarly, on steep banks that are likely to dry out fast, and to wash in heavy rains, a ground cover may be better than grass. But wherever a lawn is possible and appropriate, there's nothing like it.

As the late E. H. Wilson wrote, "I hold with the greatest of living gardeners, William Robinson, that the lawn is the heart of the garden and the happiest thing there is in it, and I believe that there should be in front of every home a piece of green grass as spacious as means permit." EDITOR'S NOTE: For lawn makers on poor or sandy soils, here's encouragement from Edgar J. Hunter, who supervises maintenance at the Brookhaven National Laboratory on Long Island with its nearly 400 acres of grass. He is growing tough sod of 80 percent red fescue and 20 percent Kentucky or Canada bluegrass on almost clear sand and subsoil *without topsoil or artificial watering.*

About Sept. 1, he fertilizes with enough 10-6-4 plant food to provide 80 pounds of nitrogen per acre (on old grass he uses ¼ to ½ as much). By Sept. 15, he seeds at the rate of 40 to 75 pounds per acre (about 2 pounds per 1000 sq. ft.); mows not more than once a week, never lower than two inches. He finds his high mowing and generous fall feeding with a high nitrogen fertilizer an easy and effective way to defeat crab grass! He avoids spring fertilizing because it would stimulate growth and add to his mowing problem, which he handles with six men and machines.

To establish grass on a crab-grass infested area and crowd out the pest, he recommends using a spike-tooth roller longways and across plot before seeding. For home lawns in cooler New England, he thinks bent grass might be used instead of fescue, but emphasizes that the bents are fussier, special purpose grasses. He does not include clover in his seedings; says it will come and go in your lawn whether you sow it or not.

He says not to be worried about the browning of grass in dry weather, calling it a sort of natural dormant condition; and urges lawn makers to "take it easy, don't work too hard at it." However, he stresses (1) high mowing and (2) regular, generous feeding, preferably in early fall, with a high nitrogen formula plant food.

(For additional helpful information applicable to all sections, send five cents to Superintendent of Documents, Government Printing Office, Washington 25, D. C. for a copy of 1948 Yearbook Separate entitled, "Pointers on Making Good Lawns.")

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(Begins on page 110)

your State Agriculture College.

4. Grass welcomes and responds to regular feeding with good fertilizer or lawn conditioner. A week or so before eding, work into the soil about 25 pounds per 1000 sq. of one of the familiar, balanced 4-12-4, or 5-10-5 rmulas (the figures indicating the percentages of nitro-n, phosphoric acid, and potash respectively). Of her analysis mixtures, use proportionately less, de-nding on the soil fertility. On established lawns, spread out the same amount evenly in early fall, and again in ly spring. Do this when the grass is dry, then soak ll to carry the food down to the roots. In many cases, thin, sad looking lawn is more in need of real feeding an of more seed or the top-dressing with manure or mpost that is frequently advocated.

5. Grass likes good drainage. Low spots in a lawn ould be corrected, or, better, prevented by carefully ading the subsoil during its construction. In heavy clay, bsoil tiling may be necessary. Or perhaps the incorpo-tion of sand or sifted coal ashes and of humus will en it up sufficiently. Excessive sand and too free drain-e will mean insufficient moisture and should be corrected mixing in clay and lots of that double-duty humus.

6. Grass likes plenty of air. If the clippings are long d thick enough to smother the grass, or look bad, rake em up for mulching or the compost heap, especially in

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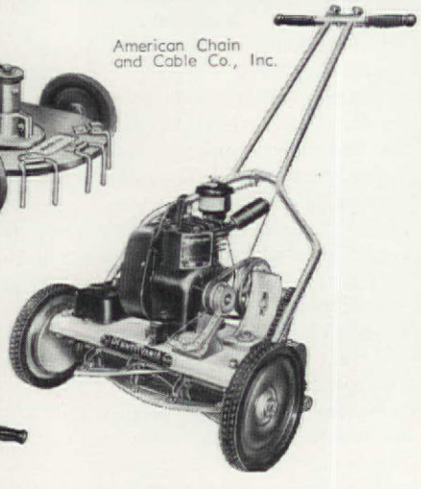

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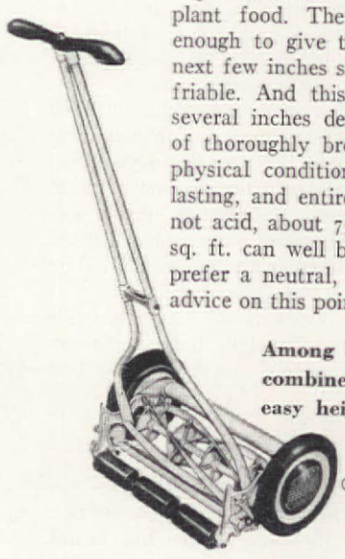
How to Make a Lawn

possible start in life. Early fall—the first half of September—is that time for most of the United States north of the Ohio and Potomac rivers, and other sections of similar climatic conditions. A good fall start goes a long way toward insuring a thick, vigorous sod the next summer. However, where severe freezing occurs early, as in northern New England, very early spring seeding is advisable.

2. Grass needs soil of good depth. By going deep—in some varieties as much as seven to twelve inches—the roots tap extra sources of food and moisture and enable the plants to build up reserve strength and withstand heat and drought. A lawn made in an inch or so of good soil smack on top of hard pan has two strikes against it.

3. Grass needs good soil, well supplied with available plant food. The surface quarter-inch should be rich enough to give the young seedlings a flying start. The next few inches should be reasonably rich, also loamy or friable. And this good soil should, if possible, extend several inches deeper. Well-rotted manure, or any kind of thoroughly broken down humus helps to create this physical condition. Bone meal is slow-acting but long-lasting, and entirely safe. Unless you know your soil is not acid, about 75 pounds of ground limestone per 1000 sq. ft. can well be added, since most good lawn grasses prefer a neutral, or at most very mildly acid, soil. Get advice on this point from your County Agricultural Agent



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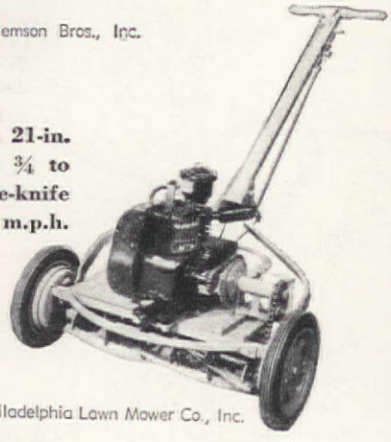

