THE AMERICAN HOME

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AUG
WOMAN'S COLLEGE
UNIVERSITY OF NORTH CAROLINA

September 35¢

BANANA SPICE CAKE— MELTS IN YOUR MOUTH

WE VISIT THE DON McNEILL HOME

What you should know about outside paints

How did Mrs. Nason's bathroom get its striking new look?

A FEW SIMPLE CHANGES AND A NEW FLOOR OF ARMSTRONG VINYL CORLON DID THE TRICK

This is what Mrs. Nason's old bathroom looked like. The 25-year-old Armstrong floor was still in good condition though out of style. For her new floor she chose Armstrong Vinyl Corlon, Mosaic style 6512. The moderate price was a pleasant surprise.

This is why the new floor is luxuriously comfortable underfoot. The craftsman from the store put Armstrong Cushion-Eze Underlayment under the Vinyl Corlon. This soft layer of foam cushions footsteps with millions of tiny air bubbles. It costs so little, adds so much luxury.

This is how Mrs. Nason's new floor got its d tinctive custom design. The circles are one of ma ready-made shapes in Vinyl Decorator Inlays. Wh you redecorate, remember how easily Armstro Vinyl Corlon can bring modern elegance to any roo

SEND FOR FREE ROOM PORTFOLIO describing the many ideas in this redecorated bathroom. Sketch plan and list of furnishings are included. Write Armstrong Cork Company, 5909 Pine Street, Lancaster, Pa. In Canada, Dept. 99-B, Box 919, Montreal, Quebec.

Armstrong VINYL FLOORS

THIS YEARS MOST UNIQUE AND PRACTICAL IDEAS

Bancroft's - the shopping center of the world

FANTASTIC *STEREO* SPEAKER

- **Gives Stereo Effect**
- **Remote Set or Speaker Control**
- **Extend Listening To Other Rooms**
- **Works With Phono, Radio, TV**

Now! Enjoy Stereo Effect with your present phonograph, radio or TV! Have private listening—set can be 20-ft. away and farther. Extends sound to any room. Control set volume independently of remote speaker from your easy chair. Thrill to new realism of sound . . . feel as if you're surrounded by an entire orchestra! Can be used as "personal listening" speaker by your chair, bed or other room . . . without disturbing others. Controls volume of main speaker set, also has second volume control of personal speaker. Comes with 20-ft. of cable. Simple to install yourself.

TZ 3606 Complete **$7.95**

MAGIC FOOT WARMER

Amazing material generates its own heat to keep feet warm during frigid weather! Hot Feet warm on body contact. **No batteries, No electricity.** Merely cut to size—fits men's, women's, children's shoes—any style. Great for sports, hunting, shoveling snow. **TZ 3021** Pair **$1.25**

INSTANT BREWMAKER

Make instant coffee really "instantly." Electric brewmaker in Moss Rose design, makes it in 2½ minutes . . . reboils water in seconds. Swell for coffee, tea, cocoa, etc. White porcelain finish . . . the secret for keeping it hot! Four cup capacity. With cord. **TZ 3215** **$2.98**

ANDY, THE GENTLEMAN SKELETON

. . . Now, available truly complete—from muscles to organs to bones. In magnificent true scale—swell guy for parties and eerie nights . . . a delight to schools, doctors, artists. 12″ high, bends in different poses. An education to assemble. P.S. He's a she.

Skeleton Only:
TZ 9970 Standard Kit **$2.00**
TZ 9971 Deluxe with stand **$3.00**

Vital Organs:—Over 30 that fit either of above.
TZ 3310 Standard Set **$2.00**
TZ 3311 Deluxe Display **$3.00**

Muscle Structure Covering: fits over either skeleton:
TZ 3636 Unpainted **$3.00**
TZ 3637 Pre-Painted **$5.00**

GIANT FUNNY FEET . . .

Size 29½EEEEEE! Put your best foot forward—and what a gigantic foot! Huge clodhoppers provide hours of fun. Wait 'til friends see rubber monstrosities, complete with bunions and callouses. In natural flesh tones. Can be worn over shoes.

TZ 9441 Funny Feet, pair **$1.00**

PORTABLE CLOSET LIGHT

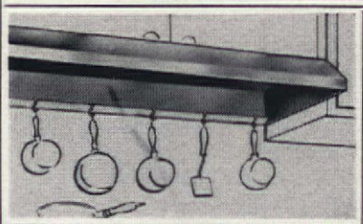
. . . goes on when door opens. Gives wide-area illumination to any closet—without complicated wiring. Lifts off for instant use as flashlight. Sleek ivory finish and diffuser lens. With wall mount and double switches. Uses ordinary batteries.

TZ 3302 Closet Lite **$1.00**

CAN YOU BLOW 'EM OUT?

Try to blow out magic candles and they'll relight automatically! A riot at birthday parties when birthday boy or gal blows out candles on the cake and they suddenly start burning. A secret: to put them out, merely pinch wick!

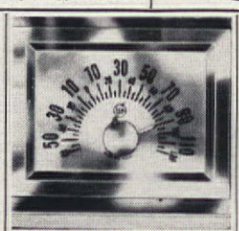
TZ3173 Set of 12 ..... **$1.00**
TZ 3174 Set of 24 ..... **$1.89**



ELEGANT AMERICAN BEAUTY RANGE HOODS

Modernize your kitchen with suburban beauty of gleaming Range Hoods. Protects cabinets and ceiling from heat, stains, dirt. Adjustable hooks for pans or kitchen tools. All styles 4″ high—project 15″ from wall. Choose width, style below.

COPPERTONE	STAINLESS STEEL
TZ 2811-D 30″ **$5.95**	**TZ 2814-D** 30″ **$11.95**
TZ 2812-D 36″ **$6.95**	**TZ 2815-D** 36″ **$12.95**
TZ 2813-D 42″ **$7.95**	**TZ 2816-D** 42″ **$13.95**



LOOK-THRU THERMOMETER

Know the temperature and see the weather. 2″x3″ clear dial won't block outside view and bright red needle points to numbers that can be seen 10 feet away. Can't rust or mar window's appearance. Attaches to outside of window with self-adhesive. **TZ 9820** **$1.00**

TOT'S FIRST ROCKING HORSE

Little buckeroos ride safely . . . only 4½″ off floor! Their own Rocking Horse is "branded" with ANY NAME you choose. Red and blue spotted pony won't tip or fall. Silvery bell on pony's nose tinkles as cowhand rocks. Sturdy hang-on handlebars. 10½″ x 7″ x 19″ **TZ 689-P** **$3.49**

PLANT CHANGES COLORS

A "living rainbow" of purple, white, yellow, pink, rose, red-bronze and gold! Exotic Mexican Shrimp Plant brings glowing color to your home all winter long. Produces flower-like sheathes that change color as they mature. Grows into cascade 18″ tall.

TZ 2782-D Shrimp Plant ..**$1.50**

THREE WAY SHADE WITH EXCLUSIVE SILVER LINING

Completely shuts out light . . . keeps homes warmer in winter—cooler in summer. Conserves furnace heat. Keeps hot sun from fading furniture.

They're Washable White plastic—inside and out—over aluminum insulation. Easy to cut for odd sizes. On rollers.

TZ 1203-S 36″ x 6-ft. **$1.79**
TZ 1204-S 36″ x 7-ft. **$1.99**
TZ 1205-S 48″ x 7-ft. **$2.98**

RACK SACKS BY THE DOZEN

No place to put paper bags? Sack Holder saves 'em—ends bag clutter, saves space. Graduated wire slots keep over 3 dozen paper sacks—napkins, recipes, coupons, pot holders, comic books, too—neat, and ready for use. Fastens on any door.

TZ 3042 Sack Holder **$1.00**

PORTABLE UNDER-BED CHEST

Carries like suitcase! Has trunk capacity! Makes under bed area an "extra closet" for storage. Keeps out of season clothing hidden. Durable 12 gauge vinyl has zipper closure. Completely dust-moth-mildew proof. 6″x18″x42″ with steel bracing. Lightweight.

TZ 3601 Portable Chest **$3.98**

END "DOG ACCIDENTS"

Trains Fido automatically! Amazing scientific compound housebreaks your pet for you! Just pour 2 drops on any newspaper, mat or spot desired—use indoors or out. Fido is drawn like a magnet, everytime. Protects furniture, rugs, floor.

TZ 3739 Dog-gone **$2.00**

KEEPS SHAVER SAFE!

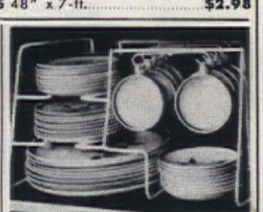
At last! A holder that keeps all electric shavers safe and handy. Shaver Cradle accommodates all makes, all shapes. Just slip shaver in and wind cord around reel. Prevents damage—keeps shaver safely out of way. Rich ivory plastic. Easy to mount on wall.

TZ 7720 Shaver Cradle ..**$1.50**

BLUE WILLOW MUG SET

Authentic reproductions of Dutch Blue Delft you've seen in finest China shops. Extra large for jumbo cups of coffee, cocoa or tea and extra thirsty guests. Each is 3½″ high. Exquisite addition to your China collection. Glazed porcelain finish.

TZ 3678 Set of 6 ..... **$1.98**



40-PC. DINNERWARE RACK

Stores dishes in compact tri-level area. Any dish can be removed easily - without "balancing pile," or disturbing surrounding dishes. White vinyl cushioning prevents chipping. Holds 8 each of cups, saucers, dinner plates, butter and fruit dishes. 17¾″x9″x9″.

TZ 1067-S **$3.49**

PERSONAL GAY 90's TRAY

Your own personal touch of hospitality. You and your spouse's first names are hand-painted under Gay Nineties couple. Last name inscribed as shown. Color-fast metal tray has flanged sides to prevent spilling. 9″ x 15″. Specify first and family name.

TZ 2539-D Gay 90's Tray **$1.98**

PERSONAL DRESS LABELS

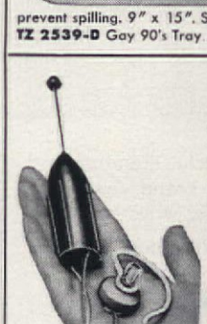
Every creation is "exclusively yours"! We print your name on silky satin labels to sew in any dress, blouse, etc. Distinctively identifies clothes. Ideal for "Handmade" gifts. Give name.

TZ 2640-D 15 labels for **$1.00**
TZ 2641-D 40 labels for **$2.00**
TZ 2642-D 60 labels for **$3.00**

SPEND WHAT YOU INTEND

Totals purchases as you shop—Just press—it adds automatically. Clicker Quik-Chek lets you know how much you've spent before you reach the cashier. Prevents overspending, avoids embarrassment. Accurate "push-button" adding machine fits palm of hand.

TZ 3045 Quik-Chek **$1.98**



WORLD'S TINIEST PORTABLE RADIO

No tubes! No batteries! Needs no outlet! Lowest Price Ever! Self-powered Portable works on Germanium diode—fits pocket, purse. Ground to metal—listen in bed, at work, etc. **TZ 397** **$2.00**

Deluxe Model

Needs no ground. Has extra long antenna. Works anywhere; outdoors or indoors, in cars, on bike, in boats.

TZ 398 ..... **$4.95**

EMERGENCY RAIN-CAPE 69c

Let it rain, let it pour . . . you've got protection right in your purse! A complete rain-cape that stores in less space, no more room than a compact. Covers you completely—from hat to hem—yet it folds into its own wallet-size case. No need to carry an umbrella or rely on the weatherman. Transparent plastic. One size fits all.

TZ 3361 ..... **69c**

"MIDNIGHT COACH" SIGN

Family name, house number can be seen DAY or NIGHT! Hand-lettered "Coach Sign" Glows in Dark on lawn, house, mailbox or tree. Weatherproof metyl-meth-acrylate with black crinkle finish. 15″ long, 5¾″ high. Give name and house number.

TZ 515 Coach Sign **$1.25**

EXTENSION WALL LAMP

Puts Light Where You Need It. No need to sew, type or write without proper light. Low priced metal Scissor Lamp hangs securely on the wall . . . extends out 32″. Goes up and down, in and out, right and left, makes a full 180° arc. Jet black perforated shade reduces glare, eye strain.

TZ 1130-S **$3.98**

E-E-E-K! BE A GRUESOME GHOUL!

The party crowd will howl! Don this Grotesque Hand and show your warts, scars and long claws. Add Jumbo Ears and Bald Head Wig and you'll be Yul Bryner, Clark Gable and Frankenstein—all in one. Results are positively frightening—and hilarious.

TZ 3125 Hand **$1.00**
TZ 3126 Ears **50c**
TZ 3127 Wig **79c**
TZ 3128 All 3 **$2.00**

HOW TO ORDER:

Order by number, stating the quantity desired. Add only 15 cents postage for each item ordered. Send payment (check, money-order or cash) with your order. **No C.O.D.'s please. Satisfaction Guaranteed or your money back. Send all orders to:**

BANCROFTS, 2170 So. Canalport Ave., Dept. AH808, Chicago 8, Illinois.

Those were the bestest mud pies ever, Mrs. Jones. Now I guess we'd better wash the dishes and that's easy. We'll use the Waste King.

Isn't it wonderful, Mrs. Jones? All you have to do is push the magic buttons. Mommy says it's the Magi-Matic Cycle Selector. Big people talk funny, don't they?

This magic button is just for doing a few dishes, like tea parties and breakfast and things. This one is for **Pots and Pans,** like mud pie pans. And this one does a whole lot of dishes . . . a whole party full . . . washes, rinses and dries. All with these magic buttons.

Daddy's funny. He calls the washing part Super Charged Scrubbing Action. Mommy doesn't care. She says she's just glad it gets off egg yolks and the stuff that sticks on the pan when we have hamburgers. Daddy says the Floating Power Arm does that. He's funny.

Sure holds a lot of dishes. Bet we could have a party for all of Miss Colette's class and get all the dishes in in one load. Daddy says it's the special Contour Racks that hold dishes to make them so clean. He's so smart!

The Waste King is magic quiet, too. I do homework in the kitchen while it's running. When I grow up and get married, I'll take the Waste King with me—Mommy says I'm funny.

For colorful literature on 32 brand new models, write to:

WASTE KING CORPORATION
3300 East 50th Street
Los Angeles 58, California

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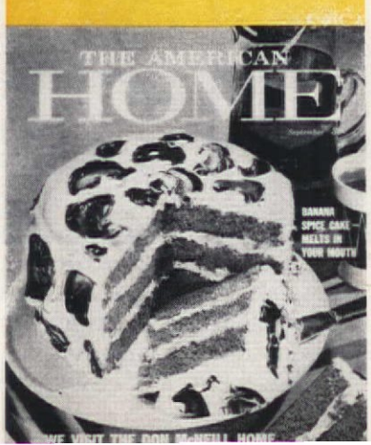

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A Curtis Publication

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OUR COVER: For an absolute dream of a cake, we recommend our banana spice, topped with smooth, smooth Sea-Foam Frosting and accented with swirls of chocolate. Recipes for this and other sure-to-be-talked-about dishes to serve when friends drop by on pages 41, 43, and 44.

FORGET ABOUT COSTLY UPKEEP!

SPECIFY:

ALSCO ALUMINUM SIDING

Kiss paint worries goodbye the day Alsco Siding goes on your home. The heavy gauge aluminum is weather-protected with two coats of baked enamel. Almost cares for itself. Horizontal and 12-inch verticals in Chateau White and nine decorator selected colors.

Right for NEW and "LIVED-IN" Homes

EXCLUSIVE!
BAK-R-FOAM* INSULATION IS BUILT-IN!
Muffles nerve-jangling street noises. Keeps house cooler in summer. Saves as much as 30% on heating costs!
*Pat. Pend.

Send 10c for full color booklet: Good Living with Aluminum.

Alsco Aluminum Building Products
Dept. AS-49 Akron 8, Ohio

We're planning to ☐ remodel ☐ build.

Name_____

Address_____

City_____ Zone____ State____

In Canada: Alsco Products Ltd., Scarborough, Ont.

Alsco also manufactures aluminum house windows, storm windows, doors.

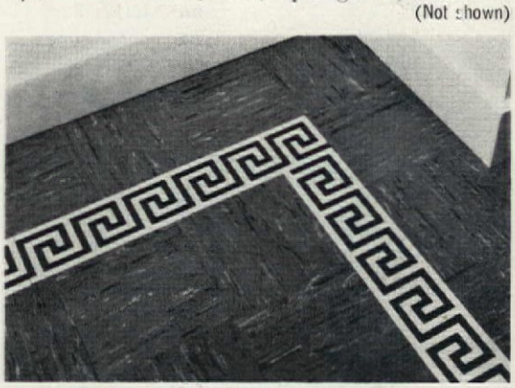
LOOK, IT'S NEW!

A television table that lends the distinction of a console unit to a separate 21" TV is just one of a group designed by General Electric to hold their "Designer" sets. Of richly grained walnut veneer and highlighted with brass trim, table makes an attractive wall unit or room divider. Without television, $39.95.

Planters that breathe. Millions of tiny pores permit aeration and prevent root rotting in plants. Planters are hand made of a porous silica material which also controls the moisture of the soil by absorbing and retaining water. In pastel shades or natural, this one is 13¾" wide. $9.25. POR-o-POR Co., Mount Dora, Fla.

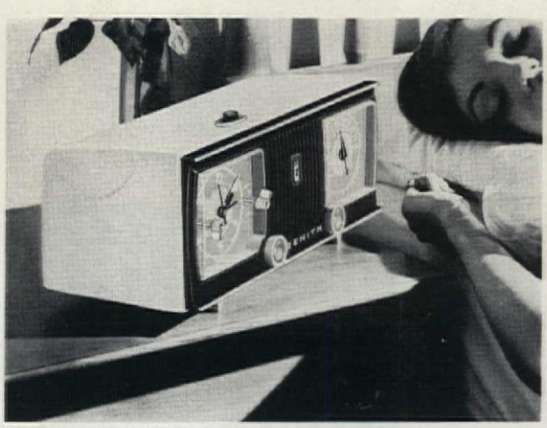
Magic-counter-cover is a new heavy-duty, self-adhering decorative material for table tops, counters, and desks. It cuts with scissors, is waterproof, scuff-resistant, heat-proof, and will not fade. 27" wide, $1.59 a yard. Synthetic Fabrics, Inc., Springfield, Mass.

(Not shown)



Greek key inserts in vinyl tile can define an area or border a room. Introduced by Kentile, these inserts are available in 12" strips which are 4½" wide in any two-color combination of gold, white, silver, or black. Price range is from $1.50 to $2 a strip, installed.

All prices approximate



Catch a few extra winks with a Zenith Nocturne AM clock-radio. It wakes you to music, then buzzes an alarm. A button on top silences the buzzer for seven minutes' more sleep—a cycle you can repeat five times. $39.95.

Looking for FURNITURE *with a* FUTURE?

Furniture by National Furniture, Evansville, Indiana and Wellington, Kansas

Then be sure it's cushioned with *real* AIRFOAM

You can't take a piece of furniture apart to see if it's good all through.

But when you see the AIRFOAM label, you can put your money down with confidence that it's buying the best.

Only Goodyear makes AIRFOAM—the true *rubber*-latex. And only AIRFOAM performs the way that has delighted countless thousands of homemakers over the past 25 years.

AIRFOAM cushioning holds its original lines—year after year after year. It never sags, mats down or breaks down—facts not true of some "foams" that only *imitate* rubber-latex foam.

So—when it comes to foam cushioning, make sure it bears the AIRFOAM label. It identifies Furniture with a Future—and that's the *only* kind that makes your investment a good one. Goodyear, Foam Products Division, Akron 16, Ohio.

For **your** *home, insist on* Airfoam

made ONLY by GOODYEAR

Airfoam—T. M. The Goodyear Tire & Rubber Company, Akron, Ohio
Watch the award-winning "Goodyear Theater" on TV every other Monday evening

The Foam **Rubber-Latex** *Cushioning of Furniture with a Future*

Restore floor beauty with ***new Bulls Eye® Spray Shellac***

The quick, easy way to touch up worn areas in hallways, thresholds, door saddles, stair treads!

Room looking drab? Maybe it's your floors. Here's the easy new way to give those worn areas fresh beauty and luster—and brighten up the whole room. Just spray on new BULLS EYE SPRAY SHELLAC. No time-consuming preparation. No brushes to clean. BULLS EYE SPRAY SHELLAC dries in minutes . . . lasts for years . . . blends beautifully with all types of floor finishes. Easier than waxing! And it seals wood pores so dirt can't get in, reinforces wood fibers, brings out the beauty of wood grains, will not darken or yellow with age.

HAS DOZENS OF USES AROUND YOUR HOME

BULLS EYE SPRAY SHELLAC
is the handiest way yet to—

- ***Refinish* furniture, especially wicker or rattan**
- ***Seal* knots, sappy streaks and plastered area on walls before painting**
- ***Protect* picture frames, lamp shades, shop tools, art and crafts objects**

BULLS EYE SPRAY SHELLAC — *stays fresh in the can for over two years.*

For larger floor areas—get ready-to-use Bulls Eye Shellac in wide-mouthed cans

No thinning! No separate containers! So quick-drying you can put on two coats in one day, use the floor the next.

Write for FREE FOLDERS on Bulls Eye Spray Shellac and Bulls Eye Regular Shellac.

WM. ZINSSER & CO.
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Also makers of B-I-N Primer-Sealer® • Trimlac®

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CLASSICAL READING at a supermarket price

Start building a library of good books with paperbacks for as little as 25c a volume

Have you noticed how often you see paperback books being tucked snugly into briefcases, blue jeans, pockets, handbags, and baby carriages? These soft-covered, easy-to-handle volumes are changing the reading habits of the country.

Why? First, you can buy paperback books for as little as 25c and prices rarely go higher than $2.95. Second, paperbacks are now offering an incredible selection. There was a time when the only thing you could buy in a paperback was fiction or lurid murder mysteries. Today, publishers are putting out an increasing number of outstanding works of literature, philosophy, religion, art, poetry, and biography. Did you ever expect to find Plutarch's "Fall of the Roman Republic" for only 95c? Or Stendhal's "The Charterhouse of Parma" for the same price? Or Tolstoy's "Anna Karenina" for only $1.85? All of which means you no longer go to a bookstore to buy one volume at a time. You walk away from the shelves

(continued)

To introduce you to THE RCA VICTOR POPULAR ALBUM CLUB

CHOOSE FROM 56 ALBUMS

ANY FIVE for only $3.98

[NATIONALLY ADVERTISED PRICES TOTAL UP TO $24.90]

. . . if you agree to buy five albums from the Club during the next twelve months from at least 100 to be made available

THIS new plan, under the direction of the Book-of-the-Month Club, enables you to have on tap a variety of popular music . . . and takes the bewilderment out of building such a well-balanced collection.

You pay far less for albums this way than if you buy them haphazardly. For example, the offer described here can represent as much as a 40% saving in your first year of membership.

Thereafter, by means of the Club's unique Record-Dividend Plan, you will be able to obtain selected RCA VICTOR records **at about one-third less** than the manufacturer's nationally advertised price. After buying the five albums called for in this offer, you will receive a **free** 12-inch 33⅓ R.P.M. album, with a nationally advertised price of at least $3.98, for every two albums purchased from the Club.

A wide choice of RCA VICTOR albums will be described each month. One will be singled out as the *album-of-the-month*. If you want it, you do nothing: it will come to you automatically. If you prefer an alternate *—or nothing at all*—you can make your wishes known on a simple form always provided. You pay the nationally advertised price — usually $3.98, at times $4.98 (plus a small charge for postage and handling).

ALL ALBUMS ARE 12-INCH 33⅓ R.P.M.

1. Melachrino plays *Autumn Leaves, Star Dust, While We're Young, Estrellita.*

2. Hottest album of year! All-star modern "mood" jazz from NBC-TV series.

3. Blues types, rhythm backing. *Hallelujah I Love Her So,* 11 others.

4. Original soundtrack recording from Rodgers and Hammerstein film hit.

5. All-time classical best-seller by most talked-about pianist of the generation.

6. 18 evergreens. *It Could Happen to You, Love Letters, Birth of the Blues.*

7. Breath-taking new recording of best-selling suite from dramatic TV score.

8. New recording of Kern-Hammerstein classic. Gogi Grant, Howard Keel.

9. Operetta film stars remake their 12 biggest hits. *Indian Love Call,* etc.

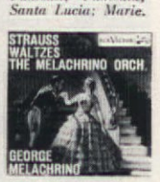
10. Lanza sings 12 Italian classics. *Funiculi, Funicula; Santa Lucia; Marie.*

11. Miller-styled modern repertoire, Ray McKinley. *Birdland,* 11 others.

12. New remakes of their biggest hits. *Jalousie, Skaters Waltz, Liebestraum.*

13. His latest and most danceable set yet. Ballads, lindys, waltzes, Latin, etc.

14. Fresh versions of 12 harmony hits. *Paper Doll, To Each His Own, Cool Water.*



15. Lilting versions of *The Blue Danube, Artists' Life, Emperor Waltz,* 9 others.

16. Key highlights from Tchaikovsky's enchanting masterpiece for ballet.

17. On-the-spot recording. Yes, includes *Day In—Day Out* plus 14 others.

18. 17 swaggering marches: *El Capitan, Semper Fidelis, On the Mall, On Parade.*

19. Lush rhythmic, exotic instrumentals. *Valencia, Granada, Delicado.*

20. His 12 biggest hits, newly remade. *Green Eyes, Linda Mujer, Adios,* etc.

21. Compote of Latin rhythms: cha chas, jazz. *Lullaby of Birdland,* 10 more.

22. New Broadway star, top tunes from top musicals. *Flower Drum Song,* etc.

23. Cha-cha versions of Latin tunes. *Perfidia, Frenesi, Tampico, Yours,* etc.

24. 12 pop favorites and light classics. *September Song, Warsaw Concerto, Diane.*

25. Absolutely the last word in sound and performance. The greatest *Gaîté!*

26. La MacKenzie sings 12 ballads. *Hey There, Ebb Tide, Too Young, Moonglow.*

27. 12 dance-mood favorites by trio plus strings. *I'll Get By, Dream,* etc.

28. Plush, romantic mood setter for a bachelor apartment. 12 top standards.

29. Prom king in beatful selection of ballads, lindys, cha chas. *Tea for Two.*

30. Pipes, drums, Black Watch Band in a sock sonic treat! Marches, folk songs.

31. Lilting Straus operetta. Risë Stevens, Robert Merrill, Jo Sullivan, others.

32. Liquid sounds from Hammond organ. *Over the Rainbow, Ebb Tide,* etc.

33. Rich baritone of the Graham Crusade sings some most-requested songs.

34. Realistic atmosphere, fantastic sound, virile singing. Different!

35. *My Man, Young and Foolish, They Say It's Wonderful, Yesterday,* 8 more.

36. 12 meaningful songs. *Whither Thou Goest, Scarlet Ribbons, Only One.*

37. Pianist's trio plays *Summertime, The Man I Love, All of You, Cherry,* etc.

38. Standards plus special material, fun-filled ad libs, Billy May arrangements.

39. 12 airy dance specials. *Once in Love with Amy, That Old Feeling,* more.

