The AMERICAN HOME for November

25¢
In Canada 35¢

Beautiful basement rooms begin with this floor

ENTERTAINING is more fun and less work in an attractive basement room. Use your imagination in decorating, and your room can be as beautiful as this one—inspired by a collection of menus from famous restaurants. Put down a floor of Armstrong's Asphalt Tile, and your basement will be both attractive and practical.

Basement floors present a special problem because the concrete is directly on the ground. The alkaline moisture in this type of floor ruins most flooring materials, but Armstrong's Asphalt Tile was developed especially to withstand such conditions. It will stay beautiful because alkaline moisture can't harm it.

Armstrong's Asphalt Tile is a tough floor that can take hard usage. Spilled foods and beverages can be wiped up without leaving a trace. Cigarette burns are easy to remove. Dancing feet won't mar the lustrous surface. Dust and dirt can be swept up easily and occasional washing and waxing keep it new looking for years.

The bright, clear colors in Armstrong's Asphalt Tile make it an unusually attractive floor. Armstrong's exclusive swirl-grained marbling adds to the over-all beauty of the floor, helps to conceal tracked-in dirt until it can be swept away. There's almost no limit to the way colors can be put together because Armstrong's Asphalt Tile goes down block by block—your floor design can be as distinctive as you wish. The multicolored floor in this basement shows how well the colors harmonize with each other.

With all its special qualities, Armstrong's Asphalt Tile is an economical floor from every point of view. The cost is reasonable, and it can be installed without any special preparation. Your Armstrong flooring merchant will be glad to show you the large variety of colors, help you work out a floor design, and give you a cost estimate.

Individual blocks of Armstrong's Asphalt Tile are laid in whatever design you want for your floor. Colors can be selected to complement any room decorations.

ARMSTRONG'S ASPHALT TILE

The low-cost floor (A) *with the luxury look*

MADE BY THE MAKERS OF ARMSTRONG'S LINOLEUM AND ARMSTRONG'S QUAKER RUGS

Write for Free Booklet, "Rooms for Better Living." Contains 24 pages filled with full-color illustrations and decorating ideas for basements and basementless houses. Floor plan and list of furnishings of basement room shown above also will be sent free. Just write Armstrong Cork Company, Floor Division, 5111 Plum Street, Lancaster, Penna.

Replace dirt-clogged furnace filters NOW!

It costs you less to change 'em twice a year than to forget 'em . . . even once!

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AIR FILTERS

The "original equipment" filter in the best warm-air furnaces.

*FIBERGLAS and Dust-Stop are trade-marks (Reg. U. S. Pat. Off.) of Owens-Corning Fiberglas Corporation for products made of or with fibers of glass.

Important Information

UP TO 96 HOUSEFULS OF AIR A DAY pass through the air filters and blower of your forced-warm-air heating system during the heating season.

DUST AND LINT FROM ALL THIS AIR is trapped by the Fiberglas DUST-STOP* Air Filters inside the furnace. You get cleaner air to breathe, save dusting and cleaning. Your furnishings, walls and woodwork stay clean longer.

IN TIME, FILTERS GET CLOGGED with several times their own weight in dirt. Then less air gets through. Your burner and blower work overtime trying to keep you warm, but some rooms may still be chilly.

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WHAT YOU SAVE IN FUEL will pay the small cost of DUST-STOP Filters over and over again. It's good economy to change filters twice a year—oftener if you live in a dusty area.

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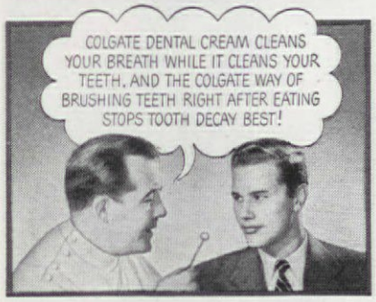
FREE BOOKLET tells facts you should know about heating: what to look for if you're buying or modernizing, how to get better heat with less fuel. Write for "How to Get More of the Comforts of Home." Address: FIBERGLAS, Dept. 8-K, Toledo 1, Ohio.



READER'S DIGEST* Reported The Same Research Which Proves That Brushing Teeth Right After Eating with

COLGATE DENTAL CREAM STOPS TOOTH DECAY BEST

Reader's Digest recently reported the same research which proves the Colgate way of brushing teeth right after eating stops tooth decay best! The most thoroughly proved and accepted home method of oral hygiene known today!

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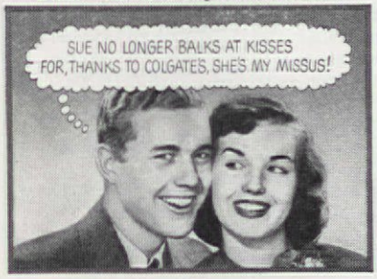
LATER—Thanks to Colgate Dental Cream



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✓ To Clean Your Breath
✓ While You Clean Your Teeth—
✓ And Help Stop Tooth Decay!

***YOU SHOULD KNOW!** While not mentioned by name, Colgate's was the **only** toothpaste used in the research on tooth decay recently reported in Reader's Digest.

What Dutch master ever made more of the beauties of a good table? And it tastes as good as it looks! (Good Victuals, page 78.) Photograph by F. M. Demarest

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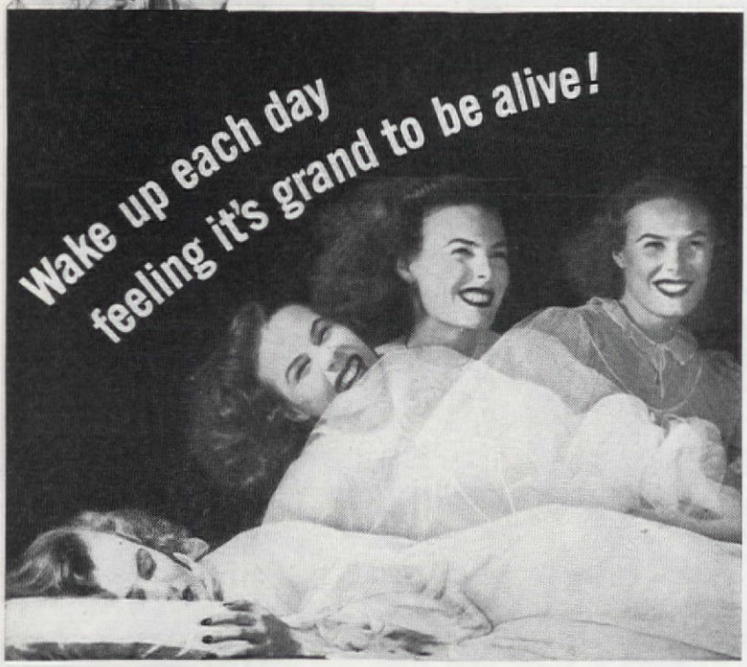

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What a difference the PLAYTEX Pillow makes in how you sleep at night—how you look in the morning—how you feel all day long!

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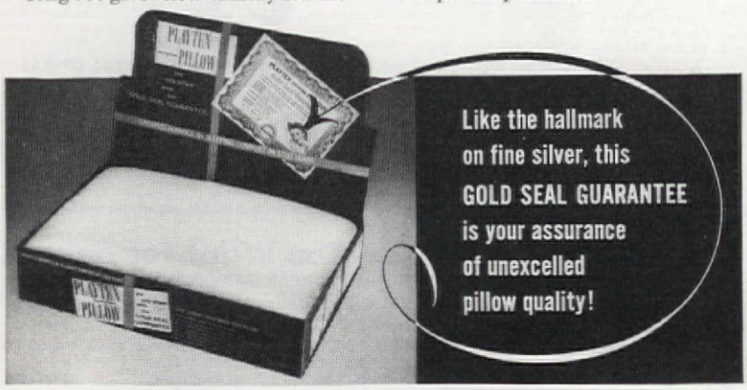

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Contributors

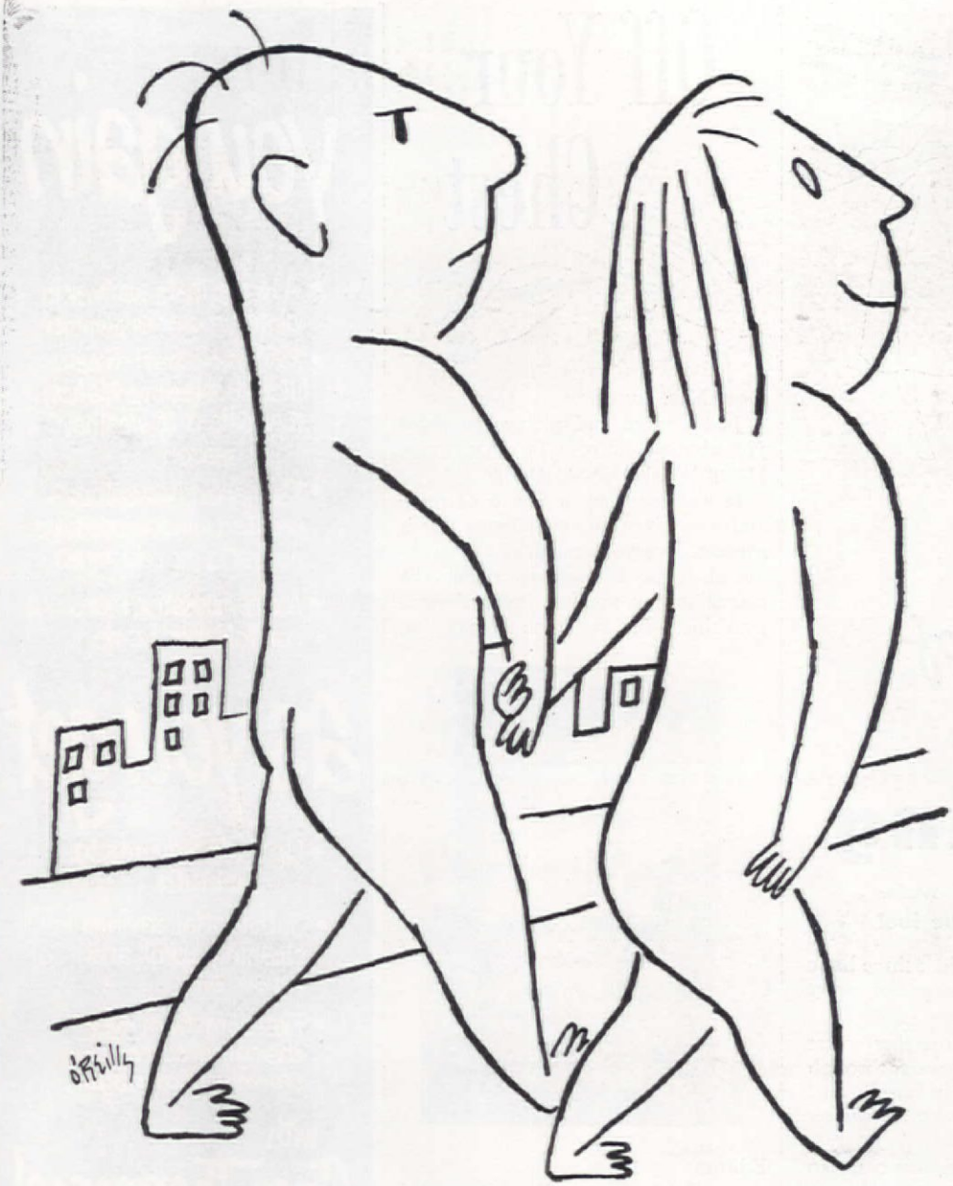
. . . **BARBARA STICKNEY SMITH** once had the *good* fortune to break an antique cup. You'll see what we mean by "good" fortune if you turn to page 52, for her excursions to antique shops in an attempt to match that cup were the beginning of the splendid porcelain collection she shares with us in this issue. A member of an old California family, she has taught school in various parts of the state, and was an originator of Toy Loan Libraries for underprivileged children.

. . . **RAYMOND P. KORBOBO,** as Assoc. Extension Specialist in Ornamental Horticulture at Rutgers Univ. since 1946 (having previously been in the army and, for four years, designer with two landscape firms), teaches home landscaping through lectures, radio, television. His key interests, he says, outside of his wife, who helped make his "Plan Animator" (see page 74), are his garden, licking crab grass, his car, pool and box hockey in his basement, and "just plain people."

. . . **DORIS BRIAN,** our new Copy Director, started as an art historian. She picked up a couple of Fine Arts degrees, specializing in architecture and the decorative arts, then settled down to the editing of art periodicals. During the past decade, she divided her time between art criticism and serving on the staff of national magazines which, like THE AMERICAN HOME, deal with the very fine art of good living. Her hobby? Trying to make Husband Micky like her cooking.

. . . **CARROLL B. COLBY** finds time for the rich family life described on page 47 between an impressive assortment of activities. Children's books and TV programs are one side of his career. He is also an aviation specialist, having edited several aviation magazines. How did it start? He studied art, did a stint with the U.S. Customs Service, then learned to fly. Combining his interests, he has written and illustrated countless articles on aviation and other subjects.

. . . **CAROL MOORE,** aged 16, is one of our youngest contributors on record. This creative miss designed one of those dreamy holiday window decorations. Of course, she plans to make art her career, though she's still a student at Mineola (N.Y.) High. Her second love is music, an interest she shares with a talented brother who plays clarinet and sax in his own dance band. Along with art, music, and school studies, she keeps house for her father and brother.



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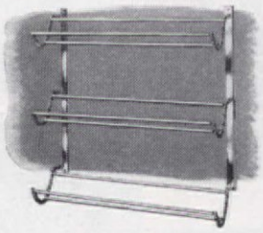
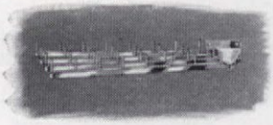
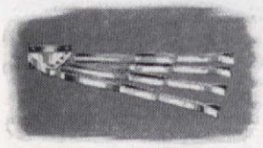


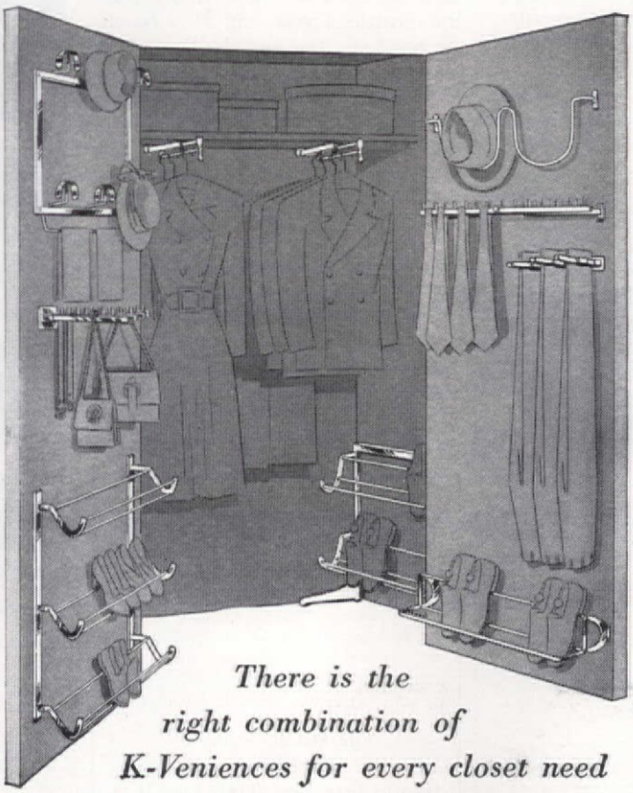
THREE-TIER SHOE RACK #785, holds up to 9 pairs of shoes. Chrome-plated.



SWINGING TIE RACK #773, has 4 swinging arms, holds ties, bags, belts. Chrome-plated.



SWINGING TROUSER & SKIRT HANGER #550, has 4 swinging arm clamps. Chrome-plated.



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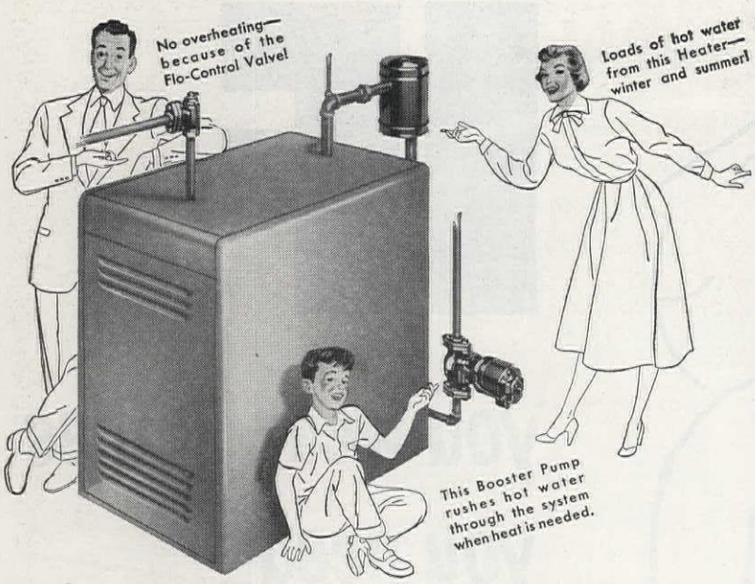

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A simple explanation of why this *forced hot water* system can provide so much comfort on so little fuel

RADIANT WARMTH AS SOOTHING AS SUNSHINE

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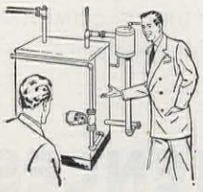

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City .....*Zone*.....*State*.....

Off Your Chest

Dear Mrs. Austin:

Just a note and picture to show you what we did with THE AMERICAN HOME Welsh Dresser Design.

It was made by a friend of mine and was given to my parents for a present. Everyone remarks how wonderful it is. I want to thank the magazine for making these designs available.—EDWARD J. FLANAGAN, JR.

Editors:

. . . I hope you will be interested in the enclosed press notices of my geranium article (June A.H.) from the Seattle *Times* and *Post-Intelligencer* . . . the two leading newspapers in the Northwest. There were also items in smaller newspapers which seem to have become lost in the shuffle of summer visitors. It's interesting to note that it's always the item that gets lost—never the summer visitor!—O'ZELMA WOOD COMBS

Gentlemen:

The main reason I am writing this letter is to thank you for the wonderful way your magazine is edited for the middle-class folks in this country who have a fairly good income but

PLEASE TURN TO PAGE 10

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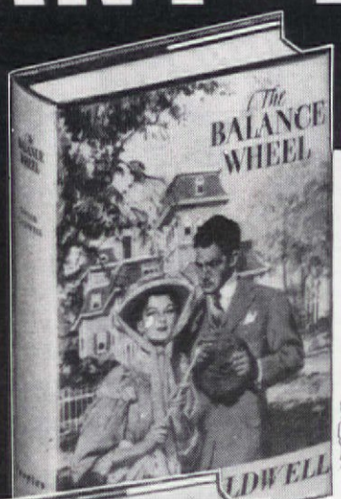

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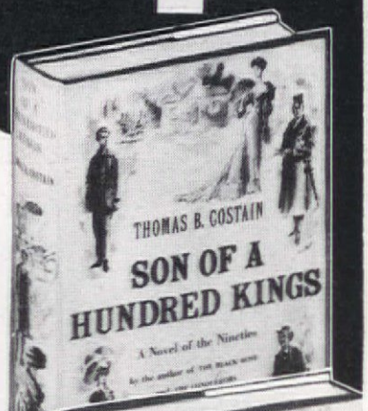

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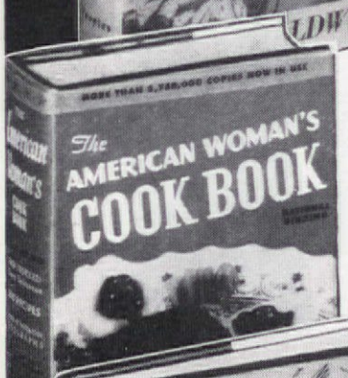

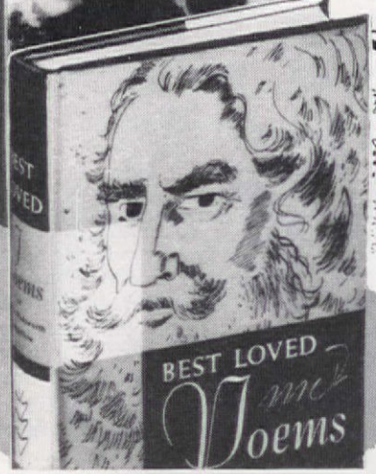

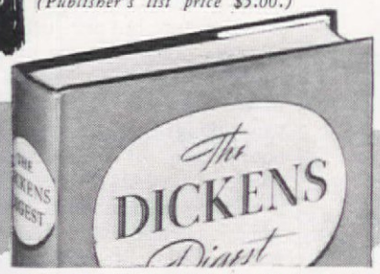

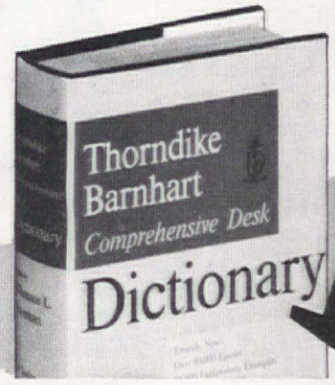

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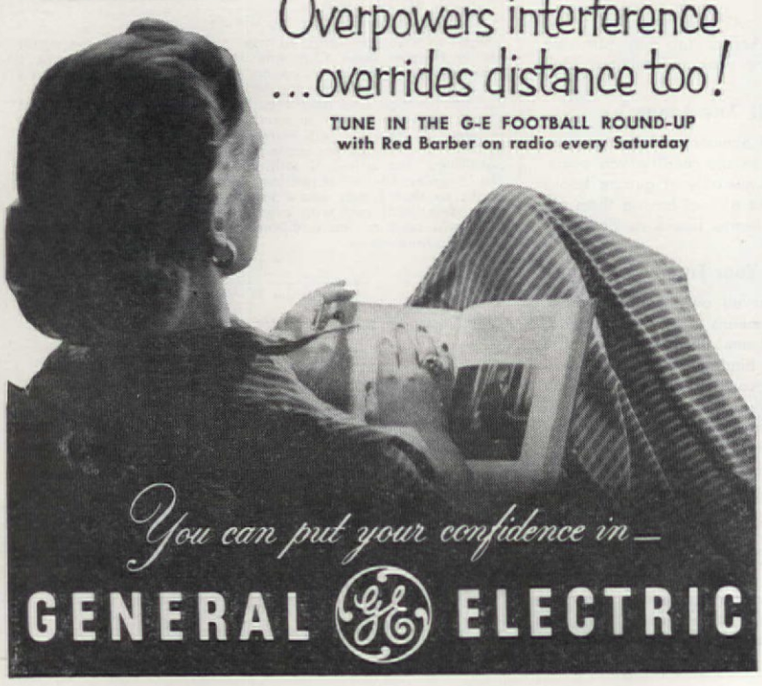

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GENERAL ELECTRIC

Off Your Chest

(Begins on page 8)

still have to watch their pennies and who are always anxious to find some way to have an ideal home without expensive furnishings. How much fun it can be to paint furniture yourself . . . and to watch beauty come from hard work and imagination. Anyone can do it, but with a wonderful magazine such as yours, it's so much easier and the ideas start forming the minute I turn to the first page of each new issue.

—MRS. C. W. HOPKINS, JR.

Dear Editor:

While reading your July story "We're Homeless and We Love It," I became so mystified as to who would ever enjoy reading such a fantastic tale—except as I did, for sheer amazement. Your magazine usually encourages young people to build and live in private homes, and I think such an article will either greatly discourage the bride and groom or hasten the selling of small houses and make many a young dream fall through.

I was interested in the article mostly because we have much in common (as far as material things are concerned). I have a very large lot, a beautiful new dream house, three of the largest breed collies, and two loving, active children who enjoy their home as much as their mother and father do.

Many of the Lowes' problems faced us too, but we just loved our place so much that we bore all the hard work until we became used to it. We enjoy big parties, lots of company, things tidy, and cleanliness too, but it can all be overdone until you're miserable. I agree a beautiful new home inside and out looks better when it is clean, weeded, and unused. But only down-to-earth people who love to live would rather see a place lived in, used, and even untidy at times.

We work hard together on our beautiful home . . . but we have a system by which we help each other. . . .

—MRS. WILLIAM E. SNYDER, JR.

Support is urged for the "Care-for-Korea" campaign, sponsored by the General Federation of Women's Clubs, scheduled for November 12th to Thanksgiving Day. Purpose—to raise funds to send CARE packages to Korean war victims.

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● **Quiet Charm And Dignity** *mark this lovely living room, which dramatizes rich gold and cherry furniture tones on the background of Stratosphere Gray walls, done in Pittsburgh's revolutionary new Wallhide Rubberized Satin Finish.*

Decorations of both rooms shown on this page are by Elizabeth Whitney, Chicago, member of American Institute of Decorators. Furniture by Consider H. Willett, Inc.

● **Colonial Accents** *of the unusual bedroom below are emphasized by the rich Robin Hood Green, used on the walls. This is another of the many popular colors of Pittsburgh's Wallhide Rubberized Satin Finish.*

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● **New Wallhide** gives your interiors a satin-like sheen, neither too flat nor too shiny, but pleasingly soft and mellow. The wonderful *rubberized* surface is rugged and elastic—resists scuffing and marring, won't chip, crack or rub off. Stubborn stains can be washed off quickly. Frequent scrubbings don't damage the surface.

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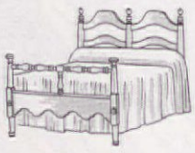


Ladderback Bed

Kneehole Vanity
with Swing Mirror

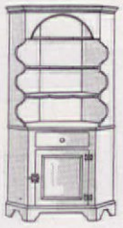
Dresser

Woodbury Bed

Middlesex Chest-Desk

Companion Dresser
with Mirror

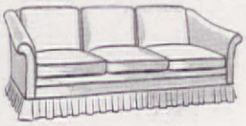
Water Bench Cupboard
with separate Hutch Deck



Corner Cupboard

Danbury Wing Chair

Extension Table



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Corpus Christi . Show Room of Finer Furniture
Dallas . . . . . Anderson Furniture Studio
Fort Worth, Ellison Furniture & Carpet Co., Inc.
Houston . . G. A. Stowers Furniture Company
Lubbock . . . . . Watson Furniture Company
Longview
McWilliams Hdwe. & Furniture Company
Marshall . Keoun Music & Furniture Company
Port Arthur . . . . . Hamptons
San Angelo, Robert Massie Furniture Company
Tyler. . . . . Swann Furniture Company

UTAH
Cedar City, Leigh Furniture & Carpet Company
Salt Lake City, H. Dinwoody Furniture Company

VIRGINIA
Bristol . . . Ball Brothers Furniture Company
Lynchburg . Schewel Furniture Company, Inc.
Newport News . J. H. Bell Furniture Company
Salem . . . . . Shank Furniture Company
Williamsburg . Butts Furniture Company, Inc.

WASHINGTON
Spokane . . . . . Bell Furniture Company

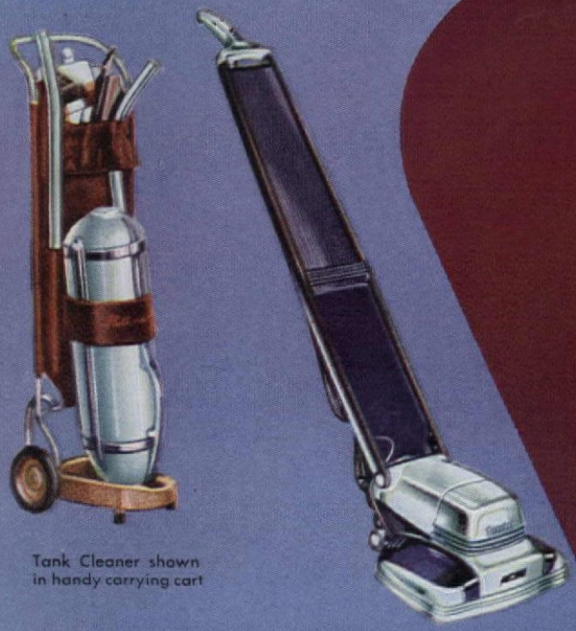
WEST VIRGINIA
Charleston, Woodrum Home Outfitting Company

WISCONSIN
Racine . . . . . Porter Furniture Company

WYOMING
Cheyenne . . Harris Furniture Company, Inc.

Announcing Fire Guaranteed HOM

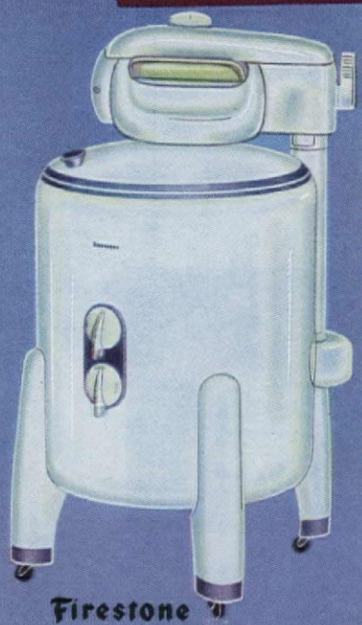
That Give You
Extra Quality,
Extra Value,
Extra Service,
at
No Extra Cost



Tank Cleaner shown in handy carrying cart

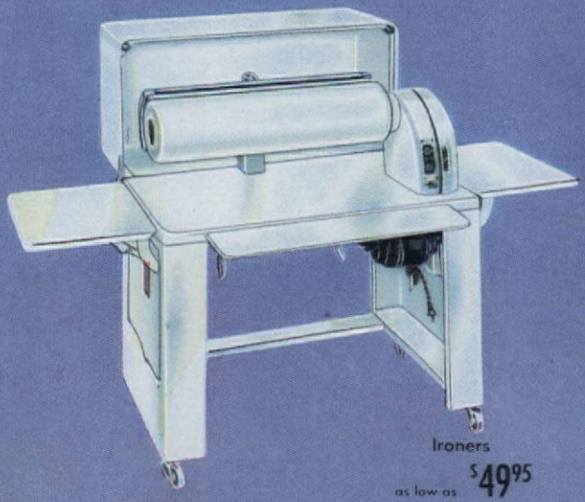
Firestone
Vacuum Cleaners
as low as $39.95

Firestone
Gas Ranges
as low as $99.95



Firestone
Washers
as low as $101.50

Firestone
Electric Ranges
as low as $159.95



Ironers
as low as $49.95

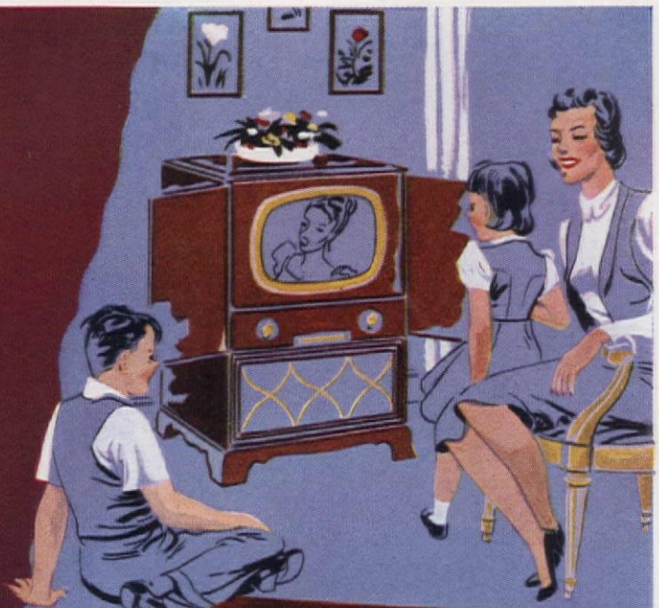
Firestone
Refrigerators
as low as $177.77

Enjoy the Voice of Firestone on radio or television every Monday evening over NBC

New Models of

stone

E APPLIANCES



IN TIMES LIKE THESE, when you want every dollar to go farther, it pays to shop at your nearby Firestone Dealer or Store. There you will find products for the home that are high in quality, low in price and backed by the Firestone warranty. You get extra quality and extra value in service as well as in products . . . and the nationwide network of Firestone Dealers and Stores assures you of service facilities in all parts of the country. So, before you buy any home appliance, be sure to see the newest models now on sale at surprising low prices at your nearby Firestone Dealer or Store.

Buy On the Convenient Lay-Away Plan or On Easy Budget Terms If You Wish

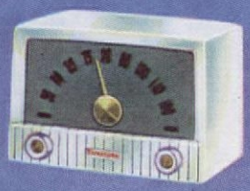
Firestone
Television Sets
as low as $199.95
Tax and warranty included

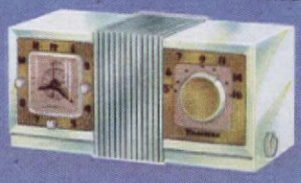
Firestone
Radio-Phonograph Combinations
as low as $159.95

Firestone
Table Model Radios
as low as $14.95

UPRIGHT MODEL

Firestone
Upright and Chest-Type Food Freezers
as low as $309.95





Firestone
Radio-Clock
$35.95

Copyright, 1951, The Firestone Tire & Rubber Co.

It isn't expensive to add an extra room like this

Would you like to transform your wasted attic into a bright extra bedroom like this? It's easy to do with Armstrong's Temlok®—and the cost is surprisingly low.

Armstrong's Temlok is a strong fiberboard that's an interior finish material and an insulation, too. It's made in big boards like those used on the walls of this room and in the smart tiles that form the ceiling. Both are easily nailed in place over a simple wood framework or they can be cemented to plaster. The job is so simple you can do most of the work yourself. When you're finished, there's no painting to be done, for Temlok's smooth surface is applied at the factory. You can either choose the Light Ivory shown here or the new Snow White. They're both wonderful backgrounds for any color scheme, and will stay new-looking for years.

The extra room you build with Armstrong's Temlok will be more comfortable, too, for Temlok insulates against summer heat and winter cold. It also reduces noise. You can see samples of Temlok and get all the details on this practical material at the lumber yard or building supply store in your community.

SEND FOR FREE BOOKLET, "How to Remodel an Old Home." It's packed full of information on methods and materials, illustrated in color. Write Armstrong Cork Company, 5111 Vine Street, Lancaster, Pennsylvania.

ARMSTRONG'S TEMLOK

How We Work

In New York . . .

It isn't only *how* we work, it's the when and where that keeps us on our toes—that is where you have to be if you want to be sure that your eyes are always open! Take our merchandise stories, for instance. They're usually born at a market, which is a vast building, located anywhere from the West coast to the East, where manufacturers bring their wares together for store buyers to inspect. We go right along, from booth to booth, floor to floor, picking things to show you. Up at the top of the page there you see Table Merchandise Editor Gertrude Brassard in the center. It was at the China and Glass Market in New York, in July. But Gertrude looks pretty happy—not much like a girl who has just lost her baggage while rushing up from a demonstration down South in order to be able to "make" the Gift Show. With her are Dais D. Beene of Miller and Rhoades of Richmond, Va., and president Charles W. Carlson of U. S. Glass.

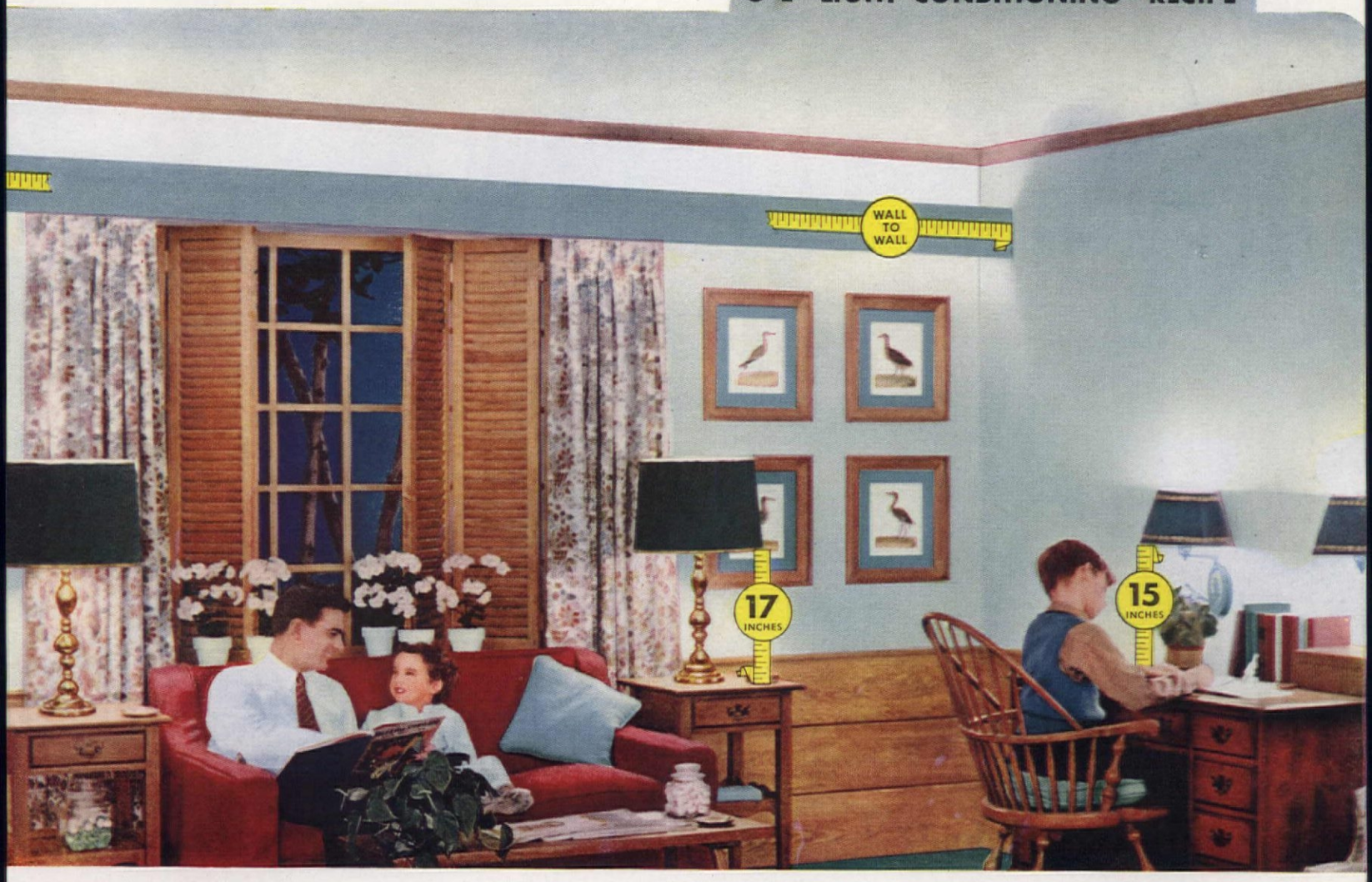
But to find out what makes things tick, we go straight to the source. Right below there is Home Furnishings Editor Gertrude Dixson at the Armstrong Cork plant, inspecting linoleum in the making so she'll know just how to tell you to use it. (Martin Goshkey shows *her.*) "Dixie" assures us that what she learned was well worth the long trip that she made out to the plant.

PLEASE TURN TO PAGE 19

In Lancaster, Pa. . . .

In Atlantic City . . .

G-E "LIGHT CONDITIONING" RECIPE



See what a lighted valance can do for your living room

'RETCH a lighted valance across your living room wall-to-wall and you'll be surprised at how the room seems row in size. How it glows with new beauty. How colors d out in draperies and furnishings, as ceiling and walls bathed with soft, cool, uniform light from concealed rescent lamps.

's one of the newest ideas in home decoration! Confined rst to the most expensive interiors, lighted valances are being offered at popular prices to fit any home.

n the interior above, the lighted valance is combined n portable lamps in a typical G-E Light Conditioning pe:

AT TO USE: 20, 25 or 40-watt G-E fluorescent tubes end-nd to fit valance length.

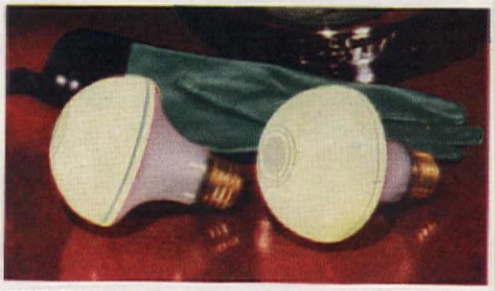
W TO USE: Wall-to-wall as above, or over doors or win-s. Valance can be up to 10″ deep.

or best results, be *sure* your lamps are marked "G-E".

FREE "LIGHT CONDITIONING" RECIPE BOOKLET. Brand new! Contains 22 Light Conditioning recipes. Covers every room in the house. Specifies bulbs, fixtures, measurements. Write Lamp Div., General Electric Company, Dept. 166-AH-11, Nela Park, Cleveland 12, Ohio.

NOW, MORE VALUE than ever with General Electric fluorescent lamps! Recent improvements make them more efficient, longer lasting, with better color and uniformity, less end-blackening.

LESS GLARE, SOFTER SHADOWS, are the result of using General Electric's new 100-watt White lamp. Revolutionary new inside "Q" coating, product of G-E research, makes the difference. 100-watt White lamp **21¢** plus tax.



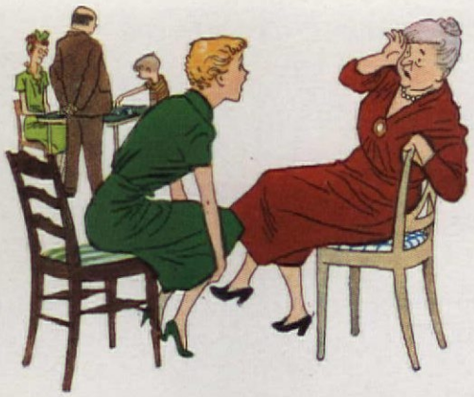
GIVE CEILING FIXTURES new beauty with General Electric's new 50-GA lamps! They direct part of the light upward, soften the downward light. For fixtures where bulbs are used in base-up position. 50-GA lamp **40¢** plus tax.

STOP BULBSNATCHING! Don't rob one light socket to fill another. New G-E 4-lamp package makes it easy to keep spare bulbs on hand. Four 60-watt lamps . . . **56¢** plus tax. Four 100-watt lamps **64¢** plus tax.

You can put your confidence in—

GENERAL ELECTRIC

FAMILY REUNION



DEAF AUNT: "Eh? What's that? Cannon Combspun* Percales are the best-wearing sheets you ever owned? Pshaw! Everybody knows that!"

COUNTRY COUSIN: "What's so different about the city? On our farm we've got television and aquamarine Cannon Percales just like yours!"

SWEET OLD MAID: "I fixed up my apartmen Really cosy. Colorful Cannon Percales in shell pink—I made curtains from them, too.

MOTHER-IN-LAW: "Take my advice and stick to beautiful and practical Cannon Percales. John appreciates fine things, you know."

FAVORITE UNCLE: "Wonderful night's sleep! Cannon Combspun Percales? Clever girl, my niece!"

MATRIARCH: "I want you all to listen. In 47 years I have found no sheets like Cannon Percales. You may start talking again."

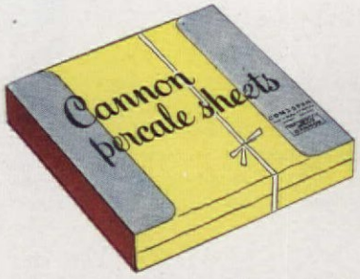
BRIGHT BRAT: "Combspun means that the cotton is combed until only the most longitudinous and ductile fibers remain. Simple, isn't it?"

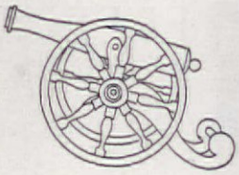
POOR RELATION: "Oh, we're getting along all right. Yes, we can afford Cannon Percales. Even for us, they're a good buy."

HENPECKED HUBBY: "Louisa says no sheets are as smooth and soft as Cannon Percales. And, of course, Louisa's always right."

BLACK SHEEP: "You didn't ask me to your wedding! But here's a present—ten years late . . . a dozen Cannon Combspun Percale Sheets. Lagoon green!"

COPR. 1951, CANNON MILLS, INC.





CANNON *Combspun* PERCALE SHEE

*REG. U. S. PAT. OFF.

CANNON TOWELS • STOCKINGS • BLANKETS • BEDSPREADS • CANNON MILLS, INC., N. Y. 13, N. Y.

How We Work

(Begins on page 16)

In New Orleans . . .

At the bottom of page 16, that's Edith Ramsay, Home Equipment Editor, up to a night's worth of work at the Housewares Show in Atlantic City. She could hardly wait for you to see what she found so she set up a miniature studio right there (she had to borrow the sheet from the Foley Food Mills) and just made the deadline for the October issue. With her are photographer Johnny Krafft of Hess Studios and our own Bob Houseman who went along to help stage the pictures. After a whole week of this kind of thing, Edie came back to New York and settled down—in a plane bound for New Orleans! She went to talk to home economists of the Southwestern Gas Association's workshop—about 100 girls who conduct cooking schools in 14 states. As good cooks, they want to know about good equipment, and our Miss R. was the gal to tell them.

There she is at the top of the page, attending a New Orleans luncheon with Robert R. Suttle, Managing Director of Southwestern (he hails from Dallas), Arvilla Patison of the Lone Star Gas Co. of Fort Worth, and Veep S. L. Drumm of New Orleans Public Service Co. Below you see Mary Monze, our Decoration Editor, setting up the picture we reproduce on page 118. This is the way most of our merchandise "shots" are taken. First we see the things, thousands of them, at the markets. We pick and choose, and make our notes. Then we come home and plan stories around the stars which excite us so much that we feel *you* must see them. Finally, we build a whole room around our choices—just like a stage set. In this case, "Becky" built hers at the Sumergrade show room. Bob Houseman is with her, and officiating at the camera is the photographer whose name you often see on our pages, F. M. ("Demmie") Demarest.—THE EDITORS

In New York . . .

Johns-Manville Home Insulation

will return you up to 15% on your money!

J-M "Blown" Rock Wool Insulation, scientifically installed can return its entire cost in fuel savings . . . keeps paying you dividends year after year!

● Learn how Johns-Manville "blown" rock wool home insulation will save you up to 30¢ on every dollar you spend for heating your house. Send for the new edition of the popular Johns-Manville book "Comfort that Pays For Itself." It's the last word on home insulation. It tells how your house will be warmer in the winter, up to 15° cooler in summer, and safer from fire, too!

This book points out that home insulation can prove the best home investment that you can make . . . once installed you never have to do anything about it, yet it continues to save money for the life of your house.

It also points out why the job must be done right because you insulate only *once!* See your Approved Johns-Manville "Blown" Home Insulation Contractor. He is trained to "blow" Johns-Manville Rock Wool scientifically to give you utmost benefits. Ask him about easy monthly payments.

Today no homeowner can afford to live in an uninsulated house. Why not get the facts? Send the coupon below for your free copy of this helpful new book "Comfort that Pays For Itself."

JOHNS-MANVILLE, Dept. AH-11
Box 290, New York 16, N.Y.
Please send me FREE copy of your new 24-page book, "Comfort that Pays For Itself."

Name_____

Address_____

City_____ State_____

JOHNS-MANVILLE JM PRODUCTS **Johns-Manville "BLOWN" HOME INSULATION**

how to keep telephone wires behind the scenes

Telephone planning for your new home keeps wires concealed—and that's the beauty of it. The walls and woodwork look their handsome best. The telephone outlets are at the most convenient places.

Telephone planning is easy and inexpensive. You just mark on your floor plans where you want telephones—now and in the future.

During construction, the builder installs pipe or tubing in the walls to carry the wires *behind the scenes* to these locations.

For more information about this important home feature and for free telephone planning service, call your nearest Bell Telephone Business Office.

BELL TELEPHONE SYSTEM

Off the Press

How To Finish or Refinish Your Furniture by Kay Hardy. (Funk and Wagnalls Company) Price $3.75. . . If you want to know how to fix sagging upholstery, torn webbing, tie loose springs, lacquer, stain, or paint furniture, this is the book for you. Tells how to refinish old furniture, how to build bookcases and record cabinets. Easy to follow, clearly illustrated, and good constructive reading. All methods have been tried and proved satisfactory.

Instruction In Sewing by Frater, Gallagher, and Jones. (Prang Co. Publishers) Price $1.20. . . A step-by-step learning guide. Nineteen chapters illustrated with clear, explanatory line drawings, right-to-the-point text. Begins with good tools, sewing machines, preparation of materials, simple sewing stitches, seams, pleats, sleeves, hems, plackets, buttonholes, decorative stitches, color guides.

Birthday Parties for Boys and Girls from One to Fourteen by Mary Grosvenor Ellsworth. (Woman's Press) Price $2.50. . . Five chapters dealing with the importance of children's parties, menus, recipes, games, making favors. The author explains in clever fashion how parents can be entertained while youngsters enjoy the party. With a direct approach and understanding, this book undoubtedly will be welcomed by many parent party-givers. Age group considered ranges from babyhood to early teens.

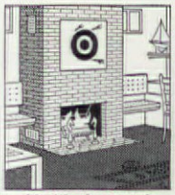
PLEASE TURN TO PAGE 44

This **FIREPLACE** warms the whole room-even adjoining rooms!

CIRCULATES HEAT!

● Build your fireplace around the Heatilator* Fireplace unit and enjoy the cheer of an open fire *plus* cozy warmth in every corner of the room. Heat usually wasted up the chimney is put to work. Your fireplace becomes 100% useful and reduces the cost of furnace operation in cool weather. Draws air from floor level, heats it, and circulates it to warm all the room and even adjoining rooms.

WILL NOT SMOKE... It's a scientifically designed form, complete from floor to flue, around which any style fireplace can be easily built. Assures correct construction, eliminates common causes of smoking.



Ideal for basement recreation rooms

Makes summer camps usable months longer

ADDS LITTLE TO COST . . . The Heatilator unit adds little to the cost of the completed fireplace. It provides all the vital parts...saves the cost of a separate damper, firebrick, and masonry otherwise required... and on most jobs reduces time and labor. Ideal for summer camps.

PROVED BY 24 YEARS USE... Make sure you get the one fireplace unit that has proved itself for 24 years in thousands of homes. Look for the name "Heatilator" on the dome and damper handle of the unit you buy. Accept no substitute. See it at leading building material dealers everywhere. Mail the coupon today!

*Heatilator is the reg. trademark of Heatilator, Inc.

HEATILATOR FIREPLACE
T.M. REG. U.S. PAT. OFF.

HEATILATOR, INC.
7211 E. Brighton Ave.,
Syracuse 5, N. Y.

Please send free booklet showing pictures and advantages of the Heatilator Fireplace.

Name .....

Address .....

City ..... Zone .... State .....

NEW HOUSEHOLD & GIFT ITEMS FROM ALL OVER THE WORLD!

My Popular GARLIC PRESS

Gives ALL-OVER Garlic Flavor

No more garlic lumps, slices, "hot" areas in foods! Just press this durable aluminum Press – and garlic cloves are converted into creamy garlic paste that blends into recipe. Keeps hands free from garlic odors. And you can use it for crushing onions, mint, parsley, allspice, etc. ONLY Mrs. Damar's Garlic Press comes with applicating and cleaning brush, plus recipe book. **ONLY $1.98**

TRIM & CARVE MEATS on this HOME-SIZE BUTCHER BLOCK!

Once you use this kitchen-size Butcher Block and cleaver, you'll wonder how you ever got along without it! Crack steak bones, poultry, lobster, etc. – without restraint – on this laminated hard-wood block like your butcher uses! Ideal for cleaving squash, frozen foods, etc. Block is 11"x11"x2½"—with heavy rubber-tipped legs.

BUTCHER BLOCK $5.95
BUTCHER BLOCK and CLEAVER $6.95

MAKE YOUR ELECTRIC MIXER A FOOD CHOPPER & BLENDER, too!

Just hook this attachment to the bottom of your beater—and your electric mixer gives you practically all of the advantages of a $40 blender! Enables you to PUREE fruits and vegetables; CHOP onions, nuts, chicken livers; BLEND delicious mixed drinks, healthful fruit drinks—ALL in a matter of seconds! Mrs. Damar's stainless steel Blenda-Mix fits any model mixer (except large-size Hamilton-Beach). Specify name of your mixer. **ONLY $1.98**

HOME CHARCOAL BAR-B-Q FOR INDOOR OR OUTDOOR USE!

New low-priced, easy-to-use charcoal-broiler for your home! Requires no matches, no kindling. Just place a few pieces of charcoal in the bottom—set it over stove . . . it ignites in seconds, then burns for hours! Steaks, chops, fish, fowl have all that tantalizing charcoal-broiled flavor sealed in. And "Charcook" has been proven over 90% smokeless—so you can use it indoors, even at your dining room table! Made of nickel-plated steel, 10½" grill. Ash and drip pan eliminates dirt and grease. Bag of hardwood charcoal included, free. **ONLY $5.95**

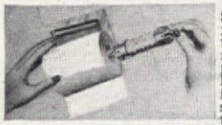
CUTS 25 "FRENCH FRIES" IN ONE STROKE!

Just insert whole potato – press handle, presto! – 25 perfect French Fries! Mrs. Damar's Food Cutter is wonderful for dicing salads and other foods, too. Made exclusively for us in rust-proof gleamingly plated steel. Easy to clean.
ONLY $2.98

Mrs. Damar's KITCHEN KORNER

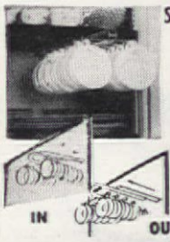
Here are 16 wonderful household aids from all over the world that will surely make housekeeping easier and more pleasant for you. Every one of these remarkable products has been tested—not in a laboratory—but in the kitchens of hundreds of average American women to guarantee their usefulness and durability. Now you can try them in your home, without risk! Just fill in and mail the coupon below, together with a list of the items you wish to examine. If, after using them for 10 days you are not completely satisfied, return them and I'll promptly refund your money. And this same money-back guarantee applies to the gift items offered below.

KEEP YOUR BATHROOM FRESH WITH A HIDDEN DEODORIZER!



Simply replace your present toilet tissue roller with this perforated cylinder—and let its delicately scented cartridge banish bathroom odor for 3 months! It's hidden, yet it keeps your bathroom fragrant 24 hours a day! Comes complete with enough scented refills to last an entire year! **ONLY $2.49**

CUPBOARD CUP RACK—holds 12 cups SLIDES IN OR OUT!



Precious cups are safe—and easily accessible—when you hang them on this 11"x5" aluminum rack. Simply fasten bracket to the underside of your closet shelf, and the hook rack slides in or out. Hangs 12 cups safely over other dishes.
$1.29 each
2 for $2.50

SPEND LESS TIME OVER YOUR STOVE

$1.98

$2.37
Both for $4.00

HARD-TO-GET COPPER CLAD SKILLET AND SAUCE PAN

Here are two really fine cooking utensils for your kitchen. Each has a .035 extra-thick sheet of copper all around the outside—assures fastest, most uniform heating. The insides are gleaming satin chrome. Smooth rounded edges inside and outside, and seamless construction make cleaning easy. Acid, stain, rust resistant—and cannot dent or chip in ordinary kitchen use. What's more, each has a sturdy firm-grip handle, with decorative metal hanging ring. Skillet is 7" wide—Sauce Pan is 5½" wide, 2¾" deep. Order either one at my low, low price—or save even more by ordering both.
COPPER CLAD SKILLET...ONLY $1.98
COPPER CLAD SAUCE PAN ONLY $2.37
SKILLET and SAUCE PAN..BOTH, $4.00

FOOD STORAGE AIDS!

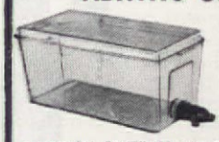
HANDY FOOD SAVERS STORE up to 6 LEFTOVERS

No more toppling cups and bowls to mess up your refrigerator—IF you store leftovers in these 6 handy containers! Each holds 1½ cups (contents of a No. 2 can). Made of transparent plastic—with snug-fitting lids. Set of 6 containers – complete with 15" chrome-plated pull-out rack. **ONLY $2.49**

TELESCOPIC BREAD BOX KEEPS BREAD FRESH!

Half a loaf remains oven fresh if it's stored in this amazing air-tight container. No more waste, no dried crusts because Bread-Scope telescopes down to 6" to fit your loaf snugly as you use it. Keep cakes, cookies, etc. fresh indefinitely. 11½" x 5⅛" x 5". Entirely made of shatter-proof, crystal-clear styrene. **ONLY $1.95**

COLD FRESH DRINKS ALWAYS ON TAP!



Just fill "Tap-A-Glass" with water, soda, etc. and you always have cold, refreshing drinks "on tap." Easy to use—especially for youngsters. Fills a glass in seconds! 5"x5"x13" in size—holds over a gallon. Tray lid supports other items. Made of unbreakable plastic. **ONLY $2.95**

SOLID COPPER HURRICANE LAMP

MAKES IDEAL TABLE SETTING

All the charm of traditional New England hurricane lamps has been recaptured in this exquisite copper lamp. Perfect for patio, garden, "by candlelight" dinners, etc. 6" high, glass chimney, replaceable candle.
$2.29 each
2 for $4.00

MRS. DAMAR'S EXCLUSIVE GIFT ITEMS!

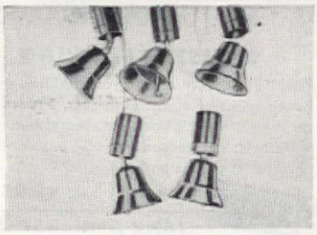
AUTO CLOTHES RACK —PREVENTS WRINKLES

Save cleaning and pressing – relieve packing troubles. HANG-ALL is amazingly easy to install in any car. Fits flush with roof of car—does not obstruct rear-view vision, or touch doors or windows. Out of the way—yet always ready for use. Holds up to 100 lbs.—up to 32 garments, full length! It's the original patented Hang-All Auto Clothes Rack.
DeLuxe Model . . . ONLY $4.95

CAR TRAY MAKES EATING EASY IN YOUR AUTO!

- **No Holes to Drill**
- **Ideal as Writing Desk, Ladies Make-Up Aid, Mother's Table for Infants**

No more balancing food on steering wheel or dashboard of your car! Install Car Tray in minutes. Fits snugly under the cowl; swings out into any desired position. Made of steel in chrome plate or baked enamel; rubber mountings guarantee absolute quiet; neutral color.
Baked Enamel Finish . . . ONLY $3.49
DeLuxe Chrome Finish . . ONLY $5.49



ELECTRIC CHRISTMAS BELLS SWAY AND TINKLE —*AUTOMATICALLY!*

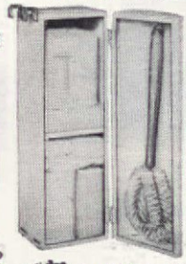
Just plug these gaily-colored 2-inch Christmas Bells into any standard electrical outlet and your home will tinkle constantly with good cheer! A lovely rainbow of red, blue, green and gold bells will sway back and forth—AUTOMATICALLY—filling the air with their cheerful tones. String them around your Christmas tree, twine them around a wreath of holiday greens, hang them over your entrance door or fireplace – and they merrily tinkle without attention on your part. Will last for years, fully guaranteed, and approved by Underwriter's Laboratories. This is the ONLY 5-Bell set available—because we have it made exclusively for us.
5-BELL SET .....ONLY $4.98

NOW! Wash Delicate Lingerie, Nylons, etc.—IN YOUR WASHING MACHINE

Now you can safely launder even your most delicate washables in your washing machine – with Mrs. Damar's Softi-Bag! Just hang as laundry bags; one for handkerchiefs; one for lingerie, etc. When filled, snap rustproof grippers shut, toss into washer—and that's that! These cotton mesh bags eliminate the need for sorting or hand-washing small articles.
$1.69 each—2 for $3.35

BOWL BRUSH "KEEP-ALL" CABINET

HIDES UNSIGHTLY BATHROOM NEEDS!



This handsome bathroom cabinet conceals a sturdy plastic bathbrush, and provides handy shelves for tissue, soaps, scouring powders, cleaning cloths. It stands on floor, hangs on wall, or hooks on either side of toilet tank. Comes in White, Black or Yellow. 15½" x 6¼" x 5¼". Complete with brush, 2 tank brackets.
ONLY $3.49

BAKE IN PIE PANS THAT CANNOT OVERFLOW!

End Oven Scraping!

Even your ooziest pies can now be baked to perfection—without bubbling over and charring the bottom of your oven! The rims on these pie pans are cleverly grooved to catch any overflow of juices. Made of heavy aluminum, standard 9" size—and bake beautifully.
2 for $1.00 – 6 for $2.50

FREE With your order, I will include a FREE copy of my big new Catalog of household and gift items.

MAIL COUPON TO ORDER DIRECT

Mrs. Dorothy Damar
134 Damar Bldg., Treat Place, Newark 2, N.J.

Please send me, postpaid, the items on the enclosed sheet of paper. I enclose $..... in full payment. My money back on any items returned within 10 days.

☐ Send the attached list of items C.O.D. I will pay postman $..... plus postage and shipping charges. Same money-back guarantee.

Name .....

Address .....

City .....Zone...State.....

MRS. DOROTHY DAMAR, Damar Bldg., Treat Pl., Newark 2, N.J.

COMICE PEARS

FROM ROGUE RIVER VALLEY FOR *Christmas Giving*

AS LOW AS $3.35

ORDER EARLY
EXPRESS PREPAID

● Luscious, large Comice Pears, creamy in texture, rich in juicy flavor, make unusual and appreciated gifts for family, friends and business associates. These world-famous pears are grown in our own orchards, carefully selected—individually wrapped. Delivered PREPAID in colorful gift boxes to all U. S. Express points. Perfect arrival guaranteed. Gift card enclosed. Send list, we do the rest.

DELIVERED PRICES (order by number)

No. 1—De Luxe Box (10 to 14 pears)	$ 3.35
No. 2—De Luxe Box (17 to 19 pears)	4.55
No. 7—Asst. Fruit Chest (about 14 lbs.)	6.45
No. 5—Asst. Fruit Basket (about 18 lbs.)	12.95

For Fruit Club Prices see Catalog.

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PINNACLE ORCHARDS
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Rush Free Full-Color Catalog to:

Name_____
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BRECK'S New Ideas For Better Living

Wrought Iron PLANT STANDS

Artistic, decorative settings for house plants, of verdi antiqued wrought iron, tiny scroll feet, colorful glazed tile centers. For pots up to 5" in diam. Protect tables, sills, mantels, etc.
Order No. AP920. pr. $1.50, 3 prs. $4.25

Tuneful MUSICAL HASSOCK

Keeps a child amused as he turns handle and plays a complete nursery tune. Just right size: 7¾" high x 9⅝" diam. Perfect for TV. Holds up to 150 lbs. Padded, non-scuff, easy-to-clean Vinyl in leatherlike design. Guaranteed music box.

Order No. G675, $3.98

Detachable HANDI-HOOKS

Strong suction cup fasteners hold these rugged plastic hooks firmly to wall anywhere, in kitchen, bathroom, child's room, on car windows. Each supports up to 6 lbs. Will not mar walls. 6 hooks, assorted colors, in re-usable Styron case.
Order No. G270, $1.00

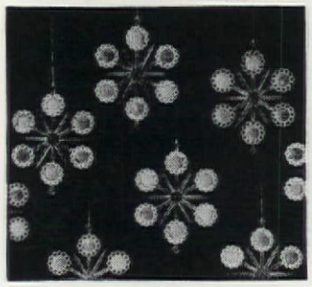
Order by No. Sent postpaid, guaranteed

BRECK'S — 371 Breck Building, Boston 10, Mass.

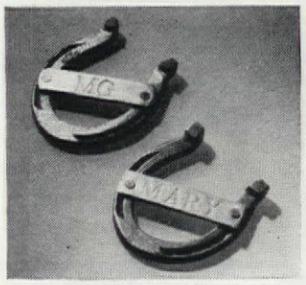
the AMERICAN HOME

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.

A CANDY SNOWFLAKE has such magical qualities that we hope you'll order lots for all your friends. Insert real gum drops in the holes, and on the points of each snowflake! Hang them from the tree, use them as favors, tack them around the molding: the best idea since mistletoe! Box of 8 clear plastic snowflakes and a big bag of 100 gumdrops, $2.50 ppd. The Krebs, Westerly, R. I.



WISH YOUR LOVE LUCK with a real pony-shoe paperweight bannered in copper with his name. Hand-turned and heeled of bright lacquered iron, the strap can be hand-stamped with initials or any four-letter name. And the service is wonderful. Your order is shipped the same day it's received! 3½" wide. $1.50 each. Three, $4. Ppd. Horseshoe Forge, 2 Muzzey St., Lexington 73, Mass.



Masterpiece UPRIGHT GUN RACK

The Perfect XMAS GIFT!

ONLY $22.50
Shipped Postpaid

●

A beautiful piece. Tastefully designed to harmonize with your finest furnishings. Built of SOLID WALNUT . . . hand-rubbed to a rich, lustrous finish. Displays as many as 5 guns in natural vertical position. The MASTERPIECE UPRIGHT is the perfect rack for guns of all types . . . both antique and modern. Target, combat and hunting arms all show to utmost advantage in this fine rack. Lends an atmosphere of sporting elegance to any room in the house. And it's protective, too! Special patented LOCK-IN Feature prevents damage from careless handling or falling out of place. Comes equipped for use as Wall-Hanger or sturdy Self-Standing Floor Model. A truly handsome gift! Unexcelled for sportsmen and gun collectors. Clip this ad and mail with check or money order. Shipped postpaid complete within 48 hrs. Money back guarantee.

46½" high, 19½" wide, 10½" deep

THE NIMROD CO. *(Div. of Geo. Marnhout Co.)*
Dept. D 11-51, 1701 Arch St., Philadelphia 3, Pa.

PRESERVES FROM OREGON MOUNTAIN MEADOWS...

for CHRISTMAS GIVING

"SAMPLER" BOX. Five asst. 5½-oz. jars Oregon Wild Blackberry, Greengage Preserves, Prunes with Hazelnuts, Oregon Whole Strawberry, Apricot with Kernels; gift packed in rustic box decorated with forest sprays and cones.

FREE BOOKLET LISTS GIFTS $2.95 to $31.75

Shipped prepaid, **$2.95**

JANE AMHERST
1912 N. Argyle, Portland 17, Ore.

STICK-n-STAY HOOKS

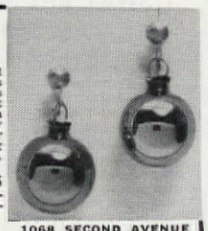
HOLD 15 LB.—NO NAILS OR SCREWS

Just stick it up—it's guaranteed to hold 15 lb. or more! No screws or nails to make holes, crack plaster and pull out. Just moisten the back of a Stick-n-Stay—it sticks and stays on wood, paint, paper, glass, tile or metal. No tools, no trouble. Use Stick-n-Stay Hooks in your kitchen, bathroom, clothes closets, workshop, etc.

Walter Drake — 8 for $1.00 POSTPAID. Colorado residents add 2% tax.
ORDER BY MAIL . . . SATISFACTION GUARANTEED OR MONEY BACK
411 Drake Bldg., Colorado Springs 9, Colo.

BUBBLING WITH EXCITEMENT

Earrings as gay and gala as New Year's Eve. Wee Christmas balls dangle 'bout your head. For an extra merry holiday idea earring your guests too! Glistening bright in red, green, gold, aqua.



$1.00 pair; $1.75 two pair Tax Included — Postpaid — No C.O.D.'s.

WORLD IDEAS — 106B SECOND AVENUE NEW YORK 22, N.Y.

2-in-1 PEG and SLATE TABLE

Twice as much *fun!*

Double fun for kiddies . . . when they slide sturdy masonite peg board aside and find a large, easy-to-write on natural slate blackboard. A dual educational toy of natural smooth finish wood. Complete with colorful enameled pegs, mallet, box of chalk, felt eraser. The thing for kiddies 3 to 7.

$5.95 postpaid

No C.O.D.'s please

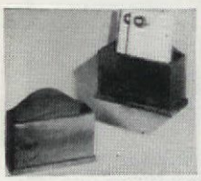
RANDEL ASSOCIATES Dept. A
1123 Broadway • New York 10, N. Y.

home cigarette bar

Holds a full carton . . . releases one pack at a time. Shows how supply is holding out. Antiqued pine with amusing verse. **$1.65** postpaid. *Send for our new gift catalog.*

the krebs Dept. AN
Westerly, Rhode Island

OUT-GOING MAIL BOX



Use even if you are not absent-minded. Now you won't forget to mail letters if they are placed in this attractive knotty pine box on your desk or hanging on the wall near the door. Antique satin finish. 7" x 3" x 5½" high. ONLY $2.50 postpaid. Unfinished ready to paint $2.35.

TELEPHONE WALL SHELF Space saver, only 12" x 9", but holds phone, pad, pencil; shelf for big city directory. Selected hardwood veneers in maple, mahogany, walnut, natural birch finshes. Also unfinished, ready to paint. Only $4.95 postpaid. W. of Miss. add 50c.

Send check or money order—or items sent COD plus postage. 10 day money-back guarantee. Write for Catalogue of other Distinctive and Unusual Woodwork and Gifts.

CHARLES W. CHASE, 11 Haddam Neck, E.Hampton, Conn.