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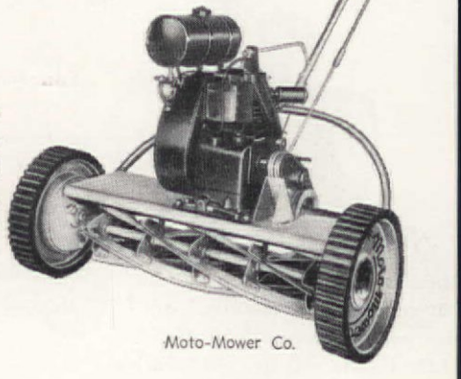

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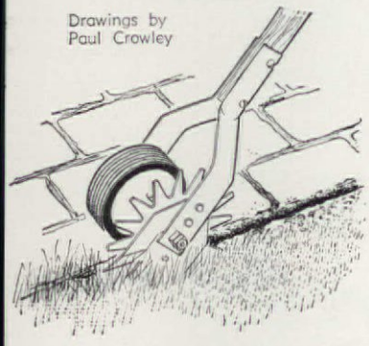
ARCHIE BLIRER

The story of the English gardener who explains the secret of his fine lawns as "mowin' and rollin' for a hundred years or more" has been told so often that many people have come to accept it as true. But it definitely isn't. The real explanation of those lush overseas lawns is the normally cool, moist English climate. It provides ideal conditions for maximum growth and long life of many desirable kinds of grass and makes all of man's planning and work to that end doubly effective. It comes pretty close to meeting Mother Nature's lawn requirements.

Well, the cool, wet days of Autumn are approaching, and with them a real opportunity for you in your quest for greener grass and a handsomer lawn in years to come. Whether this is your first attempt at lawn making or another try after seasons of what may have seemed like bad luck, now is the time to start a successful campaign—one in which, by obeying some simple, natural laws, you can enlist Old Mother Nature as a powerful ally. Here are some of those simple, yet wonderful, basic laws . . .

1. Grass does best in cool, damp weather. We cannot provide rain at will or always supplement it adequately, but we can sow the seed at the right time to insure the young plants the best

Drawings by Paul Crowley



Neat edges along paths and walks are part of a well-kept lawn. The Row'l-ezy edger has broad, rubber-tired wheel, 16-toothed cutting disk; works right or left

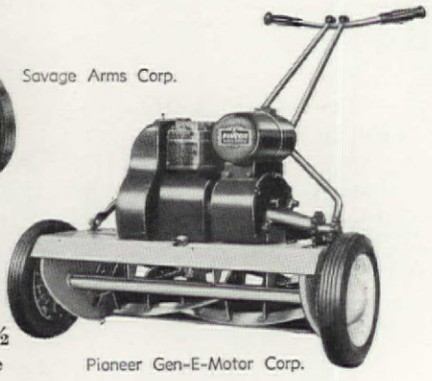
Rowe Tool Co.

For trimming short or long grass along walks, beds, etc., the O. K. electric trimmer has a whirling blade, safety guards for plants and user

J. A. Orr Co.

Savage Powerchief 75 has Briggs & Stratton engine; speed control on handle, which can be adjusted to fit height of user

Savage Arms Corp.

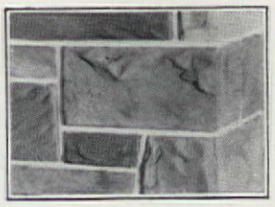


Makers call new Pincor 22-in. cut model the "Cadillac" of the power mower field. Has 1½ H.P. 4-cycle engine, chain drive

Pioneer Gen-E-Motor Corp.

Economical Exteriors that Look Expensive

for new homes and modernizing



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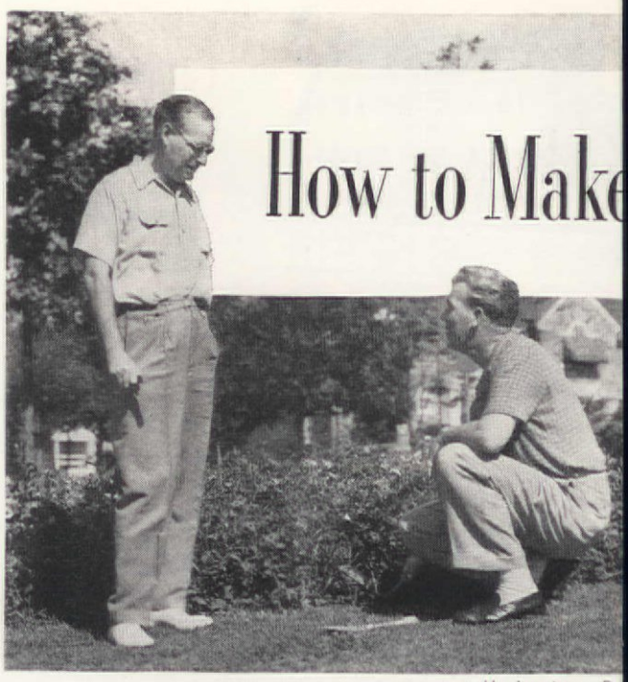
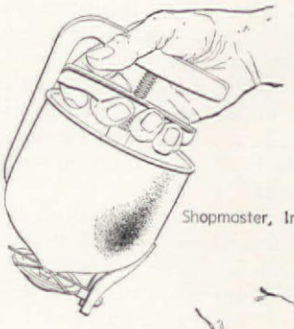


How to Make

H. Armstrong Ro



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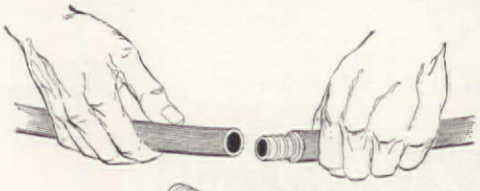
Prevent water waste. New hos mender, for rubber or plastic uses neither clamps nor wires



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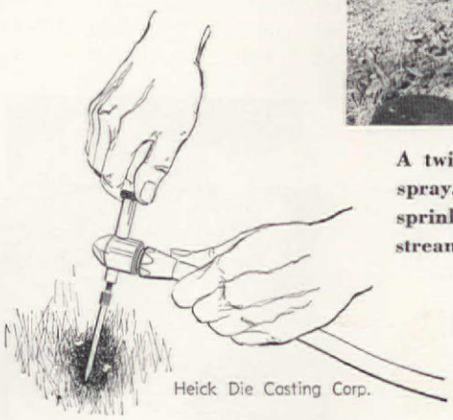
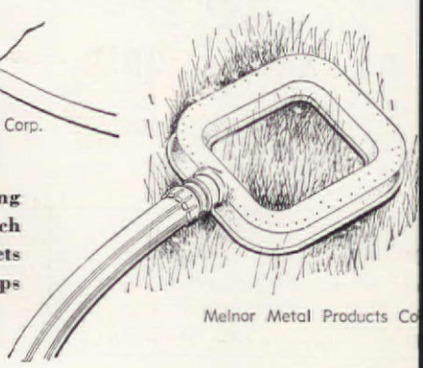
For ant-free lawns, the K.A.S. Safety Poison Tray Kit. Revolve cover, pour in poison, replace cover, force spike down. Trap remains below mower

Walters Brothers



Heick Die Casting Corp.