40. Wacky banjo-pickin' country comics raise havoc with hits and specials.

41. Hi-fi hilarity! German band plays (?) concert pieces, polkas, marches, etc.

42. Modern big-band jazz; top West Coast stars. *Chances Are,* other hits.

43. Warm, relaxed jazz by trumpeter Braff, Hank Jones, Roy Eldridge, etc.

44. Clancy sings, Bob swings *Shine on Harvest Moon, Whiffenpoof Song,* etc.

45. Romantic piano with orchestra. *Autumn in Rome, Secret Love,* 10 more.

46. 12 love songs. *I'll See You Again, You're My Girl, Time on My Hands,* others.

47. Fun-fat honky-tonk piano! *My Gal Sal, Side by Side, Charmaine,* 9 more.

48. Riotous musical satire, slapstick; wry commentary by TV's Henry Morgan.

49. Original Broadway cast recording of the season's hottest musical hit.

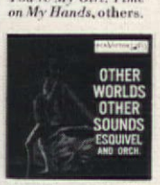
50. Tony Martin, Gogi Grant enhance the Academy Award-winning film score.

51. Virtuoso engineering, musicianship. *The Peanut Vendor,* 11 others.

52. 24 oldies; huge tonal color range of pipe organ. *Charleston, Black Bottom.*

53. "Biggest battery of percussion west of Cape Canaveral." Sonic MUST!

54. 15 varied strutters. *76 Trombones, Semper Fidelis, Colonel Bogey,* others.



55. Ultra-exotic hi-fi versions of *Night and Day, Begin the Beguine,* etc.

IF YOU HAVE A STEREO PLAYER

Stereo versions of these 56 albums are also available **—any five for $4.98** (nationally advertised prices total as high as $29.90). The plan is the same as outlined above—except that the additional stereo albums you buy during the year will be at the nationally advertised price of $4.98, at times $5.98. Most of the Club's new selections and alternates are available in stereo versions. Check box in coupon.

56. 16 magnificent spirituals: *Swing Low, Sweet Chariot; Dry Bones,* others.

THE RCA VICTOR POPULAR ALBUM CLUB, P. O. Box 80, Village Station, New York 14, N. Y. P46-9

Please enroll me in The RCA VICTOR Popular Album Club and send me the 5 albums whose numbers I have circled at lower right, for which I will pay $3.98, ($4.98 if stereo), plus a small postage and handling charge. I agree to buy 5 other Club albums within the next 12 months, for each of which I will be billed at the nationally advertised price: usually $3.98, at times $4.98, stereo versions $4.98, at times $5.98 (plus a small postage and handling charge on all prices). Thereafter, I need buy only 4 such albums in any 12-month period. I may cancel membership after buying 5 albums from the Club (in addition to those included in this offer). After my fifth purchase, if I continue, for every two albums I buy I may choose a third album free.

Check which type of recordings you want: REGULAR L. P. ☐ STEREOPHONIC ☐

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NOTE: If you wish your membership credited to an authorized RCA VICTOR dealer, please fill in below:

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C Send no money. A bill will be sent. Albums can be shipped only to U. S. its territories and Canada. Albums for Canadian members are made in Canada, and are shipped duty free from Ontario.

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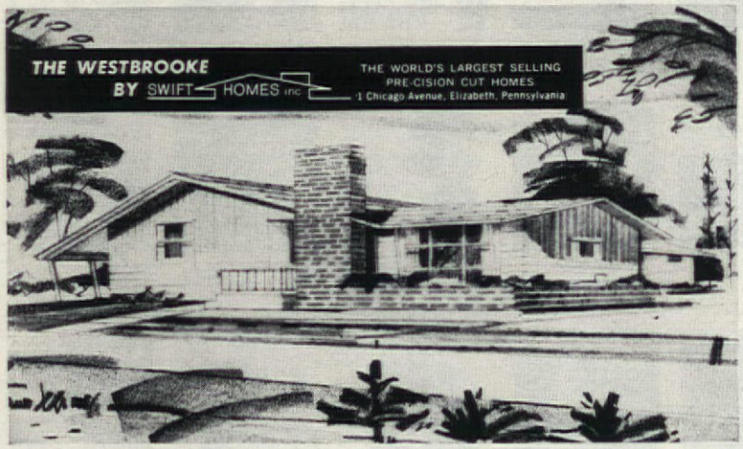
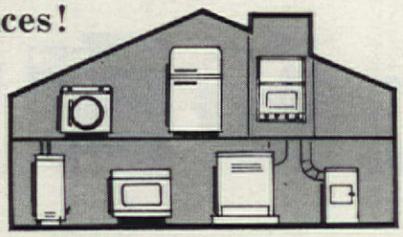
9	10	11	12	13	14	15	16
17	18	19	20	21	22	23	24
25	26	27	28	29	30	31	32
33	34	35	36	37	38	39	40
41	42	43	44	45	46	47	48
49	50	51	52	53	54	55	56

WIN $25,000 LP-GAS HOME by SWIFT HOMES, INC.



Completely equipped with modern LP-GAS appliances!



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HERE'S WHAT YOU GET!

A lovely ranch-style Swift home completely erected, excluding lot, plus every modern LP-Gas appliance shown! The house is Swift Homes' Westbrooke with 4 bedrooms, master bath and powder room, bonus-sized kitchen, spacious living-dining room . . . all with complete interior finish.

You also get these automatic appliances to be operated with LP-Gas, the modern fuel for homes beyond the gas mains.

LP-Gas Built-in Range & Oven—fully automatic. Instant heat with *exact* control. Smokeless broiling, cooler cooking!

LP-Gas Furnace—latest model, thermostat controlled. Cleanest, most uniform heat. Safe, too!

LP-Gas Water Heater—compact fast-recovery model. Enough hot water for all family needs.

LP-Gas Clothes Dryer—gentle tumbling action fluff-dries quickly, economically.

LP-Gas Refrigerator—cools and freezes silently. Replaces ice cubes automatically!

LP-Gas Space Heater—latest model, compact heating unit.

LP-Gas Incinerator—burns garbage and trash to an ounce of ash. Smokeless, odorless.

Plus **LP-Gas Fuel System.**

HERE'S ALL YOU DO:

Get your free entry blank from your LP-Gas dealer who displays the National LP-Gas Council emblem shown below. Nothing to buy. Just fill in the blank and leave it with your dealer. He'll do the rest. It's as easy as writing your name!

EASY RULES: This sweepstakes closes midnight, September 30, 1959. Residents of the Continental U.S., not including Alaska, may enter, except: employees (and their immediate families) of the National LP-Gas Council and its advertising agency, and of its member firms and their advertising agencies. Entrants must be 16 years or older. Entry blanks are available from member dealers of the National LP-Gas Council. Or send your name and address on a piece of paper to National LP-Gas Council, 185 N. Wabash Ave., Chicago 1, Ill. Winner will be determined by drawing and notified by mail. Name of winner available on request to those who send in stamped, self-addressed envelopes. This Sweepstakes is void in New Jersey and any other state or locality where prohibited, taxed, or restricted by law.

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(continued)

with an armload of quality reading and pay very little for it!

It's encouraging, too, that publishers are now giving special attention to their editions of the classics. Quality inks are used. Cover illustrations are carefully and imaginatively designed. And although these editions may cost a few cents more than general paperbacks, you can be proud of them as a permanent part of your home library.

Schools and universities are encouraging students to use paperbacks whenever possible. Today, there are two paperback book clubs for children in grades four through twelve. Through the carefully selected lists of these clubs, you can introduce your children to good books and give them the satisfaction of owning them. If you have sons or daughters in college, you'll be interested to know that more and more textbooks are being printed in paperback at far less cost than bound editions.

Approximately 75 publishers and 11 university presses put out about 6000 new titles each year. And though schools, colleges, and libraries represent a substantial market for the publishers, the majority of paperbacks are sold in regular bookshops, at newsstands, in supermarkets, and at air, rail and bus terminals. In many shops you see racks of paperback books displaying from 100 to 1500 titles at one time. If a book is not available through a local merchant, most publishers will sell you a copy by mail. The R. R. Bowker Company each year publishes a complete catalog listing all the paperbacks in print. This catalog, running some 200 pages, is available at most bookshops. From it and from the publishers' listings, you can make a wonderful selection of books for anyone of any age.

* * * * * * * * * * * * * * * *

A Shelf Full of Good Reading
11 Volumes for less than $11

David Copperfield, Charles Dickens, Modern Library	$ .85
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The Portable Walt Whitman, Mark Van Doren, ed., Viking	1.45
The Last of the Mohicans, James Fenimore Cooper, Pocket Books	.35
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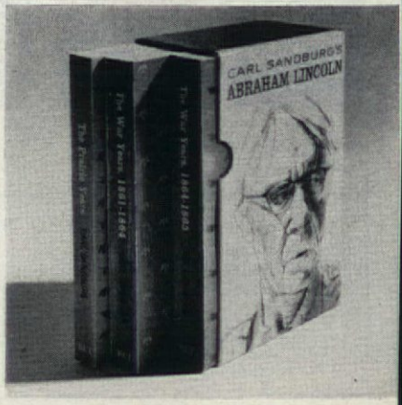
The Magnificent Ambersons, Booth Tarkington, Saga	1.45
The Portable Poe, Philip Van Doren Stern, ed., Viking	1.45
	$10.10

Carl Sandburg's great historical biography, ABRAHAM LINCOLN: The Prairie Years and The War Years, is being published this fall in paperback by Dell. Three volumes, handsomely boxed, under $3.



YOUR CHOICE OF COMFORT ROUND-THE-CLOCK

Gas valve
turns on gas in the gas system when thermostat signals.

Protectorelay*
safeguards your oil system from ignition failure.

Fan limit control
controls the fan, shuts off furnace if it gets too hot.

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This is *one* clockwatcher it pays to have around! For Honeywell's Day-Nite Round keeps an eye on your comfort—and your fuel bill. One simple setting at bedtime assures you cool sleeping comfort; welcome warmth when you get up. Also, when your house is unoccupied all day, one setting assures fuel savings while you're away—a warm welcome when you return. For the comfort of your choice, have your heating dealer install Honeywell's Day-Nite Round. And for the best heating plant performance, be sure yours has all-Honeywell controls like those shown at left. They are matched to work together with your Day-Nite Round.

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GET BOOKLET — "HOW TO SAVE MONEY WHEN PAINTING YOUR HOUSE"

Tips on using the right paints, and estimating cost, whether you are going to do it yourself or use a contractor. It's free.

Write: The Sherwin-Williams Co.
Dept. 16, Cleveland 1, Ohio.

A handsome hallway speaks for the rest of your home

When your front door swings open, let it reveal a good first impression of your decorating taste

Photography, Inc.

SYMBOLIC FRENCH WALLPAPER and crewel pattern on love seat contrast with the bold tile floor and handsome double panel door in the Roger Madden home, Portland, Oregon.

Frank L. Gaynor

MODERN ENTRANCE blends inside and outside. The Roman brick wall forms a pleasing background to the triangular-shaped planter. Both wall and greenery extend "through" glass and continue outside.

(continued)

Pride is a precious feeling... whether pride in angling success, a polished car, or pride in a beautiful new home of your own.

The popular choice for today's proudest homes is wood. Wood combines warmth, beauty and durability as no other building material can. Only wood adapts so easily to *any* building plan.

When you build, choose West Coast Lumber, the most perfect expression of wood's endearing, enduring qualities. Visit your local builder or retail lumber dealer and learn how West Coast Lumber can mold its natural beauty into a reflection of your family's pride.

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Please send me your FREE booklet "How You Can Own A New Home" which shows actual color photographs of outstanding homes, together with important facts on the financing of a new home.

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Send for this beautiful 4-color booklet. It's FREE!

now, you can put up a **3-dimensional** wall in just 29 minutes!

Sculpture Con-Tact®

new self-adhesive, washable, plastic wall panels

Company coming in 30 minutes? There's time enough to give any room a brand new, natural, decorator look with Sculpture Con-Tact. These amazing dirt-proof, water-proof, rigid self-adhesive plastic panels put decorating magic at your finger tips. See how quickly Sculpture Con-Tact covers your wall in 3-dimensional seamless beauty . . . without nails, paste or tools. Sculpture Con-Tact may also be used as a decorative trim under windows, for room dividers and screens, hallways, home bars, doors, and indoor porches.

Do it yourself . . . A dramatic 7′ x 11′ "Fieldstone" wall requires only 29 panels, goes up in just 29 minutes, cost less than $30 complete. Room divider faced with Sculpture Con-Tact "Bamboo" took 3 panels, cost $2.97.

So simple, it's fun! Peel off paper backing, press self-adhesive panels to wall. Sculpture Con-Tact adheres lastingly to almost any dry surface, even cinder block.

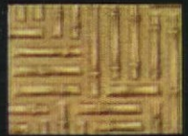
Go right around corners with unbroken beauty. Panels interlock for perfect fit. Your touch can't tell the difference between Sculpture Con-Tact and the real thing! Wipes clean with a damp cloth.

A choice of 9 patterns is featured by any one of many authorized Sculpture Con-Tact dealers near you. See them today.

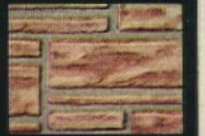
99¢ PER PANEL 18" x 24½"

BRICK "RED, WHITE, GOLD"

3-DIMENSIONAL

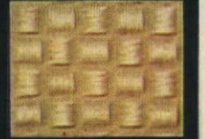


BAMBOO



FIELDSTONE "RED, GREY"

CYPRESS "GREY, TAN"



WOVEN STRAW

*slightly higher in Canada

Con-Tact products are made by Comark® Plastic Div., Cohn-Hall-Marx Co., 40 W. 40th St., N.Y.C. 18, a division of United Merchants and Manufacturers, Inc. 1959

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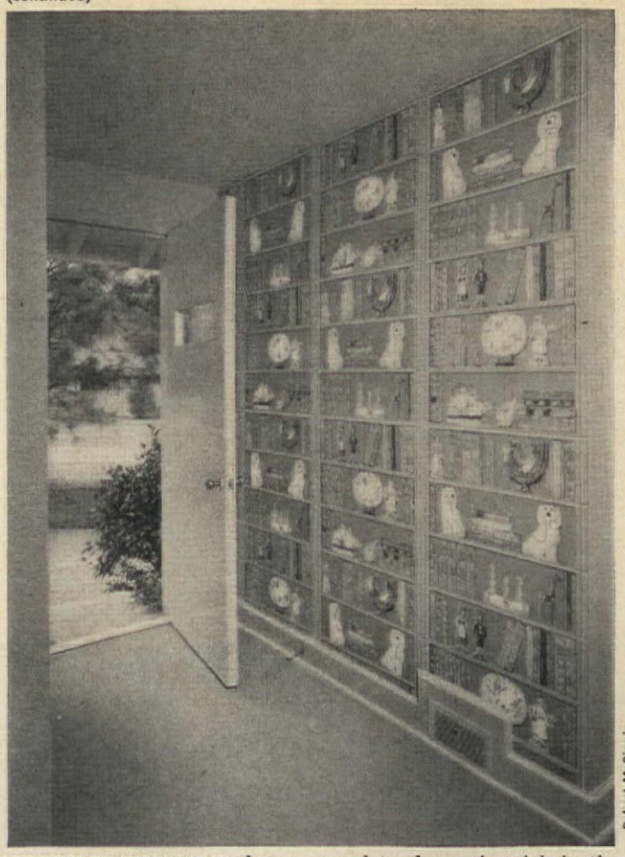


Robert McGinnis

BOOKCASE WALLPAPER does a complete decorating job in the entrance hall of the R. H. Brushwoods, Atlanta, Georgia. There is no need for furniture here where wallpaper offers a lively greeting and gives a color lift to the adjoining living room.

LONG, SLIM SHELF dramatizes this entry designed by decorator Marie Nelson. The big bold mirror is nicely balanced by drawings with contemporary mats. Here's a good example of how to use a few large accessories to give importance to an entrance.

George Szanik

(continued)

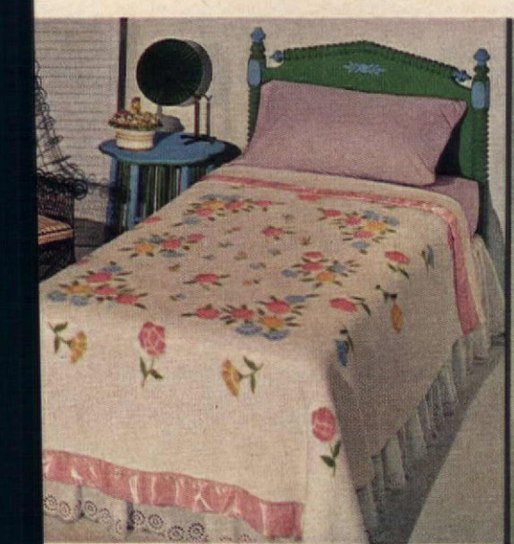
Pepperell sheets and blankets make every bedroom beautiful!

The sheet-of-many-colors, Pepperell's versatile "Multi-Stripe" adds spice to many bedroom color schemes. Percale, muslin, flat or 'Sanforized' fitted styles.

Let roses run riot, for great femininity. Here "Bridal Rose" borders a top sheet, is used as an all-over print on the bottom sheet. Choose either style in yellow, pink or blue roses on white percale.

Collect unusual sheet fashions like this heirloom pattern, "Colonial Rose," for individuality. Pink or blue roses on fine muslin.

6 new ways to decorate with patterned sheets and blankets!



Provincial look, "Flower Garden," new hand-ed print blanket in a panel design. About $10.95.

"Bridal Rose" luxury in 'Acrilan'* Mark III, with Marvelok Weave® for warmth, machine-washability. About $14.95.

"Festoon" lends richness—a panel blanket in high-fashion colors, doubles as a spread. Washable! About $10.95.

Lady Pepperell Sheets and Blankets

PEPPERELL® FABRICS

*®Chemstrand Acrylic Fiber

IT'S NEW this beautiful Contour bathtub makes bathing more pleasant than ever. The unique design brings the back of bathtub close for easy cleaning . . . provides comfortable roominess where needed. Two wide ledges—one serves as a toiletry shelf . . . the other as a handy seat. In six decorator colors and white.

IT'S NEW this beautiful off-the-floor toilet lets you clean under and around quickly, easily. Seat and cover snap off for thorough cleaning.

IT'S NEW it looks large, yet it is only 24 by 20 inches in size. The off-center bowl is roomy, deep ... the wide ledge mighty handy. This smart lavatory is of gleaming vitreous china.

IT'S NEW you will love the beautiful, big, one-piece top of this cabinet lavatory. It is of sparkling, easy-to-keep-clean vitreous china in white or eight colors. The double doors give easy access to a roomy storage space for towels, tissues, toiletries, cosmetics.

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If you are building or modernizing, add more value to your home with a smart bathroom that features the new fixtures being introduced by American-Standard. Best of all, they cost less than you think. In fact, the three fixtures you need, in a lovely color, cost as little as $1.84 a week, plus installation. See your nearest retailer soon. AMERICAN-STANDARD, PLUMBING AND HEATING DIVISION, 40 W. 40th St., New York 18, N. Y.

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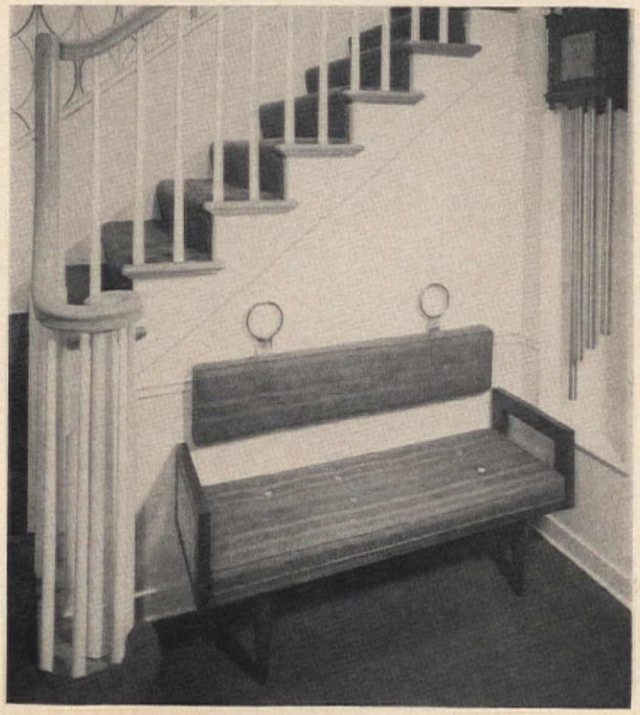
PLUMBING AND HEATING DIVISION

Kranzten Studio, Inc.

EMPIRE INFLUENCE gives definitely high-style feeling to this entrance which contains a few well-chosen furnishings . . . for example, the tall mirror over a low cupboard. Giant candlestick and diamond-shaped plaques are good balance. Home of the Max Birnbaums in Chicago.

COLORFUL BENCH is tucked into niche in front hall of the Paul Kaplan home in Oak Park, Illinois. Upholstered cushion is fastened to wall and appears to hang from the brass rings which are decorative only. Designed by Bert Curtain Interiors.



How we retired in 15 years with $300 a month

"Strange, I remember it so clearly—and more than 15 years seems just a short while ago. For it's only thanks to what happened Christmas 1942 that we're living in Florida today, with our income guaranteed for life.

"That holiday afternoon we'd invited some people in, and as we waited for them to arrive, Dot and I sat by the living-room fire reading. Christmas always made me kind of stop and take stock, I guess. And *this* year I was turning forty. *I'm not getting any younger,* I thought, as I leafed through a recent copy of Life magazine.

"For years we'd cherished a favorite dream, Dot and I. Someday I was going to retire. We'd sell the house and move to Florida. Get just a *little* place where we'd be out in the sun all year. We'd get off the treadmill and have time for living.

"But we'd stopped talking about it lately. For we hadn't banked much money. At almost forty, nearly half my working life was behind me. So I began to wonder that afternoon . . . *Must I just live and work and die . . . doing the same thing every day?*

"It was what I was thinking, I suppose, that made me notice the page that said, 'You don't have to be rich to retire on an income.' I read it through. There *was,* it said, a way for an ordinary salaried man to get a lifetime income and retire. The Plan was called the Phoenix Mutual Retirement Income Plan. With it, I could get a guaranteed income of $300 a month beginning when I reached 55. All I needed was fifteen or twenty good earning years ahead. Well, I'll certainly look into this, I decided, cutting out the coupon.

"Soon my mail brought a booklet telling about Phoenix Mutual Plans. Yes, one was just right for me.

"Looking back, 1942 seems like yesterday. We saw the war come and go with all its worries. Again and again I was thankful we had started our Phoenix Mutual Plan.

"Well, Christmas 1957 rolled around—and we had a big party, for I was almost 55 and set to retire. Soon after, my first Phoenix Mutual check for $300 arrived. We got a good price for our house, packed the car and drove to Florida.

"We found just the little house we had dreamed of. And month after month the postman hands us our pay check. We're financially independent, and will be, *for life.*"

Send for free booklet

This story is typical. Assuming you start at a young enough age, you can plan to have an income of from $50 to $300 a month or more—beginning at age 55, 60, 65 or older. Send the coupon and receive, by mail and without charge, a booklet which tells about Phoenix Mutual Plans. Similar plans are available for women. Don't put it off. Send for your copy now.

PHOENIX MUTUAL

Retirement Income Plan

GUARANTEES YOUR FUTURE

OVER 100 YEARS
OF LIFE INSURANCE PROTECTION
FOR FAMILIES AND BUSINESS

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309 Elm Street, Hartford 15, Conn.

Please mail me, without obligation, your free 28-page booklet showing new retirement income plans.

Plan for Men ☐ *Plan for Women* ☐

Name_____

Date of Birth_____

Business Address_____

Home Address_____

KENTILE ASPHALT TILE

ON TODAY'S SMARTEST FLOORS

AT LAST! THE BEAUTIFUL LOOK OF WOOD IN THRIFTY ASPHALT TILE

Colors shown: Natural shades of Maple and Cherry in a delightful random effect. Black KenCove® Wall Base is easy to clean. Remember, too: It costs less to have tile installed than flooring in rolls.

ONLY FROM KENTILE®! WOODGRAIN®—the floor with all the shading and glow of wood in a tile that's as durable as it's low-priced. Warm, neutral shades go with any interior. Smoother surface makes it easy to clean—keep clean. Can be installed everywhere indoors—even in basement playrooms.

SAVE MONEY! Install this tile floor yourself. It's easy! Get the genuine. Look for the Kentile name on every carton.

YOUR KENTILE DEALER is listed under FLOORS in the Yellow Pages. Kentile Floors are available in Asphalt Tile, Vinyl Asbestos, Solid Vinyl, Crystalite™ Vinyl, Rubber and Cork. Over 200 decorator colors. ©1959, Kentile, Inc.

YOU PAY NO MORE FOR A KENTILE FLOOR

WE VISIT THE DON McNEILLS

The emcee of radio's famous Breakfast Club takes us on an intimate tour of his home and shares a day of fun at his lakeside hideaway

MRS. PETE MARTIN

Don McNeill is the man who came to breakfast—and stayed for a quarter century. The emcee of the ABC Breakfast Club has been getting listeners out of bed and off to a pleasant start since 1933. The most durable variety show on radio got its start during the depression when McNeill was a tall, gangling youth who had been told he had no future in radio. Now playing to a third generation of early risers from Bangor, Maine, to Fairbanks, Alaska, the Breakfast Club is practically an American institution.

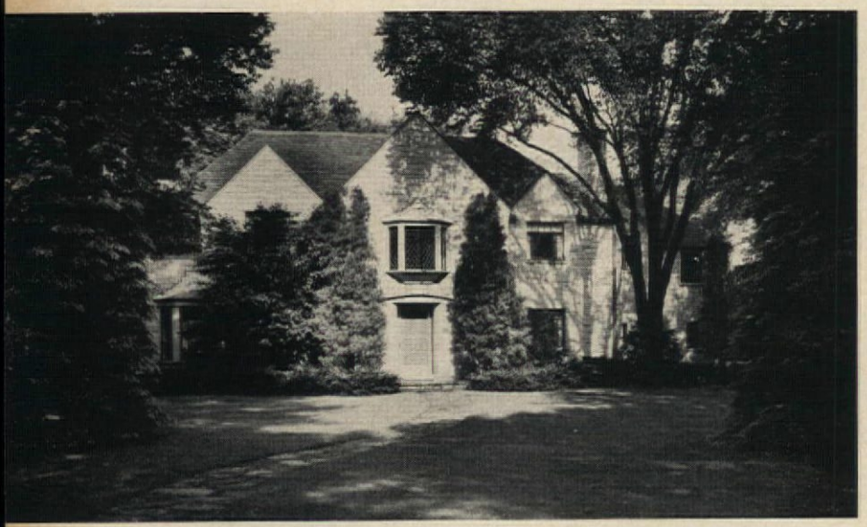
The show's folksy sentiment, cornball humor, and homely religious touch reflect McNeill's character. As *Variety*, the bible of show business, describes him, McNeill "has none of the grand airs of a celebrity. In Chicago, where the show originates, McNeill is seldom seen publicly, rarely makes the gossip columns, and has never been involved in

(continued)

Kranzten Studio, Inc.