Imported Bench

a rare find at 12.95 p'p'd

Available thru Mail Order Only

20"x17"x17" HIGH

Add 50c West of Miss.

You'll marvel at the fine European workmanship, the simple, beautiful lines of this elegant bench. Imported by us and sold directly to you. Genuine braided rush seat is hand woven. Satin-finished beechwood in *Light Natural* or *Black Lacquer.* At home with modern or traditional for utility seating, chair-side table, TV or vanity bench, luggage rack, etc. Legs easily screwed into pre-drilled holes. An exceptional value.

Satisfaction Guaranteed

Write for brochure of other imported rush furniture.

Hobi — *House Of Beautiful Imports*
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HAND PAINTED, PERSONALIZED NYLON TIE, for him, NYLON ASCOT, for her.

Any name hand painted to form unusual design. Name and decoration in contrasting colors. May be washed or dry cleaned. Tie and Ascot COLORS: maroon, navy, royal blue, pale blue, brown, green, rust, gray, maize, black and red.
•TIE $3.00 ppd. ASCOT $3.00 ppd. PLEASE PRINT NAME CLEARLY. No c.o.d's, send check or money order to

MAM OF THORNWOOD
Dept. A-1, THORNWOOD, N.Y.
dealer inquiries invited

Hardwood PEPPERMILL Sets

FRESHLY GROUND PEPPER is as important to your meal as the salt that goes with it. These pepper mills and matching salt shakers are turned from hardwood, mills have hard steel works, set screw for adjusting grind. Vase type in maple finish, barrel type in walnut finish. 2 oz. peppercorns included with each set.

$3.75 per set, ppd.

Wooden BUTTER MOLDS $1 per pair

No C.O.D.'s Please. Write for FREE Catalog.

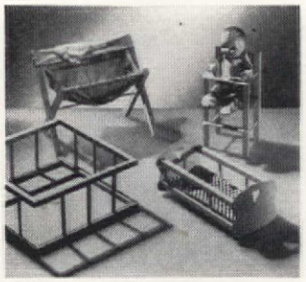
SHAPED LIKE TINY CHURNS, these wooden butter molds are fun to operate, and the pats they turn out do add the party look. Ideal for Christmas gifts. Two flower prints with simple directions. $1 ppd. Order several for friends — and don't forget yourself.

Bayden Bashe
Box 1162 Dept. 5-P Oklahoma City, Okla.

market place

Photographs by F. M. Demarest

EVERY DOG HAS HIS DAY and for most Fidos Christmas is the most red-letter day of them all when he's remembered with a gift under the tree. Like this red felt collar adorned with small pine cones, holly, and bells. Pretty enough for the sissiest clipped poodle; handsome enough for the sleekest great Dane. $1.25 ppd. Greenland Studios, 5875 Forbes Street, Pittsburgh 17, Pennsylvania.



DOLL SET. This has all the makings of being the star of your child's Christmas gift collection. The 12-piece set has a 10" doll that drinks and wets, a high chair equipped with metal potty, bathinette, playpen and, finally, pajamas and a cradle. All of this muchness for the apple of your eye, just $3.98 postpaid. Damar, 889 Damar Building, 22 Treat Place, Newark 2, New Jersey.

SEW EASILY *and* PROFESSIONALLY *with* MAGIC STITCHER

Now you can do a professional job at home in half the time. Sew a beautiful invisible blind-stitch hem *without rethreading your needle*. For Magic Stitcher holds a complete spool of thread. Do hemming, tailor-tacking, applique, basting, shirring, smocking—other stitches. Uses regular or *elastic thread*. Light as a feather (1 oz.), fits palm of your hand. Completely illustrated sewing booklet included free. $2.95 postpaid (postage extra on COD's). Money back if not delighted. **$2.95**

ALBIN of CALIFORNIA, Rm. 211, 1401-23 W. 8th St., Los Angeles 17, California

Crystal Chandeliers

MODEL PICTURED $85.00

4 gracefully curved arms. Beautiful imported crystal prisms and festoons of buttons. 32" long, 20" wide. Silvery or natural brass. Other models as low as $35.00. Satisfaction guaranteed. Write for free booklet.

KING'S ANTIQUE SHOP
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Leaksville, N. C.

MARBLE TOP OVAL COFFEE TABLE

From an era of fashionable elegance and leisure. The base is entirely hand carved, solid mahogany. The practical and lovely top is the same beautifully grained white marble that is used in statues. Top measures 34" x 22". Table is 18" high. **$95.00.** We pay all shipping charges.

No C.O.D.'s please

EDITH CHAPMAN
50 Piermont Avenue • NYACK, N. Y.

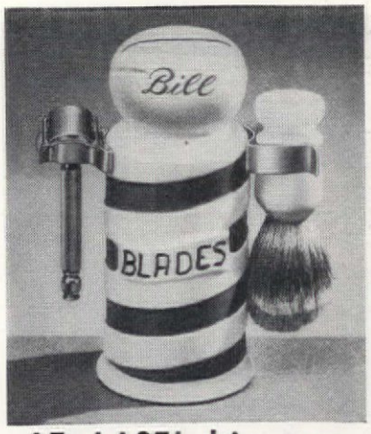
Patent Pending

COMPLETE PROTECTION FROM GREASE SPATTER

One size satin aluminum MAGIC SHIELD fits ON all medium and large skillets and AROUND smaller sizes. Easy to use. Easy to clean. Keeps spatter IN the skillet.

$1.25 POSTPAID NO C.O.D.'s
TWO SHIELDS POSTPAID FOR $2.40
Money back if not delighted.

WILCO PRODUCTS Dept. 2, P. O. Box 905 Louisville, Ky.



***AT LAST!* his own BARBER POLE SHAVE RACK!**

Combination Shaving Brush, Safety Razor and Used Blade Holder!

Keeps all his shaving gear in one place! No more rusty blades on sink, floor, shelves! Sturdy, colorful CERAMIC, easy to clean! 6" high. Nickel-plated spring steel handles. Stand it anywhere or use handy hook for quick hanging. Thoughtful and practical gift!

Personalized with first name, $2.69
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We pay postage. MAIL ORDERS FILLED. (*No C.O.D.'s please*) Check or money order to

Crown Craft Products
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Each cake in gold embossed, many-purpose metal container.

$6.40 | $4.10
5 lb. Cake | 2½ lb. Cake
Shipped prepaid.

Southern REG. U. S. PAT. OFF.
Fruit Cake Time Again

Guaranteed by Good Housekeeping or Refund of Money if not as advertised thereon

Thousands shipped each year coast to coast

Give the kind of gift you'd like to receive. Southern Supreme Fruit Cake, the traditional Holiday delicacy of the Old South, is lavishly filled with rich fruits and nuts—the finest cake to come from *any* oven. Improves with age. Order several for yourself and your friends. We handle all gift wrapping and shipping details. Makes Christmas shopping easy for you.

Final shipping date for pre-Christmas delivery December 10th.

Send order to: **COLUMBIA BAKING COMPANY**
P. O. Box 4779 • Dept. A • Atlanta 2, Ga.

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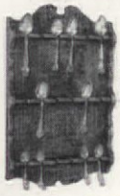
TOBY TEA POTS—Quaint English characters fashioned into colorful tea pots, 5" high—brighten your table or collector's nook. Choice: Woodsman, Swordsman, Duelist. Wonderful gifts! Set of 3—$6.95. Each postpaid **$2.50**



Early American Pine
SPOON RACK

Make a clever wall decoration of your souvenir and heirloom spoons with this Early American Spoon Rack. Bright shining silver gleams against mellow old pine finish. 17½" x 10½" holds 18 spoons. *Only* ... **$3.95** *plus 25¢ postage*

FREE—Send for Unusual Gift Catalog

FOSTER HOUSE
15-AH Cole Court, Princeville, Illinois

This Christmas give her Glamorous Lingerie

NYLON RAYON CREPE ROBE

$8.99 GIFT BOXED

Wonderful, washable robe, dries in no time, never needs ironing! Flowing skirt has 100-inch sweep! Exquisite Silk Bonnaz embroidery on pocket and lapel. Colors: California Red, Royal Blue. Sizes: 12 to 20.

Gold Craft Original

NYLON RAYON CREPE PAJAMAS

Man-tailored pajamas, with contrasting piping, convertible collar, and an adjustable waistband that's sure to fit! NYLON Rayon Crepe . . . washes and dries in a flash . . . never needs ironing! Colors: California Red, Royal Blue. Sizes: 32 to 40. **$5.99** Gift Boxed

Quilted Jacket and Pajamas

3 PIECES **$10.99** Gift-Boxed

Glowing black rayon satin makes the luxuriously quilted coachman jacket the handsomest thing she's ever seen. Oversized patch pockets contrasting rayon satin lapels and lining. Beautifully man-tailored pajamas of rich rayon crepe match the jacket lining.

COLORS: Black jacket with Aqua pajamas, or Black jacket with American Beauty Red pajamas. SIZES: 10 to 20, 9 to 19

Order By Mail! Satisfaction Guaranteed

Jonas SHOPPES Dept. LHR-8 6th Ave. at 14th St. N. Y. 11

Please send me the following items. Add 31c to each item for postage and handling.

Item	Quant.	Size	Color	2nd Color Choice
Robe $8.99				
Pajamas $5.99				
3 pc. Set $10.99				

NAME .....
ADDRESS .....
CITY ..... ZONE ..... STATE .....
☐ Money Order ☐ Check ☐ C.O.D.
(If delivered in New York City, add 3% Sales Tax)
MONEY BACK GUARANTEE WITHIN 5 DAYS

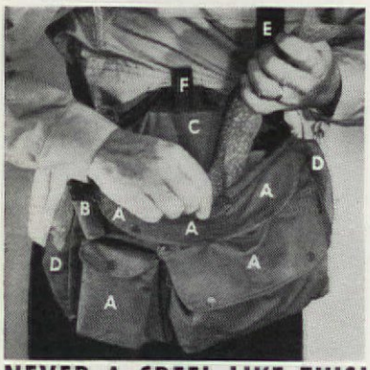
FREE! 16 Page Christmas Catalog. Write For Your Copy Today.

So Lovely! These Gifts of Lasting Elegance

ONLY $3.00 A PAIR, INCLUDING FEDERAL TAX

You will be proud, giving or receiving, these precious gifts of distinction that express such good taste. Salt and pepper shakers designed to complement fine dinnerware. High quality, heavily silverplated, 5½" tall, highly styled with gleaming polished finish for soft reflections. Lacquered to prevent tarnishing, weighted to prevent toppling, and of course, they're gift boxed. Order by number. Send only $3.00 for each pair ordered. Price includes federal tax. We pay postage and insurance. Satisfaction guaranteed. No C.O.D.'s please.

LOGINES 618 So. Dearborn Dept. AH-1, Chicago 5, Illinois



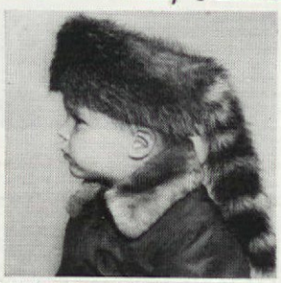
NEVER A CREEL LIKE THIS!

Practically a complete fishing outfit in itself... $5.00 postpaid

(A) Five pockets for fly boxes, leaders, etc. (B) Detachable bottle for fly dressing. (C) Washable lining with (D) screen ventilators. (E) Adjustable shoulder strap with landing-net ring. (F) Top pops open like a woman's purse; snapped shut, creel hangs flat. Packed in multi-use pliofilm case. Perfect gift for the fisherman who "has everything". No C.O.D.'s.

PERRY PRODUCTS, Box 262, Rye, N. Y.

Dan'l Boone, Junior



Real Coon Pioneer's hat always makes a hit. Tail on back is detachable. Quilted lining—warm ear flaps. For any age boy or girl. Sizes 6¼ to 7½ (20 to 23) . . **$3.25**

Mittens to match—Raccoon tail attached to fabric back. Brown cape-skin palm. Elastic wrist—fleece lined. Sizes Small, Medium, and Large **$1.75**

Be sure to send for our Big Free Mail Order Catalog.

Johnny Appleseed's

Box 725, Beverly, Mass.

For Overnight Parking

of Pop's rings, watch, wallet, coins, keys, etc. The cleverest canine you've seen in a dog's age, Rover keeps a man's dresser tidy—ends frantic morning searches for precious possessions. A pup any Pop will love for Christmas. In brown and yellow glazed pottery, 6" long from nose to tail. Postpaid. **$2.75**

Mail Orders Promptly Filled

Max Schling Seedsmen, Inc.

618-616 Madison Avenue, New York 22, N.Y.

Mirrored Magic

TO REFLECT YOUR CHARMING DECOR!

A handsome highlight for your bedroom, dressing room! Plate glass mirror is set in beautifully moulded Rococo Frame. Decorator tones to harmonize superbly with your own color scheme. Has easel back to stand or can be hung. In off-white or French Gold.

15 x 11½" — **$5.50** postpaid
21 x 13½" — **$8.95** postpaid

Satisfaction Guaranteed

Send check or shipped C.O.D. plus charges

HENRY ROSENZWEIG Dept. A-11

723 Lexington Ave. New York 22, N. Y.

BUTTER BUTLER

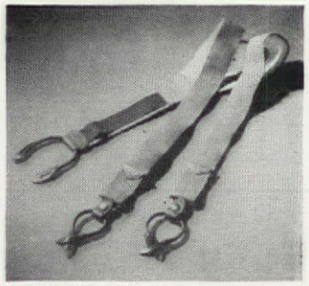
KEEPS BUTTER CREAMERY FRESH AND SPREADABLE

A continental touch for your dining table—this beautiful glazed crockery container copied from an old French Butter Cup. Just spoon ¼ pound of butter into Butter (a). Pour an inch of cold water into Butter Tub (b). Invert cup into tub for storing—reverse for serving. Ideal for every gift occasion in Butter Yellow or Leaf Green. **$2.25 ppd.**

WARD PHILLIPS CO.

Dundee 5. Ill.

MEN LIKE RED SUSPENDERS. So much so that Sherman Billingsley, owner of the world-famed Stork Club, chose them as the gift he would give to his most favored male patrons. A wonderful surprise present for your handsome husband, they're fun, too, for all his pals. Regular 40 inches, extra-long, 44 inches. $1.75 postpaid. Johnny Appleseed's, North Beverly, Mass.



A POST LANTERN has been sliced in half, to make a decorative accent beside the front door, on either side of the fireplace, in the library, or on the back porch. The handcrafted tole tin lantern is exactly like the kind usually placed on posts, attaches to wall, and is finished in black. 8½" x 16" high, fully electrified. $9.95 ppd. Jeff Elliot, Route 3, Elizabeth City, North Carolina.

MUSICAL DONKEY. Poncho will rock his way into your youngster's heart, and remain there as one of his most prized belongings. As he rocks, a music box plays familiar nursery tunes, and it never needs rewinding. Coat of fine plush over solid steel has saddle and harness. 27" high x 10" wide x 22" long. $11.95 express collect. Guaranty Sales, Box 176, Dept. A, Teaneck, New Jersey.

LOVE AT FIRST LIGHT

Only $9.95 each.

Have you a soft spot in your heart for things of the past? Here is an endearing lamp—which in addition to its nostalgic charm—is colorful and attractive. It is in good taste and a Bright spot wherever placed. Use a pair on the Living Room tables—as a television lamp—on the desk, in the den or bedroom. Fits in with Period, Modern, or Contemporary furniture. To Top it all—the price **$9.95.**

The Lamp base is an authentic reproduction of the 1910 Maxwell automobile—with body of red, tires in black and trimmed in Gold. Heavy cast iron base in soft black with felted bottom. Post in red coral. Overall height 13½ inches.

Choice of Scotch Plaid shade with red trim or Butcher cloth in red with black trim.

Send order by mail. When payment is sent with order we prepay postage. MONEY BACK GUARANTEE.

HOMECRAFTS, Dept. 355,

799 Broadway, New York 3, N. Y.

Three-Piece Outfit for Your Young Indian

Heap big Indian Chief needs heap big amount equipment for tribal duties. This 3-piece outfit gives him his signs of high command. The multi-colored headdress is made of real feathers. Colorful felt vest is gaily decorated. The ceremonial dance rattle (made by the Indians) is covered with rawhide and hand painted. Complete outfit (small, medium or large) only **$3.50**

Postage prepaid (except on C.O.D.'s)

CHEROKEE TRADERS, Dept. A-3

319 N. ROBINSON, OKLA. CITY, OKLA.

STILTS

The Ideal Gift For Any Youngster

Every boy and girl wants to try their walking skill on these sturdy, handsome stilts! Muscles develop and grow strong while youngsters enjoy themselves. Worlds of fun and healthful exercise!

- Built of rugged hardwood, 6 ft. long.
- Adjustable foot-step can be raised or lowered.
- Durable, non-slip rubber tips.
- Strong enough to support 200 lbs.

Only $4.95 Postpaid

(Add 50c West of Mississippi River)

Order NOW! (No C.O.D.'s, please.)

BEACON SPECIALTY CO.

11 Beacon St., Dept. 156, Boston 8, Mass.

Keep Ice Cubes 4 Hours Without Melting!

THERMO TUMBLERS

Prove it to yourself! Two layers of Polystyrene with a vacuum between is what turns the trick. *Won't sweat, need no coasters,* won't moisten hands. 10-oz. size, in festive colors of Blue, Red, Green, Amber. Each tumbler, **$1.25.**

SET OF FOUR (One each shade) **$5.00**

Postpaid, No COD's, Please.

ARTISAN GALLERIES FORT DODGE IOWA

NO MORE SCRATCH!!

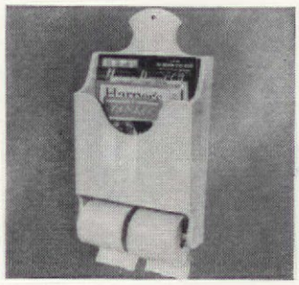
Protect furniture surfaces with

RIC-O-BAC

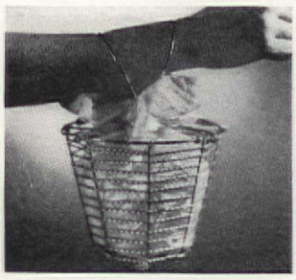
Magic felt tape cushion. Self adhesive to all surfaces . . . no gluing. Washable. Permanent. Conforms to any size or shape. Use on lamps, bric-a-brac, ash trays, vases, figurines, etc. Cushions and silences, stops breakage, protects from scratching. Easy to apply. Just press on. 4 packages (4 yds.) $1.00. Postpaid in U.S.A. No C.O.D.

J. B. Dawn Products, Dept. A., 3905 W. 64th Pl. Chicago 29, Ill.

COHASSET COLONIALS. This ladder-back chair is an exact copy of an original found in the Boston Museum, and is shipped knocked-down, with fiber rush for weaving seat. 43½" high x 17" deep x 10" wide. $10.95. Add $1 W. of Miss. Copy of 18th-century child's chair, 22½" high x 10½" deep, $4.95. $5.45 W. of Miss. New England hardwood. Hagerty of Cohasset, Massachusetts.



READING MATTER in the bathroom is a touch of luxury, every house should have because who doesn't use the seclusion of the bath to catch up on magazine stories? Rack holds 10 magazines, two rolls of toilet tissue, and is finished in dull white, honey knotty pine, or mahogany. 12" x 23", $10.95. Unfinished, $9.50. Express collect. Yield House, Box 179, North Conway, N. H.



BE CAGEY and carry the catchiest handbag in town that is made of twisted wire in the unexpected shape of a bird cage! Currently the rage of fashion-wise Paris, the girls there line the cage with a brightly colored silk scarf that enfolds all their belongings. Golden metal as young and whimsical as you please. $2.98 prepaid. Breck's, 923 Breck Building, Boston 10, Massachusetts.

The Gift That Every Man Wants

The perfect and practical gift for every and any man as well as for "the man who has everything" . . . with the "Mile-O-Meter" on the car's instrument panel he'll be a proud driver. He'll know just how many miles per gallon he's getting at all times, at every speed . . . He'll save gas and repair bills by getting more miles per gallon . . . He'll know just how efficiently his engine is operating . . . when it's time for a tune-up. He'll think of you every time he drives his car. "Mile-O-Meter" makes any dashboard look even better. Built with fine watch precision and appearance, it lasts a lifetime—quickly transfers to any new car he may buy. Comes complete with 24-page booklet of easy-to-follow instructions. This wealth of economy operating information brings him up-to-date . . . tells him how to drive for maximum gasoline performance . . . explains 31 ways "Mile-O-Meter" helps tune and check his motor. Fits every car, regardless of year or make—can be installed by anyone in a few minutes. Fully guaranteed—over 1,000,000 in use. A fascinating gift that any man will thrill to. We will gift-wrap the gauge for you—enclose any card you may send with your order—mail to any address. Send for yours today—"Mile-O-Meter" shipped prepaid—money back guarantee. Deluxe Chrome Model 3⅝ Dia.—$14.95 Ppd. Std. Model 2¾ Dia.—$9.75 Ppd. Fed. Tax Incl. "Your gift occasion is our business"—our motto for almost 100 years.

GALE HALL ENGINEERING Dept. 5 BOSTON 18, MASS.
WORLD'S LARGEST PRODUCERS OF TUNE-UP GAUGES

and HOUSE NUMBERS

Attractive silhouette and house numbers in 100 individual distinctive designs. Types for all styles of architecture in all sections of America. Specials for various hobbies and vocations. **ONLY $2.75,** plus 25¢ for mailing and handling. Aluminum base is surfaced by beautiful black wrinkle finish. Approximate size 8½ by 14 inches. Complete with five letters (or numbers) and screws, ready to install. Additional numbers or letters 15¢ each. *Satisfaction guaranteed.* WRITE FOR CATALOG.

ALTON SILHOUETTES
P. O. Box 47, Sta. A, ST. PETERSBURG, FLA.

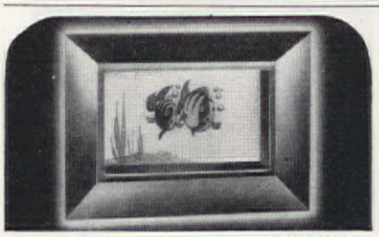
RIB YOUR MAN WITH A
DRIBBLE BIB
WORLD'S LARGEST NECKTIE

The tie that tops all gift neckties and defrosts the most dignified gathering. Made from heavy awning cloth in bright, gaudy, horrible stripes. Snaps on under collar. Really useful for spaghetti, lobster, etc. Let 'em dribble!

$1.50 postpaid

FREE Catalog of Thrifty Gifts

GREENLAND STUDIOS, Dept. G-6
5858 Forbes St., Pittsburgh 17, Pa.



DECORATE YOUR HOME WITH LIVING PICTURES!
PICTURE FRAME AQUARIUM

Goldfish or tropical fish will provide a spectacular moving parade in your home, when you hang this colorful *PICTURE FRAME AQUARIUM* on the wall! Top of the watertight plastic tank is open for easy cleaning. 5½ x 7½ inches. Choice of decorator colors: green, black, red, or yellow frames. Can also be used as shadow box or planter for cactus gardens. (Order 3 for decorative grouping — Only $2.75) **$1** *Each Postpaid*

Satisfaction Guaranteed or Money Refunded
Order from Dept. A-7

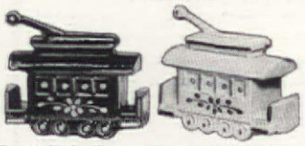
sunset house
8820 Sunset Blvd., Hollywood 46, California

SALT & PEPPER $1 PPD.

SANTA CLAUS-SLED & REINDEER

Beautiful brilliant colored ceramic set for every Christmas dinner table. Perfect Yule gift. A collectors' "must."

TROLLEY CAR SALT & PEPPER



$1 PAIR PPD.

Cutest little Toonerville Trolley's made of metal, hand painted with Penn-Dutch designs in bright colors, on white for salt, black for pepper.

MAHONING GIFTS Dept. AH-25
702 Wick Bldg. Youngstown, Ohio

TOYS FOR PETS AT CHRISTMAS

Don't forget your pets at Christmas—they don't forget you! Here's a big 18" stocking just jam-packed with special toys for dogs or cats, personally-chosen by "Beverly Pets", Movieland's favorite shop in Beverly Hills.

Dog Stocking $2.00, ppd.
Cat Stocking $1.50, ppd.

VILLAGE VENDORS
11733 Barrington Ct. 4-C
Los Angeles 49, Calif.

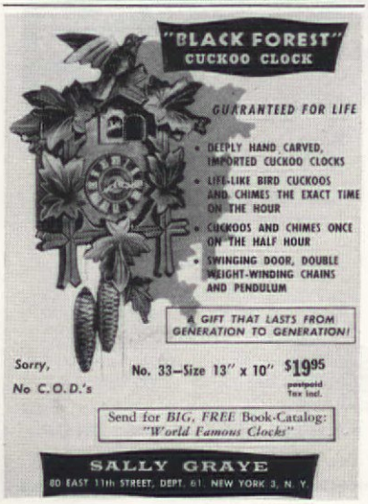
DOES YOUR CHILD SLEEP IN SAFETY?

YOUTHCRAFT SAFETY RAIL GUARDS YOUR CHILD
from falling out of bed

Here's inexpensive, safe, positive protection for your child! **YOUTHCRAFT SAFETY RAILS** fit any bed—can be attached or removed quickly, easily. So attractive you can leave them on permanently—or, if you wish, store them under the bed! Available in Wheat, Maple, Walnut, Mahogany or White.

Just **$5.95** each side, express charges collect.
For Hollywood beds $6.55 each side.
Send check or money order. No C.O.D.'s please.

YOUTHCRAFT
P.O. Box 65 Dept. A Englewood, N. J



Musical Trio

3 *Personalized* **PLAY-A-TUNE BIKE HORNS**

"JOHNNY" can toot his own horns! ANY BOY OR GIRL will LOVE playing his favorite songs on this personalized Musical Trio. 3 merry Red, White and Blue PLAY-A-TUNE BIKE HORNS . . . Shatterproof plastic . . . Mounted on a sturdy base. GUARANTEED to fit any bike. Just clamp it on, and he'll make music wherever he goes. Complete with color-keyed song card, clamps, swivel and your child's name. (Specify Personalization.)

Only **$2.98** postpaid

Remit with order. We pay postage, or C.O.D. plus postage.
MONEY BACK GUARANTEE

THE TOY CHEST, Dept. A Rego Park 74, N. Y.

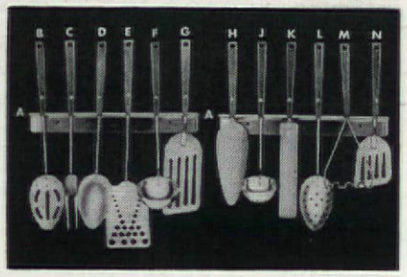
It's Yours FREE!

Big catalog of hundreds of exciting gifts from all corners of the world; for home, kitchen, garden, toys. **Gifts Galore You Never Saw Before!** You'll enjoy this catalog of ORIGINAL bewitching gifts and surprising discoveries the year 'round. Join our family of thousands of satisfied customers. Satisfaction guaranteed. Write today.

BANCROFT'S 529 South Franklin St. Dept. 12, Chicago 7, Illinois

PARKER-GAINES LIFE-LONG STAINLESS STEEL KITCHEN TOOLS

7 pc. set $8.50
14 pc. set $16.50 **$1.29 ea.**
SELECT YOUR ASSORTMENT **Usually $2.00**



Can't tarnish, stain, rust or discolor. Genuine Pakka-Wood handles. For homes, boats, restaurants, and institutions. Choice of twelve pieces plus handy hanging rack. Send cash, check or M.O., and we pay postage. You pay postage if C.O.D.

A. Wall Rack
B. Slotted Spoon
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J. Gravy Ladle
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MAIL YOUR ORDER NOW!

Order now for yourself, Xmas and all gift occasions

HOM-GADGETS, INC., 610 Schaff Bldg., Philadelphia 2, Pa.

NATURAL REDWOOD FINISHES

Gloss or Dull

Even long-lasting Redwood needs surface protection. Original Behr Process Liquid Raw-Hide Redwood Finishes are now available in: Redwood Color-Stain and Sealer; Natural-Clear-Gloss; Dull Finishing Coat; . . . $1.65 Qt., $4.65 Gal. Also Redwood Color-Preservative (for non-gloss staining) $1.45 Qt., $3.95 Gal. All Prepaid and Guaranteed. "Good For Wood . . . all kinds of wood".

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PERSONALIZED PENCILS

Set of 12
$1.00
Postpaid

Full-sized pencils with good black leads, finished in colors of the rainbow, and each printed with owner's name or nickname in gold. Packed in all-plastic, durable, hinged-top box. Best of all, this wonderful gift is sent from "Santa Claus" with your gift card enclosed. Order several sets—ask for free catalog.

Holiday House
10 Christmas Tree St.
SANTA CLAUS, IND.

CUT IRONING TIME 1/2

FREE 10 DAY HOME TRIAL
Send no money—pay postman nothing

Kordaway keeps the cord off the board . . . iron glides effortlessly preventing soiling, wrinkling of clothes. It fits all irons and clamps anywhere on board. Prevents cord from twisting, fraying or burning out. Lasts a lifetime!

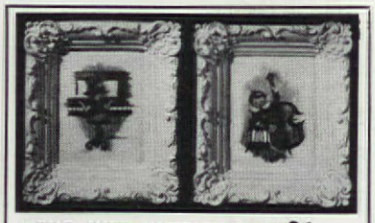
TRY KORDAWAY AT OUR EXPENSE!
Try for 10 days free, if satisfied pay just $1.95. If not satisfied, send it back and you owe nothing. TRY BEFORE YOU BUY!

FREE XMAS GIFT CATALOG

HOME MAKING MADE Easy!

FREE BOOKLET introduces many new, time and effort-saving household items ideal for XMAS gifts. Gives tested household hints. Sent free to all who accept a Kordaway for 10 day free trial.

HOMEMAKERS MART, Dept. AH-11
Box 1376, Beverly Hills, California



"THE WEE MUSICIANS" in LOUIS XV Frames each **$1** ppd.

Adorable . . . these MINIATURES! Full color engravings by artist LOWELL, charmingly framed in white hydrastone. 14" x 14½".
12 captivating Musicians—6 boys and 6 girls: banjo, singer, xylophone, accordion, piano and harp. Flute, french horn, violin, tuba, bass fiddle and kettle drum.
Order several at this low price for delightful groupings in any room in your house. You'll love them! Each gift packaged. Send only $1 each.

THE STUDIO SHOPPE
BOX 114 M Forest Hills, N. Y.

JUMBO PRUNES

Special Introductory Offer

Send me two $1 bills (or check or money order for the same amount) and I will send you my 2¾ pound box of JUMBO PRUNES, including a generous sample of my Ranch-made Sweets, giant California Apricots, fresh Dates, and honey-sweet white Figs.

These prunes are huge and so soft you'll eat 'em like candy. To new customers only I offer this regular $3.00 box for $2.00 and I prepay delivery.

I guarantee complete satisfaction or your money back. Send today and I'll ship at once direct from my ranch. Only one to a customer.

Sign and send coupon

ROBT. B. HAWKINS, Box C-2
Vaca Valley Orchards Vacaville, Calif.
Please send catalog of assorted gift packages.
Name.....
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"the cards friends keep"

PHOTO CHRISTMAS CARDS

from your favorite negative

Actual size 4¼ in. by 5½ in.

25 CARDS & ENVS. as low as **$1.50** plus 20¢ shipping

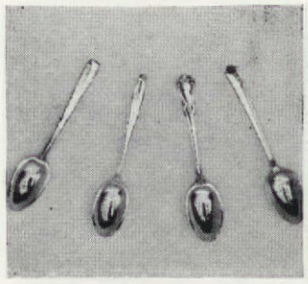
This year send original Christmas cards made from a photo of your children or family group . . . or favorite picture of your home or pets! Send for FREE sample card. For FREE personalized sample, mail negative with 3c return postage. All negatives safely returned. If negative unavailable, add 50c for making new negative from your picture. Sample offer expires December 1

Send For FREE SAMPLE

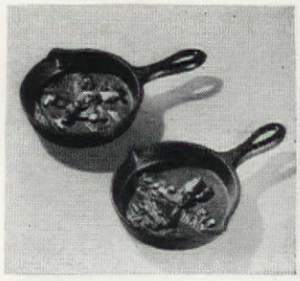
PHOTO-FINISHING SHOP
Dept. E, Box 1570, Rochester, N. Y.

MUSIC FROM A CATHEDRAL is just about the loveliest thing we can think of for your living room this Christmas. An illuminated musical cathedral, 12" high and 6" wide, is made of ivory plastic with simulated stained glass windows. And it plays "Silent Night," to lend enchantment to your house. With detachable golden cross, $7.50 ppd. The Fitzgeralds, 545 Fifth Ave., N.Y.C. 17.

YOU ARE CORDIALLY INVITED to join the Nelmor Sterling Club. You may have your choice of 216 different silver patterns (among them Towle, Gorham, International, Reed & Barton, etc.), in the form of a place setting. You pay $2 a month for each place setting; $2 a month for every $25 worth of extra pieces. A worthy installment plan. Nelmor, 901 Bergen Ave., Jersey City, N.J.



AMISH FOLKS are wonderful to talk to as well as read about, and here are two tiny skillets decorated with a small Amish boy and girl walking hand-in-hand. Done in the gay, vibrant colors of Pennsylvania Dutch, you'll use these wrought-iron miniatures as ashtrays, nut dishes, table appointments. 3" wide, a pair is just $1.25 ppd. Noveltyme Studio, Hellam 8, Pennsylvania.



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Send for free illustrated catalogue on 40 different kinds of markers.

THE FINISHING TOUCH TO A LOVELY LAWN: A beautiful lawn marker made of heavy metal rust proofed, finished in satin black enamel with your name in BRIGHT reflecting letters on both sides. $3.50 plus 25¢ for postage.

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907-3rd AVE. S., NASHVILLE, TENN.

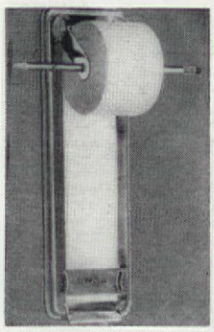
DAY OR NIGHT

and long lasting identification: Get this attractive CLAMP-ON NAME PLATE for your mail box. No tools needed, no holes to drill, simply clamp on by turning wing nut. YOUR name beautifully hand lettered on both sides and processed with bright reflecting letters. Fits all standard mail boxes.

SATISFACTION GUARANTEED
"SOLD BY MAIL ONLY"

$3.95 as shown
$2.95 without number plate.
Add 25¢ for postage.

Just the thing for the modern housewife!



JOT 'EM DOWN

This new polished solid aluminum memo pad is ready to serve you. Only 4" x 12" . . . it can be hung anywhere. Neutral finish . . . unique, built-in holder does away with lost pencils. Jot 'Em Down comes equipped with enough ordinary adding machine roll paper to last a full year. The price is just **$1.98**
Postage Prepaid
No C.O.D.'s please.

FOWLER & GRAHAM
THE HOUSEWARES STORE
120 E. Putnam Ave., Greenwich, Conn.

ONLY $3.95 POSTPAID

Something New!

SUSAN SET

Pretty as a picture when filled with food or flowers. So effective for snacks and Hors d'Oeuvres. A Christmas gift worth twice the price!

8 sparkling colored dishes, with stand. Each can be removed for serving. ORDER YOURS TODAY — Supply limited.

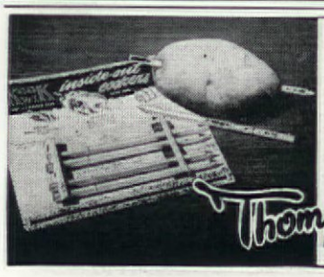
PERSONAL GIFTS, INC. BOX 155-B WATERLOO, IOWA

SEND CHECK OR MONEY ORDER. SORRY NO C.O.D.'s.
MONEY REFUNDED IF YOU ARE NOT DELIGHTED.

SWING YOUR PARTNER SALT AND PEPPER SHAKERS

Fiddler tunes up, caller chants the steps . . . and the dance is on. Seasoned Americana, in fine ceramic!
Fiddler and Caller, pair **$2.00**. Dancers, pair **$2.00**.
Postpaid. No C.O.D. Satisfaction Guaranteed.

ELRON 156 W. Chicago Ave., Dept. CJ-100 Chicago 10, Ill.



Bake potatoes in as little as 20 minutes with KOOK-KWIKS

Just stick these cast aluminum rods through potatoes to carry heat inside, baking them fluffy light in half the usual time. Perfect for roasts and poultry. Cuts cooking time by half, saves flavors, reduces shrinkage.

$1.00 set of **6** (no C.O.D's) Write for FREE catalog

201 State St., Boston 9, Mass.

HE'LL HELP YOU REMEMBER that you put your ring, watch, and bracelet on his trunk the night before. This way you'll always know where you put them. Hang or stand the ceramic elephant, decorated with green four-leaf clovers on a red, green, or pink ground. 3½" high, 69¢ each; three $2. Prepaid. Mahoning Gifts, 702 Wick Building, Youngstown, Ohio.

MILTON LEE COMMODE. Seldom do we get big ideas like full pages in four color, but for this little dream we wish we could have one! Made of solid cherry with three drawer pulls of hand-carved oak leaves and acorns, you'll use it beside your bed, next to the sofa in the den on a stair landing. 24" high x 22" x 14" wide. $34.85 ppd. Carl A. Forslund, 122 Fulton St. E., Grand Rapids, Mich.

PERMANENT PLEATED NYLON! The price tag on this dream is happily moderate. All pleated from head to toe on front, nylon washes and dries in a jiffy, never needs ironing, and packs like a powder puff. Elasticized waistline, deep V bodice in black magic, bridal white, South Sea coral. Sizes 10–20, $14.99 postpaid. Jonas Shoppes, Dept. LH-5, 62 W. 14th St., N. Y. C.

76 PLASTIC GLOW in the DARK CHRISTMAS TREE ORNAMENTS only $1.00 POSTPAID

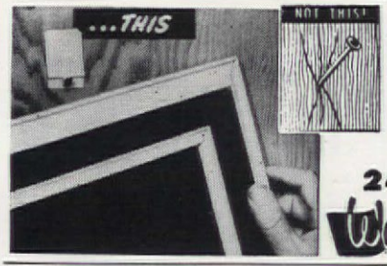
Here's a complete assortment of novel plastic Christmas tree ornaments that glow in the dark... you get 76 of them for only $1.00! You'll thrill! The kiddies will be spellbound. They are 100% safe —NO WIRES—NO ELECTRICITY—Just hang them on your tree, fireplace or mantle. All 76 ornaments are made of lifetime plastic. They won't chip or wear out... they'll last forever. An unusual assortment of attractive and artistic subjects complete the 76 ornaments... Many are up to 4½ inches high. As an added feature the bells spell M-E-R-R-Y C-H-R-I-S-T-M-A-S. ***Extra! Illustrated copy of A Visit From St. Nick.***

THESE 14 BELLS SPELL MERRY CHRISTMAS

ALL THESE INCLUDED Bells—14 spell M-E-R-R-Y C-H-R-I-S-T-M-A-S. Santa and his Sled. 8 Reindeer in their fleeting splendor. The North Pole. Santa's House, unique and inviting. A saucy gremlin, a robust snowman and a Cherub. 4 Candy Canes. 14 dazzling, shiny Stars to gleam and sparkle through your tree. 3 Candles, 16 Icicles. Mantle with Clock, Stocking and Kiddy. Now comes Santa with his pack of toys for your tree or kiddies' stockings. A Locomotive, Train, Sail Boat, Doll, Drum, Pistol, Jack-in-Box, Bugle, Bike, Auto. Count 'em! They total 76.

RUSH ORDER Send today. Enclose $1.00. We ship promptly postpaid. Only 3 Sets to a Customer. (Sorry, No C.O.D's) Act while supply lasts. Our money back guarantee protects you fully.

RABAR PLASTICS, Dept. 4
P. O. Box 360, New York 46



No-Nail Hangers

HOLD 10 LB. — WON'T CRACK ANY WALL!

No more cracked plaster or unsightly holes—no more hammer-bruised fingers when you hang pictures with No-Nail Hangers! Just moisten and apply to wall—each No-Nail Hanger safely holds up to 10 lb Use them on plaster, paper, wood, glass, tile, metal. No tools needed—easy to put on, easy to take off without marring wall

24 for 98¢ POSTPAID COLORADO RESIDENTS ADD 2% SALES TAX

Satisfaction guaranteed on every purchase from Walter Drake

Walter Drake 411 Drake Bldg., Colo. Springs 6, Colo.

NEW Butterfly Solid Brass

TRIVET WALL LAMP

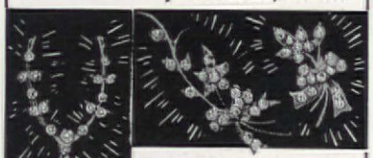
An unusual adaption of Colonial Day pieces. Smartly styled to make a handsome companion to other pieces of its era. Lamp ensemble includes highly polished, third-dimensional solid cast brass trivet, 3-way socket, frosted, glass shade, brightly polished brass bracket, enhanced with key-like switch.

Sold on money-back guarantee. Send check or money order to:

Priced Only $8.95 post paid

YEMO METAL CRAFTS
87-28 Little Neck P'kw'y.
FLORAL PARK, L. I., N. Y.

Make Jewelry for Gifts, Profits



Pair of WISHBONE PINS or LOVELY SPRAY PIN AND EARRINGS

$1.25 or BOTH SETS $2.25
ea. set postpaid

Your profits are 200% to 400% when you complete this easy-to-make jewelry. You get jewelers' metal frames, all necessary rhinestones, cement, step-by-step instructions plus gift boxes. Imagine! Both of the above sets (pair of wishbone pins and spray pin and earrings for only $2.25, postpaid). Order now.

Send 15¢ for 20 page illustrated jewelry catalog. (Sent free with any kit ordered.)

Send Check, Money Order. No Stamps.

THE HOBBY MART, Inc.
604-A3 Penn Ave., Pittsburgh 22, Pa.

Her chair for keeps!

with her own name lettered in gold

This cute little rocker is made by skilled Swiss woodworkers. A treasured gift to any child, age 2–7. Lifetime black lacquer finish, gold trim. Carton packed for gift mailing. Send child's name, gift card and address with check or money order. **$18.50** Postpaid

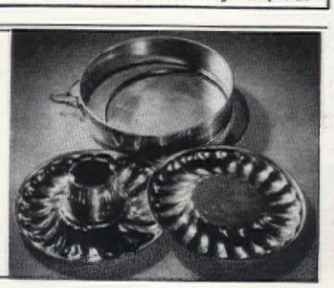
Price Includes Child's Name in Gold

KEEPSAKES Box 2092 Station D
Dept. AH
EVANSVILLE, INDIANA

NEW! 3-WAY BAKING HIT

The right pan for every cake with this adjustable ring and three 10" bottoms. At right for Danish Cakes. Top—plain bottom for Layer Cakes. Left—for Angel Cakes. Bottoms easily slip in ring. Made of high-grade aluminum this Baking Kit is as easy to keep clean and shiny as it is to store. It's a gift of a lifetime—to last a lifetime. $2.39 ppd. Add 25¢ West of Mississippi.

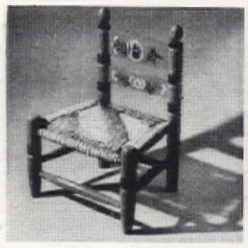
HYSAM SALES • 33 H. St. N. W. • Washington 1, D. C.



Gay as Xmas!

Mexican BAMBINO CHAIR

Only $3.45 PPD.



SITTIN' PRETTY is mighty easy for little men and little women in these gay Bambino Chairs. Bright fiesta colors, Red, Blue, Green, or Yellow, with splashes of hand painted fairyland flowers. 17½ inches tall, with sturdy woven rush seats. They're kids' own chairs for nursery play, television viewing, or small fry tea parties. Each postpaid, only $3.45.

Special, per pair, postpaid, only $6.45

Order by mail from:

Southwestern Gifts
630-B East Alameda Road, Santa Fe, New Mexico

PAIR OF GAD-ABOUTS

A little trunk, plastered with resort labels from all over the world, comes filled with complete outfits for two 8" dolls. One wears ice skates, the other roller skates, and any little stay-at-home will have the time of her life touring the world with her two protégées. Trunk is 12" high. **$3.98** Post Paid

NOVELTY MART, Dept. 236
59 East 8th Street New York 3, N. Y.

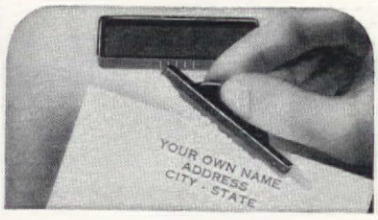
AMAZINGLY REALISTIC SANTA MASK for Christmas Eve St. Nicks

So completely convincing grownups as well as small fry will be thrilled by it! Designed in light-weight rubber by a famous artist, it's comfortable and flexible—actually changes expression with the wearer. These masks are a must for all Christmas parties in the home, offices, clubs and churches, also store decorations and window displays. It's dependably durable—can be used year after year!

Just $4.00 postpaid

Send check or money order Dept. A
No C.O.D.'s please

Holiday Specialties Co.
P. O. Box 106 Bethel, Conn.



PRINT YOUR OWN NAME AND ADDRESS!

Now you can print your own name and address (or any 3 lines of wording) on envelopes, stationery, checks, records, books and photographs. *PRINTER* and compact "onyx black" case with automatic inker fits pocket or purse. Use at home or office — looks like printing. Get one for every member of your family — a useful gift. Mail $1 with your name address for each *PRINTER*.

Satisfaction Guaranteed or Money Refunded

Order from Dept. S-7 **$1** post paid

sunset house
8820 Sunset Blvd., Hollywood 46, California

DAY-n-NIGHT MARKERS

These attractive markers make it easy for friends to find your home DAY-n-NIGHT—and they make thoughtful gifts! The permanent, embossed letters are treated with the material that makes highway caution signs sparkle in your headlights — even a dash of moonlight makes DAY-n-NIGHT Markers gleam!

- Reflector lettering on both sides
- Distinct DAY-n-NIGHT
- Permanent lettering — raised in solid plates
- Lifetime aluminum — rustproof
- Baked enamel finish — black background — white reflector letters
- Plates well-proportioned — 2½" high, 18" long
- Any wording you want, up to 15 letters and numbers. Same wording on both sides

PLEASE PRINT CLEARLY

C.O.D. if desired; fees, postage added. Colo. residents add 2% tax.

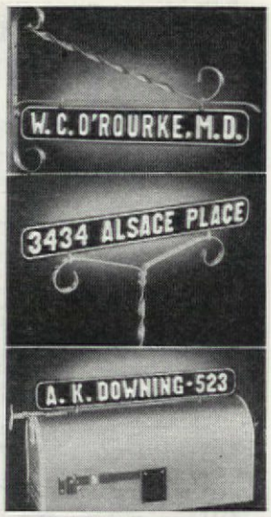
Spear ENGINEERING COMPANY 718 Spear Bldg., Colorado Springs, Colo.

SATISFACTION GUARANTEED OR MONEY BACK

BRACKET MARKER with wrought aluminum bracket $3.95 POSTPAID

LAWN MARKER with 26" wrought aluminum stand $2.95 POSTPAID

MAILBOX MARKER fits any mailbox install in a minute $1.95 POSTPAID



New... Unusual Gift for the home!

Jefferson GOLDEN HOUR electric clock

The "conversation piece" of all gifts...the clock you can *see thru*. The hands "float" in the crystal dial, yet it keeps *perfect time*. Exquisite design blends with any decorating scheme. 24 Karat gold plated...brushed to satin finish. 9 in. high. Pre-tested for split-second accuracy. One-year factory guarantee. AC operation. ($22.50 plus 4.50 fed. tax). **$27.00** postpaid

ORDER NOW INTERNATIONAL SALES CO. 4461 W. MADISON, CHICAGO

Imagine—$1 BUYS 41 CIRCUS TOYS!

Kids'll have hours of fun with this complete circus! Fun to set up—animals and circus performers of strong durable Plastic . . . a Big Top 3-feet around; Super Side Show, Animal Cages, even a spinning Merry-Go-Round that REALLY turns! Also tumbling clowns, skating bears, bike-riding monkeys, dancing elephants, etc. The 41 pieces only $1. Order several sets NOW at this amazing low price.

SEND FOR OUR FREE GIFT CATALOG Dept. A-11 — THE RANCH HOUSE 4087 HOLCHSTER AVE. SANTA BARBARA, CALIF.

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Napoleon and his General Staff. Marshals and the Army of France. Superbly detailed. Illustrated Napoleon.
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Contains over 1400 illustrations of soldiers and historical figures. Price per copy—$1.00 Send check or money order. No C.O.D.'s

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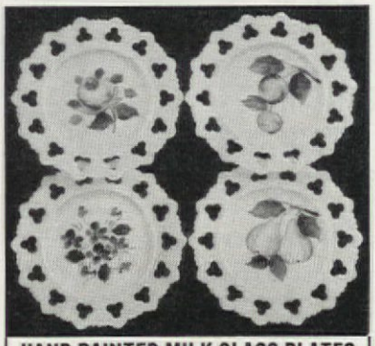


HAND PAINTED MILK GLASS PLATES

Authentic hand made milk glass reproductions from original molds. Exquisite 7-inch lace-edge flower and fruit plates hand painted in natural colors, kiln-fired for heirloom permanency. Decorative gifts of quaint and graceful charm. $5.50 per pair ppd. 3 choices: (A) Red Rose and Violet, (B) Plum and Pear, (C) Grape and Peach (not shown). No C.O.D.'s please.

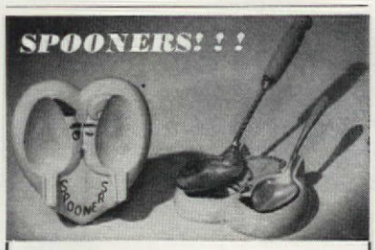
Artcraft Products, Box 876A, Cleveland 22, Ohio

Imported BONE CHINA TABLE LIGHTER and ASH TRAYS

$3.50 the set 2 sets for $6.00

A beautiful lighter of gleaming chrome finish set in delicate, floral miniature vase of imported bone china. Two dainty scalloped ash trays to match. The gift you know your friends will appreciate. Satisfaction guaranteed. Shipped postpaid. No C.O.D.'s please.

andler's of boston, dept. a 95 summer st., boston 10, mass.



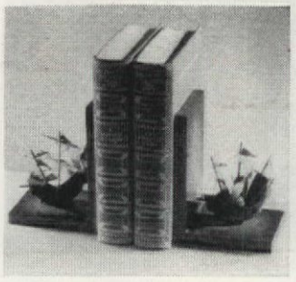
These happy spooners are busy at a job we all like—but they'll take time to hold two stirring spoons on the stove. Cute enough to use as an ash tray or as a pin tray. 6" x 6" white glazed ceramic. Hand decorated. Send check or m.o. today. No C.O.D.'s please . . . . . **$1.50** Postpaid

FRED MEYER & CO., Dept. A 8448 W. 3rd ST., LOS ANGELES 48, CALIF.

THE PLANTMASTER has thousands of tiny holes that provide good drainage, absorption, aeration, and insulation for your plant life. African violets thrive in it, so you'll want to remember it for a favorite green thumb on Christmas. In bluish gray with two plastic trays in red and green, 4" x 4" x 8", it is $2.75 ppd. Order from Bingham's, 509 Fifth Avenue, New York 16, N. Y.

A CHOIR BOY brings the sweet spirit of Christmas to any spot you decide to stand this harbinger of joy. Dressed in a red or black cassock with his head raised in song, he holds a carol book, stands an impressive 18" high. Circle him with holly and small sprigs of mistletoe, and he'll be the center of attraction. $2.95 ppd. Sunset House, 8818 Sunset Blvd., Hollywood, California.

YOUR SHIP COMES on a pair of handsome bookends to give a bookworm on Christmas. The price is nice and low, so you might want to remember them for a special friend who keeps you supplied with books the year round! Simply designed in mahogany-finish wood, each comes with a fully rigged clipper ship. Pair, $1.95 ppd. La Rue Novelties, Hicksville 4, New York.



White Candles . . . that drip Color

Magi-Colored Candles

are fascinating . . . they are satiny-white but as they burn, drip lovely shades of yellows, blues, greens and reds. Unusual for your tables or mantels . . . a charming comment-provoking gift.

3-10" candles in gift package . . . . $1.00 *ppd.*

Pottery bottles in pastel shades for candles . . . . . $1.00 *ea. ppd.*

Available at all our stores. Mail orders filled promptly.

Peter Henderson - Stumpp & Walter

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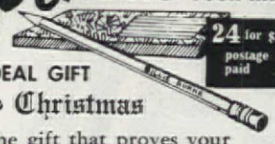
Pencils with YOUR NAME



24 for $1.25 postage paid

IDEAL GIFT for Christmas

The gift that proves your planned thoughtfulness. Two dozen fine quality pencils, stamped in gold with any name; handsomely gift-boxed. Ideal as party favors or birthday gifts. **$1.25**

2 DOZEN IN A GIFT BOX

Print plainly the name you want gold-stamped on pencils. Send cash, check or money order. C. O. D. orders mailed at your expense.

Personal Pencil Company, Dept. O 290 Dyckman St., New York 34, N.Y.

4 DOLLHOUSES from 1 gigantic set

SENSATIONAL FACTORY CLOSEOUT **$2.98** complete

FREE 84 TOYS for Rush Orders

TREMENDOUS BARGAIN!

You might easily pay more than $20 for 4 other dollhouses! *Imagine—all steel* wire frames, real vinyl *plastic* sides, very heavy, brightly colored corrugated fronts — over 1400 cubic inches of play space! Thrill and excite any girl or boy with this gigantic gift that changes into 4 breathtaking, big 11"x14" sturdy dollhouses. Needs no tools, no extras.

FREE . . . ALL 84 TOYS Exciting cardboard furniture, animal, and other cut-outs plus 14 wood stands.

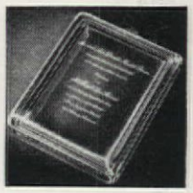
Not in stores due to critical shortages. Please Mail $2.98 (Imagine, less than 75c per) and receive all 84 FREE cut-out toys, FREE Xmas wrap and postage. Send $2.98 today to:

CHAR-INC., Dept. V-1 447 W. Los Feliz, Glendale 4, Calif.

Wedding-Invitation Cigarette Box!

Individually engraved with any invitation

We take a fine, heavy Fostoria glass cigarette box . . . and engrave its top with any invitation or announcement that you send us. This makes a unique gift; one that creates conversation each time it's seen. Nicely boxed and postpaid to you; or direct to bride, **$7.95.**



Market Combers, Box 3282, Atlanta, Ga. (Dept. F-11)

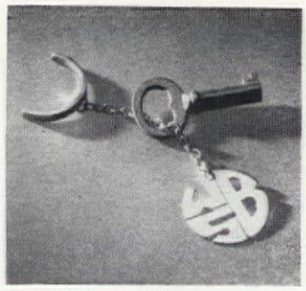
The Perfect Gift for All Horse Lovers

THE 1952 CALENDAR OF HORSES

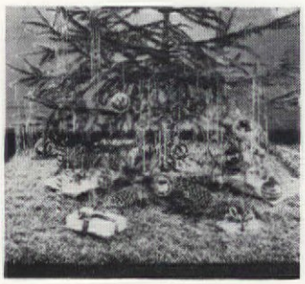
12 beautiful reproductions of famous horses by Allen F. Brewer, Jr., well-known equine artist. *Cover in exquisite full color—suitable for framing.* Attractively bound and packed for mailing in gift box. **$1.50** postpaid

Send check, cash, or money order to:

THE CAROL PUBLISHING CO. P. O. BOX 215 • OCEAN CITY • N. J.



THE KEY TO HIS HEART will surely be yours if you give him this sterling silver key chain for Christmas. Decorated with a handsome, cut-out three-letter monogram, it is heavy enough to locate easily in his pocket. Order it now and earmark it as the special love and kisses gift in the toe of his stocking. $4.80 incl. tax, postage, engraving. Robin Hood's Barn, Sudbury, Mass.



GO TO THE MAT that will do justice to your beautiful tree this holiday, and abolish the usual white sheet from the linen closet. Lifelike grass covers a mat that measures 39" x 72", and is completely mothproof, fireproof, and rotproof. It will last for many years and the price is low enough to please most pocketbooks. $5.95 ppd. Order from Chrismat, 1968 E. 66th St., Cleveland 3, Ohio.

SHELF-CONSCIOUS. If you've ever had to remove the canisters while you get at the wall can opener, or carried on a forced telephone conversation in the living-room, you'll appreciate these handy pin-up shelves. You'll find a hundred spots for them. Ivory, gray, red, white, green, or brown wood, $2.99. Unfinished, $2.69. Maymac Co., 79 W. Grand St., Mount Vernon, N.Y.

"Our Friends Love A Personal Gift"
YOUR OWN NAME or any NAME MOLDED PERMANENTLY in this colorful RUBBER DOOR MAT
A Wonderful Christmas Present or Gift for Any Occasion

ALICE FAYE
Enjoy NBC's Phil Harris-Alice Faye show Sundays 8 pm for RCA Victor

ANY WORDING
Bill & Mary • Dr. D. W. Lowe • Hill House • El Rancho

BEAUTIFUL COLORS
Choice of one: Brick Red, Garden Green, Black or Powder Blue.

LARGE 18"x28" SIZE
ONLY $5.45

7,000 RUBBER SCRAPING FINGERS clean automatically, self draining. Give friends a beautiful Mitchell Mat for Christmas—give one to yourself. Makes every doorway more attractive, keeps dirt out, shortens housework.

PAT. PENDING

ORDER TODAY — SEND NO MONEY
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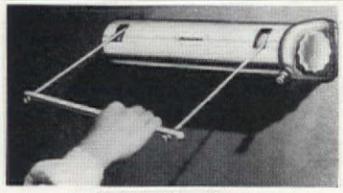
2122 San Fernando Rd., Los Angeles 65, Calif.
Send personalized Mitchell Mat with name shown below in _____ color. (Name one color only)
(Print carefully, no more than 13 letters)
I will pay postman $5.45 and small C.O.D. and postage charge when it arrives. If not satisfied I may return it in 7 days for prompt refund.
Ship to _____
Address _____

PROTECT CHILDREN
Keep Pets Clean with FLEA-NO MAT

KILLS INSECTS • STOPS DOG ODORS • NO POWDERING
15"x28" ONLY $2.95 post paid
For large dogs 28" x 36" $4.95 POST PAID
Very Economical!
Use this revolutionary, chemically treated mat on regular bed of pet, or separately — rids cats or dogs of fleas, ticks, nits. Pleasant, clean odor counteracts animal smell. Kennel-tested by veterinarians. Order today — money back guarantee! Check or Money Order
V. F. GARRETT CO. P. O. Box 1143-46 DALLAS, TEXAS



Automatic Retract DOUBLE CLOTHES LINE

Clothes line permanently stretched across the yard, basement, etc., can be most unsightly, sometimes dangerous and always dirty and grimy. Here is the modern answer to the problem of "put-up and take-down" or "always-up-and-in-the-way" lines! An automatic retract line with 40 feet (2 lengths of 20' each) of strong toughknitted rope which unrolls with easy fingertip pull from a compact wall-mounted metal case—then rewinds with smooth spring-roller action when released. Always available when needed . . . but is out of sight and out of the way when not in use. Lines tighten at any desired length by a quick turn of plastic knob.

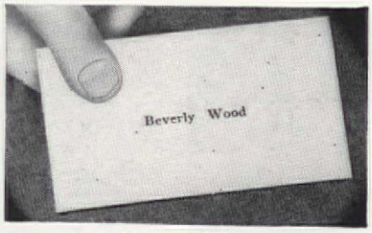
$4.95 ea. 2 for $8.50 ppd.
Write for Christmas GIFT Catalog
L. F. BLACK & CO., INC.
99-09 Metropolitan Ave., Forest Hills, N.Y.

New—FINGER-TIP KETCHUP DISPENSER
"PUMP-IT"

No pound! No pour! Just PUMP-IT! That's how Hollywood hostesses get smart self-service from *any* ketchup bottle. No table muss! No clean-up fuss! Just PUMP-IT! Ketchup comes out evenly, every time. No waste. Colorful Styrene plastic can't clog or rust. PUMP-IT is perfect...for yourself... for shower and party gifts. Only $1 postpaid, money back if not delighted.

$1.00 POSTPAID

Pump-It INC. Box 123, Dept. X-11 Hollywood 28, Calif.



For Little Men and Little Women
KIDDIE CALLING CARDS

• Clever for "Playing House," "Tea Parties," or visits to Grandma's. Boys and girls love their own Calling Cards, and these are scaled down to just the right size. Printed on the same quality paper as many formal cards. Thrill every child on your Christmas List with Kiddie Calling Cards. In Simulated Leather Case.

100 Cards, postpaid, only $1.00
Please print plainly

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HAND-TOOLED in GUATEMALA!

Size 8" x 10½"
Imported Cowhide SHOULDER BAG
SOLD BY MAIL ONLY!
$9.65
$2 DEP. ON C.O.D.'S
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Available in Child's Size, 5½ x 7¼ at $4.75, plus 95c Fed. Tax
FREE - Write for Free Folder on Other Handbag Styles
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Sewing Basket

Natural wicker and hand woven fibre—full satin lining in red, green or blue. 8" square x 5½" deep—fitted with scissors, thimble and needles.
$4.25 postpaid.

Horizon House
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FRISKY COLT
Hand Carved in Italy

He's charming, irresistible! You'll love "Frisky" on sight! A delightful gift for horse lovers and collectors of attractive things. He's made of wood, hand-carved in Italy, stained a natural brown with a blaze on his face, flaxen mane and tail, black hoofs. Height over 4 inches. Price only $2.00, postage prepaid. Money back if not delighted.

"little joe" WIESENFELD CO.
Dept. E-30 Baltimore 1, Md.

NEW! Trash Disposal Unit Burns Refuse Safely

A new type outdoor disposal unit safely and quickly burns trash and even garbage in any weather. All refuse, damp, green or dry is fully consumed. Scientific draft design completely eliminates fire hazard of flying ash, sparks — minimizes smoke, smell. Nothing to get out of order. Needs no watching. Ends refuse hauling and fire hazards to quickly pay for itself. Measures 20" square at base by 34" high. Sturdily built. 2 bu. capacity. Recommended by Bureaus of Fire Prevention. Full price Model E now only $12.95 shipped parcel post prepaid. Money Back guarantee.

DELUXE WEATHER-PROOF MODEL EC—same specifications as above plus a baked-on, slate gray, ceramic finish that can't rust regardless of climate. Efficient—attractive—will last for years. Money back guarantee. Priced at $15.95 shipped parcel post prepaid.

DELUXE WEATHER-PROOF MODEL D—weather-proofed with baked-on, slate gray, ceramic finish that cannot rust regardless of climate. Bigger, more efficient—measures 43" high by 24" square at the base with three bushel burning capacity. Sent complete with grate. Money back guarantee. Priced at only $19.95 shipped parcel post prepaid. Please specify model desired and send check, cash or money order to:

ALSTO CO., Dept. AH-11, Cleveland 1, Ohio

Your Own PHOTO CHRISTMAS CARDS and Envelopes

From Your Favorite Negative

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Your family and friends will cherish a Christmas greeting made from your favorite photo of baby, home, family, pet, etc.! FREE SAMPLE CARD will convince you! Send snapshot negative, plus 3c stamp to cover mailing. No obligation!

FREE SAMPLE Neg. returned. (If no neg., we will make from your photo—50c.) Folder showing over 27 greetings you may choose. FREE offer expires Nov. 30th. Satisfaction guaranteed. *Write today!*

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FIX MESSY TUB CRACKS

Fill those cracks around your bathtub, sink and shower with Miracle Tub-Caulk. It's easy with this new product that is applied just like toothpaste! Dries in one hour leaving a tough, waterproof and greaseproof bond that will not shrink or crumble. Giant 4 ounce tube.

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sunset house
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HOSIERY HANGER

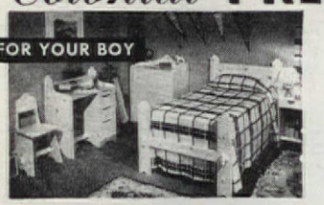
Ingenuous . . . inexpensive holiday gifts . . . our collapsible bamboo hosiery, shirt, or skirt dryer with 8 attached clips. Specially priced 2 complete hangers for $1.00 or 5 for $1.95. Send cash, check, M.O. No C.O.D.'s. Add 3% sales tax in Calif.

FRED ROBERTS CO.
1578 Howard Street, San Francisco, Calif.

ASSEMBLE THIS LOVELY KNOTTY PINE

Colonial PRE-BILT *Furniture*

SAVE UP TO ⅔



Save up to ⅔ by assembling this lovely stylized Colonial bedroom furniture yourself—for your own or your growing boy's or girl's room. Comes in kit form—can be assembled in one evening. All pieces made of finest grade Northern Knotty Pine, selected for firm, attractive, carefully centered knots and sanded, ready for stain or paint if other than natural finish is desired. Keyed Mortise and Tenon construction for extra strength. Available as a complete room or in individual pieces as low as $7.50. Send for descriptive circular and prices.

Bay State Industries
10 Main Street Cambridge, Mass.

WEAR THE MIRACLE GEM THAT'S FAR MORE BRILLIANT FAR LESS COSTLY THAN

DIAMONDS

Scientific miracle! JARRA GEM has greater light refraction—more fire and brilliance than the finest diamond—only an expert can tell the difference, and only after careful examination. Discovered by one of America's foremost mining companies. Every JARRA GEM individually hand-cut and polished like a diamond with full 58 facets. Only JARRA Gems come with a Certification Bond.

FREE Booklet tells amazing story of fiery JARRA diamond-like gem. Shows wide variety of 14K gold men's rings, ladies' rings, earrings, pins. Send for your copy.

Saturday Evening Post says: "The only things on earth more brilliant than a diamond."

A. 1 carat JARRA GEM in classic 14K yellow or white gold setting. $47.00
B. 1 carat JARRA GEM with 4 side gems—in striking 14K yellow or white gold setting. $94.00
C. 2 JARRA GEMS—1 carat each—in glamourous 14K yellow or white gold setting. $82.00
D. 1 carat JARRA GEM in man's gypsy setting, 14K yellow or white gold. $58.00

(State ring size) 10 day money-back guarantee. Unset JARRA Gems, 1 to 5 carats—$24 a carat. All prices include Federal tax. Monthly payments, if desired—slight carrying charge.

jarra GEM CORP. (dept. A2)
489 Fifth Ave., New York 17, N.Y.

A Gift You Can Give With Pride—$1

A graceful addition to any vanity, this unique Hand Lotion Dispenser is also ideal for bath and kitchen. A flick of the finger pumps out just enough of your favorite lotion for one application. Holds 11 ounces. Wide neck makes refilling simple. In debutante blue, petal pink, sunrise yellow, crystal green or porcelain white. You'll want several (including 1 or 2 for yourself) at $1.00 each postpaid. Satisfaction guaranteed.

THE GIFT COTTAGE Box 252M—Dept. C Pasadena, Calif.

IMPORTED from FINLAND

Copper TEAKETTLE

Useful and decorative collector's prize which will delight any hostess. Teakettle or coffee server handcrafted of burnished copper with authentic "Old World" craftsmanship. Pure tin lining retains savory flavors. A distinctive gift that will last forever. Supply limited.

- *Practical teakettle or coffee server.*
- *Charming decorator piece or planter.*

Guaranteed to please or money refunded.

6-Cup Size $9.95 Postpaid — *Send for* FREE GIFT CATALOG

Lucy Morris Dept. B
Good Things for Good Living
5095 S. W. Barnes Road, Portland 1, Ore.

GIFT FOR A GOLFER

PRACTISOR—PUTTING TRAP

Score a Hole in One Christmas Morn with your golfing Friends! PRACTISOR Putting Trap takes shots on rug or lawn, just like cup on green. Steadies hand and eye, improves game. Fun at parties.

Each—$2.00 ppd.
Set of 3—$5.00 ppd.

A. BERGHMAN CO., 54 S. 19th St., MAYWOOD, ILLINOIS

EARLY AMERICAN

LADDER-BACK CHAIR $6.75

Don't let the price fool you! Here is a chair of authentic design with a hand-woven fibre rush seat, crafted by mountain folk according to an age-old method. Sturdily constructed of solid native hardwood. Unconditionally guaranteed!

Unpainted but sanded to a smoothness ready to decorate or wax, $6.75. With natural finish, $7.75. With Mahogany finish, $8.50. Minimum order: 2 Chairs. COMPARE FOR QUAINTNESS, CHARM, and UNRIVALLED VALUE!!

Write for illustrated catalog of other Early American reproductions. Express Charges Collect. Sorry, no COD's.