A twist of the wrist for rain, spray, or mist—with the Sprain sprinkler. Chromium-plated, streamlined; has a 6-in. spike



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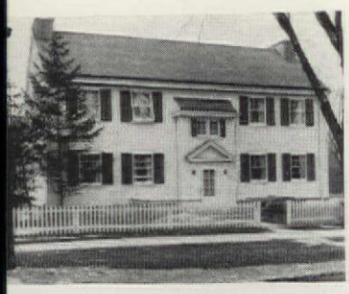
Of solid brass, with no moving parts, the 6¼ by 7¼-inch "Square Squirt" sprinkler wets down corners, avoids overlaps



ILWAUKEE HOMEOWNER
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Capture Fragrance

(Begins on page 44)

and even the cynic, Diogenes, patronized a perfumer, leaving his tub at the door while he shopped.

"The earliest recipe I know of for drying rose petals and 'To make an Especial Sweet Powder for Sweet Bags,' is in a tiny volume called 'Delights for Ladies,' by Sir Hugh Platt, one of Queen Elizabeth's courtiers. These bags were mainly for scenting linen, but others were 'to cause one to sleep', for use 'against venome and the Plague, and for other uses.'"

Intent upon what she was saying, I had almost forgotten to watch what Mrs. Rowley was doing. Having filled a nasal spray with oil, she was spraying the mixture in the bowl. "Some prefer the pure flower fragrance, but that's a matter of taste. As heavy oils are sometimes oppressive, I do not use them for gift potpourri. But one of the most fascinating pastimes I know is to play the *parfumer*, trying a drop of this and one of that, on bits of blotter until the perfect mixture is achieved. Then the next year, I do it all over again as my tastes change."

As Mrs. Rowley poured the finished potpourri into tall glass jars to season for the next six weeks, I copied one of her recommended recipes: "1 quart rosebuds, 2 quarts rose petals, 1 pint rose geranium leaves, 1 pint lemon verbena leaves, 6 tablespoons sachet (with sandalwood base), 5 tablespoons gum benzoin, 5 tablespoons orris powder, one-half cup calamus root, 1 cup fruit skins (dried), one-half cup vetiver root, a few tonka beans, 6 tablespoons coriander seeds, 1 tablespoon imitation bergamot oil, and/or 1 tablespoon rose compound oil."

"And that takes care of next year," I said. "But, what about *this* year?"—and I cast a meaningful glance at the tall glass jars.

"Wait until Christmas," was all Mrs. Rowley would say. And with that, and one last, long, delicious sniff, I had to be content.

Basic ingredients: tiny rosebuds and petals of, preferably, old-fashioned, fragrant roses

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REMEMBER . . .
THE BEST PAINTS ARE MADE WITH OIL

EST PAINT SOLD BPS BY PATTERSON-SARGENT

Capture Fragrance

(Begins on page 44)

English often dry them outdoors; I find they retain more fragrance and color if dried indoors—here in the dining room, in fact, for in summer we eat on the porch; the sweet scent lingers in the room. I rarely pass by without stopping to enjoy the lovely colors and sift the cool petals through my fingers. Nothing else in the world has the texture of a rose petal . . . Finally, when perfectly dry, they are stored away in covered boxes or jars until mixing day.

"Roses are, of course, the major part of the potpourri, but many other flowers can be dried in the same way to add their bit of scent and color. It's fun to try different ones each year and see what happens. I found this summer that buddleia stays a beautiful color and retains its odor, but Vitex does not. Nor does mignonette (much to my surprise, for it is called for in most old recipes), or bergamot, though the red color of the latter is good. Honeysuckle is good, both color- and scent-wise, but it takes a long time to gather enough. Herbs are good—ambrosia, marjoram, rosemary, bay, thyme, sweet woodruff (with its fresh hay smell), and all the basils, but especially the large-leaved purple. Artemesia must not be gathered until after the first frost; and be careful with the mints which are rather strong, and lavender which is even stronger. Next year I am going to try sweet violets and more shrubs."

Meanwhile she had been mixing in with the roses the herbs, gum benzoin, and orris powder; also a sandalwood sachet. "Other woods are aromatic, too," she remarked, "such as cedar and rosewood. They not only add their own scent, but absorb and retain other fragrances. So if you want to expand your potpourri, add sawdust or tiny chips of such woods. Or make a new kind, by impregnating such chips with various flower oils."

Next, she poured the dried fruit skins into the coffee mill, along with the pickling spices, tonka beans, coriander seeds, vetiver, and calamus root. This last can be bought, or dug in boggy places where it grows, scraped, sliced, and dried like fruit peel. "Calamus is an ingredient of one of the oldest perfume formulas in existence," remarked Mrs. Rowley, as she ground away, "a holy anointing-oil mixture, referred to in the Bible. Even then, 'the savour of sweet odors' was desired by man and God for religious and other purposes. Jesus cleansed the leper with oil of spikenard, and in Proverbs we find, 'I have perfumed my bed with myrrh, aloes, and cinnamon.' And the Wise Men bore frankincense and myrrh.

"Aromatics have been an integral part of most religions. The Greeks believed that the 'recipe for health is to apply sweet scents to the brain,'

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Photographs by F. M. Demarest

Whether your garden is North, South, East, or West, at some time one or all of these flowers may be yours to cut. And to suggest a few of their indoor uses, we have arranged marigolds and liatris for a buffet supper, asters for a breakfast nook, and a goblet of gaillardia for a coffee, tea, or bridge refreshment table.

When cutting your own flowers, always use sharp shears or pruners if you wish blossoms to remain crisply fresh. Plants are injured by pulling, tearing, or blunt cutting by dull scissors. It is best to gather your flowers in early morning or late afternoon, then to soak them up to their chins for a few hours to fill stems with water. To prevent rotting, remove decayed, frayed or shabby leaves plus any underwater foliage. To prevent wilting, avoid leaving flowers out of water too long or placing arrangements in strong sun or chilly drafts. Flowers will also last longer if holders and containers are treated kindly and are cleansed and sterilized.

Dainty ceramic Hi-button shoe for bridal tea table or Ninth (Pottery) Wedding Anniversary party—Florence Ceramics

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Hardwood Floors (Begins on page 100)

the wood dowels used to fasten the planks down in colonial days. The "dots" may be oak or a contrasting color such as walnut to emphasize their presence and add interest to the floor. Sometimes spikes or boat nails are used instead of screws, and the heads are left exposed, creating a certain salty or nautical atmosphere.

Pattern or parquet floors have been in fine homes since the 14th century. All types of woods have been used individually or combined to provide intricate and interesting effects. Today it is more or less standardized in squares, rectangles and herringbone designs, but the more elaborate patterns can still be had and will be seen in more expensive, formal homes.