Kay and Don McNeill sit on beautiful winding staircase in the hallway of their Winnetka home. Here is where they read letters from their three sons who are now away from home.

"we've really lived here for 14 years"

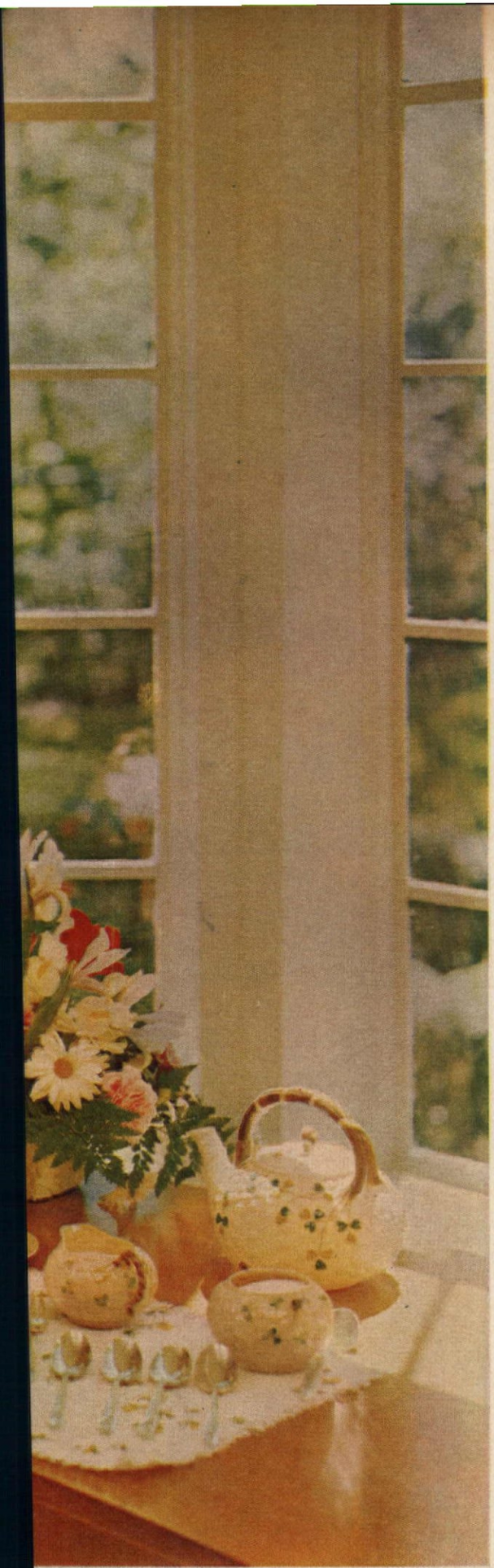


Don McNeill's home in Winnetka, Illinois, is, in his words, "a friendly Tudor that has given us a lot of real family living in the last 14 years."

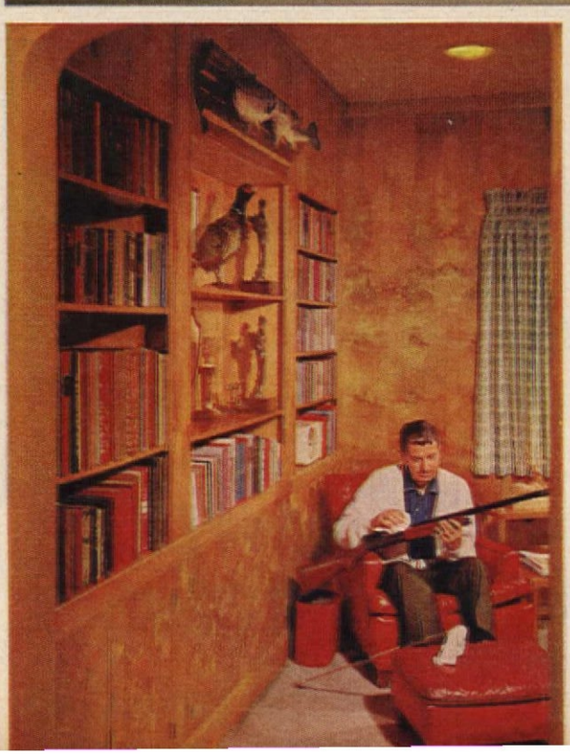
anything scandalous. For a celebrity in a name-conscious city, he is not unsung but practically is anonymous. And apparently he prefers it that way."

Through the years the Breakfast Clubbers have never used scripts. As this writer watched the show in an audience of housewives from Indiana, Michigan, Wisconsin, and Illinois, I was amazed at the ease with which this old pro evoked a laugh, ad-libbed his way between songs by vocalists Dick Noel and Anita Bryant, and played straight man to Fran Allison's gossipy old "Aunt Fanny." Working only from a card the visitor fills out when she enters the studio, McNeill casually interviewed a woman in the audience who was seeing Chicago with her conventioning husband. McNeill's gentle kidding put her at ease; she chatted about her home and family and fell into the usual McNeill traps that bring a howl from the audience. (continued)

Sunshine pours through the broad windows of the McNeills' dining room of their Winnetka home. Here Kay McNeill is about to serve tea using her favorite Belleek that she brought back from a trip to Ireland.

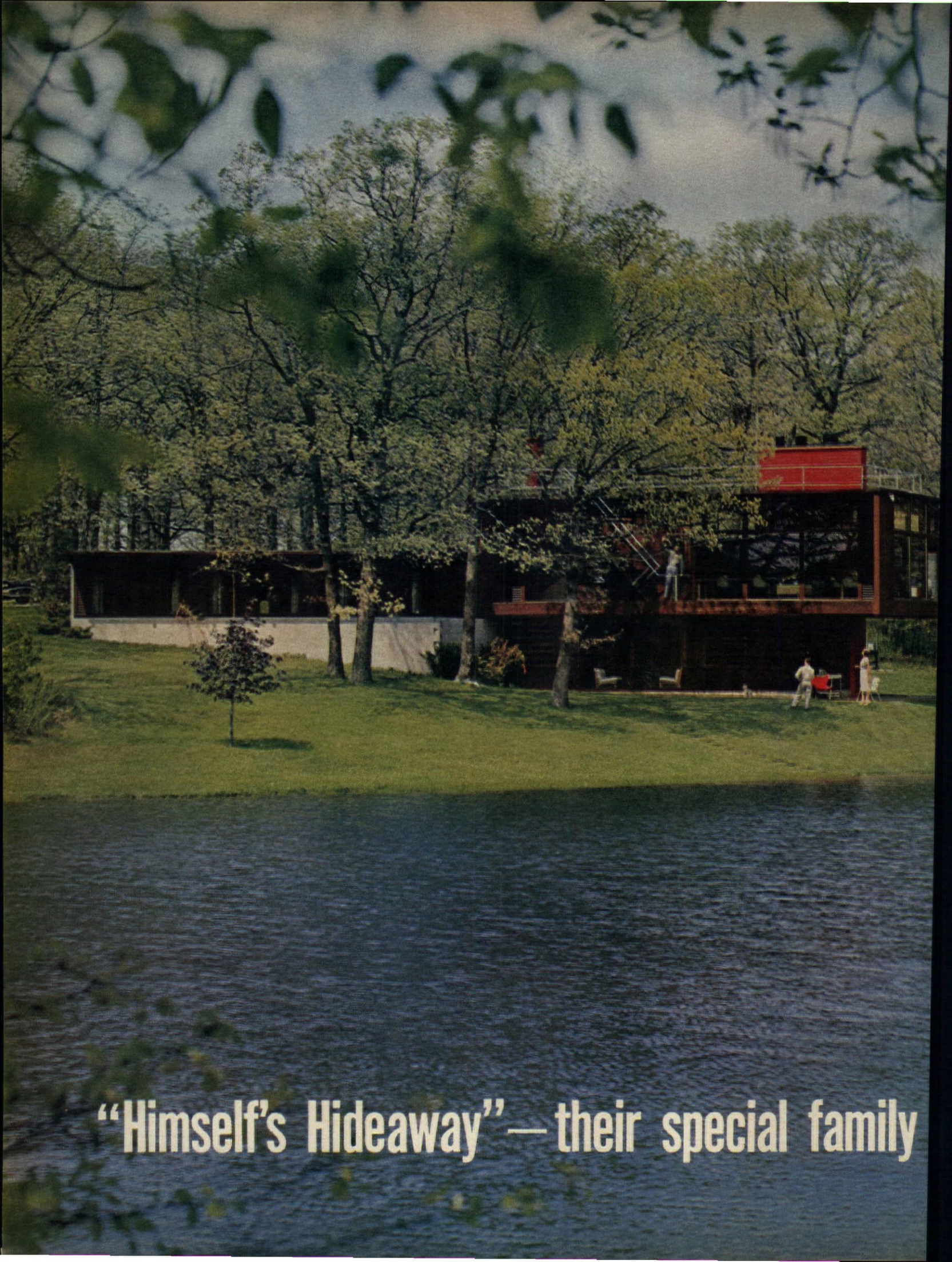


The McNeill boys were home together shortly before Tom, 25 (foreground), went into the Air Force; Don, Jr., 23, joined the Army. Bob, 18, starts Notre Dame this year.

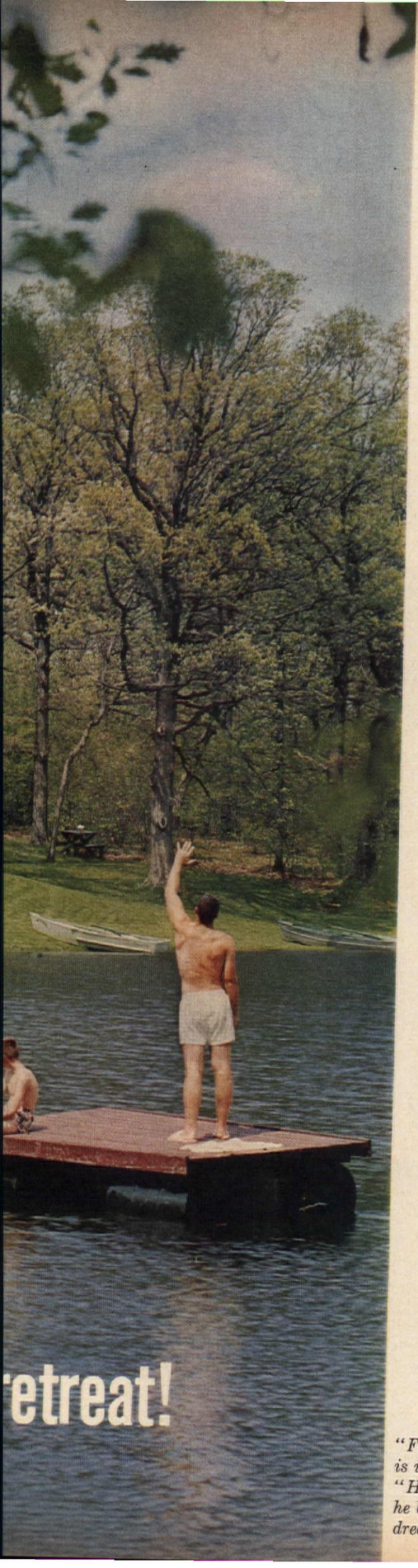


"Every family does something crazy," says Kay. "We play horseshoes in the living room after dinner . . . been doing it since the boys were little. They'll be home soon, so we have to keep in practice."

Paneling in study is burled birch, a gift from Don's father. Shelves hold awards given McNeill for community service. Kay won't allow him to hide them in basement.



"Himself's Hideaway"—their special family



"First call for breakfast" is issued by Don McNeill from the balcony of "Himself's Hideaway," the hunting and fishing lodge he built on what he calls "every man's dream of where he'd rather be than working."

the McNeills lead a wonderful double life

Returning to the platform, Don delivered a commercial, paused while the orchestra played a few bars of a hymn, and then requested that both the studio and radio audiences bow their heads and pray "each in his own words." Then the band struck up "March Time" with Dick Noel and Anita Bryant leading the audience in a hand-clapping march around the studio. And all over America, as they have for years, kids and husbands bounded out the door to the roll of drums and the blare of trumpets.

"I feel as if I've known you a long time," I said to Don McNeill as we drove out to his home in suburban Winnetka. "I've listened to you for years, and, like a lot of women, I've stopped doing the dishes and bowed my head right there at the sink for those moments of silent prayer. And I've even marched around the kitchen on occasion—just because it made me feel good."

"Other people have told me the same thing," he said. "But sometimes I wonder how much longer it will go on. We've been at it for 26 years now, and you know people don't turn on the radio for any particular program the way they used to. They'll turn it on if they're in a car, or if they don't have a television set handy."

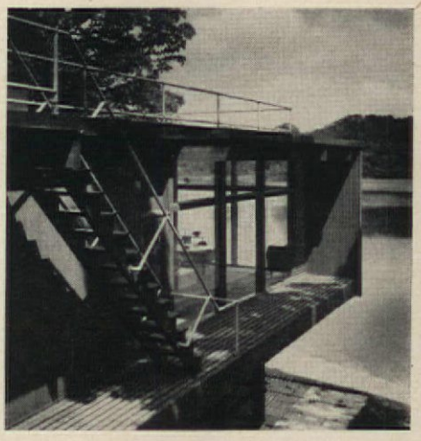
"Don't let up on taking your vitamins," I said, "because I think you're going to keep going for a long time. Those people who come to see you—who sit up all night on a bus to get to your broadcast—must have great affection for you. They're not going to let you go."

"I'd like to think you're right," he replied.

(continued)

Flagstone steps lead down a hillside to covered entry of the McNeill lodge. Living areas are to left of entry, bedrooms to right.

Living room at the lodge is as informal and friendly as the McNeills. The family can drive from home to the lodge in 40 minutes—at the drop of a hint about swimming or fishing.



Sun deck atop the living room provides a view of the lake and surrounding hills. Broad overhang shades living room.

Meals at the lodge are buffet style and are served through the pass-through to the snack bar shown here at the rear. Built-ins at right hold records and games.

"Tell me about your family," I suggested.

"I have three sons," he said. "They're all great guys. They're all taller than I am. Don is 23 and six-six; and Tom, who's 25, and Bob, who's 18, are just a fraction of an inch below that. We're quite a sight when Kay and I walk into a restaurant with them. We made a great mistake, though," he admitted, "in naming our second boy Don, Jr., simply because he is the one who's had the rough time. The kid has been hounded by my name. He's a good athlete, and we used to chase around the country watching him play basketball. But as soon as he stepped out on the floor the crowd started to chant, 'Good morning, Breakfast Clubbers . . . good morning to ya,' and I cringed for the kid. I had a letter from him the other day. He's a second lieutenant at Fort Lee, Virginia, now, and he said, 'They're really letting me

(continued on page 58)

24-Hour Help for the Homeowner

What do you do when a broken pipe is flooding your basement? When your key breaks in the lock at 2 a.m.? Homeowners all over America gladly pay a small fee to dial a number that speeds help at any hour.

HENRY LEE

Within the past few months countless new organizations known as home-service clubs have been springing up throughout the country. Operating on a round-the-clock basis, these clubs answer any SOS of homeowner members whether it be a flooded basement, bees in the attic, or a blank TV screen. For a small yearly membership fee, members can call their club day or night and be assured of satisfactory service from an established contractor or repairman and at a reasonable price.

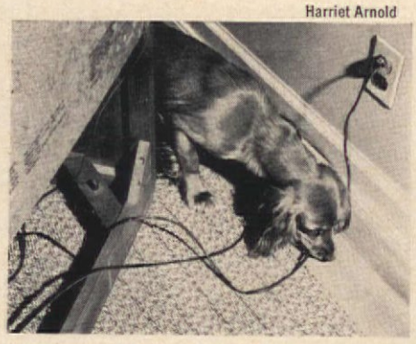
Though individual services vary and the yearly membership fee may range from $5 to $12, most of the home-service clubs operate on the same principle. While some have performed truly heroic chores—like catching a wild cat which was trying to romance a tabby—their formula for success boils down to the reputation they achieve for integrity. Ernest Curtis of National Home Owners Clubs says that the Better Business Bureau has yet to receive a complaint on service involving NHOC.

In Los Angeles, United Home Services, Inc. boasts 35,000 members, while in Chicago, Mr. Service Club, Inc. picked up 1000 members in its first six months of existence. National Home Owners Clubs of Detroit, only a little over a year old, has 7000 dues-paying householders

(continued on page 74)

LEAKING ROOF of the Kalikow home in Roslyn Heights, New York, was caused by a severe storm at a time when Mr. Kalikow was seriously ill upstairs. Mrs. Kalikow called Allied Homeowners Association who dispatched a roofer to make emergency repairs during height of storm. After storm had subsided, roofer put on a completely new roof.

Harriet Arnold



SHORT CIRCUIT was caused by a six-month-old cocker spaniel chewing a wire. Mrs. Leimister, owner of the dog, lives with her daughter and granddaughter in Albertson, New York, but was alone when it happened. Helpless and without lights at 9 p.m., she called AHA, who had an electrician on the scene within minutes.

CHOOSE THE RIGHT

Today, there is a paint for every type of outside building material —the right finish makes work easier, lasts longer, looks better.

Not so long ago when the time came to paint your house, you simply went down to the hardware store and ordered a batch of outside paint. Today, builders are using everything from aluminum to steel to asbestos-cement for house exteriors. Along with these materials have come an astonishing array of new paints. Most have been specially formulated for a particular kind of material. Listed below are all the building materials you are likely to find on the outside of your house, and the best paints or finishes to use on them. Study these pages with care, then take off—informed—to your paint store.

HUBBARD H. COBB

PREPARATION Before you paint exterior surfaces it is vital to prepare them properly. Renail all loose boards and prime the nailheads with an anti-corrosive primer before puttying. Always putty after the prime coat so that putty will not dry out. Remove loose, peeling, and blistering paint with wire brush or sandpaper. Seal knots and sap marks with a special knot sealer or an exterior aluminum paint. Calk between loose joints, around doors, windows, and chimneys. Remove mildew with a commercial bleach or fungicide. Don't use lead-pigment paint in areas where there are industrial fumes. Do not paint in damp weather or when the temperature is below 40°. Use dropcloths to protect shrubbery. Avoid painting in the direct sun.

ALUMINUM SIDING Except in areas where there is a high degree of industrial fumes or salt in the air, aluminum does not usually need painting. **Prepare unprotected aluminum** for painting by washing with a phosphoric acid compound to dissolve grease, then rinsing with water. When the metal is dry, apply a zinc chromate primer. When the primer is dry, apply one or two coats of house or trim paint.

Prepare weathered aluminum for painting by removing dirt and loose aluminum oxide with a stiff brush. Oxidation on the aluminum leaves a gray finish that protects it but at the same time diminishes its brightness. Remove any oil or grease with a detergent or paint thinner. Let dry, then follow with a zinc chromate primer and one or two topcoats of house or trim paint.

To retain the original brightness of aluminum, you can use a transparent finish such as an exterior metal lacquer or a spar varnish, although these non-pigmented coatings will not resist the weather as well as paints and enamels.

ASBESTOS-CEMENT SIDING The two recommended classes of paints for exterior as-

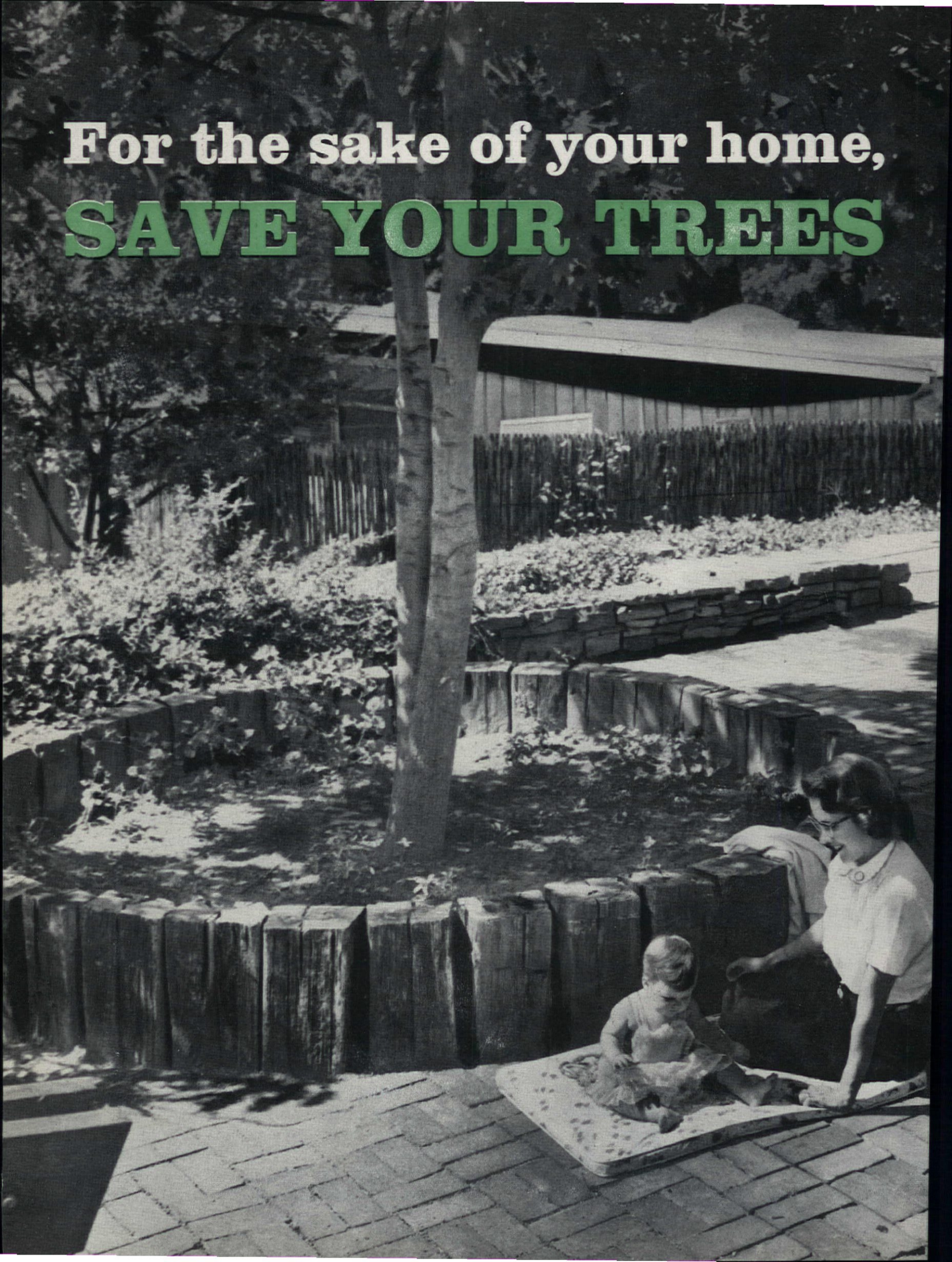
Stephen Michael

PAINT FOR THE JOB

bestos-cement products are resin base and latex masonry paints. Prepare the surface by removing any dirt, grease, mildew, or moss with a wax-free detergent. In severe cases use a 5 per cent muriatic acid solution. Rinse with water and let dry. (Wear goggles, gloves, and protective clothing when using muriatic acid.) If the asbestos-cement materials have eroded over years of use, pretreat the dusty, fibrous surface with a concrete hardener such as zinc or magnesium fluosilicate solution. Paint asbestos-cement with one prime coat of solvent-thinned resin or latex-primer and two finish coats of resin or latex paint.

FIR PLYWOOD SIDING **For a natural finish,** use a pigmented exterior stain or Forest Products Laboratory's natural finish (see "Wood Siding" below). *Before painting,* remove any sanding dust with a cloth moistened with turpentine. To prevent "checking" and the grain pattern from showing, be sure to prime-coat the surface with a flat oil or alkyd paint, an enamel undercoater, or penetrating resin sealer. If the second coat is to be a gloss enamel trim paint, mix a half-and-half mixture of enamel undercoat with the finish coat. Let dry, sand lightly, and apply the finish coat.

WOOD SIDING **To paint new wood clapboards or siding,** always use a prime coat to seal the wood. (As a rule, it is wise to use a primer and finish coat of the same brand.) Your finish coats can be two coats of regular house paint or a new one-coat finish. A prime coat should also be applied over badly *(continued on page 82)*


For the sake of your home,
SAVE YOUR TREES

Everyone knows trees add value to a home—intrinsically and in dollars and cents. But do you know how MUCH they're worth, and how easily they can be damaged or destroyed?

THEODORE A. WESTON

Did you know that the oak tree in your front yard—the one that measures about 20″ in diameter—is worth $1900? That one measuring 30″ in diameter is worth about $4200? It'd be something of a tragedy, surely, if you accidentally killed your tree. Not only because of the dollar value lost—plus the cost of having the dead tree removed—but because you could never replace it in your lifetime.

Yet it's easier to kill a tree than you may think, and you can do so in ways you'd probably never suspect.

Say you spread a foot or more of heavy topsoil over your ground to have a better lawn, roll it well to get it perfectly even, then keep it constantly moist to maintain a near-perfect turf. By doing just that you can kill a magnificent old beech that's worth a dozen times as much as your lawn. And the irony is you don't need to spread topsoil for a lawn anyway!

You can commit "arboricide" just as innocently if you raise the grade of your land substantially when you build a new house, remodel an old one, or redesign your garden. So the next time you see dead or dying trees around a new or remodeled house, you can guess what probably happened.

The actual cause of death in such cases is suffocation. The functional, fibrous roots of a tree are near the surface, and in most species they need as much air as is normally present in the upper layer of the soil. If you cut off or greatly reduce their air by burying them under a deep, additional layer of heavy soil, you simply stifle them to death.

Lowering the grade in the vicinity of a tree with a bulldozer can have the same effect as raising it—by removing the fibrous roots instead of killing them by suffocation. And any excavation which severs many of the main roots, and so cuts off a good part of the fibrous system, is likely to work the same way. Besides that, when you cut large roots you reduce the tree's anchorage and thus increase the possibility of its blowing down in a storm.

So think twice before you undertake any kind of work that'll materially affect the soil around your trees.

Light, sandy or gravelly soil is the least harmful kind to add to the surface, and several inches can be added without danger. Heavy, clay-type soil is the most injurious (because its compactness excludes most air), and as little as 1″ can injure the most sensitive kinds of trees.