Jeff Elliot Craftsmen
Dept. A-4, Rte. 3, Elizabeth City, North Carolina

Life Size 6 COLOR SANTA

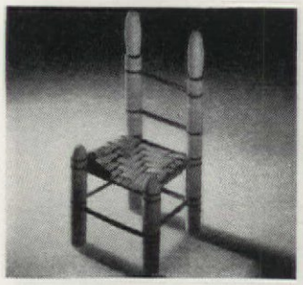
For Holiday Decoration

YOUR FAMILY AND FRIENDS WILL LOVE IT! Imagine a sturdy, dimensional, full size heavy cardboard cut-out of the jolliest, lifelike Santa ever—faithfully reproduced in six rich, brilliant colors and mounted on easy-to-set-up easel. Wonderful for Christmas in your home and outdoor decoration, too. Children love it—a marvelous gift to friends and we'll mail it for you anywhere you wish in the U.S.A. Measures 53½" high—folds compactly for easy storing. Packed individually in sturdy carton. Only $3.95 postpaid with money back guarantee. Send check, cash, or money order to:

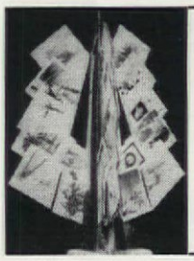
HOUSE OF KENNEDY
102 St. Clair Ave., N. W.
Dept. AH
Cleveland 13, Ohio

A COLORFUL IDEA. Place these small, fire color cakes among the logs, and the flames will burn with fiery brilliance as long as the wood burns. As if a fire weren't heavenly enough! Each cake contains an assortment of eight different metallic salts which produce many varied hues. A box of 12 Fire Color Cakes is $1 ppd. Weathercock House, 660 South Fair Oaks Ave., Pasadena 2, California.

TAKE A SEAT built especially for a first-grader's dolly daughter, place it under the tree, and then watch your youngster's wide-eyed glee Christmas morning. Handmade by Virginia craftsmen is a miniature of the famous ladderback chair, and we think it's destined for great things in the hopscotch set. 12½" high, $1. Prepaid from Avalon Gift House, Box 935, Front Royal, Virginia.



LEAVES OF SOAP make a marvelous dollar gift for all the ladies in your bridge foursome, a fastidious career girl who keeps her good grooming in the top right-hand drawer. A box contains three soap leaf packets. Simply tear off leaf, dampen with warm water and see how the suds foam. Grand to stick in your purse. Three, $1 ppd. Dor-Ann's, 99 A, Esmond Street, Dorchester 21, Mass.



CRYSTAL UTILITY BOWL

Personalized and practical; a beauty for popcorn, potato chips, ice cubes, fresh fruit, for buffet! Generous size, 4½" high, 6" diameter, monogrammed with 1, 2 or 3 initials. Perfect gift—order several for your Christmas list! $2.00 prepaid.

CHRISTMAS CARD TREE

Decorate it with your Christmas cards for gay holiday decor! A wondrous tree of heavy gauge decorator's board in shing Red and Silver that stands 24" high and holds 100 cards! Easy to assemble. Use it year after year. $2.00 prepaid.

MEREDITH'S of EVANSTON
Evanston 3, Illinois

Ask for Free Gift 'n Gadget Catalog!

Tailored to the NEW TREND—

$3 post-paid

Set of 2, $5.75
Set of 4, $11.25
Postpaid

Collapsible, *feather-light tables let you "serve anywhere," in the informal, modern manner*—in front of fireplace or television, on the terrace in summer, in bedroom on carefree mornings, in rumpus room at parties. Men prefer it to tray or lap! A gem of a table with legs that unscrew and fit snug against underside of top. The compact "package" makes for easy storing flat or on edge. Top is curved to fit the knee. Holds plate, glass, cup and saucer, ashtray, etc. Well made—no wobbling! Blond wood, alcohol-resistant finish. Top is 18½" long, 13½" wide, 17" high—*knee-high* perfect for short or tall! Looks far more expensive than its low price indicates!

JANET FORISTER, Dept. I-J, Bloomington, Ill.
Write for FREE Christmas Gift Circular

IN FRONT of the home it's a mail basket. Service entrance—a drop. On porch or indoors—a novel planter. Imported from Madeira, 11" x 7½" x 6½" deep.

Just PLAIN, it's $2.00 ppd.
MONOGRAMMED (1 initial) $2.50 ppd.
With HOUSE NUMBER $2.75 ppd.
Write for gift booklet.

J. HARRIS NEVILLE
Dept. A11, 311 High St., Burlington, N.J.

Penn.-Dutch CRANBERRY MOLDS

Faithful reproductions of 18th-century originals in oven-proof stoneware. Fruit cut-in designs, colorfully handpainted underglaze. Useful for hot or cold dishes. Hole for hanging when not on duty. Sets of 4 with history and recipe sheet. Write for Christmas Folder. set of 4 ppd. $5.00

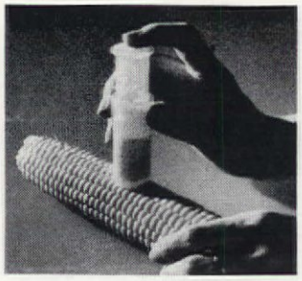
The *GRIST MILL* DEPT. A11, BASKING RIDGE, N.J.

PERSONALIZED
Adorable 3-Piece Sets Donkey Cart Planter with Salt & Peppers—ONLY 50c

Imported, vividly colored china. Artistically handpainted with family name on cart, and first names of couple on each charming salt & pepper figure. Use cart for plants, ash tray, candy, nuts; on mantel, table, shelf, etc. Cart is 3½" long x 2" high; figures are 2½" high. Each set can be personalized differently so that you can give one away as a gift. Add 15¢ to each set ordered for postage and handling. No C.O.D.'s please.

Great American Sales Co.
418 S. Wells St., Dept. 12, Chicago 7, Ill.

CHRISTMAS ANGELS. What could be sweeter than tiny angels dangling from the branches of your tree, tied to the bow ends of a present for a special friend, tacked along a bookshelf? Wooden angels handmade in the Tyrol, are about 1" high, come in soft pastels with golden wings, hang from gold string. 3 for $1. Ppd. Southwestern Gifts, 630 S. Alameda, Santa Fe, New Mexico.



BUTTER UP your ear of corn (bless those frozen foods!), a thick slice of medium rare, a beautiful baked potato, or a roll hot out of the oven. Simply place a chunk of butter in this plastic cylinder, and it sifts out just the right amount of butter. Use it, too, for cheese spreads, anchovy paste. Box of 2, 89¢; two boxes, $1.78. Prepaid from Bello Gifts, Dept. AH1, Gardner, Massachusetts.

A GOOD SPORT for the younger-than-school-age set is Trigger, the inflatable plastic pony. A pint-size dynamo will ride to his heart's content, and it saves thinking up entertainment for baby now that brother and pigtailed sister have returned to school. For children three to five, 24" high x 36" long in bright rodeo colors. $2.95 prepaid. The Artisan Galleries, Fort Dodge, Iowa.

You are invited to become a member of the

Nelmor Sterling Club

Choose from Nelmor's 221 patterns of world-renowned Sterling Silver by Towle, Gorham, Heirloom, International, Reed and Barton, Lunt, Wallace, Kirk, Whiting, Watson, Smith, Tuttle, Alvin, Rogers. Indicate the pattern you desire below. In a few days you will be the proud owner of your chosen precious sterling. Pay $2.00 a month for one place setting, $4.00 a month for two place settings, etc. for most patterns. Pay no more than the nationally advertised price. No carrying charges. Each place setting fitted in free anti-tarnish silver roll. First payment is due after you receive your silver. Own and use your silver now—pay for it out of income.

Nelmor JEWELERS
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Mail Membership Coupon Today

Nelmor Jewelers – 901 Bergen Ave. – Jersey City 6, N. J.
Enroll me as a member of the Nelmor Sterling Club. Send me ..... place settings of ..... pattern. I will pay $2.00 per month for each setting. Prices include federal tax and are for one six-piece place setting: Teaspoon, Salad Fork, Butter Spreader, Cream Soup Spoon, Knife, Fork.
NAME .....
STREET .....
CITY ..... STATE .....

SNAP-SHOT BRACELET

A twist for your wrist which features your own picture gallery! Each of the frames on the gold metal bracelet has a removable magnifying lense. Slip your favorite snaps beneath. Send check or M.O. No C.O.D's. ask for catalog

GIFT CLUES, BEACON 2, NEW YORK $1.95 postpaid

PATAKWA MOCCASINS

Ideal gift for the whole family

from the Indian Reservation Country of soft, washable sueded cowhide, flexible padded soles, lifted inside heel cushions and insoles. BLISS TO WEAR. Beautifully HANDCRAFTED in Natural, Turquoise, Brown, Red, Em. Green, Royal Blue & Indian White.

FOR MEN AND WOMEN in sizes 4 to 8 . . . $4.95
in sizes 9 thru 12 . . $5.95
BELT (adj.) . $2.95, POUCH BAG (9½x12) . $5.95
FOR CHILDREN too in natural or brown only.
Sizes 5, 7, 9 . . $2.95 Sizes 11, 13, 2 . . . $3.95

Send cash, check or m.o. and we pay postage, or send $1 deposit, bal. COD plus p.o. charges, Immed. delivery. Satisf. Guar. Gift orders carefully handled.

OLD PUEBLO TRADERS Box 4035, Dept. AP Tucson, Arizona

MY TWIN DOLL

LOOKS JUST LIKE ME

LIVING IMAGE OF YOUR OWN CHILD!

A beautiful stand-up doll with face reproduced in color from favorite photo of *your* little girl. A doll with her own joyous personality—she seems to *live* A lifetime keepsake—A gift that is a joy forever. Doll is sturdy cardboard — *complete* with two gorgeous wardrobes—one in color—one child colors. Send front view photo, or snapshot, with color of eyes, hair, etc. (Photo returned intact.) Order TODAY!

POSTPAID. ONLY $2.00

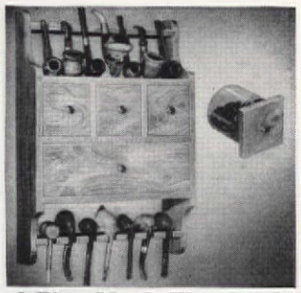
MY TWIN DOLL CO., Dept. AH-11
5100 So. Vermont Ave.
Los Angeles 37, California

For light wherever you please—

It's a lovely desk or table light, bend down for reading, up gives indirect light for TV etc., good for bed room, den, library or office. 6' of UL approved cord, weighted base can't tip. In baked enamel: metallic gray, brass, bronze, forest green, Chinese red or chartreuse. Specify color, we pay postage. Check or Money Order only. FREE XMAS Gift Catalog of lovely lamps.

HANG IT-STAND IT BEND IT 6.95 Post paid

The Lighting Mart
Dept. K-29, Westwood, N.J.



A Pipe Man's Pipe Rack

Does Everything A Good Pipe Rack Should Do

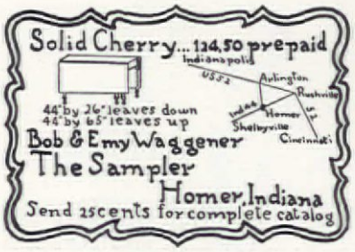
HANGS ON WALL CONVENIENT
SAVES PRECIOUS DESK OR TABLE SPACE

1. Holds 14 (count 'em) pipes! 2. Air-tight humidor jar-drawers. 3. Larger drawer for accessories. In hand-crafted honey tone knotty pine or lovely mahogany finish, waxed, hand-rubbed. Size 13" x 18".

Express Chgs. Col. No C.O.D.'s please $12.50 *Check or Money Order*

Yield House
Dept. A11-1
No. Conway, New Hampshire

Solid Cherry...124.50 prepaid



44" by 26" leaves down
44" by 65" leaves up

Bob & Emy Waggener
The Sampler
Homer, Indiana

Send 25 cents for complete catalog

STAKE YOUR DOGS . . . YET LET 'EM ROAM!

Keeps your dog home, yet contented. Free swinging, non-tangling swivel allows 360-deg. range. 16-in. all-steel rust-resistant stake, $2.25 ppd. 10-ft. chain, snaps both ends, $1.70. Both for only $3.95, complete. Longer chains 15¢ per ft. additional. No C.O.D. Order today!

MODEL PATENT MFG. COMPANY
1019 Cook Street Denver 6, Colorado

A Gift...Treasured by All!

World's Finest PEPPER MILLS

WITH IMPORTED PRECISION-MADE SHEFFIELD STEEL GRINDERS

A simple twist and out it comes...freshly ground, perfectly flavored pepper for seasoning your favorite dishes. Easily adjustable...grinds your pepper to any degree of fineness. Stands 3½" high in beautifully hand-polished walnut or myrtlewood. (Please specify choice.) Gift boxed...keep one—give two. Matching Salt Shaker only $3.50 or 3 for $9.00.

SAVE EVEN ORDER 3 for $10.00 or just $3.95 ea. POSTPAID

Californians ONLY Add 3% Sales Tax. Enclose full amount with order. No COD's, Please.

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ETT-BARR CO.
195-AC N. Chester Ave. • Pasadena 4, California

YOU BAKE IT!

for WEDDINGS ANNIVERSARIES BIRTHDAYS, ETC.

3-tiered cake pan set. 8, 10, 12 in. x 2 in. deep. Heavy tinplate, with recipes. $2.00 ppd

Use with our professional cake decorator. Aluminum. 6 asstd. tips, 48 pg. instr. booklet, 7x1½ in. $2.50 ppd

ROSETTE-TIMBALE

Enhance your party. Make 2 rosettes or patty shells at once. Serve sugared, with ice cream or a la king style. Double handle, 4 aluminum forms and recipe book. $1.95 ppd

PICTURE COOKIES

Traditional Springerle Pin for making delicious old-world cookies. Hardwood, 12 deeply carved designs. Complete with instructions and recipes. 1.75 ppd

(Send check or M.O.—C.O.D. 30¢ ex.)

MAID OF SCANDINAVIA Co. Box 3035
LINDEN HILLS Dept. A MINNEAPOLIS, MINNESOTA
The Home of Unusual Cookware

Soft, wooly animals that GLOW in the dark

Newest toy on the market . . . You've never seen anything like it because it's *new* . . . first time offered. New phosphorescent spray makes them *glow in the dark*. In white, pink, blue, or yellow.

only $1.25 each or $2.25 per pair postpaid

ORDER NOW FOR CHRISTMAS DELIVERY

No C.O.D.'s, please!

Send name and address to:

ALTON'S P. O. BOX 47, STATION "A" ST. PETERSBURG, FLORIDA

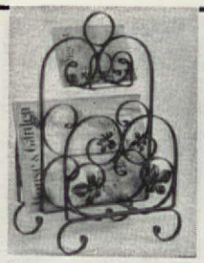
For your kitchen and bath . . . the new *DISPENS-MAID* Attractive Lustrex plastic soap powder dispensers add beauty and color to kitchen and bath. No need to have ugly boxes around or hunt for the soap wanted. You will be proud to have "Dispens-Maid" in view. They're easy to use . . . just lift the lid to fill . . . tilt to pour.

FURNISHED IN 6 ATTRACTIVE COLOR COMBINATIONS:
RED & WHITE YELLOW & WHITE BLACK & WHITE
WHITE & RED WHITE & YELLOW WHITE & BLACK

4¾" wide, 2" deep, 6" high. Gift boxed at $1.50 a pair, postage paid. Specify colors wanted. A household help for you, a lovely gift for friends. Order several pairs from

EASTERN PLASTICS, INC. *FAIRFIELD, CONN.*

Pat. Applied For



DOUBLE DECKER MAGAZINE RACK. Handsome wrought iron rack with 2 small upper compartments to keep Digest Size Magazines visible, within easy reach . . . plenty of room for larger magazines. Beautiful scroll and maple-leaf design; choice of Verdi Green or Satin Black. 12" wide x 19" high.
$6.95 Ppd. 50¢ extra W. of Miss.

A TERRIFIC VALUE! PENNA. DUTCH ROCKING HORSE. Any child up to 5 will be thrilled to get this beautifully finished, sturdy rocking horse. Endless hours of fun without damage to furniture. SAFE, NON-TIP ROCKERS. 4 brilliant enamel washable colors. Easily assembled: 31" long x 23" high, seat 12" from floor.
$5.95 plus $1.00 delivery

FRENCH FOOD WARMER. Whether it's coffee on your breakfast table or a buffet serving of lobster thermidor, rarebit, baked beans, stews, etc., keep it HOT right on the table for second helpings. Many uses indoors or out. Attractive wrought iron (5¼" high, 7½" diam.) with 15-hour candle—replacements everywhere. Specify Verdi Green or Satin Black finish.
$3.50 plus 50¢ delivery

"SEE-THRU" THREAD BOX is made of strong clear plastic, holds 14 spools—ALWAYS VISIBLE. No tangled thread—no messy drawers. Pull thread to desired length; built-in steel blade cuts it clean. Saves time and space; 8¾" x 2⅞".
$1.50 Ppd.

FREE GIFT GUIDE

NO COD'S
MONEY BACK GUARANTEE
MASTERCRAFT • 212 Summer, Dept. A11, Boston 10, Mass.

FOR SPARKLING WINDOWS...

A chain (18" long) of blue, green and amethyst glass planters. Fill with water and miniature ivy, small flowers, etc.; hang in the window and see how beautifully the jewel-like bubbles catch and radiate the sunlight. **$1.50 postpaid.**

PETAL POUCH

A flat little 3" pouch resembles a folded flower. To open, squeeze its sides slightly and there's your newspaper change or bus fare. Genuine leather in alligator or lizard finish. Red, green, brown or black. **$1.25 each postpaid. SPECIAL: 5 for $5.00.**

ELIZABETH McCAFFREY
200 West 16th St., Dept. AH, New York 11, N.Y.
Mail orders only — Send for catalog

Chinese Sampan Planters $1. POST PAID

Exquisite Chinese Modern planter in heavy plastic, 9 by 5½ by 3½ inches. Brilliant red, yellow or chartreuse with black base. Striking mantel, console or TV decoration. Plants not included.

No C.O.D.'s please

CHARM COTTAGE
"On the Mississippi"
Davenport, Iowa

NOW

EASY-TO-BUILD OLD-TIMERS

Ready to assemble in a few leisure moments. Complete kit includes shaped parts, wheels, lights, horn, radiator, etc. & instructions.

1911 MAXWELL $2.65 Pp.
Also: STUTZ BEARCAT $4.10; '04 OLDS $2.10; '03 'A' FORD $2.65; '09 'T' FORD $3.10; '03 CADILLAC $2.65; STANLEY STEAMER $3.10.

Visit Polk's Hobby Dept. Store!

POLK'S Dept. AH 312 5th Ave., (32 St.) N. Y. C.1

INDOOR MOVABLE SHUTTERS FOR DOORS OR WINDOWS

Folding, movable shutters as doors are practical as well as smart: they control light and air with no wasted floor or wall space. Ideal as partitions between rooms or for wardrobe closets. Our panels fit any door width, and come painted, stained or unfinished.

SEND ONLY 25¢ FOR BEAUTIFUL NEW CATALOG

Heinley MOVABLE SHUTTERS
DIVISION OF HEINLEY MASTERCRAFT PRODUCTS
1614 Euclid St., Zone 3, Santa Monica, Calif.

Magazine Cradle

Handcrafted in historic Virginia. Pine, Walnut, Maple or Mahogany finish.

13¾" high x 15½" long x 11¾" wide **$8.50**

Express Charges Collect — *Sorry, No C.O.D.'s*

Send 10¢ for folder on other handmade furniture "Heirlooms of Tomorrow"

AVALON GIFT HOUSE
Box 935-H
Front Royal, Virginia

BAKING or SERVING DISHES

FASCINATING, IMPORTED

TONALA WARE

SET OF 3 NOW ONLY $3.75

Delivered postpaid to your door without delay or shopping worries. Pottery that will withstand any amount of heat and brighten your buffet to boot! The designs are original, freehand works of artists and thus never identical, but you may have your choice of birds, flowers or animals and your choice of background color: CREAM OR TERRA COTTA. Largest tray measures 9" x 10½"; Smallest, 6½" x 7½". These popular tray sets formerly sold for much more.

Ask for free catalog of imported merchandise.

The OLD MEXICO SHOP
SANTA FÉ—NEW MEXICO

DUAL-PURPOSE 4 PIECE STACKAWAY ASH TRAY SET

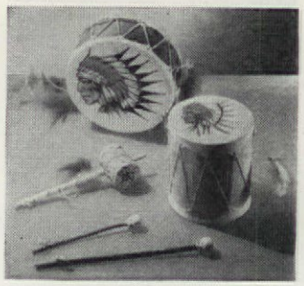
$2.00 Postpaid

NOW! An Ash Tray... NOW! A Candleholder

These excitingly new ash trays stack away conveniently—always ready for use—and can be stacked twelve high. They are versatile too—turn them upside down and they "pinch-hit" as candleholders. Choice of three colors—clear crystal, Christmas green, or golden topaz. A set of four (one color to the set) at only $2.00 postpaid. Check, Money Order, currency. No C.O.D.'s please. State color when ordering.

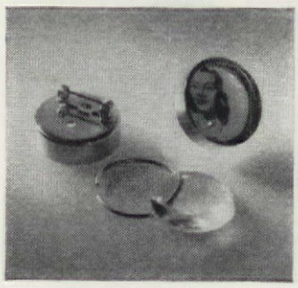
NORTHWOODS' GIFTS
P. O. Box 25, Edina Branch, Minneapolis 10, Minn.

FOR THE INDIANS in your family, especially the pigtailed members and their freckled-faced brothers, a pair of tom-toms exactly like the ones used by the Indians. The flat Sioux type decorated with authentic designs by Indian artists, 9" wide, $3.95. Longer Osage-tribe type, 6" wide, $2. Both have rawhide beaters. Cherokee Traders, 319 N. Robinson, Oklahoma City, Okla.



IF HE SMOKES A PIPE, this is a grand gift to have for him on December 25th. A pipe holster made of top-grain leather is handsomely saddle-stitched, holds a straight or curved pipe, slides easily on belt and can also be attached to suspenders. For a man who wouldn't move without his briar, $1.25. Monogrammed, $1.50. Ppd.. Crown Craft Products, 246 Fifth Avenue, N.Y.C. 1.

PHOTO EARRINGS. Last year we showed you the photo bracelet and it was such a smash hit that we are delighted to see the latest additions to the line. Slip out removable piece of magnifying glass, insert picture of a favored face, and lend them your ears! Golden metal, $1.50. Also cuff links, blouse studs, scatter pins. Order now for Christmas. Prepaid from Gift Clues, Beacon 2, N. Y.



A PERSONAL MATTER

is the matter of selecting a long-lasting gift for a special person in your life. If it's to be a wedding present or a hidden treasure in his Christmas stocking, he'll love a handmade sterling silver identification bracelet bearing his name ($5.95) or a three-letter monogram tie pin ($2.75) postpaid.

Sorry, no c.o.d.'s or stamps.

PAGE & BIDDLE, INC. Dept. AH
21 Station Road • Haverford • Pa.

Personal PHOTO CHRISTMAS CARDS From Your Own SNAPSHOT

AS LOW AS **5½¢ EACH** (incl. Envelopes) PREPAID

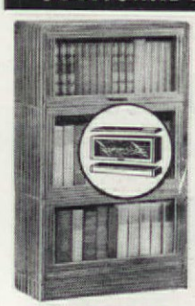
"Holiday Greetings That Only YOU Can Send."

Write For **FREE SAMPLE**

Your favorite snapshot on colorful Photo Christmas Cards. Send negative of family, pet, home, etc., with 3c stamp for your FREE sample card. See before you buy! If negative is unavailable, send photo and 50c. Negatives returned. No obligation. Satisfaction Guaranteed. WRITE TODAY FOR YOUR FREE SAMPLE.

CHRIS-CARDS • Box 399 • New Haven, Conn.

Lundstrom SECTIONAL BOOKCASE



It Grows With Your Library

On Approval—direct from factory at 40% saving

Sold direct from factory which assures you a permanent source of supply for additional sections in the future, also **saves you middleman's profit.** Available in different designs, woods, finishes . . . sectional will fit almost any space, height, or width. With or without glass disappearing doors. Endorsed by 250,000 users. **Write for catalog A-1151 showing complete line with factory prices.**

C. J. LUNDSTROM MFG. CO.
Little Falls, N.Y.
Made for the better homes and offices since 1899

BABY SHOES PRESERVED

and PERSONALIZED on a Beautiful, Modern 8 x 10 PICTURE FRAME

Now preserve baby's precious shoes forever—together with favorite photo—on a beautiful picture frame personalized with baby's first name . . *engraved in gold!* Shoes preserved in natural shape in metallic, bronze-like finish. Complete with 3/16" crystal plate glass for photo. $5.95

$5.95 • SEND NO MONEY! SEND NO MONEY! Send shoes and first name. Pay postman only $5.95 plus postage on delivery. Satisfaction guaranteed.

DURAMIC PRODUCTS, 1493 Clybourn, Dept. J-70, Chicago, Illinois

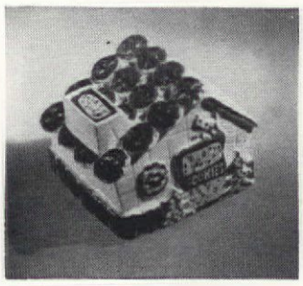
---

Miniature Ear CORN HOLDERS

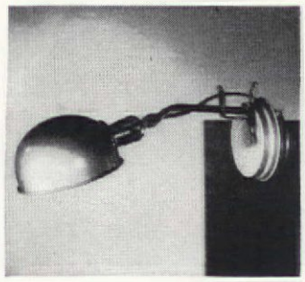
Banish butter fingers with these miniature ears of corn in solid, non-tarnishing Silvakrome. The perfect all-year gift, holds fresh or frozen corn. Set of 8 in clear plastic box that doubles as purse or utility case. $2.00 ppd.

BELLO GIFTS, Gardner, Mass. Dept. AH1

THE OLD PIANO ROLL BLUES will have nothing on a pint-sized Chopin as he tickles the ivories on this small Magic Piano. Turn the small knob on the side, and when he strikes a key, a roll plays, "Mary Had a Little Lamb." Turn the knob again, and it will play "Jingle Bells," etc. Piano plays three familiar nursery tunes. Bright color, $5.95. Novelty Mart, 59 E. 8th St., N.Y.C.

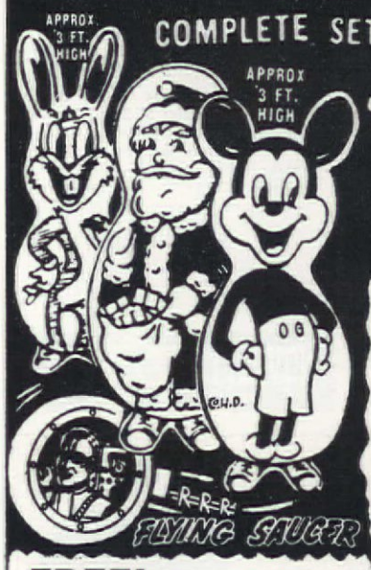


RAISE THE ROOF of this fairy-book cookie house, and your young will find a feast fit for a king. Fill it with your tastiest cookies, and it will be in constant use during the Christmas season. California ceramic, it has a cookie roof and a frosted cracker door, reminds you of Hansel and Gretel. 6" x 6" x 7" high, $5.50 ppd. The Ranch House, 4087 Hollister, Santa Barbara, Calif.



CLAMP-ON LAMP. Where you need some light on the subject, simply clamp on this lamp that stays put in the most unexpected positions. No screws are needed to perch it on a bedstead, desk, sewing table, work bench, as an auxiliary shaving light, or in the garage, cellar. Blue, bronze, gray, or green hammertone enamel, $2.75 prepaid. Sharell Co., Box 92, Dept. A, Hewlett, New York.

GIANT TALKING TOYS



SENSATIONAL BARGAIN!

GIANT 3 foot (approx.) life-size Talkers:

- MICKEY MOUSE says: "Happy New Year"
- FUNNY BUNNY says: "What's Cookin' Doc!"
- SANTA says: "Merry Xmas!"
- 15" FLYING SAUCER zooms into air, jet-propelled! Roars high as the roof tops!

Just pull magic sound device and hear them speak loud and clear, over and over again! Kids are thrilled and delighted. Talking Toys in gorgeous colors, stand on special feet . . . can't tip over. Strong latex inflates large as small child. *Set consists of Flying Saucer and Santa Claus and Mickey Mouse or Funny Bunny and complete instructions . . . all for only $1.00.

SPECIAL! 6 complete sets only $5. RUSH ORDER NOW. Get Free 25-Game Kit. Supply limited! Send Cash, Check or money order. No C.O.D. under $2.00.

FREE! 25 GAME KIT! A sensational assortment of 25 separate games—puzzles, tricks, mysteries, etc., to thrill every boy and girl. Each with complete instructions.

TALKY TOYS
Dept. D, 3 Bleecker St.
New York 12, N. Y.

NAUGHTY ANGELS

•TELL HER SHE'S AN ANGEL—but a human one, too—by giving her this set of whimsically naughty angels for Christmas. One angel has a slingshot—one is sticking out her tongue—another is giving a "Bronx Cheer"—while the fourth is reading a comic book under cover of the hymn book. They're conversation pieces anywhere—on the what not shelf, mantel, tier table, or window sill. A "must" item for collectors, too. Made of ceramic bisque, daintily tinted in pastel colors. Imported. About 3" tall.

Rushed to you postpaid. Set of 4, only $2.50

FREE. Send also for Unusual Gift Catalog.

HELEN GALLAGHER
413-AH Fulton Street, Peoria, Illinois

christmas stocking kit

Huck Towel Weaving is so much fun you'll make a Personalized Christmas Stocking for every child you know. Lovely on tree or mantle, it's useful for a lifetime and to treasure as an heirloom. Washable. Send **$2.00** for kit containing enough material, wool, needle, pattern, bell and sequins to make one 15" stocking, with red ring for hanging. State choice of background: red (for tree), or green (for reindeer).

THE DARNING NEEDLE STUDIO
171 Locust Avenue • Babylon, N.Y.

★ *Gracious! Usable!*

★In Solid Mahogany or Blonde. So Smart for Host or Office

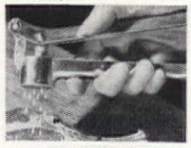
Our Marcelle Chair is charming versatility at a very low price. Hand-tied springs; Brass nail trim. Height 35½"; W. 21"; Seat Depth 18". In Modern, spongeable Boltaflex Plastic—$34.50; pair—$66.50. Choose either Red, Blue, Green, Chartreuse, Yellow or Beige. Or send your 2 yards—50" material—$29.50 each. Express charges are collect. No COD's. Send check or M.O. Also, send 10¢ for your copy of "A Selection of Chairs."

The Chair Shop ★Satisfaction Guaranteed!
Box 220, Hickory, N. C.

WOODY TOOTH PICKER

Just push Woody's head down and the nosy old bird springs right up again—a clean toothpick in his long beak! It's the cutest conversation piece for your table. Wonderful at parties, he's always ready to hand out olive and cherry toothpicks. Just fill the hollowed log with toothpicks. All plastic in a red and white combination. Only 75¢ postpaid.

Instantly Converts Garlic Cloves to Creamy Paste
GARLIC PRESS
Now Spencer Priced at only **$1.** ppd.



Now you can use garlic as professional chefs do—no slices, lumps, hot areas—but an appetizing flavor blended all through your recipes. Of durable aluminum, and so easy to use. Just a slight pressure and garlic cloves are converted to smooth paste. Use it also for onions, mint, parsley, etc.

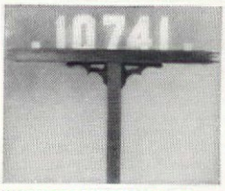
Mail Orders Promptly Filled. Satisfaction Guaranteed Send Check or M.O. No C.O.D.'s Please

Send for BIG FREE Christmas Catalog

SPENCER GIFTS, Dept. A11, Atlantic City, New Jersey

DAY & NIGHT MARKERS

Made of California Redwood



House Number Marker with up to five 3-inch reflector numerals .. **$1.95**

Name Marker with up to 15 two-inch reflector letters **$2.95**

Separate letters or numerals 2" 15¢, 3" 25¢ each

WOOD PRODUCTS MFS. CO., R3, Poughkeepsie 3, N. Y.

Versatile 4 Spot Waterer

Men and women gardeners, the friend who has everything—all welcome SPRINKLEZE. Sprinkles foliage or soaks roots only, waters odd shaped beds, borders, lawns. Connects to garden hose. Waters 4 separate plants or areas up to 40 feet apart. Brass sprinklers may be moved while in operation and set at any angle. No moving parts to wear out. Light and durable plastic hoses; red, black or green. Give mailing instructions. We'll enclose gift card and mail direct.

only 8.85 complete unit

Guaranteed satisfactory or money refunded. Order now. Send check or MO and we pay postage.

JONS MANUFACTURING CO.
Dept. N-14, St. Matthews, S. C.

NEW! A Collector's Item!

HORSE AND COWBOY S & P
Only **$1.00** Postpaid

Horse "throws" cowboy, rodeo-fashion in this beautiful glazed ceramic set. A collector's item—also young "cowpokes" delight. Order today. No C.O.D.'s please.

HEATHER HOUSE
Box 354, Dept. 541 Burlington, Iowa

RETAIL PRICE $125.00
Factory to You **$79.95**

SUPERSHOP offers you a lifetime of power tool pleasure and profit. 100% ball bearing. RUGGED. Accurate. Big capacity. 15 day FREE trial. Money back guarantee.

POWER TOOLS, INC. 729 Yates Avenue Beloit, Wisconsin

Hagerstrom WEATHERVANE

Good Morning!

So says this good old American rooster . . . a fine gift for a friend or for your own rooftop. Moves easily on oil-filled swivel. Made of aluminum in our own shop. 21" wide, 24" high. A real value at only **$10.35** collect.

FREE CATALOG. 275 original handcrafted vanes, house signs, lanterns, mail boxes, etc.

HAGERSTROM METALCRAFT STUDIO
Established 1922. Box 11, Wheeling, Illinois

PENNSYLVANIA DUTCH PATTERNS

Decorate with these quaint, colorful Pennsylvania Dutch designs. Portfolio includes 50 beautifully drawn outline patterns and borders—all different designs and sizes—with complete instructions.

50 Pennsylvania Dutch Patterns (Folder D-200) ..... **$1.25** postpaid

Also

5 Sheets of Ready-to-use Pennsylvania Dutch Stencils (Folder S-300) .. **$1.25** postpaid

5 Early American Tray Patterns (Folder T-100) for 5 different sized trays ..... **$1.25** postpaid

Sorry, no C.O.D.'s

Catalog of complete line of patterns, stencils, undecorated toleware and wooden articles, and painting materials free with each order. Catalog only, 10¢.

Jane Zook Decorating Studios
457 State Street • Lancaster, Pa.

*Other designs on opposite page.

and More Trivets

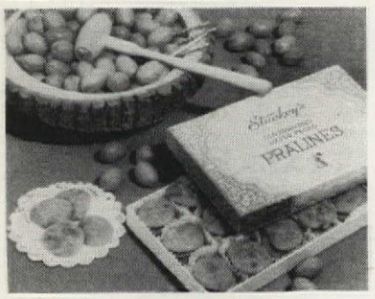
Made of solid black iron, decorative trivets are useful additions to every home. Under hot dishes, as doorpulls, or set into patios and hearths—everyone can find novel uses for these 27* heirloom designs.

1—1894; 2—Horse Shoe; 3—Lance; 4—Eagle; 5—Snowflake; 6—Grape; 7—Cathedral; 8—Cupid; 9—Dumb Dutch; 10—Lace; 11—Star; 12—Heart in Hand. Order by number for everyone on your gift list.

$1.00 each

We pay postage. Individually boxed and shipped with your gift card.

NOVELTYME Studios
HELLAM 8, PENNA.



Enjoy the world's finest

Pecans & Pecan Candies

Stuckey's Southern pecan products are famed for goodness. They're beautifully packaged; guaranteed fresh. Order these festive treats for yourself and all your friends. Or we'll mail to your gift list, card enclosed. All items postpaid. Order several today.

MAPLE PECAN PRALINES — Um-m! Creamy nut-filled delights, approx. 40 to 1-lb. box. **$1.65**
PAPER SHELL PECANS — crack 'em with your fingers! U. S. No. 1 choice, big 5-lb. bag. **$3.50**
ASS'T PECAN CANDIES — divinity, pralines, sugared an' spiced, fudges, etc. Lb. box **$1.80**
PECAN LOG ROLL—rich caramel coated nougat studded with pecan meats. Lb. log.....**$1.80**
PECAN GLACE in Vacuum Tin — wonderful! Glazed halves. Ship overseas. Lb. tin, **$1.90**

Special Gift Service for Business. Write today.

Stuckey's
Dept. A.H.—EASTMAN, GA.

"Bee-Loved" Petunia Clock

Brightest idea since clocks were invented! Modeled after famous gold medal-winning "Fire Chief" Petunia, to delight children and adults alike. Hang in kitchen, breakfast nook, nursery, game room, porch.

Brilliant "Fire Chief" red flower face, green stem and leaves, impish brown and yellow "peek-a-bee" pendulum.

Guaranteed 30-hour movement. 4" wide, 6½" high.

ONLY **$3.75** Postpaid. Fed. Tax Inc.

MAIL ORDERS Promptly Filled

Max Schling Seedsmen, Inc.
618-16 Madison Avenue, New York 22, N. Y.

OLD-FASHIONED SLEIGH

A Charming Holiday Centerpiece

Cleverly wrought of wire and painted gleaming white. A holiday charmer for your festive table or mantel. Fill it with fruit, candy, Christmas tree ornaments . . . let it display greeting cards or tiny gift packages. 9 inches high. Shipped postpaid for only **$3.95.**

THE MILL POST, Box 31-A, Edina, Minnesota

HERB COOKERY

Add a new touch to your cooking with this herb blend of rare excellence. You'll find that this old family recipe, composed of fourteen distinctive herbs specially chosen for fragrance and bouquet will give an exciting new savour to soups, sauces, stews and many other dishes. Learn about herb cooking with an AU GARNIER Herb Cookery Bag. From this herb blend you will be able to go on to enviable herb cooking. Attractively gift boxed. $1.00 plus 10¢ postage.

STONE HAVEN • R.D.1 • Hellam • Pa.

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pams shampoo goggles

Makes shampoo-time fun for kiddies

PERFECT FOR HOME PERMANENTS, HAIR TINTING! Easy-to-see-through plastic goggles bound with absorbent terry cloth that keeps out drops and trickles—a wonderful way to shampoo or shower with ease, a blessing when shampooing youngsters. Elastic band assures snug fit. In two sizes: Pams Regular for you, Pams Jr. for children 2 to 12 (ind. Boxed for gift giving) **$1.50**

(Add 15¢ for handling and postage)
Money back guarantee within 10 days
HERE'S HOW, Dept. AH-11
160 East 38th St., New York 16, N. Y.

Personal PHOTO Christmas CARDS

From Your Negative

Make your Christmas greeting friendlier, more personal this year! Your treasured snapshot of home, baby, pet or family group handsomely reproduced on a deluxe deckle edge card, distinctively your own.

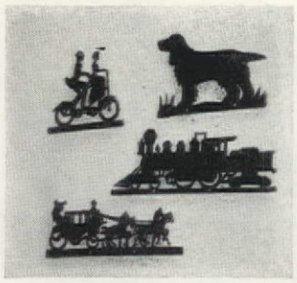
25 Cards & Env. $1.50 *(plus 25¢ shipping)*

FREE SAMPLE

See your card before you buy. Send black and white negative and 10¢ for return postage. If negative unavailable send photo and 50¢ for making new negative. Satisfaction guaranteed. Act now—avoid rush!

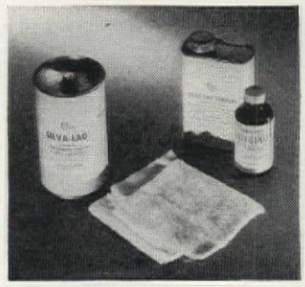
RUSSELL SNOW PHOTO CO.
Dept. 177 Waltham 54, Mass.

MAKE AN ENTRANCE distinctive and hospitable with black metal silhouettes. Beneath them, your family name or house number in matching black letters or numerals. Five letters free of charge, and each additional letter costs 15¢ over basic shipping charge of $2.75. Each silhouette, 8½" x 14" long. Send for catalog. Alton Silhouettes, Box 47, Sta. A., St. Petersburg, Fla.



PLASTIC SLIP COVERS. With the wear and tear given to furniture by relaxing TV viewers, we recommend these plastic slip covers. They don't stick, stiffen, or crack, and protect your chairs from stains, tears, etc. For sofas, love seats, Simmons hide-a-beds, $6.95 each. For all chairs, $3.95 each. Send for catalog. Jan's Modern Lamps, Inc., 15 West 8th Street, Dept. A1, N. Y. 11, N. Y.

THE SILVA-LAQ KIT. Lacquer your sterling, plated ware, copper, brass, bronze, chrome, wood, leather, tools, and prevent tarnishing. A transparent coating is easy to spray on. 12-oz. Silva-Laq Lacquer, 8-oz. Silva-Laq Remover, 2-oz. Silva-Gloss Cleaner, 12 Silva Cloths, with a booklet on "Silver Care" costs just $3.95 ppd. Little Grey Fixit Shop, 1300 Madison Ave., New York 28.

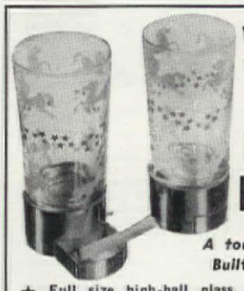


Special for Xmas!
Hand Blocked Poinsettia Pattern

PLASTIC TABLE CLOTHS

Christmas dinner will look twice as gay, set on this transparent vinyl plastic table cloth, with its red poinsettias and green holly branches, all blending harmoniously with your white linens! Fits right over your fine linen cloth, for protection as well as beauty. You save washing and ironing, too! Sent Postpaid.
54" x 54" . . . **$1.50,** 54" x 72" . . . **$2.00,** 54" x 108" . . . **$3.00**
Wonderful for gifts. 10% discount if you order two or more.
Xmas Tree Floor Covers. Opaque silver metallic plastic, waterproof, tough. Protects rugs from tree sap, water, etc. Colorful Xmas design. 54" x 54" . . . **$1.50**

THE ROBERTS CO., 869 W. Arlington St., St. Paul 3, Minn.



Wonderful, Wonderful Gift!

GLASS BUTLER

A touch opens its Built-in Ashtray!

★ Full size high-ball glass, decorated with handsomely painted horse figurines. Built-in aluminum coaster and ashtray that springs open at the touch of your finger. Glass detachable for cleaning. Set of 4 gift-boxed, postpaid ..... **$5.95.**

Brooks Bar Corner
30 E. Baltimore St., Baltimore 2, Md.
"Gifts and Gadgets Galore"

Write for New Free Gift Catalog

FOR BIG MEN ONLY!

SIZES 10 to 16 — WIDTHS AAA to EEE

We SPECIALIZE in large sizes only—sizes 10 to 16; widths AAA to EEE. Loungers, Wing Tips, Moccasins, Dress Oxfords, High and Low Work Shoes, House Slippers, Rubbers, Overshoes, Sox. Extra quality at popular prices. Satisfaction guaranteed. Sold by mail only. Write for FREE Catalog.

Write For FREE CATALOG

KING-SIZE, Inc., 622, Brockton, Mass.

IF YOU LIKE TO GIVE

Unusual XMAS GIFTS

send a penny post card today for free catalog of the many fine products of outstanding New England craftsmen.
Something for everyone on your list — at whatever price you wish to pay.
We promise you will be delighted with these really extraordinary offerings, and the ease with which you can do most of your Christmas shopping right at your own desk. The Yankee Sampler, P. O. Box 126, Marlboro, Mass.

$5.95 postpaid

There is only one way to capture true coffee flavor—grind immediately before using. America's Oldest Coffee Mill, adjustable to any grind, available in red, blue or natural wood lacquered.

Write for free Hen's Teeth Catalog.

Eagle Products
Box 84A, Meriden, Conn.

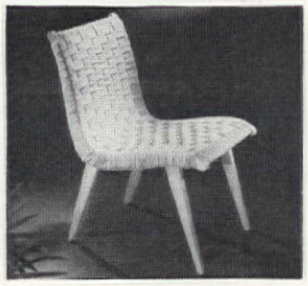
SHADOW-LITE

Captivating Candlelight! Flower-like petals revolve placidly atop gracefully spiraled candleholder . . . Beneath: lighted taper projects **'moving' shadow** of petals **on walls and ceiling.** (Warm air propels petals.) Effective while dining or listening to music . . . suitable with traditional or contemporary settings. 15½" high in lustrous copper-tone metal. Gift boxed. **$3.95 PAIR incl. Candles Postpaid**

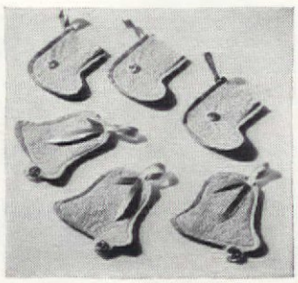
Send for Gift Catalog

CHET STUDIOS, MIDDLEBURY 7, CONN.

COOL CLEAR WATER is among the seven wonders of the world when you're afflicted with a parching thirst! And when it strikes you in the middle of the night, imagine the luxury of this insulated pitcher that keeps water icy for ten hours, (milk warm two to three hours). Pitcher, glass, and tray, $4.95 ppd. Pitcher alone. $3.95. Mastercraft Products, 212 Summer Street, Boston, Mass.



RECOGNIZE THE CHAIR that will fit comfortably into any decorating scheme, and will become the throne of the master of the house. Imported from Germany, it is as comfortable as the heavenly contour chairs, has a handwoven rush seat, and satin-finished beechwood legs in natural or black. 33" high. It costs $29.95 express collect. Hobi, 52 Vanderbilt Ave., New York 17, N.Y.



SOCKS AND BELLS, as merry as a sleigh-ride on Christmas Eve, have an infinite variety of uses. First and foremost we suggest: hang them on the tree, and in their pockets, put checks for each member of the family! Use them as individual favors at a party, as invitations to a holiday At Home. 14 (7 of each), $2. 24 (12 of each), $3. Ppd. Elizabeth McCaffrey, 200 W. 16th St., N.Y.C. 16.

HANDY HOME CHECK FILE

KEEPS CANCELLED CHECKS *BY MONTHS*

Don't carelessly toss aside cancelled checks, receipts, etc.—file them neatly, safely, *by months* in convenient "File-A-Check." Essential for tax returns, for keeping check on expenses, budgets, etc. Handsome 7½" x 7½" check file is divided into 12 compartments—holds over 1200 special and personal checks. With lock and key. Only $3.95 postpaid in leatherette. Only $8.95 postpaid in genuine leather with 24K gold tooling, solid brass lock and key. Send cash, check or money order, no C.O.D.'s. Specify color desired. Red, Brown, Maroon, Green or Blue. Three gold tooled initials at no extra charge. (Please specify clearly initials desired.) Sent postpaid.

K & D LEATHERCRAFT
507 Fifth Ave., Dept. F-5, New York 17, N.Y.

"STINKEROO" GIANT CUP

—and a fried egg to you, too, dear, it's on the other side of the cup! Cleverest giant coffee cup we've seen. Hand painted including the bacon strip handle and fried egg. Size 4" x 3½".

Only **$1.95** ea., ppd.

GREAT WESTERN CO., Dept. B-2
3435½ E. 8th St., Riverside, Calif.

Keep Track of All Your Friends in one Handy Book

★ Names, Addresses, Phone Numbers, Birthdays, Anniversaries, Christmas Card List, Miscellaneous Notes

88 pages—indexed—$1. postpaid

Make real friends; keep them with the new "Friends" book. Richly bound in red, green or brown leatherette; gold stamped cover; size 4¼" x 5¼". Indexed for ready reference. Perfect gift in handsome box. Specify color; none C.O.D. Money-back guarantee. Postpaid, $1.00. *Also matching Vacation Record and Telephone Numbers Record Books, smartly boxed, set of 3 . . .* **$2.95** *ppd.*

KAY SHOPPERS P. O. Box 884 Baltimore 3, Md.

This is the gift they'll love best

Wedding invitation TRAY!

Send us the next invitation you receive, we'll encase it in this handsome silver-plated tray, to make a permanent reminder of the bride's most important day. Has padded velvet base. Complete, gift-boxed for **$5.95.** Deluxe 24 kt. gold-plated tray, with hand-painted forget-me-nots, **$7.95.** Send for gift catalog!

Market Combers, Box 3282, Atlanta, Ga. (Dept. F-11)

HANDY ANN IRON HOLDER

HANDY ANN is the perfect answer to every housewife's constant problem — what to do with a hot iron? It ends tiresome waiting for the iron to cool before safely storing. HANDY ANN eliminates the worry and risk of leaving a hot iron out in the reach of children — ends a fire hazard. Provides definite, handy, safe storage place for your iron. An ideal gift.

BAKELITE MODEL $1.79 — ALUMINUM MODEL $2.98

Postpaid with remittance — satisfaction guaranteed

CANTRELL SUPPLY CO., INC.
904 East 2nd Street, Wichita 2, Kansas

For Every Use...

Twenty-seven designs of famous old heirlooms. Useful as wall or mantel decor, on sills or as pot holders. Each about 8" long with ¾" legs. Simplify your shopping by ordering trivets for everyone on your gift list.

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$1.00 each

We pay postage. Send for free catalog of year-around gift suggestions.

NOVELTYME *Studios*
HELLAM 8, PENNA.

*Other designs on opposite page.

All 3 for only $1.00

"QUAINT AMERICAN" THOUSAND-EYE CRUET WITH PURE VANILLA EXTRACT AND NEW CHRISTMAS CATALOG

Old-fashioned, hand-made, bluish-white opalescent "thousand eye" cruet from our famous "Quaint American" collection. 4½" high. Filled with approximately 2 ounces of old-fashioned pure vanilla extract. Sent postpaid with Christmas Catalog . . . $1.00 all three . . . .

NEW 32-page Christmas Catalog sent alone for 10c

Carl A. Forslund, Inc.
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Now! YOUR CHILD WILL LOVE TOOTHBRUSH TIME!

START 'EM YOUNG START 'EM EARLY & MAKE IT FUN!

Encourages your child to brush teeth regularly! No more coaxing . . no more balking! Wonder Holder keeps child's own cup and brushes within easy reach at all times! Press suction cup anywhere, any height; *presto,* it's there to stay! "Good Morning"—"Good Night" is engraved on each brush; Wonder Holder, Cup and 2 pure nylon, silky brushes, complete. With name . . $1.69

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Mail Orders filled promptly! Send check or money order. *(no C.O.D.'s please)*

CROWN CRAFT PRODUCTS
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3-PIECE *PEN AND PENCIL SET*

NEW! Favorite of all . . . for Mom, Dad, or Junior this all metal, gold finish 3-piece pen and pencil set is practically indestructible. Will not tarnish. Pen tops never loosen because of patented inside ridges. With fountain pen, ball point pen, and automatic pencil . . . makes a gleaming gift certain to be enjoyed and appreciated for years. A real value. Gift boxed!

Only **$2.00** postpaid

No C.O.D.'s please

Loraine Kay
893 Autumn Ave., Brooklyn 8, N.Y.

Personalized SALT and PEPPER

This gaily colored ship bears the family name and carries really practical salt and pepper shakers with first names of the couple on each. Please print names. Order several for yourself and friends. No C.O.D.'s please.

Only $1 complete, ppd.

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"THE DOLLY MADISON" *Miniature Oil Lamp*

Add Colonial atmosphere to your home with this miniature Rochester lamp. An ideal gift for either ornamental or practical use. It is 4½" high, or 7" to top of chimney. In beautiful polished copper finish, complete with metal shade, burner, wick and chimney.

$1.50 Each, postpaid
NEW ENGLAND METAL PRODUCTS CO.
Washington 5, Conn.

Waste Basket

handmade in Mexico of sewn palm braid. Solid "decorator" shades of yellow, green, red, magenta or natural, will add the touch you need in any room.

13" high **$3.50** ppd.
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Write for free folder AH

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Unusual Values In Brass!

#33 COLONIAL DOOR-KNOCKER. Solid brass, 6¾" long. Hand engraved with your name in **Old English** lettering (maximum 14 letters including spaces). **$5.15**

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Prices include Postage—Sorry, NO COD'S

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The House of Gifts
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Precision Chronograph & Stop Watch

8.95 + 10% tax

Ideal GIFT for Son, Brother, Dad — Any man

1 Yr. Guarantee
Imported Swiss Jewelled Movement

Choice of Dial White or Black

An exceptional import buy in a timepiece prized by any man. Radium glow 1" dial, red sweep-second hand, shock-resistant case, and metal expansion wristband. 31 day automatic calendar.

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I enclose ☐ check ☐ MO for ..... watches @ 8.95 ppd. (+ 90¢ tax.) Dial color ..... (name & address in margin). Free Xmas Catalog.

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$6.45

Model miniature slot machine

The only gift of its kind in the world!

Never before a gift like this! We suggest that you insert NINE DIMES BEFORE GIFT WRAPPING. On the TENTH DIME, A JACKPOT spills out! Ten actual, surprising and unexpected dimes to thrill and delight the recipient. But that's not all.

There is a practical side, too. The back of the Jackpot Gift Bank is an ACTUAL bank. Holds $20.00 in dimes, with easy access when desired.

This machine is precision made of high quality die cast metal, beautifully plated, minutely detailed and GUARANTEED for performance. Half a foot high . . . weighs almost two pounds...is legal in every State.

Sent C.O.D. plus postage, or postpaid on cash (check or m.o.) with order. Money refunded if not delighted. ORDER NOW!

BANKRAFT COMPANY
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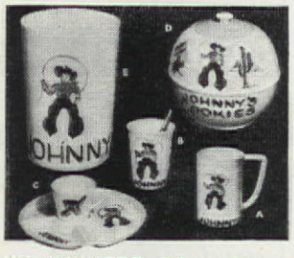


HAND PAINTED COWBOY SET
with Child's Own Name

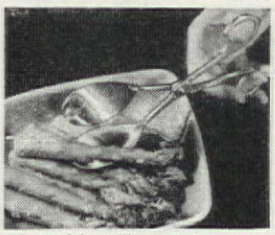
A. Kiddie Mug 14 oz. ..... $ .90
B. Cup and Toothbrush (nylon bristles) ..... .90
C. Cup and 4-section Tray, 9" diam. 1.00
D. Cookie Jar, 8" diam., 7½" high 2.49
E. Wastebasket, 8" diam., 11" high 2.98

Complete set, gift-wrapped $8.00

Hand-painted by artists. Rich fast colors. In durable styrene. Cowboy or cowgirl on white or yellow background, with cookie jar in two-tone yellow and ivory. Also clown on red or blue background, with cookie jar in two-tone blue and ivory, or red and ivory. Print child's name. No C.O.D.'s please. We pay postage.

GARY PRODUCTS
33 Simmons Street • Boston 20, Mass.

For Serving "Hard-to-Handle" Salads, Vegetables, Spaghetti!



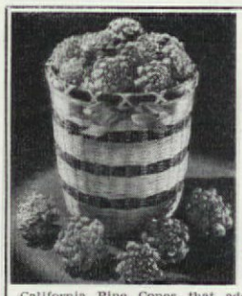
Silver SERVING TONGS

$5.50 post-paid

No tax

So useful you'll wonder how you ever got along without it! An indispensable, scissor-action server you'll use in the kitchen *and* at the dining table. *Opens w-i-d-e.* Imported Fork-and-Spoon Tongs serve *salads, lanky asparagus, stuffed tomatoes, roly-poly new potatoes, corn-on-the-cob, those evasive pickled peaches, ice cubes, etc.* Beautiful, simple design of heavy silver plate. Shaped for easy grasping. Separate it for use as individual Fork and Spoon for tossing salads. Enhance the beauty of your finest silver and china! *An unusual Christmas or wedding gift.* A special purchase makes possible the low price.

JANET FORISTER, Dept. 18-D, Bloomington, Ill.
Send for Free Christmas Gift Circular Clip this.



FIRE MAGIC

. . . To Fill Your Room with Enchantment

California Pine Cones that add dancing color and charm to the open hearth. Each cone, generously encrusted with chemicals, burns with brilliant long-lasting multi-colored flames. The imported decorative fireside basket of split bamboo is overflowing with approximately 40 Pinon and Jeffery cones. All baskets are attractively gift packaged with pliofilm cover tied with a gay red satin bow.

Send Check or Money Order, No COD'S Please. Californians Add 11¢ Sales Tax.

JUST **$3.50** ea. Postpaid in U. S.

SEND TODAY FOR YOUR FREE ILLUSTRATED BROCHURE OF IMPORTED ORNAMENTAL BRASSWARE

WEATHERCOCK HOUSE
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Wall Plaques That Grow Plants

Hang on walls of living rooms, bed rooms, kitchen, porch, everywhere, and bring fragrance of the garden indoors. Colorful, artistic, yet so inexpensive you can use them liberally. Plaque shows either Chinese boy or girl watering a plant that actually grows *in an attached vase.* Lovely ivory-tan shade, with red and black trim, 7" by 8". Single plaque $1.65; pair $3.20; 2 pair $6.00; 3 pair $9.00; postpaid. Or C.O.D. plus postage charges. Plants not included.

STUART ART GALLERY
Dept. AM-11, 451 Stuart St., Boston, Mass.

FOR QUICK, EASY SHINES AT HOME

Use a **SHINE-BOY SHOE HOLDER!**

SHINE-BOY is the answer to that messy shoe shining problem . . . Holds shoes firmly while you clean and polish them . . . Fits Men's, Women's and Children's sizes . . Sturdy steel construction . . Brown baked enamel finish . . . Easily removed when not in use...SATISFACTION GUARANTEED OR YOUR MONEY REFUNDED.

Remember a boy in the Service

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SHOE DOCTORS. Your most irredeemable-looking shoes are revitalized to look like new in the amazing Nelson factory. They can be lengthened and widened (not by stretching); heels changed; toes and heels closed or opened; remodeled and redyed or gilded; shanks and heels strengthened—and much more. Send for free booklet. B. Nelson Co., 10 E. 39th St., New York 17, N. Y.

MOTHER AND CHILD epitomize the meaning of Christmas, and this statuette depicts beautifully the tender relationship between the Blessed Virgin and The Infant. The original was done in ivory in the 14th century, and this cast composition copy is a magnificent piece to add to a breakfront. 7¾" high, $13.50 ppd. Malcolm's, 524 N. Charles St., Baltimore, Maryland.

ADD A DASH OF NUTMEG to a frosty eggnog and after the holidays you'll use the Nutmegger to make ordinary drinks extra-special. The kids will use it, too, to grind a bit of spice into their milk shakes and malteds. A gourmet knows there is nothing like freshly ground nutmeg to make drinks more tasty, especially a Tom & Jerry. $1.50 ppd. Elron Products, 156 W. Chicago Ave., Chicago, Ill.

FREE! *child's first name on the original*

TV DIRECTOR FOLDAWAY CHAIR

A gift every youngster will love! Saves wear on mother's good furniture.

ONLY **$3.95** ppd. without "CHOWTRAY"

ONLY **$4.95** ppd. with "CHOWTRAY"

- For children 2 to 10—tested to hold 150 lbs.
- For Television viewing, homework, rumpus room, beach, etc.
- Top quality . . . Colorfully decorated in western style.
- Extra feature . . . Strong, swivel, "CHOW-TRAY" (Pat. Pend.) attaches to either chair arm for right or left-handed use, complete with non-breakable fitted drinking glass, for eating, writing, drawing, etc.

Available only by mail! Shipment upon receipt of order and child's name.

Send check or money order TODAY to

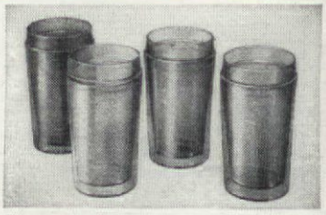
KRIMSTOCK BROS. 112 N. 9th St. Dept. A-11 Phila. 7, Pa.

Letters (WITH GIFTS) from the Land of Santa Claus

Twinkletoes, son of Prancer and Dancer, will write four letters and mail them from Santa Claus, before Christmas, to the child of your choice—sending with each letter an appropriate surprise gift. Imagine the thrill of the Santa Claus postmark, the illustrated letters and the truly nice gifts with each letter. All four letters and gifts, to one child send only **$1.95**

(Print Child's Name and Address)

Twinkletoes REINDEER RTE 1, SANTA CLAUS, IND.



Keep Ice Cubes for Hours

THERMA GLASSES

Exciting new tumblers keep drinks fresher longer, save ice cubes and beverage! Made with two layers of Styrene with air space between to form insulation. Need no coasters, won't sweat, keep hands dry, *leave no rings on furniture!* 10-oz. size. Ideal for bridge. Prove them to yourself! In fashion shades of Caribbean Blue, Coral, Garnet, Emerald Green. Beautifully gift boxed.

Set of 8 only $3.75. Set of 4, one each color, only **$1.95**

Guaranteed to please. Order by mail from

FIRESIDE SHOP, 1131 Tower Bldg., South Bend, Ind.

SOCKS DARNED IN 8 SECONDS

NO SEWING! No Fuss!—this NEW easy way. Just apply heat with hot iron or lighted lamp bulb. Amazing Knit Fabric blends with sock. Equally useful for tears in trousers, skirts, etc. Guaranteed Neater, Softer and WASH'N'WOOF. Once you try it, you'll never be without it. Send only $1.00 for MAGIC DARNING KIT. Includes over 100 Soft Knit Darns in wide assortment of colors and Darning Knob.

MAGIC DARNING KIT $1.00 ppd.

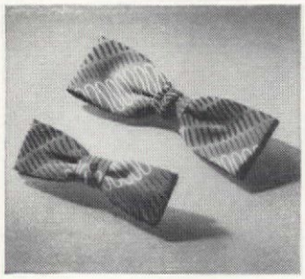
PLASTI-STITCH, INC., Dept. 10, 70 E. 45th St., N.Y.C.17

MUSICAL Toilet Tissue Holder

$7.80 Only postpaid

Just pull the paper and enjoy the Music! Plays "Happy Days Are Here Again!" Guaranteed Swiss Music Movement. Send check, or money order and we pay postage; C.O.D. you pay postage. SIESTA NOVELTY, P. O. Box 1204, Miami Beach, Fla.

A SNACK TABLE for dining before a TV set pulls apart to store in a tiny space in your closet. The tray top is richly designed in gold, and sits on three sturdy hardwood legs. Alcohol-resistant, a set of four will fill the bill many times over in your house, or the house of a lucky winter bride. $9.95. Two, $4.95. $2.50 each. Plus 30¢ post. Helen Pep Studio, Kew Gardens 15, New York.



LIKE FATHER, LIKE SON was never so true as in this set of neckties for your favorite men on Christmas. Pop's bow tie comes in either striped rep fabric or printed crepe in background colors of gray, blue, maroon, green or brown. And the boy's tie is a perfect copy. Each clips on to make life easy. Set, $2 ppd. Britton Cravats, 916 Chestnut Street, Philadelphia, Pennsylvania.

A BIG MUG for a little child will hold a goodly supply of milk, hot chocolate, or root beer, and has the magical plus of being personalized with His or Her Nib's name. The white plastic mugs hold a generous 12 ounces, are handpainted with first name on one side, a freckle-faced boy or girl on the other. $1.19 each; $2.95 for three. Prepaid from Meredith, Inc., Evanston 3, Illinois.

Get in on the Gold Rush!

GOLDEN JARS

That's gold on them thar jars . . . a bright, shiny 24-k lustre that looks so smart on your dining table (for jams, mustard, and other condiments) . . . so fashion-right on your vanity (for creams, bobby pins, or just plain decorative). Elegantly moulded of thick, white porcelain with 24-k gold finish, they're 4½" tall, bright—and handsome! ..... **$2.50** a pr. ppd.

WRITE FOR FREE GIFT-TREASURY CATALOG!

Sorry, No C.O.D.'s

Green Gable Gifts

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ONE DOZEN ROSES $1 ppd.

Over 3 million sold these past months! So real-looking you won't believe they are handmade as you pick them out of their gift-packed, cellophane-topped, sturdy box (actual size of box, 17" x 5"). Your satisfaction assured or money refunded.

ADD MORE CHARM TO YOUR HOME! Wonderful gifts, excellent for hotel rooms, offices, shops, parties, weddings, church decorations. Thousands of uses! Choice of life-like ROSES, DAFFODILS, DAISIES. Specify selection. (Why not order all three?)

Send $1 for each dozen—cash, check or money order. (Postage free.)

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Box 85, Dept. 10 New York 29, N. Y.
Established 1910

"A home without flowers is like a tree without leaves"

Wild West Trappers Hat!

Only $2.98

What a THRILL this GENUINE RACCOON HAT will give those youngsters! Boys, GIRLS, Mom and Dad can have plenty of fun playing Cowboys, Indians, Pioneers, Trappers. Games while Hunting and Hiking are a joy all dressed up in this wonderfully WARM Fur Hat. The young ones will be the envy of all their friends when they sport this RACCOON TRAPPERS HAT. Adjustable to fit all Head sizes. Only $2.98, check or money order. HOMECRAFTS, Dept. 191, 799 Broadway, New York 3, N. Y.

TITANIUM Rutile
The New WONDER GEM of the century . . . .

For the first time in history and as a result of intensive experimentation and research on a vital military project brilliant scientists of one of America's largest corporations suddenly hit upon the solution of the ages. The secret of how to crystallize in the laboratory a gem with a refractive index higher than and a dispersion factor greater than a **DIAMOND** was **DISCOVERED.** The discovery is **TITANIUM RUTILE** so widely acclaimed by leading reportorial mediums such as Reader's Digest and The Saturday Evening Post.

This is the same atom-age wonder-gem development widely sold at much higher prices under various colorful trade names.

REFRACTIVE INDEX ABOUT 10% HIGHER THAN DIAMONDS

Compare: Refractive Index of Rutile is between 2.62 and 2.90 as compared to the diamond's 2.42. Dispersion of Rutile ranges between 0.155 and 0.205 in comparison to the diamond's 0.025.

(Actual Photograph of Our Product)

You are living in an age of miracles. As you know, atoms are being split. Actual basic materials are being re-arranged. Fantastic as it may seem to the layman, the secret of what has formerly been referred to as the **DIAMOND** is now known beyond a shadow of a doubt.

YOU PROFIT. No longer need you invest large sums of money in a tiny stone the value of which is determined largely by scarcity and control. **YOU** can enjoy the beauty and prestige and the envy of your friends with a stone that no one of lesser ability than a **REAL JEWELER** working with a magnifying glass in his eye under good light can detect as not being a real **DIAMOND.**

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Hudson Gem Co. sells **RUTILE** only in the cut stones. Each stone is perfectly cut with full 58 facets per **BRILLIANT** stone. By law we cannot refer to our products as **DIAMONDS** so we ask you to order them in the three most popular **DIAMOND** shapes namely the round or **BRILLIANT,** the oblong or **EMERALD** and the oval or **MARQUISE** cuts. You may order these stones for setting by your local, friendly, trusted jeweler who will be glad to verify your purchase.

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IMPORTANT NOTE: The Hudson brand is finished with our exclusive process. More fire, more sparkle and more durable. Thus—**10 YEAR REPLACEMENT GUARANTEE.** Accept no substitute regardless of price. Deal with only coast to coast concern—be sure.

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Order with confidence. Select the shape you want, either **BRILLIANT** or **EMERALD** or **MARQUISE** shapes. Then select the number of carats you want, either 1, 1½, 2, 2½, 3, 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9, 9½, or 10. Remember each **BRILLIANT** is full 58 facets. Check this with your trusted jeweler. Price $10.00 per carat. Add 20% Fed. Tax. Send Check or Money Order (do not send cash). Add 50¢ post. & handling. **Write Dept. AH-11.**

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Dept. AH-11, 574 5th Ave., N.Y.C., N.Y.

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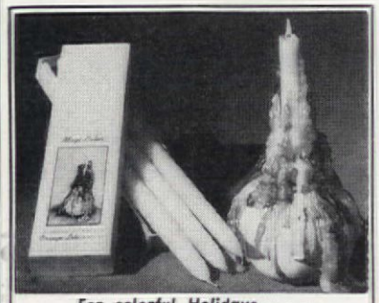

For colorful Holidays . . .

MAGIC CANDLES

only **$1** *a box*

When lighted, these beautifully sedate white candles drip a rainbow of brilliant color. Fascinating conversation pieces when you burn them on your holiday mantel or table; perfect for rumpus room decoration. Three packaged as a gift make a unique Christmas gift. Only $1 postpaid. Send check or money order today. Satisfaction guaranteed.

Write for free catalog of unusual gifts

SEA CAPTAIN'S CHEST DEPT. AN
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Personal PHOTO CHRISTMAS CARDS

100 from your own negative 20 FOR $1

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Limited Trial Offer . . .
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FREE SAMPLE

Handsome, DeLuxe Yulecards are the original photo Christmas cards, made from your favorite snapshot. For FREE SAMPLE, send us snapshot negative of child, family, home, pet, etc. with 3¢ return postage. We make beautiful sample Yulecard and return promptly with negative and illustrated style and price folder. You see before you buy. No obligation. (If without negative, send snapshot with 50¢ and we will make one.) Satisfaction guaranteed. Offer expires December 1. Write today.

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PERSONALIZED EARRINGS

Truly yours—the work of master craftsmen, 14 Kt. gold-plated initials, hand polished to a mirror surface, dangle from lustrous matched pearls. Choice of first or last initial. Screw-type backs. Gift boxed and only $3.45 ppd. Tax included. Immediate delivery. Sorry no C. O. D.'s.