Block flooring, in squares and rectangles, is related to pattern or parquet. While parquet is laid in individual pieces, block flooring is laid in units which are assembled at the factory. Blocks are available in a number of square and rectangular sizes and thicknesses.

The principal manufacturers of oak flooring have formed the National Oak Flooring Manufacturers Association to promote uniform high standards of quality and sizes. The rules adopted by this organization have been approved by the Bureau of Standards of the U. S. Department of Commerce. Similar rules have been formulated by the Maple Flooring Manufacturers Association for the producers of maple, beech and birch flooring. Other associations have designed official grading rules for the makers of other wood floorings.

Oak flooring grades are based principally on appearance. The poorest grade is adequately strong, and wear-resistant, so these factors aren't susceptible to any great degree of variation. Thus the grading rules deal chiefly with such appearance imperfections as too many short pieces, knots, streaks, worm holes, sapwood, and imperfections in processing.

For quarter-sawed oak there are three grades: clear (first); sap-clear (second); and select (third). The four grades for plain-sawed oak are: clear (first); select (second); No. 1, No. 2 common (third and fourth).

The clear and sap-clear grades require 80% of the lengths to be 4 feet or more, a minimum length of 2 feet and an average length of 5 feet. In clear oak the amount of sapwood is limited, otherwise color is disregarded. No other imperfections are permitted.

In the select grade the minimum length is 2 feet, and the average length is at least 4 feet. Pin worm holes, streaks, slight imperfections in processing, or small tight knots, not to exceed one to every 3 feet of length, are permitted.

No. 1 common permits minimum lengths of 2 feet. No. 2 common permits 1½ foot lengths. Otherwise common grades are similar, have average length requirement, and mit many defects as long as the stalled floor is serviceable and sou

Red and white oak are ordina separated and so mentioned in la ing, but this doesn't affect the gr ing. There is little, if any, differe between these two oaks in utility quality. Both are light in color, w red oak being a bit more uniform shade. Close inspection will, howe show that white oak has a brown tinge in the darker pieces, while oak dark pieces have a pinkish c

Some flooring mills make blo and strip material with the fl finish already applied. Factory-ished flooring comes in standard thi nesses and sizes. The edges of strips or blocks are beveled sligh to overcome the very small irre larity in thickness that may exist. manufacturer usually has his o name for each combination of wo grade and type of finish, rather th grade names of the N.O.F.M.A. ru

Factory-finished flooring can laid the last thing in a new hou and thus reduce the danger of sta and damage. Flooring is often in bad shape when it has been und foot while workmen are still arou tramping dirt into the wood as th take care of painting, patching a last minute details.

Where a new floor is to be stalled in an old home, factory-f ished flooring is especially desirab Furniture can be pushed to one si of the room and the floor laid in t exposed area. Then the furniture shifted on the newly laid floor, a the rest of the room completed. The is no mess other than sweeping up t cuttings and sawdust, a minor ite The need for a place to store the fu niture while the floor is being lai scraped and finished is eliminat and there is no delay in getting t room back into service.

When there is no wood underflo or base into which nails can driven, block or parquet flooring c be laid in a bituminous asphalt ma tic. This is excellent in basementle homes that have concrete floor slab and in fireproof concrete buildings. is necessary to insure that dampne from beneath the slab is excluded b a waterproofing membrane or oth damp-proofing treatment. And the must be provision for expansion the floor beneath the trim in seve damp weather.

As you can now see, "hardwoo floors" is not a definite description specification. Under this name yo may find wood from a number of di ferent trees, used in many manner that have involved rather extensiv designing to provide comfort and ce tain decorative and structural result

Miracle" Leaf Set 3462/5. able size 34 x 62" extended; 4 x 50" closed. Colors: Table, anary, red or white. Chairs, eats and form-fitting backs richly pholstered in canary, red or lack, and covered with scuff-roof Vinyl fabric; seat and back anels in gleaming white Arvinite.

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Metal Chrome-Plated
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with Arvinite Top

"There's extra value in every ARVIN feature!"

AN ARVIN "MIRACLE" LEAF DINETTE SET will work wonders in your home! Never were so many exciting, exclusive features combined with such perfection of beauty and styling. Equally thrilling are the remarkable money-saving prices that have made Arvin dinettes famous for value leadership everywhere. The sensational "Miracle" disappearing 12" extension leaf is the *only one of its kind*. Automatically stored just below the table top, it saves time, bother and storage space—and operates so easily a child can raise or lower it with one hand from either side.

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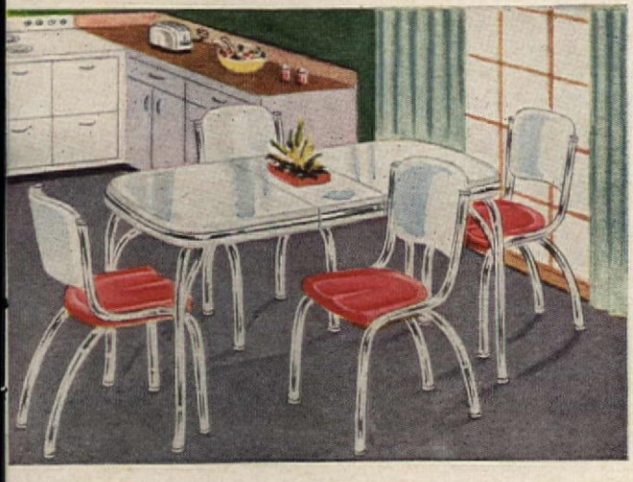

Economy Set 3057/2. Table size 30 x 57" extended; 30 x 45" closed. Colors: Table, red or white. Chairs, red or black seats with white backs. Genuine Arvinite finish. 12" extension leaf. Smart, gracefully curved legs are full 1⅛" chrome-plated tubular steel.

Double Pedestal Set 3059/3. Table size 30 x 57" extended; 30 x 45" closed. Colors: Table, canary, red or white. Chairs, upholstered seats in canary, red or black; backs in gleaming white Arvinite. 12" extension leaf. Handsomely styled pedestal legs have extra strength and rigidity.