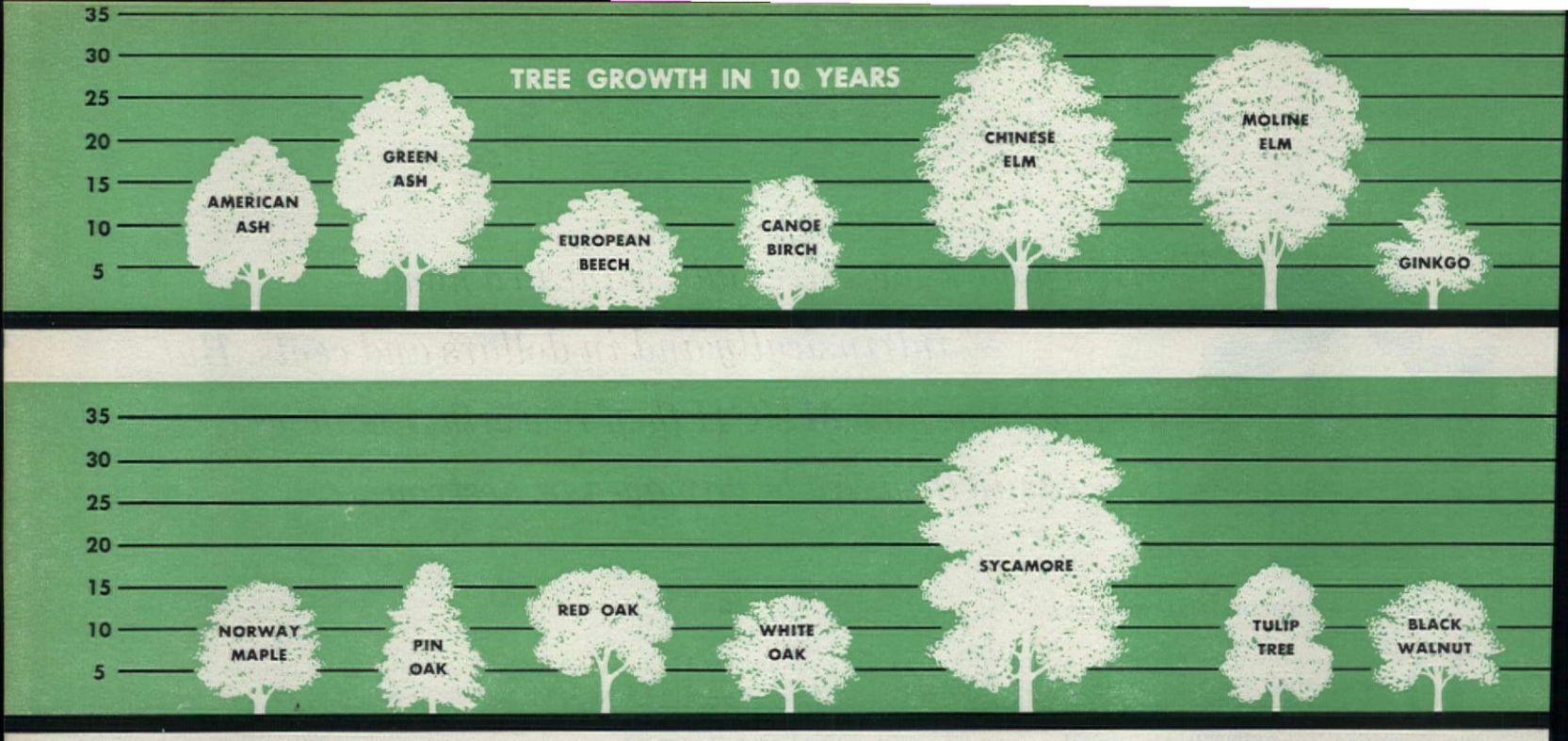
The most sensitive kinds include beech, oak, some of the maples, and most of the evergreens. The least sensitive kinds include willow, plane, elm, and locust.

As a rule, you can figure on adding 2″ to 3″ of light, sandy soil around an oak without danger, and about twice as much around a plane. If your soil is a (continued)

Warren Reynolds

***Lowering the soil level** around a tree can be disastrous unless a raised bed is built around it before the regrading is done. This one is of brick, with drainage holes at the bottom, and is planted with ivy as a ground cover.*

d your investment in trees! A protective ring like nade from ancient railroad ties, shields a young tree he natural carelessness of all children and many adults.
rim



Know the shape of a tree and its rate of growth *before you plant it in your garden. These drawings, adapted from a chart by E. L. Kammerer in the Morton Arboretum's Bulletin of Popular Information, show the characteristic shapes and ten-year*

Save Your Trees

(Continued)

Charles R. Pearson

Raising the soil level *more than about a foot may suffocate the roots of a tree unless a properly designed tree-well is built before regrading. Here's how a finished "well" looks; at right, how it's built.*

Nine times out of ten, a dead tree has been killed—by "accident"

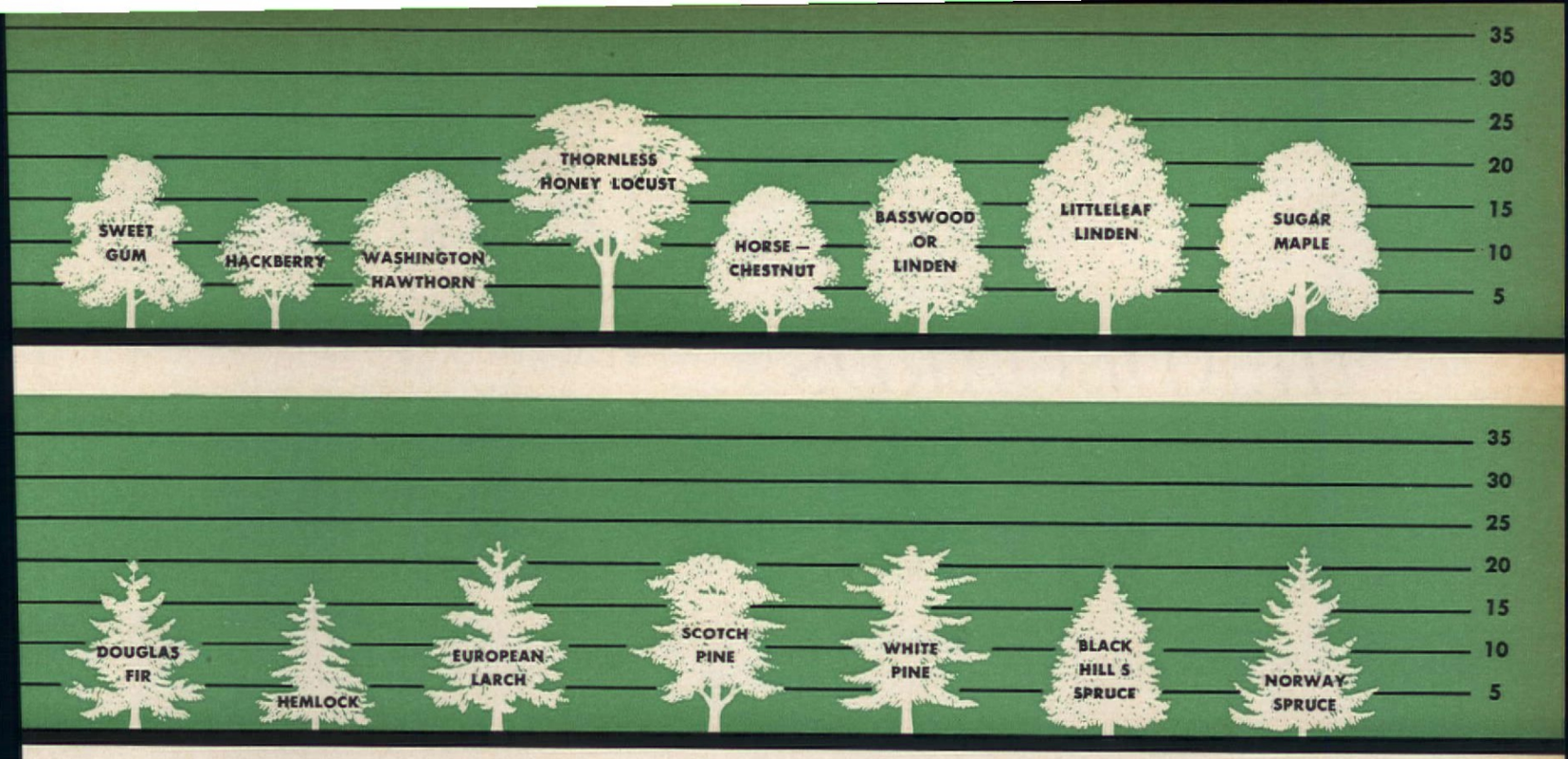
heavy clay, add some sand, gravel, and peatmoss to it before spreading it around your tree.

If you need to raise the grade 6″ to 12″, the best procedure is first to lay down 2″ to 3″ of coarse gravel, then 1″ to 2″ of finer gravel, over this a layer of straw, hay, or peatmoss to prevent soil from washing into the gravel, then finally to add the light, sandy soil.

If it's necessary to raise the grade several feet, the only way to be sure of supplying air to the roots and thus saving a tree is to build a properly designed tree-well (illus-

A tree-well's function *is to supply air to the roots. This is how stones and tiles are used to build a well as described on page 31.*

A soil-mound, *which works the same way as a raised bed (page 29), is easier to provide and is preferable in naturalistic surroundings.*

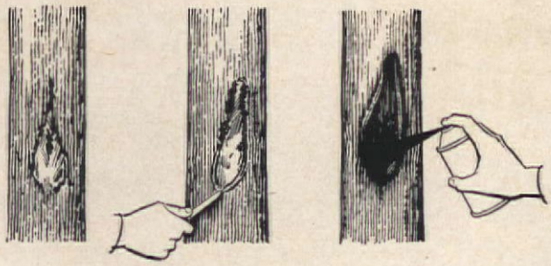


growth of various trees under "average" growing conditions in most parts of the country where they're found. You can reduce the growth rate by pruning young trees, and having older ones pruned professionally, once a year. And you can speed up tree growth by using a root-feeder or subirrigator to fertilize them once or twice a year and to water them during dry spells. But don't choose trees solely for their shapes or rates of growth; consider also their "quality" ratings as discussed on page 77.

trated in the left-hand drawing on page 30) before the regrading is done. The procedure is as follows: Build a circular "well" around the tree, a foot or more from the trunk and as high as necessary for the new level. You can use large stones, blocks, hollow tiles, or bricks. Now start mounding fair-size stones, beginning as far away from the tree as the branches extend, and continuing upward with the mound until, at the well, the stones are just below what will be the new level of the soil.

Before you get very far with the mounding, place 6″ bell tiles among the stones, pointing downward, so as to conduct air from the new surface to the bottom of the mound of stones. Place these about midway between the trunk and the outer rim of branches, and about 6′ apart in a circle around the tree. The drawing shows how to place them. With the tiles held up by stones, proceed with the mounding until it's completed.

Spread coarse gravel over the mound of stones, then a layer of straw, hay, or peatmoss. Now move in light, sandy soil to the new level. Roll or tamp the soil well and adjust the tiles so they come exactly to the surface. Put a strainer or crumpled chicken wire in the top of each tile to keep out leaves and other debris.



***First aid to injured tree:** trim damaged bark with sharp knife; spray or paint whole area with tree-wound dressing.*

Flagstone, brick, or other paving, set in an inch or two of sand, will not harm a tree, and no special precautions are necessary. Unleached cinders may poison the roots, however, and should not be used. Solid concrete or asphalt paving should include 2″ wood strips every 3′ or so (thus separating the paving into 3′ by 3′ squares) to allow air to reach the soil.

To *lower* the soil level around a tree is either easier than raising it or else it's not possible at all. With deep-rooted trees, like oaks, several inches of soil can be scraped off without danger. But with shallow-rooted maples, the removal of more than an inch or two may prove fatal.

In no case can several feet of soil be removed from the immediate vicinity of a tree. If such a change of grade has to be made, you'll have to leave a soil-mound at approximately the original level, as shown in the right-hand drawing on page 30, or else build a raised bed around the tree, as shown in the photograph on page 29. Since any tree can stand a certain amount of root-pruning at the perimeter of its root system, the soil-mound or raised bed needn't be more than three-quarters the diameter of the spread of the branches.

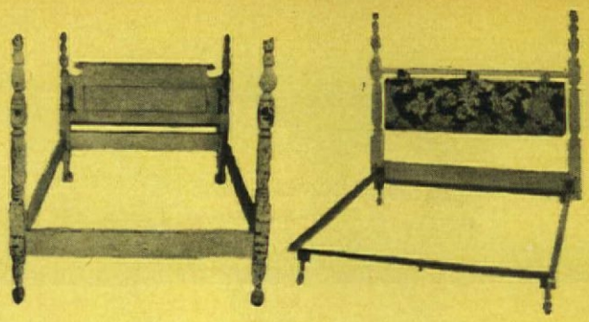
Lowering the nearby soil level will quicken the drying out of the soil around the tree. So for a few years it'll be advisable to water the tree heavily, preferably with a subirrigator or root-feeder, during dry spells.

Any of these methods of tree-saving, as you've surely guessed, involves considerable effort if you do the work yourself, or considerable expense if you have it done. So if you're faced with a tree-saving problem, you'd probably like to know what your trees are really worth.

The National Arborist Association and the National Shade Tree Conference have worked (continued on page 77)

High-fashion bedrooms are inspired by the clever use of

OLD HEADBOARDS IN NEW SETTINGS



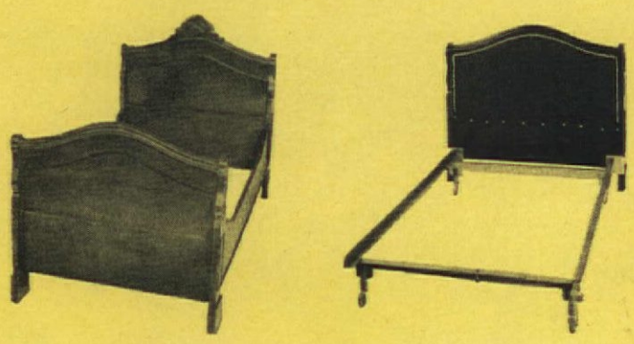
ANTIQUE FOUR-POSTER suggests dashing black-and-white scheme with bright accents. Headboard posts treated with a coat of white paint are joined by pole from which is hung a cushion covered with floral print to match bedspread.

ROBERT W. HOUSEMAN

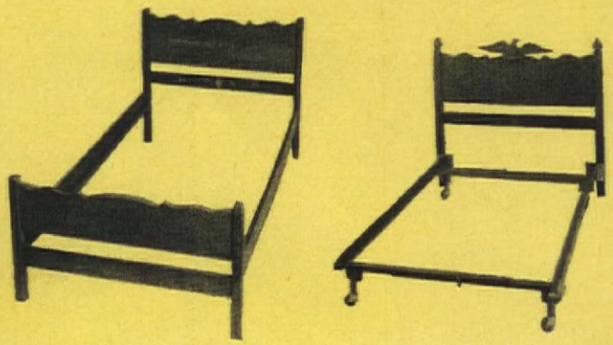
Any room is sharpened with a "center of interest"—some one thing that draws the eye and gives the room a particular dash of character. Your bedroom is no exception ● Here we show you some remarkable things you can do with headboards—old ones at that! The secret is to find an old-fashioned bed which has some appealing features and then revamp it ● If you don't already have one stashed away in your attic, scout the secondhand stores or keep your eyes peeled at a local auction. You're sure to find a bed to spark your imagination ● Paint the headboard an unusual color or cover it with a handsome fabric. You can cut off the gingerbread or use just part of it ● And try adding some good-looking accessories for the final touch. There's no limit to the things you can do ● For sturdy support, use a steel frame on wheels. There are bed-conversion kits available for attaching old headboards to new frames.

Scott Hyde

ONE VICTORIAN BED is made into two modern beds attached to separate frames. They are upholstered in deep green felt studded with brass nailheads. Bedspreads are a bold blue-white-and-green plaid which is a sparkling contrast to the white rug and walls.



MAPLE BED sets the style for a teen-ager's Early American bedroom. Original headboard is topped with eagle at center and two wooden finials on the posts. It is painted barn red. The red felt bed skirt sets off quilted paisley spread. Skirt needs no hemming.



Shopping Information, page 93

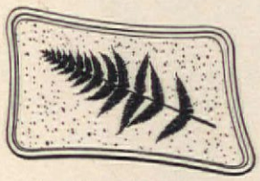
The more the merrier has a new and truer meaning at a buffet. It's the easiest, friendliest way to give a party.

Even the hostess is a guest when . . .

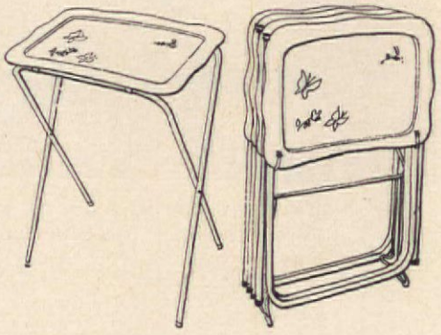
IT'S ALL ON THE TABLE

ROBERT W. HOUSEMAN

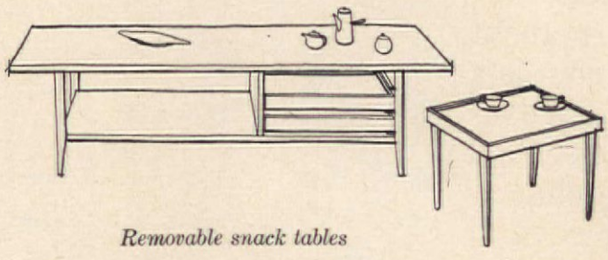
Perhaps the nicest thing that ever happened to entertaining is the buffet table. For the party is not limited by the size of your dining-room table. You can invite the whole crowd if you wish and have that much more fun! Of course, every successful buffet has a success formula. Follow our advice and your next party will make conversation for months to come. First, prepare as many of your dishes as you can in advance . . . something you can pop in the oven at the last minute or keep chilled in the refrigerator. (If possible, plan your menu to avoid on-the-lap carving.) Be creative. Nothing brings forth the "ohs" and "ahs" more readily than beautifully prepared food in a beautiful setting. There are any number of exciting table decorations and unusual accessories to make your table sparkle, your food look its most delicious. Take note of our festive board at the left! On the practical side, keep in mind the ease of serving and the ease of eating. A party that practically serves itself leaves you free to enjoy the festivities. Above all, provide a place for your guests to put their plates (other than the floor). A really wonderful idea is to have a stack of the new **lightweight laminated trays** beside the table. They make it easy to choose the food and provide a solid surface to eat from. **Folding tray-tables,** such as the ones of durable fiber glass, can be placed before each guest and stored compactly when not in use. **The long coffee table**—a permanent fixture in the living room—which shelters three snack tables with stain-resistant tops, speaks for itself. And what could be gayer on a patio than one of these



Laminated lap tray



Tray-tables with stand



Removable snack tables

(continued)

A glowing hearth lights a country kitchen buffet. There's a warm, homespun look to the checkered tablecloth, and the bright copper pots on a hot tray. Fine break-resistant plastic dinnerware in the "Calais Bouquet" pattern is used to complete the country air.

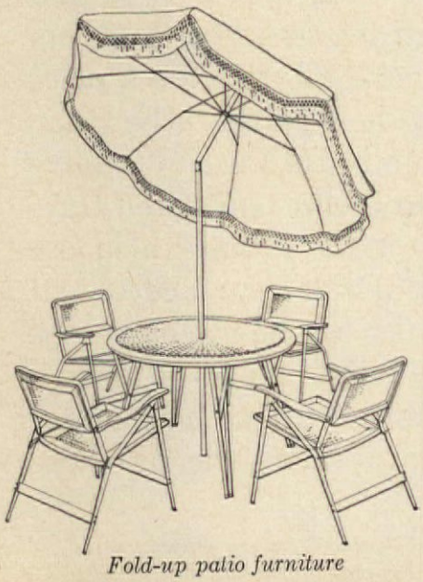
Scott Hyde

Shopping Information, page 93

Everything's ready on the patio. Step up and fix your own shish kabob. Your lap tray is a cutting board from the hardware store, napkins are just dish towels, handsome dinnerware is melamine plastic in "Woodland" pattern.

It's All on the Table

(continued)



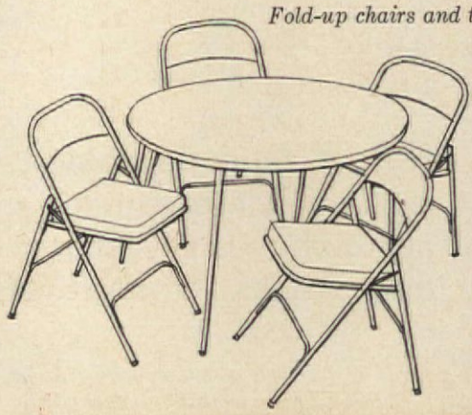
Fold-up patio furniture

aluminum-and-rattan umbrella tables with matching chairs? Another permanent fixture in the living room is a **nest of tables** that leads a double life as an end table. And finally, there's a really charming idea in having several **small tables and chairs** like these with colorful, scrubbable tops and seats—all fold-away.

Consider these items and the handsome serving pieces in the pictures. And the next time you give a party—do it buffet style!

Nest of tables

Fold-up chairs and tables



NEW BUDGET BEATERS

Hearty meatless dishes made delicious with Campbell's Soups!

Budget Beater—No. 5

TOMATO MACARONI BAKE!

Lightly brown — in a saucepan — ¼ cup chopped onion in 2 tbsp. butter or margarine.

Stir in 1 can Campbell's Tomato Soup, ½ cup water, ¾ cup shredded Cheddar cheese. Heat until cheese melts.

Blend with 2 cups cooked macaroni; pour into a buttered 1½-qt. casserole.

Sprinkle ¼ cup shredded Cheddar cheese and 2 tbsp. buttered bread crumbs on top.

Bake at 350° F. about 30 min. or until nicely browned and bubbling. 4 servings.

Budget Beater—No. 6

CHEESE FISH BAKE!

Arrange 1 lb. fish fillets (thaw if using frozen) in single layer in greased shallow baking dish (10x6x2").

Season with a dash of black pepper.

Stir 1 can Campbell's Cream of Mushroom Soup; pour over layer of fish.

Sprinkle on ½ cup shredded Cheddar cheese and a dash of paprika for extra color and flavor.

Bake at 375°F. about 45 min. or until lightly browned. 4 servings to tempt the family.

Good things begin to happen when you cook with *Campbell's Soups*

For other Budget Beaters write to Campbell Soup Company, P. O. Box 888, Dept. AH-9, Camden 1, N. J.

work weary?

give yourself a break
... a coffee break

MIRRO-MATIC

electric percolator

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You'll always get a quick lift from coffee . . . really *good* coffee, that is, the kind you *always* get when you make it in a MIRRO-MATIC. And why always? Always, because MIRRO-MATIC is absolutely, *completely* automatic. You just fill it with cold water and *your* right amount of ground coffee and plug it in. It perks quickly to the same aromatic richness, *every* time, then automatically keeps coffee drinking-hot till poured. Nothing to do wrong or forget. *So* good. *So* easy.

For a coffee-break that's really a break, ask for MIRRO-MATIC, by name.

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(A) Polished Aluminum MIRRO-MATIC Electric Percolator, 5-cup, **$10.95**; 9-cup, **$12.95**. (B) Polished Aluminum MIRRO-MATIC Electric Percolator, 10-cup, **$12.95**. (C) Chrome MIRRO-MATIC Electric Percolator, 10-cup, **$17.95**. (D) Chrome MIRRO-MATIC "Personal Preference" Electric Percolator, 10-cup, with Flavor Control and Signal Light, **$18.95**. (E) 55-cup MIRRO-MATIC Electric Percolator, **$39.95**; 35-cup **$24.95**. All prices include cord.

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MIRRO Foil
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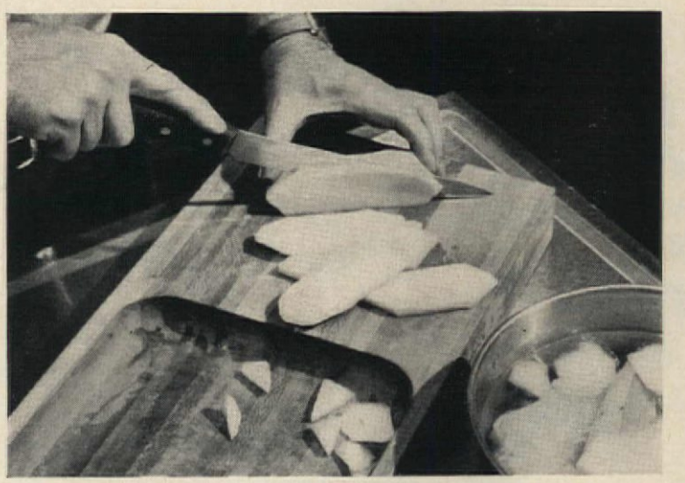
Finest for cooking, wrapping, freezing.

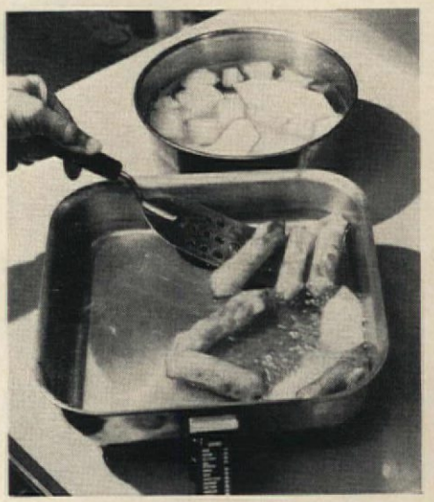
How to make soufflé potatoes

Elegantly French, but so easy to do



SOUFFLÉ POTATOES are made by cutting Idaho potatoes into slices about one fifth of an inch thick. To make the slices uniform, trim the ends of the potatoes on an angle (see above) before slicing. Let them stand in ice water for at least 30 minutes.

HEAT FAT to 250°. Fry potatoes until they rise to the surface (about 5 minutes). Remove and drain on absorbent paper. Then allow them to get *cold*. (Put them in refrigerator if you wish.) Fry again by plunging them into 425° fat. Remove when puffed and brown.



Warren Reynolds

AFTER THE POTATOES have been removed from the fat and drained, sprinkle them with salt and serve hot. If some of the potatoes refuse to puff, cool and fry again.

For your heart's sake, fry the unsaturated Wesson way

When you reach for the skillet...
reach for the Wesson!

In newspapers, in magazines—almost every day you read reports of those heart authorities who are recommending the poly-unsaturated qualities of *liquid* pure vegetable oil in place of the saturated *solid* fats. Using Wesson you get five times more poly-unsaturate than with shortening, ordinary margarine or lard, and twenty times more than butter—but no higher in calories!

Cholesterol is the villain. Solid fats have been found to *build up* cholesterol in the blood. But Wesson—the pure vegetable oil—has the opposite effect and helps *reduce* cholesterol.

For your heart's sake. Serve balanced meals, eat moderately, and watch your weight, as your own doctor will tell you. And, in preparing food where shortening is called for—especially those wonderful skillet dishes your family loves—use unsaturated pure vegetable Wesson.

Wesson Oil takes the smoke out of frying, browns foods beautifully. Lighter, clearer than any other leading brand, Wesson is also the freshest, most highly refined pure vegetable oil you can buy—completely salt-free, *never hydrogenated.*

FREE 16-page booklet of Wesson recipes for "Good Eating With Your Heart in Mind". Write Wesson Oil, Box 873, New Orleans 2, La.

Wesson helps cut down cholesterol*, the prime suspect in coronary heart disease

*Blood Serum Cholesterol

Wesson – *the fighter against cholesterol*

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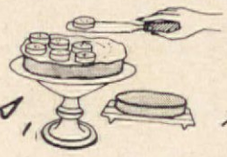
FRANCES M. CRAWFORD

Food for Fun

Half the fun of fall is food, and these six pages show why! First, meet our cover-girl cake. Now there's a luscious dish... made of sugar and spice and everything nice  (banana for the big surprise). It's sumptuous, suave in swirls of frosting. As anyone can see, this is cake you love to make—the gooiest, meltingest, temptingest temptation ever. Bring it on for the gang "twixt twelve and twenty" who come roaring in after the game. Bring it on for your friends "twixt twenty and not telling" who drop in for bridge. But fair warning... you may become famous overnight, so don't go and lose the recipe we tenderly whisper to you here.