TEDDY'S
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Little River Station
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Order one for that little charmer—another for her teen-age sister.

$1.25 each postpaid tax inc.

ANY FIRST NAME hand hammered into this lovely solid nickel silver bracelet. Adjustable any wrist size. Tarnish resistant. Also smaller size for misses under eight.

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THOSE FAMOUS-FOR-FLAVOR

Sunnyland
pecans

EXTRA fancies! Graded for size, fullness and just downright prettiness. Grand for quiet television evenings or gay Holiday parties. In gift boxes, these more delicious, meatier nuts will delight you and your friends. Schleys, finest of all, shells wafer-thin. Stuarts, a taste treat, shell a bit thicker. Order for self; send gift list . . . we do the rest. Gift cards enclosed.

Stuarts, 5 lb. box, unshelled.....$3.45
Schleys, 5 lb. box, unshelled.....$4.45
Stuarts, 2 lbs. shelled halves.....$3.45

For a special treat, try 'em toasted and lightly salted. A full lb. gift boxed....$2.25

Postage prepaid—Satisfaction or money back

SUNNYLAND PECAN GROVES
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Guests Ask: "WHAT MAKES YOUR HOME SO FRAGRANT?"

A spoonful of Fragrantaire* house perfume in this porous clay perfumer—gives your home the fragrance of a flower garden or the tang of the woodland.

Your choice of Apple Blossom, Bouquet, Carnation, Cedarwood, Chypre, Forest Glade, Gardenia, Honeysuckle, Jasmin, Lavendar, Lilac, Mountain Pine, Oriental, Rock Garden, Rose, Sandalwood, Spice & Herbs, Trefle, Violet, Wisteria.

Only $1.25 **Wall Perfumer 4" x 3", with 2 oz. Scent $1.25—with 4 ozs. $1.75—with 8 ozs. $2.50. Specify Perfumer A, B, C, D, E or F—Scent, and size bottle. For Individual Gift Packaging add 25¢ per SET. Postpaid or C.O.D. plus postage.**

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118 E. 28th St. New York 16, N. Y.

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RIGHT for ANY COURSE

that calls for SALT and PEPPER

Ceramic brown glazed golf bag, yellow clubs about 3" high. Fun for golfers or hobbyists.

$1.25 Post Paid NO C.O.D.

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Over 75 designs, 32 in color.
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The newest

NUTS have landed—**WAIT** 'til you taste them! A delicious surprise awaits you. —they're **BAKED**-not-**FRIED** .....that's **HEALTHY!** —they're imported from **EXOTIC LANDS** .....that's **DIFFERENT!** —they're offered **NOW** as a friendly introduction to the 'finest nuts in the world' at a **$1.00** saving to you .....that's **MARVELOUS!**

Quick! clip this ad, mail it before November 30, 1951 with only $2.60 and we'll send you a gay package of goodness (it will give you new holiday gift ideas) that will be priced at $3.60 ever after.

Check the box opposite your choice

☐ 2 lb. pkg. Pistachios ☐ 2 lb. pkg. Cashews
☐ 2 lb. pkg. Mixed Nuts (no peanuts)

Send for free color brochure

Bake-O-Nuts
BOX 628
ENGLEWOOD, NEW JERSEY

Every Card That Comes To Me I Hang Upon My

GREETING TREE

Show EVERYONE how much you love their own special Christmas Card—display it on this gay, decorative Yule Card Tree! Unique, charming holiday decoration; holds up to 100 cards. Antique green finish metal; almost 2½ feet high; comes apart for storage. Prepaid $2.50

Since 1927, Satisfaction Guaranteed or Money Refunded
Send check or money order. Sorry, no C.O.D.'s

MALCOLM'S
HOUSE AND GARDEN STORE
524-A N. Charles St. • Baltimore 1, Md.

Solid Brass Wastepaper Basket

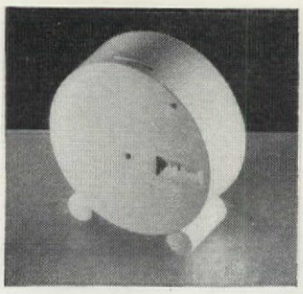
from England

Imported from England for lovers of truly superb accessories! Painstakingly crafted of solid brass, each embossed basket depicts an old Tavern scene. Stands 14" high, so watertight it can be used as a planter or flower container. Lacquered to prevent tarnishing. A charming addition to any home . . . a wonderfully thoughtful gift!

Only **$12.95** postpaid plus 50¢ W. of Miss.
WRITE FOR CATALOGUE

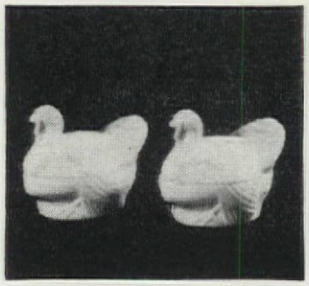
Jenifer House
New Marlboro Stage
GREAT BARRINGTON, MASS.

SAVE $100 A YEAR and in ten years you and your husband can vacation in Hawaii, or you can send your daughter to Europe. Banclok will make you do it. Put a quarter in the plastic bank each night, or the dateline remains stubbornly the same. It also registers amount of money inside. $2.25 ppd. Order and start now! Leecraft, Dept. AH, 300 Albany Ave., Brooklyn, N.Y.



THE NATIVITY, eternally the most beautiful story known throughout the universe, is here remembered in wax. Set includes Mary, Joseph, the Infant Jesus, and two lambs, a candle holder and two candles for burning. And they have arranged to ship it direct from Bethlehem, Kentucky! $2 ppd. Send order by December 14th to B. C. Moses, 3019 Prospect Ave., Houston 4, Texas.

TURKEY TREAT. When the big bird is king of the menu, use these American milk glass covered turkeys on the table for cranberry sauce, nuts or candies. When the feasting is over, plant them with greenery or fill with lots of cigarettes. Copied from original mold, 5¼" x 4½" high, $2.25 each. Pr. $4.25. Four, $7.50. Ppd. The Josselyns, Box 147, Dedham, Mass.



Which Doll Is The *Toni?*

Toni Dolls Only Have Washable *Nylon* Hair

More fun with Toni than any doll you ever had! Fun to wash! Fun to curl! Fun to style! Toni is bathable, all plastic and goes to sleep. Her magic nylon hair grows softer and prettier the more you wash and comb it. Comes with complete play-wave kit — curlers, shampoo, creme-solution and directions. Get Toni dolls at your favorite toy dept. If unobtainable, order direct, adding 25c for each doll to cover cost of postage and handling. Ideal Toy Corporation, 200 Fifth Ave., New York 10, N. Y.

$11.98 14" Size

Other sizes $13.98, $16.98 and $19.98

AT BETTER DOLL DEPTS.

Cats Love to CLAW Furniture

KITTY CHAPERONE STOPS THEM

Cats are independent and seldom do as they are told, specially when it comes to keeping off the furniture, sharpening claws on the legs or tearing upholstery.

Kitty Chaperone keeps cats off beds and furniture—away from anything you want to protect. Just shake it on—you can't smell it; cats avoid it! Harmless. Big shaker package **$1.**

SEND NO MONEY!—Order your **Kitty Chaperone** C.O.D. $1, plus postage (or send $1 bill at our risk and we pay postage).

Money-Back Guarantee

Chaperone for DOGS

Powder Chaperone keeps dogs off chairs, rugs, etc. Easy way to train. Big shaker pkg. **$1.**

SUDBURY LABORATORY, Box 885, S.Sudbury, Mass.
Stores: Write for Special offer!

UNIQUE IMPORTED PLANTER . . . A Gift You'll be Proud to Give

From Mexico comes this graceful handmade planter with 4" natural clay pot. Beautiful rustic copper finish brightens any room. You'll want one for yourself, too. Money refunded if not delighted.

Only $2.00 ppd.

ECKARDT IMPORTS, Dept. D9
3619 SHELBY, FORT WORTH 9, TEXAS

Santa Claus Plaque

Jolly old Santa with his rosy face and gay red hat, is made of heavy vinylite plastic. Completely weatherproof, he'll light up your front door. Beautifully colored, 15" high, 12" wide. With bulb, cord, and plug, AC-DC.

$3.95 postpaid.

Send for free catalog

THE FITZGERALDS
545 Fifth Avenue,
New York 17

HANDEE ICE CRUSHER

WONDERFUL ICE-BREAKER for your cocktails, frappes, seafood. Just put ice cubes into heavy drill bag—then use wooden mallet. Goes to work quickly with shattering efficiency. Bag 9½" long; mallet 8" long. Gay penguin cartoon on bag front. Attractively packaged. Useful Christmas gift—the year around. No C.O.D.'s please. Postpaid, only **$1.00**

HANDEE ICE CRUSHER
P. O. Box 57-A, Park Ridge, Illinois

MAGNETIC UTENSIL HOLDER

Saves VALUABLE TIME and MONEY!

ZIP! YOUR TOOLS OFF OR ON WALL

Now Only $1.95 POST PAID No C.O.D.

KEEP YOUR MOST-USED TOOLS AT YOUR FINGER TIPS!

Works like magic. Just TOUCH the tool to the holder, the powerful Alnico magnet holds it there until needed again. Holds steel tools & utensils of all shapes; keeps them cleaner—sharper. Holder rotates for easy accessibility. Guaranteed never to weaken. TRIAL OFFER—Send $1.95 for your HOLDER. If you don't agree that it's worth every penny paid, return it for FULL REFUND.

RONALD EYRICH
1219 W. Meinecke Milwaukee 6, Wis.

SAVE UP TO 50% AND MORE

OUT OF PAWN GENUINE DIAMONDS

VALUES FROM $10 TO $10,000

TIME PAYMENTS ARRANGED

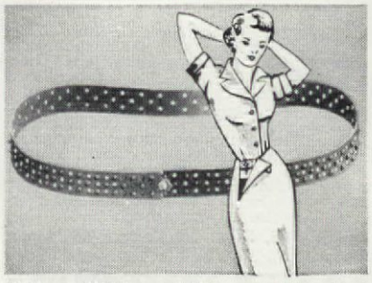
America's Great Diamond Values

SEND FOR FREE CATALOG

Diamonds from estates, banks, unredeemed pledges.

All diamonds reset in brand new modern mountings. Sold with a written iron-clad money back guarantee. Over 100,000 satisfied customers have bought diamonds from Berman's.
Our Reference — Your own Bank or any Mercantile Agency.

Berman's Diamond Loan Bank
Dept. AH – BERMAN BLDG., BALTO. 1, MD.



Makes Skirts and Blouses Stay Put

YOU'LL LOVE THIS SKIRT AND BLOUSE TENDER* — Stops skirt "walk around" and keeps your blouse inside the skirt. Wear it with all your outfits—perfect for sports wear too—off and on in a jiffy. It's washable and comfortable to wear, and invisible when being worn—gives your waistline that slenderized look. No worry about size—just cut to fit. Only $1.50 postpaid —no C.O.D.'s. Satisfaction guaranteed. **Shrell Products, 608 S. Dearborn, Dept. X-5, Chicago 5, Ill.** *Trade Mark Reg.

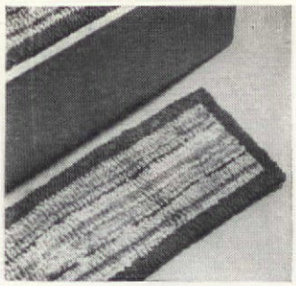
PUSSY SHAKERS

Decorate and Brighten your table with these delightful Pussy Jane and Pussy John salt and pepper shakers. Hand painted—cheerful colors. 6" high. Buy it for yourself and for a wonderful gift. Write TODAY for free Gift Catalog.

Special Introductory price—these wonderful shakers, $1 pr./ppd. or C.O.D. (plus mlg. chgs.) Canada $1.25, Calif. orders 3% tax.

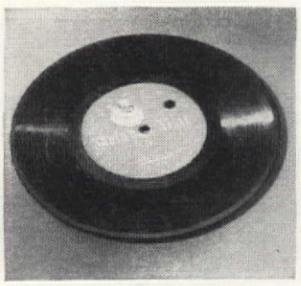
The GIFT HOUSE
"House of a Thousand Gifts"
3427 Crenshaw Blvd. Dept. A2 Los Angeles 16, Calif.

ENJOY TV—ADD BEAUTY TO HOME! Beautiful Vitrified China Television Lamp. 10¾" x 4" x 4". Planter colors: black, green or chartreuse, with green, red or chartreuse wooden base. Specify color combination. FREE package of Planter Mix. (Plants not included). Send $4.95 in cash, check or M. O. (No COD's) to **FAIRCHILD HILL, BOX 7, KENT, OHIO**



TREAD SPRIGHTLY on hooked-rug stair treads that give your house a bright fillip where it is badly needed. With carpeting costs prohibitive, buy these colorful treads (9½" x 27") separately and tack them down, or sew them together as a carpet. Ten steps can be done for $25! Don't show dirt. $2.50 each. Ppd. Edith Chapman, 50 Piermont Ave., Nyack, New York.

CUSTOM-MADE COSTUME. This is made to fit, and unlike the costumes you might buy in a store, these have fitted waists and flared skirts. They don't just wrap around. In standard sizes from 3, 4, and 5 through 14, they are made of good material, are made to last through your children and maybe even their children! Shown, ballet girl. $9.50 ppd. Partyland, 19 Dore St., Boston, Mass.



SANTA'S VISIT is the name of this record that brings greetings from Mr. Claus himself, complete with Jingle Bells, reindeer and the sound of his sleigh in the background. Put this on the phonograph while you and the family trim the tree, and the kids will be weak with anticipation of the next morning! $1 prepaid. Moviecraft Records, 1621 Unionport Rd., Bronx, New York.

DOUBLE LINOLEUM LIFE WITH TAPE

Tape the seam shut between bathtub and wall or around sink with Cleveo Linoleum Seal, a practical protection for your linowall or plaster. This adhesive-backed, flexible tape seals the cracks against all moisture and dirt. A 15' roll in glossy black, white, blue, or dark red is $1.50 for 1" width. $2.00 for 1½" ppd. Please state color.

CLEVCO PRODUCTS Dept. A Box 265, Burien, Wash.

Strip Cutting Machine

Hooked rug makers save tedious labor with this sturdy precision built, fully guaranteed long life cutter. Available in 1/8, 3/32, 5/32, ¼ and 3/16 inches, complete with clamp at $9.85 postpaid. Similar machine for braided rugs. Cuts 1½" strips at $9.85 ppd.

only $9.85 ppd.

EAGLE PRODUCTS, Box 84A, Meriden, Conn.

CHINESE MING TREE KIT

Make your own Ming tree in just one hour and save money. Easy-to-assemble kit includes: Ming Tree, Chinese Figurine, natural Peruvian Moss (Grey), Sand, Pebbles and Lichen. Complete how-to instructions. This ideal Christmas gift comes in two sizes: Kit #1—Approx. 20" high, $6.95; Kit #2—Approx. 12" high, $3.95. Add 55¢ for green moss. Wholesale requests welcomed. Sent ppd. or C.O.D. plus charges.

JEN-BAR CO., DEPT. 2, BOX 241, ATLANTIC CITY, N. J.

HUMMEL Note Cards. Box of 24 asst. Each design different. With evps. Pp. **$1.95**

Order today or send for **FREE** catalog of genuine Hummel gift plaques and cards.

MARSH ART STUDIOS. 1308A Browne Av., Yakima, Wn.

DELICIOUS—to give or keep

4-PC. MAPLE SET—All 100% pure Vt. MAPLE: 16 oz. jug maple syrup; 1 lb. maple butter; 7 oz. churned maple sugar; 1 lb. hard maple sugar cake. Complete to one address, **$7.95.**

16 oz. Jug Maple Syrup as shown: Two to 1 address, **$5.85.** Four to one address, **$10.50.**

1 qt. Tin Maple Syrup, **$3.** Two lbs. Hard Maple Sugar, **$3.65.** Two lbs. Soft Maple Sugar (not shown), **$3.65.** Two 1-lb. Jars Maple Butter, **$3.45.** Two 7-oz. Jars Churned Maple Sugar, **$2.95.** Shipment to 1 address.

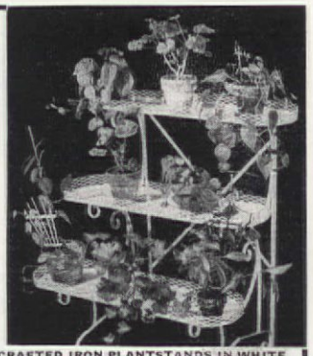
All postpaid in 48 states on receipt check or money order. No C.O.D.'s or stamps, please.

Send 25c for Catalog of Unusual Gifts

The Josselyns

Box 147 Dept. V1151 Dedham, Mass.

YEAR ROUND DELIGHT



HANDCRAFTED IRON PLANTSTANDS IN WHITE.

With THREE extra spacious set-back OVAL SHELVES, 8" x 30" (stand 35" high) $16.95

With THREE SQUARE SHELVES, 8" x 24" (stand 35" high) $13.95

With TWO SQUARE SHELVES, 8" x 24" (stand 26" high) . . $10.95

Express collect. Sorry no C.O.D.'s

HELEN PEP KEW GARDENS 15, NEW YORK

MASONIC WATCH

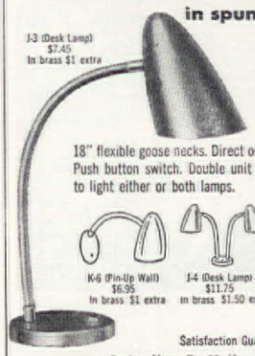
Exquisitely handcrafted Masonic watches for the Lodge members. The symbols on the dial are in seven colors. The cases are 14-K gold filled and antique finished except the edge of case which is polished gold. Designs on the case front and back are in relief.

These watches may be worn as a lapel watch by the Eastern Star ladies, wives of Masons, etc. A different and distinctive accessory. The 17 jewel movement is guaranteed of course. Price is $71.50 tax included and postpaid. No C.O.D.'s please. Watch is attractively boxed.

BIDDEN-BOSWORTH FAIR HAVEN, VERMONT

GOOSENECK LAMPS

in spun aluminum



J-3 (Desk Lamp) $7.45 In brass $1 extra

They Bend to Your Will!

18" flexible goose necks. Direct or indirect lighting. Push button switch. Double unit has 4-way switch to light either or both lamps.

K-6 (Pin-Up Wall) $6.95 In brass $1 extra — J-4 (Desk Lamp) $11.75 In brass $1.50 extra — K-8 (Pin-Up Wall) $10.95 In brass $1.50 extra

Satisfaction Guaranteed.

Order Now By Mail • Express Collect

FREE! Send for Catalog of Modern Lamps

Jan's

MODERN LAMPS, INC.

15 West 8th St., Dept. A111, N. Y. 11, N. Y.

TID-BIT TRAYS

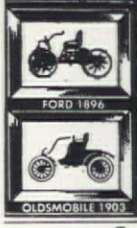
In Franciscan's Ivy, Apple or Desert Rose Patterns. 3 Tiers that convert to 2 Tiers, for charming centerpieces, sandwiches, canapes. Brass plated stems. Specify patterns.

Only **$7.95** *ea.* *Postpaid*

Village Vendors

11733 Barrington Ct. 4-A Los Angeles 49, California

YOU "AUTO" OWN THESE



FORD 1896 — OLDSMOBILE 1903

charming COLOR PRINTS of early "horseless carriages". Add nostalgic note to home, office. 5"x7" unframed.

Set of **8** **$3.75** ppd.

Ford 1896, Duryea 1893, Selden 1877, Cadillac 1903, Winton 1896, Autocar 1902, Packard 1899, Oldsmobile 1903.

Send check or money order. Money-back guarantee. No COD

HOLIDAY WORLD

549A Allen Rd., Woodmere, N.Y.

DISPLAY YOUR GUNS ON THE

Pat. Pending

. . the perfect XMAS GIFT

PEQUOT GUN RACK

with the Exclusive SELF-LEVELING Feature . . . Adds Decorative Beauty to any Room

Protect your guns from the wear and tear of just "lying around." Hung in a cozy corner of the living room the PEQUOT GUN RACK will impart a delightful touch of hunting atmosphere. And what a beautiful Rack this is—of unique, graceful design . . . cut from selected Walnut, beautifully finished. Self-leveling feature allows any type gun to rest securely in horizontal position. Four gun size (holds 2 to 4 guns)—$8.95. Six gun size (holds 4 to 6 guns)—$11.95. Clip this ad and send with check or money order. Shipped postpaid within 48 hours. Money back if dissatisfied.

THE NIMROD CO. (Div. of Geo. Marnhout Co.) Dept. C 11-51, 1701 Arch St., Phila. 3, Pa.

Santa's Suggestions

SAFE New SYNCRO ELECTRIC JIG SAW

ONLY $22.95 MOTOR INCLUDED

Make Gifts For Profit or Fun!

Get Synero Safe Saw—make your own gifts or to sell! Most *powerful* saw of its kind! SAFE, even for kids—blade does not pull fingers toward it. QUIET, ideal for apartments. NO belts, gear or oiling. Adjustable "any length cut" arm. UL-approved. With BUILT-IN New Reactance Type Electric Motor (guaranteed against burn-out), $22.95 postpaid from Syncro!

AMAZING SYNCRO SANDER

Perfect gift! Guaranteed to give a finer finish than any other sander on the market today or money back! Superior Double Arc Motion. With BUILT-IN motor, $19.95 postpaid!

$19.95 Postpaid

60 cycle 110-120 volt AC

ORDER DIRECT

With Confidence . . . on 10 DAY MONEY BACK TRIAL. Send article price, we'll ship postpaid! (Dealers, Jobbers—write!)

SYNCRO CORP., Dept. A-111

OXFORD, MICHIGAN, U.S.A.

NEW! BEDSPRING SUPPORTS

They take the place of unsafe, dusty slats. Lock springs securely, won't let bed collapse. Felt-lined, won't mar rails. Order Style 4 for wood rails up to 1" thick; Style 3 for iron rails. Fully guaranteed. No COD's please. State finish of bed.

Set of 4 $2.95 Post pd.

BROCK & CO. Box 96-D, Station E Atlanta, Georgia

Colonial Footstool

Expertly handcrafted by Virginia's skilled craftsmen. Walnut or Maple finish with hand woven fibre rush seat. 12½" x 15½" x 8½" high.

$4.50

Send 10¢ for folder on other handmade furniture "Heirlooms of Tomorrow"

Express Charges Collect *Sorry, No C.O.D.'s*

AVALON GIFT HOUSE

Box 935-H Front Royal, Virginia

IDEAL GIFT

FOR PET OR PET OWNER

Radiant heated "Kozy Kat" or "Kozy Pup" keeps pet comfortable and off the furniture! Plug in outside on weekends when puppy or kitty is home alone. Weatherproof construction in rich autumn colors to harmonize with any interior. Operates for 50c a year. AC-DC. Floor size 14¼"x14¼". Shipped knocked down for 8 screw assembly. $12.50 express collect.

NO C.O.D.'s

OTTO LUTHER • NEW PRESTON, CONN.

LUCKY PAIR

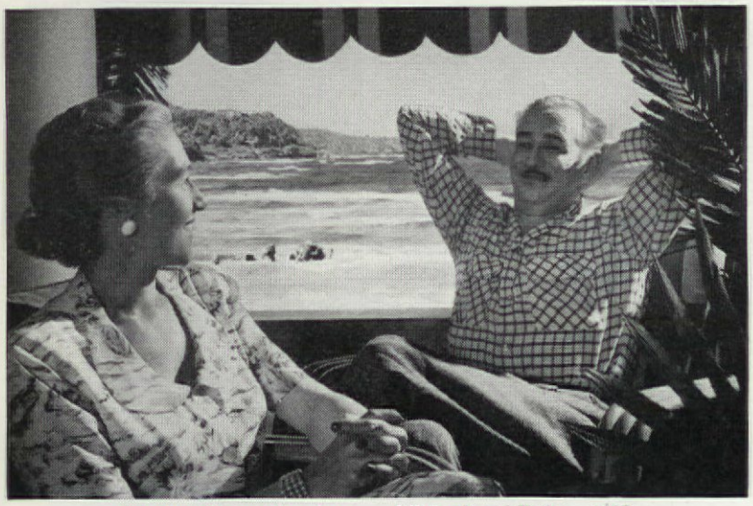
—are the couple who receive these ponyshoes welded together forever and ever with their names hand-struck in silver on copper strap. 7" x 3" with nails for hanging. $3.85 ppd. Shipped same day. No C.O.D.'s.

Write for Folder of Other Horseshoe Gifts

HORSESHOE FORGE, 2 Muzzey Street, Lexington 73, Mass.

Age 25 "I was just drifting along . . . hopeful for the future, saving what I could. Then Bill Henson explained how he planned his retirement income—and also protected his family."

"That same day I learned from an older friend how retirement income was working for *him*. Think of it—in his early fifties—he was nearing retirement and lifelong security!"



"Those talks convinced me . . . I 'joined up.' Today, at 55, my wife and I have retired to a carefree life in our cottage by the sea. Money? Enough for most all of our needs . . . Penn Mutual Retirement checks every month!"

Carefree retirement at 55

What a pleasure to look forward to those easy future years. But *do* something about planning them, *now!* Free yourself from worry by protecting your family—and at the same time map out a real future you *know* can come true. Plan to live where you like, enjoy friends and leisure—even finance a hobby for pleasure or profit. You'll enjoy peace of mind as soon as you have a Penn Mutual Retirement Income Plan.

Thousands who *did it* say—"Happiness begins on the day you get started." Mail the coupon today for free information on plans for men and women.

A person well qualified to help you plan your insurance is the Penn Mutual Underwriter. He is an expert who understands your problems and can quickly arrange an Independence Plan for you: a plan tailored to fit your income and cover your insurance needs.

BACK OF YOUR INDEPENDENCE - - STANDS THE PENN MUTUAL

THE PENN MUTUAL LIFE INSURANCE COMPANY

FOUNDED IN 1847

☐ Plan for men
☐ Plan for women
(Check one)

The Penn Mutual Life Insurance Company
Independence Square, Phila. 5, Pa., Department A-1151

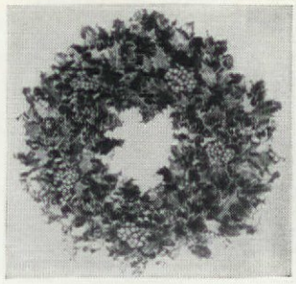
Gentlemen:
Please send me information on how a Retirement Income Plan—together with Social Security—can fit my individual case.

I can save per week	$3 ☐	$5 ☐	$10 ☐	$15 ☐	$25 ☐	? ☐ (Check one)
How much guaranteed life income would I receive each month at age	55 ☐	60 ☐	65 ☐ (Check one)			

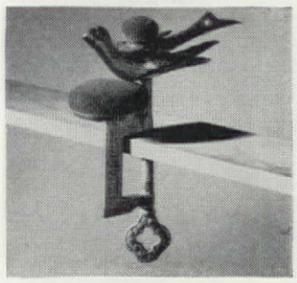
Name_____ Date of Birth_____
(A-1151)
Address_____
City_____ State_____

A National Institution— With Over a Century of Security

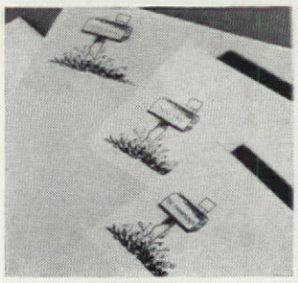
BOUGHS OF HOLLY swell the spirits to great heights during the holiday, and are the traditional way of saying Merry Christmas to friends and business associates. A wreath made of deep-green holly leaves, thickly clustered with red berries, is beautiful hanging on a front door, over a mantel or in a bay window. 16" wide, $4.75 ppd. English Holly Packers, Box 425, Portland 7, Ore.

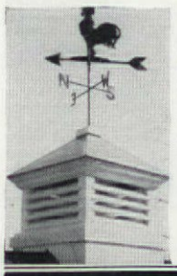


A SEWING BIRD just like the kind Grandma used to work with, is made from the original dies and is as handy as an extra set of fingers. It clamps on easily, and the bird's bill grips firmly over cloth. It's also a cushion that handily holds a supply of needles and pins. All made of solid brass (except cushion), $3.95 ppd. Order from Eagle Products, Box 84A, Meriden, Conn.



CUSTOM STATIONERY makes an unusual Christmas gift, and one that makes you a favored member of her letter-writing list. A box of 50 notes and envelopes are handpainted with a mailbox and the name of Mrs. Blank L. Blank, can be done in green or black on white. $3.50. Additional notes are $3.25 for fifty. Order prepaid from Custom Stationery, Box 590, Wantagh, N.Y.





CUPOLA

Made of pine, copper roof, fully assembled. Fits any pitch roof. 25" high, 20" square; $29.75 Ex. collect. Copper weathervane, 19" x 23", $9.50. Other cupolas from $15.75 to $49.50. Free catalog showing Vanes, Cupolas, Lanterns, Signs, etc.

CAPE COD WEATHERVANES
Dept. A
New Bedford, Mass.

PROFITABLE HOBBIES

We have an **AMAZING OFFER** for every woman interested in hobbies or a home occupation for **PLEASURE OR PROFIT!** We teach you how to make **ASTONISHINGLY BEAUTIFUL** things out of plastic, ceramic, etc., and we **BUY** part of your production! You can easily earn **$40.00** a week in your spare time! This is a **NEW** kind of work . . . far more appealing and rewarding than you can imagine! Send 25c for an attractive **SAMPLE**, a copy of our big Catalog and **INSTRUCTION BOOK!** Write today . . . this might be the lucky coin that will start the most fascinating and profitable phase of your life!

PLASTICAST CO., (Dept. 4)
P.O. Box 6737, Chicago 80, Ill. (Write to either address) P.O. Box 987, Palo Alto, Calif.

RESIST IF YOU CAN

This curled up sleepyhead . . . sure to steal your heart! Made to your order in choice of pink, blue or yellow pajamas; brown, black, blond or red hair; Baby's FIRST NAME in gold on pillow. Ceramic on felt base. 5" long. Order now for treasured Christmas gifts. Delivery: 2 weeks.

$2.00 Postpaid (No C.O.D.'s or stamps)

DorAnn's Dept. O, 99 Esmond St., Dorchester 21, Mass.

Low Factory Prices on RUG MATERIAL

PREPARED ESPECIALLY FOR RUG BRAIDING

Colorful ALL WOOL strips 1½" wide. Special process produces softer, long wearing RUG WOOLENS. 16 charming colors. LOW FACTORY PRICES—only 75c pound, 25 pounds or over. Less than 25 pounds, 85c pound. Prices f.o.b. St. Paul (Sent C.O.D. if you wish). **Satisfaction Guaranteed.** FREE INSTRUCTIONS and designs. Write **WOOL PRODUCTS INDUSTRIES, INC. 981 KENT ST., ST. PAUL 3, MINN.**

TWO-CUP COFFEE QUICKIE

One or two cups of delicious fresh coffee in a jiffy!

This fast-heating electric percolator saves coffee. Lustrous, polished aluminum. One year guarantee.

$3.95 postpaid
4 CUP SIZE $4.95 postpaid

HAINES CORP. 303-A 7th St. S. Minneapolis, Minn.

NOW- 32 DRAWERS PRICED $2.00 LESS THAN LAST YEAR. SEND ORDER TO

Famous All-Metal **PARTS CHEST** *keeps all small things handy*

Heavy, welded steel case, 6" x 15¼" x 12⅝", grey enamel finish. No-rust aluminum drawers 1¼" deep, 2¾" wide, 5¾" long with pulls and index cards. 64 slide-in dividers make 96 compartments. Bargain buy. Only **$10.95**

16 Drawers 6x8½x12½" **$6.95** NO C.O.D. - POSTPAID

CANTON CABINET CO. 317 W. Tuscarawas St. CANTON 2, OHIO

700 NEW BUTTONS ONLY $1.00

Beautiful HIGH QUALITY buttons, ideal for dresses, shirts, blouses, etc. All colors, designs and sizes, including dozens of deluxe matching "sets." TREMENDOUS BARGAIN! "Left overs" from America's expensive garment manufacturers. DON'T SEND MONEY—pay postman $1.00 plus COD postage upon arrival. Satisfaction guaranteed.

GRANDMA GOODWIN
Girard, G61D, Illinois

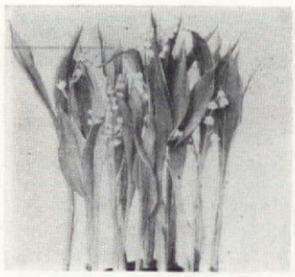
Helen Page COVER SHOE

Something new for baby. Protects clothes and car upholstery from dirt and shoe polish. Protects shoes while crawling. Made of cotton materials—wears well.

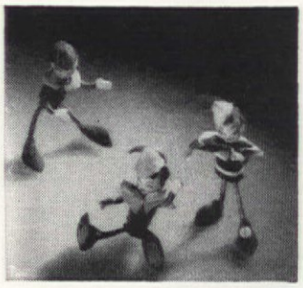
Sold in ATTRACTIVE GIFT BOXES. Specify color — White — Blue — Yellow — Green — Pink. Comes in three sizes—Small 0-1, Medium 1-2, Large 2-3. Blue denim for crawling — medium sizes only. Order now $1.00 ppd.

HELEN PAGE COVER SHOE
Box 2193
Spartanburg, S. C.

A MAGAZINE RACK makes a handsome spot in any room and holds lots of magazines in a firm and upright position. Hence, no more dog-ears to cope with! It is made entirely of brass (wood lined) with a raised design of a seascape, and is imported from England. 15" x 14" high. An impressive wedding gift, it costs $15.25 prepaid. Art Colony Industries, 69 Fifth Ave., N.Y.C. 3.



LILIES OF THE VALLEY can grow in your living room while the snowplows work outdoors. Newly harvested lily-of-the-valley pips bloom in 18 to 21 days if ordered before December 31st; thereafter in 25 to 30 days. Later, plant same bulbs outdoors. Walnut or mahogany finish planter, 4" x 4", with 9 pips. $5.25 ppd. Max Schling Seedsmen, 618 Madison Ave., New York 22.



IF YOU KNOW A PIXIE, someone who reminds you of a tune you used to whistle, of a strong ray of sunlight on a cloudy day, let them know your affinity for them with a Pixie. Made of pipe cleaners and dressed in wonderfully bright costumes, they have the most flexible personalities in town. $1.50 each. Four pixies, $5.50 postpaid. The Del Hagens, 1936 Palmer Ave., Larchmont, N.Y.

BEWITCHING NATIVES HANNIBAL AND HANNA
Enchanting unique reproductions in Hydrobisque composition. Handsomely finished by skilled artists, in three tone walnut. Male 7⅛ in. tall, green earrings; Female 6⅛ in. Superior in design and workmanship. The gift for those of discriminating taste, who have everything. Available the year round. Exclusively ours—Story included. Prompt shipment. $7.00 the pair, check or M.O. Dept A
SHEESLEY'S STUDIO, 1712 State Street, Boise, Idaho

14 Spool— Clear Plastic **THREAD BOX** *with Built-in Cutters*
Only $1.65 Ppd.

New "Tidee-Maid" Thread Box puts an end to unwound spools and tangled thread. Durable transparent plastic permits instant selection of thread number and color. Thread ends protrude 1". As one is pulled, spool revolves freely on spindle. Thread is cut off at desired length by built-in, stainless steel cutters. Nothing like it! Good gift. Send *only $1.65* for "Tidee-Maid" (less thread), *postpaid; 6 for $9.* Satisfaction Guaranteed.
HOUSE OF IDEAS 837-11 Lake Ave., Racine 16, Wisconsin

GIFTS NEW & NOVEL GIFTS
SALT & PEPPERS
IMPUDENT IMP

No matter where you place his hand, he's still an Impudent Imp —Devil's Skull for Salt —Hand for Pepper— Gleaming Ceramics.
$1.00 FREE CATALOG
PR. POSTPAID, OR C. O. D. PLUS POSTAGE
COLLECTORS CLUB, DEPT. 43
PITTSBURGH 30, PA. P. O. BOX 201

Wonderful **XMAS GIFT** *for all who write Letters Memos Recipes Themes Lists Directions 1001 Uses!*

Special 5 Personalized
HANDI-TABLETS *only* **$1.25**

TAKE 5 TABLETS—dress them up with bright Red covers, personalize those covers with a full name—and you've a personal gift marked with distinction! Get a set for your homework-hounded child. Get several sets for a hostess who organizes after-dinner writing games. Get a set for yourself if you're a scribbler. Handy for shopping lists, tomorrow's menu, quickie notes to friends. 5 tablets 5½" x 8½"—postpaid for the low, low price of $1.25.
Horace Anderson's Giftcraft Co.
1232-A E. 47th Street, Chicago 15, Illinois

MAKES TEETH WHITE at last

a cosmetic for unattractive teeth — like a movie-star smile in 3 minutes!
Are your teeth discolored? Are you smile-shy? Then try this marvelous new "dental-cosmetic" for the thrill of your life! You apply **KOPAL** on your teeth, just like the enamel on your nails. And presto! *Instantly,* your teeth are coated with a sparkling white finish that appears so pearl-like and natural —just like a movie-star smile! No wonder beauty editors, thousands of smart women and theatrical people praise **KOPAL** for covering up stains, blemishes, even gold fillings—almost like magic! **KOPAL** is a dentist's formula, completely safe and harmless. **GUARANTEED** radiant results! Amazing value! 2–3 months' supply only $3. Send name and address today. On delivery pay postman $3 plus **COD** postage and charges (or send $3 with order and save). Try **KOPAL** as directed—you be sole judge of how lovely this "dental cosmetic" makes bad teeth. Thrilled or money back! Act now! Tear out ad or write down our address:
FROSTIE WINTERS, 270 Park Ave. Dept. 211, New York 17, N. Y.

ABOVE: Home Model Hammond Organ, used in more homes than any other organ. Hammond Organ prices start at $1285* for the Spinet Model (not Illustrated above).

*A lifetime of beautiful music —yours for $1285**

No other musical instrument in the world can contribute so much to your pleasure year after year, as a Hammond Organ.

For this is music that works a magic all its own. You play, and all the great sounds of music come alive at your touch. You play, and forget the tensions and cares of your world.

A wonderful hobby, or career
Best of all, Hammond Organ music is so completely rewarding that everyone in the family will want to play. A Hammond Organ in your home could be the start of a lifetime hobby for you, the beginning of a musical career for your children.

You can play it in 30 days
Here's the marvel of the Hammond Organ: it responds brilliantly to the master musician, yet you, without any previous musical training, can play simple but effective music on it in less than a month. Thousands of owners have *proved* this.

No home too small
The Hammond Organ fits in a space just four feet square. There are no installation problems. Simply plug the Hammond Organ into an electrical outlet and it's ready to play. Upkeep? Little or nothing. For this is the only organ in the world that *never* needs tuning.†

A lifetime of pleasure
Every year you enjoy the Hammond Organ, it will enrich your home, say fine things for your way of life.

And—you can own a Hammond Organ today for $1285*, the lowest price in years. Convenient budget terms can be arranged.

Why not have a no-obligation demonstration of the Hammond Organ at your local dealer's very soon? Or, for more information, mail the coupon below.

PRICES START AT JUST **$1285*** FOR THE SPINET MODEL

HAMMOND ORGAN

MUSIC'S MOST GLORIOUS VOICE

Complete line of 2-manual-and-pedal Hammond Organs $1285* up, including tone equipment and bench. *f. o. b. Chicago.

Hammond Instrument Company
4206 W. Diversey Ave., Chicago 39, Illinois
Without obligation, please send me information on the following Hammond Organ models:
☐ Spinet Model ☐ Church Model
☐ Home Model ☐ Concert Model
Name.....
Street.....
City..... P.O. Zone..... State.....
©1951, HAMMOND INSTRUMENT COMPANY 11

CHURCH MODEL— Hammond Organs are used in some 27,000 churches.

Concert Model has 32-note AGO pedal keyboard and an additional †Pedal Solo Unit, tunable to preference by the organist.

It's Quick and Easy...the All American

Handyhot *breakfast*

1

2

Now... Mother Can Make Breakfast and Eat with the Family, too!

Freshly Squeezed Orange Juice—more juice from every orange—more vitamins per glass using the HANDYHOT Juicit with Magic Strainer. Orange juice never tasted more refreshing!

3

Steaming, Fragrant Coffee—brewed instantly in the HANDYHOT Automatic Percolator. It's always piping hot for that satisfying second or third cup!

Golden Brown, Flaky Waffles—or fresh eggs and savory sausage or bacon—done in a jiffy with the HANDYHOT Combination Grill.

Crisp, Hot Toast—just the way you want it with the HANDYHOT Automatic Pop-up Toaster.

Yes, breakfast can really be fun, prepared right at the table with your HANDYHOT All-American Breakfast Set. See these quality appliances today!

4

1 HANDYHOT Juicits, Approved by Sunkist, $14.95 and $21.50

2 HANDYHOT Automatic Percolator, $12.95—(West Coast $13.95)

3 HANDYHOT Combination Sandwich Grill and Waffle Iron, $15.95

4 HANDYHOT Automatic Pop-up Toaster, $15.95

Electric Housewares—First Choice for Every Gift Occasion

HANDYHOT Appliances Sold at Better Dealers Everywhere—Or See Them on Display at these Leading Dept. Stores

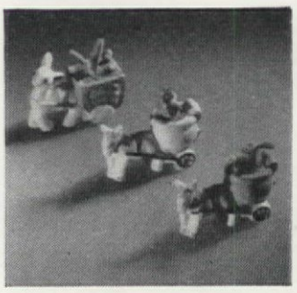
DAVISON, PAXTON CO. ..... Atlanta, Ga.
HUTZLER, BROS. ..... Baltimore, Md.
JORDAN, MARSH CO. ..... Boston, Mass.
CARSON, PIRIE SCOTT & CO. ..... Chicago, Ill.
THE MAY CO. ..... Cleveland, Ohio
SANGER BROS. INC. ..... Dallas, Tex.
RIKE-KUMLER CO. ..... Dayton, Ohio
W. C. STRIPLING CO. ..... Ft. Worth, Tex.
G. FOX & CO. ..... Hartford, Conn.
FOLEY BROS. ..... Houston, Tex.
L. S. AYERS & CO., INC. ..... Indianapolis, Ind.
EMERY, BIRD, THAYER .... Kansas City, Mo.
THE BROADWAY (ALL STORES) . Los Angeles
BULLOCK'S ..... Los Angeles, & Pasadena
J. GOLDSMITH & SON .... Memphis, Tenn.
BOSTON STORE ..... Milwaukee, Wis.
L. S. DONALDSON ..... Minneapolis, Minn.
D. H. HOLMES CO., LTD. ..... New Orleans, La.
LEWIS & CONGER ..... New York City
HAMMACHER, SCHLEMMER & CO. ..... New York City
HALLIBURTON'S ..... Oklahoma City
J. L. BRANDEIS & SONS ..... Omaha, Neb.
JOHN WANAMAKER ..... Philadelphia, Pa.
JOSEPH HORNE CO. ..... Pittsburgh, Pa.
MEIER & FRANK CO. ..... Portland, Ore.
THE OUTLET CO. ..... Providence, R.I.
THE GLOBE STORE ..... Scranton, Pa.
MACDOUGALL & SOUTHWICK CO. ..... Seattle, Wash.
STIX, BAER & FULLER CO. ..... St. Louis, Mo.
SCHUNEMAN'S, INC. ..... St. Paul, Minn.

Stop in for your FREE Copy of "Home Is a Pleasure", or write to:

CHICAGO ELECTRIC MFG. CO., CHICAGO 38, Dept. AH-10

A BUTTER CHURN is put to good use in this reproduction that houses a surprising supply of cigarettes. Lift up the handle, the cigarettes fan out. Set it back in place, they repose in a nice, dry cache. Made of natural-finish banded wood, it is personalized with a single Old English initial, takes full pack. $2.95 ppd. Ornamental Woodcraft Co. RFD 1, Whitney Road, Berea, Ohio.

MINIATURE CACTI. A retired Government agent brought these small wonders into the MARKET PLACE last month, and they have created quite a stir. In tiny horse carts, each cactus plant is different, each about 1½" high. Send one to a gardening friend. Carts in variety of colors, $2.50 pr. Ppd. Smokey & Anne's Cacti Estate, 11320 N.E. 11th Place, Miami 38, Florida.



CHRISTMAS CANDLE TREES shed a lovely light during the season of mistletoe and family togetherness. Wrought iron finished in flat black, they stand 14" high, are 9" wide. The cup candleholders catch excess dripping wax, hold four regular 6" rope-twist candles. A pair, $3.25 (with set of candles). Extra candles, 75¢ a set of eight. Postpaid. Foster's, 15 Cole Court, Princeville, Illinois.

NO MORE UNPLEASANT SCRUBBING!

Leave your "most unpleasant" chore to *Serf-o-Let*—the modern, sanitary device that cleans toilet bowls automatically. *Serf-o-Let* stays on the job every day removing odors, stains and bacteria with each flushing. Removes the invisible film and eliminates unsightly "iron stains" that gather in *all* toilet bowls. Simply attach it inside the flush tank (and so easily) and add only one refill package twice a year. Harmless, odorless and invisible, *Serf-o-Let* is the practical way to keep bowls fresh and clean *without* scrubbing and scouring. Safe on septic tank systems. Only $3.95 for this work-saver. Refills only $.75 each. Guaranteed to keep your toilet bowls *cleaner*—or money returned.

KINNARD, INC., 12 Quarry Road, Little Falls, N.J.

DIAMOND SHRINE EMBLEMS

Handsome lapel buttons with 2 genuine diamonds, **$11.00** with 3 diamonds, $15.00; 5 diamonds, $23.00; 6 diamonds, $27.00. All cut diamonds—not chips—set in 14 Kt. white gold emblems. Same quality Masonic Blue Lodge emblem with 1 diamond, $9.00. All prices include Federal excise tax. Postage prepaid.

HIRSCH'S 419 Robert St. • St. Paul 1 • Minn.

IS YOUR NAME HERE?

Send for *Free* folder listing names of family histories available at

GOODSPEED'S

World's Largest Dealers in American Genealogies.

Dept. B, 18 Beacon St., Boston 8, Mass.

FREE NEW STENCIL CATALOG

Beautify your home — make exciting, distinctive gifts.

100 original designs in hand-cut stencils by Mildred. Paint scarves, drapes, pillows, ties, luncheon sets, etc. Easy to do — fun to do. Write today for free illustrated catalog.

Arts and Crafts Dept. 2
J. S. LATTA & SON
Cedar Falls, Iowa

CHRISTMAS STOCKINGS Are Fun! $1.00

Make it a "family" Christmas, with a personal stocking for everyone you love. Individual names on big, bright red Christmas Stockings, as traditional as your Christmas tree. Suede cloth, fleece top, merry jingle bell, beautiful and practical, 21 inches long. Individually embroidered name. Postage paid $1.00

State Name Wanted

EKLUND'S .... since 1893
Dept. A. 403 East Hennepin
Minneapolis 14, Minn.

Monogram NAPKINS

For Gracious Entertaining

Lovely, linen finish paper napkins in pastel shades of pink, blue, yellow, and green. Size 9 x 9, die stamped in gold or silver with One or Two Names or Initials. Perfect for parties. Ideal Xmas Gifts. *SPECIAL LOW PRICE:* Box of 100 for **$1.50**, or box of 200 for **$2.50**. Postpaid. U.S.A. only. Order immediately from:

CARDOGRAMS
2449A Fullerton Ave., Chicago 47, Ill.

STOP THAT DRAFT *at Your Door!*

Enjoy draft free comfort, warmer floors. Avoid colds. Cut fuel costs. Put "Sentry" STOP-A-DRAFT on every drafty door. Seals entire *door-to-floor* opening, automatically lifts clear when door swings open. Anyone can install in 10 minutes. $2.95 for most doors. Ask for SENTRY STOP-A-DRAFT at better hardware and department stores. Write for circular.

SENTRY *Stop-a-Draft*

Sentry Stop-a-Draft Co., 20 North Wacker Dr., Chicago 6, Ill.

Here's how

you can panel a room . . .

(inexpensively . . . easily . . . fast)

Always *wanted* a wood paneled room?

Sure, but do you realize how easily you can have one? Just ask your lumber dealer to show you handsome Weldwood Plankweld Panels in genuine oak, birch, knotty pine and Philippine mahogany.

Pick your favorite. Then go home. Get your hammer, saw, nails. And put the panels up.

It's that *easy*. There's no trick to it. You can do it yourself in one weekend.

You see, Plankweld is genuine Weldwood Plywood, precut to 8 foot room height in 16¼" width and *factory-finished*—no staining or painting is needed.

Edge-grooved to provide a neat lap joint, the panels have concealed metal clips to hold Plankweld to *any* interior wall...plaster, wood or wallboard...without visible nailing, and without furring or framing.

The cost? Surprisingly reasonable. And Plankweld's permanent beauty eliminates expensive redecorating.

See your lumber dealer today and send coupon for free Plankweld booklet.

Here's how

you can build a wing!

Use Easi-Bild Patterns and Weldwood Plywood! Save up to 50%! Increase your home's resale value!

How would *you personally* like to present your family with more living, playing or working space?

You *can*—by building all or part of a 12x16 wing *yourself*. A wing that will also add far more value to your home than the small actual cost.

First, send coupon for Easi-Bild* Pattern #760. Then, simply follow the easy step-by-step directions.

You'll find the full-size patterns a cinch to use! No complicated blueprints . . . you simply lay each pattern sheet on the panel or lumber as indicated, and cut to the angles shown. Every step is described clearly.

It's only natural that these patterns call for the use of Weldwood† Plywood . . . because no other material is so easy for the amateur to handle.

You'll find the large sheets of fir Weldwood make quickly-erected sub-flooring, side and roof sheathing. And that the interior walls and built-ins...made of walnut, birch, mahogany or oak Weldwood . . . give you rich beauty and extra durability at low cost.

†Interior grade Weldwood Plywood is guaranteed for the life of the building in which it is used.

*T. M. Easi-Bild Pattern Co.

Weldwood® PLYWOOD

Start your plans today! Mail the coupon now!

Weldwood

UNITED STATES PLYWOOD CORPORATION
Box 61, New York 46, N. Y. AH-11-61

☐ *Enclosed is 10¢. Please send Plankweld literature, plus illustrated booklet, "Beautiful Wood for Beautiful Homes," which describes the complete line of Weldwood Plywood.*

☐ *Enclosed is $1. Please send Easi-Bild Pattern #760, containing step-by-step directions, rafter patterns and complete list of materials.*

NAME_____

ADDRESS_____

CITY_____ ZONE_____ STATE_____

Look before you decorate!

See the big, new SHERWIN-WILLIAMS paint and color

STYLE GUIDE

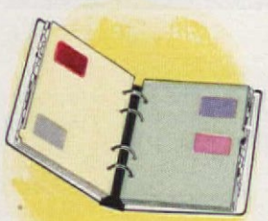
Actual size, opened, 37 inches

Just imagine the pleasure of decorating when you *know* your choice of colors is right. The Style Guide shows you, in giant-size, full-color photographs of real rooms, how to use color like an expert. It's like taking a tour of more than a hundred beautifully decorated homes . . . shows you what *you* can do in *your* home.

See the Style Guide . . . or borrow it . . . at your Sherwin-Williams Dealer. You'll find his name under "Paint" in your Classified Telephone Directory.

. . . and see the new Style Guide Companion

The Style Guide Companion shows you 139 new colors from which to choose. It makes color selection easier than you could ever imagine. Big pages of color with ingenious "windows" show four decorator-approved accent colors for each basic color . . . authentic color schemes for your home.



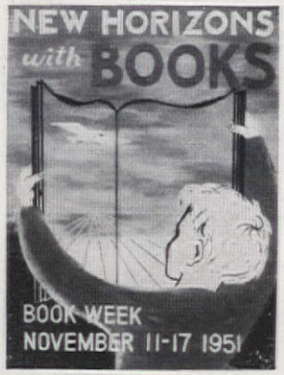
© 1951, The Sherwin-Williams Co., Cleveland, Ohio

. . . at the dealer who sells

SHERWIN-WILLIAMS PAINTS

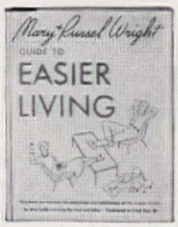
Off the Press

(Begins on page 20)



New Horizons with Books. The poster above was designed in full color by Marcia Brown for the annual observance of Children's Book Week which starts this year on November 11th. Special emphasis will be given to the importance of good reading and it is hoped that, through books, children will rediscover the heritage of the past and find new horizons.

Crops in Peace and War (1950–1951 Yearbook of the U.S. Dept. of Agriculture). Price, from Supt. of Documents, Washington, D.C., $2.50. . . Following volumes on climate, soils, grass, trees, science in farming, etc., this is the story of what science is doing with plants after they are grown. A 942-page report on new, little known, often amazing ways in which crops, by-products, and surpluses are being and can be used to benefit mankind.



Guide to Easier Living by Mary and Russel Wright (Simon and Schuster) Price $2.95. . . is an interesting and informative volume of suggestions on how to get more enjoyment, relaxation, and satisfaction out of your home. These two outstanding industrial designers decry the fact that most American housewives average well over the accepted 40-hour work week, and point out ways—both in furnishings and schedules—to cut labor and reduce work hours. There is also a complete list of sources where you may obtain hard-to-find products described in the book.

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

Year in and year out you'll do well with the HARTFORD

—all forms of fire, marine and casualty insurance and fidelity and surety bonds.

See your Hartford agent or insurance broker

HARTFORD FIRE INSURANCE COMPANY

HARTFORD ACCIDENT AND INDEMNITY COMPANY

HARTFORD LIVE STOCK INSURANCE COMPANY

HARTFORD 15, CONNECTICUT

HEAT

WHERE AND WHEN YOU NEED IT

just plug in a

BURNHAM PORTABLE ELECTRIC STEAM RADIATOR

Don't suffer the discomfort of chilly rooms. Here's dependable auxiliary heat at negligible operating cost. Plug it in and forget it — contains anti-freeze! Thermostatic controls (the finest made) take over from there. Made of sturdy cast iron for a life-time of relaxed comfort. A size for every need, including larger stationary models for industrial, commercial installations. Mail the coupon TODAY for illustrated folder.

Ideal for

Bedrooms	Rumpus Rooms	Sun Porches
Bathrooms	Work Shops	Camps
Nurseries	Sick Rooms	Offices

Burnham Corporation, Electric Radiator Dept. AM-111, Irvington, N. Y.

Please send folder telling all about the Burnham Electric Steam Radiators.

Name.....

Address.....

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

...of course, it's electric!

UNDER-COUNTER MODEL slips under work surface in your present kitchen. Its low cost, easy installation make it ideal for new homes.

Rolls Out to Load..Rolls Back to Wash

Exclusive Westinghouse Roll-Out WASHWELL* holds more...does more...than any other Dishwasher

Try it just once . . . this amazing Westinghouse Dishwasher, that's in a class by itself.

Watch it swallow up great masses of dishes, glassware, pots, pans . . . *everything*. See how it washes and dries them sparkling clean, ready to put away, and all you do is turn a dial.

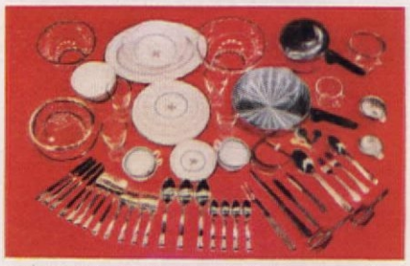
Notice how easy *this* Dishwasher is to load. Everything goes in from the top, yet this new Dishwasher opens from the front so your work surface is always available. Give a second look at the easy no-stoop loading . . . how it takes care of your largest dishes . . . 11-inch plates, tall stemmed goblets, extra-sized platters. The new, exclusive Roll-Out WASHWELL is the secret of it all.

Convenient loading is not all, by any means. The washing action is superbly thorough, yet safe for your finest china and crystal. Reaches *inside* cups and glasses, cleans every corner. Dishes are dried perfectly, too, in heated, circulated air.

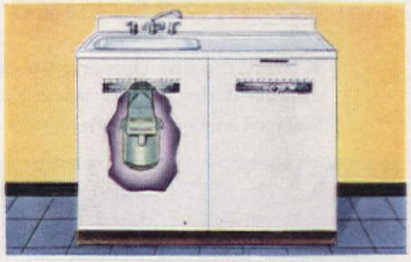
There are 3 different models . . . the 24-inch Cabinet Dishwasher that provides extra work space, the Under-Counter model that slips under any standard work surface, the grand complete Electric Sink with the famous Westinghouse Waste-Away® Food Waste Disposer. More good news, the installation cost for this grand Dishwasher may be up to 50% less than most other makes.

See your nearby Westinghouse retailer soon. Let him show you how this wonderful new Dishwasher can give you many hours of *extra time*, every week. The Westinghouse Electric Corporation, Electric Appliance Division, Mansfield, Ohio.

*Trade Mark



TREMENDOUS CAPACITY! Washes complete table service for four, plus pots and pans. Or dinner service for eight. All at one time.



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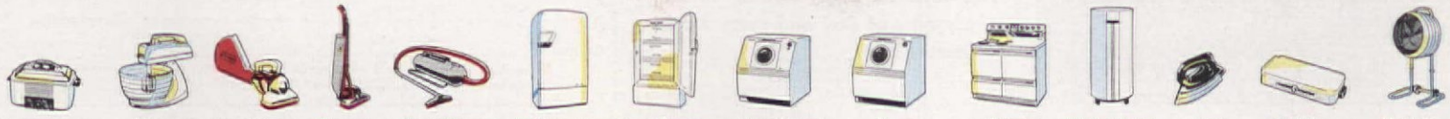

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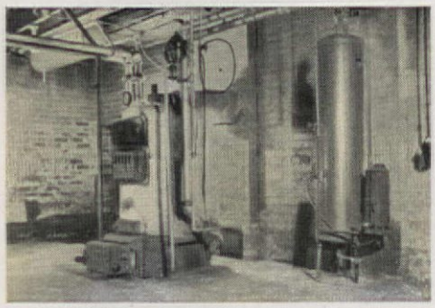

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C. B. COLBY

Start Your Own Traditions

In our family, traditions are important. They are also a heck of a lot of fun. In fact, the traditions that are fun are the most important to us, come to think of it. Why not begin a few in your own family? Now, I don't mean such standard traditions as turkey at Thanksgiving or a tree at Christmas. Those are routine. The traditions we have fun with are those that sort of sneaked up on us. The kind of thing we find we have been doing for so long that we are pleasantly stuck with it.

For example: Some years ago we were at a loss for a new Christmas card idea. So we bought some big manila envelopes, wrote "Same to YOU" on all the cards we had received the year before, and sent them whence they came. This solved our problem—and started one of our pleasantest traditions. The next Christmas one of those cards came back to us once more, this time with a funny note. The same card has been traveling for twelve years. It kept going all through the war, sometimes to far and frantic places, a humble reminder that even international hate can't stop interfamily friendship. A card like that means a lot more than the fanciest one you could buy.

Even very little things can become pretty fair-sized traditions if you give them time enough. When we were first married, my wife and I took time one spring to drive to a swamp just to hear the spring "peepers" again. The next year we went back. We still do, but now the youngsters go along too, getting as much kick out of the "peeper pilgrimage" as we do.

It's often the seemingly trivial family tradition which would be missed the most if it were suddenly stopped. Take for instance our time-worn custom of using the same centerpiece for everybody's birthday cake, every year. When our daughter Susan, now 15, had her first birthday, we got a big, pink, candy rose candle holder for the middle of her cake. For fun, we saved it and used it again the next year. That rose keeps coming back. It is faded and experimentally nibbled, but you may be sure that it is as important to a family birthday as the cake itself.

Then there's the family skeleton. Now, a family will usually hate to admit to a skeleton in its closet. We not only admit to a traditional ghost, but are quite proud of him. He's a handy character at times, too. None of us can seem to recall just when or how he started, it was so long ago, but "Charlie" is still with us. He occasionally signs funny holiday greeting cards, or leaves little unexpected gifts for no particular reason between Christmas and birthdays, and frequently and (apparently) good-naturedly takes the blame for cellar lights left on all night, and disappearing doughnuts. As a matter of fact, "Charlie" got me out of a hole just a few days ago, when I personally slipped up on another small-fry tradition. Freddie, seven, shed a tooth which of course had to be parked under his pillow overnight for the "little people" to exchange for cash. It turned out that the "little

PLEASE TURN TO PAGE 145

Drawings by Leonard Shortall

There's a "New" Color in Decorating

Mocha, driftwood, café au lait—no matter what you call it, it gives your house a subtle background which looks new, wears wonderfully

It's not the tired tan or the drab taupe of the twenties. It's not the "safe" color that "goes with everything" (the eternal refuge of the color coward). It *won't* go with everything; it takes smart handling. But it's a surprisingly versatile color that we've seen cross-country again and again in smart homes.

It comes in countless shades and tints. Sometimes it looks gray, sometimes chocolate, according to the way the light strikes it, or the pigmentation of the particular mixture. We hate to give it a name, because it already has so many, but at its loveliest it's a smoky sort of soft brown, like powdered cocoa spilling from a tin.

Marion Heuer, the dynamic Chicagoland decorator, planned the living room at the top of page 49 for Mr. and Mrs. Martin Sandler of Glencoe. Study the fireplace in this room and you'll know the vintage of the house. Mrs. Heuer developed a largely monochromatic scheme around the color she calls "suntan," played it on walls and floor to unify the room and soften the dated architectural features. The fireplace, originally white enamel, was painted the wall color, then rubbed with a cloth to bring out an antiqued effect. Various shades of brown appear in the chairs, the love seat, and the small patterned chintz at the windows. The result is warm, gracious, with a contemporary look in spite of the fact that not a single architectural change was made.

Kathleen Duffy—Mrs. G. A. Duffy of Los Angeles—planned the interiors of her home with color sense that would do credit to a professional co-ordinator. She chose this color—she calls it "elephant gray"—and made it a master plan for the whole house.

In her living room and dining room at right, she uses The Color for walls; the paint is washable to resist the fingerprints of two rugged, small boys. The sofa is upholstered in a deeper shade, a sturdy chocolate basketweave wool. She has had the fabric quilted to give it additional wearing qualities and style. Curtains in the living room are beige with valances of brown cloth. The green carpet throughout these areas is neither dark enough to show footprints and crumbs, nor light enough to show spots.

Mrs. Duffy's bedroom glows with warm color. Here the walls have the deeper tinge of milk chocolate; the spread and quilted headboard are cocoa. She combines them both with a marvelous pink linen and accents of porcelain white. Only the curtains and the white rug belong in the perishable category, and they are both tubbable. All in all, as fresh and pretty a bedroom as we've seen.

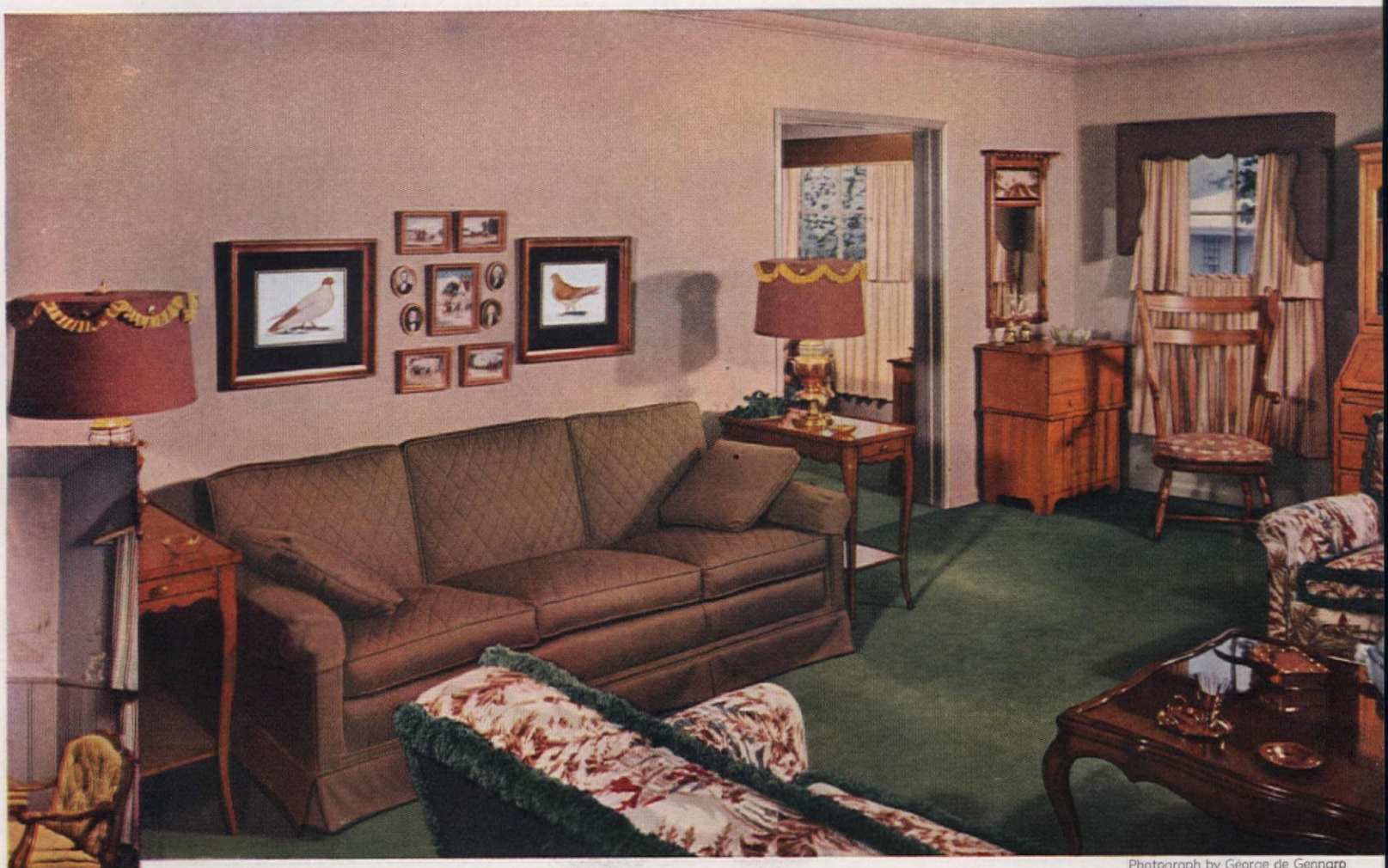
If you're thinking of remodeling, don't miss the talents of these wonder-working tones. The Sandlers, and the Arons, whose homes we show on the next page, both live in houses they wanted to re-do completely. They started with the interiors, and found that The Color was so good for unifying broken wall spaces, for making small rooms seem larger, that structural changes weren't needed.

Photographs by George de Gennaro

Photograph by B. Goodnow—Kranzten Studio

Marion Heuer calls it "sun tan"

and uses it in a monochromatic room. Carpet, sofa, draperies, even lamp shades, are tones of brown, cued by background color and spiked—just a little in printed fabrics—with yellow and green



Photograph by George de Gennaro

Kathleen Duffy calls it "elephant gray"

a pinker version of The Color, one with gray overtones. She used it for handsome practicality on every wall in her house. In the living room, she balanced it equally with green; in her dining room, left, she added a portion of yellow; in her bedroom, she used several shades of it monochromatically with pink

"New" Color in Decorating (Begins on page 48)

Here is a tip if you want color to flow from room to room to room without an iota of monotony. These color twins are very different. They share the same key tone, but notice that bittersweet and yellow, merely suggested in the living room, are strong in the dining room; that green, chief foil in one room, is barely whispered in the other. But they're carefully related—don't miss that living-room sofa cushion, made of the dining-room print. In the living room, soft-toned solids are played up with textural contrast. In the dining room, the print's the thing, and it's the colors which contrast. Small windows were space-breaking bugaboos in the dining room, too—turned into assets by matching wallpaper and draperies, a variation of the trick used in the living room. But perhaps the most remarkable part of this little color masterpiece, which is the Winnetka home of Mr. and Mrs. Norman Arons, is the fact that it was a color job only: none of the furniture was new, and the color key came from the carpet they bought with the house.

Photographs by Kranzten Studio

Here the color is "wood hue." On the walls, underfoot,

it's a foil for bittersweet accents, mustard yellow tweed

Study these two rooms together, for they're part of a single color story which shows what subtle wonders you can work if you give yourself a background of those new woodsy tones. In this shade, decorator Marion Heuer calls it "wood hue," and uses it to solve some touchy, and very prevalent, problems. Two tiny rooms, each with badly broken-up wall spaces, stood in full view of one another. The trick was to increase the apparent size of each and to blend them together without being repetitious. Used with skill, the color did it, making living room and dining room distinct variations of a single color theme. The living room itself looks larger than it is because this single, restful color used for walls and carpet lets boundaries fade away—the room *feels* bigger. Then, that serene fireplace wall, originally cut up into a lot of small areas and so typical of houses built during the twenties, took some doing. Painting fireplace, over mantel, and bookcases one color helped, but the triumph was draping the dinky windows in a handsome, heavy fabric of the same shade.