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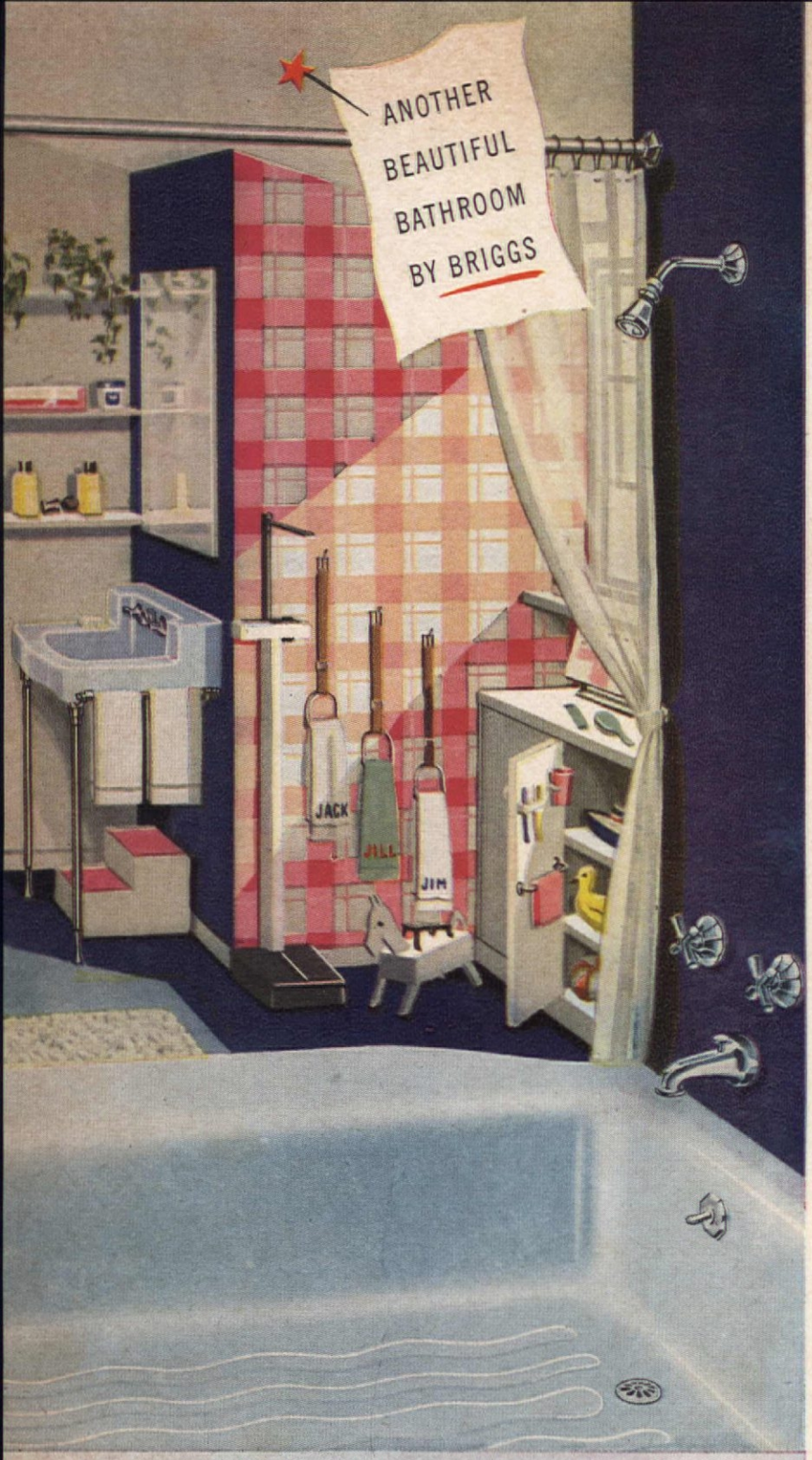
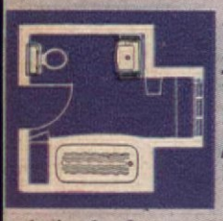
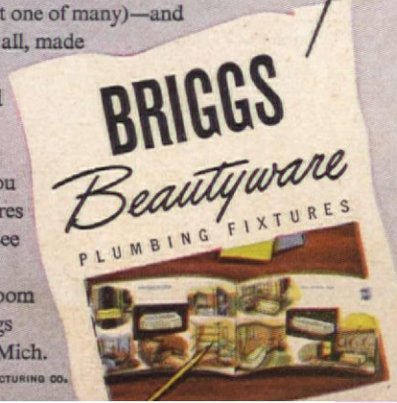


Briggs patented Safety-Bottom bathtub—safety *first* for the whole family!

This bathroom believes in families



Built to take the busiest family life . . . yet so good-looking you'll still be proud of it, after the children are grown! That's the best part of any bathroom that starts with Briggs Beautyware. *For Briggs plumbing fixtures are quality plus.* Superbly styled—exquisitely colored (this heavenly blue is just one of many)—and most important of all, made only in the finest stainproof porcelain enamel with tarnishproof chromium-plated fittings. No wonder Briggs fixtures are so easy to clean . . . so easy to keep sparkling "new" for years to come. What's more, you can get a whole set of Briggs *colored* fixtures for only a few dollars more than white. See for yourself at any progressive plumbing dealer's, today. Or if you want more bathroom ideas first, send for this free booklet. Briggs Mfg., Co., 3009-i, Miller Ave., Detroit 11, Mich.



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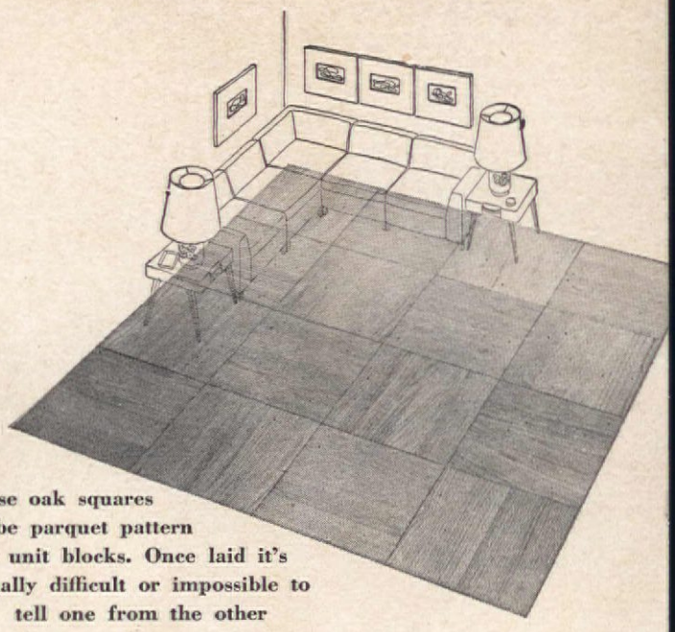
Hardwood Floors (Begins on page 100)



These oak squares may be parquet pattern or unit blocks. Once laid it's usually difficult or impossible to tell one from the other

cut ran parallel to the radial rays. The quarter-sawed oak has a grea resistance to wear and expands less due to moisture than plain c suiting it also for locations where traffic is particularly severe where dampness may be a problem.