• BANANA SPICE CAKE WITH SEA-FOAM FROSTING

Preparation time: 20 min.
Baking time: 30–35 min.

2½ c. sifted cake flour
1⅔ c. sugar
1¼ tsp. baking powder
1¼ tsp. baking soda
1 tsp. salt
1½ tsp. cinnamon
¾ tsp. nutmeg
½ tsp. ground cloves
⅔ c. hydrogenated vegetable shortening
⅔ c. buttermilk
1¼ c. mashed ripe bananas (3 medium)
2 eggs, unbeaten
*Sea-Foam Frosting
1 large banana, sliced
2 sqs. sweet cooking chocolate
1 tbs. butter or margarine

• Sift dry ingredients into large mixer bowl. Add shortening, buttermilk, and mashed bananas; mix until all flour is dampened. Beat at low speed for 2 minutes. Add eggs; beat 1 minute. Turn batter into three 8- or two 9-inch greased and floured layer-cake pans. Bake in moderate oven (350°F.) 30–35 minutes, or until cake springs back when lightly touched with fingertip. Spread SEA-FOAM FROSTING between cooled layers; top with banana slices; put layers together. Frost cake; make swirls. Spoon melted chocolate into swirls.

**Sea-Foam Frosting:* Combine 2 egg whites; 1½ cups brown sugar, firmly packed; 5 tablespoons water; and dash of salt in top of double boiler; beat slightly to mix. Place over rapidly boiling water; beat with rotary egg beater or electric mixer at high speed, until frosting stands in peaks, about 7 minutes. Remove from heat; add 1 teaspoon vanilla; beat 1–2 minutes, or until thick enough to spread. For swirls, melt chocolate and butter; cool.

Makes 12 servings *460 cal. per serving* *Source of Vitamins A,B,C*

Tested in THE AMERICAN HOME KITCHENS

Shopping Information, page 93 (continued)

◀ **Tempting fare for a crisp fall day: luscious banana spice cake, cold cider, and popcorn fresh from the popper.**

• LOBSTER TAILS THERMIDOR

Preparation time: 25 min.
Baking time: 15 min.

6 large (1 lb. each) frozen lobster tails
OR: use 6 8-oz. pkgs.
4 tbs. butter or margarine
1 c. sliced raw mushrooms
OR: 2 cans (4 oz. each) mushrooms, drained
4 tbs. flour
1 tsp. dry mustard
Dash of nutmeg
1 c. milk
1 c. light cream
2 egg yolks, slightly beaten
1 tbs. lemon juice
2 tbs. sherry
½ c. fine bread crumbs
2 tbs. grated Parmesan cheese
2 tbs. melted butter or margarine
1 tsp. salt
Dash of cayenne

● Boil lobster tails according to package directions. Remove lobster meat and dice; save shells. Melt 4 tablespoons butter or margarine in saucepan; add mushrooms and sauté until lightly browned. Blend in flour, mustard, salt, cayenne, and nutmeg. Gradually add milk and cream; cook over medium heat, stirring constantly, until mixture thickens and comes to a boil. Stir small amount of hot mixture into egg yolks; add to sauce. Remove from heat; stir in lemon juice, sherry, and lobster meat. Spoon into shells. Combine bread crumbs, cheese, and 2 tablespoons melted butter or margarine; sprinkle over lobster. Bake in hot oven (400°F.) about 15 minutes, or until crumbs are brown.

Makes 6 servings *500 cal. per serving* *Source of Vitamins A,B,C*

***Tested in* THE AMERICAN HOME KITCHENS**

• APPLESAUCE SNOW WITH CUSTARD SAUCE

Preparation time: 20 min.
Chilling time: 1–1½ hrs.

1 tbs. unflavored gelatin
¼ c. cold water
1 c. boiling water
3 tbs. cinnamon candies
1 c. applesauce
2 tbs. lemon juice
½ c. sugar
3 egg whites
Dash of salt
***Custard sauce**

● Soften gelatin in cold water. Combine boiling water, cinnamon candies, and gelatin in saucepan; heat until candies are dissolved; remove from heat. Stir in applesauce, lemon juice, and ¼ cup sugar; chill until slightly thickened. Beat egg whites and salt until stiff; beat in remaining ¼ cup sugar; continue beating until stiff peaks are formed. Whip slightly thickened gelatin mixture until foamy; fold in meringue. Turn into serving bowl or individual sherbets. Chill about 1 hour, or until firm. Serve with CUSTARD SAUCE.
**CUSTARD SAUCE:* Combine 3 egg yolks, slightly beaten, ¼ cup sugar, and ¼ teaspoon salt; add 2 cups scalded milk. Cook over boiling water, stirring constantly, 15–20 minutes, or until mixture coats a metal spoon. Cool; add 1 teaspoon vanilla. Makes 2 cups.

Makes 6–8 servings *200 cal. per serving* *Source of Vitamins A,B,C*

***Tested in* THE AMERICAN HOME KITCHENS**

Sea Fare

Summer doesn't officially end until September is two-thirds over. But there's still time enough for one more dinner party on the porch—or on the terrace. Elegant in appointments... buffet-style for convenience... and a menu that moves indoors for the months to follow.

Lobster Tails Thermidor
Potato Puffs Broccoli with drawn butter
Lime Sherbet Salad
Applesauce Snow with Custard Sauce
Coffee

Plump, tender chunks of lobster, rich in a cream sauce and lovingly served in their own shells, are the delicacy of this gracious buffet.

SCRAMBLED EGGS, COUNTRY STYLE

Preparation time: 5 min.
Cooking time: 15–20 min.

2 large tomatoes, cut in wedges
4 tbs. butter or margarine
12 eggs
½ c. water or milk
1 tsp. seasoned salt
1 c. diced Cheddar cheese

● Sauté tomato wedges in butter or margarine in large skillet about 2–3 minutes. Beat eggs in large bowl to blend yolks and whites thoroughly; add water or milk, seasoned salt, and cheese. Pour over tomatoes; cook over low heat, gently lifting cooked portions from bottom and sides of pan with spoon or rubber spatula. Cook until set but still moist. Serve immediately.

Makes 6–8 servings *230 cal. per serving* *Source of Vitamins A,B,C*

***Tested in* THE AMERICAN HOME KITCHENS**

• ENGLISH MUFFINS

Preparation time: 2 hours
Baking time: 30 min.

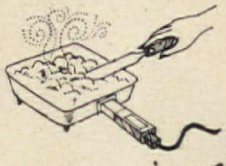
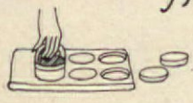
1 c. milk
2 tbs. sugar
1 tsp. salt
¼ c. shortening
1 c. warm (not hot) water
1 pkg. active dry yeast
OR: 1 cake compressed
6 c. sifted enriched flour (about)
Corn meal

● Scald milk in small saucepan; stir in sugar, salt, and shortening. Cool to lukewarm. Measure water into large bowl (cool to lukewarm for compressed yeast); sprinkle or crumble in yeast. Stir until dissolved. Stir in lukewarm milk mixture. Add 3 cups flour; beat until smooth. Stir in enough additional flour to make a stiff dough. Turn out on lightly floured board; knead until smooth and elastic. Place in greased bowl; brush top with softened shortening. Cover with clean towel; let rise in warm place, away from draft, until double in bulk, about 1 hour. Punch dough down; divide in half. Roll out each half on board heavily sprinkled with corn meal, to a thickness of ¼ inch. Cut into rounds with 3-inch cooky cutter. Cover; let rest on board about 30 minutes. Place on lightly greased, medium hot griddle, corn-meal-coated side down. Bake about 15 minutes, or until bottom is well browned. Turn and bake second side.

Makes 24 muffins *129 cal. each* *Source of Vitamin A*

***Tested in* THE AMERICAN HOME KITCHENS**

Country Style Scramble

Aren't odd-hour feasts the gayest of all? That's all the more reason to add your special touch of genius to that gala Sunday brunch or a spur-of-the-moment midnight snack. Maybe nothing will ever take the place of bacon and eggs for impromptu meals, but a few simple tricks can lend extraordinary glamour to this ordinary fare. Add a sample of cheddar cheese for flavor ... add rosy red wedges of ripe tomatoes for color, and remember not to scramble the eggs—please, just gentle them about in the pan  for that heavenly, fluffy look. Serve slices of tender, tangy Canadian bacon and sizzling little sausages. And cap off your triumphs with crispy, golden English muffins you can blushingly admit you made  right from scratch.

Delicious way to start the day or end an evening: country style scrambled eggs, sausage and bacon, homemade English n

Laborless Day

We think that the time has come for a new name to be given to the annual holiday known as Labor Day. When Congress passed an act legalizing this celebration in 1894, the 8-hour day was just a wild idea and the word "labor" meant just that. Utopia was a future world populated by automatic washing machines, dryers, garbage disposals, electric dishwashers, vacuum cleaners and automatic furnaces that did all the work!

In 1894, "do-it-yourself" was the only way to get most things done around the home. No one had yet thought up the electric drill, the sander or the power saw. If you had told someone that he could wallpaper a room in less than eight hours, you would have been disbelieved.

But how times have changed! Today, modern products take most of the work out of "do-it-yourself". In wallpapering, E-Z-DU* has made the 8-hour day a reality (try a 10' x 12' bedroom and see for yourself). E-Z-DU is a practical product that comes pre-pasted and pre-trimmed. You just cut to length, wet and sponge smooth on the wall. The cost is reasonable and the results are satisfying. Best of all, the work-saving features of Utopian products like E-Z-DU help give you more time to enjoy the world you live in. This leads us to suggest that our September holiday be changed to "Leisure Day." Letters to Congress anyone?

P.S. To receive a colorful decorating booklet entitled "Where, When and How to Use Wallpapers", send 10¢ in coin, together with this rectangle, to Dept. A-9, c/o this Company.

*Reg. U.S. Pat. Off.

IMPERIAL COLOR CHEMICAL & PAPER CORP.
Glens Falls, New York

How to make artichoke cups

Here's a practical way to serve this difficult-to-eat vegetable

Warren Reynolds

ARTICHOKES can be eaten much more easily if, instead of serving the whole choke, you peel away the leaves and serve only the cups. Start by cutting straight across the artichoke about half way below the leafy tips. Then scoop out the prickly section (called the choke) in the fleshy heart.

SURROUNDING THE PRICKLY SECTION you have just removed are green leaves with a pulpy flesh at the base of each leaf. Only this flesh and the pulpy center or heart are edible. So by carefully peeling away the green part of these leaves you reach the "bottom" or heart.

BOIL HEARTS IN WATER five to seven minutes or, what's even more delicious, in white wine. Serve with lemon butter or hollandaise. Or, drop a poached egg in the cup, top with a cheese or mushroom sauce.

Oh! Oh! She forgot to buy his Lea & Perrins Worcestershire!

It's the sauce men go for most . . . the famous Worcestershire original, full-strength, yet mellow and delicious. Taste what a world of extra flavor a few extra pennies can buy!

FREE: 64 PAGE COOK BOOK "DISHES MEN LIKE" Write:
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Dept. H

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General Chef
NATIONWIDE SALES AND SERVICE

ave you tried the catsup with the one extra spice?

ndma Snider used to cook up small batches of Snider's catsup in her sunny country hen. She'd simmer fat tomatoes in her copper kettle. When the thick red broth had cooled strained it carefully through fine cheesecloth.

n she put in precise pinches of onion and garlic, dark cloves, crisp celery bits and pimento y spice. She laced this work of art lightly with apple cider vinegar and sweet syrup. Now she added extra spice: A whisper of Capsicum, the red and yellow chili pepper with the bright skin.

ollow Grandma's recipe with a strict conscience today. Sometimes we think we make er's too carefully when you tell us your grocer runs out of it too fast. But we won't change ecipe or hurry the cooking. You wouldn't want us to. Neither would Grandma.

Snider's

the chili pepper catsup

HAMBURGER STEW
DE LUXE

TAKE A POUND OF GROUND BEEF

It's a great mistake, we think, to consider ground beef as a "just the family" meal or something to toss between a roll. "Lowly hamburger" can be the beginning of any number of temptingly delicious dishes. We show you six suggestions here. Take note particularly of the **Hamburger Stew De Luxe,** above—made lavish with mushrooms and flanked on one side with zucchini, on the other with tender baby carrots!

JUNE M. TOWNE

APRICOT MEAT LOAF. Apricots and beef are a provocative combination that makes this dish excitingly different. For a change, try baking your meat mixtures in ring molds, round or square cake pans, or pie pans. For individual servings, mold them into small loaves and bake on a cookie sheet.

QUICK SAUERBRATEN now becomes an international favorite. For what could be more American than hamburger, or more German than sauerbraten? So delicious and so easy to make!

GROUND BEEF IN SOUR CREAM-TOMATO SAUCE will become a party dish once you've tasted it. The secret's in the delicious sauce.

GROUND BEEF APPETIZERS will tempt the heartiest of eaters or the fussiest of nibblers. After browning carefully under the broiler, nestle the tiny morsels in a chafing dish to hold their heat until served.

SPANISH GROUND BEEF adds another recipe to the hundreds of ways of making beef patties. These are unusual because of the green pepper, olive, and lemon slice topping.

RECIPES ON PAGES 51 and 52

Shopping Information, page 93

All-at-once Spaghetti! all in one pot, with Hunt's Tomato Sauce.

tomato at its cookin' best

ALL-AT-ONCE SPAGHETTI

Works like a charm, this new recipe! You cook your meat, onions, *and your spaghetti*, all in the same pot — in spicy-rich Hunt's Tomato Sauce. Think of all the time you'll save, the pots you *won't* have to wash. And the flavor! With Hunt's ripe-tomato goodness cooked right in, it's wonderful!

- 1 tablesp. pure vegetable oil, such as Wesson Oil
- 1 large onion, chopped
- ½ lb. ground beef
- 1½ teasp. salt
- Pepper to taste
- 2 8-oz. cans Hunt's Tomato Sauce
- 1½ cups water
- ¼ lb. uncooked spaghetti (half an 8-oz. package)
- Grated cheese

Heat oil in deep pot or skillet. Add onion, cook until soft. Crumble in beef. Stir and fry until meat loses red color. Sprinkle salt and pepper over. Pour in Hunt's Tomato Sauce and water; bring to boil. Break spaghetti in half; sprinkle in a little at a time, *stirring it into sauce to keep it separated*. Cover tightly. Simmer 20-30 minutes, stirring occasionally. Serve with cheese. Makes 3-4 servings.

Creative cooking comes easy with Hunt's Tomato Sauce. There are so many ways you can use it to brighten up your everyday cooking. For example, 2 cans of Hunt's plus 1 can of water makes a quick, basic sauce for ½ lb. of macaroni. Then add your own variations and seasonings.

Look for new recipes too, on every can of Hunt's Tomato Sauce.

WRITE FOR FREE RECIPE BOOKLET:

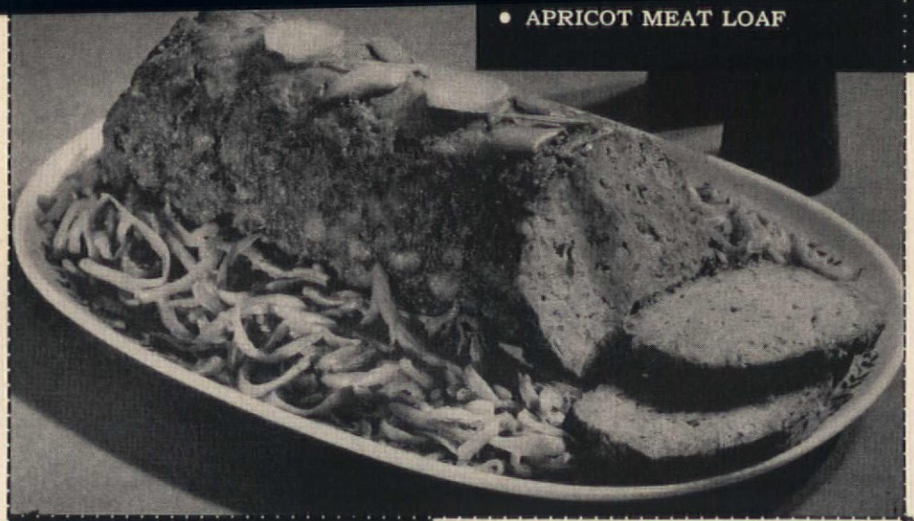
"21 NEW WAYS TO SERVE HAMBURGER," HUNT FOODS, DEPT. S-9, P.O. BOX 5, FULLERTON, CALIF. IN CANADA: HUNT FOODS, TILBURY, ONT.

Hunt...for the

Take a Pound of Ground Beef

(pictured in color on pages 48 and 49)

TO KEEP PLATE CLEAN while frosting a cake: place strips of waxed paper on outer edges of plate, having strips extend beyond edge of plate. When cake is frosted, gently pull strips from under cake.



• APRICOT MEAT LOAF

• HAMBURGER STEW DELUXE

Preparation time: 25 min.
Cooking time: 20 min.

1 lb. ground beef
1 can (10½ oz.) condensed beef bouillon
⅓ c. dry bread crumbs
2 tsp. grated onion
1 tsp. salt
⅛ tsp. pepper
2 tbs. butter or margarine
1½ c. cooked, sliced zucchini
1½ c. cooked, whole small carrots
½ lb. mushrooms, sliced
2 tbs. butter or margarine
1 tbs. flour
1 c. milk
2 tbs. chopped parsley

• Mix together ground beef, ½ c. of the bouillon, bread crumbs, grated onion, salt, and pepper; shape into small meat balls. Sauté in 2 tbs. butter until well browned. Remove from heat; add cooked zucchini and carrots; set aside. Sauté mushrooms in 2 tbs. butter until browned; blend in flour; add milk and remaining beef bouillon. Cook and stir over medium heat until mixture thickens and comes to a boil; add to meat mixture; heat together thoroughly. Sprinkle with chopped parsley.

Serves 4 *630 cal. per serving* *Source of Vitamins A,B,C*

***Tested in* THE AMERICAN HOME KITCHENS**

• QUICK SAUERBRATEN

Preparation time: 15 min.
Cooking time: 25 min.

1 lb. ground beef
1 c. grated carrot
2 tsp. minced onion
1 tsp. salt
⅛ tsp. pepper
2 tbs. butter or margarine
1 can (10½ oz.) condensed beef bouillon
¾ c. water
¼ c. lemon juice
8 gingersnaps, finely crushed

• Mix together ground beef, carrot, onion, salt, and pepper; shape into four patties. Brown well on both sides in butter in skillet. Add remaining ingredients. Cover and simmer, stirring occasionally, until sauce is slightly thickened, about 10–15 minutes. Serve with hot, buttered noodles.

Serves 4 *510 cal. per serving* *Source of Vitamins A,B,C*

***Tested in* THE AMERICAN HOME KITCHENS**

• SPANISH GROUND BEEF

• GROUND BEEF APPETIZERS

• GROUND BEEF IN SOUR CREAM-TOMATO SAUCE

Preparation time: 15 min.
Cooking time: 25 min.

1 lb. ground beef
½ c. dry bread crumbs
3 tbs. milk
1 egg
1 tbs. Worcestershire sauce
1 tsp. grated onion
1 tsp. salt
3 tbs. butter or margarine
2 tbs. flour
1 can (1 lb.) tomatoes
1 c. sour cream

• Mix together ground beef, bread crumbs, milk, egg, Worcestershire sauce, grated onion, and salt; shape into four patties. Brown well on both sides in butter in skillet; remove from pan. Add flour to butter in pan; blend well; gradually add tomatoes and sour cream. Return meat patties to sauce; cover and simmer about 10 minutes.

Serves 4 *750 cal. per serving* *Source of Vitamins A,B,C*

***Tested in* THE AMERICAN HOME KITCHENS**

Take a Pound of Ground Beef

(pictured in color on pages 48 and 49)

• GROUND BEEF APPETIZERS

Preparation time: 10 min.
Broiling time: 3–5 min.

Hamburgerettes:

½ lb. ground beef
1 egg yolk
1 tsp. onion juice
½ tsp. salt
⅛ tsp. pepper
5 slices white bread
Catchup, cubes of Cheddar or blue cheese

• Mix together ground beef, egg yolk, onion juice, salt, and pepper; shape into 15 small meat balls. Cut bread into 15 1½-inch rounds. Place meat balls on bread rounds; make a depression in each and fill with catchup or small cube of cheese. Place on cooky sheet. Broil in preheated broiler 3–5 minutes, or until browned.

Makes 15 *80 cal. per serving* *Source of Vitamins A,B*

Hamburger Triangles:

½ lb. ground beef
½ c. chopped, drained water chestnuts
3 tbs. tomato juice
1 tbs. chopped anchovy fillets
½ tsp. salt
5 slices white bread

• Mix together ground beef, water chestnuts, tomato juice, chopped anchovy, and salt. Spread bread with meat mixture; trim off crusts of bread; cut each slice into 4 triangles. Place on cooky sheet and broil in preheated broiler 3–5 minutes, or until browned.

Makes 20 *60 cal. per serving* *Source of Vitamins A,B,C*

Tested in THE AMERICAN HOME KITCHENS

• GROUND BEEF IN SOUR CREAM-TOMATO SAUCE

• QUICK SAUERBRATEN

• SPANISH GROUND BEEF

Preparation time: 15 min.
Cooking time: 30 min.

1 lb. ground beef
¼ c. finely chopped, stuffed olives
¼ c. water
1 tsp. grated lemon rind
1 tsp. salt
2 tbs. butter or margarine
1 c. catchup
½ c. water
1 tsp. Worcestershire sauce
½ tsp. salt
Dash of pepper
4 onion slices
4 green pepper rings
4 lemon slices
Sliced, stuffed olives

• Mix together ground beef, chopped olives, ¼ c. water, grated lemon rind, and 1 tsp. salt; shape into 4 patties. Brown well on both sides in butter in skillet. Mix together catchup, ½ cup water, Worcestershire sauce, ½ tsp. salt, and pepper; pour over meat patties. Arrange 1 slice each of onion, green pepper, and lemon on each pattie. Top with olive slices. Cover and simmer 15–20 minutes.

Serves 4 *560 cal. per serving* *Source of Vitamins A,B,C*

Tested in THE AMERICAN HOME KITCHENS

• APRICOT MEAT LOAF

Preparation time: 15 min.
Baking time: 1 hr.

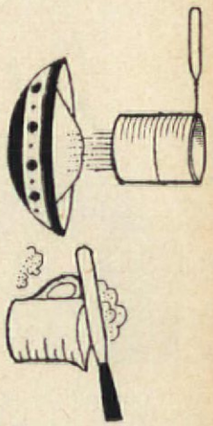
2 lbs. ground beef
1 c. chopped, dried apricots
½ c. dry bread crumbs
2 eggs
2 tbs. chopped parsley
1½ tsp. salt
⅛ tsp. pepper

• Combine all ingredients and shape into roll. Place on greased, shallow baking pan and bake in moderate oven (350° F.) 1 hour.
For glaze (optional): Mix together ½ c. brown sugar and 1 tsp. water; heat until sugar is melted; spread evenly over hot meat loaf.

Serves 8–10 *460 cal. per serving* *Source of Vitamins A,B*

Tested in THE AMERICAN HOME KITCHENS

• HAMBURGER STEW DELUXE



TO MEASURE FLOUR CORRECTLY: sift flour, pile lightly into measuring cup, level top with edge of spatula or straight knife. Be sure not to pack flour down.

The Joy of Baking Hot Popovers

asy scene stealers at any meal

By Ann Pillsbury

the whole wide world of baking, the perfect pop-
er has no counterpart. It is a lighthearted puff of
iciousness . . . crusty tan on the outside . . . a
den hollow of airy tenderness on the inside. The
e hot bread that is strictly homemade—you
n't buy popovers anywhere!
t's big and handsome and (as you can see at the
nt) it usually wears its crusty top hat at a rakish
gle. When broken open, out bursts a puff of
ming fragrance.

e guests' eyes pop! Serve piping hot pop-
s just beggin' to be buttered. Popovers tell guests
think of them as very special friends.

What a joy to serve

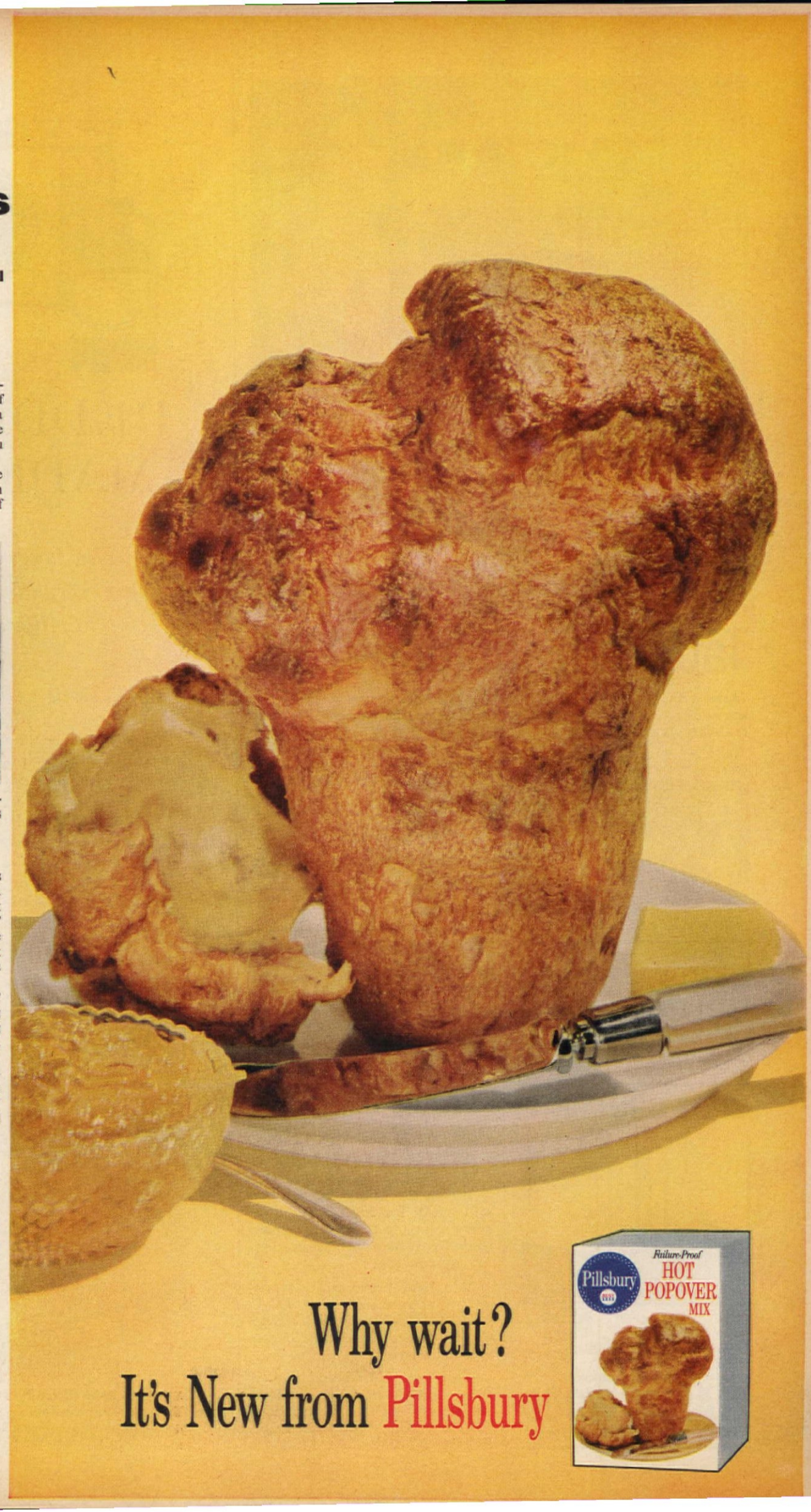
t a way to thrill the family—serve hot popovers
ace of bread or rolls with lunch or dinner.
ct for a week-end brunch. You can sit back
ask in a wave of compliments. Even "Junior"
o may never have heard of popovers—will be
ing to friends that his mom is the best cook
And don't forget that light golden popovers
a great family TV snack.
ving a buffet supper for friends?—maybe early?
ybe late? A great way to get them in the eating
is to serve them Pillsbury Popovers. Piping
nd buttery, here is an appetizer with a flair.
them tiny or giant size.
dge Luncheons? Popovers must have been in-
d for them! When it's your turn to be hostess
ou're anxious to serve "something different,"
povers. Their hot, crusty light goodness will
conversation piece of the party.