Cups and Sorcerers

1

BARBARA LENOX

When you've sipped coffee from a fine porcelain cup—smooth as silk, hard as glass, and so fine you can see light through it—did you ever stop to realize what an aristocrat this prince of potteries is? Yet kings once competed with each other, not only in acquiring porcelain, but in manufacturing it. The patrician examples at your right are from the collection of Mrs. Barbara Stickney Smith of Hollywood who enjoys her hobby on two counts—she loves to explore the history of each item, and she delights in living with these really great objects of art.

See why for yourself: (1) Old trembleuse cup from Berlin got its name from guard which kept cup from shaking and spilling its contents on the long way to the table. Cover helped, too. (2) In 1770, Frederick the Great, who owned the Berlin porcelain works, gave this to the Russian royal family. Portrait is of Grand Duke Paul Petrowitz. (3) A regal Viennese cup with 24K gold decorations and a miniature version of an important painting. Empress Maria Theresa bought the Vienna factory in 1744. (4) The porcelain of China started the vogue in Europe. These typically Chinese examples date from the rein of K'ang K'si (1662–1723). (5) Berlin porcelain from the time of Frederick the Great, this displays both sculptor's and potter's art. (6) Marie Antoinette's friend, painter Mme. Lebrun, owned this bejeweled Sèvres cup, dated 1779. Note wedding ring over monogram. (7) From a Sèvres service designed for France's last king, Louis Philippe. Note royal wreath and crown. Dated 1846. (8) From Meissen in Germany, the first real porcelain factory in Europe. Made about 1730, its elaborate designs conceal imperfections. Later, when techniques were mastered, profuse decorations remained popular. (9) A present to the little King of Rome from his father, Napoleon. Made in 1811 at Capo-di-Monte, near Naples, in a factory founded by a King of Naples. (10) Another even more elaborate example of Capo-di-Monte, famous for its raised sculptural designs, magnificently colored. (11) At the beginning of the 19th century porcelain became simpler. Made in Vienna in 1804, this pattern imitates wood, but boasts miniatures of the painting of the period.

And how did porcelain come to be the royal rage in 18th-century

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Photographs by Robert C. Cleveland

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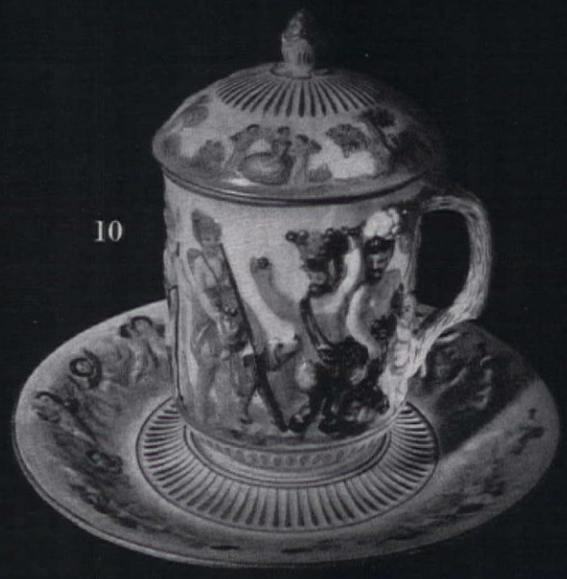

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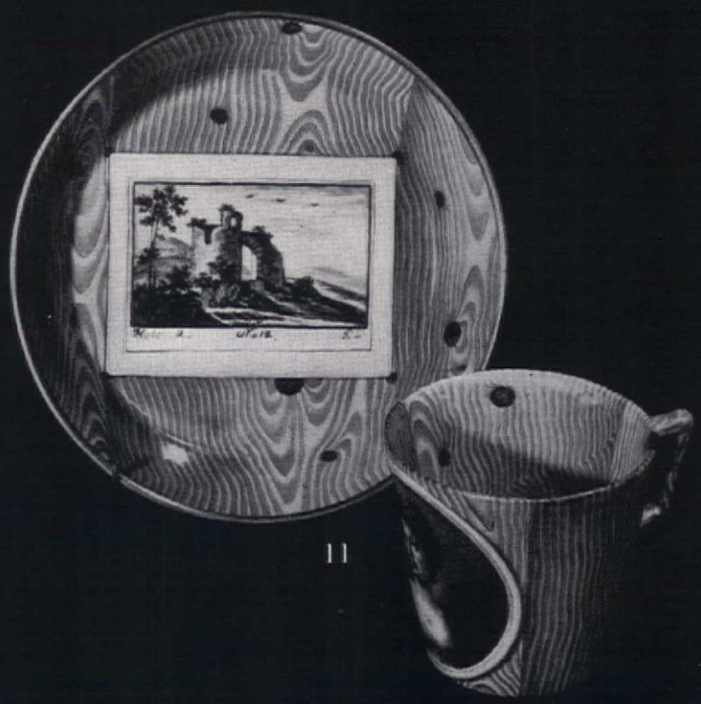

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9

The story goes that a German

alchemist discovered the secret of Chinese

porcelain in some discarded wig powder.

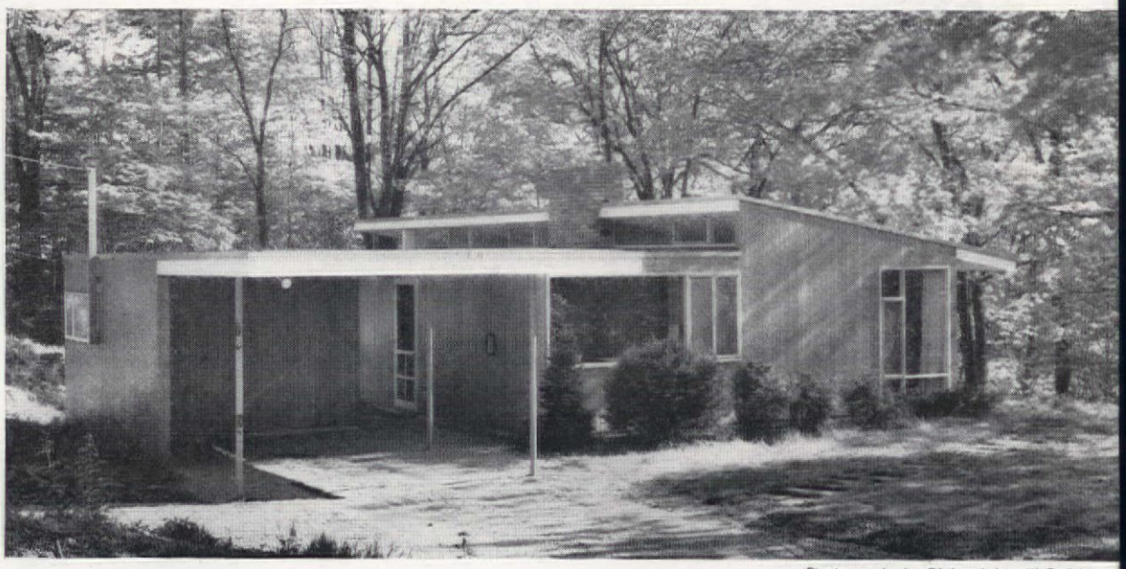
What he found was worth a gold mine

A good house is rich in poetry as well as function. This one, built for a naturalist, seems to grow on its Westchester hillside. Its roof—half flat, half gentle slope—follows the land's contour. Its walls are as at home as the trees. Thanks to its vast areas of glass, it can shelter its occupants without ever shutting them in. The landscape appears to be untamed: lawn and planting are simple in this forest setting

ANNE LEE

Built from the Inside Out

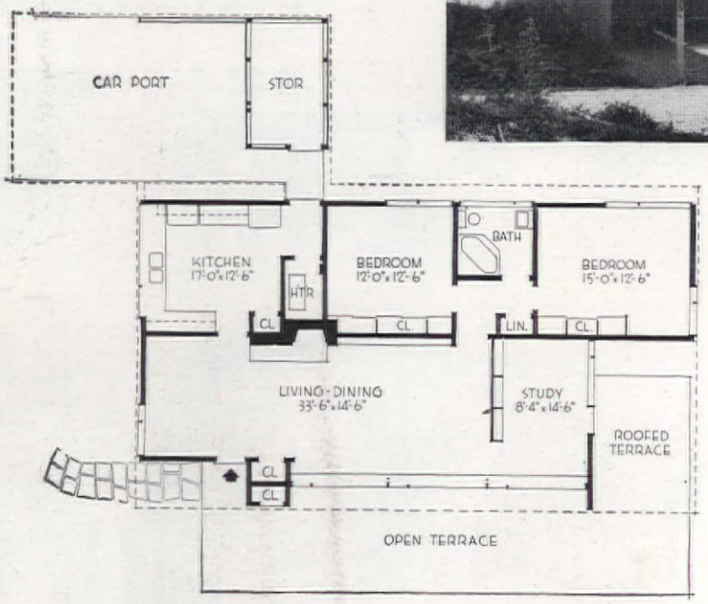
Do you love both the country *and* the compact convenience of a city apartment? Then here is a house full of ideas for you to study



Photographs by Richard Averill Smith

House is almost as open as carport. Great horizontal window belongs to the kitchen, vertical one to the living room, and you can see clerestory on top. Well-coated Douglas fir walls remain handsome

ARCHITECTS: GIBBONS & HEIDTMANN



William Bridges is a wildlife specialist, ex-newspaperman, and editor of the New York Zoological Society's publications. Those activities have *plenty* to do with this house, though he didn't know they would. In fact, when he bought part of a wooded hillside in Pleasantville, N.Y., Indiana-born Bill had a very different house in mind—a nostalgic, traditional house, filled with potbellied stoves, ancient rockers, beds with old blue panes. He ended up with this, a house built to fit his way of life, but so good it would work well for any small family really in love with the out-of-doors. And Bill Bridges thinks it's perfect. Here is how it came about.

After they bought their land, the Bridges listed their requirements to architect Kenneth Gibbons. They wanted:

1. To live in their woods—even when they were indoors. The house had to admit a maximum of air, light, and view.
2. A minimum of stairs to climb.
3. A compact house—as easy to care for as their New York City apartment. No wasted hallways, no surplus walls.
4. An enormous living room—without adding too much to the cost of the house.
5. A snug, warm study, which looked as if it were right in the open, so Bill could *feel* he was working outdoors.
6. Room for 300 linear feet of bookshelves (measure your own and you'll see that that's a *lot*).
7. Good storage space.
8. As low a budget as possible *without* sacrificing quality.

That list totted up to a modern house—unconventional, full of glass walls, and planned from the inside out. Here, point for point, is how the Bridges' requirements were met:

1. The house doesn't fence them in. Every room has oversize windows, and the living room (page 136) is flooded with light on *all four* sides: its whole west wall is glass, it has a north window, the east wall is topped by a clerestory strip, and it gets light from the study's south-facing window. The living room's ceiling seems to float above it, for the roof here is supported by steel beams and columns—the window

PLEASE TURN TO PAGE 138

HOW IT WORKS ON PAGE 136

Furniture that Works All Over

Photographs by Dale Rooks

THESE WORK WHEREVER YOU DINE

● Start out with a love of a dining table and chairs with more than a hint of the Far East in their design, and where will they serve you best? You're apt to put them in the hallway, living room, or dining room. We found them good in all three when we decided to test the versatility of this new dark-toned Koa-wood group. With leaves down, flanked by a pair of chairs, you couldn't ask for a more attractive hallway arrangement. And, because the top is just 9 in. deep, there's no traffic problem here. The same arrangement will work just as well on the living room wall nearest the kitchen. The deep, 24-in. leaves allow plenty of room for chairs and long masculine legs. Moved into the dining room, the table opens to an adequate 42 x 57 in. which will seat six comfortably. There's a tricky little interlocking device which hooks two of these tables together when you're entertaining ten or so. The table is about $115, the side chair $29.50, and the arm chair $39.50.

DOUBLE DRESSER AT WORK THREE WAYS

● Smoothly designed, the double dresser is perfectly at home in the living room. Here, it's topped by a 42-in., two-shelved cabinet that's pretty adaptable itself. As shown, the two pieces stack up to a handsome, impressive unit for that difficult long, high wall. Where height is not needed, the double dresser could go it alone as a wall piece, and the cabinet as a 30-in. high bookcase. Dresser is 52 in. wide, 19 in. deep, and 31 in. high—a wonderful size for the average bedroom. We like the decorative effect of the tall chest with it, the three small pictures lined up with the top of the shadow-box mirror to unify the group. There's no hint of the boudoir when this same piece moves into the dining room to serve as a buffet. The dresser is about $169, the cabinet about $87, mirror, $40.

LITTLE TABLE WORKS IN EVERYWHERE

● On the designer's drawing board, this little table with its 18-in. square top, 24-in. deep lower shelf was labeled "night table." But we put it in a hallway to hold a telephone, found the drawer deep enough to house a good, thick directory. And its 24-in. height couldn't be handier for note taking. Back in the bedroom, where it's supposed to belong, the lower shelf holds a clock-radio, leaving the top free for a good-sized lamp. The interesting pattern of the "V" legs tempted us to turn it sidewise, put two together at the end of the sofa. And it worked. It seems everything but the bed can switch decoratively and practically from room to room. Table, about $45.

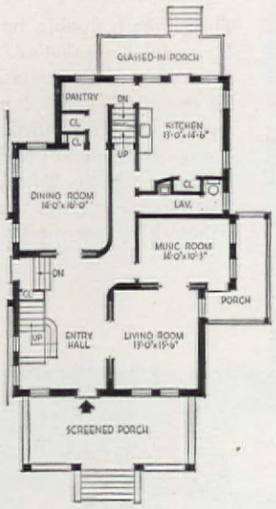
ALL PRICES ARE APPROXIMATE

See "Where Credit Is Due" on page 146

the House

GERTRUDE BROOKS DIXSON

There's really double duty in this 42-in. high chest that's 32 in. wide, 19 in. deep. Moderately scaled, like the rest of this group, it not only serves its primary function as a storage unit, but will fit into most any room scheme. Priced at about $139. Complete group available in lighter-than-honey finish, also



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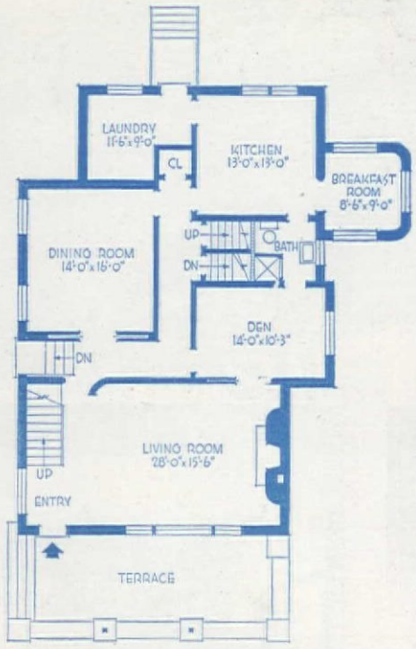

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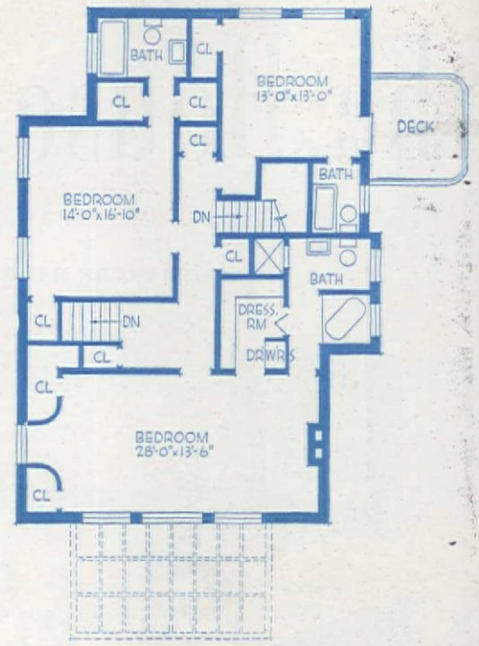


Photographs by Jack Zehrt

The same house 1893

SUZANNE TRIBOULET

As it happens, this house is in St. Louis, Mo., but it might stand on any tree-lined street in America, as proud now as the day it was built. It could be your old family homestead. Or it could, like this one, be the answer to a house-buyer's quest for space at a price.

Dr. and Mrs. Bert Klein bought it a few years ago. When they found their pre-war bungalow too small for their post-war family, they had talked of buying a farm. Then, one fine day, the Doctor made a call. You guessed it! His patient lived in this house; and it was for sale, tagged low; and it was in good repair; *and* it stood on a fine large lot near the Doctor's office. It also had a big basement, convertible into playroom. So they bought it, knowing that it looked its age and that its rooms were too many and too small.

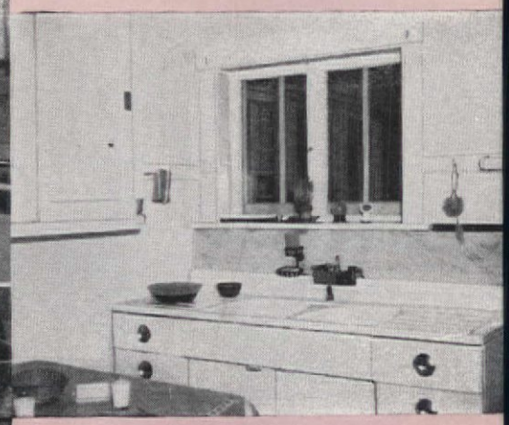
Together with decorator Frederick J. Shuermann, they made plans for breathing this century's living into last century's walls. First the exterior. Since they didn't need the third-floor rooms and didn't like their outside looks, they performed a major operation of façade lowering. Off came the top floor, its roof replaced by a lower, hipped one. Next to go were porches and similar gingerbread.

PLEASE TURN TO PAGE 138

This House is 58 Years

Dishwasher and Disposer Cut Working Time . . .

● Less time is spent at the sink since the new kitchen provides a dishwasher and garbage disposer. However, life is much better there, because there is a fine view through that new wide, low window. Utensils are kept in the drawers next to the range, the vegetables in sliding bins in ventilated area beneath sink



See "Where Credit Is Due" on page 146

...because of a Stepladder

When a family discovers a house at two o'clock one afternoon and likes it so well that they buy it within the hour, they are likely to find that their hasty purchase has drawbacks to offset its alluring charms. Before they remodeled it, the owners of this kitchen in Glencoe, Ill., described it as "simply horrid."

The five-ft.-tall woman who lived here felt just like an acrobat. She had to drag the stepladder everywhere because the wall cabinets were inaccessible. On her tiptoes, she could reach the bottom of the doors and force them open—that is, if the high-up clasp hadn't caught tightly. The heavy drawers in the storage section were 4 ft. deep, which meant that an unexpected visitor was likely to find her hostess on the floor giving a drawer a futile yank. The window over the sink was too high for her to see out of, and was fastened at the very top with a hook which demanded athletic endeavor. Because there wasn't room for it in the kitchen, the refrigerator was kept in the unheated back hall. The first floor was without a powder room. The fan in the window shut out light. The door to the canned-goods closet and the door to the back hall constantly bumped one another. Altogether a sorry work center!

After two years of clipping articles from The American Home containing many helpful suggestions, these owners visited Aubrey Tupper-Waite, kitchen designer in nearby Chicago, who brought their dreams to life in this workable, friendly room. Its color scheme gives it a fine decorative unity: walls and ceiling are green; cabinets have a gray-green finish and are studded with copper knobs placed low enough to be well within easy reach; unpainted chairs are stained

PLEASE TURN TO PAGE 106

Ready-mades

French headings, fringed skirts, contoured sides, matching cushions, contour quilting—all these are decorator terms for refinements which used to be available only in sky-high, custom-made bedspreads and draperies. Now, thanks to a new style-consciousness among manufacturers, they are yours, ready-made, at prices which reflect the benefits of mass production. But there's nothing "cheap" about the best of them—the workmanship can be superb. The variety? There are styles and colors and fabrics for almost any room, in any price range.

There is strong accent on throws, bolsters, and pillows matched to draperies calculated to turn sleeping quarters into smartly tailored, double-purpose, bed-sitting rooms. Window-dressing news includes tiered curtains, ruffled or tailored, in many lengths—use as many tiers as you need for the length of your window. In buying any curtains or draperies, get enough panels to give you double fullness across the width of the window or wall. *Brise-bise,* or café curtains, their scalloped tops attached to rings which ride on rods, revive an old French style. Mix them with tier curtains for a new look!

FOR MORE PROUD READY-MADES, SEE PAGE 116

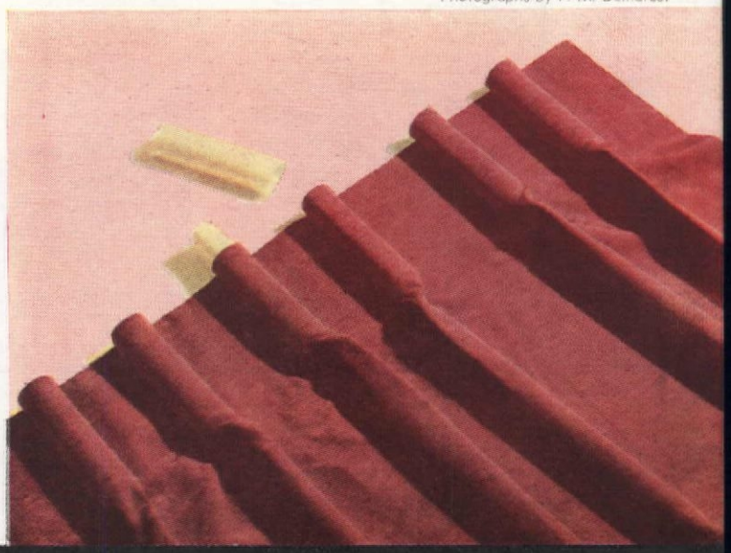
1. Trimmed in multicolor bouclé fringe, this decorator-wise throw is made of sturdy rayon and cotton antique satin ($60). Lined matching draperies, French-pleated at top, are $50; pillows, $8–$13. This smart set comes in coral, brown, dark green, or moss green. 2. To give a spendthrift look to a pretty bedroom, consider the luxury of a three-piece ensemble of fine rayon taffeta (beige only). Single or double spread ($30) is quilted in leaf pattern. Leaf is repeated in embroidered ruffles of drapery ($30) and dressing-table skirt ($23). Draperies have French-pleated tops, and you can have them 90" or 99" long

All prices are approximate

with a Custom Look

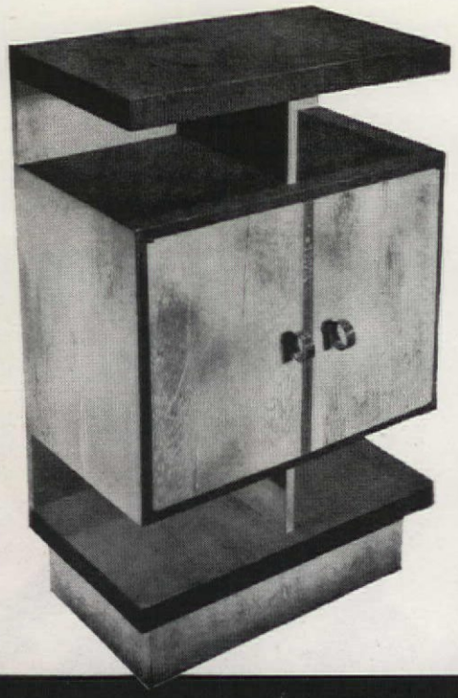
MARY E. MONZE

Photographs by F. M. Demarest

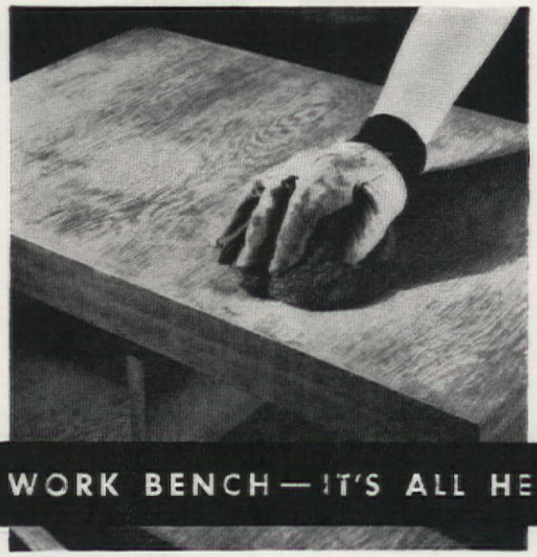


3. Call them "brise-bise" or "café curtains," buy them plaid or plain—they're smart and new with brass or bone rings. To give a good mixture, plaids come in four color combinations ($11), plains in ten ($10). Various lengths. 4. Would you dream *this* was ready-made? Cartridge-pleated drapery top features plastic tubes which hold pleats firm, come out easily for cleaning ($17). 5. Appropriately named "Stardust," this dream set is sprinkled with color in your choice of six grounds. Spread is single ($19) or double ($20) plain (with quilted tops, $25 and $28). Draperies, 90" and 99" long, are $14; café curtains, 36" long, $10. Not shown are matching ruffled valance ($3.50), vanity skirt ($12.50), sham ($6)

See "Where Credit Is Due" on page 146



This drab blonde chest looked hopeless, but we found a way to renew its clear lacquer finish. The trick is to allow plenty of time between the simple operations for thorough drying. First rub off the old finish with 0000 steel wool. Wear stout gloves

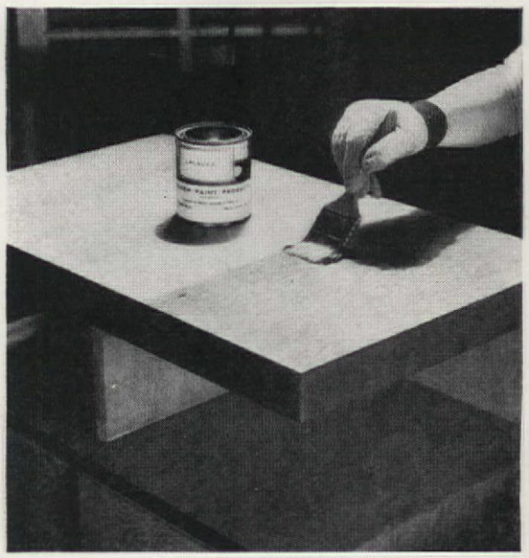


When old finish is removed, bleach entire surface with good furniture bleach. Pour bleach into china, enamel, or earthenware container; apply with rubber sponge. Wear rubber gloves for this operation

TACK THIS UP OVER YOUR WORK BENCH—IT'S ALL HERE

Apply wood filler with an old brush, follow grain of wood. If filler hardens too quickly in bowl, add a little more turpentine. Be sure to cover every inch of surface and put on generously. Do one area at a time

Watch filler *carefully*. If it becomes too dry, it will be almost impossible to remove. As *soon* as coat of filler becomes dull, *wipe off*, against the grain of the wood, with a rough cloth. Rub till every trace disappears and surface is like glass

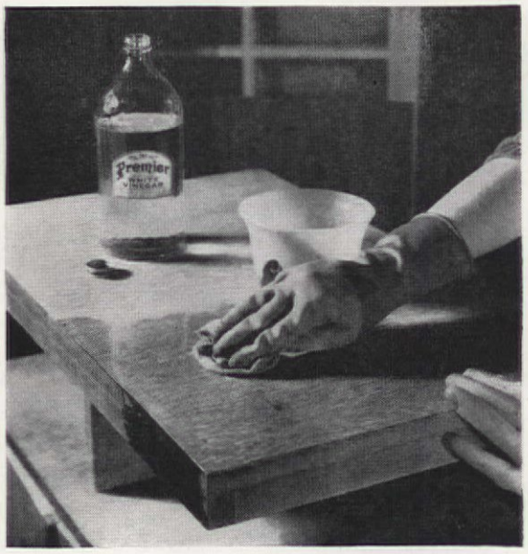


Dry several days. If you want dark edges, stain with mahogany or walnut stain. Dry 24 hours—more in damp weather. Then apply coat of water-white lacquer, thinned if necessary with lacquer thinner. Use best lacquer brush. Work quickly, with even strokes. Lacquer one area at a time. Dry 24 hours

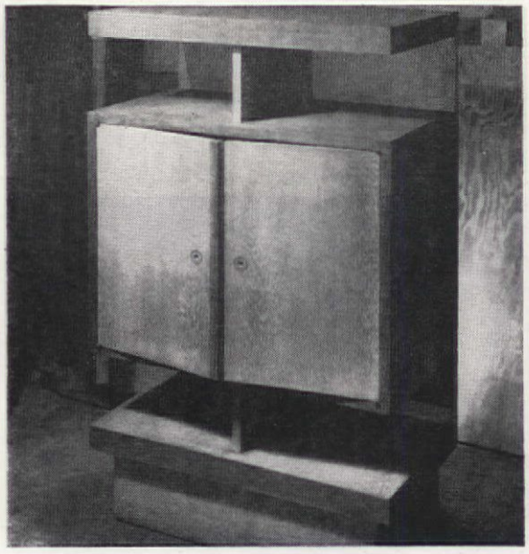
How to Rejuvenate a Blonde

DOROTHY LAMBERT TRUMM

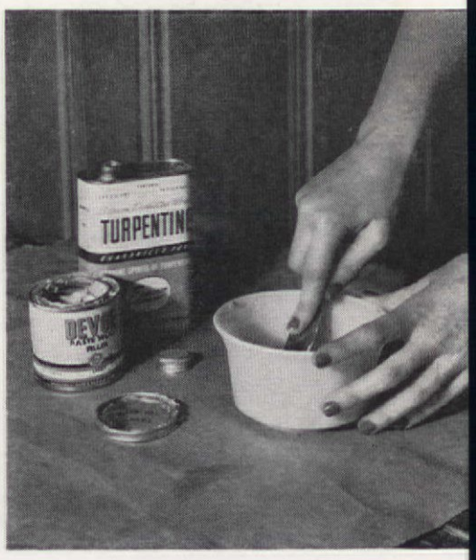
Allow bleach to remain for period specified on container. Most bleaches must be neutralized to insure good finish. Household vinegar is usually advised, but directions will specify neutralizer. Use neutralizer on cloth to wipe bleached surface

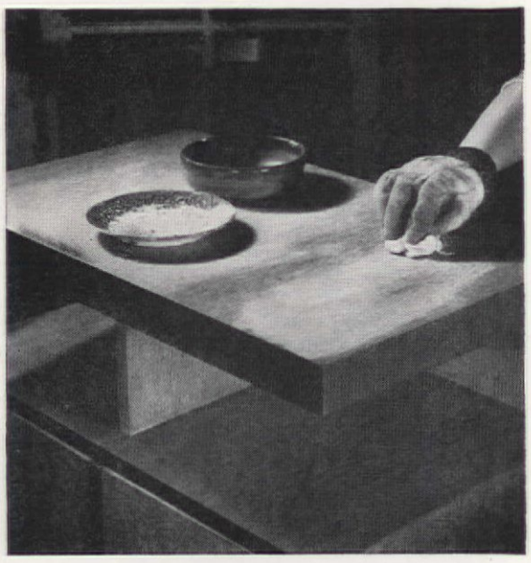


Dry 24 hours, or more if weather is humid. When thoroughly dry, go over entire cabinet with 0000 steel wool to smooth roughness caused by bleach and neutralizer. Surface is now completely cleaned



Want that surface satin smooth? Then make a paste of wood filler and fill the pores of the wood. Mix filler with turpentine, as directed on can, till creamy smooth





Rub surface lightly with soft cloth dipped first in linseed oil, then in fine pumice. Wipe thoroughly. Last three steps (lacquering, 24-hour drying, oil and pumice rub) must be repeated five times

If it has a clear lacquer finish, that old blonde chest need not grow darker when you restore it. This process is exacting, but not difficult to follow

Need More Room?

The Penikoffs

Photographs by Kranzten Studio

Do you think your house isn't large enough for that remarkable new thing in American life—the all-ages living-play-room? Then take heart and read these six pages. We show you how three American families *made* space for put-your-feet-on-the-sofa second living rooms which invite informal entertaining—lots of it—and let the whole family enjoy the fun of *being* a family together.

For example, take the case of Doris and Chuck Penikoff who live in a gem of a caretaker's lodge on their Illinois farm. But because it's tiny, they thought they'd need a whole new house to welcome the easy, drop-in-and-bring-the-gang kind of life they craved. They didn't. With the help of Chicago architect René Travelletti, they discovered that they could have everything they wanted if they just added one wonderful wing to their home.

You see it here. It's a room, bath, and terrace, built at right angles to the original house, and looking very handsome with it from the outside. It can be entered from its own terrace, or from the dining room or kitchen of the main house—a handy feature since informal meals often appear at that semicircular bar. It is large enough to hold the big, un-stuffy parties the Penikoffs love, and long enough for the projection of Chuck's home movies. Of course, there's room for games.

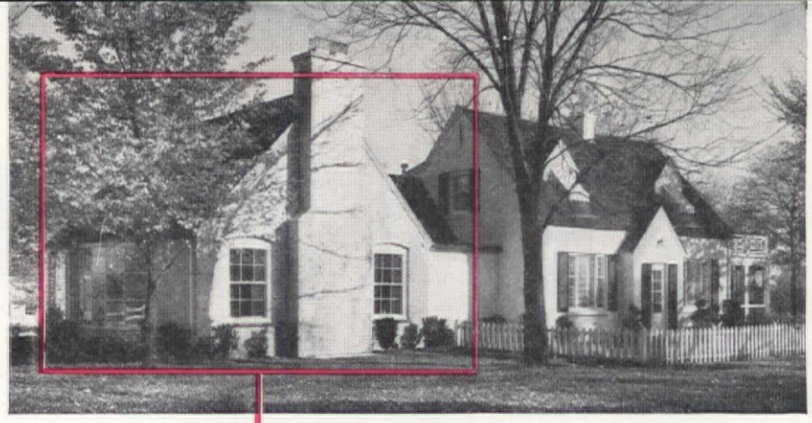
Anything else? Well, one of those sofas hides a bed, so this is a guest house, too. And there's a home office for Chuck here when he wants it.

Naturally, Doris saw to it that there was a generous closet, cedar lined, and Chuck made sure of storage space for his photographic equipment. And they didn't overlook a fireplace, or a picture window—or anything. In fact, the Penikoffs feel that they've had their cake and eaten it too, for this addition lets them keep their charming old house and gives them what they wanted in a new one as well. If your house can't spread out for such good living, turn the page for other solutions.

As good for a couple as a crowd, the new wing gives Chuck a home office with an ideal desk designed to suit his needs, hold his books, and even provide him with office-size files

In its role of informal country living room, the new wing accommodates a host of people without turning a chair. Note wise seating which is good for small groups, yet lets everybody join general conversations. One sofa opens for overnight guests. The bar, a step from kitchen or dining-room china closet, is a perfect place to serve buffet suppers

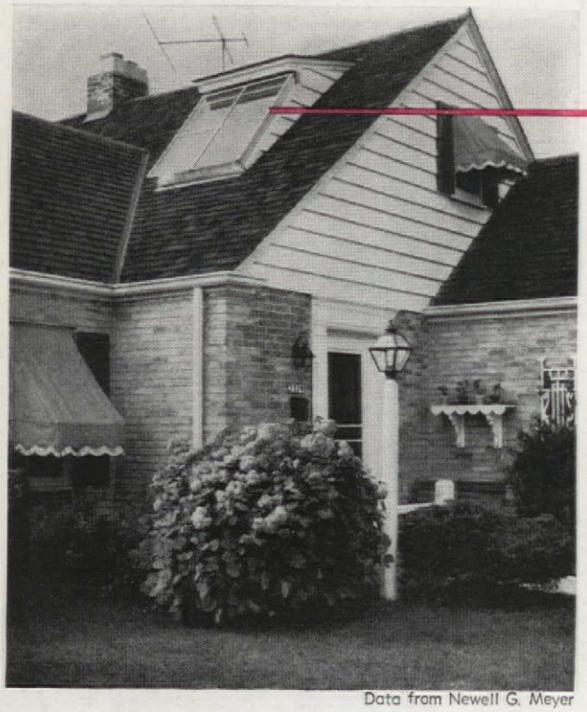
Addition blends and contrasts with house. Roof pitch is same in each. On this side, addition is stone. Another façade repeats the brick, clapboard, and shutters of the original wing



SPREAD OUT

ARCHITECT, RENÉ TRAVELLETTI Data from Jessie Walker

Need More Room?



Data from Newell G. Meyer

The Meyers went UP

By building a giant window, you can transform a dark, hot, and wasted attic into a cozy beauty of a den or all-around playroom which doubles your family life

Sunlight by day, moonlight by night, and breezes in summer stream into the knotty-pine den the Newell G. Meyers built into the attic of their home in Wauwatosa, Wis. The key to the room is that huge plate-glass window, 20 square feet of it, which makes the space habitable by bringing in winter warmth when closed, and opening up to make a cross-draft for hot-weather comfort. And as you can see by the exterior photograph above, it was calculated to harmonize with the architecture, doesn't look like an after-thought. Because it is so large and so heavy, the window needed the good support provided by a framework of extruded aluminum and the tension bars which prop it up when open.

However, the window was only the point of departure for this pine-paneled beauty of a room. If you want a den which is a place for serious work or study, it's full of ideas to copy. For example, it contains a real office file plus not one, but two good desks, placed back-to-back. Where? Well that built-in furniture isn't exactly what it seems to be—it's even better. The desks are second-hand office desks, typewriter compartment and all. They have been resurfaced with pine facing to match the room and hide their businesslike origins while retaining their efficiency. And the file? It's been given the same beauty treatment as the desks, and you can see it in the corner of the picture opposite, sporting a nautical lamp on its top. Other built-ins include a radio-phonograph housed in a cabinet fashioned from ancient butternut boards, and that floor-to-ceiling bookcase, behind which is a storage space so capacious it's dubbed a "Fibber McGee" closet.

So much for the way it works. Its charm comes from the careful weaving of its nautical theme. There are generous amounts of rope-like molding surrounding desks and windows, there are captains' chairs, brass portholes on the doors, and other such seaworthy details as ships' wheels on the walls and a handsome marine blanket on the couch. A dismantled Great Lakes steamer provided many of these, plus some of the lumber for the room.

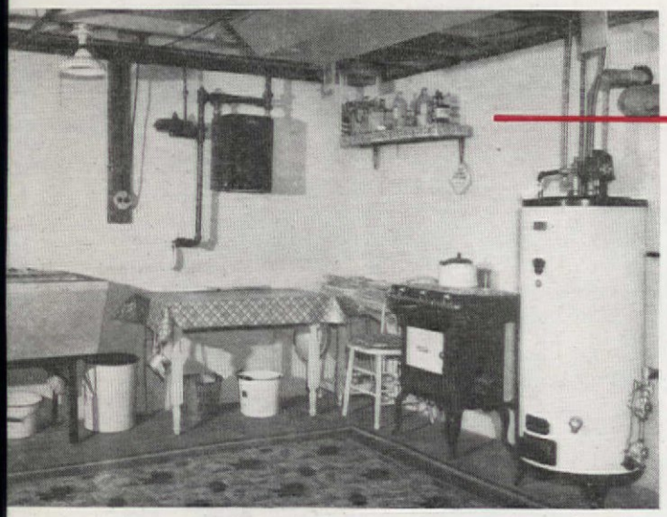
The huge window in the insert is what opened up this attic for use as one of the coziest, most useful, and most inviting of dens. Two desks, a filing cabinet, and a radio-phonograph are masked to match the walls, and a vast "Fibber McGee" closet hides behind the handsome bookcase.

Need More Room?

The Nibbelinks went DOWN

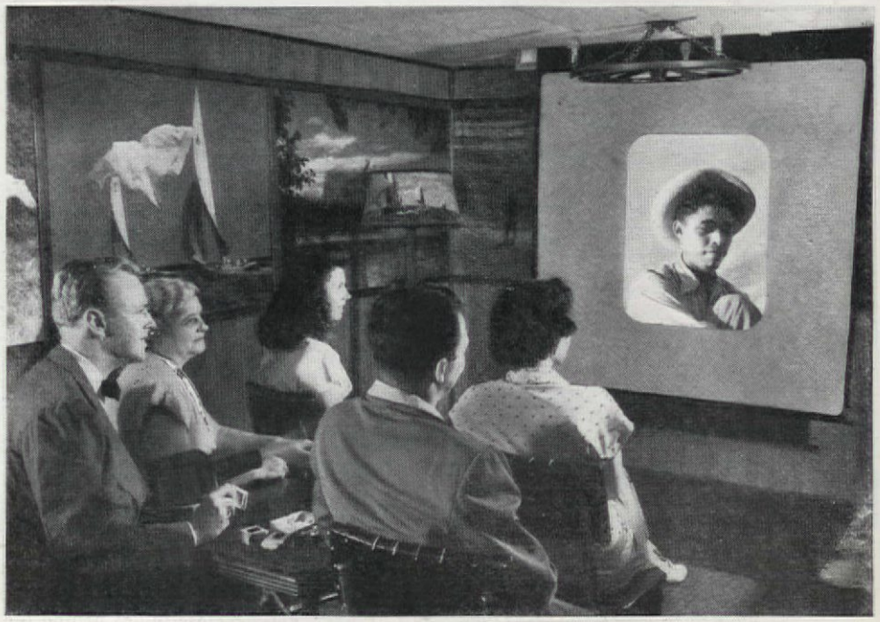
$212.82 plus family labor makes

family playroom of Rochester basement



Look familiar? This typical cellar is what they started with. By moving a few pipes, utilities were relegated to one area, then screened off when the playroom was built

Photographs by Don Nibbelink



DON AND BETTY NIBBELINK

Did you ever accidentally drive a nail through a copper water pipe? The sudden shower leaves no doubt that an amateur carpenter has done it again! But this was only one of the problems we faced in building the basement playroom which gave our house so much more meaning. First, we had to decide whether or not the project was worth while. We put the question to two real estate men who assured us that, since we planned to do the work ourselves, the cost of materials would be more than justified by an increase in value of the house should we sell. (Actually transforming our nondescript cellar into the hobby-playroom you see cost us $212.81 for materials —plus the cost of fixing one nail-punctured water pipe.)

Then we put the question to ourselves again. Just what would we gain by dividing our basement roughly in half—one part for utilities, one part for the playroom? We listed the advantages: A place where youngsters and grownups could play when they couldn't be out of doors in the rain or in Rochester (N.Y.) winter weather; a hobby room, complete with pull-down screen for projecting home movies; a place to use lawn chairs and the like as wintertime furniture; good storage space; concealment of usual basement clutter. It could be a room with a photography theme, dressed in photomurals. The list clinched it. We ordered lumber.

Since our partitions didn't have to support any weight, we took the advice of a builder friend and used 2 x 2's at half the price of the usual 2 x 4's. We left a 2-in. "breathing space" between the cement-block basement wall and the playroom wall, and went to work. Two long evenings were spent pounding a star drill into the concrete floor for the expansion bolts! (We learned later that a carboloy drill would have taken 20 minutes to do the job!)

The walls themselves are partly photographs—a 30-in.

PLEASE TURN TO PAGE 129

Inserts opposite reveal how the Nibbelinks kept this room's low cost from showing. After erecting an inexpensive skeleton of 2 x 2's, they partly covered the walls with economical wallboard, decked with photomurals. The rest of the walls are plywood. Nancy's bulletin board, also a wallboard panel, suggests other ways to dress up wallboard

60 Working

From door to rooftop, these charmers spread good will. Your whole family can make them from American Home patterns

2003 On your roof, a plywood red-nosed Rudolph is captive, but he really doesn't mind it. A cart carries his charming captor, and an electric candle as a welcoming beacon. We've made a blueprint pattern with directions for fashioning Rudolph and friend

1400 Paint these carol-singing choir boys and their guardian angel right on the insides of your storm windows. Easy to do and so effective. After the holiday season you can wash windows clean with soap and water, but you won't want to!

1201 This old-fashioned village was so popular that we repeated it. White-spired church, red school house, general store, farm house, and village mansion. Display on mantel or window sill with tiny trees and cotton sprinkled with make-believe snow

MORE ON PAGE 122

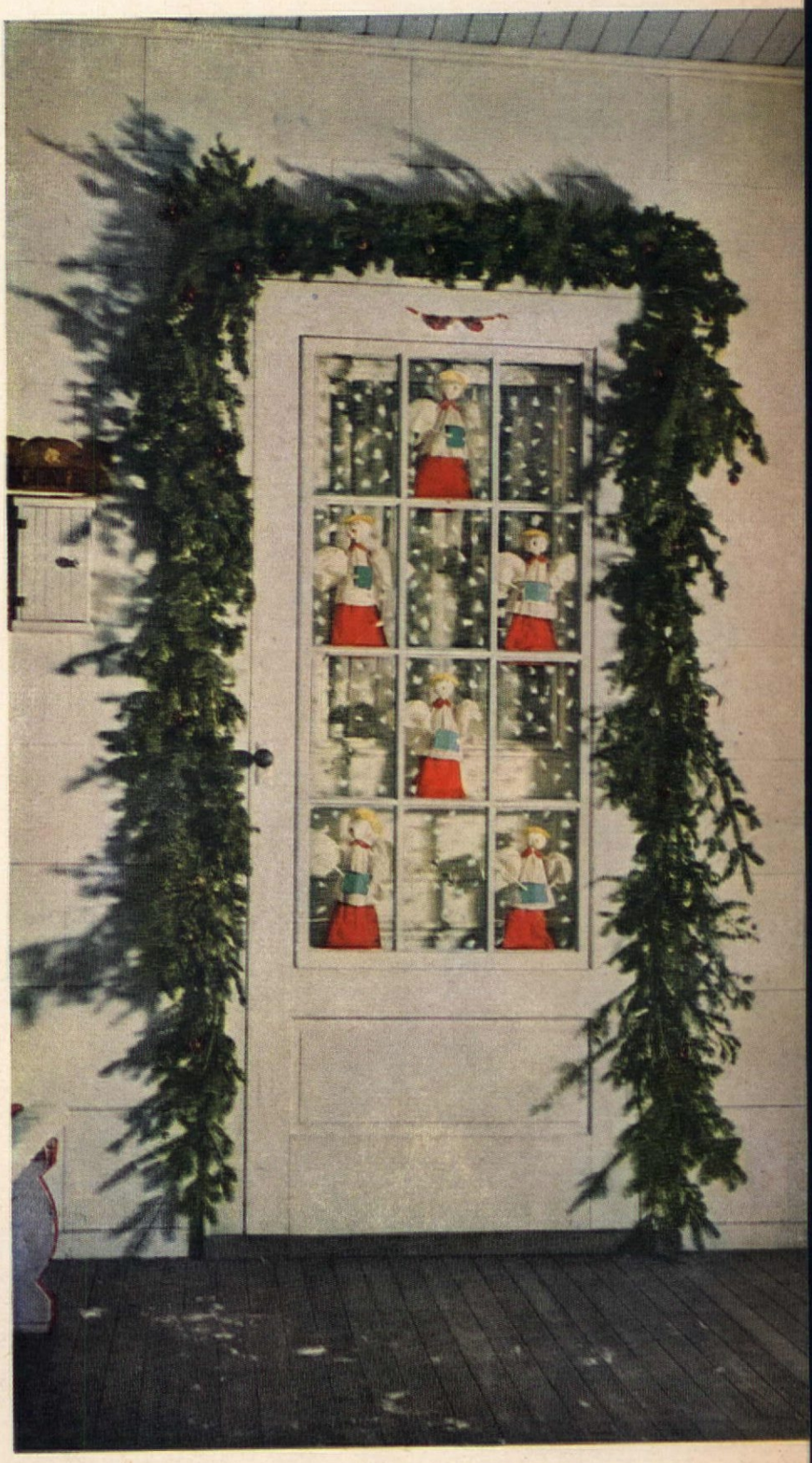
SEE PATTERN ORDER FORM, PAGE 147

Days until Christmas!

Maybe you can't see him, but there's Opportunity, knocking on that door at the right. Your opportunity to keep an old, old New Year's resolution—the one in which you promised that next year, *positively*, you'd plan your house's Christmas costume early, and make it *good*. Remember how you swore off the usual last-second bedraggled branches bedecked with the just-like-every-other plastic peppermint stick? Well, look around at what we offer. Rudolph the red-nosed on the roof, choir boys singing to the world, a whole wintry village for window or mantel, gloved hands to greet your guests, all bespeaking your Christmas spirit before anyone enters the house.

And, naturally, they're all AMERICAN HOME patterns, which means that we've done the planning for you and drawn up a list of materials you'll need. So set a date for a family decoration-making bee (maybe complete with refreshments), and have your Christmas adornments ready by Thanksgiving.

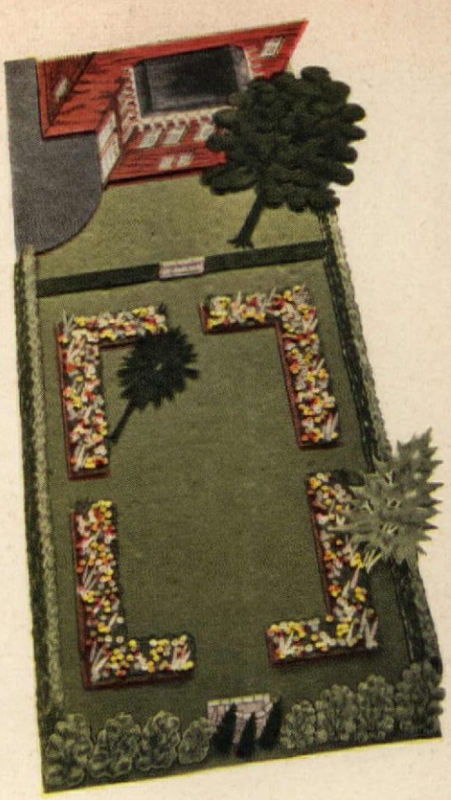
1401 Glad hands to greet guests, but they're sincere symbols of welcome from host and hostess. Make from felt, fill with branches, punctuate with plastic snowballs



1402 So you didn't think anything could make that storm door announce your family's good cheer at this season? We planned these crepe-paper choir boys (great fun to make) especially for such problem portals

To show development of a well-planned 50 x 96 ft. garden, Miss Murch drew plans progressing from bare backyard (above) with 2-ft. bank, one tree, to finished project (below). To dramatize it. . .

We asked Horticultural Extension Specialist R. P. Korbobo to turn her plans into perspectives and show four stages in the planting by means of his unique Plan Animator system described on page 139



Stone wall with steps was built to hold bank. Maple, birches, screen shrubs at end of garden; two flower beds were planted. As they grew, more beds, side hedges, and pool were added

How Does a Garden Grow?

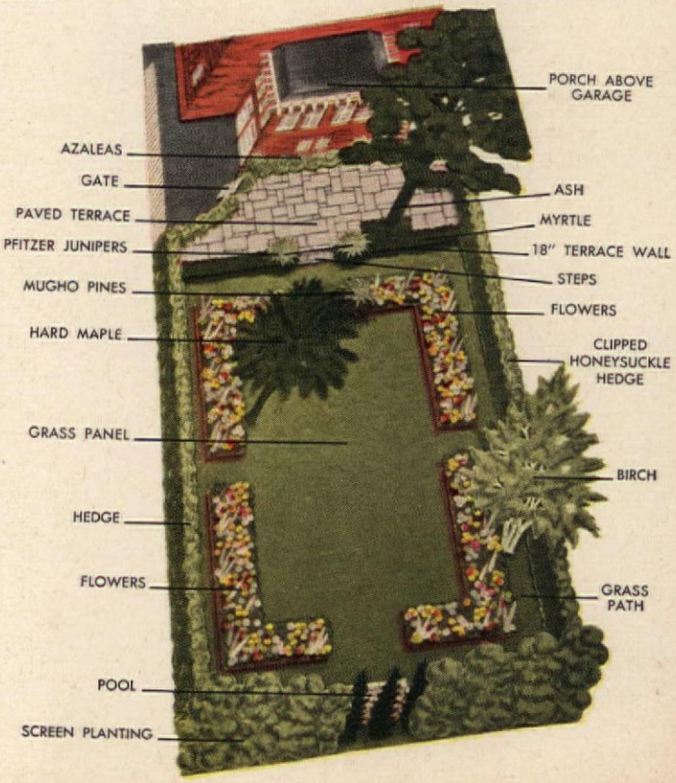
EDITH MURCH

The opportunity to start a garden from the very beginning is one that should be welcomed, made the most of—not muffed. Like birth, it can occur but once. So, before you start, it is not only desirable, but essential, to learn a few fundamental rules that make for success. Some gardens resemble antique shops where furniture and bric-a-brac are piled with little or no attempt to display their esthetic appeal, individually or collectively. Others are like museums where number and variety of specimens are the prime objectives. Plants, like furniture, look best in a proper environment, properly related to one another. If one learns (and follows) the rules, they can be just as effectively displayed. Moreover, by exercising a little discretion, you can avoid expensive mistakes. In short, it pays to work to a plan which sets a goal, keeps it in view, and shows how to proceed toward that goal. This permits the buying of plants as the budget allows and the purse expands. It sets a limit on spending. And yet, after the garden is established, experiments in modifying it can be tried, cautiously, without undue cost or risk. Here is a primer of ideas for the making of that first garden:

PLAN to enclose your garden. Privacy is important, and flowers need a background. An enclosing structure or planting will define the area and bring it down to a scale in which people feel comfortable and at ease. And small gardens are more in keeping with our times and way of life.

CO-ORDINATE house and garden; make them part of one another. The private quarters of the first floor (living and dining rooms certainly.

PLEASE TURN TO PAGE 139



Now, some years later, terrace is paved, myrtle covers stone wall, evergreens flank steps and grass panel entrance. Azaleas and herbs (hidden by ash) border house foundation. Note how realistically this demonstration shows gradual plant growth

AMERICAN HOME TABLE SETTING PRIMER LESSON TWO

What's Wrong with This Table?

(HOW TO JUDGE IT ON PAGE 76)

GERTRUDE BRASSARD

How did you do with Lesson One of our table-setting Primer in September? Didn't it give you a new slant on your table's wardrobe and bring out the critic in you? Well, now that we've suggested what goes with what in type and quality, we'd like to tell you how that three-times-a-day ritual of setting a table can bring out the artist in you, too. Not just special tables—every table. For every table you set is what an artist calls a composition in line and color. That's why this lesson deals with color and co-ordination of elements in a special kind of picture—your table.

To test your present understanding of the subject, take a critical look at the less-than-perfect example at your right and judge it by following the directions below.

Our object is to open your eyes, not to close your minds. So we give suggestions, but few hard-and-fast

PLEASE TURN TO PAGE 130

HOW TO PLAY: This informal Thanksgiving setting isn't quite worthy of the noble bird. How do you rate it for color co-ordination and for the way its elements are composed? Study our standards of judgment (chart, page 130) and rate this setting tentatively in the space below. If it were ideal, it would merit 10 points for color and 10 for relation of elements in the composition. Next, read our whole article and see if you want to change your rating. Finally, turn the page to learn how we rated it and why, and what we did to correct its shortcomings.

YOUR BOX SCORE

Color Coordination of Materials Used

1. COLOR HARMONY OR COLOR CONTRAST OF ALL ELEMENTS _____
2. RELATION OF ELEMENTS _____

TOTAL _____

THIS IS CORRECT

—AND WHY (Begins on page 75)

BETTY B. MERRIAM, Flower Arrangement

TO MAKE THIS VEGETABLE ARRANGEMENT—SEE PAGE 110

Here is how we judged the table on page 75 and why this one is better. • **COLOR.** Since schemes of both are built around color contrast, we rate them for effectiveness of contrast. **CHINA.** The same excellent earthenware sets pace in both. (Score: full 3 pts.) **CLOTH AND NAPKIN.** The cloth in setting on this page is warmer in tone than one on page 75. Contrasting napkin is better here than self napkin. We deduct ½ pt. for cloth, ½ pt. for napkin. (Score: ½ pt.) **GLASSWARE.** Spruce green of these tumblers complements tones of earthenware. Sharp Killarney on page 75 clashes. We deduct ½ pt. (Score: 1 pt.) **CENTERPIECE.** Color of tray in both is good. Vegetables at left more subtle and harmonious in color. We deduct ½ pt. for vegetable colors on page 75. (Score: 1½ pts.) **ACCESSORIES.** Spruce-green relish dish more effective here than clear crystal. We deduct ½ pt. (Score: 1½ pts.) • **RELATIONS OF ELEMENTS IN COMPOSITION:** For **VARIETY OF SHAPE AND TEXTURE,** both settings are good, avoid monotony. (Score: full 3 pts.) **DISTRIBUTION OF ELEMENTS.** No crowding in either setting. Both allow all elements full play. (Score: full 3 pts.) **GENERAL FORM OF CENTERPIECE.** Same good tray in each. Arrangement on page 75 too elongated, compactness here looks better. We deduct ½ pt. (Score: 1½ pts.) **EFFECTIVENESS OF OTHER ACCESSORIES.** None are superfluous. In both settings they are well related to other elements. (Score: full 2 pts.)

• For **APPROPRIATENESS OF MATERIALS** (see Lesson One, September 1951), we credit the setting on page 75 with 22 out of a possible 25 points.

OUR BOX SCORE

(For setting on page 75)

Color Coordination of Materials Used

1. COLOR HARMONY OR COLOR CONTRAST	7½ pts.
2. RELATION OF ELEMENTS	9½ pts.
TOTAL	17 pts.

Enjoy the Magic of Mushrooms

in Soup . . . in Sauce . . . in Cooking

Mushroom Scalloped Potatoes

Prepare scalloped potatoes as usual, using cream of mushroom soup as the cream sauce. Sprinkle with grated cheese and bake to a crusty brown.

Croquettes with Mushroom Cream Sauce

After making your favorite beef, ham, chicken, or turkey croquettes . . . serve them hot and golden brown with lots of mushroom cream sauce.

Cream of Mushroom, the Luxury Soup

Cultivated mushrooms . . . extra heavy cream! In my book, there's nothing better! Looks wonderful—and tastes it, too. The whole family will enjoy it!

BY Anne Marshall

ANNE MARSHALL
Director Home Economics
Campbell Soup Company

MUSHROOMS . . . I love them! That's why cream of mushroom soup makes any of my everyday meals a party. It dresses them up . . . really adds that special touch.

Not too many years ago cream of mushroom soup was classed as a luxury, something for entertaining or to be enjoyed at the finest restaurants. Now nearly everybody seems to serve this rich, creamy-smooth soup with lots of tender mushroom pieces . . . and they serve it often. It's so delicious, so easy on the budget.

If your "man and clan" tremendously enjoy it as a soup, then they're sure to rave about it as a sauce and cooking ingredient.

As a pour-on sauce with vegetables, chicken or turkey, it steps up their taste . . . gives a real lift to economy meat cuts.

Cream of mushroom soup is "dreamy" in soufflés. Any cheese dish is sparked by it. And as for potatoes or tuna, once you've scalloped them with cream of mushroom soup . . . you'll never do them any other way.

There's magic in cream of mushroom soup. It does so much for your reputation as a cook!

Good Victuals

JEAN AUSTIN

EACH AND EVERY MONTH I RACK MY BRAIN to think of something "else" I can call this besides "Good Victuals." Very often I find there is something so different or unusual above the food's own good looks themselves I can find extra words which I hope will intrigue you into reading about them, eventually cooking them. Then, there are months when announcing anything but "Good Victuals" seems like gilding the lily. Well, this is one of those months. There isn't one lyrical name in the lot—but there isn't a dull, ordinary dish here! Yet, how can I not go on and on saying "Good Victuals" and hope you'll know how very good they really are? There's a melon and fruit cornucopia centerpiece. It's the very spirit of bounty—easy as pie to do. Bowls of chicken soup that is out of this world—yet looking just like all cream of chicken soups you've ever seen. There are pork chops—but beautiful company stuff—nicely displayed but still looking exactly what they are, pork chops, and to go with them a wonderful cider sauce. Looks like *any* old sauce but does it ever do something for pork! And a roast duck. Not greasy, not fatty, a Chinaman's idea of crispy duck and an orange sauce (excuse me while I brag) far superior to that of the famous Left-Bank-of-Paris duck-eating place. Saffron rice with bacon

ORANGE MARMALADE SOUFFLÉ

CHICKEN VELVET SOUP

CIDER SAUCE

BAKED PUMPERNICKEL-STUFFED PORK CHOPS

and almonds and a million times better tasting than it looks. An orange soufflé, for all those who put in their holiday bird and—you know what? Couldn't cook a cookie in the left-over room in their oven! It's cooked in a double boiler on top of the stove! And it doesn't have to be served the exact moment it's done. It doesn't fall. It's light and wonderful, after any heavy festive meal. And a super-easy, super-crusty apple torte, so good it falls slightly as any good torte does the moment it smells ozone. And what have I got? Eight elegant ideas—and nothing I can call them but "good victuals." Not one "fancy pants" title I can give you this month, not one recipe here that is not worth your very serious consideration.

But just to show you how much I care about you cooking them, in case their plain-Jane titles do not entice you, I shall tell you that I have just finished a lengthy session with Mr. Noah Webster's famous book—the dictionary. I looked up the word "good." Definition 5 (I quote): "Adapted to give, or giving pleasure; agreeable; pleasant; as, good company; a good dinner." Two more columns I read, and came to "goodly." Awkward title, "Goodly Victuals" but, word for word, it is a far better definition of what I have tried to do, what the food

PLEASE TURN TO PAGE 80

HELEN BOILEAU'S APPLE TORTE

ALMOND AND SAFFRON PILAU OF RICE

ROAST DUCK AND ORANGE SAUCE

Cloud O' Pumpkin!

NEW—AND HEAVENLY PIE WITH BAKER'S COCONUT

It's pumpkin time again—but pumpkin pie was never like *this* before.

For here's a pie airy-light as a cloud—with a *new* kind of taste excitement! Luscious, fluffy pumpkin and spice, laced through and through and topped with toasted, golden-brown Baker's Coconut! Good? It's sheer heaven!

Use snowy white Baker's Coconut to glamourize thrifty cakes, puddings, fruits. *Buy* coconut goodies, too—in food shops and bakeries!

COCONUT PUMPKIN CHIFFON PIE

1 envelope unflavored gelatine
¼ cup cold water
1¼ cups mashed cooked pumpkin
¾ cup evaporated milk
½ cup water
2 egg yolks, slightly beaten
¾ cup brown sugar, firmly packed
½ teaspoon salt
¼ teaspoon ginger
½ teaspoon nutmeg
½ teaspoon cinnamon
2 egg whites
½ teaspoon vanilla
1 cup Baker's Shredded Coconut, toasted*
1 baked 9-inch pie shell
⅓ cup cream, whipped and sweetened

Soften gelatine in ¼ cup cold water. Combine pumpkin, milk, ½ cup water, egg yolks, ½ cup of the sugar, salt, and spices in top of double boiler. Cook over boiling water 10 minutes, stirring constantly. Add gelatine and stir until dissolved. Remove from boiling water. Chill until slightly thickened.

Beat egg whites until foamy. Add remaining sugar gradually and continue beating until stiff. Fold in pumpkin mixture, vanilla, and ¾ of the toasted coconut. Turn into cold pie shell. Chill until firm. Before serving, top with whipped cream and remaining toasted coconut.

*To toast coconut, spread thinly in shallow pan. Place in moderate oven (350°F.) and toast about 10 minutes, or until delicately browned. Stir occasionally to toast evenly.

Products of General Foods

Good Victuals (Begins on page 78)

here this month really is. "In a goodly manner, handsome, gracious, readily, properly, excellently."

The Cornucopia of Plenty needs no recipe, just directions, and here they are by Vera Bjorck, the woman who conceived this beautiful, edible centerpiece. Cut ⅓ of a large honeydew melon slantwise and clean out seeds. Make sure the melon stays steady on the plate. If not, cut a piece off the bottom. Mark the scallop design with a pencil on the outside of the melon and cut out scallops. Make a horizontal slit in each scallop and insert a piece of maraschino cherry. Cut out melon balls but be careful not to come too close to the scalloped edge. Arrange fruit and melon balls in attractive pattern and garnish with laurel leaves.

The other recipes you'll find on pages 92, 94. A goodly Thanksgiving to you all!

The coconut controversy continues. Here's another letter concerning our article of last July on "How to Prepare Fresh Coconut"—and another technique. This one from Dorothy Kamen-Kaye of Chapel Hill, North Carolina, who writes: "The coconut technique on page 60 of your July issue is all right; but we . . . have other tricks. (1) We don't sandpaper outside—who cares if some of the beard's on? (2) We don't hammer; just bang it onto a hard surface after blowing in the holes. (3) The broken pieces, shell and all, are soaked 10–15 min. in cold water—after which the meat can easily be pried loose from the shell. (4) We find this coconut too moist to cover cake. Squeeze in a muslin to get some of moisture out. (This information is in *Buen Provecho, Caracas Cookery.*)

Thank you, Dorothy Kamen-Kaye. I'm glad to know about your favorite technique—but I still vote for the method given in our July article. We tried it your way, found it dried the coconut meat. But there's another on your side, not ours—and she's way down in the Canal Zone. Mrs. C. Leight Stevenson, of Balboa Heights, writes she has been making a home in the tropics for the last twenty-five years. Thinks the author of the picture story "How to Prepare Fresh Coconut" a better qualified photographer than adviser in the intricacies of opening a coconut—because the easy way is totally lacking in photographic angles. Says she, "If your readers want to extract the meat in neat, complete, and unfractured halves with the least possible effort, minimum damage to temper, and 'strong' knives, let them try heat. Break shell neatly across the middle. Set halves on a lighted gas burner until meat and shell separate. Or use oven—any kind of heat." We tried it and our opinion remains unchanged!

Up in Stratford, Conn., lives a reader of "Good Victuals" and her letter warms the cockles of my heart and not just because it is a fan letter, either.

Dear Mrs. Austin: I have used your recipes to the satisfaction of many of our customers. (You see, I bake the pastries for my daughter's restaurant.) The topside down cake and Queen's Pudding have made a big hit. I've never seen the "Raisin Pie Supreme" recipe printed. Would you please send me a copy? I would like to try it . . . I have a problem that maybe you could help me with. What causes my crust to get moist on the edges after it stands for a few hours? I speak of "Lemon Meringue"—Mrs. Ernest C. Elliott.

It heartens me that Good Victuals are not too onerous, too expensive, to be cooked and served in a restaurant. That's a fine testimonial to the good sense of Good Victuals and I thank you, Mrs. Elliott. Now, to return the favor, if I can. I wonder if perhaps you do not bake your pie at too low a temperature? A higher temperature sets the crust quickly, so that none of the moisture from the meringue can seep in. I can think of no other reason for the crust getting "wet" in so short a period. You can cook the filled pie at higher temperature without fear of its being reheated or overcooked when you put it in again for browning the meringue, if when it goes in for the last time you place the pie on two nested baking sheets. I presume you pile the meringue as deeply around the rim as in the center. This, of course, prevents the filling being heated and congealing at the rim. I hope I've helped. I really can't diagnose your trouble without seeing what you do—or don't do. But I hope I've helped!

You just made a magnificent impression

How could you do otherwise when right from the start you chose DEL MONTE Fruit Cocktail?

Look at those clean-cut, tidy gems of glorious summer fruit. Did you ever see anything so gay and glamorous—so full of promise, so easy to serve?

And what wonderful flavor, too! That's DEL MONTE's real distinction.

No wonder more women prefer DEL MONTE Fruit Cocktail than any other brand. Isn't that to be expected from the brand that's earned your confidence on so many other foods?

JIFFY FRUITED LEMON PIE

- 1¼ cups fine gingersnap crumbs
- 4 tbsps. melted butter or margarine
- 1 egg, slightly beaten
- ¼ tsp. salt
- 1⅓ cups (15-oz. can) sweetened condensed milk
- ½ cup lemon juice
- 1 #303 can DEL MONTE Fruit Cocktail, well-drained
- Sweetened whipped cream

Blend gingersnap crumbs with butter. Press on bottom and sides of 8-in. pie plate. Bake 10 minutes in a slow oven (325°F.). Cool. Mix egg, salt, and milk. Stir in lemon juice and pour into crumb shell. Chill thoroughly. Top with the chilled, well-drained DEL MONTE Brand Fruit Cocktail and serve with whipped cream garnish. Serves 6 to 8.

Del Monte Fruit Cocktail

BRAND

–the brand that puts flavor first

Take a Can of Salmon

• salmon in a blanket

Preparation time: 35 min.

YOU'LL NEED:

- **1-lb. can salmon**
- **Sugar**
- **Salt**
- **Dry mustard**
- **1 lemon**
- **1 package pastry mix**
- **Burgundy**

Serves 6

Remove dark skin and bones from salmon.
Combine salmon with 1½ tbs. sugar, ½ tsp. salt, 1 tsp. dry mustard and 2 tbs. lemon juice.
Prepare pastry according to directions on the package, using Burgundy wine as liquid.
Roll out on a lightly floured board to ⅛-in. thickness in a rectangle.
Spread salmon mixture evenly over pastry.
Roll up as for jelly roll.
Bake at 425° F. for 20–25 minutes.
Serve with cucumber slices and fresh dill, if desired.