Oak flooring has been developed in a number of styles: strip, pla pattern or parquet, and block, either a cause or result of its popular for home floors. Strip flooring may be 1½, 2, 2¼ or 3¼ inches wi with 2¼ inches the most common in recent years, and the 3¼-i width gaining in popularity of late. These widths have been combi with a thickness of 25/32 inch. The two narrower widths also are m in thicknesses of ½ and ⅜ inches. This strip flooring is tongued grooved and is usually nailed along the tongue, with the nails hidd There is also square edge flooring that must be face-nailed, which co in a thickness of 5/16 inch and widths of 1½ and 2 inches.

Plank flooring is really an old type dating back before the mach age to Medieval Europe and Early American homes. Its charm lies its rugged informality which is sometimes increased by rough finish of the surface and V joints between planks which emphasize the size the boards. Solid oak planks vary in width from 3 to 9 inches, but ven planks are made in greater widths. The standard thickness is 25 inch. It is customarily nailed along the tongue and screwed down at butts and sometimes over floor joists in the middle of the boards. screws are countersunk and covered with inlaid "dots" which simul

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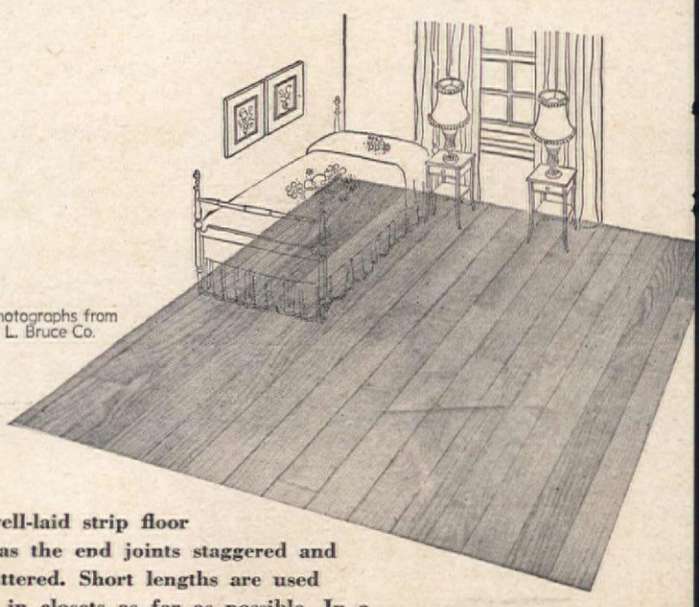


Photographs from E. L. Bruce Co.

A well-laid strip floor has the end joints staggered and scattered. Short lengths are used in closets as far as possible. In a clear, plain oak floor such as this, there will be variations in color, but no imperfections other than a few small sap spots

BEAUTYREST... THE MATTRESS BUY OF THE YEAR!

1½¢ A NIGHT! 1½¢ A NIGHT! 1½¢ A NIGHT!

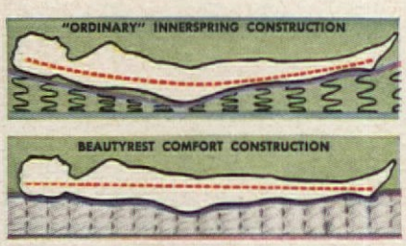
Here's a good way to check up on mattress values, even before you put your money down!

Ask a Beautyrest owner. There're probably *several* among your friends. You'll discover why it's America's favorite mattress—the best value at *any* price!

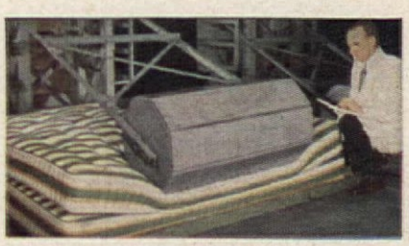
Real *luxury rest* for only 1½¢ a night. Figure it out. $59.50 is the price. And Beautyrest is guaranteed for 10 years. That comes out to only 1½¢ a night!

Get this great mattress value . . . start enjoying Beautyrest luxury *tonight!*

of-water test proves Beautyrest ue—Beautyrest is better! See how its 837 coil springs is *individually ted.* Springs act on their own—*s can't force each other down!* Just pure comfort!



2. Here's the big difference between Beautyrest comfort construction and "ordinary" mattress construction. "Ordinary" mattress springs are *tied together,* pull each other down, cause *sag!* But Beautyrest springs are *not* tied together—*can't* sag.



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P.S. Edges stay firm for the life of the mattress! Pre-built border and no-sag edges protect smartly tailored looks of your Beautyrest. Coils are built in to border's edge, giving you mid-mattress comfort right out to the edges. 8 ventilators keep it fresh and clean inside!

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Twelve years ago, Mrs. Clair Yates of Gle Ridge, N. J. bought a Beautyrest. We wante to find out how Beautyrest stands up in a tual use after twelve years. So we asked Mr Yates.

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MRS. YATES: My Beautyrest is still as com fortable as the first day I bought it!

SIMMONS: Did Beautyrest pre-built borde and no-sag edges hold up all these years?

MRS. YATES: Well, just look at my Beautyres Not a sag or lump *anywhere!*

SIMMONS: How often do you have to tu your Beautyrest?

MRS. YATES: Only occasionally. Three or fo times a year at most!

SIMMONS: Would you recommend Beautyre to your friends?

MRS. YATES: I *have*—often! In my opinio Beautyrest is the best mattress you can bu

From us to you: Start *your* first ten years Beautyrest *luxury rest* soon.

Only SIMMONS makes BEAUTYREST*

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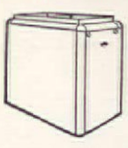
Yes, Mrs. Adams, General Motors *does* build the best—as thousands of satisfied Delco-Heat users know. And users also know that they can depend absolutely on factory-trained Delco-Heat dealers to install their units right. Stoker Lad Co., Tacoma, made the Adams' installation.

The Delco-Heat Conditionair—an automatic oil-fired forced warm-air furnace—cleans, heats, and humidifies the air in your home. Has exclusive "Rotopower" unit that combines all moving parts in one assembly. For oil, gas or coal-fired automatic heat—see your nearest Delco-Heat dealer. Or write—



Delco Appliance Division, General Motors Corp., Rochester 1, N. Y.

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Look for this shield on aluminum paints made by many paint manufacturers using ALCOA ALBRON PIGMENTS

JAMES A. OEST

What Are Hardwood Floors?

Surely you've seen them. No, not the hardwood floors, but real-estate advertisements that say a house has "hardwood floors" to establish the quality of the building. Attractiveness, easy maintenance, resistance to wear, and strength of hardwoods have made such flooring a "hallmark" of gracious living. But, do you know what variety in wood species, textures, patterns, sizes, and quality may be encountered under the label of "hardwood floors"? You should be familiar with what is available when buying, remodeling, or planning a future home.