Easy does it

this has been making your mouth water for
povers, here's a simple solution. Get a pack-
Pillsbury Hot Popover Mix at your grocer's—
to it. Making your own popovers is about
nplest achievement that ever came to life in
itchen—and a lot of fun. All you need is new
ry Hot Popover Mix, eggs and milk. You get
easy blending batter that pours smoothly.

Serve them hot—but hot!

rs are best served *hot!* Bake 'em fresh, and
he crusty, brown beauties immediately. If,
r, you need to delay serving a few moments,
aked popovers at top to let steam escape,
ld in warm oven. Another tip: don't cover
opovers with a napkin, else their crisp
ss may be lost.
very first package of Pillsbury Hot Popover
u use will bring you more happy surprises,
nvious admiration, more compliments than
g you've baked in ages. That's a promise!



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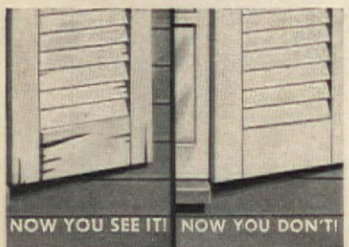

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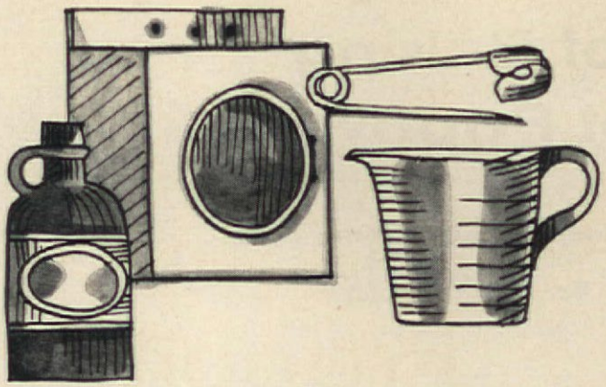

BEDDING CARE MADE EASIER

New fibers and modern equipment keep everything from bed frames to pillows "guest room" clean

One of the best prescriptions for a good night's sleep is a fresh, clean bed. Crisp sheets and soft blankets make the sleeper more comfortable and are within the reach of every budget. Once you have purchased a good mattress, blankets, sheets, and pillows you will want to keep them at their best. With the help of today's man-made fibers, automatic laundry equipment, and the versatile vacuum cleaner this task is far from the arduous one it used to be. Among the new products that are making bedding care easier are wash and wear sheets and pillowcases that emerge from the dryer or come off

(continued)

F. M. Demarest

MATTRESS PADS should be washed as often as they show any soil. Bleach cotton pads to keep them white as new. The automatic bleach dispenser on this washer makes bleaching foolproof. For nylon mattress pads, check the laundering instructions on the hang tag.

Plain Hamburgers – or
Fancy Cheeseburgers

Burgers aren't burgers without French's Mustard

And you've *never* tasted burgers like French's new Cheeseburgers! Yet simply creaming butter, Roquefort (or sharp Cheddar, if you prefer) and French's Mustard does it! For French's Mustard with its smooth, sure blend of rare spices, specially grown mustard seed, fine vinegars—simplifies creative seasoning to a single step! No wonder French's Mustard is the choice of more women than any other mustard!

Recipe for French's Cheeseburgers

Allow ¼ lb. ground beef for each hamburger. Press into 2 thin patties. *For Filling:* Cream together ¼ lb. butter, ¼ lb. Roquefort (or any sharp cheese) and 3 tblsp. French's Prepared Mustard—enough for 8 burgers. Spread on one patty, leaving ½ inch around edge for sealing. Top with second patty, pressing edges together. Broil on each side. Serve on toasted hamburger rolls.

Friendly Warning Because French's Mustard has a flavor, color, and texture all its own, don't expect best results from this recipe with any other mustard.

On Food...In Food...

no other mustard has the light and lively flavor of

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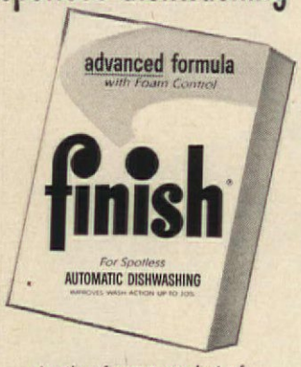

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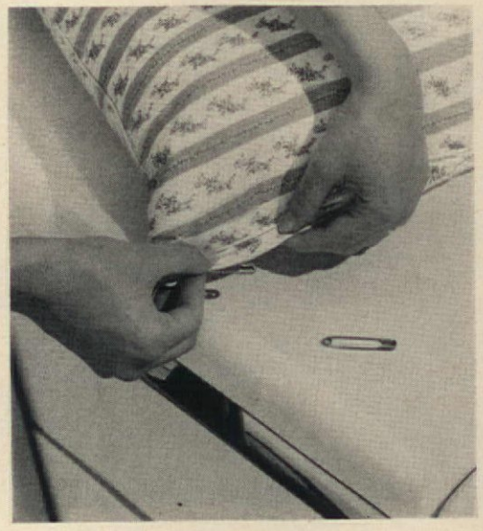
(continued)

PRETREAT ANY SPOTS on the binding of an electric blanket before it is washed. Blanket should be washed by the soak method in your washer. To do this, simply stop agitation or tumbling and let the blanket soak in the wash and rinse waters. Let it go through the spin-dry cycle. Hang over a double line to dry. Electric blankets should not be dry-cleaned.

OPEN SEAMS of a down pillow one inch at opposite corners and pin shut before laundering. This permits flow of wash water through pillow. Use settings recommended in washer and dryer instruction books. Sew up seams after drying.



the line with few, if any, wrinkles. Overnight storage in the linen closet will eliminate any possible wrinkles in the freshly laundered and folded sheets. New blankets made from such synthetics as nylon, Acrilan, and Orlon are easy to wash and dry. They come in both summer and winter weights. Pillows and comforters, too, are being sold with synthetic fiber filling. These should be laundered according to the hang-tag instructions or as your washer and dryer instruction booklets recommend. Keeping the mattress on your bed clean and smooth should be part of your cleaning routine. The upholstery cleaning attachment on your vacuum will do an excellent job of cleaning the surface of the mattress. You'll be surprised at how nicely it freshens the ticking. Use the dusting brush attachment to clean the bed frames. To keep the mattress smooth, make a practice of turning it regularly. If you have no one to help you, grasp side handles and pull toward you and then ease the mattress halfway over itself. Now go to the other side of the bed and pull the mattress over the rest of the way. Do not hurry or strain.

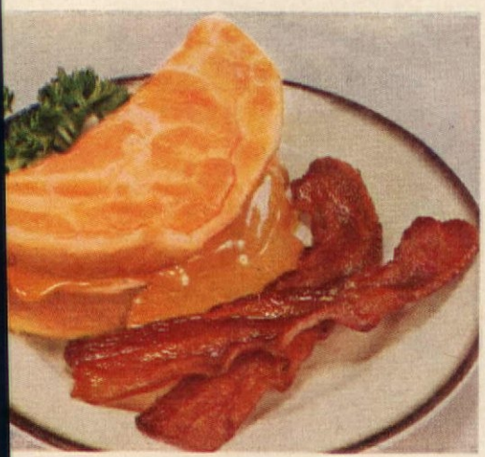
THE END

Add excitement ...add Tabasco®

Mellow pepper in liquid form makes Fall meal-planning an adventure ... every day of the week!

SUNDAY— POLYNESIAN PORK

Bring the glamorous good eating of the South Seas to your table! The magic difference is that sweet-sour sauce of pineapple juice, mustard, lemon juice, TABASCO.



MONDAY— FLUFFY OMELET

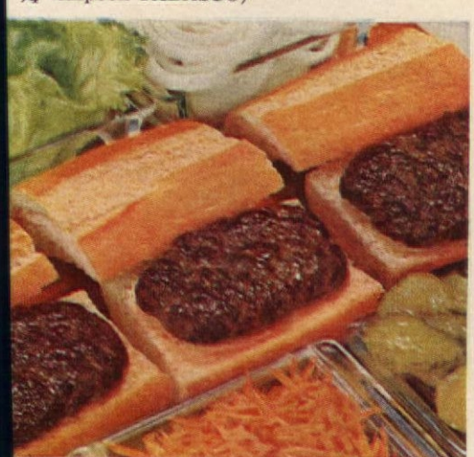
Good news for those who think omelets are difficult. The new TABASCO recipe booklet has a never-fail method for an extra-tasty, extra-fluffy *triumph* of an omelet. (Flavor secret: that ¼ teaspoon TABASCO)

TUESDAY— GOURMET BEEF STEW

Another *triumph*, this easy one-dish meal, brimming rich with flavor. Simply simmer with wine, herbs, TABASCO. Add the gourmet dash of TABASCO just before serving to contribute extra life and sparkle.

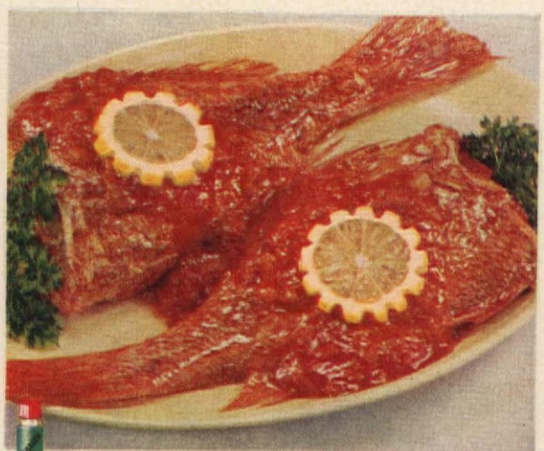
WEDNESDAY— TUNA APPETIZER

You nest the tuna on shredded lettuce, top it with your blend of ¼ cup catsup, 1 tablespoon Worcestershire, 2 teaspoons lemon juice, 1 teaspoon grated onion, ¼ teaspoon TABASCO. Truly a transforming sauce!



THURSDAY— TABASCO HAMBURGERS

You make something special out of the familiar hamburger with this method from the TABASCO recipe booklet.† Be sure to have the TABASCO bottle handy at the table for those who add the extra "gourmet dash".



FRIDAY— BAKED FISH PIQUANTE

Just the thing for firm-fleshed fish. Louisiana's famous Sauce Piquante makes chicken terrific, too. You use tomatoes, onion, celery, green pepper, bay leaf, sliced lemon, TABASCO. In the recipe booklet.†

SATURDAY— TOMATO-CHEESE RAREBIT

Fix lunch or supper in minutes with this variation on an old favorite. Substitute canned tomato soup for some of the cheese. Makes a perfect, mellow blend of tomato, cheese, mustard, TABASCO. Serve on crackers or toast points.

In new dishes or old stand-bys, TABASCO adds a special new touch. Bright red peppers are aged in wood for three years like vintage wine. *Naturally*, TABASCO has smoothness of flavor nothing else approaches. And, since it's *liquid* seasoning, it spreads flavor *through and through.*

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Don McNeill (continued from page 24)

have it with the Don McNeill stuff, Dad. They're always nagging at me to be a master of ceremonies or something. Have you got any army jokes that will help me out?'"

We were off the expressway now, driving down a quiet, tree-shaded street in Winnetka. Don turned into a driveway leading to a handsome Tudor house and stopped the car. It was a conservative stone house with a well-kept lawn shaded by tall old elms.

"It's an odd thing," Don said. "We live quietly out here, but on weekends when the weather is nice a steady stream of cars goes by with people pointing in our direction. It beats me. There's no name at the gate. I don't know how they know it's our house."

He led me to the front door. A miniature schnauzer was at Kay McNeill's side when she greeted us. There's no denying the Irish in Katherine McNeill's eyes—their green is set off by lovely gray hair, by a deep tan she has acquired from gardening and golf—and they twinkled when she smiled and said:

"Come in; I feel as if I've been waiting for you for days."

Kay has the trim figure and mature beauty women dream of for their middle years. She led me into the living room which was cool and restful in tones of aqua.

"It looks neat now, but you should see it when the boys are home. They were all here before Tom and Don went into service and you couldn't climb over it, much less walk through. But I left it that way because fun comes first and straightening up is not as important. Don and the boys never want me to change a thing or move anything—even a few inches—which is a pretty good indication of how they feel about their home.

Small game table is built into the wall of Don McNeill's study. As it opens, it releases light switch for ceiling spotlight above table. When folded, the table is concealed in the matched-grain burled-birch paneling.

Recessed gun cabinet was designed by Don for wall of his study. Cabinet has sliding glass doors which are locked by locking narrow cabinets on either side. These hold fly rods, fishing tackle.

"We've really *lived* here for the last 14 years. You know, this may sound crazy, but we play horseshoes in the living room all the time. We've been doing it for years. It's limited to Don and Bob and me now, but when the other two are home we keep score every day and crown a champ every week.

"When we first moved into this house, Don and I debated a color scheme. We finally decided on a deep, rich burgundy for the living-room walls and carpeting in the living room and the hall stairway. We were so pleased and excited about it that we gave a big party to show our friends our new home. One of the first people to arrive walked into the living room and said:

"'Isn't this attractive! I love your *puce* walls.'

"Don and I spent the rest of the evening wondering what she meant by 'puce.' As soon as the guests left, we went to the dictionary and there it was: 'puce: purplish brown; wine colored.' We felt better about it, but I was glad when we got rid of our puce rugs. They showed every footprint. I could vacuum them twice a day and they still looked bad."

In the dining room, the McNeills have blended beige and gold in the draperies and walls and a handsome mullioned bow window frames the garden.

"You're going to think my kitchen is old-fashioned," said Kay, "and it is. But you must remember, I'm outvoted by four men in this house. The three boys grew up in this kitchen and they howl every time I suggest a change. In a way that's a nice compliment and I'm flattered just enough to go along with them." (continued)

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CK BREAKFAST TREAT Who doesn't lova- a muffin! Add 1 cup diced banana to your favorite mix batter. Bake according to package directions.

urself–addabanana! A medium banana has only ries and so much satisfaction! Bananas help you to ality, too – they supply vitamins, minerals and me fruit sugars.

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CHIQUITA BANANA

Long, low bedroom wing follows contour of hillside and is separated by short stairways from cantilevered living area and recreation area below. Ventilating louvers give shuttered decorative effect.

Don was glad to serve as guide as we entered his study which is paneled in burled birch. "My father, still hale and hearty at 85, sent me this wood from Wisconsin. All this paneling was made from the burl of one birch tree. It was practically the last tree of its kind."

Don touched a spot in the paneling and smiled with satisfaction as he released a catch that turned on a ceiling spotlight over the fold-down gin-rummy table that came out of the wall. One wall was lined with books broken by a collection of gold and bronze trophies which had been awarded to the Breakfast Club for its part in everything from bond drives to community and charitable work.

"Sometimes those awards make me uneasy," said Don. "I mean they remind me I should try to do more. But Kay wants them there."

"I certainly do," she said. "There's too much modesty around this house. The boys came to me and said, 'Mom, we don't want to upset you, but would you mind putting all those high-school trophies down in the rec room?' It embarrasses them to have their friends see them. So they're all down in the basement. But I won't let Don hide his."

Kay pointed to a built-in gun cabinet. Behind glass doors were shotguns, rifles, pistols, and fishing rods. "He keeps this locked. If you open the door it all falls out on you. He won't even let me dust in there."

Don grinned. "You're apt to lose things and never find them again when somebody starts dusting."

With Kay, I visited the four main bedrooms, each with its meaningful keepsakes, like the original oil sketch of the "model American mother" in the master bedroom which was used for the painting Don commissioned artist Ben Stahl to do to depict the Breakfast Club's "Moment of Silent Prayer." And in the boys' rooms there were Japanese prints they had brought back from a world tour before going into service, and souvenirs of their days at Notre Dame. A set of bar bells that Bob uses for weight-lifting doesn't exactly decorate the floor of his room. But they are important to him, and that matters more to Kay than appearances.

"Bob is the only one who is home now," she said, "and he goes to college this year. I miss the boys; what I miss most is having someone bang open the front door and

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yell, 'Mom, hey Mom, where are you?' They never failed to do that; they knew I loved it. But I'm not going to start feeling sorry for myself," she said firmly. "To keep busy I've volunteered for work at Great Lakes Naval Training station and Fort Sheridan. They need people to read to hospitalized veterans and help out in many ways. On other days I'll go to the old people's home and take some of them for a drive and a little treat. I bowl in two leagues and play golf and fish with Don, so I'll keep busy."

Don heard the last part of our conversation as he came down the stairs and said, "You've heard of people who remember birthdays and are thoughtful about sending cheerful little notes when someone's in trouble? Kay's the one who does things like that. I'm the guy who promises. I'll promise you this: I'll take you two to lunch and we'll drive out to the lodge."

"It is better known as Himself's Hideaway," Kay said. "I suggested this name because Don's mother, who never quite lost her Killarney brogue, often called Don "himself."

The lodge is really hidden in a beautiful corner of rolling wooded country 40 miles northwest of Chicago. Eight years ago when Don was hunting for a weekend retreat within easy commuting distance of the studio, a real-estate man showed him 45 acres of timber in the middle of which was a five-acre lake.

"When I saw that," said Don as we stood on a hill above the lake, "all I could say was 'where do I sign?' I could see this stocked with bass and bluegills, with the boys and myself able to get out here quickly and do a little casting whenever we wanted to. I could see a raft out there where we have it now, and a house that hung right over the water, with the lake and the trees as the view through two walls of glass. This is the sort of thing every man dreams about—and I'll say that the fulfillment has been every bit as good as the dream."

The lodge is a split-level, with four bedrooms, shower rooms, a screened patio, and a "utility" room at ground level. Above this, the main room, a huge paneled family room ten feet high to its beamed ceiling, is so close to the water's edge that looking down from it Don can see fish in the shallows.

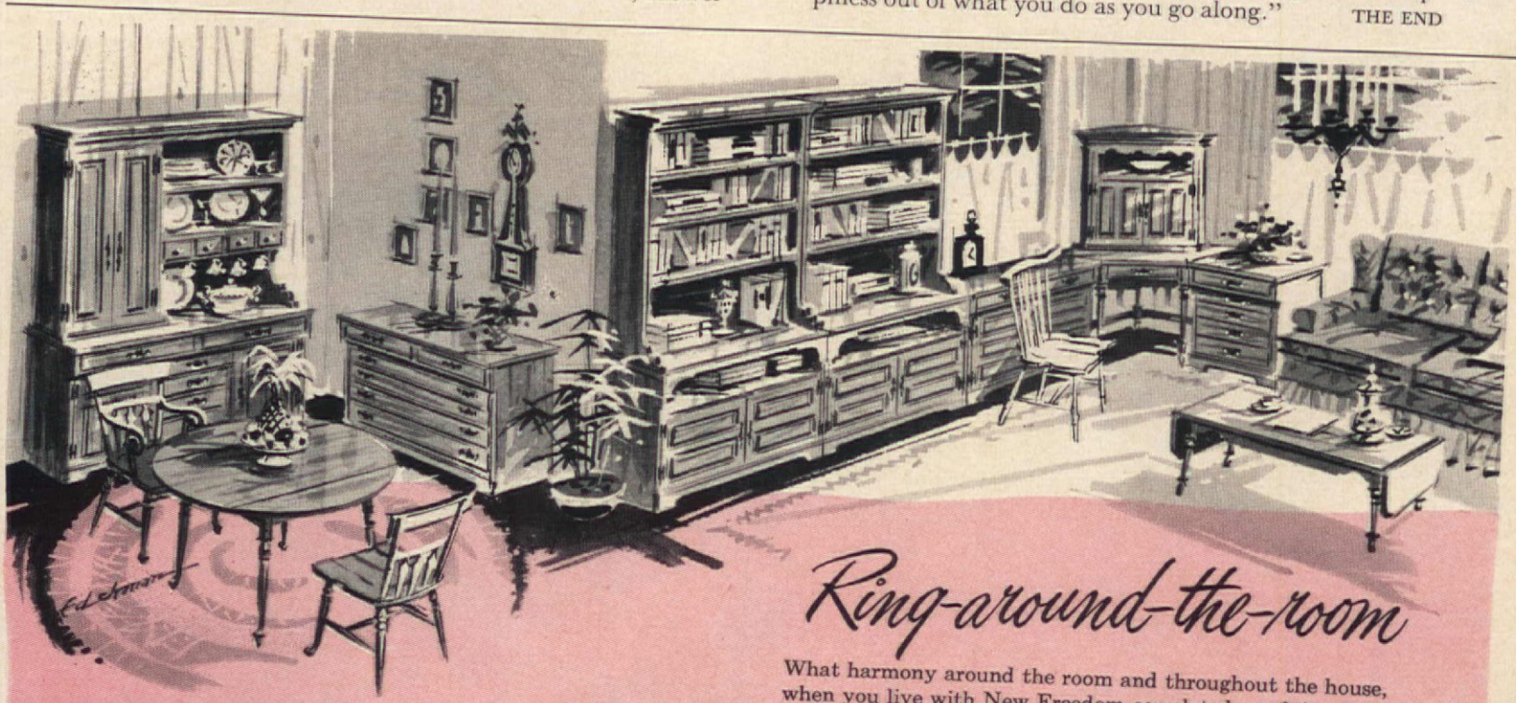
He pointed to a little island in the lake. "We made that by dredging out spots to make the water deeper for swimming and fishing. We have plenty of ducks and wild geese drop in on us here. And on those hills on the other side—that's where the boys camp."

The "boys" are needy and underprivileged children from Chicago whom Don has played host to ever since he built Himself's Hideaway. Youngsters from Chicago Boys Club are brought out all summer; each group gets three days of supervised camping and swimming so that in the course of the summer everybody gets a turn. "Himself" doesn't sit in solitary splendor in his woodland retreat; his pride of ownership runs a poor second to the kick he gets out of seeing city kids dive into the lake or hook a fish for the first time. And if it gets a bit noisy at times?

"What noise? After all, we've raised three boys. It seems to me that the longer I go on, the simpler my viewpoint becomes."

He stretched his long legs and sank deeper into his chair. "I guess what I'm saying is, why knock yourself out too much when the net result is that when you're through you haven't anything left to enjoy it with. You're looking at a very lucky boy from Sheboygan who's not aiming to work up a snapping set of ulcers or a jittery heart.

"The big things in life are simple: the satisfaction of raising a family, watching the children grow, being part of their lives—and having them want you to be part of their lives. The greatest thing in life is to see what you've done growing up in your children—and to get some happiness out of what you do as you go along." THE END



Ring-around-the-room

New Freedom by Pennsylvania House is maple at its loveliest. There are 35 pieces for innumerable combinations in living, dining, family rooms and bedrooms.

Write for free illustrated folders.
Pennsylvania House Furniture, Lewisburg 24, Pa.

What harmony around the room and throughout the house, when you live with New Freedom correlated maple!

There's the delight of arranging furniture in any of a hundred ways that use every inch of space effectively.

There's the bliss (as who but a housewife knows!) of enough storage room everywhere.

And there's the good sense of furniture that's adaptable to another room or another function when you please . . . . pieces that look beautiful side-by-side or in solo roles.

New Freedom by **PENNSYLVANIA HOUSE**

CORRELATED MAPLE — IN THE TRADITIONAL MANNER

LOOK WHAT GAS IS DOING NOW!

Today's new

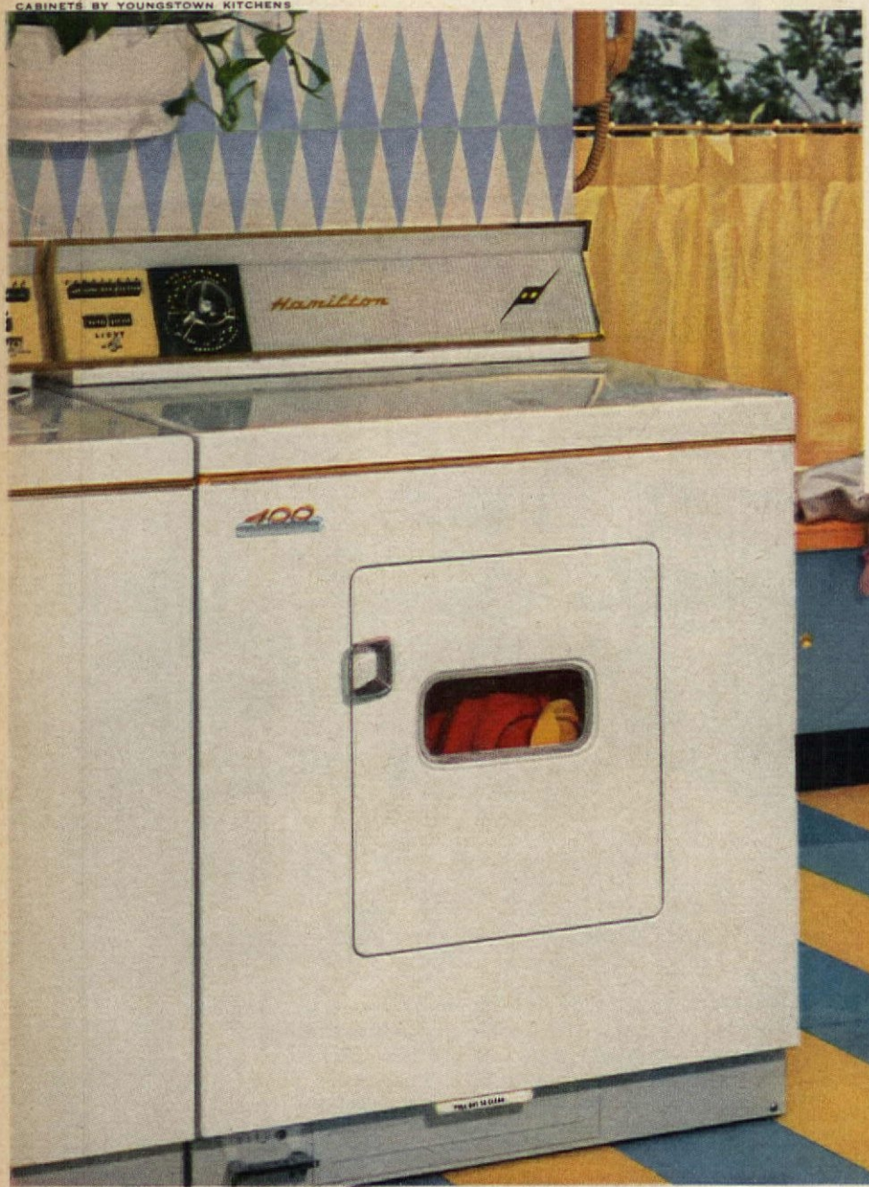
HAMILTON Gas Dryer

Dials Temperature, Sets Drying Time

for every kind of fabric!