Originated in THE AMERICAN HOME KITCHEN

● Tired of pastry sticking to the rolling pin or to the board? Here's a neat, quick trick for handling pastry easily—roll out between sheets of waxed paper. To transfer, just peel off top sheet of paper, then invert into pie pan. Try Vermouth in your pastry for an extra-short, flaky crust

• salmon puff omelet

Preparation time: 20–25 min.

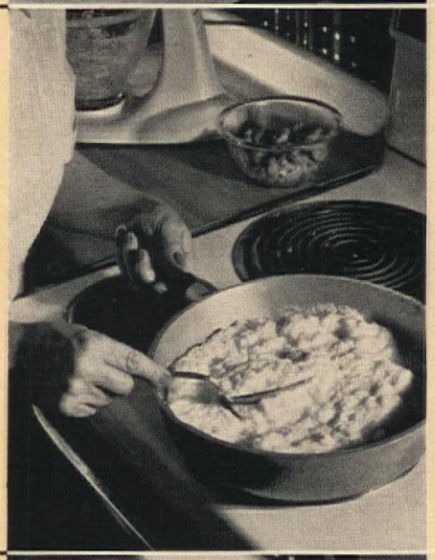
YOU'LL NEED:

- **Eggs**
- **Milk**
- **Salt**
- **Pepper**
- **1-lb. can salmon**
- **Butter or margarine**
- **Flour**
- **Chives**

Serves 4

Separate yolks and whites of 6 eggs.
Beat egg yolks well. Combine with ¼ cup milk.
Season to taste with salt and pepper.
Beat egg whites until stiff and fold into yolk mixture.
Pour into a greased, heated skillet.
Cook over low heat, folding gently for 5 min.
Do not scrape bottom of skillet.
Place skillet in a 350° F. oven and bake 10 min.
Drain salmon and flake. Reserve liquid.
Melt 1 tbs. butter or margarine and blend in 1 tbs. all-purpose flour.
Add salmon liquid and bring to a boil.
Add salmon and chives. Remove from heat.
Fold omelet in half; place on serving platter.
Lift top half and fill with salmon mixture.

Originated in THE AMERICAN HOME KITCHEN



● The trick of the French chef's special omelet: a platter of airy puffiness. For a feathery texture, keep folding over and over until mixture starts to set. Fold carefully so that bottom of skillet is never touched. A heavy skillet guarantees an evenly browned omelet surface

• supper salmon rounds

Preparation time: 15 min.

YOU'LL NEED:

- **1-lb. can salmon**
- **Onion**
- **Parsley**
- **Celery**
- **Bread crumbs**
- **2 eggs**
- **Butter or margarine**
- **1 can condensed cream of mushroom soup**

Drain salmon and reserve liquid. Remove skin and bones from salmon. Chop fine.
Add 1 tbs. grated onion, 1 tbs. minced parsley, ¼ cup chopped celery, and 1 cup soft bread crumbs; mix with salmon.
Beat eggs well and add to salmon mixture.
Mix thoroughly. Shape into patties.
Brown on both sides in 1 tbs. melted butter or margarine.
Combine salmon liquid and soup. Heat to serving temperature. Pour over patties.
Serve on toast rounds, if desired.

● Use the salmon in the patties and the liquid in the sauce. Salmon liquid added to condensed cream of mushroom soup will give your patties a unique flavor dividend

More recipes on page 96

SUPPER SALMON ROUNDS

SALMON SALAD SPECIAL

SALMON CASSEROLE DUCHESS

SALMON PUFF OMELET

SALMON IN A BLANKET

ELEANOR LEE JONES

Fixin's for the Bird

Instead of pumpkin pie, how about Pumpkin in Alaska—a frozen bit of cinnamon, clove, and nutmeg spiciness tucked under a cloak of silvery, peaked meringue? Sentimentalists that we are, far be it for us to suggest *anything but* the old-fashioned makings for The dinner of the year—Thanksgiving. However, we think it's a mighty smart idea to give the old fixin's a new and dressy twist, and at the same time add a breath of glamour to the traditional list!

Today's ways with poultry-roasting mean the turkey—or duck, or goose—needs only to be stuffed, then popped into the oven until low temperatures transform it to a golden brown. Why not take advantage of every minute to get some 1951 into the recipes—and set before glittering eyes a royal feast of feasts that will hold satisfying memories of old-fashioned food cooked to modern perfection?

There are some familiar odors reminiscent of happy occasions—occasions that make fun, laughter, and families gathered together a very real memory. Nostalgic is the aroma of the plumply stuffed bronze turkey sending its roasting fragrance throughout the house on Thanksgiving morn; the sweet scent of orange-colored yams a-cookin'; the haunting, teasing smell of golden pumpkin symbolizing a holiday as American as America itself! Precious memories through the years can be vivid, realistic visual pictures—and mouth-watering when taste buds recall the pleasant stimulation of well-loved flavors. Rather challenging to realize that our efforts can set the pattern for holiday traditions among our young ones—years from now! And so, to accept that challenge, here are a few thoughts for making this a Thanksgiving dinner never to be forgotten.

We know of no more perfect prelude than a medley of fruit sections chilled *just* until the crystalline stage—it's the tiny ice particles that make this appetizer a real refresher. And then the grand performance itself! The turkey stuffed with a dressing which uses all the good sage and celery seasoning found in Grandmother's dressing. We've chalked up a real plus in flavor and color with the addition of pimiento-stuffed olives, chopped so that their brightness shows through with every savory bite.

Try sweet potato puffs swirled on pineapple rings, and the elegance of buttered mushrooms blended into a rich sauce which is our guarantee for bringing out the best in any broccoli bunch. That favorite perfection salad we serve so much in the Midwest assumes a wonderful piquancy with the tartness of tarragon vinegar.

We candy our cranberries to look like a big jar of flaming marbles, tasting sweet and sour. Into a saucepan go one quart of berries, one pint cold water, 2½ cups sugar. Bring to boiling point and cook for one minute. Drain berries and cook syrup 30 minutes. For a bright glaze, pour syrup over cranberries and chill.

THESE FIXIN'S CAN BECOME A TRADITION

Frosty Fruit Appetizer
Roast Turkey
Savory Olive Dressing
Sweet Potato Puffs on Pineapple Rings
Broccoli Bunches with Rich Mushroom Sauce
Piquant Perfection Salad
Candied Cranberries
Crescent Rolls
Butter Balls
Pumpkin in Alaska

A Great Dish For Unexpected Guests!

It's The Sauce That Makes Heinz Macaroni Super!

Smooth, Cheese-Flavored Cream Sauce Adds The Crowning Touch To Heinz Cooked Macaroni!

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• • Top a casserole of Heinz Macaroni with buttered bread crumbs and heat in oven till brown. Or serve Heinz Macaroni with leftovers for a tasty one-dish meal! You **know** it's good because it's **Heinz!**

HEINZ MACARONI 57

• **Made to a prized old-time recipe, HEINZ 57-SAUCE is a thoroughly aged medley of 17 flavor ingredients. Use this famous richly spiced favorite to lend a matchless tang to steaks, chops, fish and sea foods.**

What's for Supper?

GLORIA MARSHALL

A late-evening supper on Thanksgiving night is likely to be a command performance. As chairs slide back from the table in mid-afternoon, the general opinion is "I'll *never* be hungry again!" But, come the evening hours, almost everyone pops up with: "What's to eat?"

Don't be caught short and give them the last of the precious turkey which you *could* be saving for something special, like Turkey Divan on Saturday night. Instead, plan a snack supper while you plan your big dinner, and just spread it out on the table when the time comes. Most of the snacks suggested below can be made the day before.

How about a ham-salad roll, light but satisfying enough for the hungriest male? Give some personality to the salad itself by adding bite-sized pieces of dill pickle. And serve it as a filling for hollowed-out hard rolls. Sprinkle the tops with sieved yolks of hard-cooked eggs, and arrange on a watercress nest so they'll look as good as they taste.

Another sandwich idea is the cheese-lover's blend of Roquefort and Cheddar. Or Bologna and sliced olives make a striking twosome. Did you ever try tuna fish mixed with horseradish and a bit of Worcestershire sauce? Someone requested a hot sandwich? For a flavor surprise, combine peanut butter with chili sauce and grill it for toothsome flavor.

Since this is a holiday supper, the cook can treat herself to an imaginative garnish—cream cheese carrots, for example. Shape the cheese into tiny carrots. Then roll in grated carrot and tuck a tuft of parsley into the end. For something simpler, and good, try dusting celery curls with paprika for taste and color.

Unusual drinks? Shake cranberry juice and orange juice with loads of cracked ice for a refreshing pick-up, then serve with an orange wedge or slice of lemon. Cocoa prepared with a stick of cinnamon and a few cloves goes mighty well with this supper as a surprise hot drink.

For a sweet finale, bake a spice cake mix in cup-cake pans. To frost easily and tastily, flavor prepared marshmallow topping with orange rind. Add enough powdered sugar for a spreading consistency, and tint a delicate green. Swirl on cupcakes and sprinkle with chopped peanuts or stud with slivered almonds.

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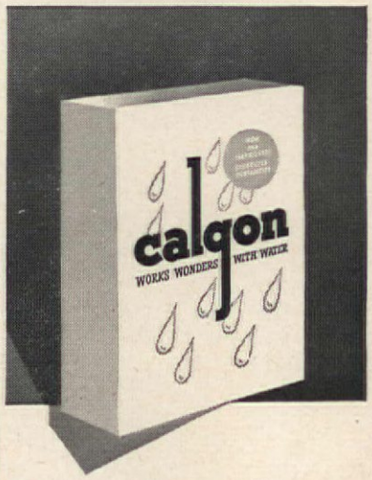

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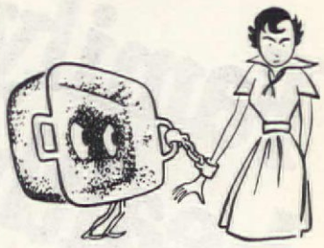
Fixin's for the Bird (Begins on page 84)

• savory olive dressing

• frosty fruit appetizer

• pumpkin in Alaska

• sweet potato puffs on pineapple rings



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"They do so much...cost so little"

Fixin's for the Bird

(Begins on page 84)

• sweet potato puffs on pineapple rings

5 medium-sized sweet potatoes (about 2½ lbs.)
¼ cup orange juice
1 tbs. grated orange rind
¼ cup dark brown sugar, firmly packed
1 tbs. butter or margarine, melted
¾ tsp. salt
⅛ tsp. pepper
6 slices canned pineapple, well-drained

Scrub sweet potatoes and cook in their jackets in a small amount of boiling water until tender (about 25 min.). Peel and mash, adding orange juice and rind. Add more orange juice if needed to give potatoes a smooth consistency. Add sugar, butter or margarine, salt, and pepper. Pile each pineapple slice with the mashed sweet potatoes. Top potatoes with a small lump of butter or margarine and place under medium broiler heat until pineapple is warm and sweet potatoes are lightly browned.

Serves 6 ***333 cal. per serving*** ***Source of vitamins A, B complex***

Tested in THE AMERICAN HOME KITCHEN

• frosty fruit appetizer

6 large oranges, sectioned
1 large grapefruit, sectioned
¼ cup sugar
½ cup dry white wine
Strawberries, fresh or frozen, as garnish

Set refrigerator control at coldest point. Drain juice from orange and grapefruit sections, then add sugar and wine. Let stand for at least 1 hour to blend flavors. About 45 minutes before serving, place in refrigerator tray on bottom of freezing compartment. Chill until ½ inch of crystals form along the sides of tray. Arrange in frosted sherbet glasses, garnish with strawberries. To frost glasses, brush rims ¼-inch down from top with slightly beaten egg white, using pastry brush. Dip into sugar until well frosted. Set aside to dry until serving time.

Serves 8 ***139 cal. per serving*** ***Source of vitamin C***

Originated in THE AMERICAN HOME KITCHEN

• pumpkin in Alaska

¾ cup brown sugar, firmly packed
¼ tsp. salt
1½ tsp. cinnamon
¾ tsp. ginger
1 tbs. gelatin
2 tbs. cold water
1¾ cups milk, scalded
1½ cups canned pumpkin
1 cup heavy cream, whipped stiff
1½ tsp. vanilla
½ package white cake mix
3 egg whites
¼ tsp. cream of tartar
6 tbs. sugar
½ tsp. vanilla

Soften gelatin in water. Add to milk and stir until dissolved. Combine sugar, salt, spices, and pumpkin. Beat well, then add gelatin mixture. Fold in cream. Add 1½ tsp. vanilla and pour into refrigerator trays. Set refrigerator control at coldest point. Freeze until frozen 1 inch from edge of trays. Remove from trays and beat until smooth. Pour into a 10" x 5" x 3" pan lined with waxed paper. Freeze until firm. Prepare ½ package white cake mix according to directions on package, using half as much liquid. Bake in a greased and floured 11" x 7" baking pan at 375° F. 20 min. Cool and cut to fit ice cream loaf.

To serve, place cake on brown paper ½ inch larger than cake. Place on a baking sheet. Beat egg whites with cream of tartar until frothy, then add sugar, 1 tbs. at a time, beating constantly until stiff. Spread over ice cream and cake; cover cake to edges. Bake at 500° F. for 3–4 min. Serve immediately.

Serves 10–12 ***308–370 cal. per serving*** ***Source of vitamin A***

Originated in THE AMERICAN HOME KITCHEN

• savory olive dressing

½ cup butter or margarine
½ cup chopped onion
1 cup finely chopped celery and leaves
Garlic clove, mashed well
¼ cup chopped parsley
3 slices lean bacon, chopped
2 tbs. chopped green pepper
⅔ cup coarsely chopped green stuffed olives
1 tsp. salt
½ tsp. black pepper
½ tsp. sage
¼ tsp. marjoram
¼ tsp. cloves
⅛ tsp. nutmeg
8 cups soft bread crumbs
1 cup turkey broth (approximately)

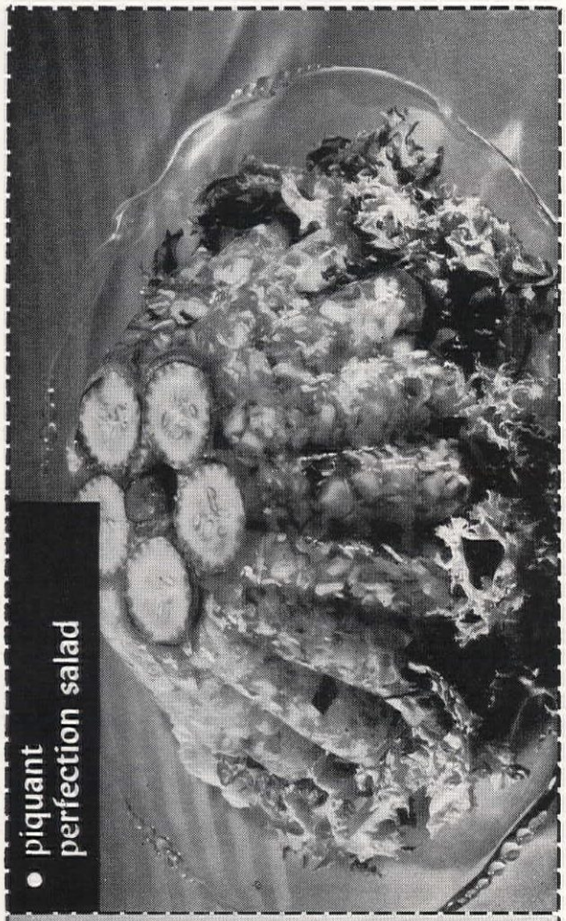
Melt butter or margarine, then add onion, celery and leaves, and garlic. Cook for 5 minutes, stirring frequently; then remove from heat. Add remaining ingredients and enough turkey broth to moisten. Toss together lightly. Fill turkey ⅔ full. Excess dressing can be baked in a greased baking dish. Enough to stuff 12–15 lb. turkey.

Serves 15–20 ***149–192 cal. per serving*** ***Source of vitamins A, B complex***

Originated in THE AMERICAN HOME KITCHEN

Fixin's for the Bird

(Begins on page 84)



• piquant perfection salad

• broccoli bunches with rich mushroom sauce

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NATIONAL BISCUIT COMPANY

THE BREAKFAST FULL OF POWER FROM NIAGARA FALLS

Fixin's for the Bird

(Begins on page 84)

• broccoli bunches with rich mushroom sauce

2 medium-sized bunches broccoli
¼ cup butter or margarine
1 lb. mushrooms, washed and sliced
2 tbs. all-purpose flour
2 cups hot milk
1 tsp. grated onion
1 tsp. salt
¾ tsp. pepper
4 egg yolks, slightly beaten
½ cup cold milk
1 tbs. lemon juice
2 tbs. mayonnaise

Wash, trim, and cut broccoli into serving portions. Cook in a small amount of rapidly boiling salted water just until stalks are tender. Drain well. Melt butter or margarine, add mushrooms and cook 10 minutes, stirring frequently. (To keep mushrooms from turning dark, add a thin slice of lemon and cook with mushrooms; remove before adding flour and milk.) Blend in flour. Add the hot milk, grated onion, salt, and pepper and mix well. Combine egg yolks with the cold milk, add a little of the sauce mixture and then combine with the remaining sauce in the pan. Cook, stirring vigorously until boiling point is reached, but *do not allow to boil.* Remove from heat. Add lemon juice and mayonnaise, blending well. If desired, this sauce may be made ahead of time and kept hot over water that is just below the boiling point.

Serves 8 ***190 cal. per serving*** ***Source of vitamins A, B complex***

Originated in THE AMERICAN HOME KITCHEN

• piquant perfection salad

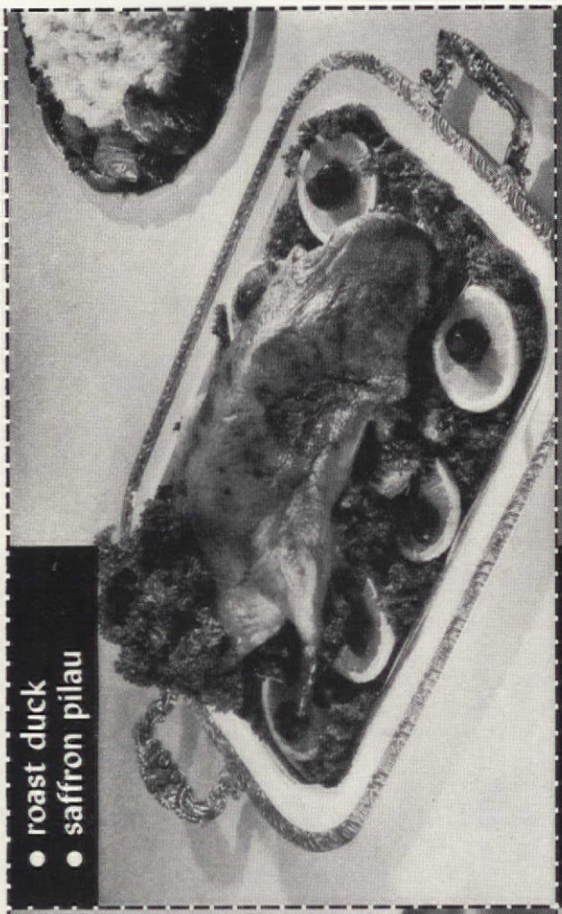
2 packages lemon-flavored gelatin
1¾ cups hot water
1¾ cups cold water
½ cup tarragon vinegar
2 tbs. grated onion
1 tsp. salt
2 cups unpeeled, chopped cucumber
2 cups shredded cabbage
2 cups chopped pimientos
¼ cup green pickle relish

Add hot water to contents of packaged gelatin. Stir until completely dissolved. Add cold water, vinegar, grated onion, and salt. Place in refrigerator and let stand until slightly thickened, then fold in remaining ingredients. Pour into a 1½-quart mold which has been rinsed with cold water. Return to refrigerator and let stand until firm. Unmold on serving platter, garnish with cucumber slices, lettuce, chicory, or endive, as desired.

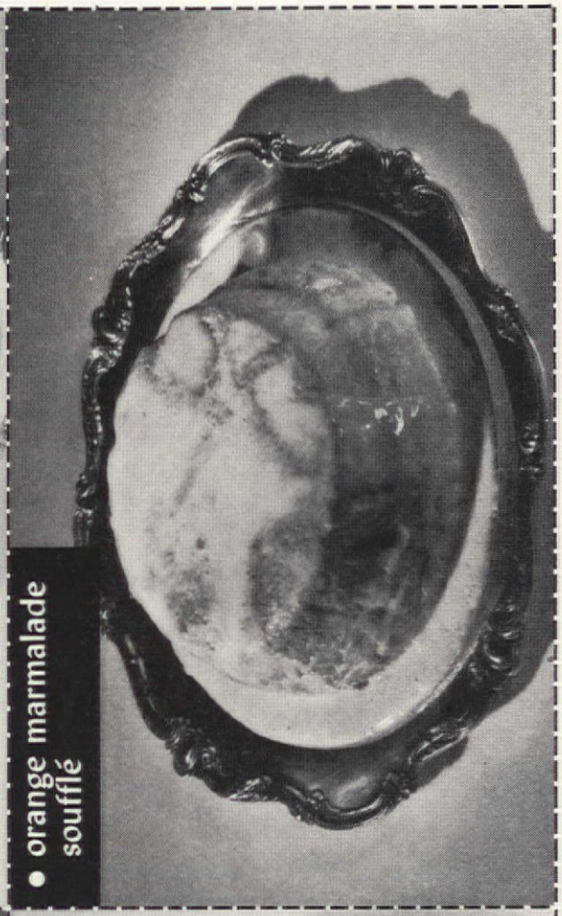
Serves 10–12 ***74–88 cal. per serving*** ***Source of vitamins A and C***

Originated in THE AMERICAN HOME KITCHEN

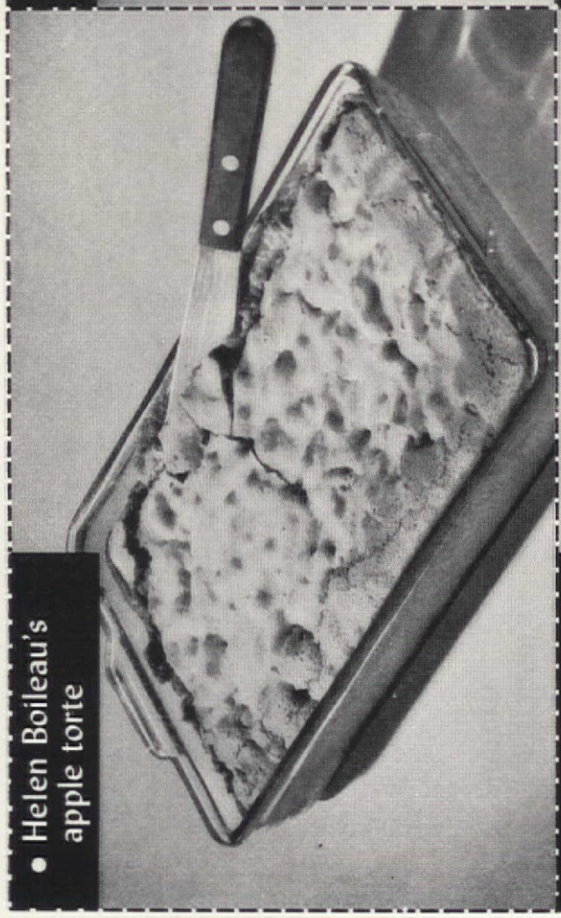
Good Victuals (Begins on page 78)



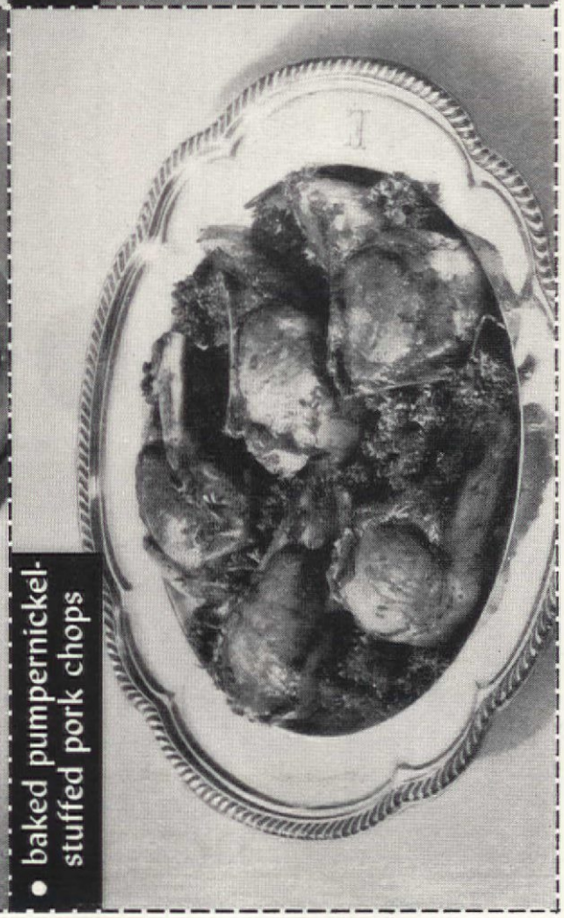
• roast duck
• saffron pilau



• orange marmalade soufflé



• Helen Boileau's apple torte



• baked pumpernickel-stuffed pork chops

"This is the only house on the block with plenty of hot water! It's got a G-E Water Heater!"

Yes, there's lots of hot water anytime — with a G-E Automatic Electric Water Heater.

SAFE! No fire, no fumes, no flue. Underwriters' Laboratory approved.

DEPENDABLE . . . Backed by General Electric's 10-year Protection Plan!

AUTOMATIC . . . Precision-built thermostats maintain water temperature . . . *automatically!*

ECONOMICAL . . . Rugged Calrod® units give efficient heat. Three-inch blanket of Fiberglas insulation keeps water hot up to *three days without reheating.*

NOTE: Electric dishwashers and automatic clothes washers give best results with hot water that *stays* at the *same* right temperature throughout the complete washing and rinsing cycle. A G-E Automatic Electric Water Heater delivers maximum volume of constant-temperature water. See your G-E dealer—today!

There's a size to fit your family's needs!

AUTOMATIC ELECTRIC

WATER HEATERS

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1 AN *extra-gentle* BLEACH
How to make linens beautifully white, and make them *last*, is every housewife's problem. Millions solve this important problem with Clorox, for Clorox is *extra gentle*... free from caustic ... made by a patented formula *exclusive with Clorox!*

2 A *dependable* STAIN REMOVER
Clorox prolongs the usefulness of many a garment because it removes ugly stains from cottons and linens. Clorox removes stains in kitchen and bathroom cleaning, too.

3 AN *effective* DEODORIZER
Cottons and linens dried indoors smell outdoor-fresh when they're Clorox-clean. Clorox also deodorizes in routine cleaning ... leaves kitchen and bathroom surfaces delightfully fresh-smelling.

4 *In addition* CLOROX is one of the world's great DISINFECTANTS
The Clorox type of sanitation is recommended by hundreds of Public Health Departments. So for added health protection, use Clorox regularly in laundering and in routine cleaning of germ centers such as drainboard, sink, wash basin, shower, tub and toilet bowl. Directions on the Clorox label.

You get all 4 in 1 with CLOROX *America's Favorite*

• baked pumpernickel-stuffed pork chops

6 double-rib pork chops
1 medium-sized onion, chopped
1 stalk celery, chopped
1 apple, peeled, cored, and chopped
1 tbs. bacon fat
1 tsp. salt; pepper to taste
Pinch of sage
1 egg, beaten
½ cup Burgundy

Split pork chops carefully from the bone side to make a pocket for the stuffing. Sprinkle with pepper and salt. Crumble pumpernickel into a bowl with fingers until crumbs are quite fine, about 2 cups. Melt fat in a skillet, add onions, celery, apples, and seasoning. Cook slowly until soft. Add crumbs and mix well. Add beaten egg, and toss mixture with fork. Put stuffing in prepared pork chops. Brown chops on both sides. Place in a baking dish, add a little wine and cover. Bake in moderate oven 350° F. 45–50 min., basting with remainder of wine. When done, remove from pan.

To chop-pan gravy, add flour and blend to smooth paste.

Add to Cider Sauce (see recipe on card), and add to all, 1 cup hot cider. Simmer until chops are thoroughly reheated. Strain and serve.

Serves 6.

Pumpernickel stuffing from Dorchen Trumm

• orange marmalade soufflé

Beat 4 egg whites very stiff. Beat in 4 tbs. sugar. Fold in 3 tbs. orange marmalade. Cook 1 hr. in well-greased 2-qt. double boiler over boiling water. (*Do not remove cover while cooking.*)

Slide out on serving plate. Serve with:

SHERRY FOAM

Beat 2 egg yolks
Add: ½ cup confectioner's sugar
2 tbs. sherry
Pinch of salt

Mix well and chill. Whip again before serving.

Serves 6–8.

Recipes by Jean Austin

• Helen Boileau's apple torte

⅔ cup sifted flour
3 tsp. baking powder
½ tsp. salt
2 eggs, beaten
1½ cups sugar
3 tsp. vanilla
2 cups diced apple
1 cup chopped walnuts or pecans

Sift together the flour, baking powder, and salt. Add sugar and vanilla to beaten egg. Beat well. Add dry ingredients, apple, and nuts to liquid mixture. Mix well and bake in a well-greased 8 x 12 x 4 baking dish for 45 minutes at 350° F.

Serve with a scoop of vanilla ice cream.

Serves 8.

• roast duck • saffron pilau

Clean, rub (inside and out) with salt. Prick with sharp fork at least a dozen places, especially where bird is fattest (increases flow of fat from duck). Roast in hot oven 15 min., prick again. Cook another 5 min. Drain off fat from pan.

Reduce oven to moderate. Add 2 cups water to pan. Baste occasionally. Cook till tender—about 1½ hrs. (See recipe for Orange Sauce.)

SAFFRON PILAU

With steamed rice mix saffron, small bits of crisply fried onions, broken bits of crisply fried bacon, and chopped, blanched almonds.

Recipes by Jean Austin

Good Victuals (Begins on page 78)

 (Begins on page 78)

• chicken velvet soup

• orange sauce

After duck is roasted, pour off all except 2 tbs. fat floating on top of pan gravy. (Reserve this fat.)

Strain out 1 cup of gravy (no fat). Keep hot in saucepan. Work 1 tbs. of flour into smooth paste with same amount reserved hot fat. Stir in gravy well. Season with salt, cayenne. Grate peel of 1 orange. Add ⅓ cup orange juice. Work into gravy.

Add 1 tsp. orange curaçao (1 tsp. mild vinegar with 1 tsp. brown sugar may be substituted) and 1 tbs. melted bitter orange marmalade.

Recipe by Jean Austin

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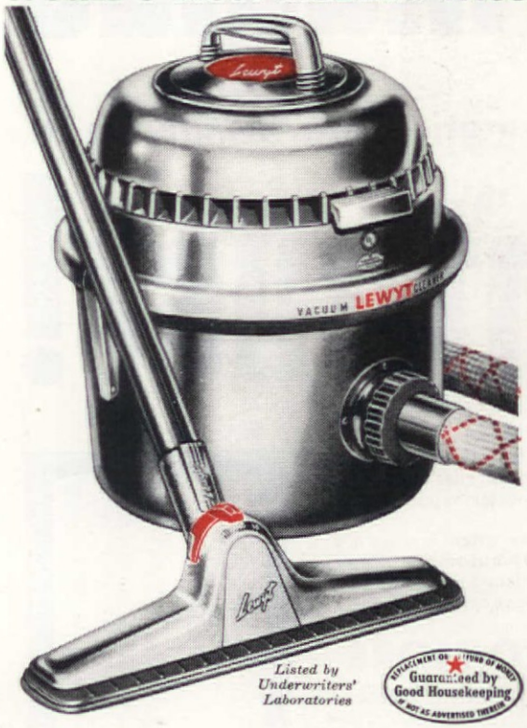

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DOES YOUR DUSTING!

no dust bag to empty!

SWEEPS BARE FLOORS!

- ***No muss! No fuss!*** No dust bag to empty! Simply toss out Lewyt's paper "Speed-Sak" a few times a year!
- ***It's quiet—no roar!*** Terrific suction power, yet super-quiet! Lewyt's so easy on your nerves!
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- ***7 light, work-speeding attachments*** do your dusting; brighten drapes; clean radiators; spray; wax; de-moth closets!
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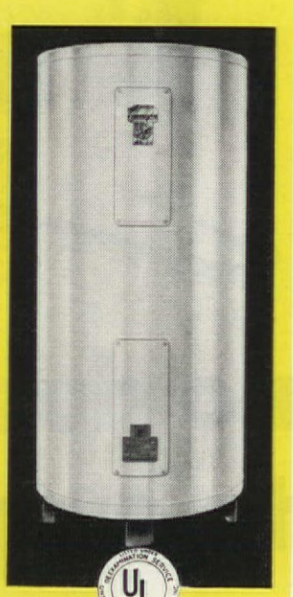
COSTS NO MORE

than an ordinary water heater!

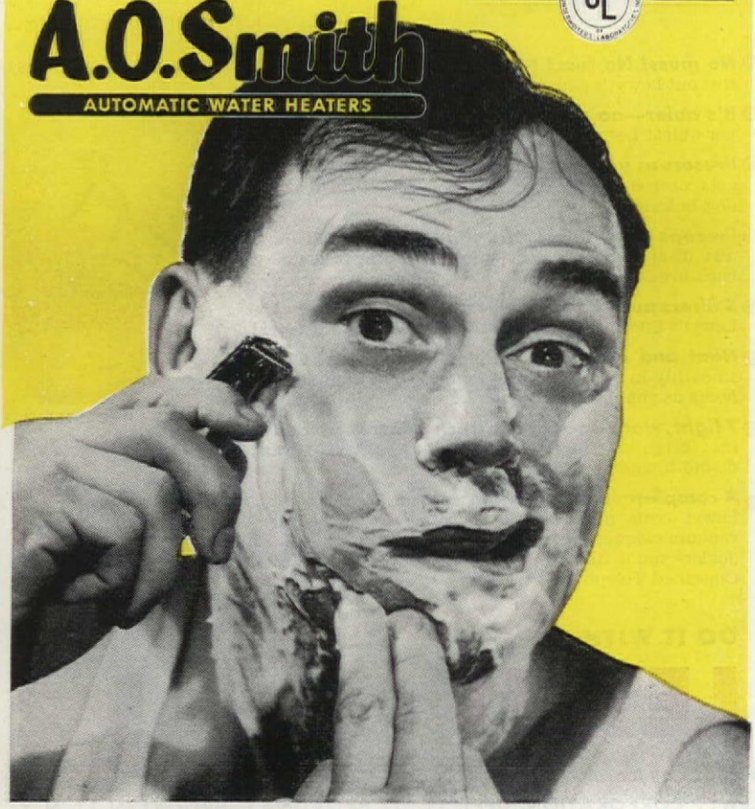
A. O. Smith mass-production economies give you this longer-lasting, can't-rust water heater for no more than you'd pay for an ordinary, galvanized water heater.

See your A. O. Smith dealer, or write for FREE booklet on the *inside story* of *Permaglas* superiority. A. O. Smith Corporation, Water Heater Division, Dept. AH-1151L, Kankakee, Ill. Licensee in Canada: John Inglis Co., Ltd.



A.O.Smith

AUTOMATIC WATER HEATERS



Good Victuals (Begins on page 78)

• chicken velvet soup

Yield: 2½ quarts

Blend well: ½ lb. butter
¾ cup flour

Add: 1 cup warm milk
1 pt. hot chicken stock
1 cup warm cream

After cooking well, add: 1 qt. chicken stock*
1½ cups chopped cooked chicken
¼ tbs. salt
Dash of pepper

*We use approximately 2½ qts. water to simmer one five-pound fowl—for stock.

Recipe from L. S. Ayres and Co.

• cider sauce

Melt 1 tbs. butter
Add 1 tsp. brown sugar; 1 bunch chopped shallots or green onions.
Cook until onions brown. Add 1 cup hot cider. Bring to a boil, then turn to simmer.

Add: ¼ cup chopped raw carrots
3 whole cloves
4 peppercorns
1 bay leaf
1 sprig parsley; pinch thyme
salt to taste

Let sauce simmer. Add to chop-pan gravy and reheat with 1 cup hot cider.
(See directions on recipe for Baked Pumpernickel-Stuffed Pork Chops.)

Recipe by Jean Austin

Take a Can of Salmon

(Begins on page 82)

• salmon salad special

• salmon casserole duchess

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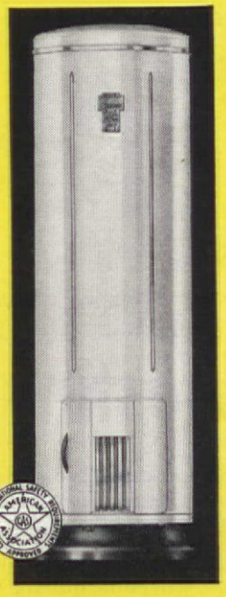

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You'll also like the exclusive Lift-Up feature that raises small slices, such as rye bread or muffins, an extra inch above the toasting slot. That means no more burned fingers or snagging toast with a fork.

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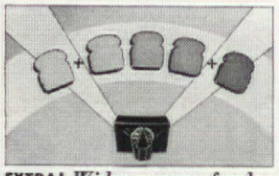
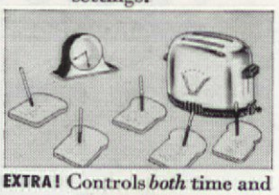
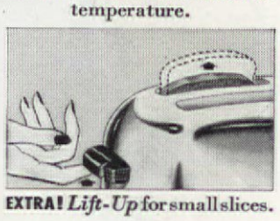


EXTRA! *Wider* range of color settings.



EXTRA! Controls *both* time and temperature.



EXTRA! *Lift-Up* for small slices.

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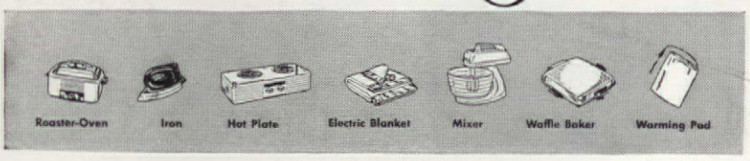

Take a Can of Salmon

(Begins on page 82)

• salmon casserole duchess

Preparation time: 30–35 min.

YOU'LL NEED:

- **1-lb. can salmon**
- **Potatoes**
- **Salt**
- **Cayenne**
- **White pepper**
- **Eggs**
- **Heavy cream**
- **Peas**

Flake salmon and mix lightly with 2 cups riced potatoes.
Add 1 tsp. salt, ⅛ tsp. cayenne, and ¼ tsp. white pepper.
Beat 2 egg whites until stiff.
Beat ½ cup cream until stiff; fold into egg whites.
Turn salmon mixture into a greased 2-quart baking dish. Pile egg white-cream mixture around edges of baking dish.
Bake at 400° F. for 20–25 minutes.
Fill center with hot, cooked peas or another vegetable as desired.

Serves 4

Originated in THE AMERICAN HOME KITCHEN

• salmon salad special

Preparation time: 15 min

YOU'LL NEED:

- **1-lb. can salmon**
- **Head of lettuce**
- **Celery**
- **Eggs**
- **Mayonnaise**
- **Ketchup**

Drain salmon and reserve liquid.
Remove skin and bones from salmon.
Break into small pieces.
Shred lettuce and place on serving plate.
Sprinkle ½ cup chopped celery over lettuce.
Hard-cook 3 eggs and slice.
Place egg slices over celery.
Combine ½ cup mayonnaise, 1 tbs. ketchup, and salmon liquid.
Mix lightly with salmon.
Pile over egg slices.
Garnish with gherkins, dill pickles, and olives, as desired.

Serves 4

Originated in THE AMERICAN HOME KITCHEN

This is the beauty of the new Servel Gas refrigerator: not a single moving part in the freezing system to make a sound...to break down or to wear out!
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Come see it—you can't hear it! Above all, learn about Servel's exclusive Ten-Year Warranty on its marvelous, motorless freezing system. Then, choose the Servel Gas refrigerator that's just right for your needs from 8 sparkling models —all *new* inside and out! At your appliance dealer's or Gas company—now!
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PHOTO OF MALIGNE LAKE
THROUGH COURTESY CANADIAN NATIONAL RAILWAYS

EDITH RAMSAY

What if Don't Have

Of course the ideal thing (which mighty few of us have, though we're dreaming!) is the two-oven kitchen where roasts and pies can cook, simultaneously, in blissful independence of each other. But with able electrical assistants like the ones illustrated here, a lot of ingenious women will serve forth proud holiday meals without using *any* conventional ovens at all. And if yours is the usual four-burners-plus-oven arrangement, you have a treat in store for you, lady, when you learn how many wise ways small appliances have. They'll supplement your range when a big production is coming up, but that's not all that they're good for. All year round you'll use them in your kitchen, dining room, and even on your terrace to save you steps, bring the whole family into the cooking act, and to do a better job on some foods than even your range can accomplish. So examine their merits—and write a note to Santa.

We're not going out on a limb and suggesting that you buy *all* of them. Take stock of your needs—the kinds of foods you serve, the size and types of parties you give—and pick the electrical helpers which will best complement your present equipment.

For most people, the best buys are the appliances which do more than one thing. For example, a roaster can cook a whole meal, or it can broil, or you can use its griddle for pancakes. You

PLEASE TURN TO PAGE 100

These talented stand-ins for extra ovens are star performers on their own

Here is your second oven! The all-purpose cooking for which the electric roaster is designed includes roasting, baking, broiling, frying, grilling, and stewing. Equipped with three oven-proof dishes. Its 18-quart inset pan for large-quantity cookery can be placed upside down on the roaster to cover giant fowl or roasts. There is a look-in glass panel in top cover

You Two Ovens!

Photographs by F. M. Demarest

They'll have all that they want, but quick, if waffle grill is used. Comes with two sets of aluminum cooking surfaces—two flat grids for toasting or frying, and two waffle grids. Heat control is adjustable, eliminates guesswork, saves watching, and maintains temperatures for all cooking operations. Control slides from light to dark to vary cooking results. Special drip spouts drain grease freely into drip cups provided

Remember mother cooking one pancake at a time? Not with an electric grill! She'll be right there at the table, loving it!

This is a deep-fat frying expert. It will help you to turn out, at home, the kind of wonderful fried foods which are usually in the province of a fine chef. The automatic thermostatic control makes the just-right heat to seal in the goodness. All you do is to heat the shortening to the correct temperature in the pan, toss your fryables into the wire basket, and watch them sizzle to perfection

This works for you at the breakfast or supper table, cooks waffles or even small steaks! Sandwich and waffle grids interchange simply. You can make two plate-size waffles at a time for feasts when folks call for more of these crisp beauties in a hurry. And it grills delicious hot sandwiches too, for its expanding hinges permit even toasting on both sides. To grill ham and eggs or small steaks and chops, it can open out flat

MORE OVEN STRETCHERS ON PAGE 100

See "Where Credit Is Due" on page 146

THIS LABEL MEANS THE WORLD'S BEST VALUE IN POPULAR PRICED KITCHENWARE...

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Keep Reddi-wip in your refrigerator to glamorize all your favorite desserts. Dozens of servings in each container.

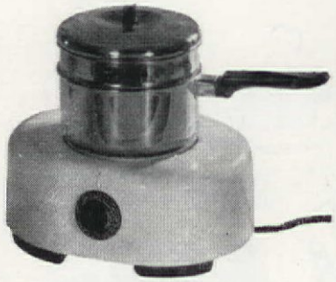
GET Reddi-wip FROM YOUR GROCER OR MILKMAN ©

Two Ovens

(Begins on page 98)

don't use waffles very often? Then get the kind of iron which has interchangeable grid for pancakes or sandwiches—you'll also use it for eggs or chops. And do you think of a blender as bar equipment? Don't overlook its talents with food.

While dreaming of those well-planned kitchens, make the most of what you now have with the aid of portable appliances. Not only will they make holiday cooking a cinch, but you'll find them accomplished, versatile performers when you cook *every* meal the easy way!



All your burners busy? Portable hot plate will cook the extras so you can serve everything at once, good and hot. And this "burner" needn't stay in the kitchen

Right at the table, cook a whole meal at a time in this six-quart electric casserole. Foods can be served out of the dish they were cooked in, and what's more, will keep hot

You think it's only for drinks! Blender mixes, grinds, chops, pulverizes, and shreds. Turkey and spices placed in container make up this savory bisque

See "Where Credit Is Due" on page 146

Keep knives and scissors sharp

Dazey Twin Sharpit $3.95 to $5.95
Model shown No. 910AC—All Chrome

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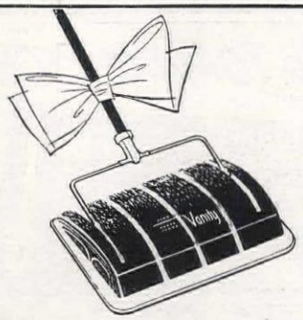
EGAD! SHE'S ASKING FOR A BISSELL CARPET SWEEPER FOR QUICK CLEAN-UPS BETWEEN VACUUMINGS! THERE GO MY PLANS FOR RUINING HER RUG!



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How to Keep out of the Kitchen

STANLEY SCHULER

On Thanksgiving day, we're going to have a wonderful dinner—and my wife, Elizabeth, *won't* spend the whole day in the kitchen! We have a "system," and here is how we got it:

After years of close and sometimes horrified research, I have reached the conclusion that there are only three kinds of hostesses: Those who have servants (a mighty small number), those who make do with the aid of delicatessens or neighborhood bakeries (spare me from their invitations!) and those—the majority—who try so hard to put the world's finest foods on the table that they often miss their own lovely parties.

My wife belonged to the last group. She liked to give parties; she insisted on serving good food and she worked altogether too hard in the process. She either wore herself out getting ready for the party or spent too much time in the kitchen during it. In either case, she had neither time nor energy to enjoy her efforts and guests fully. I had a good time. The guests had a good time. But not the woman who made it all possible. And that simply wasn't fair. So finally I put my foot down. "All right, Mr. Know-It-All," I was told. "What can be done about it?" That was and is a very good question.

The average homemaker, I am sure, does not like to be penned up in her kitchen during a party. And every once in a while she makes a supreme effort to get out and stay out. Usually when she does succeed in that direction, she fails in another. She comes out with a dinner that does her no justice. It may be a repeat of a previously successful dinner. It may be too quick and easy—one of those church supper affairs full of scalloped potatoes, baked macaroni, coleslaw, and even cold meats. Or it may not be served at the right temperature. As I considered such frightening results, Elizabeth's challenge grew more formidable. On the one hand I was saying, "Keep out of the kitchen," and on the other, I was discovering that the obvious ways to achieve this goal produced foods I didn't like. It looked as if we had reached an impasse, but of course we hadn't.

We just had a party for 28 and my wife was in the kitchen about five minutes before, during and after the

PLEASE TURN TO PAGE 102

Heard the Big News?

GAINES MEAL NOW HOMOGENIZED*

* Made by a unique Gaines process combining all ingredients into crunchy little nuggets absolutely uniform in nourishment and texture. In each nugget are all the food essentials known to be required for balanced nourishment.

MORE APPETIZING—MORE NOURISHING

More abundant meat, milk, and fish proteins—HOMOGENIZED!

You can SEE, FEEL, SMELL the difference. It's HOMOGENIZED!

SEE . . . no flakes, no powdery "dust" . . . doesn't get pasty or pack down.

FEEL . . . the crunchy, tempting texture. You can actually feed it dry. And if you feed it moistened, no soaking or stirring is required.

SMELL . . . the appetizing aroma—so clean and wholesome, so pleasant to feed.

New Homogenized Gaines Meal is unlike any dog food you have ever known. Never a meal more appealing to dogs. Or so easy to feed. Never a dog food more thrifty. It nourishes *every inch* of your dog—it's HOMOGENIZED to help dogs to sturdier bodies and bounding energy. Its wealth of proteins, food energy, vitamins and minerals is uniformly available in every tempting crunchy nugget.

A Product of General Foods

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TWO HANDY FORMS POWDER AND CAKE USE THEM BOTH

A super-shine as you clean—it's yours with Bon Ami Cleanser! You see, Bon Ami is *grit-free* . . . it can't scratch or dull the shiny surfaces of your sink, bathtub, pots and pans . . . and it won't roughen or redden your hands, either. That's why it's the one fast cleanser that's *safe* for everything you clean. No wonder millions of women won't use any other. But see for yourself! Get Bon Ami Cleanser today!

The safe, speedy cleanser

BON AMI *"hasn't scratched yet!"*

Out of the Kitchen

(Begins on page 101)

party. The credit, in considerable measure, goes to our home freezer. Never once did the kitchen chain the hostess as it used to!

We've taken our cue from this party, and now plan all of our holiday entertaining around the home freezer. Our freezer is full of the makings of a Thanksgiving dinner planned ahead of time. The vegetables are there—and what a selection: peas, lima beans, Brussels sprouts! All the family favorites are waiting for that few minutes of final cooking before they shine at the Thanksgiving table. The melon balls, the peaches, raspberries and strawberries were frozen, like the vegetables, in season when they were plentiful and least expensive.

Of course, the real Thanksgiving treasure in our freezer is the turkey! With a freezer, Elizabeth does not wait to buy the bird the day before. She buys it ahead of time. She cleans, wraps, and freezes it promptly. As to the stuffing, we get the turkey out of the freezer in time to defrost it enough to be handled. Then in goes the stuffing.

At our house, both pumpkin and mince pies are very popular. Elizabeth makes pies for the freezer when she has time, freezes them baked or unbaked. It's only a matter of 40–45 minutes in the oven and we have pies fresh as fresh on the Big Day.

We won't worry about eating turkey till it comes out of our ears. The freezer gobbles it up. Elizabeth can't wait to get those leftovers in the freezer for extra meals. No one at our house has a chance to say, "Oh, not turkey again!" We will have holiday soup from the leftover carcass, leftover gravy in jars, packages of thinly sliced turkey for sandwiches or a buffet meal. Tidbits go to make a casserole. Our extra meals are ready before you can say "Jack Frost."

The guests usually ask Elizabeth how she knows that the dishes she serves at a party can be frozen. After all, no one has yet come up with a book giving all the possibilities. The answer is, she experiments. When the time rolls around for another party, she digs into her recipe file and cookbooks, finds the things she would like to serve, makes them up for the freezer, then feeds them to her company—and they usually cheer!

You can, and should, do the same. So long as you remember that certain foods, notably salad greens, cream fillings, custards, mayonnaise, and gelatin salads do not like zero temperatures. And so long as you remember that cooked foods should not be stored for more than a few weeks, you can freeze anything successfully and safely. In that fact, you have the key to an easier and happier life as a hostess.

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The Original Log Construction Set for Boys and Girls 5 to 12

Teaches them pioneer history the exciting way! Stimulates their imagination! Trains in coordination. Sets consist of realistic logs, supplies and complete book of directions for building Log Cabins, Forts, Block Houses and innumerable structures such as fences, wagons and bridges. Used and endorsed for over 25 years in American homes.

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TO MAKE GRAVY *EXTRA* RICH, BROWN, DELICIOUS

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 —ADDS SO MUCH!

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with the
MIRRO-MATIC
...the pressure pan that makes a nickel buy a dime's worth!
(and minutes do the work of hours!)
MIRRO-MATIC might have been made just for times like these. It lets you buy cheaper cuts and economy grades that have just as much food value as fancy meats. MIRRO-MATIC cooks them beautifully, fork-tender, and full of flavor. It cooks your vegetables so that you don't "feed the kitchen sink" with poured-off vitamins and minerals. They're sealed in and saved, to fortify the family's diet. It uses low heat, for a short time. No hot burners eating up fuel (and money!) for hours on end.
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You don't have to stay with MIRRO-MATIC while it cooks. You can hear the selective pressure control as it automatically prevents pressure from going higher than your recipe requires ... 5, 10, or 15 lbs. You can cook several vegetables at the same time, with no mingling of odors or flavors ... and with only one utensil to clean! What easy cleaning, too! MIRRO-MATIC's big, rounded corners and removable gasket swish clean in a jiffy.
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THE FINEST ALUMINUM
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Take a tip from a famous chef...

You'll have the best turkey you ever tasted with a Wear-Ever aluminum roaster! The aluminum spreads heat fast and evenly so that your turkey—and all your roasts—are beautifully browned, tender and juicy.

Choose the type that suits you—the streamlined, open roaster, or the ever-popular covered roaster. The flat-bottomed pans do double duty for your every-day baking. Patented aluminum lifting racks and easy-to-clean corners make either roaster a joy to use.

CHEF BERARD, authority and consultant on cooking methods and fine cuisine, says:

"Oven heat and roasting time are so important that I've made up a handy chart for you to use in your kitchen. Wear-Ever will send it to you free.

"In addition, I'd like you to try two of my turkey dressing recipes. Both the chart and recipes are yours for the asking. Write The Aluminum Cooking Utensil Co., Dept. 1611, New Kensington, Pa."

Send for your roasting chart and recipes FREE

Worth Waiting For

Because so much aluminum is used for defense, your dealer may be temporarily out of stock of some types. Ask him to save your favorite roaster from his next shipment.

The famous Wear-Ever covered roaster; patented lifting rack; adjustable vents; handles at sides and ends; 3 sizes.

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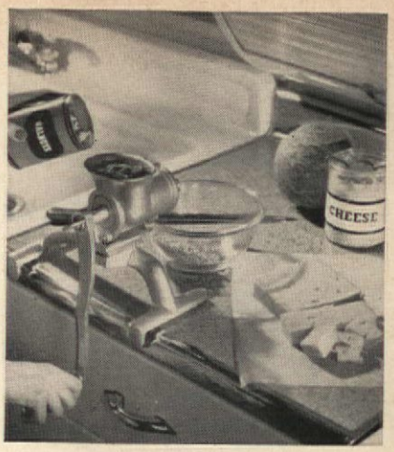
Don't think your grinder is only for meat! Use it to mince nuts, coconut, or cheese before you need them. They'll keep in containers stored in refrigerator until used

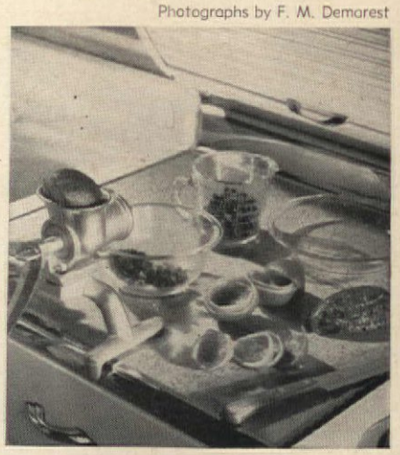


Tricks with a Meat Grinder

ROSE M. GUERRA

Photographs by F. M. Demarest

Lemon peel, raisins, currants, and preserved fruit go into grinder to make easy work of mincemeat for pies, cookies, and your other holiday goodies. Use knife that will give you medium-coarse ground



When you grind dry bread for stuffings, or cookies for pies and refrigerator desserts, crumbs won't fly if you use this trick: grind right into a paper bag which is secured to the delivery end of the grinder by a rubber band

End tedious chopping by hand! Do you have a little left-over ham? Make it into a suave sandwich spread. Just chop ham in your grinder, add hard cooked eggs, pickles, spices and everything nice. Save yourself lots of time!

See "Where Credit Is Due" on page 146

The house with a Youngstown Kitchen is worth more!

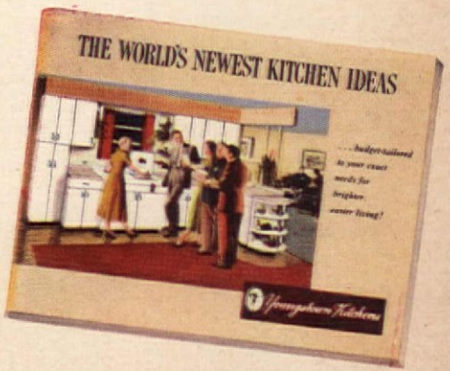
The minute your Youngstown Kitchen is installed you'll set a higher value on your house . . . and so will somebody who would like to own it. And this is lasting value, because a Youngstown Kitchen is of sturdy, die-made steel that stays lovely. So start enjoying happier kitchen living now . . . and increase the value of your home investment at the same time. No home improvement could give you greater pleasure!

Imagine the kind of kitchen you've always wanted . . . with just-right storage space and work areas . . . with garbage completely eliminated . . . with such work-saving marvels as the new Youngstown Kitchens Jet-Tower Dishwasher that completely modernizes dishwashing! This brighter, easier living can be yours because Youngstown Kitchens gleaming, *white-enameled steel* units are designed to give you a luxury kitchen at piggy-bank prices.

8 easy ways to buy! Did you know that there are eight ways to buy a Youngstown Kitchen today? Ask your dealer for Youngstown Kitchens' famous "Ideas and Decoration" booklet and the new booklet that tells about these purchase plans. You'll find it much easier than you'd thought to have the world's most famous kitchen.

Let your factory-trained Youngstown Kitchen dealer show you your dream kitchen in perfect miniature and how to save on installation. If building, specify a Youngstown Kitchen—you'll *save!*

To obtain a copy of this booklet, call Western Union, Operator 25, and obtain the name of the nearest dealer, who will be glad to give you one.



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See these low-priced

KENTILE FLOORS

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as long as you live in your home!

IF ANY of your rooms need doing over—if you want the most beauty and longest wear for your money—*see your Kentile dealer now!* He'll show you richly beautiful Kentile in 26 glorious colors that can be arranged to make rooms seem larger, smaller...creating any decorative scheme you wish. Think, too, of the many hours of work you'll save with this quick-cleaning floor that needs only occasional no-rub waxings to gleam like new. Your Kentile dealer, and nobody else, has these low-priced floors with that unbeatable guarantee. Get a FREE estimate today—look under FLOORING in your classified directory for your Kentile dealer's name and address.

*Price is for a 7'6" x 9' kitchen. Your Kentile Floor may cost less or slightly more depending on the color you choose; size and condition of floor. Color of Kentile shown in kitchen: Napoleon Gray and Toledo Red, in dining room: Grand Antique. In Bedroom: Genoa Green.

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Colors Built in! Kentile colors can't wear off—they extend right through each tough, durable tile.

Dirt Locked out! Dirt or stains can't penetrate the smooth surface of Kentile—easiest of floors to keep clean.

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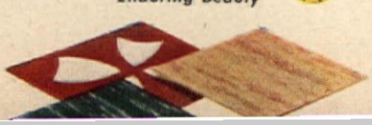


Remodeled...because of a Stepladder

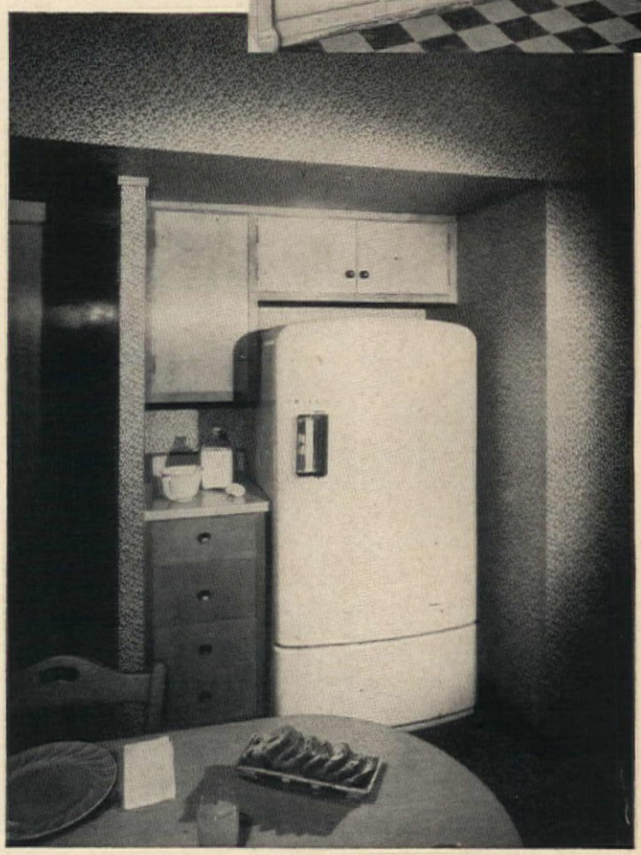
(Begins on page 60)

to match the cabinets; lively yellow chintz draw curtains are topped by scalloped valances on the new wider and lower windows; gray counter tops and free-form table blend with gray rubber-tile floor. It is well-lit, too. The large fluorescent fixture on the ceiling and the fluorescent tubes concealed behind the valances supply plenty of light. And over all counter tops there are ample outlets for the convenient plugging in of small appliances.

PLEASE TURN TO PAGE 108

Photograph by B. Goodnow—Kranzten Studio

Because they were too heavy for her to pull out, the owner found she had to sit on the floor and yank to budge these 4-ft. deep drawers. The catches on the cabinets above were so out of her reach that the stepladder had to go everywhere with her



Major improvement was moving the refrigerator from hall to kitchen in space formerly occupied by that inconvenient-to-use cupboard. Because plenty of other cabinet space was provided, cupboard wasn't needed. Picnic supplies are kept in cabinet over refrigerator. One drawer in that chest is metal lined, for bread. Chest top extends to touch refrigerator, prevents things from falling between

"Most absorbing towel story I ever heard!"
New Super-Spongy
CONE TOWELS
in Bath-Beauty Colors
The superiority is basic! They absorb water just like a sponge. It's the improved balanced construction . . . the lofty terry loops that take up extra moisture, dry you extra fast. And come back to their original springy softness! For your best buy in quick luxury drying, ask for Super-Spongy Cone Towels in fashion-fresh colors . . . Economy priced from 59c to $1.98
Works just like a sponge!
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ANTON BRUEHL

Kenwood Blankets

woven dreams come true . . .

Remodeled...because of a Stepladder

(Begins on page 60)

And, oh how much better the kitchen performs now that the equipment is arranged in good working order! Cabinets were placed so that supplies are near the spot where they are used. A new electric range with its push-button control speeds up the three-meals-a-day chores. After meals, no one has to get out the dishpan and towels or carry out the garbage; the electric disposer flushes away food scraps and the dishwasher does the rest.

And how does it all add up? Because of the low cabinets and streamlining, the ladder rests in the basement—almost forgotten.

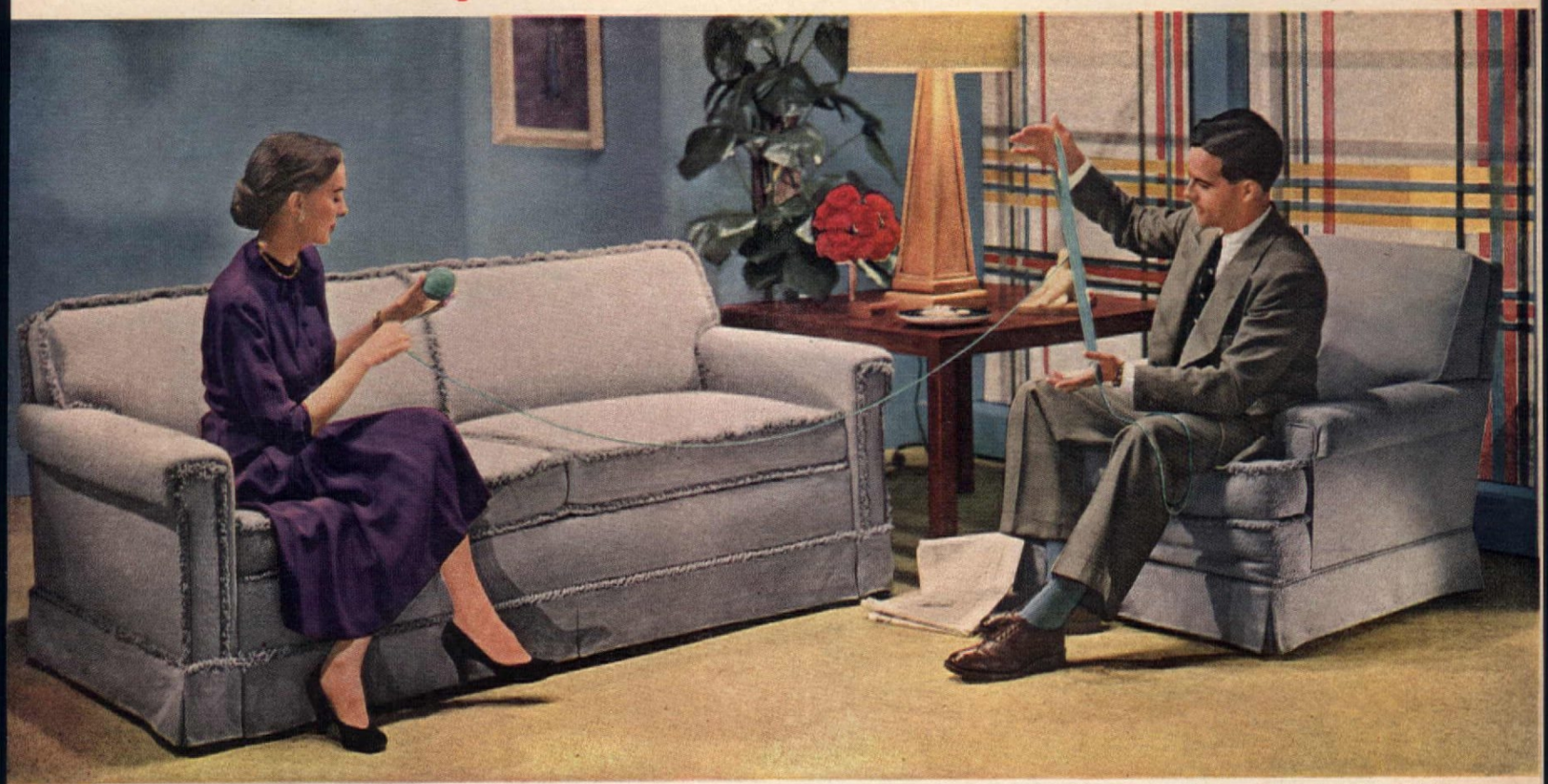
See "Where Credit Is Due" on page 146

In old kitchen, doors to canned-goods closet and back hall were constantly bumping into one another. Radiator was mournfully exposed, and ugly cords were in view. Shelf over radiator was too small to hold cookbooks

This kitchen reorganization also provided a much-needed powder room downstairs—it fitted neatly into that old closet. The things which used to be kept in the closet are now much better housed in that handsome gray-green birch cabinet on the left. And there is no more conflict of doors since powder-room's door slides. Washable wall covering is used in both kitchen and powder room

Beat housing headaches! Two rooms for one

...for less than $250!



Bless Simmons for this glamorous new space-saver! Here is Hide-A-Bed*—luxurious sofa-bed made only by Simmons—for no more than you'd pay for a fine sofa alone! *Less than $250!*

Yet look what it does! Sofa by day, comfortable, spacious bed by night—marvelous way to add space without paying anywhere near what an extra room would cost you!

Presto! In just 30 seconds flat, sofa becomes bed! Out rolls so-soft, sleep-inviting bed. Cuts bed-making time in half. Bedding folds right back into sofa.

Sweet dreams! Your new "bedroom" boasts a superb Simmons innerspring mattress. Also, exclusive base construction prevents rolling toward center.

HIDE-A-BED Gives You the Extra Space You Need! So many, many ways to work out your Hide-A-Bed room! Ten styles to choose from. One hundred gorgeous decorator fabrics. Every Hide-A-Bed style available in love-seat size, too. Also available with the famous Beautyrest* mattress.

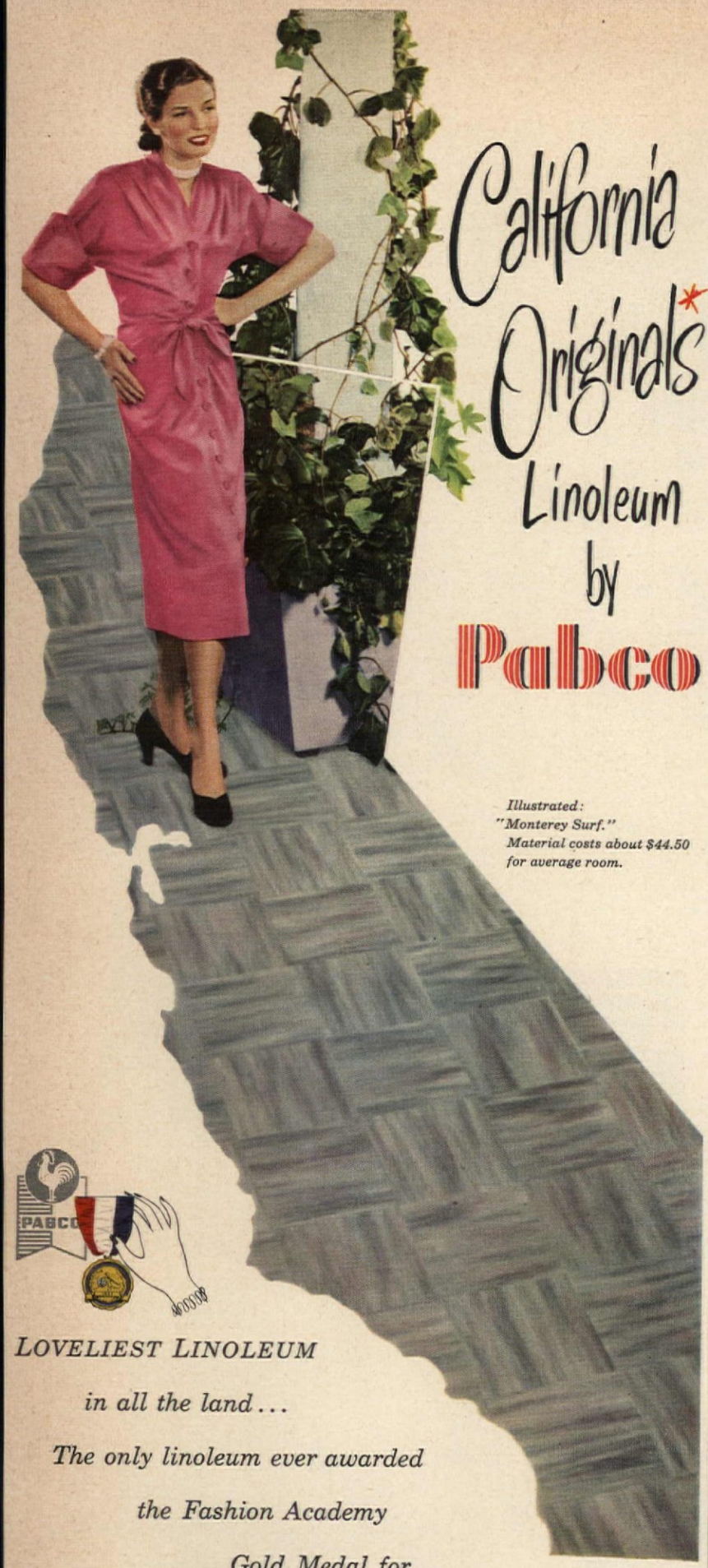
If you wish, you can buy chairs to match—*Simmons* chairs. Just think what *one trip downtown* can do for a tired old room!