There are more than 100 different species of American hardwoods used commercially for one purpose or another. Five of these—oak, maple, beech, birch, and pecan—are commonly used for flooring. In addition, you may find examples of walnut, cherry, ash, hickory, mahogany, teak, and other native and foreign woods where certain effects were desired.

Perhaps you've wondered what woods are considered hard. The term is not an indication of actual hardness, but rather is related to the forestry classification in which, generally, hardwood trees are broad leaved, and softwood trees are needle bearers. Some hardwoods are comparatively soft, and certain softwoods are hard and long wearing.

Of the hardwoods mentioned, oak has been by far the most popular for residential use. The interesting grain, texture, natural color, ready availability, and fine serviceability of oak are probably the principal reasons for its pre-eminence.

In addition to the flat or plain-sawed oak which has the beautiful figure and texture of the annular rings, there is quarter-sawed oak that has a distinctive "flash" due to exposure of areas of the medullary rays which run radially from the center of the tree to the outside. This is produced by quartering the log and cutting it in a different manner, or by selecting boards, from the regular mill run, through which the

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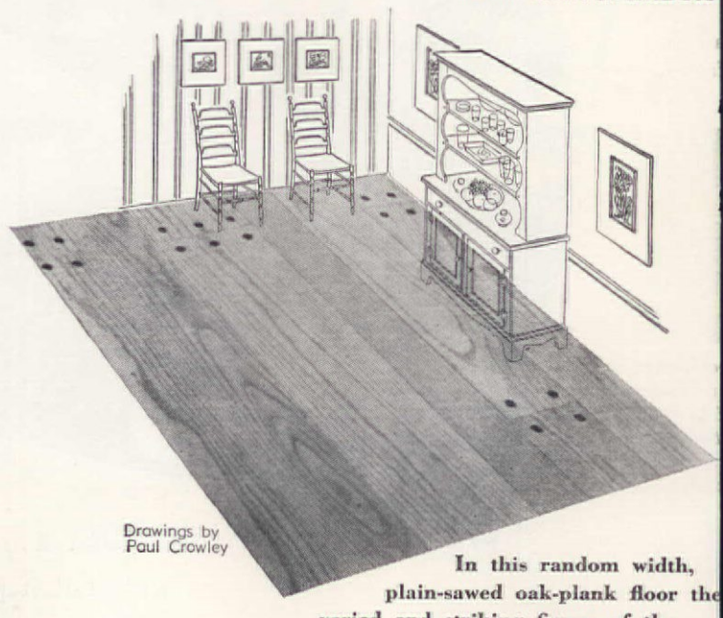

Drawings by Paul Crowley

In this random width, plain-sawed oak-plank floor the varied and striking figure of the annular rings is obvious. "Dots" are at butt joints only, with 2 for narrow boards, and 3 for wider ones

A new book on

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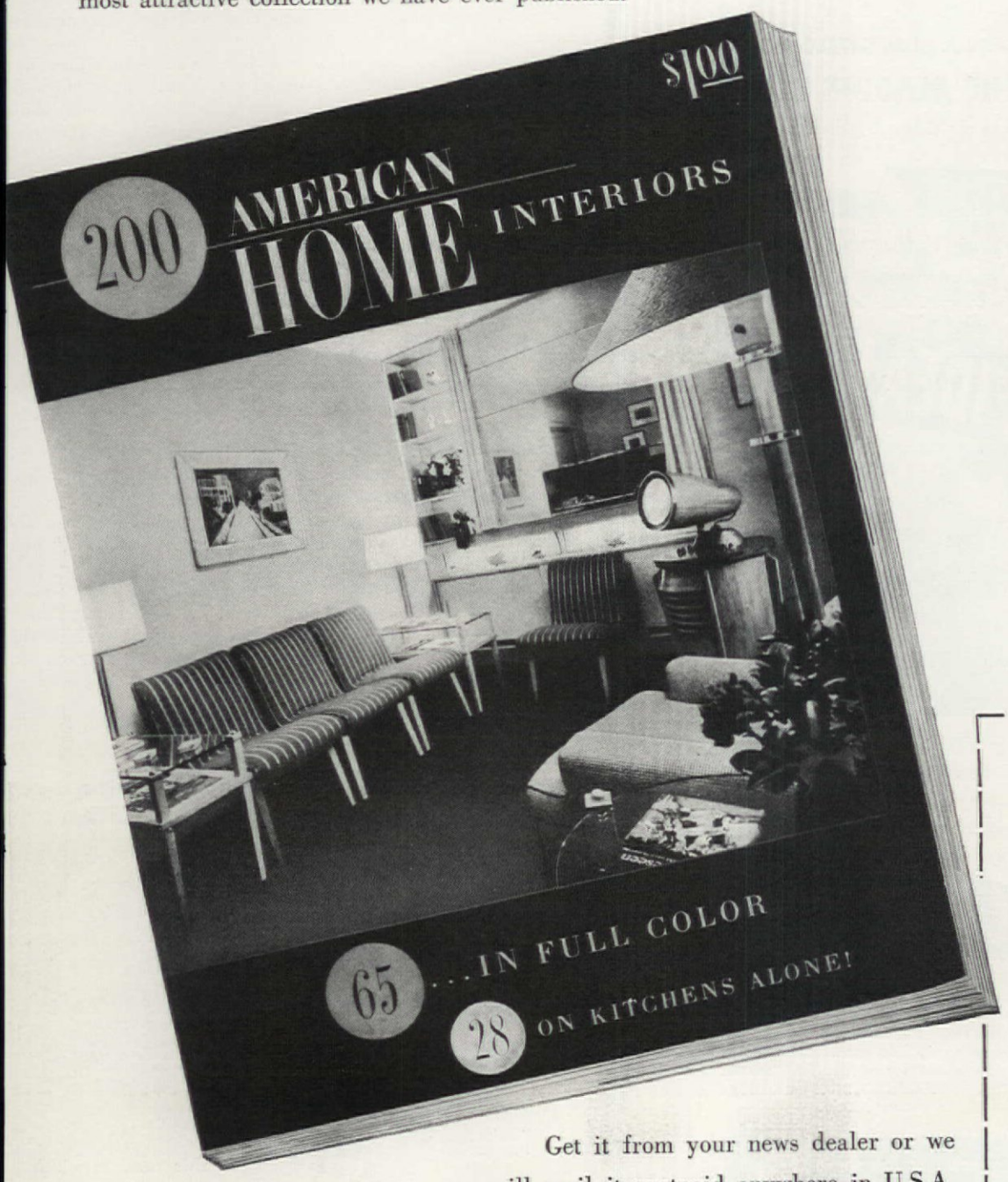

Whether you're planning a new house, refurnishing your old one, or merely sprucing up a room here and there, we have hundreds of valuable ideas on interior decorating and home furnishings for you, packed into the pages of this book. It's a ready-prepared scrapbook on decoration, a handbook for young marrieds about to start new homes—or older marrieds who need a "new look."