FOR EVERY KIND OF FABRIC! For right time, right temperature, just set Hamilton's exclusive *Three*-Cycle Timer. In your Hamilton Gas Dryer, every fabric gets the treatment it responds to best. Wash-and-wear clothes and *now* even *woolens* have their own special drying cycle, so that they come out just right, wrinkle-free!

CABINETS BY YOUNGSTOWN KITCHENS



EVERY DAY OF THE YEAR! Fluff-dry as fast as you wash! Snow or rain outside? No matter! Hamilton's Sun-E-Day ultraviolet lamp makes "sunshine" inside your Gas dryer. Even problem clothes come out sweet, fluffy-fresh and bright any hour of any day or night!

EVERY LOAD LINT-SCREENED! No lint picking with a Hamilton! Even darker clothes come out lint-free, because every load is double-screened to do away with lint. And the beautifully styled Hamilton Gas dryer matches perfectly with the Hamilton washer.

FAST, GENTLE, BECAUSE IT'S GAS! No need to over-heat clothes and "bake" out moisture—a safe, even flow of gentle Gas heat *wafts it away*, fluffs clothes as it dries them white and bright! Gas is actually *kind* to delicate fabrics. And nothing—*nothing*—dries clothes faster than Gas!

ECONOMICAL, TOO, BECAUSE IT'S GAS! No warm-up, no over-heat waste—every penny spent on Gas gets *work* done. And a fast Gas dryer costs *less* to install, maintain and use. See your Gas company or Gas appliance dealer and buy a modern automatic Gas dryer!

AMERICAN GAS ASSOCIATION

Hamilton

ONLY GAS does so much more...for so much less!

"Soft water keeps Brian's skin velvety."

"Lance's coat is silky and shiny after a bath."

"Shining chrome is a cinch with soft water."

"The dishwasher does a better job now."

WHAT SOFT WATER CAN DO FOR YOU

Is your hair dull and lifeless? Do you have scum in the washing machine, spots on the glassware, rings in the bathtub? Don't blame it on your housekeeping. You may be living in that 85 per cent of the country that has hard water. To find out what a difference soft water can make in your housekeeping, we visited four suburban families who have water-softening units. On the following pages you will see how soft water makes daily living easier for these families, and what you can do about your own water problems.

(Continued)

VIRGINIA E. THABET

(continued)

"Brian and I really look forward to bathtime now. He'd play with the suds forever if I let him."

EDMUND J. ROTCHFORD, JR., FAMILY

With four young children, Mrs. Rotchford is constantly giving baths, washing clothes, cleaning. Soft water makes all these jobs much easier.

"Soft water is easy on the baby's tender skin, and it's kind to my hands."

"Clothes stay white and fluffy much longer when they're washed in soft-water suds."

"I don't have to struggle with Nancy's hair any more. It's so easy to manage, and glossy too."

"There are no more complaints from Daddy when he shaves, now that he gets such a rich lather."

"I got so tired of washing off finger marks that I painted these hands on the wall as a joke."

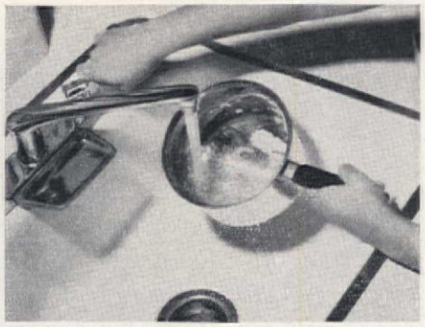
THE ROBERT E. NEWMANS

In this family with its five beautiful daughters, soft water is essential for good grooming.

"There's plenty of shampoo for all of us now. A little goes a long way."

"Lance's coat can sure get dirty, but it's easy to keep him clean now that we have soft water."

"Our pots and pans are much easier to clean. Even sticky mashed potatoes soak off quickly."



"I don't mind doing the laundry any more, and you'd be surprised how much less soap I use."

RICHARD W. HARPER FAMILY

Soft water has been an accepted service in this home for several years. The three daughters wouldn't know what to do without it.

"Soft water's a must with a dishwasher. I love to show off my sparkling china and glassware."

"It's easy to get the ring out of the tub and I don't have to spend hours polishing the chrome."

"I have to give my skin lots of care. Soft water leaves it clear and smooth."

(continued)

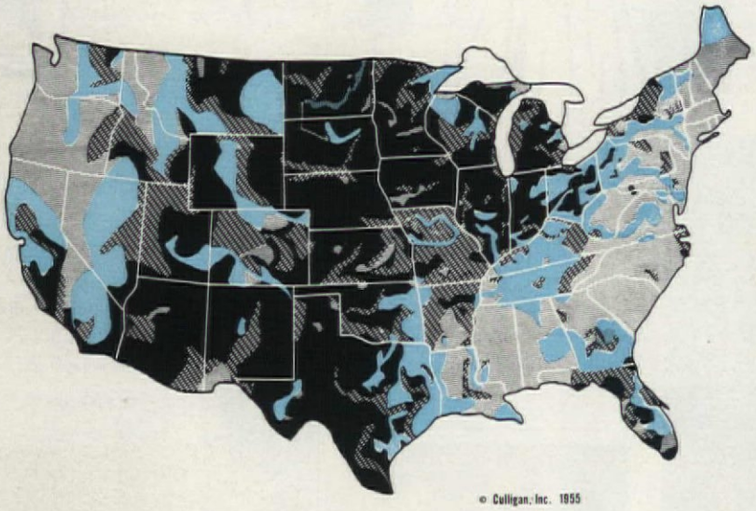
(continued)

THE KARL THAXTONS

got a surprise when they moved from the soft-water area of Atlanta, Georgia, to Cranford, New Jersey. They "put up" with hard water for two months, then installed a water softener.

***David Thaxton** keeps the family car in shining condition. Dirty white side walls quickly respond to a good sudsing, and chrome parts dry spotless after a soft-water rinsing. No arduous polishing here! Since the outside water taps are not connected to the softening system, David uses water from the basement. We were interested in a comment from David's mother regarding the difference she encountered after moving from a soft- to a hard-water area. "Why, after two months of using hard water, I'd forgotten what soap suds looked like."*

Is hard water making hard work for you?



© Culligan, Inc. 1955

This map is a general guide to hard-water areas. Water hardness is measured in grains per gallon.

Water varies from ½ to 3½ grains hardness in these areas and is considered soft.

Moderately hard, from 3½ to 7 grains. Water above 5 grains should be softened.

Hard water in these areas ranges from 7 to 12 grains hardness.

Very hard, from 12 to 20+ grains. Such water causes serious housekeeping problems.

Water hardness may vary from one source to another within a general area. Your local water-softener dealer can make an analysis of your water supply.

An unsightly ring around the tub after each bath, water spots on bathroom fixtures and wall tiles, spots and streaks on dishes and glassware, dingy laundry, scum deposited inside your washer, difficulty in getting a stand of suds with a normal amount of soap or detergent—these are sure-fire signs that the water you're using has hardness minerals in it. And these hardness minerals are making your homemaking job harder than it needs to be.

THOUGH SYNTHETIC DETERGENTS and water-softening compounds help combat the hard-water problem, you can improve it even more. No matter how hard your water supply is, today's modern water-softening equipment can give you a continuous supply of soft water throughout the house at a nominal cost.

HOME WATER-SOFTENING EQUIPMENT contains minerals which have a definite capacity for removing hardness. When they reach their saturation point these softening minerals must be regenerated with salt obtainable from your water-softener dealer. The frequency with which this must be done depends on the hardness-removing ability of the tank and the amount of water your family uses. Regeneration can be done automatically or, in less expensive models, manually.

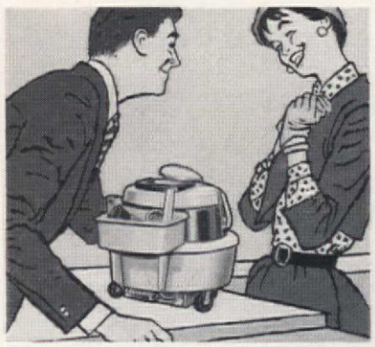
FOR BEST RESULTS, it is advisable to soften both hot and cold supplies. If hot water only is softened, the soft-water benefits are somewhat reduced since cold water is usually added to hot for most household tasks. Many families find it economical to soften all water except that used in toilets. A softener can also be installed to bypass outdoor faucets supplying water for lawn and garden. The water softener is usually installed near the water service coming into the house. Most dealers charge for installation.

THERE ARE THREE DIFFERENT WAYS *you can have a water softener in your home. We give approximate costs of each to help you decide which is best for you. Prices vary according to locality.*

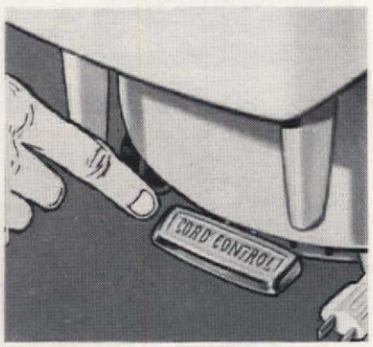
1. HOMEOWNED. If you wish to own your water softener you can buy one from a dealer. Most dealers offer installment plans. There are models available in varying degrees of automatic as well as manual models. Prices range from about $150 to $400.

2. RENTED. Most water-softener dealers offer automatic as well as manual models for rent. Families often prefer this method of enjoying soft water without (continued)

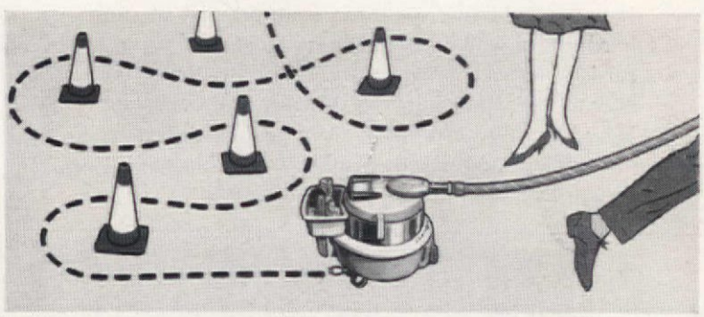
"A vacuum cleaner with a disappearing cord?"



"You mean to tell me it actually winds up its own cord?" I asked the salesman.

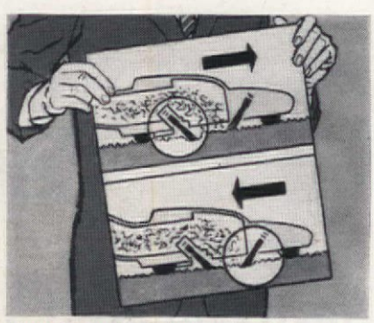


"It certainly does," he said. "You just press this foot pedal and the cord zips out of sight."

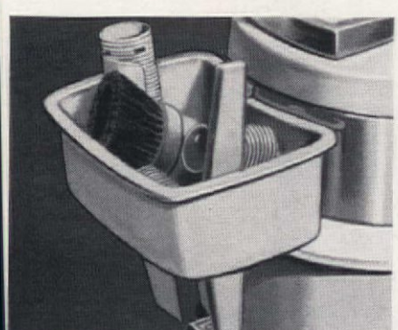


"And this new Cord Reel Cleaner follows like your shadow, steers around furniture at the slightest pull. A new "Steer-Easy" Wheel makes it possible."

"Double-action unit adjusts automatically to clean deepest carpet pile or rugs, *and bare floors, too!*"



"TWO brushes, instead of one, clean on both forward and backward strokes, save you work."



"Don't miss the handy CARRY-CADDY for attachments. Everything goes right with you."

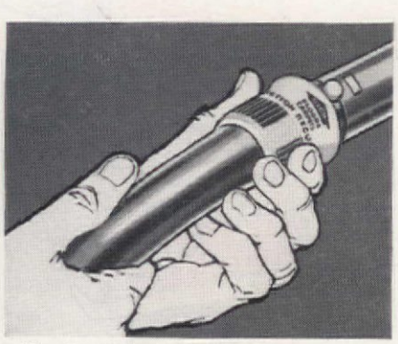
I spotted the nice big foot-switch and almost clapped. "No more poking and fumbling," I said.

"It's the new General Electric CORD REEL Cleaner," he concluded. When I heard the price, I couldn't resist.

Your favorite retailer would love to show YOU the new Cord Reel Cleaner. Why don't you let him? Soon.

Vacuum Cleaner Dept., General Electric Co., Bridgeport 2, Conn.

"And your hands never touch dirt . . . just lift out and throw away the disposable bag, dirt and all."



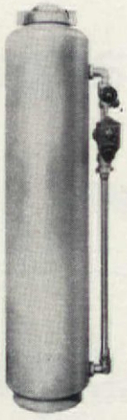
He showed me how you can DIAL different suctions. Just the right power for rugs, draperies, lamp shades.

Progress Is Our Most Important Product

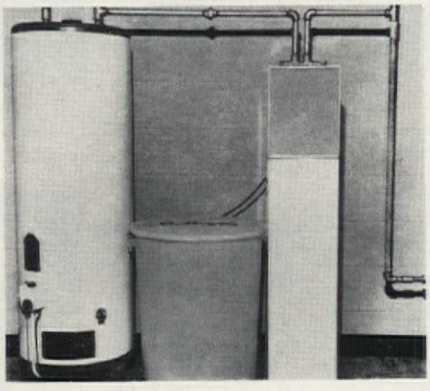
GENERAL ELECTRIC

(continued)

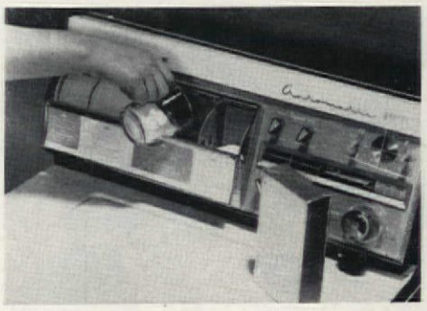
WITH A TANK EXCHANGE SERVICE, a regenerated water softener is delivered to your home at regular intervals, and hooked up by the dealer.



THIS FIBER-GLASS SEMIAUTOMATIC UNIT may be rented or purchased. Salt is added through the top and an automatic timer controls the rest of the regeneration process. An automatic bypass supplies water while unit is regenerating.



THIS FULLY AUTOMATIC WATER SOFTENER on the far right could be installed in the laundry, kitchen, or near the water heater in the basement. The plastic salt tank holds enough salt to last for several months. It can be installed up to thirty feet away from the softener.



WATER-SOFTENING COMPOUNDS are a great help to homemakers who do not have water-softening equipment. This automatic washer has a special compartment for dispensing the compound into the rinse water at just the right moment.

investing in equipment. Rates vary from approximately $4 to $6 per month, plus the cost of salt used for regenerating.

3. TANK EXCHANGE SERVICE. The homeowner can subscribe to this service from the dealer. At regularly scheduled intervals, based on the homeowner's soft-water requirements, the dealer exchanges the exhausted water-softener tank for a fresh one. One exchange per month usually runs about $3.50. Additional exchanges during the month cost less than the first. THE END

HOW HARD IS THE WATER YOU USE?

If you would like to make a simple test of the hardness of water in your home, just send a post card or letter asking for the kit that shows you how to test water hardness in your home to: The Dow Chemical Company, Chemicals Merchandising Dept., Midland, Michigan. It will be sent to you free of charge without obligation.

Do-it-yourself the fast, easy way
–let *Beautiful*
CONOLITE®
cover your kitchen with color!

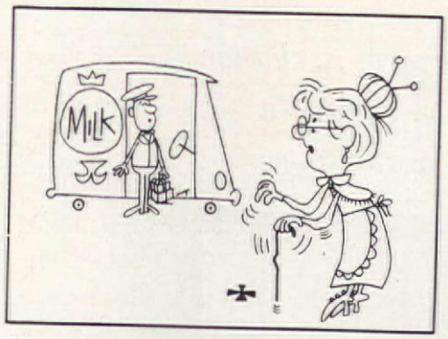
When your home needs re-doing, do-it-yourself with CONOLITE – the ideal, hard-surface plastic laminate for sink tops, tables, bars, walls.

CONOLITE is less expensive, flexible, and easy to handle . . . comes in rolls for less trimming . . . seamless application. And you can apply CONOLITE yourself . . . cement it to stay on any wood or metal surface. Even 350° heat can't hurt CONOLITE. It's also stain, mar, and chip resistant.

Your reliable Lumber and Paint Dealers have many rich patterns and wood grains available. When you do-it-yourself, make it easy to do . . . COVER IT RIGHT . . . WITH CONOLITE!

CONTINENTAL CAN COMPANY
CONOLITE DIVISION
WILMINGTON, DELAWARE

You have to get up early to fool the milkman!



Young man! Come here this instant!

Oh, oh! What'd I do now?

Look what I got at the store yesterday!

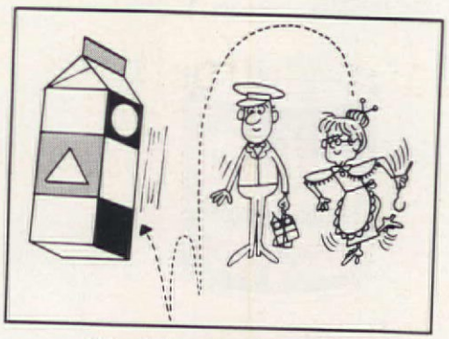
MILK . . . in this handy Pure-Pak carton.

It's light and easy to handle . . .

. . . and look at this . . . a sealed-in pouring spout!

Pours like a pitcher. (Have a glass . . . milk's good for you.)

When it's empty, just toss it away!



Won't break, either . . . safe for grandchildren.

No excuses, young man! When can I get milk delivered in Pure-Pak?

RIGHT NOW MA'AM . . . ALL YOU DO IS ASK YOUR MILKMAN!

PUT THIS NOTE IN YOUR MILK BOTTLE TODAY!

Dear Milkman,

Please leave our milk in Pure-Pak from now on.

Name _____

NOW **Pure-Pak** IS AVAILABLE WHEREVER MILK IS SOLD...JUST ASK FOR IT!

YOUR PERSONAL MILK CONTAINER

PURE-PAK DIVISION, EX-CELL-O CORPORATION

RUTLAND

easy-do products

RUTLAND CAULKING COMPOUND

Stops drafts and heat loss—
Keeps out bugs and dirt

Only with the new Rutland "Klip-Tip" cartridge can you customize the opening to provide for three or more different beads of Caulking Compound from one nozzle. *Reg. and Pat. Pend.

RUTLAND GLAZING COMPOUND

For wood or metal sash

The scientific replacement for putty, Rutland Glazing Compound remains in good, workable condition and does not separate or harden in the can. It is not sticky or messy to handle. Pleasing white color.

OVER 75 YEARS

RUTLAND FIRE CLAY COMPANY
RUTLAND, VT.

Makers of famous Rutland Patching Plaster

PRISCILLA CLAPP

Magic with mirrors

They make a room larger. . . change a corner from dark to light . . . turn a plain table into a decorator piece

ASYMMETRICAL ARRANGEMENT *of different-sized rectangular mirrors brings light to a dark corner, creates design and pattern by reflecting parts of room, flowers, and outside view.*

PLAIN SQUARE COFFEE TABLE *becomes extremely handsome when it is brightly lacquered and set off with a large round mirror which reflects its decorative accessories and echoes the mood of the room. Notice how much lighter the table looks with the space-making mirror.*

(continued)

Drawings by Jeremiah Goodman

"See, it's *Thermopane* ...you'd never have to fuss with storm windows!"

MARKED FOR YOUR ASSURANCE!

This alert lady has noticed the name . . . *Thermopane* . . . lightly inscribed in the corner of the windows of the model home they're inspecting. It's a familiar trade-mark of a company she knows and trusts.

She knows, too, that when a house has *Thermopane* insulating glass in *all* of the windows, it will be warmer in winter . . . cooler in summer . . . more comfortable all year 'round.

Thermopane reduces drafts near windows, saves fuel. *Thermopane* muffles outside noise. Without *Thermopane*, windows are big "holes" in the wall insulation.

When *you* go house hunting, look for the name *Thermopane* in the corner of insulated windows. It's your protection against *imitations*, and one of the sure signs of a quality house built for your comfort and for economy.

LOOK FOR THIS NAME

Thermopane®

All *Thermopane* units with the Bondermetic Seal® made after August 3, 1959 have this trade-mark delicately inscribed right on the glass. Heretofore, this trade-mark has appeared only on the metal seal between the panes. Don't settle for inferior imitations. *Thermopane* is made in the United States by Libbey-Owens-Ford only.

Thermopane consists of an insulating blanket of dry, clean air sealed between two panes of glass.

LOF GLASS

Thermopane INSULATING GLASS

LIBBEY·OWENS·FORD

a Great Name in Glass

TOLEDO 3, OHIO

HAVE
FUN
wherever
you
go!

Now's the time to go places—do things! To have fun! Be vibrant! Be happy!

Now's the time to change to *Tampax*—to cool comfort, to poise, to *freedom!*

Tampax never lets its presence be felt. Never reveals itself. Never allows a hint of odor. Never causes disposal or carrying problems.

Wherever you go, whatever you do—riding, dancing, sightseeing, swimming—Tampax helps you *forget* there's a difference in days of the month!

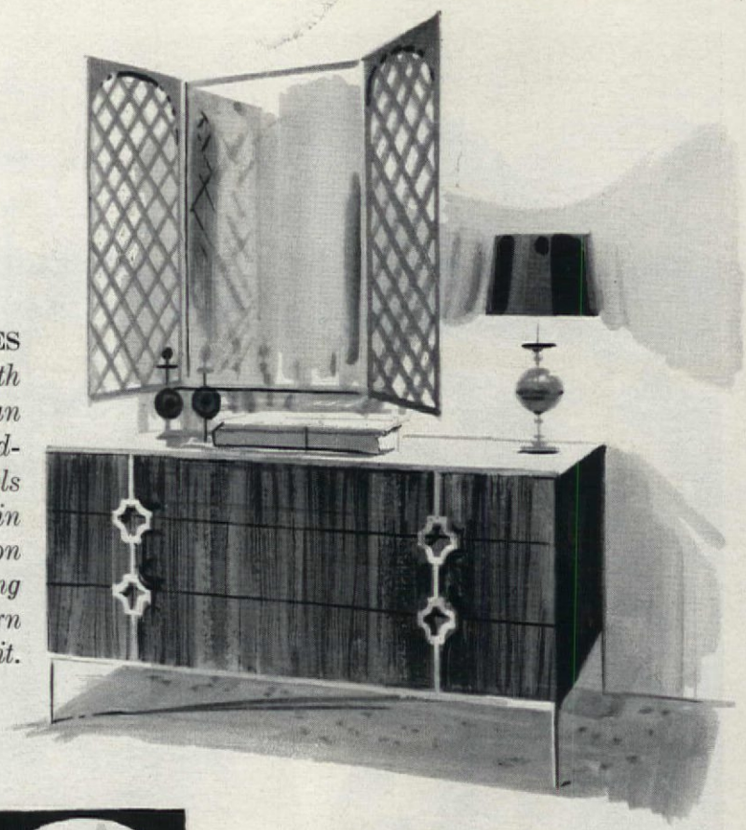
Try Tampax this month—for your very next trip! A month's supply tucks away in your purse!

Tampax® internal sanitary protection: Regular, Super and Junior absorbencies, wherever drug products are sold.

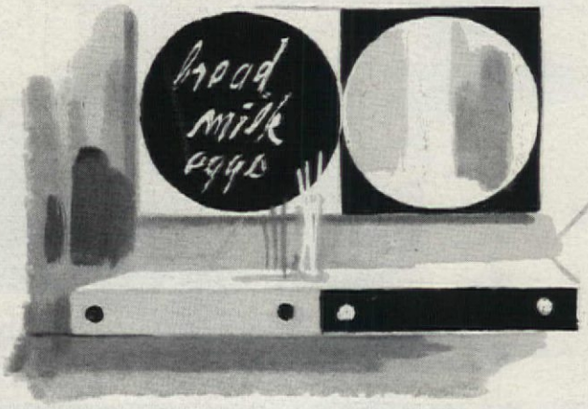
TAMPAX Incorporated, Palmer, Mass.

Magic With Mirrors

(continued)



A BREATH OF FAR PLACES *comes into your room with this version of a Persian traveling mirror. Emerald-green lacquered lattice panels flare out at sides of plain mirror mounted on wall. It's an interesting wall treatment for modern chest beneath it.*



A ROUND MIRROR *teams up with a blackboard. Both are set in frame over a cantilevered drawer to dress up your kitchen. Wield your paintbrush to contrast or complement your tile and counter top.*

VERTICAL MIRROR *turns into contemporary version of a pier glass. The deep wicker locker gives a delightful country look and provides a handy place for car robes, winter boots, or what-have-you. Iron hooks placed high, medium, and low take care of hats and wraps that come and go.*

the best-sleeping people on earth sleep on Airfoam

the MATTRESS with a FUTURE

Cooler in the summer, cozy in the winter, AIRFOAM offers blissful ease the year through – and through the years. Thousands of them in use for many years are still fresh, firm and buoyant!

That's because AIRFOAM – made only by Goodyear – literally "*breathes*" as it is compressed. Air flows freely through it – for coolness, for cleanliness, for the most delightful cushioning known to man.

Not the smallest hollow or incurve in your body's length is unsupported. There are no buttons to loosen and annoy you. And AIRFOAM is made of pure rubber-latex foam which affords great relief to many sufferers from ordinary allergies.

And ladies – an AIRFOAM mattress doesn't sag or wrinkle in its middle. Your bedspreads evermore will be trim, prim and pretty. What's more, that mattress *never need be turned!*

Only the ENGLANDER mattress is made with AIRFOAM by Goodyear. See your ENGLANDER dealer about his convincing 30-day free trial offer!

AIRFOAM-ENGLANDER TENSION-EASE MATTRESS

ENGLANDER TENSION-EASE FOUNDATION is designed to give you firmness – added relief from tension. It's the only firm foundation with the extra level of Tension-Ease coils.