At top of page, Hide-A-Bed in Modern Lawson style, covered in a grey textured fabric with all-over thick bouclé trimming. Matching chair.

At right, Regency style Hide-A-Bed in green matelasse with green base bouclé fringe. Self-welt.

Only Simmons makes HIDE-A-BED

Another quality product from the House of Simmons . . . the greatest name in sleep.



Illustrated:
"Monterey Surf."
Material costs about $44.50
for average room.

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Gold Medal for

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Yours! Pabco "Home Decorating Guide"—16 full-color, idea-packed pages. Send 10¢ coin to Home Center Pabco Products Inc., 475 Brannan Street, San Francisco.

California Originals colors in Pabco Paints, Shingles, Roofing, Siding, available in 11 Western States.

Place and Show

Carve section from top and slice from bottom of blue (or green), Hubbard squash, remove seeds, set on wax paper on tray. Assemble pin and cage holders, container (glass) to go in squash, test tubes, tape, long pick

Line squash cavity with waxed paper (so squash can be eaten later). Tape test tubes to pick to be inserted in holder placed, with others, in squash. Fill container and tubes with water; place curved center celery stalks in tubes, arrange at desired height

Select vegetables for pleasing color—red cabbage, red onions, beets, artichokes, peppers, broccoli, Brussels sprouts, pale yellow and green celery, peas (pods), wax beans. Wash, dry thoroughly, and polish them

Keep broccoli and celery stems in water to prevent wilting. Arrange vegetables on pin holder and, with short picks, on section cut from squash, in groups following an S curve. Use outer cabbage leaves in cup effect for depth

Curve all beans, beet roots, celery tops in toward central axis. Compactness, subtle coloring, design flow are important here. And it's all edible later!

SEE COLOR PICTURE ON PAGE 76

Glorious sunshine comes indoors

Super Kem-Tone®

The Completely New Washable Wall Paint

Bring lighthearted sunshine indoors . . . with SUPER KEM-TONE Sunbeam Yellow on your walls. For contrast, the wood paneling above the serving table is a warm gray, mixed easily by adding a little Pinehurst Green and Spanish Brown SUPER KEM-TONE to the yellow. Shasta White with a dash of Sunbeam for the ceiling.

SUPER KEM-TONE inspires many other color schemes just as heart-warming and beautiful . . . lovely pastels, high-fashion deep tones and gorgeous "in-between" shades to go perfectly with your furnishings. This new washable wall paint comes ready to use . . . you just stir and apply. It goes on smoothly, with brush or Roller-Koater, over previously painted walls, over wallpaper, plaster and wood.

Ask about it today. See how easily, how inexpensively, you can create new beauty in your home with SUPER KEM-TONE.

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DEEP COLORS SLIGHTLY HIGHER

NO THINNING—JUST STIR AND APPLY

SUPER KEM-TONE is Guaranteed* Washable or your money back by seven leading paint companies . . .

Acme Quality Paints, Inc., Detroit
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AT LEADING PAINT, HARDWARE, LUMBER AND DEPARTMENT STORES EVERYWHERE

***GUARANTEED WASHABLE**

After it is thoroughly dried, tests prove SUPER KEM-TONE will withstand repeated washings with usual household paint cleaners without impairing its beauty.

Kem-Tone

Top Value in Thrifty Home Beauty. *The oil paint that mixes with water.* Outstanding value in home decoration where a lovely flat matte finish is desired. Amazingly economical, a gallon of KEM-TONE, thinned with water, makes a gallon and a half of paint, *ready to apply*, for $2.66 a gallon.

$1.35 QUART $3.98 GALLON (in concentrated paste form)

KEM-GLO

Looks and Washes Like Baked Enamel. Miracle lustre enamel for kitchen and bathroom walls, interior woodwork, interior and exterior furniture. Goes on like magic. 1 coat covers most surfaces. Dries in 3 hours. Washes easily as a refrigerator. Even boiling water won't harm KEM-GLO's finish. Gorgeous new colors.

$1.39 PINT $2.39 QUART $7.98 GALLON

MATICO's *low, low, install-it-yourself price ...only* **13¢*** a sq. ft.

Furniture By Herman Miller

at 13¢ a sq. ft.

...no other type flooring offers so much for so little!

You can install luxurious MATICO Asphalt Tile Flooring yourself for just a few dollars a room. It's easy, because MATICO lays tile by tile, offers a perfected install-it-yourself method... special tool kit...and tile so outstanding in color richness, finish and durability that it is ideal for every room in your home. Moreover, you can create an endless variety of striking floor designs from MATICO's 27 decorator colors, including lovely pastel "Petal Tones". Colors and marbleization can't wear off—they go clear through each tile.

Yes, whether you install MATICO yourself, or have your expert MATICO dealer install it, you're getting the world's most economical type of luxury flooring. Ask your dealer for details or mail coupon today!

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MA·TI·CO® TILE FLOORING

Guaranteed by Good Housekeeping

**Your costs may be slightly higher, depending on the colors you select and where you live. (Some of the tiles illustrated above cost a little more than 13¢ a square foot.)*

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WORLD'S LARGEST PRODUCER OF ASPHALT TILE
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MATICO resists scuffs and mars . . . washes easily . . . shines with occasional no-rub waxings. For best results, always use MATICO Cleaner and MATICO Wax.

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Please send complete install-it-yourself instruction kit, illustrated literature and color charts. Enclosed is 10¢ to cover mailing.

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*City*_____ *Zone*_____ *State*_____

Further proof that an interesting piece of furniture can double its importance through proper placement. Run lengthwise into the room, every graceful line of this amber-toned cherry table-desk gains emphasis and makes it really an eye-catcher. A good 49 in. long, 29 in. high, its 25-in. width takes little wall space. About $155.00

Desks that

Photographed at W. & J. Sloane by F. M. Demarest

Half the charm of this desk-book table is its diminutive size. The other half, a combination of fine traditional design and versatility. Its 36 x 24-in. hand-tooled leather top gives adequate writing space. Its 28-in. height makes it adaptable as a sizable lamp table. Both pedestal ends are open bookshelves. Approximately $159.00

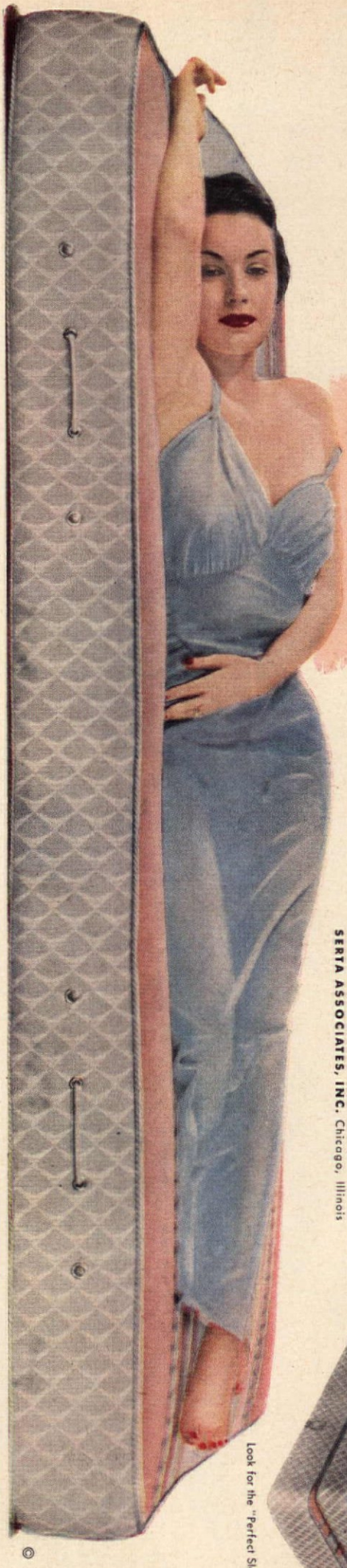
Drop-leaf chest-desk in pine fits snugly into the corner of a foyer, lends itself well to dramatic accessorizing in a capsule-sized setting reflecting the mood of a whole house. 37 in. high, 35 in. long, 16½ in. wide, it's ideal in this small area, has enough character to hold its own in any room. Approximately $99.00

Steal the Scene

Photographed at B. Altman by F. M. Demarest

Sturdy knotty-pine desk and two hanging wall shelves turn a bedroom wall into a study for a young man. There's a lot of design interest in this 42 x 22 x 30-in. desk. About $69.50

See "Where Credit Is Due" on page 146



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"Perfect Sleeper"

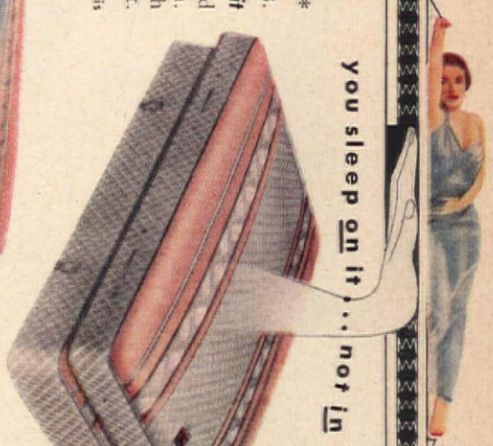
AMERICA'S FINEST SMOOTH, MOST SOOTHING MATTRESS!

Try!.. You will instantly discover that particular "Perfect Sleeper" feeling* ... a smooth, soothing, more relaxing comfort . . . found in no other mattress.

*Serta Smooth-Top Construction *Vitalized Coil Cushioning *Uni-Matic Innerspring Unit

GUARANTEED—against any defects caused by faulty materials, workmanship or construction. Fine Serta Mattresses and Box Springs, $49.50 to $99.50 . . . also with Serta-foam by Firestone . . . at better stores from coast to coast.

SERTA ASSOCIATES, INC. Chicago, Illinois



Look for the "Perfect Sleeper" Hand

FELSO

WASHES EVERYTHING BETTER!

...and so gentle on hands!

There's only one "proof of the pudding" when you buy washing products. That's to try them . . . at home . . . with your own wash. Compare . . . feel your FELSO-clean clothes.

Try FELSO. You'll see that gentle just-right suds give you the freshest, most fragrant, sweetest-smelling wash. Did you ever see whiter sheets and shirts . . . brighter, more colorful prints? Did you ever feel softer, fluffier laundry . . . or any so easy to iron? And how soft and smooth your hands are after you use FELSO.

Cups and Sorcerers (Begins on page 52)

Europe? Well, before that time, while lesser folk ate from wooden plates or crude pottery, royal meals were served up on fine pewter or on silver which often had to be melted down when funds were low. But in China, at the other end of the world, they had discovered the amazing kind of pottery we call porcelain—it could be made thinner and harder than any other pottery, it was so smooth that it could take a glaze like glass, and decorations looked more brilliant on it than on any other wares. We don't know when they discovered it—perhaps before the time of Christ. But we do know that they had it by the Sung period (960–1279 A.D.), and it was at that time that it appeared in the West. We are told that in 1171 the great Saladin delighted the Sultan of Damascus with a gift of porcelain. And we know that by the middle of the 15th century, Chinese porcelain was prized by kings in Europe. Nell Gwynne was an ardent collector, and so was William's Queen Mary.

By the time of the Chinese Emperor K'ang K'si, China's export trade in porcelain had grown to enormous proportions. It was beautiful, it couldn't be melted down, and the new drinks—coffee, tea, and chocolate—tasted so much better in porcelain cups! But so costly was early porcelain that it was classed with gold.

The Chinese guarded the secret and kept the price up. The more expensive it was, the greater its vogue. Now, the rulers of Europe needed money, and that profitable Chinese porcelain trade looked good to them. So they tried to discover the secret. As early as 1580, Francesco I de'Medici set up a factory in Florence. He produced a kind of porcelain, but not the kind he was after. Other rulers followed his example—also without success. Their wares lacked the hard, jade-like quality of the Chinese.

Success did come to Augustus the Strong of Saxony, and in a strange, strange way indeed. Needing funds like his peers, he virtually kidnapped one Johann Böttger, a brilliant alchemist. The Elector didn't have porcelain in mind. What he hoped was that Johann could at last master the age-old problem of turning base metals into gold. Of course, Johann couldn't. So the Elector gave him another assignment—to make gold, indirectly, by solving the riddle of Chinese porcelain, and producing wares to be sold for a mine's worth of treasure.

They knew that the secret was in the clay and the materials with which it was blended. Böttger worked with blends of jasper, agate, and other substances—but something was lacking. Then, quite by accident, so the story goes, he stumbled across some hair powder which a local wigmaker had discarded. It was fine, and white, and made from a clay. And it was the very ingredient needed to make true porcelain! Its secret was closely guarded, but doubtless the substance was kaolin, the clay the Chinese had used for centuries. And so a cosmetic, a discarded one, solved the riddle which had been plaguing European kings, chemists, and alchemists.

The discovery was made at Fort Meissen, about 12 miles from Dresden, in the year 1710. The Meissen factory, which was called the Royal Saxon Manufacturing Concern, brought prosperity to Augustus the Strong. But despite what we would today call "security regulations," the secret of porcelain couldn't be kept. When three daughters of Augustus married into other royal houses, each opened a porcelain factory. And Meissen workers, tempted by offers elsewhere, migrated and took the secret.

The Meissen factory, granddaddy of all European porcelain plants, fell into the hands of Frederick the Great at the end of the Seven Years' War. He carried off many of the molds and many of the workmen to Berlin. Thereupon he took over the management of the already-existing Berlin porcelain factory and ran it as a royal enterprise—a highly profitable one. Frederick also used it for diplomatic purposes. For example, wanting to smooth his relations with Russia, he sent elaborate, personalized porcelain to the royalty of that country as gifts (Fig. 2, page 53).

Another royal manufactory was the French porcelain works at Sèvres. Mme. de Pompadour took a great interest in its business affairs and in the excellent designs it produced. Finally, in 1759, her royal friend, Louis XV, took over its administration, and it became crown property.

Louis Philippe, France's last king, was the owner of one of the most costly of all varieties of Sèvres—the bejeweled kind, richly strewn with imitation turquoise, pearls, and emeralds set in beautifully chased mountings of pure gold. Because the skill required to make it was costly, even in those days, examples of jeweled Sèvres are rare. (For a set which belonged to Mme. Lebrun, see Fig 6.)

The exquisite set of pink Sèvres ordered by Louis Philippe in 1846, just two years before a revolution forced him to make a hasty departure from Paris, is illustrated in Fig. 7. Unfortunately, Louis, who died in exile, never enjoyed this handsome porcelain. With his queen, he was finally smuggled out of France as "Mr. Smith." His great collection of porcelain went to museums and to members of the nobility. And some of it later made its way into private collections of people who love this rich art—like our Mrs. Smith of Hollywood.

Mr. and Mrs. C. Eugene Stephenson, famous interior decorators and designers, selected Wunda Weve for their lovely Sutton Terrace home in New York City.

Lovely To Look At... Heavenly To Have

Wonderful Wearable Wunda Weve

You'll find fresh, new charm in favorite rooms with Wunda Weve on the floor. You'll choose from matchless colors . . . bold and brilliant for dramatic contrast or soft and muted for subtle harmony.

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It is • Pre-Shrunk, won't buckle after laundering • Colorfast, raw stock dyed • Loom Woven Cut Pile, double locked for durability • Fine Yarns, in pile *and* back • Easily Vacuumed, no tufts to pull out • Mothproof Cotton, wears comparable to wool broadloom • Sensibly Priced, at leading stores in all sizes.

FREE! Booklet showing Wunda Weve in America's finest homes. Beautiful room settings in full natural color. Write Belrug Mills, Inc., 200-R River Street, Greenville, S. C.

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The Right Color Note For Every Room In Your Home

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Old Colony will key your home to traditional American friendliness all through its long, useful life. Because Heywood-Wakefield has earned and *kept* a reputation for fine quality furniture since 1826. Because its exclusive "Home-Planned" designs give you the advantage of "open stock." You can be sure that later additions will retain the decorative harmony of your living, dining and bedrooms. Look for the Heywood-Wakefield trademark at your department or furniture store.

"Home-Planned" Furniture Brings a Sure Touch to Your Planning

Replacement or a refund of money — Guaranteed by Good Housekeeping — if not as advertised therein

You're extra sure of quality when you buy products bearing the famous Heywood-Wakefield trademark, including—

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PLANNING IS EASY WITH THIS BOOK

Gladys Miller, decorating consultant, has packed its 32 pages with so *many* nice ideas for decorating your home around Traditional furniture. Send coupon with 25¢ for your copy today.

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I enclose 25¢ for your book on Old Colony Furniture by Gladys Miller.

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CITY & ZONE . . . . . STATE . . . . . .

Ready-mades with Custom Look

(Begins on page 62)

Modern or traditional, you can dress up a studio couch with this design printed in red, gray, and black on white taffeta ($30). Dust ruffle is solid red ($14); pillows, print or red ($3 and $4). Unlined, floor-length draperies have French heading ($20)

MORE PICTURES ON PAGE 118

Wide welting and rounded corners for perfect fit are features of this cotton and rayon set. Pick black and white or six other colors. Spread comes double ($35) or single ($30). The pillows are $4 and $5. Draperies, 2½ or 2¾ yds. long, are $20

The U. S. Koylon Foam Mattress has awakened America to a new—a different—a more restful sleep, to restorative, healthful rest.

You rest more, you turn less. U. S. Koylon Foam gently yields to body pressure. It is engineered and controlled to an *exact* resiliency. You are gently cradled from head to toe. The buoyant support of U. S. Koylon is literally unnoticeable; it permits free blood circulation.

There is only one U. S. Koylon Foam. The companion Foundation is engineered to give you, to the very ounce, exact compression. Fifteen years of research developed this *controlled* rigidity. Together with the mattress, here is the greatest sleep luxury—U. S. Koylon. Look for the exclusive cloud ticking, at finest stores. Prices you can afford.

THERE IS ONLY ONE

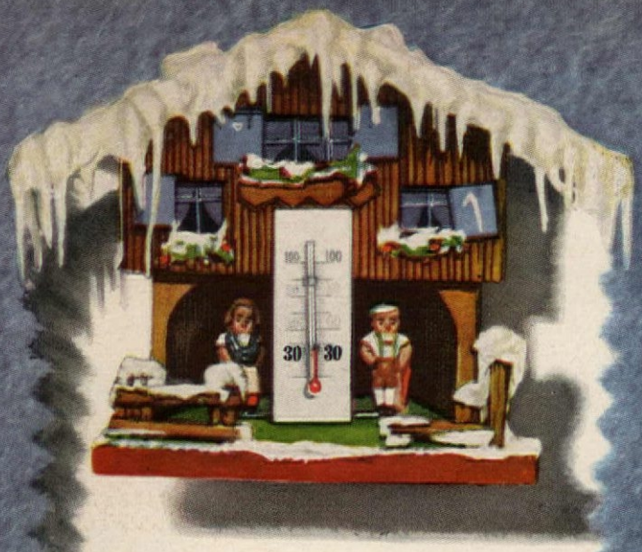
U.S. Koylon® FOAM

You'll want furniture with U. S. Koylon Cushioning, too. It fluffs and ventilates itself, protects upholstery fabrics because of U. S. Koylon's resiliency.

Self-fluffing U. S. Koylon Pillows bring perfect cradling comfort to head and shoulders all night long. They adjust to every move you make. Cool, odorless, dust-free.

UNITED STATES RUBBER COMPANY

ROCKEFELLER CENTER, NEW YORK



FREEZING WEATHER AHEAD!

Now is the time to buy

CHATHAM

ELECTRIC BLANKETS

When you've slept just one night under a Chatham Electric Blanket, you'll agree it's a new experience in comfort. You alone choose the degree of warmth you like. You set the dial and forget the cold night air. Here is true luxury—warmth without weight. Your favorite department store has these downy textured Chatham Electric Blankets... also Chatham regular blankets in all wool and blends... and Baby Chatham Blankets, all in new, pretty colors.

A wonderful Christmas gift in a beautiful floral gift box

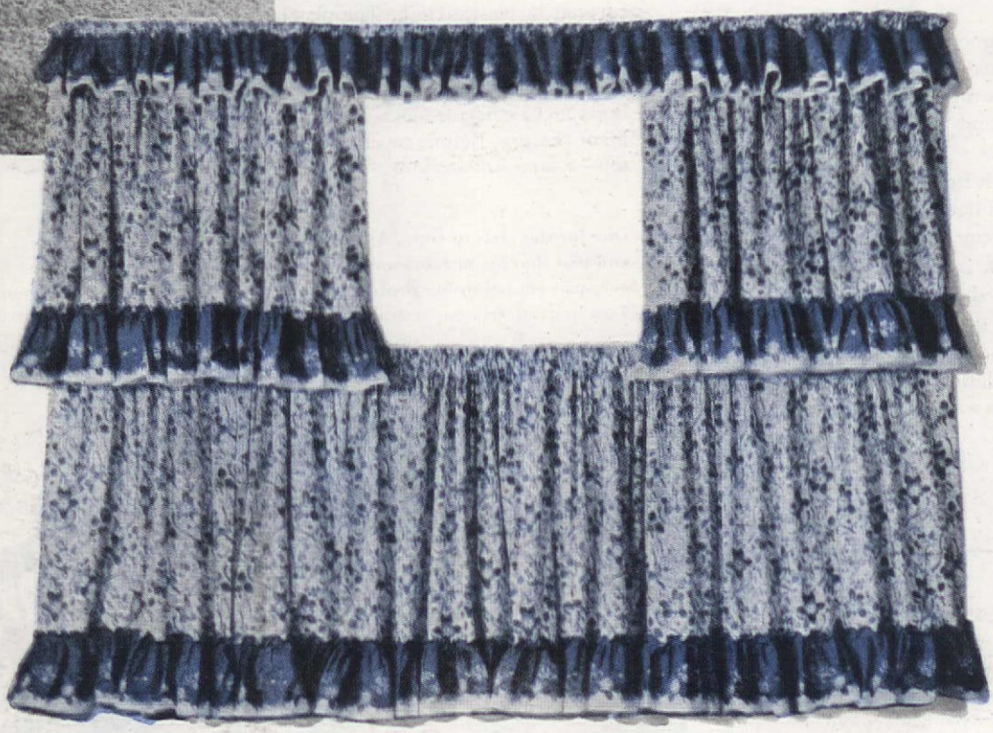
Especially useful if you have patterned wallpaper, these bedspreads (below) are handsome and simple enough to fit in almost any room. They're of a self-striped chevron in nine popular colors ($10). Matching full-length draperies are $10

Ready-mades with Custom Look

(Begins on page 62)

For bedroom cheer, plaid combines handsomely with solids in five colorings (at left). The set includes dust ruffle ($15); draperies ($21); table skirt ($20); sham ($10); quilted coverlet, single or double ($25); and plaid comforter ($45)

Tailored practical plaid, these textured spreads ($11) and draperies ($11) can be the strongest note in a modern room. Grounds are tan or gray, plaids a variety of colors all correlated with blankets, sheets, and towels



Washable and pretty, these "tier 'pon tier" curtains in Provincial print are a decorative answer to many a window's needs. They come in 30-, 36-, and 40-in. lengths, could also be used as dressing-table skirts ($4). Matching bedspreads, single or double ($13)

See "Where Credit Is Due" on page 146 All prices are approximate

Handmade and Hand Decorated Wedding Bowls

They make expressive gifts that are suitable for any occasion.

Hand painted "Roses and Ribbons" in 8 and 10 inch sizes.

Look for this tag on all genuine Westmoreland Bowls.

Westmoreland Wedding Bowls are handmade in Ruby-on-Crystal, too; in 8 and 10 inch sizes.

"Grapes and Leaves" handpainted Milk Glass Bowl. In 8 and 10 inch sizes.

Send for this Booklet

32-page booklet sent for 10 cents in coin.

WESTMORELAND

GLASS COMPANY

GRAPEVILLE, PENNSYLVANIA

*Decorator: Everett Brown, A.I.D.; Photo: Hedrich-Blessing

Oak Flooring Leading Strong Decorating Trend

By Everett Brown, A.I.D.

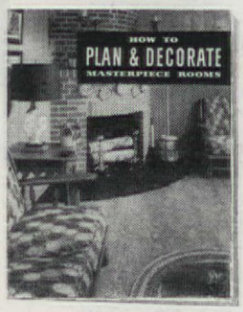
We decorators and homeowners have a common meeting ground when it comes to flooring—we both insist upon oak, and for good reason, too. Oak flooring is the only flooring that provides the homeowner with beauty, adaptability, durability, economy and "healthfulness"—and basic flooring needs.

As a decorator I appreciate the ease with which I can design a room having an oak floor. It is correct for every type of house, for every style of decorating and it "goes" with every color scheme.

Homeowners ask for a lifetime floor and oak is the only answer. Never does a worn out spot have to be replaced and the weight of furniture and foot traffic have no marring effect on oak's beauty.

Another important reason why more and more decorators and homeowners are showing more oak is the natural insulating qualities of this fine flooring. Here is a flooring that keeps rooms warm in winter and cool in summer.

When a floor provides all of the basic flooring needs as oak does, it's no wonder 85% of all prospective homeowners prefer oak flooring.

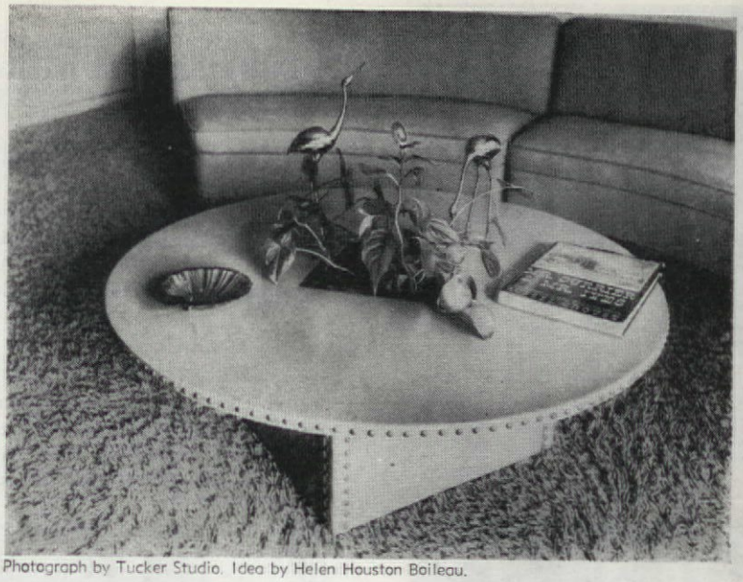


***Send for NEW Planning and Decorating Booklet!**

Everett Brown is one of the nationally recognized interior decorators who has designed rooms which appear in full color in the wonderful new booklet, "How to Plan and Decorate Masterpiece Rooms."

This booklet will show you how you can give your rooms the same color charm found in the world's great paintings, without any previous knowledge of color. Just pick the color combinations you like best—the rest of your color decisions are made for you automatically.

Please send 10c in coin or stamps to cover mailing costs to: Dept. AH-11, National Oak Flooring Mfrs. Assn., Sterick Building, Memphis 3, Tenn.



Photograph by Tucker Studio. Idea by Helen Houston Boileau.

One for the amateurs to make. Old dining-table top upholstered in green plastic starts life over again as modern cocktail table

New Tricks with Old Tables

Do you plan to give away those old tables in the attic? Think twice. For example, that cocktail table above started life in a dining room half a century ago. With its pedestal removed, the top has been anchored to a square wooden box and both covered in plastic cloth. The plastic fabric, cut 2 inches wider than the surfaces, was tacked into position. For the top, occasional notching was needed for a smooth fit. To finish corners of the base, 4-inch plastic strips were attached with decorative brass tacks, and for looks, the same kind of tacks appear on the lip of the top. Before covering, a plant well was cut in the table top—a large square into which a brass pot was set.

One for the girls to copy. A drop-leaf table, double student lamp and two shaving mirrors are a novel and practical solution to the ever-present primping problem where two girls share the same room. Two fringed, triangular scarves add a colorful and authentic note, pull the whole arrangement together

Andersen Casements—beautiful, made from beautiful wood

Below: Andersen Casements, ideal for kitchen. Sash swing out, away from sink and counter.

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FOR ANY HOME...FOR ANY SEASON

To your home, to your chosen decorative scheme, Andersen WINDOWALLS will add window beauty. These fine wood window units will capture nature's ever-changing beauties. As windows, they'll give you floods of sunshine and fresh air. And as walls, they'll seal out unpleasant weather, keep you always cozy. Interested in windows? Then write Andersen today for a free photo-treasury of window ideas.

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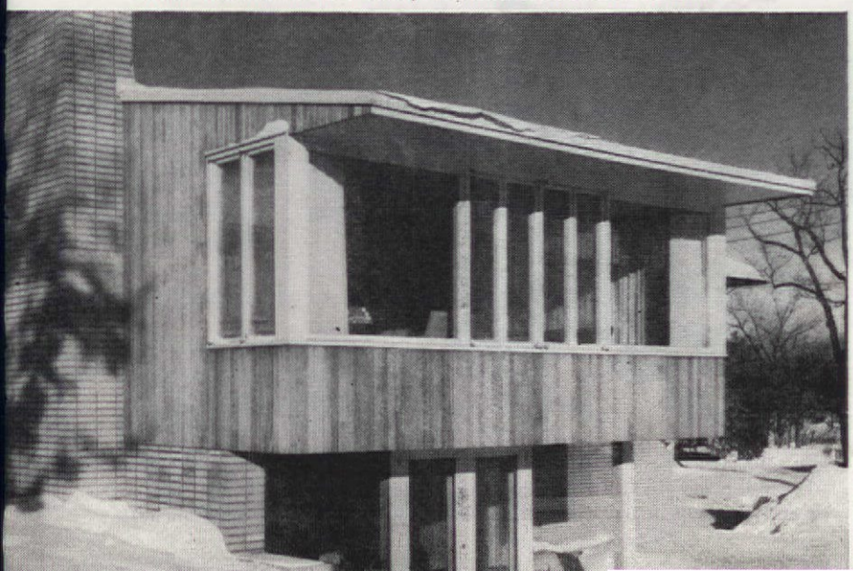
ANDERSEN *Windowalls**

COMPLETE **WOOD** WINDOW UNITS

Below: Sunshine enters; cold stays OUTSIDE. Andersen Casements



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any longer!

enjoy 1° temperature control with

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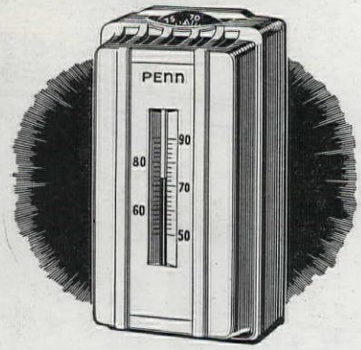

This winter, don't be too warm, then too cold. You *can change* the weather in your home to enjoy the luxurious comfort of *ever-level* temperatures. How?

Switch to automatic heat controlled by the PENN *heat-anticipating* thermostat. You get indoor temperatures within 1° of the comfort level you select regardless of outside weather conditions. *That's real comfort!* And this amazingly sensitive thermostat eliminates the fuel waste of HOT-n-COLD heating.

For *still greater* fuel economy and comfort of automatic day-night control, also get the PENN Tem-Clock. If you want automatic heating at its very best . . . ask your dealer for PENN controls . . . they cost no more!

Penn Electric Switch Co., Goshen, Indiana

ENGINEERED COMFORT

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AUTOMATIC CONTROLS

Selected by leading manufacturers for over 30 years

FOR HEATING, REFRIGERATION, AIR CONDITIONING PUMPS, AIR COMPRESSORS, ENGINES, GAS RANGES

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2004 Life-size choir boys at your doorway announce good cheer inside. Our blueprint pattern with full-scale tissue tracings tells you how to make them of durable plywood. (See Pattern Order Form, page 147)

Light post becomes part of outdoor Christmas decoration. Hang a small blackboard, lettered NOEL, just below lantern. Wrap an evergreen rope around this and on post below. Add a red bow

60 Working Days (Begins on page 72)

Use your favorite greeting card for door decoration. Cut a piece of silver foil paper slightly larger than card for background. Add several tiny bells on a ribbon. Mount on bow-bedecked evergreen branches

Install Fireproof Zonolite® Insulation in 4 Hours! Cut Fuel Bills Up to 40%

IN TWO MINUTES your lumber or building material dealer can show how you can begin slashing fuel bills *immediately*, while gaining valued comfort all year 'round. Simply install ZONOLITE vermiculite Insulating Fill in your home. And you'll be amazed when he tells you how little this permanent saving and protection costs—as little as $67.60 for the average attic!

You can install ZONOLITE Insulation yourself *next Saturday afternoon*—or any afternoon—easily, quickly. This lightweight insulation is clean and non-irritating, pours directly from the bag between attic joists or sidewall studs. It fills all spaces solidly, uniformly—leaves no money-draining heat leaks. Just pour it, level it, leave it!

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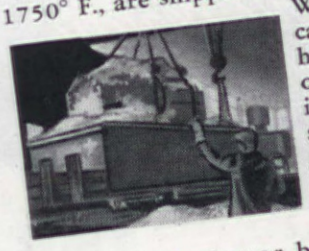

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At Last! A Plaster That Won't Chip! *Hang all the pictures you want. Zonolite plaster won't chip even when nails are driven into it. Up to 400% more fire-safe too—every wall and ceiling a great barrier to fire.*

No More Cold, Clammy Floors! *Zonolite Concrete Aggregate makes a concrete that insulates. Eliminates cold, damp on-the-ground floors. Radiant heating works best when used with Zonolite Concrete.*

FREE! ZONOLITE'S new booklet, "Your Home . . . Its Comfort and Protection." Send for this helpful booklet today with coupon at right.

**Cost of insulating attic of average home.*

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Please send me at once, FREE, booklet HI-20, "Your Home . . . Its Comfort and Protection." No obligation to me, of course.

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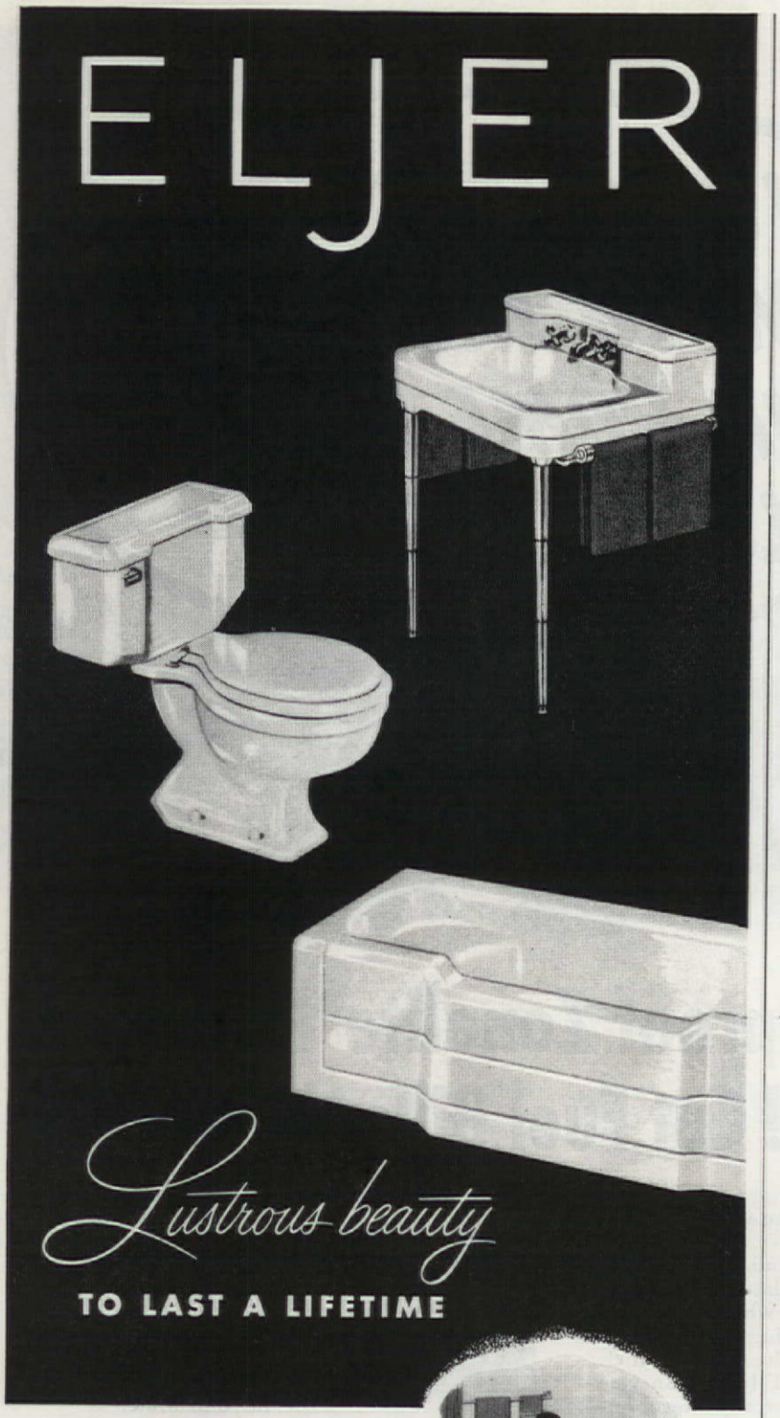
ELJER



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For a beautiful bathroom, combining color and styling with easy, immaculate housekeeping, install Eljer's Fine Plumbing Fixtures. Whether you choose a lovely pastel shade or Eljer's snow-white, the finish *cannot* fade, become dull or lifeless. Bathtubs have an extra-thick coating fused to a *rugged, rigid, cast-iron base.* Vitreous China Lavatories and Closet Combinations resist stains and are impervious to all ordinary acids because they are *real* china. Eljer Faucets, too, are quality-built for long, trouble-free service. For free booklet, write Eljer Co., Box 192, Ford City, Pa.

Eljer's Legation Bath has an integral end-seat and a wide, front rim-seat, only 16 inches high . . . easy to step in or out and ideal for bathing children. Bottom is flat for safety's sake. All parts are within easy reach for cleaning.

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For a Perfect

Photographs by F. M. Demarest

For a perfect finish to laundry day—sit down while you do your ironing! You won't be fatigued if you use a posture chair and a board which adjusts to sitting height, because you can actually rest as you work (and even wear high heels if you want to). And you won't have to get up to untangle the cord if you use a cord guard

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OSTERMOOR SINCE 1853

You'll awake with a happy, healthy zest for life—buoyed up by the supreme night-long comfort of Ostermoor's hand-crafted Mattress and Box Spring! For the sleeping qualities of an Ostermoor are as famous as its century-old name! See your Ostermoor dealer. Ostermoor & Co., Bridgeport 4, Conn., Chicago 16, Ill.

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Put your name and address on a penny postcard and mail it to us. We will mail the book on "Ceramizing" at once. No salesman will call. And there is no charge now or at any other time. See what fun it is to make money in this new home art—"Ceramizing."

WARNER SHOPS, 1512 Jarvis Ave., Dept. 16511, Chicago 26, Ill.

Finish

See "Where Credit Is Due," page 146

Of course, an ironer lets you finish off all of your flat pieces in a whiz, and its pressurized shoe gives a superior finish. No need for tired-looking curtains with this kind of helper. Just wash, then iron—ruffles first, then the body of the curtain. Keep wet sponge near you to touch up dried-out spots—and sit while you work

The Easiest way to make pleats...

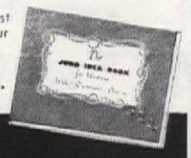
Use *Pleatmaster*® Tape and Pleaters

- Just sew this ready-made Pleatmaster Tape at the top of your drapery fabric, according to simple directions, and
- Insert one Pleatmaster Hook for each pleat to be made . . . either pinch or box.

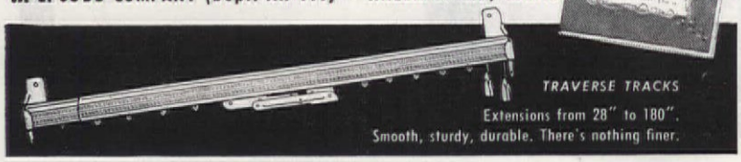
PAT.

Now without fuss or ado . . . without lost time or patience, you can make your own drapery pleats decorator perfect . . . accurate, neat and durable . . . with Judd Pleatmaster Tape and pleater hooks. Good for any window size; for any number of fabric widths, any fabric, lined or unlined. Tape is a double fold strip of sturdy handleable cotton fabric without stiffening. It makes the perfect drapery heading. Pleats are permanent but may be de-pleated and re-pleated in a jiffy. Exclusively a Judd creation . . . ask to see Pleatmaster Tape and Hooks.

• *GET THIS BOOK*
Learn how to get the utmost utility and beauty from your windows. Send 15c in coin.



H. L. JUDD COMPANY (Dept. AH-111) • WALLINGFORD, CONN.



TRAVERSE TRACKS
Extensions from 28" to 180".
Smooth, sturdy, durable. There's nothing finer.

Partners for better living—

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Spongex assures you and your carpets of a better life—today and tomorrow. Made of soft, cushiony sponge rubber, Spongex provides the finest in luxurious comfort under any rug.

Here's a rug cushion made for modern living—both for comfort and easier home care. Spongex—spreads about no hair or fibers—easily cleaned with a vacuum or by damp wiping—is moth and vermin proof—non-allergenic.

To feel the cushion comfort only sponge rubber can provide, send for a free sample of Spongex today. See how clean it is. Compare it with any other kind of rug underlay. We believe you will then agree that your rug's best partner is a Spongex sponge rubber rug cushion.

ANOTHER SPONGEX PRODUCT

the sponge rubber rug cushion

The finest cushion underfoot

The cleanest cushion under rugs

THE SPONGE RUBBER PRODUCTS COMPANY
421 C DERBY PLACE SHELTON, CONN.

Make them both happy...

Here are the six knives a woman wants most . . . all with the sharp, hollow ground Flint blades a man loves. Ready to use . . . beautiful for giving . . . in their handsome Flint Holdster®, to be hung on the wall or kept in a drawer. Give them the edge on every cutting job . . . give Flint. Wherever good housewares are sold.

give FLINT!®

ANOTHER GREAT PRODUCT

BY EKCO®

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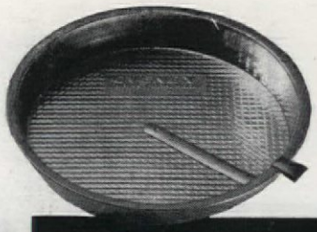
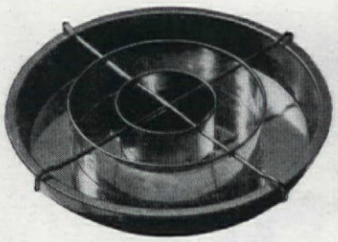
CHICAGO 39, ILLINOIS

Let's



8-in. round tin-plate baking pan, made especially for packaged cake mixes, won't warp or buckle. Knife blade edge removes cake from tin



For checkerboard cakes, use this set of 3 round tins and divider. Put light batter in outer and center rings, dark in middle for two layers. Reverse light and dark for third

Bake Rudolph cakes for young fry. This set of eight includes six stamped molds, one stamped cake pan, one plain layer pan

RESET LOOSE HANDLES with PLASTIC WOOD®

EASY! No skill required. Handles like putty . . . and hardens into wood.

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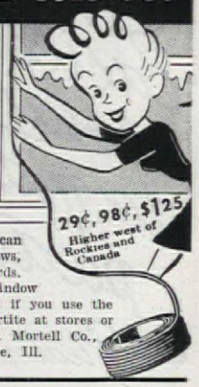
IN CANS OR TUBES

ADHERES TO METAL OR WOOD

P.S. Pulleys, hinges, locks and latches work better with 3-IN-ONE Oil

Mortite KEEPS THE COLD OUT

SAVES FUEL AND MONEY



Cordlike and pliable, Mortite is the perfect weatherstripping. Goes on in a jiffy without tools or tacks. Keeps out wind, dust, dirt. Anyone can press it around windows, doors, transoms, baseboards. Weatherstrip a whole window for 29c.—costs even less if you use the larger packages. Get Mortite at stores or write for circular. J. W. Mortell Co., 524 Burch St., Kankakee, Ill.

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It's More Brilliant Than a Diamond!

Write today for the *FREE* illustrated booklet that tells the full story of the latest miracle of science—the story of a glorious jewel discovered in the laboratories of one of the world's largest corporations. Read all about the Kenya Gem that so closely resembles a diamond that only an expert can tell the difference.

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This marvelous gem has more brilliance, more fire and a more dazzling display of color than the finest diamond of equal size. You Can Buy on EASY PAYMENTS, if you wish.

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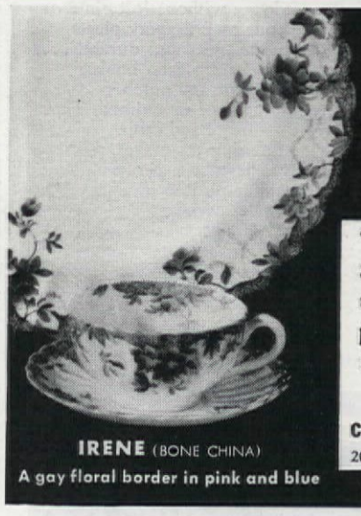


IRENE (BONE CHINA)
A gay floral border in pink and blue

THE FINE ENGLISH DINNERWARE

Spode

IRENE

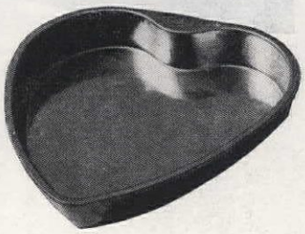
(BONE CHINA)

There is sure to be a pattern of Spode dinnerware ideally suited to your home. Decide now which pattern is to be yours. Booklet 11 will help. Send for it today.

Wholesale Distributors
COPELAND & THOMPSON, INC.
206 FIFTH AVENUE, NEW YORK 10, N.Y.

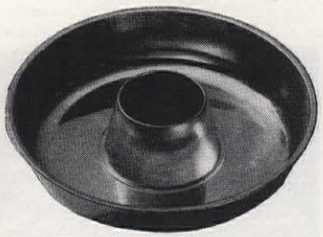
Christmas-tree cake with fluffy green icing will make a hit with Junior—and Father, too. Decorate with cherries and green candles

Pan 'em!



ROSALIE THORNE

Use a heart-shaped cake pan for showers, anniversaries, and on Valentine's day. You'll need a double recipe for layer cakes



Popular tubed cake pan designed primarily for coffee cake, may be used for upside-down cake, too. It is 9½ in. wide and 2 in. deep

PLEASE TURN TO NEXT PAGE

Photos by Julius Shulman

Structural Corrugated Glass, flanked by plantings, is an exciting feature of the Case Study House in California. Greenery casts fascinating shadows upon the rhythmic figured glass partition to create a highly dramatic effect in the living area. Translucent without being transparent, the obscure glass separation floods both areas with softened, "borrowed" light that creates an atmosphere of comfort and spaciousness.

Many interesting and practical effects can be achieved with Structural Corrugated Glass, a non-restricted material in plentiful supply. Specify Mississippi Glass to your architect or builder. Available in a wide variety of interesting patterns wherever quality glass is sold.

Write today for free booklet, "Modernize Your Home With Decorative Glass." Twelve pages of actual photographs showing how to add charm to your home with glass patterns by Mississippi.

MISSISSIPPI Glass COMPANY

88 ANGELICA ST. SAINT LOUIS 7, MO.

NEW YORK • CHICAGO • FULLERTON, CALIF.

WORLD'S LARGEST MANUFACTURER OF ROLLED, FIGURED AND WIRED GLASS

"My husband had to pay for my mistake!"

"We were crushed when we got the bill for refinishing our wood floors! My husband had to use hard-earned savings to pay it. And all because of *my* mistake—using so-called 'easy-way' floor care that let our floors get ugly and scarred!

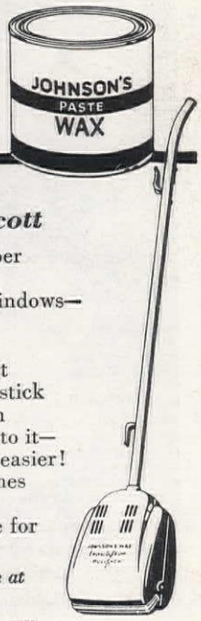
"I decided right then to protect my refinished floors the *sure* way—with Johnson's Paste Wax, the genuine *polishing* wax. My floor finisher said it gives floors *real* protection and beauty, not just a temporary shine.

"What a difference it made! My floors gleamed with a mellow, genuine wax luster. Dirt, water, and scuffing feet can't get through the tough, protective film. So the lovely wood floor underneath is shielded from wear!

"I warn all my friends now—avoid expensive refinishing, with regular Johnson's Paste Wax care! My floors will *never* need refinishing again. Instead of getting shabby with age, they get lovelier with every waxing!"

Insist on genuine polishing wax—

Johnson's Paste Wax



Margaret Scott
Johnson's Wax
Consumer Service Department

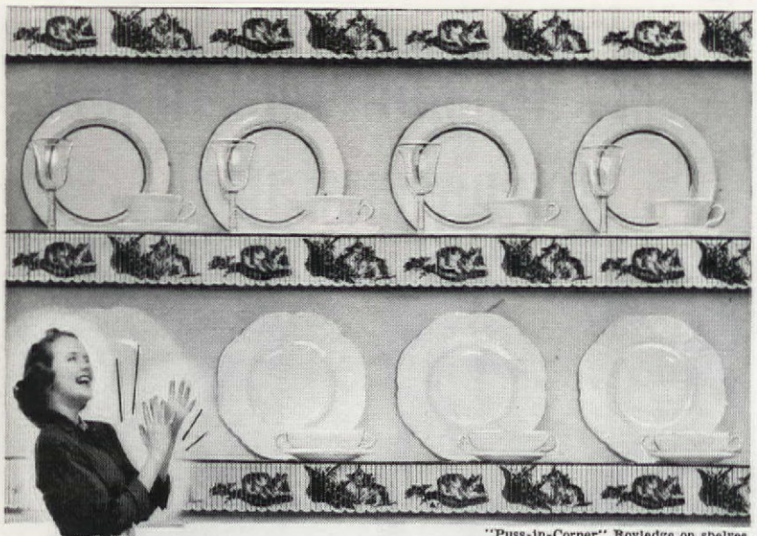
Waxing Tips by Margaret Scott

During damp weather, save your temper by rubbing Paste Wax on the edges of stubborn drawers and grooves of windows—it keeps them from sticking. If your dustpan, ash trays and insides of wastebaskets are waxed, dust and dirt can be wiped out easily. Dishes won't stick to waxed cupboard shelves. And when blizzards come, wax your shovel so the snow won't stick to it—the man of the house will find cleaning walks much easier!

And remember—polishing waxed floors is 10 times faster with a Johnson Electric Floor Polisher. You can rent one in over 50,000 stores or buy one for about half the price of a good vacuum cleaner.

For detailed information on floor care, please write me at Johnson's Wax, Racine, Wis.

"JOHNSON'S" IS A REGISTERED TRADEMARK. © S. C. JOHNSON & SON, INC., RACINE, WIS., 1951



"Puss-in-Corner" Royledge on shelves.

How to have a

COLORFUL KITCHEN

everyone applauds!

For only pennies, you can make your kitchen "sing" with color by decorating all shelves with gay, gorgeous Royledge Shelving! A color-bright kitchen is so much nicer to live in—and wins compliments. New "Plasti-Chrome" Royledge costs only about a penny a foot. See new patterns at 5 & 10's, Supermarkets, Housefurnishing, Naborhood, Dept. Stores.

Plasti-Chrome

Royledge

Royal Lace Paper Works, Inc., Bklyn.
"Royledge" Td. Mk. Reg. U. S. Pat. Off.

Shelving Paper & Edging
all-in-one. 9 ft. & 24 ft. pkgs.

New ADHESIVE Edging
for steel or wood shelves

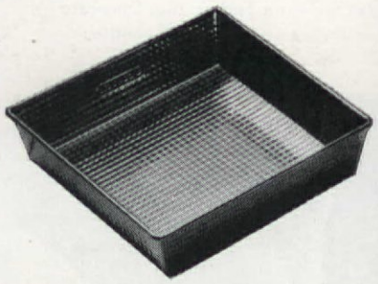
Give Imperial Milk Glass

It's unusual, it's smart, it's *Imperial Vintage Milk Glass* . . . for gifts which are warmly welcomed! Choose from the many winsome pieces which make for today's modish ornamentation. See it, buy it from your favorite dealer.

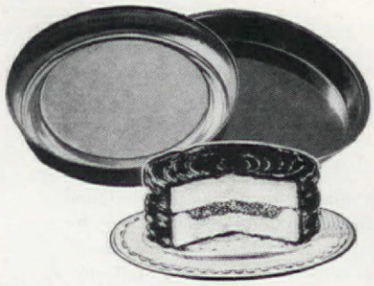
THE IMPERIAL GLASS CORPORATION • BELLAIRE, OHIO

Let's Pan 'em

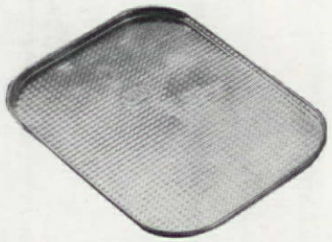
(Begins on page 126)



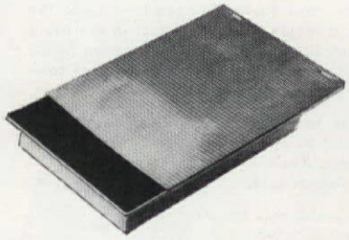
Another inexpensive tin-plate pan made especially for ready-mix cakes. The 8-in. square is the correct pan size for your favorite packaged mix



Hidden filling is a surprise to the whole family when you bake your cake in this Surprise Cake Pan Set. Fill the indented bottom layer with fruit, candy, ice cream, or custard before placing the top layer. Or use pans separately for a single 9-in. layer or a perfect shortcake shell



Shallow rims of the Brown 'n Serve tin-plate baking pan assures fast and even baking of popular half-baked rolls, muffins, coffee cakes, bread, and pastries. Two sizes accommodate all Brown 'n Serve bakery products



Cook 'n Carry—novel utility pan for baking or toting. Covered container keeps foods fresh during storage or becomes carry-all for picnic outings. Lid slides off; becomes cookie sheet

See "Where Credit Is Due" on page 146

There Is No Finer Piano Than Kranich & Bach

Makers of Grand and Console Pianofortes

KRANICH-&-BACH
Founded 1864
the Aristocrat of Pianos
NEW YORK 10, NEW YORK
Canadian Factory: 52 Osler Avenue, Toronto, Canada

Delightful Accent Pieces by Stangl

THE FINEST NAME IN POTTERY

Wren

The Gift of Gaiety

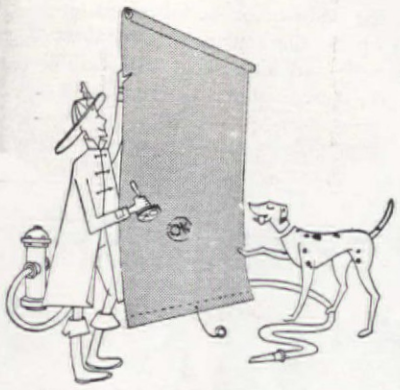
Stangl Birds are uniquely beautiful. You'll find them prized as authentic reproductions from Audubon and other famous prints. Stangl craftsmen have sculptured them in pottery. They are in life-like colors, hand painted and protected under glaze. There are more than sixty birds in the Stangl collection. Sold at leading Gift and Department Stores. The Stangl name appears on each figure.

STANGL POTTERY
Trenton 7, New Jersey
America's Oldest and Finest Pottery

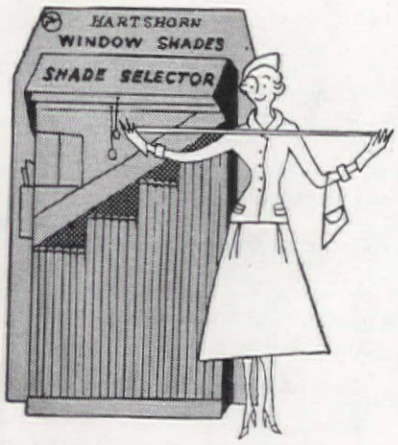
What's New in Shades?

New for picture windows. No messy slats to clean when you use Hartshorn's wider shade on Slimsteel rollers.

Pull-enty! ... says Hartshorn



New and fireproof. Be safe, be sure with Fyrban shades, recommended for homes, schools, by fire marshals.



Get Hartshorn shades where you see this display. The Shade Selector offers you stock and built-to-order sizes.

STEWART
HARTSHORN
CO.
350-L FIFTH AVE., NEW YORK 1, N. Y.
IN CANADA, RENFREW, ONTARIO

Need More Room?

(Begins on page 70)

strip along two adjacent walls is composed of large photographic prints mounted onto 3/8-in. wallboard. As a protection against dampness, they were sprayed with waterproof lacquer on front, back, and edges. We gave attention, too, to the way the photographs were arranged, the way they faced. On another wall, wallboard makes an oversize bulletin board—daughter Nancy keeps it filled with posters she makes in art class.

The photographs, of course, gave us a way of being inexpensively clever, for wallboard panels are easy on the purse. If we hadn't had the photographs, we would have used panels anyhow as part of our wall covering—perhaps decked out with the family's own hand-painted decorations or a montage of favorite cartoons. After all, it *is* a playroom. Illustrated road maps, free for the asking, and traced with the routes of past vacations could do well, perhaps illustrated with vacation snapshots.

The rest of the walls were covered with Weldtex, a striated plywood. We gave the wood a two-tone finish to show off the striations.

For the ceiling, we used 16-in. squares, 1/2 in. thick, and stapled them from joist to joist—stapling goes much faster than nailing. Someday the floor may be asbestos tile. Meanwhile, we gave it two coats of a red oil-base floor paint designed to be walked on.

For our electrical needs, we used approved BX cables and junction boxes, all inspected before being put on the ceiling. We provided for ceiling fixtures and one fluorescent light, and installed two double-outlet floor plugs at opposite corners to provide for lamps, radio, projector, electric grill, and so on. We put the plugs on different fuse lines to avoid overloading when we use our photographic equipment down here.

So much for the construction details. Our room has a few "specials." For example, our picture window: It's a fake window, built into the wall, and lit by a flourescent tube. In it, we've put a large mounted photograph of the New York skyline. It alleviates the "room-in-the-basement" look, and it provides reading light for the bench below. We can change the picture from time to time, but for the present we're enjoying the penthouse view from the basement. And you may laugh at our ceiling light fixtures—wheels from an old wheelchair—but they're just the right size and shape, and allow plenty of headroom. And our storage space: we not only have the built-in bookcases and a spot for winter storage of screens, but we're also proud of our window bench with hinged lid cushioned with a discarded baby mattress, neatly slipcovered.

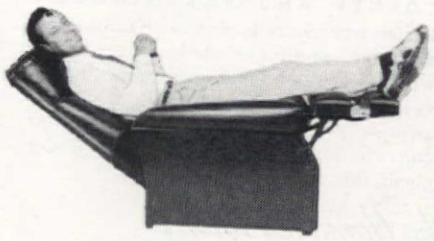
"Best Christmas Gift I ever sat on!"

says **BILL HOLDEN**

starring in "SUBMARINE COMMAND" A Paramount Picture

"It's a smart girl who knows how much a man wants a comfortable chair," says Hollywood father Bill Holden. And for quick relaxed lounging this new BarcaLounger is better than a bed! Without touching a knob or a lever, Dad can *think* himself into any position from sitting to lying down!

Make it the big present for husband or father . . . and the rest of the family too! See how the BarcaLounger's patented "Floating Comfort" features let you *sit* down and *read, lean back* and *rest,* or *stretch out* and *relax* to your heart's content!



It looks like the kind of chair you've always wanted in your living room. Yet it soothes tense nerves and muscles as no other chair can! See the genuine BarcaLounger today at your furniture or department store. 8 stunning models in real leather, smart fabrics, rich plastics. There isn't another chair like it!

GIVE HIM THE ONE AND ONLY

BarcaLounger
PATENTED

As little as $139.50. Slightly higher west of Mississippi

FREE! BarcaLounger booklet, "How 20 Minutes a Day Can Make You Feel Years Younger". Write Barcalo, Dept. NA, Buffalo 7, New York.

Ask First for KIRSCH

DRAPERY HARDWARE

Depend on this Complete Line

FOR BEAUTIFUL WINDOWS

To get the *most* from your careful planning and lovely fabrics, depend on Kirsch drapery hardware. You pay no more to enjoy the *extra* beauty, value and durability of the fine products made by the leader in the business. *Ask for Kirsch* . . . select from this line that is *complete* for window needs.

Kirsch traverse (draw cord) rods, for example, work better and look better longer . . . Generous, positive overlap of the master slides insures privacy — your curtains *stay* closed. The cords are hidden *inside* the rods. They are simplicity itself to put up . . . and the famed bone-hard Kirsch enamel finish lasts for years and years. The adjustable type comes in *four* length-sizes, for windows 28 inches to 150 inches wide. (Also available in cut-to-measure type.)

Delightful

CORNER AND BAY WINDOWS

Kirsch traverse rods also come in one-way draw, for beautiful effects in corner or bay windows . . . and for French doors or inswinging casement windows. *Kirsch cut-to-measure traverse rods can be curved to fit bow windows, too!* Ask your Kirsch dealer about this typical Kirsch "extra."

Choose the Name You Know!

Kirsch

DRAPERY HARDWARE • VENETIAN BLINDS

Guaranteed by Good Housekeeping

Free! A useful and practical new guide to window beauty: "How to make Curtains and Draperies and Drapery Hardware Buying Guide." Or enclose 25¢ and receive also, "Smart Window Styling," with 85 window draping ideas. Address Kirsch Co., 394 Prospect St., Sturgis, Mich. *In Canada:* Woodstock, Ontario.

What's Wrong with This Table?

rules. We know that hundreds of books, all different, and all by sound authorities, have been written on the subject of artistic composition. Nobody has had the last word yet, but you'll make no mistake if you take our hints. In color, well-set tables, like well-decorated rooms, usually fall into three general classes. Until you're experienced, stick by them. First, there is the monochromatic scheme, wherein one definite color prevails. For a monochromatic green table, for example, use shades of green for dishes, accessories, napkins, cloth. Spike it with neutral white, gray, ecru, or black notes. Silver blends right in; so does crystal.

The second type we call a related scheme. It's something like monochromatic, but broader in scope. You use groups of color which have a color base in common. Let's take a related blue table: Use blues with other colors having blue in them—like the greens or the purples and violets. The browns, rusts, and yellows also do well in this kind of setting.

The third type is built around contrast of two basic colors (like green and red or blue and pink). Use varying shades of each if you want to. Contrast may be gentle, with everything in pastels, or strong, with lights played against darks. Our setting on page 76 is contrasting, but had we matched our cloth to the pale blue in the plate, we would have had a related scheme.

Your centerpiece, of course, is part of your harmony and its tones obey the rules. And a word about the whites, blacks, grays, beiges. They can be neutral—but used in contrast, they behave just like any color. If you have white china, you know it.

You don't pay anything extra for good color in table-setting materials, in any price bracket. And you don't need a warehouse full of china and glass to get variety and high style into daily settings as well as party tables. We'll give you a tip right off:

HERE'S HOW TO JUDGE

LESSON II: Color Coordination of Materials Used
(Highest Possible Score 20 Points)

General factors to consider in planning or judging your own table setting: Does it harmonize both in color and in style with the room? Does its color fit the "theme" of the occasion, that is, if your setting is for a festive holiday, are the colors appropriate for this kind of celebration?

For color, most well-set tables fall into one of the following three classes. It is wise to keep to them.

(a) *Monochromatic,* which uses only one definite color, or shades of that color together with neutrals.

(b) *Related,* which uses colors of the same general cast — for example, blues with purples, or yellows with oranges.

(c) *Contrasting,* which plays color opposites against each other.

But when you judge for color, you must also consider the general relationship of the shapes and forms used in your table composition. Here is a handy chart for rating a setting, piece by piece:

1. Color Harmony or Color Contrast	10 points
Color of China	(3)
Color of Table Covering and Napkin	(1½)
Color of Glassware	(1½)
Color of Centerpiece (including the container)	(2)
Color of Accessories	(2)
2. Relation of Elements in Composition	10 points
Variety of Shapes and Textures	(3)
Distribution of Elements	(3)
General Form of Centerpiece	(2)
Effectiveness of Accessories	(2)

(Begins on page 75)

You vary your color pace with cloths and mats and centerpieces which you change often anyhow, not with dishes and glass which go on year after year. When we set tables for contests, we have hundreds of things to choose from. But when we set our own, most of us are limited to two sets of china and glass.

So pay attention to your table's basic dress—its china, glass, and silver. Be sure it carries out the spirit of your room in color and character. You'll compose endless variations around it. And another tip: If you're replacing a service or adding a new one, keep your other china and glass in mind. Co-ordinate new with old so that you can sometimes blend them in a single setting.

For composing those endless variations, you have help from the whole world of fabrics. Backgrounds may range from fine lace to brilliant straw mats, and any color which looks well with your dishes and your room will do.

You've heard color prescriptions for various table themes: serene shades for formal dinners, rich tones for festive occasions, pastels for a wedding or anniversary, robust effects for a teen-age buffet. How do you do it, all with the same limited stock of china and glass? As a "for instance," let's take a red and green Christmas theme and see what you can do if you *don't* have green or red in your china. Well, if strong blue predominates in the dishes, you might try a related scheme, with a green-blue cloth, green napkins, a touch of red in the centerpiece. If dishes are white strewn with pink flowers, go monochromatic; use roses and reds for napery and accessories, green leaves in the centerpiece. With yellow in the dishes, you might achieve red and green by using dark green in contrast or pale greens in a related setting, getting the red in the decorations in either case. And so on.