You'll find many, many down to earth, practical, do-it-yourself suggestions which you can duplicate or adapt for your own home with big effect for little cash. Information on —where to save money, where to spend money; storage ideas; tips on remodeling; tricks with inexpensive decorating fabrics; slip-cover and drapery styles; paint colors; how to dress up maple furniture; lots of fine antiques; how to individualize mass-produced identical houses; basement play-room plans; apartments; good lighting for homes; built-ins; bathroom storage; how to bleach furniture; handy-man suggestions. . . .

So let this new decorating book be your source-book of ingenious and practical "how-to's" . . . your guide in creating new rooms for attractive indoor living . . . your aid in giving the old, new life and in using what you have to the best advantage.

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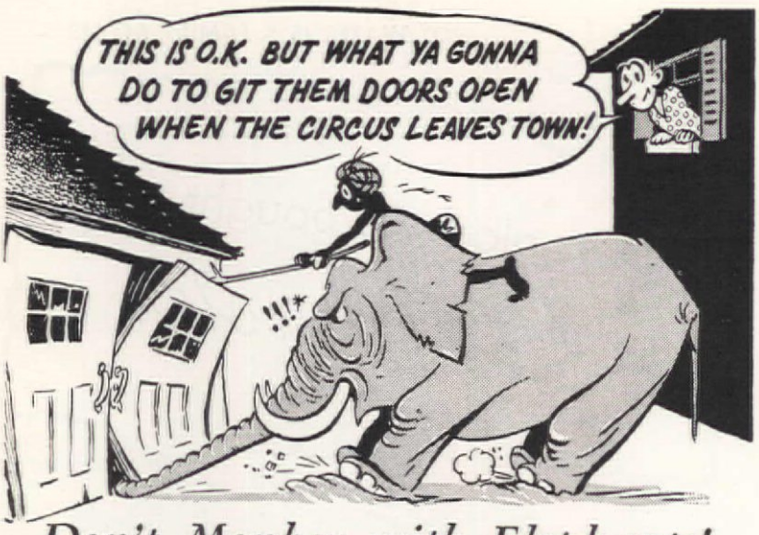

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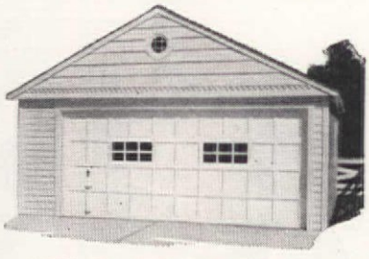

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Home Base (Begins on page 96)

the room is furnished in rare and beautiful pieces of furniture and favorite accessories collected by the owners in their various jaunts about the country. An unusually fine specimen is the Chinese chest.

Mrs. Weiss's favorite iron trivets decorate the walls of the small music room, and the painted piano and colorful parrot add gaiety and charm to the scene. The bedroom, with its blue and white striped walls and flower-garden draperies, opens out to the gardens; the floors, except for the small Oriental rug, are kept bare for easy cleaning of dirt tracked in from the garden. It's just a step down from the small hall off the bedroom to the warmth of the recreation room with its vaulted roof, its brick floor, and its cheery fireplace. Here, walls are white and bright-red casement curtains of a calico print contrast nicely with the pine of the woodwork, the bookshelves, and the beamed ceiling. Here, too, is Mr. Weiss's collection of autographed baseballs and framed pictures of teams and players of past and present fame. Even the globe on the shoe cobbler's bench, turned coffee table, suggests a baseball.

This room opens out to a brick-floored terrace with gaily painted table and chairs where cool drinks are served under the shade of a colorful umbrella.

A delightful green-white-and-pink plaid wallpaper covers the walls of the upstairs guest bedroom. Mrs. Weiss is shown here painting a small merry-go-round horse in the same shades of green, white and pink to be used as a clothes hanger for her infant grandchild.

Here's a house whose inner charm is reflected in the beauty of its outer decoration. No wonder the white gate in the encircling hedge beckons to the imagination of the passer-by!

Fine pieces of antique furniture—accessories collected by Mrs. Weiss add beauty and mellow quality to living room

Owner's bedroom opens out into garden. Window and bed draperies emphasize garden theme in pattern and color. Rug is Oriental

for a Yankee . . .

George Weiss, General Manager of the New York Yankees, and Mrs. Weiss enjoy the quiet of their country retreat after the excitement of a baseball season

Away from the crowds and hurly-burly of a nation's favorite sport, Mr. and Mrs. George Weiss relax in this low, rambling house at the bend of the road. In its hillside setting of boxwood, flowering shrubs, and old trees, few people can drive by it without pausing for a minute or two to admire its beauty.

Its owners planned as carefully for outdoor decoration as they did for inner furnishings. In spring and summer, when the many French doors are open, there's an harmonious blending of both atmospheres which adds immeasurably to the beauty and livability of the house.

Ivy-bordered flagstones lead up to the front door and then on beyond the living-room wing to a hedge-enclosed garden where a lily pool mirrors the weeping willow above it. Here birds assemble for their daily sun-rising and sun-setting concerts.

The front door opens from a small vestibule into a long living room done in celadon-green with crisp white organdy curtains at the casement windows. A green carpet covers the entire floor, and

PLEASE TURN TO PAGE 98

Mrs. Weiss in corner of upstairs guest room, paints small merry-go-round horse in green, white, and pink to be used as clothes hanger for infant grandchild

Photographs by F. M. Demarest

Spatter-dashed floor, plain walls make good background for display of iron trivets on walls in small music room. Piano and bench painted, decorated by Mrs. Weiss. Polly, the parrot, in bright array, adds tone to musical atmosphere

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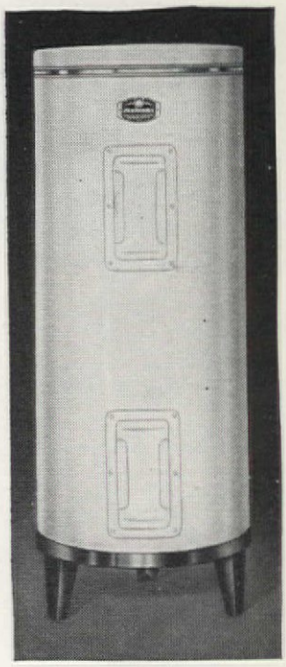
HEATMASTER Automatic Water Heaters come in sizes and models for every family's needs—round or table top, using electricity, gas or LP (bottled) gas. All carry the C-E 10-year Protection Plan, backed by one of the world's largest manufacturers of boilers and related equipment.

This time, get a *reliable, automatic* heater that your family can enjoy for years. See the new HEATMASTERS at your Master Plumber—C-E Dealer. Ask him for a copy of "Hot Water is a Family Affair" . . . or write us direct.



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