No, your basic china doesn't wed you to any one type of color

PLEASE TURN TO PAGE 132

A TABLE SETTING

LESSON I: Appropriateness of Materials Used
(Lesson 1—September 1951) *(Highest possible score, 25 points)*

TO BE PUBLISHED IN FUTURE ISSUES

LESSON III: Execution *(Highest possible score, 25 points)*

This Lesson will discuss:

1. Choice of the table itself—size, shape, finish, period. (Of particular interest to club contestants) ..... (2)
2. The etiquette of table setting—proper placement of all materials ..... (21)
3. General effect ..... (2)

LESSON IV: Originality and Appeal
(Highest possible score, 20 points)

This Lesson will discuss:

1. Novelty and imagination ..... (10)
2. Artistic perfection ..... (10)

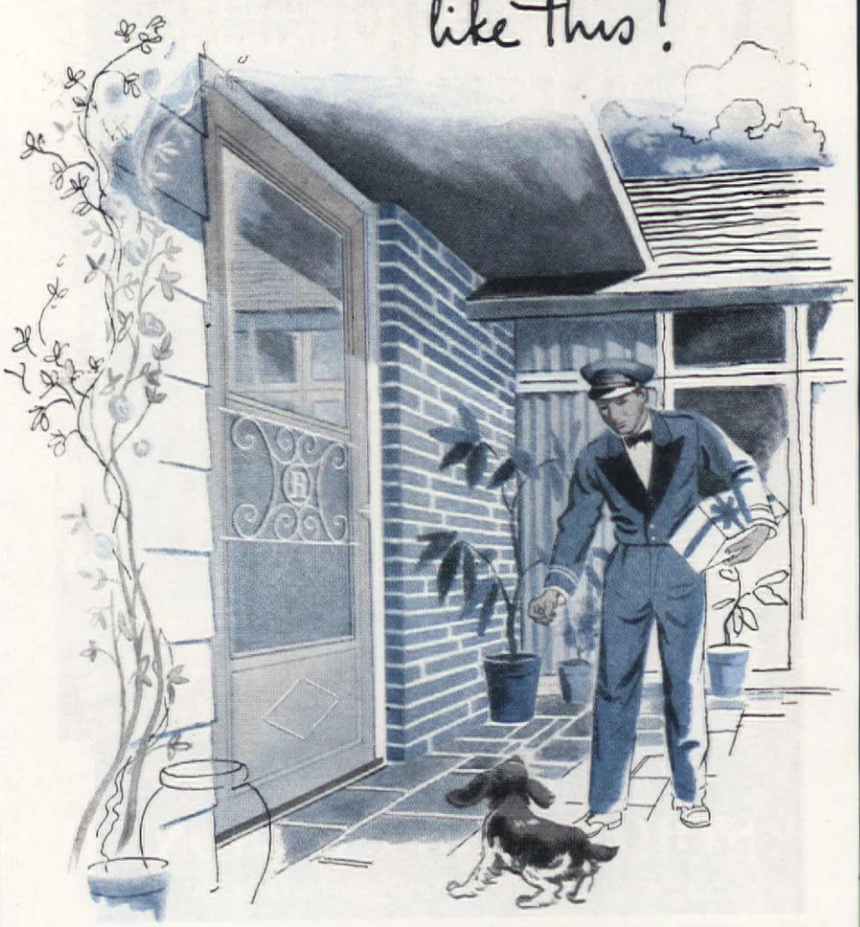
LESSON V: Suitability to Occasion
(Highest possible score, 10 points)

This Lesson will discuss:

1. Continuity of theme ..... (5)
2. Feasibility and ease of use ..... (5)

The points given in parentheses show the highest score that any element can receive. In your own judging you will, of course, score down each element according to your judgment as to its degree of perfection.

Never before a combination door like this!



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- eliminate cold zones.
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City ..... *Zone* ..... *State* .....

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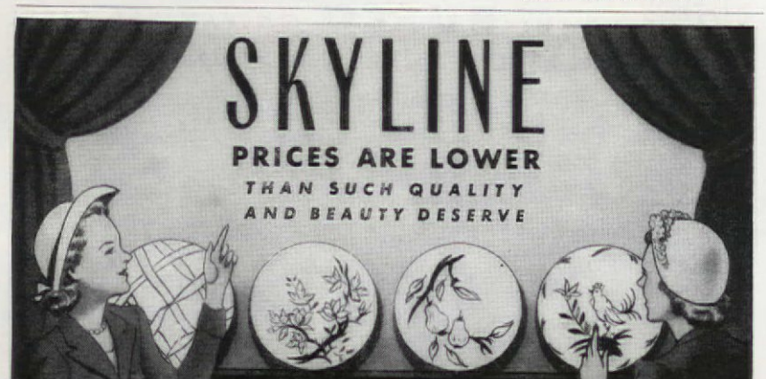
*SLIGHTLY HIGHER SOUTH AND WEST

SKYLINE

PRICES ARE LOWER THAN SUCH QUALITY AND BEAUTY DESERVE



Wherever Blue Ridge Skyline patterns are exhibited home makers marvel at their *beauty*. Another striking feature is *economy*—due not only to the modest initial cost but to long service made possible by keeping the richly-colored hand-painted decoration permanently fresh under the glaze. At your dealer's.

No. 4128 SKYLINE BITTERSWEET

SOUTHERN POTTERIES INC.

BLUE RIDGE *Dinnerware*

What's Wrong?

(Begins on page 75)

scheme. Let's suppose you have pink china, and a teen-ager's buffet coming up. That's easy. Try a checked or striped cloth with pink in it—pink and a *strong* color. You'll be surprised how robust those dishes can look.

We said we'd take it easy on rules, but here are just a few:

1. Do pick your background color from your china if the china has a multicolor motif.

2. Don't mismate colors. If you use several shades of a color, make sure that they don't clash.

3. Don't use all colors in the same proportions. Let one predominate.

4. Don't use too many kinds of dishes. Mix plain with decorated china, or either with glass or silver plates, but keep to two kinds.

A painter puts his colors together in a design on a canvas. You, Mrs. Table Artist, do the same.

Consider your all-over design. Your table in the wood is your canvas, and you must consider its size and shape if you want good balance and proportion. You must also think of the type of design. Do you want a unified effect? Then use a dark cloth with darkish china or a light cloth with light-toned things. Or do you want contrast by setting darks on lights or lights on darks?

Accent your design with your centerpiece. It can be smack in the middle of the table. But needn't be. On a long table, try it on one side, balanced by candles.

Avoid monotony of shape. For example, if table and plates are rounded, use foils: irregularly shaped mats, square salad plates, square or irregular centerpiece, glass with square feet. If table and dishes are squared, use round shapes with them.

Don't crowd your composition. This doesn't mean simply not to use too many things on your table. There is such a thing as apparent crowding, too. Too many motifs or clashing colors will do it. And remember that colors have visual weight. If your ground is light, a small dark object will seem to occupy as much space as a large light one. If the ground is dark, the reverse is true. So vary your lights and darks.

Balance the high and the low. This is especially important on a buffet table where you have piles of plates and masses of silver.

Vary your textures. Especially in monochromatic schemes, play smooths against roughs for contrast.

Don't use accessories you don't need for serving food or to improve the design. After all, you don't wear all your own jewelry at once, and neither should your table.

CORRECTION: Tablecloth by Stoffel's Damask, Inc., shown on page 64 of our October issue, measures 70 x 90 inches, not 70 x 70 inches.

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because it is styled to remain in fashion . . . It is "solid" sterling silver through and through and constant use will only enhance its beauty. Modestly priced for satisfaction and service, year after year, for a lifetime.

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Handyman How-to's

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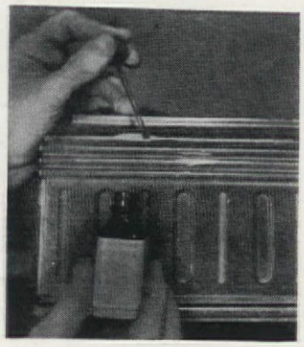
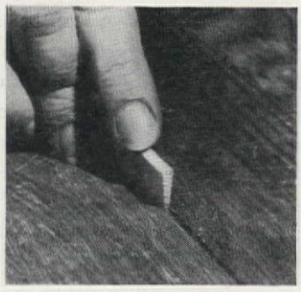


No furniture stain in your cabinet? In an emergency, use iodine. Apply just a little, and wipe it off to keep spot from turning too dark

When you just can't keep the winter wind out of those north windows, cellophane tape does it. When you want to open window, tape rips off



Floor cracks? Clean out, fit wedge of matching wood between boards, glue in, hammer home. When dry, level with chisel, scraper, and sandpaper

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on the furniture you buy

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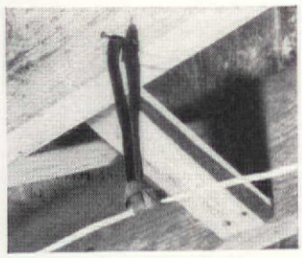
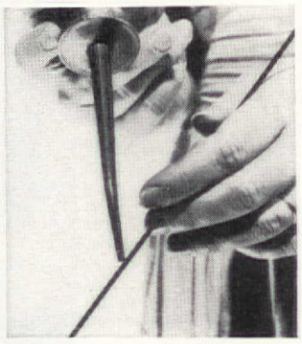
Handyman How-to's

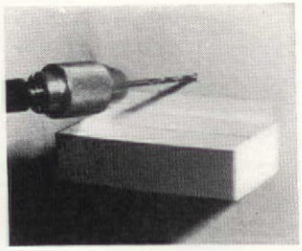
(Begins on page 134)



Don't hang extension cords on nails. Use heavy rubber band or piece of tire inner tube to make flexible support, save wear on the cord



If your oil can won't reach that difficult spot, a piece of wire will. Insert the wire, and let the oil flow down it from the oil can



You don't have to drill plaster all over the floor. Catch it in a small pasteboard box lid, lightly taped to the wall with draftsman's tape

A "buffer" makes storm or screen doors easier to manipulate. Use one-piece towel rod with curved ends. Attach to door hip-high and slanted

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Whatever your size or weight, whether you sleep alone or two-in-a-bed, there's a Spring-Air "zoned-comfort" mattress *just right for you* . . . to help you "Wake up Fresh as Spring Air." There's no finer sleep equipment . . . no better dollar value. Tonight's a good night to start sleeping the *better*, Spring-Air way! See your dealer.

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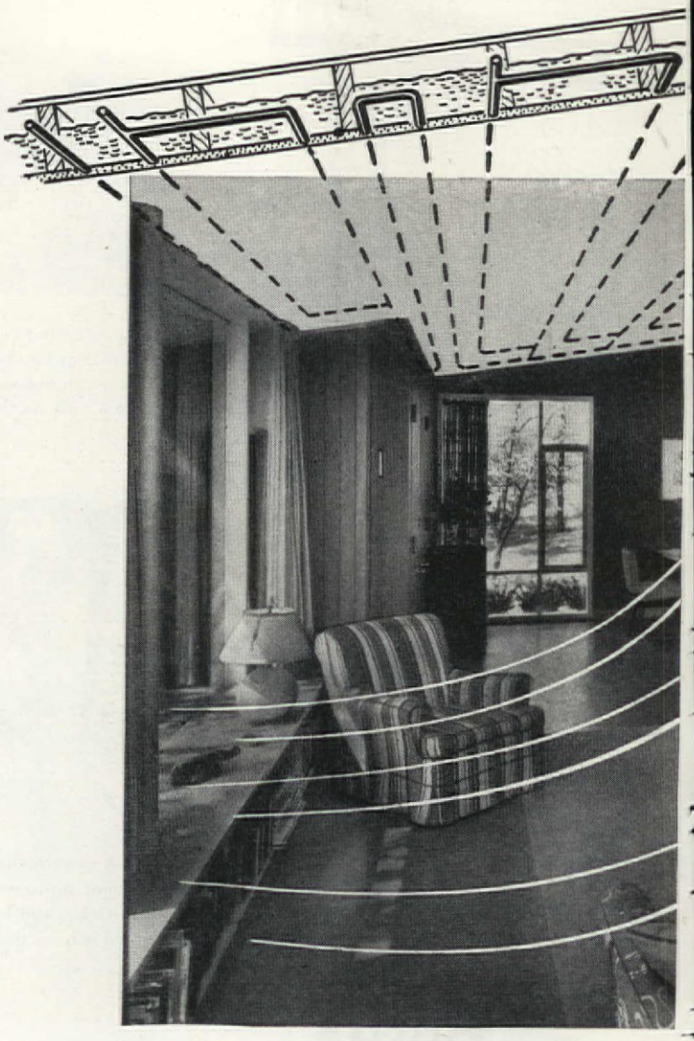
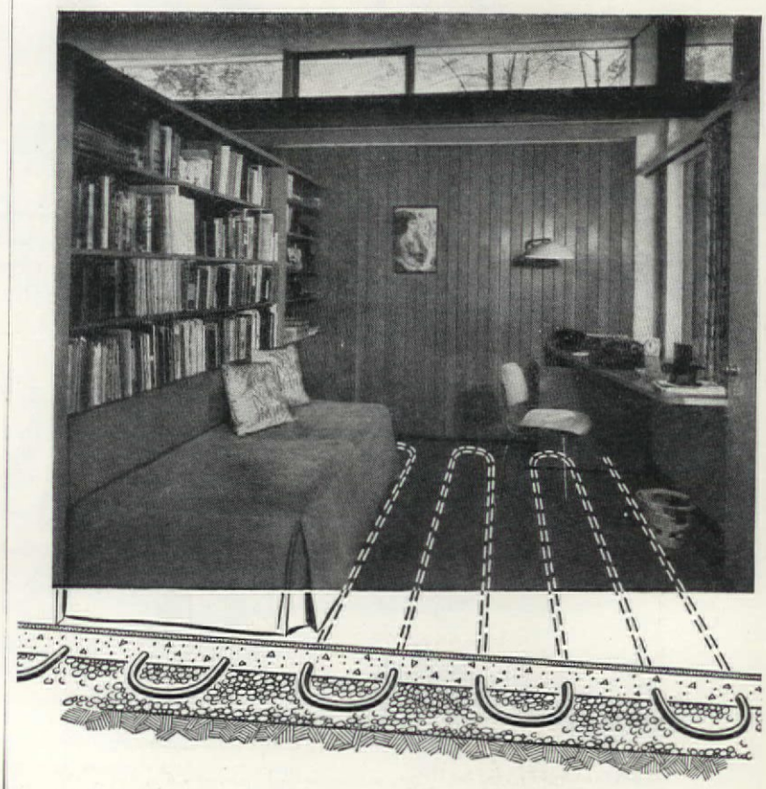
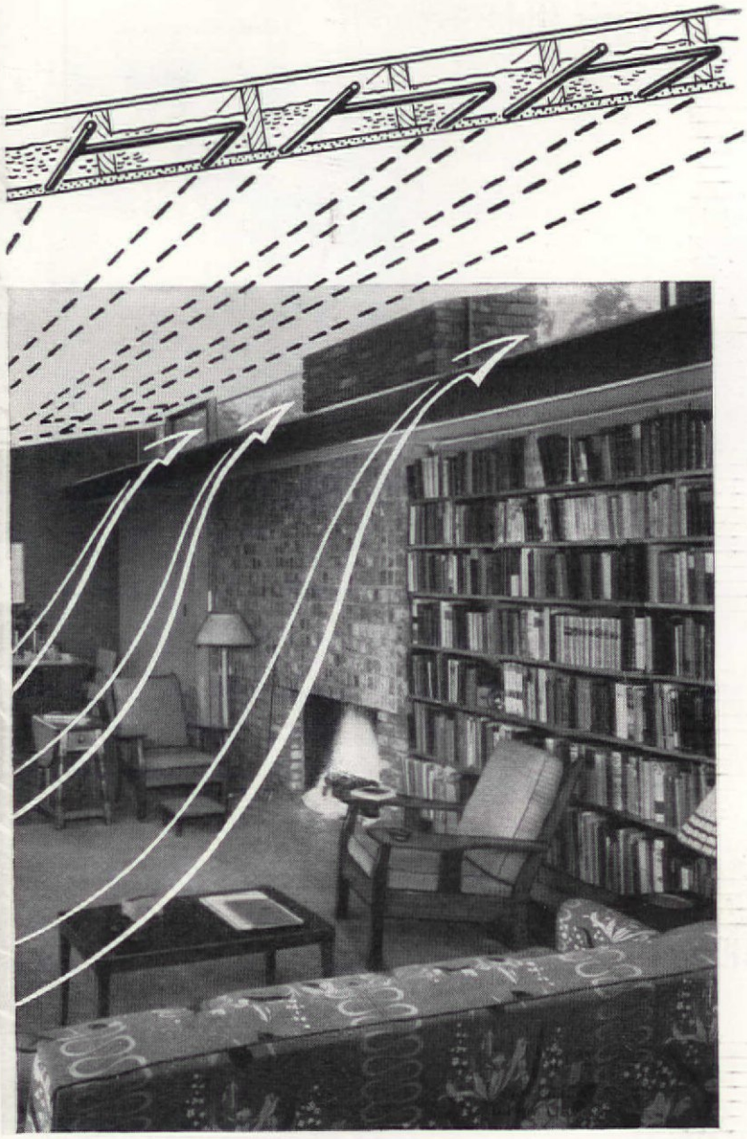
From the Inside Out (Begins on page 54)

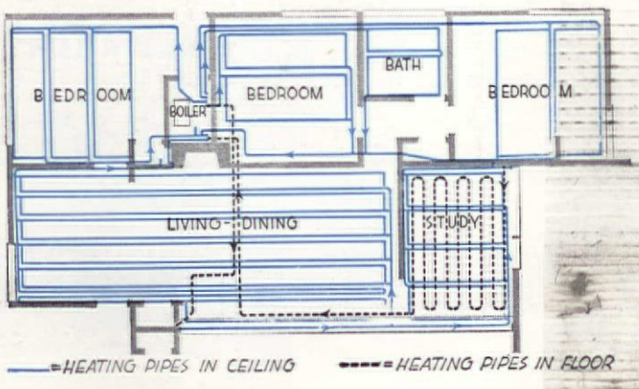




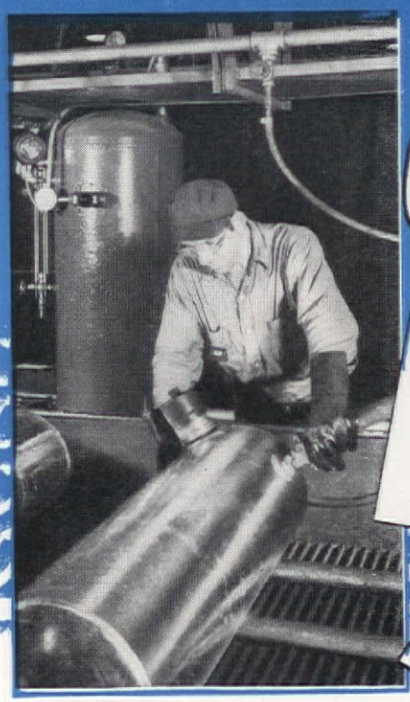


Here's How the Heating System Works

Because its wall of windows faces west for the view rather than south for the sun, the heating system of this house in New York State *had* to be good. Copper coils embedded in cement-plaster ceiling do the trick (solid lines on plan below). In the study (left), where heat loss is great because of large proportion of glass, coils also run through the floor (dotted lines on plan). Summer comfort is built in as well, for that clerestory makes for excellent ventilation as well as remarkable light. In summer, cool air enters the windows while hot air rises to top of sloping roof, exits through operating casements in clerestory



Buy the Water Heater that's sure to work right!



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Rheem R

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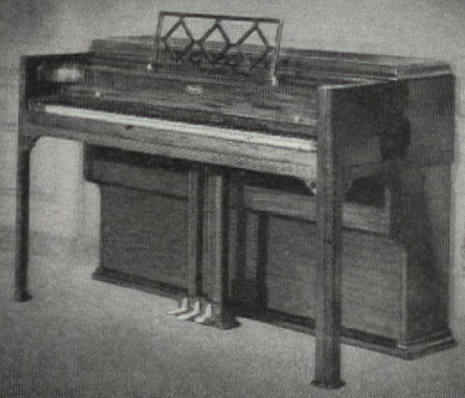

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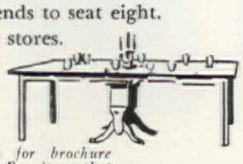

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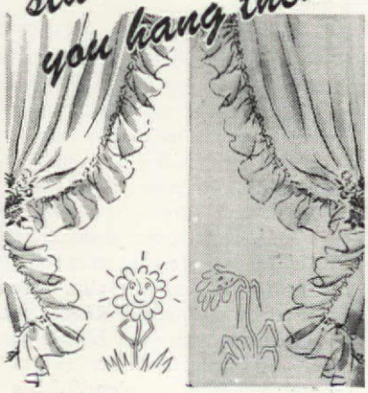
Crisp without starch everytime you hang them!



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No more drooping, wilting or continual need for starch.

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Starchless Finish

Guaranteed by Good Housekeeping

FREE: SEND FOR COLORFUL SWATCHED LEAFLET

BELLMAN BROOK Bleachery Co., FAIRVIEW, N.J.

58 Years Old

(Begins on page 58)

That flagstone terrace, topped by airy lattice, does look a lot better. Then came the windows. Instead of the prim ones, generous spans of glass now bring in light and air.

The "before" and "after" plans on page 58 tell the inside story. The only real structural addition was that small breakfast room. But there was plenty of division and subtraction. On the first floor, reception hall and parlor were made into one whopping big living room. Other rooms retained their floor plans, though the back stairs were moved. However, except in the living room, the high ceilings were lowered.

Upstairs, that master bedroom is worth a covetous look. Two smalls made one big, and hall closets became a dressing room, full of built-ins. The middle bedroom, occupied by two cowboys, aged 8 and 9, didn't change. But the room-sized hall became a corral of a closet and bath.

Did remodeling cost a fortune? It might well have if the materials in the house hadn't been sound and reused with wisdom, and if Dr. Klein didn't have a hand in some carpentry.

From the Inside Out

(Begins on page 54)

wall isn't interrupted by conventional heavy supports to carry the roof.

2. It's a one-level house without a step, even to the terrace.

3. Every room opens from the living room; there's only one tiny hall.

4. Living room and study, one continuous sweep, take up half the house. To make up for this, there's no dining room, and bedrooms aren't large.

5. For a nature lover, that study is a real work of art. It's glass on three sides.

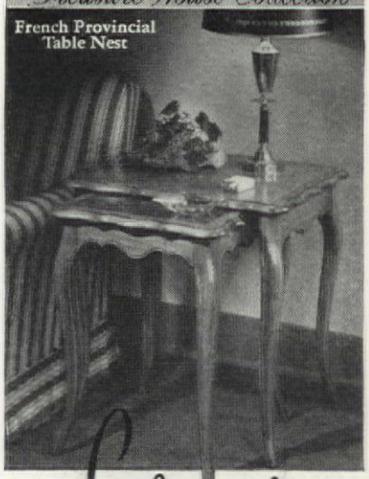
6. Pictures on page 136 show books to be important part of the design, making walls in living room and study. And under that whole expansive wall of windows, there's a deep hanging bookshelf, for a collection of oversize volumes.

7. This five-room house has ten closets in addition to the mammoth enclosed storage space in the carport.

8. The house, built on a concrete slab over gravel fill, needs no basement. Floors are asphalt tile and colored cement. Its exterior walls, made of 1 x 4 Douglas fir vertical siding, rest on concrete block foundations. Its fireplace, built with second-hand brick, is handsomely set for textural effect. Windows, an important part of its being, are ¼-in. plate glass set in aluminum frames. Ceilings, which hold heating coils, are cement plaster. The roof, part flat and part low slope, is a built-up type with gravel surface.

Treasure House Collection

French Provincial Table Nest



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Please send me your new folder, "The Chair Men Call 'Richest in Comfort,'" and the name of my nearest Lloyd dealer.

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ADDRESS .....

CITY & ZONE .....

STATE .....

Garden

(Begins on page 74)

and if possible some of the bedrooms) should open onto the garden. If necessary, turn a window into a door to provide free and easy access.

FEATURE existing trees. They may provide needed shade for a terrace, or an especially handsome one may become a focal point of the whole garden, such as the hub of a pattern or the terminus of an axis. Don't overlook the importance of shadows—on lawn, walls, fences, patio. A garden without shadows can be uninteresting and mediocre, however "correct" and appealing its ground plan may appear on the drawing board. Trees properly chosen and located are no detriment to a flower border; some choice plants do best in partial shade. So don't be hasty in taking out trees, and don't be afraid to plant some if needed.

MAKE USE of the original topography if possible. Some leveling may be necessary, but variation in levels makes for a more interesting picture. Besides, grading is expensive and the less you must have done the better.

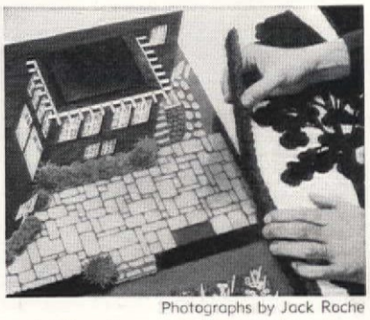
KEY your garden plan to your climate. Hot, dry summers may limit the use of some perennials; in fact, it might be best, after the bright color of a spring border, simply to keep brown and withered leaves removed and depend on the pleasant, cool effect of the foliage. Less work, too.

RELATE the pattern or style of your garden to the architecture of your house. Lines and masses composing the setting can, and should, tie in with those of the building.

ADJUST your garden pattern to the needs and activities of all members of the family group. Even a small lot can provide a terrace for living and entertaining, a game area for recreation, and space for perennial borders or rose beds.

MAKE the garden entrance inviting whether by means of a gate, a rose arch, a pair of specimen evergreens, small flowering tree, or other feature.

COMBINE dollars and sense in your garden spending. Buy the best plants you can afford (cheap stock is often fast-growing but correspondingly short-lived). Use as many as the plan calls for *and no more*. Visualize



Photographs by Jack Roche

Laid on flannel background, each detail adheres until removed

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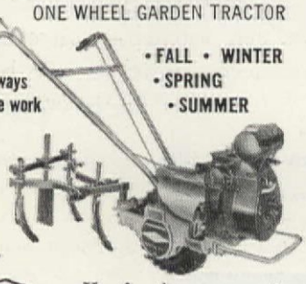

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Majestic HOME INCINERATOR

Garden

(Begins on page 74)

them as they are going to be five and ten years hence. Think of the maintenance of your garden in terms of time and effort, of man hours. Remember that grass edges require trimming, hedges shearing, lawns mowing. Go easy on plants of doubtful hardiness—unless you want, and can afford, to experiment. Buy not for blossom beauty alone, but for the whole plant effect, in all seasons, under all conditions.

In short, in your first garden venture, first plan generally, considering the family's needs, the cost, the maintenance. Next, plan in more detail the various elements. Then start the project, and carry it on from season to season. You will find it an interesting, absorbing occupation.

EDITOR'S NOTE: We "point with pride" to the illustrations, here and on page 74, of Mr. Korbobo's unique and graphic method of depicting the growth of a garden according to a plan. He developed his "Plan Animator" at the suggestion of, and in cooperation with, Dr. R. B. Farnham, secretary of the Horticultural Society of New York, then his chief at Rutgers. Since 1946, he has perfected the use of cut-outs of felt and flocked paper which he lays against a flannel-covered board on an easel. He has staged demonstrations of good and bad home planting for hundreds of groups and before television cameras. But this is, we believe, his first attempt to carry out an actual plan for magazine reproduction. To do it, he had to make a large charcoal sketch of the finished garden, then individual patterns for each separate feature, many in triplicate or duplicate to indicate plant growth. Finally, each of the *nearly 300 pieces* had to be cut out of the right colored flocked paper—and kept track of. A real achievement.

Mr. Korbobo and a few of the "props" used in illustrating this article

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Want Something Different?

—Get a Shrimp Plant

As women become more and more interested in beautifying the inside of their homes with flowers when they cannot work with them outdoors, a plant somewhat different from the ordinary is always welcome. The Shrimp Plant certainly is different.

I first became interested in this odd-looking subject while visiting a friend in the hospital where it not only testified to the worth-whileness of giving plants to invalids and shut-ins, but also attracted a surprising amount of attention from nurses and doctors. Then and there, I made up my mind that *I* was going to own one.

Upon looking into the cultural requirements of Beloperone guttata (that being the plant's botanical name), I learned that it is one of the easiest of plants to increase, by rooting stem cuttings in sand or water. Being unable to locate a plant in any local florist shop, I telephoned my friend and asked if she still had the one given her when she was sick. She had, and, without waiting for a hint from me (although I'm sure she suspected my motive!), she generously insisted that I take a cutting from her now somewhat overgrown specimen. I did, put it in a shallow

Photograph by E. L. D. Seymour

In favored locations, Beloperone can become a mound of soft green showered with pink flower heads

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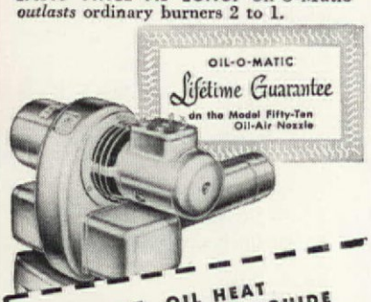

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Something Different

(Begins on page 141)

pan of sand, moistened it well, and placed it in my sunniest and warmest window. Some people say all cuttings should be kept in the dark for several days, then brought into the light and given bottom heat. But at that time (early spring) my nice, sunny window sill, which provides just the right conditions for starting geraniums, seemed to offer what the Shrimp Plant needed, so I established the cutting there. Within a month it had rooted and was ready to be transplanted from its sand bed to a small pot of garden soil enriched with a commercial dried sheep manure. It made a nice decorative specimen until, in late spring, it had to be repotted. I then set it out in my flower border for the summer, where I watched with delight the unfolding of the curious little terminal sheaves of pinkish brown bracts which give the plant its common name. By fall, when it must be brought back indoors, I will have started new plants for use in my windows this coming winter. I am told that, under ideal conditions, plants will flower when only three or four inches tall; also that, once you get a cutting well established, you can count on having all the Beloperones you want in a few months.

That's fortunate. For, at least in my neck of the woods, it is hard to find a Shrimp Plant in a florist shop. Florist after florist, when asked, "Why, since they are so easy to grow, don't you carry them?" said in effect, "We just don't get any demand for them; we haven't had one for years." Well, maybe my inquiries started something and I shall live to see them peeking out at me from every florist's window. I hope so.

Beloperone guttata, a native of Mexico, likes sun, plenty of water—and little else. It's a house plant with no bugs. Its only drawback, that I can see, is a tendency to become leggy. But cutting it back to 18 inches or so when necessary provides a good chance to get new plants from 3- or 4-inch cuttings. When they are rooted and start growing, pinch out the tips of the shoots to keep the little plants stocky and make them bushy. Like Poinsettia, Beloperone owes its showiness not to its blossoms, but to its showy bracts. Inconspicuous, two-lipped white flowers protrude from between the overlapping bracts looking, for all the world, like legs dangling from a tiny shrimp.

Of course, if you live in a frost-free climate, you can handle it as all-year-round garden material and let it grow into a big handsome plant like that shown at the bottom of page 141, as photographed near Los Angeles. But even where it needs cold weather protection, you (and your friends) can get a lot of pleasure from it.

—DOROTHY KIDD SAMPSON.

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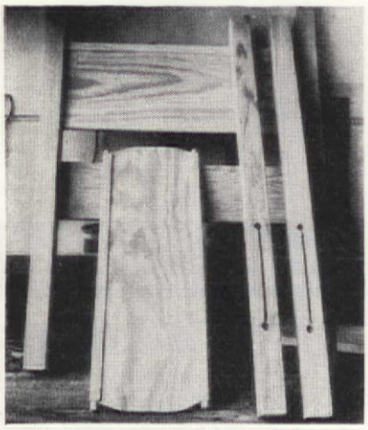

These beds were especially designed for small children. Make them to fit standard crib-size mattresses (24" x 46"). For headboard, cut and fit pieces of ¼" plywood, supported by top and bottom rails made of ¾" pine or fir. Each rail is slotted to receive the headboard. To form pegs, round ends of rail as shown. Glue rails to headboard. Posts are 1¾" pine or fir

Drill holes for headboard pegs, cut connecting slot to accommodate headboard. Assemble headboard to posts. Box-frame boards are ¾" x 5" fir. Drill a row of holes for screws which secure rubber spring on sides, back, and front of frame. Nail frame to posts with finishing nails. Set nail heads, and fill with wood putty

MORE PICTURES ON PAGE 144

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That's George Groote talking. He's a prominent heating and plumbing contractor, 5123 Irving Park Road, Chicago, Illinois. And Mr. Groote continues: "For the fully automatic water heater you're counting on to give good service and long life, take it from me: C-E Heatmaster is real value, dollar for dollar. I've seen them all—and from my experience, HEATMASTER is tops!"

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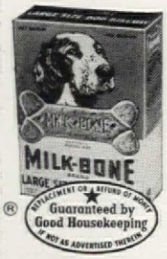
MILK-BONE DOG BISCUIT gives your dog the fun of a bone—the *chewing exercise* that helps promote strong teeth and gums . . . plus necessary nutrients! *Thrifty* because so much food value is concentrated in each crunchy biscuit! *Baked* for purity and easier digestion—sealed in lined containers to stay fresh. Get MILK-BONE DOG BISCUIT!



MILK-BONE DOG BISCUIT contains nutrients your dog needs: Vitamins A, B_1, B_2, D, and E . . .® Meat Meal . . . Fish Liver Oil . . . Whole Wheat Flour . . . Minerals . . . Milk.

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Send me free MILK-BONE DOG BISCUIT. Also Booklet: "How to Care for and Feed Your Dog." (Paste coupon on penny postcard if you wish.)

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AROUND YOUR HOME

YOU HAVE THESE PROBLEMS

Whether modernizing, repairing or enlarging your present home—or planning to build a new one—you may save important time and money by getting the facts about *weatherproof, crackproof* Homasote Insulating-Building Board. For interior or exterior, you get structural strength, insulation and sound-deadening all in one material.

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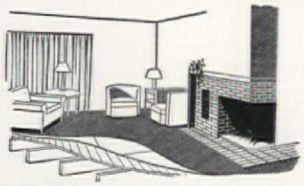

The new Homasote Underlayment is laid right over the rough flooring; requires no felt under ⅛″ linoleum, no pad under carpeting; increases the resilience and the life of the floor covering; saves ⅓ to ½ the cost of materials usually used.

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Send me *free* literature on

☐ Homasote Board ☐ Underlayment

NAME.....

ADDRESS.....

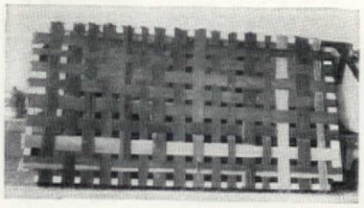
CITY AND ZONE.....**STATE**.....

My lumber dealer is.....

Carriage Trade

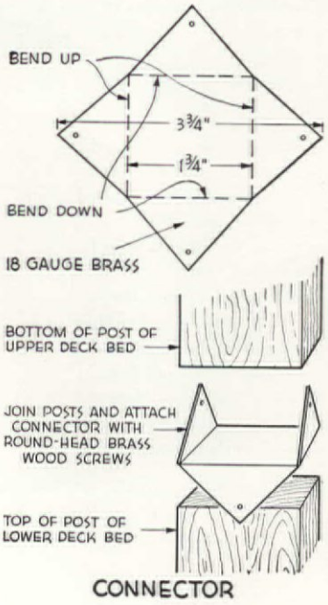
(Begins on page 143)

Make spring frame of 1 x 2 pine. Cut corners for posts. Attach temporary spring braces to underside. Cut used auto inner tubes into 2″ wide strips. Tack to frame



Weave rubber strips as shown. This forms a comfortable spring, easy to clean and is perfectly safe if fastened securely to box frame

Set rubber spring into frame. Screw fast with wood screws. Fill screw holes. Remove corner braces. To make double bunk, secure top bed with the connector shown in sketch below



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For making repairs on tractors, trucks, farm machines, autos, boilers, stoves, tanks, tools, home utensils, always keep Smooth-On No. 1 Iron Cement handy. Applied like putty. Hardens and holds like metal. Inexpensive too. Does not deteriorate. Get 1¾-oz., 7-oz., 1 lb. or larger sizes at your hardware store. If they haven't Smooth-On. Write us.

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Sensational! DRY Window Cleaner! Uses no water, no messy liquids. Chemically Treated. Simply glide over windows: leaves glass sparkling clear. No heating water, no heavy buckets to carry. No rags, powders, sponges, chamois. No mess or muss. No red chapped hands. Dust, dirt, grime, fog disappear like magic. **Take orders from friends! Earn money!** Sample offer sent immediately to all who send name at once. A penny postal will do. SEND NO MONEY—*just your name.* **KRISTEE CO., Dept. 1338, Akron 8, Ohio.**

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Over 50 Sizes for Lawson, Wing, Modern, Sofabed, Sectional, others. Durable *Firestone Velon* protects furniture from dust, pets, liquids, children, without hiding its beauty. "Shaped-to-fit"—don't confuse with *bag-type* covers. Separate **Cushion Covers.** Chair sizes as low as $3.95. Write now for **Free Catalog** and Sample of Plastic.

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Perfumed with a mild fresh fragrance

This is what you voted for—Sani-Flush with a mild fragrance that leaves bathroom atmosphere refreshed. And the toilet bowl sparkling clean. Sani-Flush works chemically—no messy scrubbing. Cleans thoroughly, even the film you can't see. At all grocers. The Hygienic Products Co., Canton 2, Ohio.

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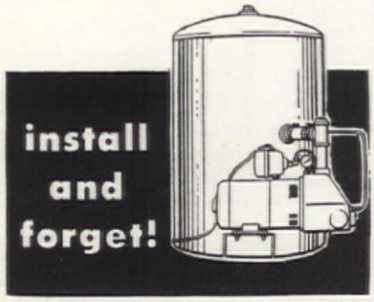
for a **REALLY CLEAN** toilet bowl



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You get the kind of trouble-free water service every home owner wants when you install a Fairbanks-Morse self-priming shallow well water system.

This self-priming pump has only *one* moving part. It has no belts or gears to wear out. The ¼ hp. motor has life-time sealed bearings at the pump end. Rotary seals prevent leakage between pump and motor. Pump is self-priming to depths of 25 feet. Will deliver as high as 600 g.p.h. Comes complete with 42-gal. tank, ready to plug in and use. For details see your Fairbanks-Morse dealer, or write Fairbanks, Morse & Co., Chicago 5, Ill.

FAIRBANKS-MORSE,
a name worth remembering

Traditions

(Begins on page 47)

people" became involved in meeting a magazine deadline, and completely muffed the transaction. "Charlie" took the rap.

Holidays are traditional in themselves, but it is the customs a family develops for those holidays that make them important. Like our Fourth of July flowers. Before we had our flagpole, we celebrated one Fourth by planting rings of red, white, and blue flowers around our lamppost. We still do it every year.

Halloween means (for us at least) that we have been going back to the same country produce stand for 15 years to let the youngsters pick out their own pumpkins for jack-o-lanterns. It means that once more we get the cluster of colored ears of corn to tie to our front door in the New England sign of "welcome," to be left up until replaced with our Christmas wreath. It means dressing up the youngsters for their annual "trick or treat" call upon the neighbors. Halloween night. This is a mild sort of blackmail in which costumed and masked junior racketeers inform homeowners that unless treated to cookies, candy or pennies, they will play a trick on them. It's best to pay.

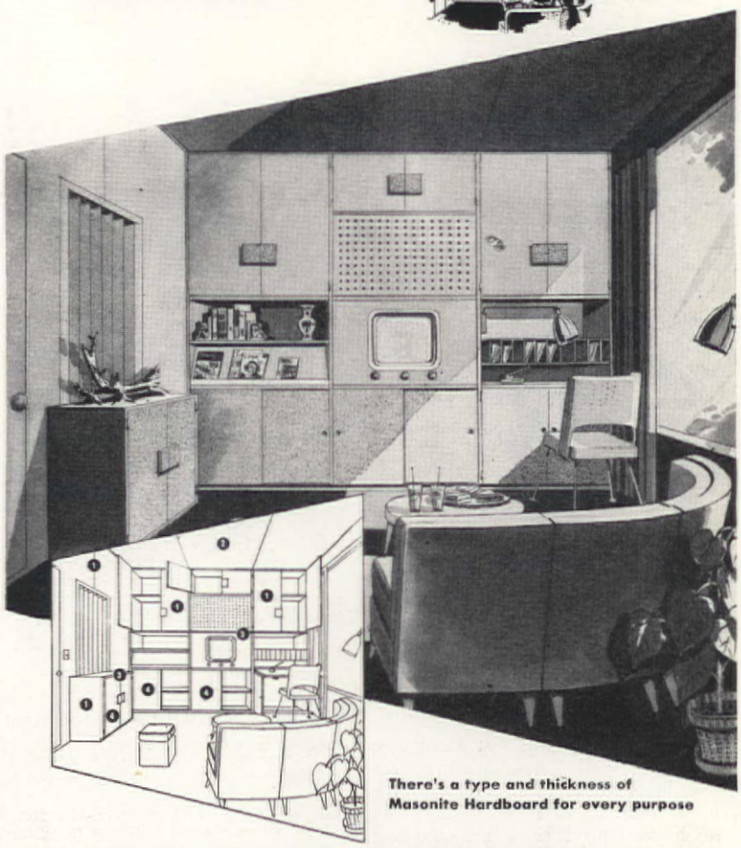
Thanksgiving, too, brings out traditional things in many homes. One at our house has been going on for years: an old crackled chinaware cranberry mold shaped like an ear of corn. Thanksgiving wouldn't be official without it.

At Christmas, the youngsters make Christmas-tree garlands by stringing ropes of red berries and fluffy popcorn to vie with the modern electric lights. They are traditions from the past worth taking out of our memory cedar chest once a year when we take out concrete things—like the tree ornaments, some of which we have treasured for more than 20 years.

Our front-door wreath, too, is more than just a habit. For the past 15 years we have been making our own for the seasonal fun of it, and the pleasure we get from doing it is worth the effort. There is a little hillside a few miles from home, where the ground pine grows in thick abundance. We found it years ago and made our first wreath from it. When Susan came along, she too joined the yearly trek. And when Freddie arrived, he also joined the safari, riding into the woods the first years in a packbasket on my back and riding out again in the center of a basketful of soft green sprays. At home, we all join in to strip the vines and build the wreath on the same old circle of wall board we've always used. To make it even more our own, we recently added at least a little sprig from our own small holly trees.

PLEASE TURN TO PAGE 146

...from veranda to View Room...



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More year 'round living area with low cost
MASONITE HARDBOARDS

The home builders of a generation ago could not foresee the effect of television on our living habits. Sometimes it isn't easy to find the best place for a "home theater."

One solution lies in the old side porch, or veranda. Instead of a fair-weather-only area, this space could be transformed into a fully enclosed, all-year gathering place for family and friends. And here is the place for Masonite Hardboards.

These strong, rigid, all-wood panels go up readily, take beautiful finishes, won't split, splinter, crack or twist out of shape.

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Why Tampax is so different

Many women are surprised to find how *different* Tampax really is when contrasted with the type of sanitary protection they have known since childhood. Tampax is not just another *brand*, but actually a different *kind* of sanitary protection.

No belts, pins or pads

Once you understand that Tampax is worn "internally" you begin to see how belts, pins and external pads can all be discarded. No longer need this harness produce bulges or ridges under one's dress.

Only a fraction of the bulk

Neat and tiny as it is, Tampax is very absorbent. And after insertion (with dainty applicator) you cannot even feel its presence. Disposal is extremely easy as Tampax is naturally very much less in bulk than the older types.

Can be worn in shower

Yes, ma'am! You can leave the Tampax in place during your tub or shower —also while swimming! College girls particularly are crazy about it. Actresses, nurses, office workers—millions of women. Enlist in the Tampax ranks now!

Invented by a doctor

Made of pure surgical cotton, Tampax causes no odor or chafing. Buy at drug or notion counters in 3 absorbencies —Regular, Super, Junior. Whole month's supply slips into your purse. Tampax Incorporated, Palmer, Mass.

Accepted for Advertising by the Journal of the American Medical Association

Where Credit Is Due

COVER

18th century dining room furniture, The Mengel Co.; rug, Bigelow-Sanford's "Sonata" in gold; Fruit bowl patterned wallpaper and matching drapery fabric, Greeff & Co.; on buffet, footed tray, "Spring Garden," Holmes & Edwards; three-piece coffee set, "Henley," O.C.L. Oneida Community Ltd.; on table, Spode "Chinese Rose" dinnerware; crystal, "Cape Cod," Imperial Glass; silver flatware and serving pieces, "Edward VII," "Chippendale" gravy boat, Frank Smith Silver Co.; 12" round tray, "Chippendale," and candelabra, The Gorham Co.; 18" oblong tray, "Henley," O.C.L. Oneida Community Ltd.

FURNITURE THAT WORKS

Pages 56, 57: Furniture, Grand Rapids Bookcase & Chair Co.; lamps, Brach-Allen Studio; pictures, Rudolf Lesch Fine Arts, Inc., and Sadie Feika; clock radio, Zenith Radio Corp.

BECAUSE OF A STEPLADDER

Pages 60, 61: Floor covering, Armstrong Rubber Tile; range, Hotpoint; dishwasher, Hotpoint; disposer, Waste King Pulverator; wall covering, Wall-Tex; refrigerator, Philco; counter tops, Formica; sink, Crane; ventilator, Dayton; clock, General Electric; kettle, Revere; skillet, Revere; electric mixer, Sunbeam; vegetable bins, Washington Line; cabinets, Hohmeier Mill & Lumber (custom built).

READY-MADES WITH A CUSTOM LOOK

Page 62: Studio couch throw, draperies, pillows of Tuscana antique satin by Craig, Lord & Taylor. Celanese taffeta bedroom ensemble, Sumerson; mirror, Durawood.
Page 63: Plaid and white brise-bise curtains, cartridge pleat draperies, Corwin Co.; bedroom set, "Stardust," Charles Bloom.
Page 116: Fern-printed couch cover, draperies, pillows, Sumerson. "Target" bed cover in cotton and rayon, draperies, pillow sham, Chas. Bloom.
Page 118: Plaid and plain Celanese taffeta bedroom ensemble, Sumerson; twin spread and matching draperies, Cannon Mills.
Page 119: Plaid spreads, matching draperies, Cannon Mills; "Tier 'pan tier" curtains of printed cotton, Bartman & Bixer.

60 WORKING DAYS TILL CHRISTMAS

Page 72: Designs by: 2003, Julia Eldora; 1201, Dorchen; 1400, Carol Moore. **Page 73:** 1401, Virginia Wickliff; 1402, Anna Kennedy. **Page 122:** 2004, Mrs. Cushing Snider; lamppost idea, Ethel Pigott; door decoration idea, Erna Thurnher.

WHAT'S WRONG WITH THIS TABLE

Page 75: Earthenware, "Green Harvest," Sasha Brastoff; crystal stemware, Empire green "Classic," three-part relish, "Sonata," Fostoria; silver flatware and serving pieces of "Grand Colonial," salt shaker and pepper grinder, Wallace Silversmiths; linen cloth and napkin, Fallani & Cohn.
Page 76: Earthenware, "Green Harvest," Sasha Brastoff; crystal water tumblers, "Tiara"; four-part server, "Horizon" by Fostoria; silver flatware and serving pieces, "Grand Colonial," salt shaker and pepper grinder, Wallace Silversmiths; rayon rep cloth, Oppenheim Linen Co.; green napkin, Fallani & Cohn.

FIXIN'S FOR THE BIRD

Pages 84, 85: China, "Lorraine Maroon" by Franciscan; glass, "Maryland" by Heisey; linen, "Regal" by Irish Linen Guild; silver, "Old French" by Gorham; round platter, "Melford," R. Wallace & Sons; oval platter, square bowl, "Chippendale," Gorham.

WHAT IF YOU DON'T HAVE TWO OVENS

Pages 98, 99, 100: Electric range, General Electric; roaster oven, Westinghouse; sandwich grill-waffle iron, General Electric; fryer, Presto Dixie Fryer; waffle grill, Universal Cook-A-Matic; double boiler, Ekco; hot plate, Samson Electric (United Corporation); electric casserole, Nesco; Waring Blendor.

TRICKS WITH A MEAT GRINDER

Page 104: Universal Food Chopper, Pyrex dishes.

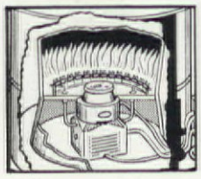
DOES your home change from a place of pleasure to a "workhouse" with the coming of the heating season?

At very low cost you can have the sensible luxury of the best in automatic heating—and save 25% or more on fuel bills in the bargain.

Whether you need a complete new furnace, or just a conversion burner to bring your present heating plant up to date, it will pay you to phone your TORIDHEET dealer. Look for him in the "yellow pages" under "Oil Burners."

ONLY ONE MOVING PART!

• The simplicity of the TORIDHEET Rotary Wall Flame burner means trouble-free operation. No separate motor, pump, delicate valves or nozzles to replace or adjust.



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Where Credit Is Due

DESKS THAT STEAL THE SCENE

Page 112: Provincial desk, Townsend Mfg.; traditional desk, Heritage-Henredon.
Page 113: American traditional desk, Drexel; pine desk, Habitant Shops, Inc.

FOR A PERFECT FINISH

Pages 124, 125: Cosco Posture Back ironing chair; Simplex ironer; Proctor ironing board and cover; Proctor iron, Proctor Cordminder, Meyer-Bilt laundry cart.

LET'S PAN 'EM

Pages 126, 127, 128: Pans by Ekco Products Co.; Chicago Metallic Mfg. Co.

Traditions

(Begins on page 47)

Even some Christmas gifts (not neckties!) are becoming traditional. One in particular. It goes to a very dear old cousin with a sparkling sense of humor and a love of surprises. Packing her Christmas box is an event. Her gift is surrounded with extras that have become tradition with us. There is nothing stuffy about Cousin Pattie and nothing stuffy about those extras: a mousetrap complete with catnip mouse, a can of beer, and a police whistle (for elderly wolves).

Don't be too late in starting your own traditions. I am afraid one of our latest is almost over. Perhaps it can have a long life in your family. Help yourself! Our youngest, Freddie, has become slightly skeptical of old Santa. Not *too* openly, of course, just in case the old gentleman should happen to be the McCoy. But my wife and I felt that a little concrete evidence might hold him over for another year. How about his hearing Santa's sleigh on the roof? So, after supper last Christmas Eve, I tossed a ball of heavy cord over the ridgepole above Freddie's bedroom and tied a string of sleighbells to one end. Later, while *The Night Before Christmas* was being read to him in bed, I sneaked out and pulled the sleighbells up one side of the roof, over the ridgepole, and down the other side. Freddie's mother reports that the effect was terrific. It should hold him for another year.

Traditions are fun to start, and fun to keep going. Look around your home; you may have some of your own right now—traditions you haven't recognized as such. Anything which is fun for the family as a whole should be repeated. If it is as much fun the second time as the first, you have made one. It's up to you from there on. Let's keep the tradition mortality rate low. They make for stronger family ties—the kind that can take some pretty tough stretching over the years without ever quite breaking. Such family ties are something like the green ones on St. Patrick's Day—traditional.

SEAL UP THOSE EXPENSIVE LEAKS WITH . . .

INNER-SEAL WEATHERSTRIPPING

STAYS LIVELIER LONGER . . . SAVES MORE FUEL

RESISTS WEAR . . . waterproof neoprene coating preserves it.

TOUGH AND SPRINGY . . . live sponge rubber bead.

FLEXIBLE, INSTALLS EASY . . . woven spring-wire attaching strip, fits corners easily, accurately.

WHAT'S THE "JUMP TEST"?

Ask at your hardware or building supply store.

Your YOUNGSTER WILL LOVE IT!

Give your youngster a TRACTALL for the joy-ride of a lifetime! Looks just like a man-size Tractor. The perfect gift for boys, girls, up to 12 years old. **Chain Drive.** Sold only direct from factory. **Write for Literature, FREE trial offer. INLAND MFG. CORP., Dept. AM-11, 164 Ellicott St., Buffalo 3, N. Y.**

No Tack Marks with Smoothedge Carpet Installation

MAIL COUPON TODAY

for your *Free* copy of this colorful, interesting booklet. Full-color illustrations show how the new SMOOTHEDGE tackless installation method makes possible the utmost loveliness of wall-to-wall carpet. See how to eliminate the marring effects of tacks at wall edge, fireplaces, registers, door jambs, and stairways.

Guaranteed by Good Housekeeping

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Gentlemen: Please send me your Free color book, "New Carpet Beauty."

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Pattern Order Form

Please allow 3 weeks for handling and mailing

(Patterns contain tracings, directions, color guide, list of materials as required)

- ☐ 1400 Choir boys and angel, to paint on storm windows, express Christmas spirit at little expense 45c
- ☐ 1401 This is something new. Bright red felt gloves, marked "His" and "Hers," to fill with Christmas greens and hang on your door or over the mantel 25c
- ☐ 1402 Crepe-paper choir boys are easy to make with this pattern. Scotch tape to alternate panes inside your storm door, or use as mantel, table, or under tree decoration. Fun to do 25c
- ☐ 1201 Easy-to-make old-fashioned village to decorate mantel, window sill, table, or place under tree 45c
- ☐ 1202 Quick, easy-to-stencil Christmas hankies in lieu of cards, are so simple to do even at this late date. Full instructions.. 15c
- ☐ 1206 Pattern for over-mantel felt map. Hang your Christmas cards from sender's state. Educational, too! 30c
- ☐ 1199 Our Christmas package filled with many patterns and suggestions for decorations for holiday season 50c
- ☐ 1200 5 Christmas card designs easy to make. "Ball balloon," simple wreath, felt figure, angel shepherds 30c
- ☐ 1207 11 felt tree ornaments including 4 of Lietta's tree "bugs." All easy to make with this pattern 30c
- ☐ 1214 Roof decoration of Santa going down chimney wrong way! Hurry for this, time is short 20c
- ☐ 1311 2 Christmas cards with a touch of dainty elegance for someone very special 25c
- ☐ 1314 Scale model of white-spired church for a truly lovely mantel or table decoration.. 20c
- ☐ 1315 4 exquisite felt Christmas stockings. One has a reindeer with jeweled antlers; one a charming Bambino; and one a Madonna and Child beautifully detailed. 4th a Christmas tree with bauble ornaments.. 35c
- ☐ 1338 "Night Before Christmas" felt tree ornaments to trim small fry's own tree or hang on wall 35c
- ☐ Complete list of all available patterns 10c

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City *Zone No.* *State*

See instructions below for ordering patterns.

Order Your Blueprints Here

Please allow 3 weeks for handling and mailing

(Blueprints contain lists of materials, construction drawings, instructions)

- ☐ 2003 Blueprint construction pattern for building Rudolph the red-nosed reindeer, lighted candle in cart, guarded by small girl 50c
- ☐ 2004 Blueprint construction pattern for building plywood choir boys to welcome your guests at the front door 50c
- ☐ 1251 Blueprint construction pattern for building small hanging shelf and plant bracket. Still time to make for Christmas if you hurry 50c
- ☐ 1327 Blueprint construction pattern for building gay amusing Sicilian cart with snow man and little gray donkey 50c
- ☐ 1328 Blueprint construction pattern for building lawn or roof ornament of Santa in his sled, drawn by his reindeer 50c

Name

Street Address

City *Zone No.* *State*

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

American Home Pattern Department

American Home Building

Forest Hills, New York

How a Young Wife can find out the truth she can trust

Full explanation in FREE book. Send coupon below.

No longer need she risk married happiness, her health and womanly charm!

Once a woman realizes how important the practice of *complete* hygiene (including intimate internal cleanliness) is to married happiness, her health, after her periods and to combat a grave odor at its source —how much happier her life can be!

And of course, modern, well-informed women have found out about ZONITE—*how no other type liquid antiseptic-germicide tested for the douche is* SO POWERFUL *yet* SAFE *to tissues*. (This is an absolute *truth* proved by scientists.)

On the day the ZONITE principle was developed by a world-famous surgeon and scientist, women forever became free from the dangers of using harmful poisons—over-strong solutions of which may burn and desensitize delicate tissues. No longer did they have to rely on weak, ineffective 'kitchen makeshifts.' ZONITE changed all this!

ZONITE'S Miracle-action

Despite its great germ-killing and deodorizing powers—ZONITE is *positively non-poisonous, non-irritating*. You can use ZONITE as directed as often as needed without the slightest risk of injury. ZONITE has brought confidence to women by the tens of thousands—dainty, refreshing internal cleanliness without fear of harming the most delicate tissues.

Gives BOTH Internal and External Protection

ZONITE dissolves and *removes* odor-causing waste substances. It has such a *soothing* effect. ZONITE helps guard against infection and kills every germ it touches. It's not always possible to contact all the germs in the tract, but you can BE SURE ZONITE *immediately* kills every reachable germ. The *first* antiseptic-germicide principle in the world—so *powerfully effective* yet *harmless* for a woman to use. Buy ZONITE today at any drugstore.

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Zonite FOR NEWER *Feminine Hygiene*

*Offer good only in the U. S. and Canada

Mail coupon for FREE book (never before published). Reveals intimate facts and gives complete information on feminine hygiene. Write Zonite Products Corp., Dept. AH-111, 100 Park Avenue, New York 17, N. Y.*

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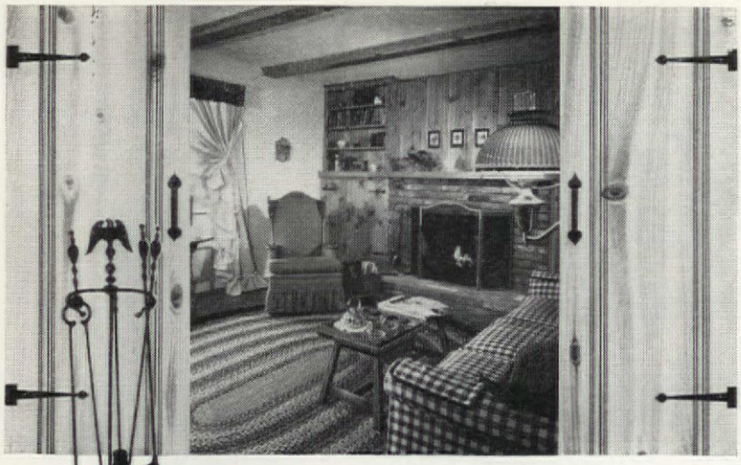

Here's a happy room!

Wonderful to come home to . . . this friendly living-room which owes much of its cheerful charm to gleaming walls of Western Pines*.

You build in beauty wherever you use these versatile, fine-grained woods. Remodeling a kitchen? Give it convenience and good looks with walls and built-ins of the Western Pines*. Doing over an attic? Bunk beds, paneling, storage space of these durable, beautiful woods give you more living room plus lasting loveliness.

Whether you are building or remodeling, choose the woods of the Western Pines*. Easy to work, easy to paint, stain and enamel—especially attractive waxed then buffed to a satiny glow! Consult your retail lumber dealer.

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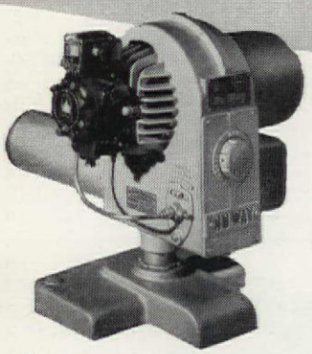

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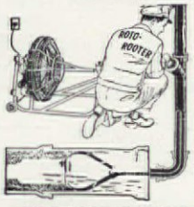

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So Your House Is For Sale!

EUNICE BRYSON SMITH

Our house has been, too—for a long time. It happened this way. Having reached middle age, and having lived in the same comfortable home for 16 years, my husband and I decided to buy a small ranch-type house. We had raised our family and reached the age when many possessions and a large house were more of a burden to us than a joy. We had read that the modern way to live was to possess so little that it would leave you free. With a modern house, all you have to do is to "turn the key in the lock" and follow the sun, moon, stars, or whatever intrigues you. "The modern, functional home runs itself," so we read.

So we decided to sell our house, and we thought it would be easy. We happen to live on the shore of Lake Erie in a quiet suburb of a large city. We're fond of the water, and took it for granted that all other normally sensible people were crying for lake-front property and that our house would practically sell itself overnight. What a mistaken presumption! We are now of the opinion that people are acquainted with water only as something that comes from a tap—to be used for sanitation or as a means of quenching thirst only when nothing else is available. We had read for years of the "housing shortage." I might say now that that is, and has been for some time, a huge fallacy.

During the time our home has been for sale, we have had many, many people through it. We find that our solid, well-built older house is competing with over 300 small, new, modern homes in this vicinity alone. The fact that they are built of unseasoned wood, and that some are of questionable construction means nothing to the buying public as long as they have the much advertised "turn the key in the lock" functionalism.

We learned a lot about just what people look for today in a home. We have always taken joy in the fact that our living room was spacious enough to easily accommodate four card tables to serve buffet dinners for 16 guests. It also has been a haven for secret high school fraternity meetings, and for teen-age dance-band rehearsals. Our large basement has many a time been the experimental laboratory for sprouting chemical engineers in the teen-age group. Our screened-in porch has provided sleeping, as well as summer eating space, and it has offered us cool comfort and beauty for years. In short, this house has been a Home. But these features mean

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House Is For Sale

(Begins on page 148)

nothing, apparently, these days.

Because I happen to be an interior decorator, people invariably admire the décor. But we have none of the latest labor savers, no pine-paneled recreation room, and our heat is provided only by good old gas-fired steam. I now often wonder how we managed all these years to live, entertain, and be a respectable civic-minded family in such an ark.

Living in a house which is open for inspection by the public affords you just about as much privacy as living in New York's Grand Central Station. I am sure everyone in my position has had experiences similar to mine, some just trying, some nerve-racking, and others just plain funny. Like the morning my head was full of lathery shampoo, and a real estate agent brought a family through, and I had no place to hide, since they go from basement to attic. And there was the time I was awakened by having five strangers walk into the bedroom. I had closed, but not locked, the door.

I paint water colors and had an order for a still-life composed around driftwood. The only suitable space to set up my subject seemed to be the breakfast-nook table. True to form, I was interrupted by prospects, and I will never forget the look of incredulous shock on the face of the woman when she saw a five-foot log perched on top of what was obviously a constantly used breakfast table. She left in a hurry, probably convinced that I was a madwoman.

No meal is ever uninterrupted. Either the phone rings (a call for an appointment) or realtors come tramping through with prospects. No dirty ash trays can be tolerated, no dust, no transient egg shells in the sink for even five minutes. No peace!

Perhaps when we are finally settled in our small, beautiful "push-button" house in the woods, we may look back on these experiences as amusing. In fact, we're sure we will, for now I can tell all of you who are having similar trials in the process of selling older homes that they are worth enduring. When you finally do sell your house, you'll be able to live the rest of your days in "turn the key in the lock" ease, and "push-button" convenience. You see, our house has just now been sold, and we, too, have succumbed to the modern features demanded by house buyers today.

CORRECTION: In the article "Floorings—the choice is not easy" on page 52 of our September issue, **The American Home** said with reference to cork tile as a flooring material ". . . Though its insulating properties are a major asset, they prohibit its use with radiant-panel floor heating."

We were wrong: Although cork tile has not as great a degree of heat conductivity as certain other flooring materials, it has been successfully installed as a flooring material over radiant-heating coils. The insulating factor is about equivalent to that of wool carpeting.

Q. How much does insulation reduce fuel bills?
☐ About 5% ☐ Up to 45% ☐ Depends on furnace

A. KIMSUL* insulation, installed in walls and ceilings, can provide the maximum saving in fuel—up to 45% each year. At this rate, a yearly fuel bill of, for instance, $200, is cut almost in half, and in an average 6-room home, the money thereby saved pays for the insulation within two years. What's more, these savings continue for the life of the house, because KIMSUL is a *permanent* insulation.

Q. Can I install my own insulation?
☐ No ☐ With proper equipment ☐ Yes

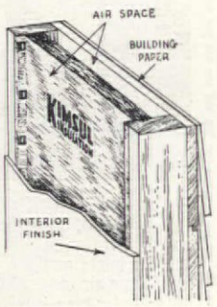
A. Many insulations are irritating to the skin, or require skilled labor and special equipment for efficient installation. But KIMSUL is the *home-owners'* insulation—it is non-sifting and kind to the skin. You can buy it in easy-to-carry rolls at building supply dealers, take it home in the car, and install it yourself. As each roll is opened, the blanket is expanded and cut to desired lengths, then stapled to wall studs and ceiling joists.

Q. In an average uninsulated house, where is the greatest heat loss? ☐ Walls ☐ Roof ☐ Floors

A. In a 2-story house, because the wall area is greater than the roof area, most heat is lost through the *walls*. In a 1-story house, the greatest loss is through the roof. In either case, the best protection at lowest cost is obtained by insulating both walls and ceilings.

Q. For greatest insulating efficiency, should insulation—
☐ Fill the walls and ceilings ☐ Leave air spaces

A. The provision of an air space on both sides of the insulation is a prime requisite for protection against condensation. Important too, the air spaces act as additional barriers against heat loss. Unlike loose-fill or "too thick" insulations, both Regular and Reflective types of KIMSUL are installed on this "breathing wall" principle for greatest all-round protection. And because the KIMSUL blanket consists of many individual layers of fire-resistant cellulose fibers, millions of tiny air cells are created to trap the air, provide highest insulating value per square foot.



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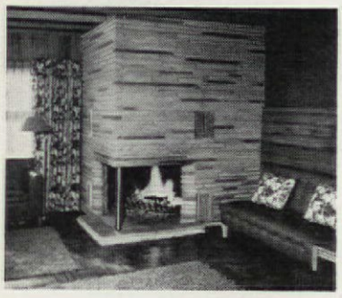
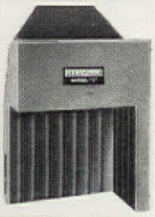
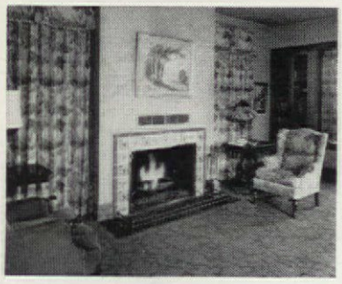
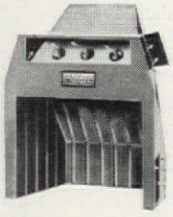


This attractive modern design corner fireplace is built around HEATFORM Model "S" unit, affording view of fire from two sides. Custom-made Superior Drape Screen and Grate available for Model "S" and Model "A."





HEATFORM Model "A" for the traditional type fireplace. Shown installed in photo above with side cool-air inlets and front warm-air outlet grille for greater heating efficiency and economy of installation. Side warm-air outlets can be used if preferred.



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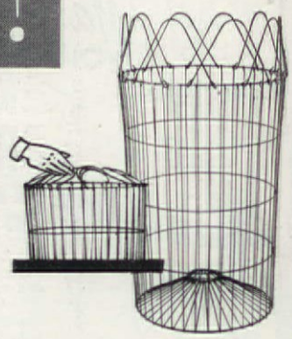
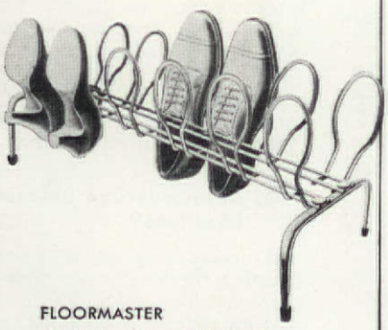
CHRISTMAS AMARYLLIS bulb is treated to bloom early; if potted in late October, will bloom at Christmas. Guaranteed to bloom six to eight weeks after planting. Deep red, $2.75. Three, $7.90. Pure white, $3. Three, $8.55. Stassen Floral Gardens, Roslyn Heights, N.Y.

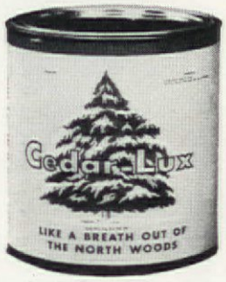


THE ZIPPER TOP is an easy to handle rubbish burner for you who don't have garbage disposal service. Powerful draft forces rubbish to burn quickly, and lock top falls into place with a tap. 28" high x 19" wide. $2.98. Union Steel Products, Albion, Michigan



FLOORMASTER eliminates the usual lack of shoe space in a closet, takes six pairs of any type shoes. Built-in shoe tree keeps them in shape, center section takes umbrellas, etc. $2.98. Parade Products, 366 5th Ave., N.Y.C.

CEDAR-LUX, a pulverized aromatic cedar wood, comes in a can to cedarize your closets. Add water to form liquid, then brush or spray on like paint. Protective qualities last indefinitely. 6-lb. can, $6.95. 12-lb. can, $12.95. Cedar-Lux Company, 703 Main Street, Kansas City 6, Mo.



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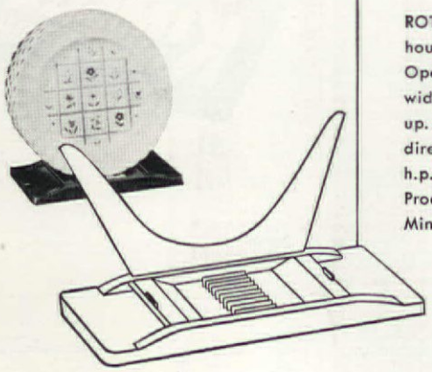

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FRAMELESS PLASTIC STORM WINDOW is easily removed by releasing tension locks, rolls up like paper for easy storage. Can be replaced with aluminum screen from inside. Average size storm sash, $5. With screen, $10. Columbia Mills, Inc., 225 Fifth Ave., New York 16, N.Y.

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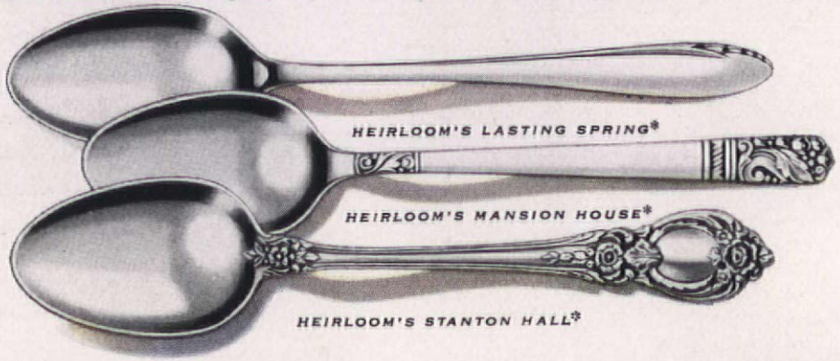

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The AMERICAN HOME

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June to November, 1951

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