Airfoam

made only by

GOODYEAR

The greatest name in rubber in combination with the Tension-Ease Foundation by

Englander

THE FINEST NAME IN SLEEP

Airfoam – T. M. The Goodyear Tire & Rubber Company, Akron, Ohio

Tension-Ease – T. M. The Englander Company, Inc., Chicago

Sleeping figures copyright The Englander Company, Inc.

24-Hour Help

(continued from page 25)

BABY SITTER in the home of Mrs. Irving Kaplan of Great Neck, New York, heard a strange noise in basement laundry, discovered water gushing from broken pipe. She phoned the home-service club number, which is pasted on the telephone.

BROKEN PIPE was repaired by the plumber before any serious damage was done. Home-service clubs are constantly answering calls like this all over the country.

AHA INSTRUCTED BABY SITTER how to turn water off, and dispatched a plumber to the Kaplan home. He is shown arriving at the same time as Mrs. Kaplan.

and offers national membership which is transferable to any of 23 cities.

Home Service Clubs of Dallas, Inc. offered 635 services and enrolled 2740 clients in their first nine weeks. "We'll tackle any job as long as it's legal and the client will pay the cost," says Jim Townsend, the 26-year-old president of Home Service.

"Today, there is either a home-service firm in existence, or one being formed in every major city in the country as far as I can see," Townsend reports.

A good example of how these home-service clubs operate is the Allied Homeowners Association. AHA is the brainchild of a young do-it-yourself enthusiast in Roslyn, New York. Living in an "all thumbs" suburb, Arthur Yeckes, an auto dealer, found himself constantly called on to do volunteer handyman work for neighbors.

Two years ago, he gave up the auto business and established the Allied Homeowners Association as a clearinghouse for homeowners in distress. Today, with 3000 members in the parent chapter and an estimated $1 million worth of contractors' billings in only his second year of operation, the 35-year-old Yeckes is busily exporting AHA to harassed suburbanites throughout the country.

Loveliness that transcends time. The quiet dignity of yesterday, the casual simplicity of today—are beautifully intermingled by Willett designers to give you a furniture style of remarkable versatility... that will fit equally well in a modern or traditional home. Superbly proportioned in warm, glowing, solid cherry, Transitional can be added to piece-by-graceful-piece from a large collection in open-stock without disturbing your present decor.

*Prices F.O.B. Louisville

For a colorful folder on Transitional furniture, write...
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Drop Leaf Extension Table $169.00, Buffet Base $189.00, Buffet Top $125.00, Server $109.00, Arm Chair $55.00, Side Chair $39.50.*

Just since February, Yeckes has granted some 40 franchises from Florida to California, and by mail, wire, long-distance phone, and personal visits, he receives 1000 inquiries monthly. But the most significant endorsement is the fact that 95 per cent of his local members renewed after the first year. The reasons for this exuberant acceptance, Yeckes thinks, are twofold:

"*First*, with our 24-hour service, the homeowner feels that he is buying insurance. Have *you* ever tried to find a plumber on a Sunday morning when the house was being flooded? Or tried to persuade a repairman to make a call for a minor, but necessary, repair? Our members, especially wives of men who travel, or elderly couples living alone, rely on us for all kinds of protection. Even baby sitters dial us instead of the police to report prowlers!

"*Second*, so many people have been victimized by shoddy repair work and gouged by outrageous bills that, above all, they want reliability. Before paying, an AHA member signs a completion certificate that he is satisfied, and I personally inspect jobs of more than $150. No contractor wants to risk losing *all* his AHA business by complaints of poor workmanship or exorbitant prices."

AHA offers the guaranteed services of 185 contractors, craftsmen, and specialized handymen, whose standing Yeckes has checked and double-checked through the Better Business Bureau, past customers, bank references, and other sources. Once satisfied, he gives them AHA business, charging a 10 per cent commission (7½ per cent on work above $100) and bills members monthly.

For the clients, whether it's a simple carpentry job or the remodeling of a bathroom, they enjoy a month's credit rather than payment on the spot before they know if they're satisfied. Then, just as there is only one phone number to dial in any emergency, there is only one itemized bill that they have to pay—and it contains no dismaying surprises.

The members have until the tenth of the month to pay (though on ambitious home projects they may be advised to get a bank loan) and they are dropped only if they haven't paid in two months. Yeckes has held such losses under one per cent.

For the contractor, there are dividends that make up for the commission he pays. With AHA's insignia on his trucks, he carries a seal of approval, and he feels assured of steady work.

Because of such advantages, the contractor is willing to pledge himself to accept emergency calls and minor business he might ordinarily ignore. AHA contractors must post their minimum charges: $3 for the TV repairman, $5 for plumbers, $7 for air-conditioning service, and quote costs before a homeowner finds himself enmeshed in an unexpectedly expensive repair project. Best of all, he promises a good workmanlike performance.

By far the biggest headaches to the householder, Yeckes finds, are broken appliances such as washing machines, dishwashers, and dryers. Next is TV trouble. Every week Yeckes picks up small appliances that the dealers don't have time to call for, has them repaired, and then returns them to his members.

In many cases, Yeckes has found, the suburbanite needs help to carry through an overambitious, do-it-yourself job that he has botched. One of his first clients was a man who almost broke his neck

(continued)

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when he fell off a ladder while trying to repair the gutters.

Sometimes there are real emergencies. Once, for example, the sound of what apparently was a torrential downpour awoke an AHA member in Manhasset, New York. Sleepily, he got out of bed to close the windows and stepped into water above his ankles. A pipe had burst and flooded his ranch-style home.

At 4 A.M. he roused Yeckes, who instructed him where the shut-off valve was located, and then had a plumber on the soggy scene in half an hour. Next, Yeckes got the head of a cleaning company out of bed to get a contingent of mop-up men there by 9 A.M. At day's end, the house was almost normal again—walls washed, floors waxed, carpeting drying out.

Trouble follows the seasons. In winter there are shivering pleas for furnace men; during bad storms motorists call for snowplows (once AHA dug a surgeon out of his driveway in time for him to perform a scheduled operation). In spring, there's a rush of power mower trouble.

Whatever the weather, there is almost always a note of urgency in the calls. In Albertson, New York, an early-rising factory owner discovered at 6 A.M. that he had lost his key to the plant, and his day shift was due shortly. Even at that hour, Yeckes located a locksmith within 30 minutes. A man stranded on his own front porch in Manhasset at 2 A.M., having broken the key in the lock, was similarly rescued.

Another crisis arose when a woman phoned from her office that she had seen a squirrel in her house when she had left that morning. And she said crisply that she would *not* set foot inside, when she came home, if the beast were still there. An exterminator trapped it during the day.

Yeckes' 50 daily calls usually involve such ordinary annoyances of living as jammed windows which handymen can promptly loosen, but, over two years, he has trouble-shot so many off-beat appeals that now he offers 250 services, encompassing almost anything to do with "the living of people in the home."

These range from repairing mechanical controls to zippers, not to mention a dealer in obsolete plumbing parts and a specialist who restores porcelain to chipped tubs or sinks.

Far beyond the call of duty, AHA also offers: a square dance caller to entertain at parties; a painter who will do murals on your walls; a heavily masked bee expert who can lure away the queen—and with her the rest of the hive—from your attic or eaves; and a shut-in couple who specialize in restoring heirloom bric-a-brac.

In one instance, Yeckes prides himself that he may even have averted considerable neighborhood unpleasantness. The flock of a pigeon fancier chose the nearby home of an AHA member, who was *not* a pigeon fancier, as its roosting place. Yeckes was able to drive them off with a chemical that irritated their feet.

During the first year, AHA members spent an average of $207 through their association for repairs, a figure that Yeckes estimates will rise to $300 this year. According to Yeckes, this means that a city or suburban area of 35,000 to 50,000 is an economically feasible size for a home service club. Your own suburb may soon be only a telephone call away from "24-hour help for the homeowner."

THE END

Around the clock with your bedroom phone

9:30 a.m. A friend calls while you're straightening up the bedroom. How easy it is to reach for that nearby phone instead of running down the hall or the stairs! (And you can talk in complete privacy.)

2:15 p.m. Signs of a cold send you to bed. Your telephone couldn't be handier, or more useful. You can call the doctor or the drug-store, keep in touch with friends, have household business at your finger-tips. And all this convenience is pleasantly low priced.

Save Your Trees

(continued from page 31)

out a system of shade-tree evaluation applicable to all kinds of trees in all parts of the country. It recognizes seven regions of the United States and Canada and 50 or more shade trees suitable for each area. It also establishes five classes of trees, based on "quality" or "desirability" and on rate of growth, for each region.

Class 1 represents trees of highest quality and/or slowest rate of growth; Class 2, trees rated at 80 per cent of Class 1 value; Class 3, 60 per cent; Class 4, 40 per cent; Class 5, lowest quality and fastest growing, 20 per cent.

To allow for the physical condition of a tree (symmetrical growth, health, injury, etc.), the system adopts five percentage classes, ranging from 100 per cent for a perfect specimen, through 80 per cent, 60 per cent and 40 per cent, to 20 per cent for a tree in poor condition but still an asset rather than a liability.

As a basis of evaluation, the system assigns a value of $6 per square inch of trunk cross-section at 4½′ above ground for a Class 1 tree in perfect condition.

Here's how it works: To find the square inches of trunk cross-section, make a king-size gauge or caliper and take a true measurement, in inches, of the trunk diameter at 4½′ above ground. Square this figure, that is, multiply it by itself. Multiply the result by 0.7854 to get the square inches of trunk cross-section. Multiply by $6 to get the value of a Class 1 tree in perfect condition.

Example: Say you find the trunk diameter to be exactly 20″. Squaring this you get 400. Multiplying this by 0.7854, you get 314.2. Disregarding the ".2" and multiplying 314 by $6, you get $1884.

If the tree is in Class 3 (say a sycamore or weeping willow) rather than in Class 1 (such as an oak or a hemlock), you find 60 per cent of $1884—that is, multiply it by 0.60—which turns out to be $1130.

If the tree is not as well shaped as it should be, but otherwise is in excellent condition, so that you estimate it to be about 80 per cent of perfection, you multiply $1130 by 0.80 and get $904. Certainly a tree worth saving if at all possible!

In general, Class 1 trees for most regions include: the oaks, hard maples, beech, sweet gum, honey locust, littleleaf linden, ginkgo, hemlock, hollies, and some pines.

Class 2 trees for most regions include: birch, hickory, pecan, ash, walnut, tulip tree, hackberry, tupelo, eucalyptus, some maples, some pines, and spruces.

Class 3 trees: willow, sycamore, poplar, American linden, sassafras, horse chestnut, buckeye, redbud, and some kinds of pine, spruce, and false cypress.

Class 4 trees: wild cherry, black locust, mulberry, American elm (in disease areas), boxelder, catalpa, some maples, some poplars.

Class 5 trees: tree-of-heaven, butternut, pitch pine, silver maple, Siberian elm, Osage orange, chinaberry.

From the foregoing information you can get a reasonably good idea of what your trees are worth. But if you want a really accurate evaluation—say for a legal action

(continued)

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(continued)

or for an appraisal—you'll of course have to know how the species are rated for your region and how the trees' "percentage of perfection" rates in the judgment of a qualified authority.

A recognized tree expert in your area, who is a member of the Arborist Association, can give you this information. If he is not a member, ask him for an opinion on your trees' percentage of perfection and send $1 to the National Arborist Association, Wooster, Ohio, for a copy of "Shade Tree Evaluation."

If you need trees on your property, the chart at the top of pages 30 and 31 will give you an idea of the characteristic shapes and the rates of growth of some of the popular kinds. With the help of this, you'll be able to choose the right trees for the right spots on the basis of shape and growth-rate as well as "quality."

So if you want a fast-growing kind, choose a thornless honey locust, little leaf linden, or Moline elm, rather than a white oak, ginkgo, or walnut. If you want a slow-growing tree, choose one of the last-mentioned three. And if you want something that'll *never* grow large, don't choose a shade tree at all, but one of the smaller-growing flowering trees, such as a dogwood, crabapple, or hawthorn, or a large shrub, like a lilac, Cornelian cherry, or smokebush.

When you plant a tree, do the job properly. If it's balled-and-burlaped or container-grown, dig the hole about 6″ larger all around and about 2″ deeper than the earthball or container. If it's a bare-root tree, unpack the roots to see how large the hole needs to be (a foot wider than the spread-out roots), but repack the roots and keep them moist and shaded while you dig the hole.

Loosen the soil at the bottom of the hole before setting the tree, at the same depth as it grew in the nursery, and mix some peatmoss with the soil you use to fill in the hole. Tamp the soil *moderately* firm with your feet as you fill in, but leave the surface somewhat loose. And shape the surface like a saucer, so as to hold water when it rains or when you water the tree.

Soak the soil thoroughly after planting, and water often enough to keep it constantly moist, but not soggy-wet, for the entire first year after planting.

Established trees, young or old, need a certain amount of routine care. In most gardens, where lawn and plants are adequately watered and fertilized, trees don't really need watering and feeding. They'll grow faster, however, if you give them an occasional good drink and a healthy meal with a subirrigator or root-feeder.

Serious insect and disease troubles are comparatively rare (except with a few species) and when you suspect them it's best to consult a reputable tree expert. Storm damage to large trees also should be handled by experts.

Prune recently planted trees lightly once or twice a year to remove damaged or dead twigs and branches and to promote well-spaced branching and symmetrical growth. When you remove branches, though, always cut them flush with the trunk or larger branch from which they're removed—don't leave stubs —and paint or spray the cuts with tree wound dressing.

If you have many valuable trees, a copy of "Tree Maintenance" by P. P. Pirone at $10 (Oxford University Press, New York 16, N. Y.) is a good investment.

(continued)

Get extra value and livability in your new home with Andersen Windows

See how wood sash and frames of Andersen Windows can be painted to add color and beauty to any room. Shown: Andersen Pressure Seals.

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(continued)

Don't hit the trunk of a tree with a lawn mower, wheelbarrow, spreader, or anything else that may rip the bark. A gash in the bark of any tree, unless properly treated, can result in a cavity that'll greatly reduce its "percentage of perfection" and may ultimately doom it.

Don't light a fire anywhere near a tree. A fire under branches can kill limbs and spoil the shape of the tree and may also kill some of the roots. Near the trunk, it can kill a large part of the bark and perhaps kill the tree.

Don't use salt to melt ice under a tree, and don't dump any caustic chemicals, cleansers, paint, tar, creosote, oil, gasoline, or the like anywhere near a tree. They can kill the roots. And be careful with weed killers. Proper use of a selective weed killer, followed by removal of the weeds, will do no harm, but soaking the soil with a general herbicide or soil sterilant can be dangerous.

Don't for any reason put wires or cables around trees. They're likely to be forgotten and, with a few years' growth, can girdle the tree.

Don't let anyone hitch a chain or cable to a tree for anchorage when a windlass or block-and-tackle is used. In a few minutes it can rip off bark that'll take years to grow back—if it ever does.

Don't allow mulching material, leaves or other litter to remain around the trunk of a tree in winter. It's an invitation to mice and other rodents to nest there, and when snow restricts their feeding they're likely to eat off large areas of the bark of both trunk and roots.

And don't let children develop bad attitudes toward trees. With little hatchets they can do as much damage as careless adults with power mowers! THE END

Make a colorful BULLETIN BOARD *for your kitchen*

Walter Fischman

DISH-TOWEL BULLETIN BOARD holds papers, photos in place with push pins. Mount swing-arm towel rack on wall. Make 3 fiber wallboard panels, 2″ narrower than rack arms and about 24″ long. Slipcover panels with decorative dish towels. Slip rack arms through hems at top.

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floor pictured here was installed 31 years ago in a Chi- home. Its style and beauty remain undimmed despite wear...convincing proof of Oak's lifetime durability.

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WONDER-PASTE
PAINT REMOVER

Choose the Right Paint (continued from page 27)

weathered paint. If the previous paint is in good condition you can just prime the worn spots, let dry, and proceed with the finish coat. Alkyd and linseed base paints are recommended. Some house paints have a chalking quality that lets the paint clean itself when it rains. This chalking will stain masonry.

NATURAL FINISHES: Pigmented stains, transparent sealers, and exterior varnishes will protect exterior wood siding and maintain its natural wood appearance. Pigmented finishes will outwear clear coatings. One of the longest-lasting natural finishes is a formula worked out by the Forest Products Laboratory. It will last at least four years on a southern exposure, up to eight on a northern. You can mix it yourself or have a painter do it. For a five-gallon batch, you will need: 3 gallons linseed oil; 1 gallon paint thinner or turpentine; 1 pint burnt sienna oil color; 1 pint raw umber oil color; 1 pound paraffin wax; ½ gallon pentachlorophenol concentrate (10:1 solution); 2 ounces zinc stearate. Mix by pouring the gallon of paint thinner into a 5-gallon, open-top can. Put the paraffin and zinc stearate in another pan and heat over a low flame, stirring until uniform mixture results. Pour this into the paint thinner, stirring vigorously. Keep flame away from paint thinner. When solution has cooled to room temperature, add pentachlorophenol concentrate, then linseed oil. Stir in colors until mixture is uniform, and ready to use. A single application of the finish is recommended. On a smooth surface, it will cover 400 to 500 sq. ft., on a rough surface, 200 to 250 sq. ft. Pick a dry day to work, as finish takes a full day to dry. Apply only over uncoated surfaces.

WOOD SIDING SHINGLES House paint can be used on siding shingles, although the usual practice is to stain them with a pigmented, preservative stain.

WOOD ROOF SHINGLES A prepared shingle stain is preferable to paint because it is easier to apply, less expensive, and will not cause the shingles to warp as a result of uneven shrinkage stress between the two sides of the shingle. The stain should be quite thin and be applied evenly over dry shingles.

ASPHALT ROOFING Asphalt bleeds through many petroleum solvent-thinned paints, but will not bleed through most water emulsion paints. Use a latex paint on asphalt-felt shingles and roll roofing. A white or a light color will reflect the sun's heat. There are also specially formulated colored aluminum asphalt paints that penetrate, restore, and seal old asphalt roofs. Aluminum particles in the paint reflect the sun's heat. Before painting make sure roof is clean and dry and the temperature not below 50°F.

WOOD PORCH FLOORS Specially prepared porch and floor enamels are tough and made to withstand the ravages of weather and traffic. Apply primer and two finish coats.

CONCRETE FLOORS Paint concrete walks, patios, and porch floors with chlorinated rubber or polyurethane floor paint. These paints are only suitable on concrete surfaces which have been waterproofed from underneath with a vapor barrier. Unless you are certain that the concrete cannot become damp due to the capillary action of ground water, it is best not to paint. (continued)

Homeowners are saying "Dutch Boy" is the "5-year house paint!"

Unretouched photograph of the home of Mr. Arthur J. Hannah, 2065 Eastern Ave. SE, Grand Rapids, Mich. This lovely home was painted with "Dutch Boy" House Paint in the summer of 1953 by Adrian Hayes, Painter-Contractor, and the finish, as you see, is still bright and weather-tight.

Homeowners all over the country, in climates and weather that differ widely, agree in saying "Dutch Boy" is "the 5-year house paint." They could also call it "the economical paint," because with "Dutch Boy" you paint less often to keep your house looking lovely. "Dutch Boy" brushes on smoothly, dries to a tough, bright, weather-tight finish. Get free new booklet, "Live Colorfully with Dutch Boy" at your "Dutch Boy" Dealer. He's listed under "paint" in the yellow pages of your phone book.

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World's Largest Makers Dealing Direct with the Home

(continued)

GALVANIZED METALS Because of the introduction of new paints, galvanized iron and steel need no longer be aged or chemically treated before painting, according to recent findings of the paint industry. New or old galvanized metals can be painted simply by wiping away surface dirt and grease with a detergent or turpentine and applying a coat of metallic zinc paint. For color, add a finish coat of exterior house or trim paint. If old metal has rusted areas, remove all rust with a wire brush. Apply two coats of the metallic zinc paint.

COPPER You can paint exterior copper surfaces in much the same way as galvanized metals. Use a prime coat of metallic zinc paint and follow with a coat of house or trim paint. If you want to preserve the natural appearance of the copper, clean it with one pound of copper sulphate to one gallon of water and rinse with clear water. Then coat with transparent spar varnish. Copper sulphate solution will also remove oil and grease when you are preparing to paint.

STEEL Prepare for painting by cleaning surface of oil and grease with naphtha, and removing rust with a wire brush. Prime steel with red lead or zinc chromate and finish off with a linseed or alkyd base paint. Paint should be applied liberally. THE END

Coming in *october*

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PUSH A BUTTON..... AND CALROD 'RECIPE HEAT' UNITS GIVE YOU HEATS AS ACCURATELY MEASURED AS THE INGREDIENTS OF ANY RECIPE!

Famous Hotpoint pushbutton controls give you five measured heats from each surface unit. This means recipe-perfect electric cooking is yours whether you're using a new Hotpoint built-in or a handsome Hotpoint Cabinet Range.

The new Hotpoint built-in Oven has a lift-off door for easy oven cleaning—new Roast-Right thermometer that signals when food is done exactly as you like it. And like all Hotpoint Ovens, it bakes, roasts, barbecues, and broils with positively controlled "Recipe Heat."

With Hotpoint you have automatic controls for *all* your cooking. Even the built-in Surface Section has the Super-Matic surface unit that automatically prevents food from burning and boiling over.

Your Hotpoint Dealer has these wonderful new models now—in Decorator colors, gleaming stainless or classic white. Visit him tomorrow and—

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For recipe-perfect results time after time...

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electric ranges with exclusive "Recipe Heat"

Model RB-602

DAFFODILS ARE TOPS for permanent, naturalistic plantings. Here, combined with basket-of-gold and dwarf phlox, they can be overplanted later with annua

Look Forward to an Early Spring

Plant bulbs—the first blooms will be up before winter ends

EARLIEST OF ALL BULBS are the large-flowered snowdrops, nestled here at the base of a tree.

FOR NATURALIZING among broad-leaved or needle evergreens, nothing's more effective than the Spanish scillas or wood hyacinths (Scilla hispanica).

Spring can't come too soon! How many times a winter do you hear—or make—*that* remark? Well, then, choose some early-flowering bulbs right now, set them out in naturalistic plantings as soon as you can get them, and you'll see the first signs of spring sooner than you think.

In fact, if you're lucky to have a cool November, then a mild spell in December, you may see the first of them (large-flowered snowdrops) by the middle of January. In any case, unless you're in one of the coldest areas, the snowdrops will start the "early show" in February and other bulbs will continue it till the daffodils wind it up at the end of April.

"Naturalizing" means planting clumps or larger "drifts" of bulbs in spots where they'll greet you every spring, but will be out of sight and out of mind by the time their leaves wither away at the beginning of summer. Trees, shrubs, rocks, pools, and other "naturalistic" features provide appropriate settings. Or if you choose spots where you'd like flowers later on, you can overplant them with annuals, geraniums, tuberous begonias, or the like.

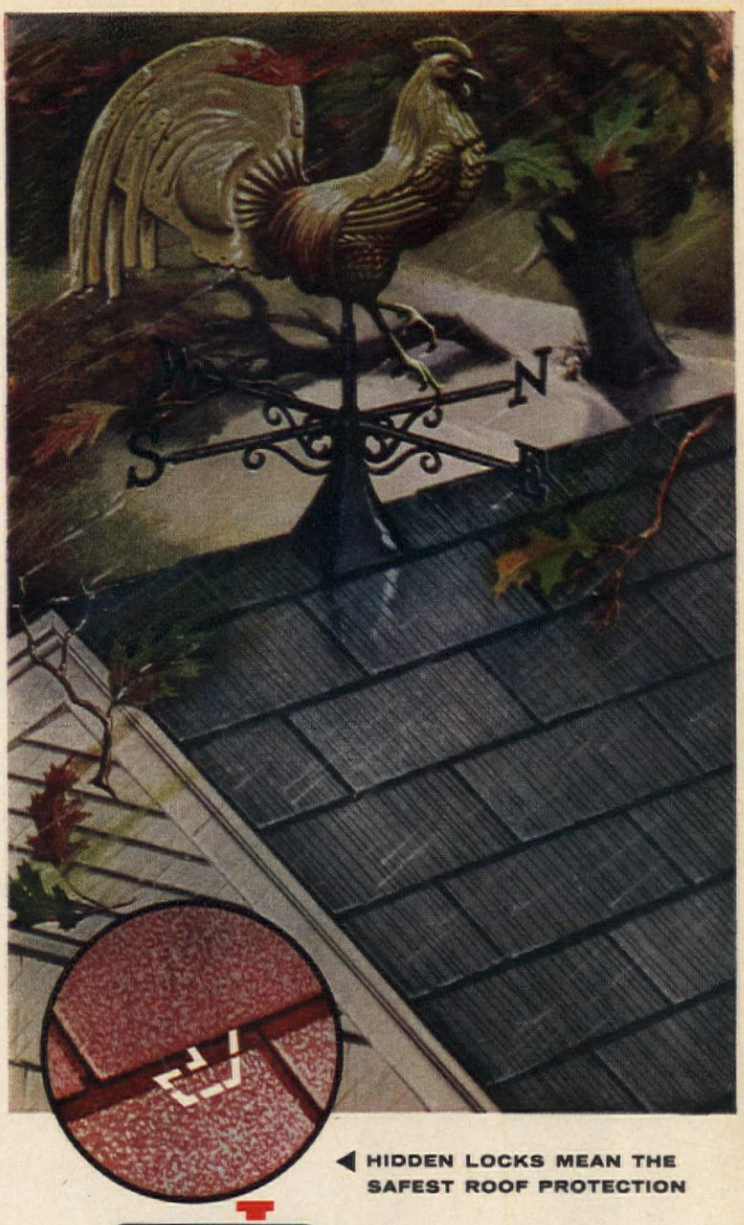
From first- to last-flowering, the "early" bulbs include: large- and small-flowered snowdrops (Galanthus elwesi and G. nivalis), early species of crocus, followed by the larger hybrids, winter aconite (Eranthis hyemalis), glory-of-the-snow (chionodoxa), Iris reticulata, Siberian scilla (S. sibirica); then come Spanish scilla (S. hispanica), spring snowflake (Leucojum vernum), summer snowflake (L. aestivum), grape hyacinths (muscari), the true hyacinths, and many kinds of daffodils (narcissus).

All these bulbs will last many years, and some will multiply or seed themselves steadily.

PLANT SMALL BULBS (most of the kinds mentioned above) about 4″ deep, but winter aconites only 2″ and glory-of-the-snow 3″ deep. Bulbous iris, Spanish scillas, hyacinths, and summer snowflakes should all be about 6″ deep, and daffodils, depending on bulb size, 8″ to 10″ deep.

Harry G. Healy

GRAPE HYACINTHS, in several shades of blue and purple as well as in white, show off to best advantage in large, irregular drifts. In fact, all the smaller bulbs—snowdrops, crocus, chionodoxa, and such—are best planted in dozens, twenty-fives, or even hundreds. (Fortunately they're reasonably priced!) The exception, though, is the small rock-garden planting, seen only at close range, where even three or four bulbs can have a jewellike effect.



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AH-959

Drum Shape. *Decoys cut from drapery fabric, dried grasses, and sand make the perfe shade for any man's den. Its size: top 13", bottom 15", depth 11". For easy directions see page 9*

LAMP SHADE KITS

DOROTHY LAMBERT BRIGHTBILL

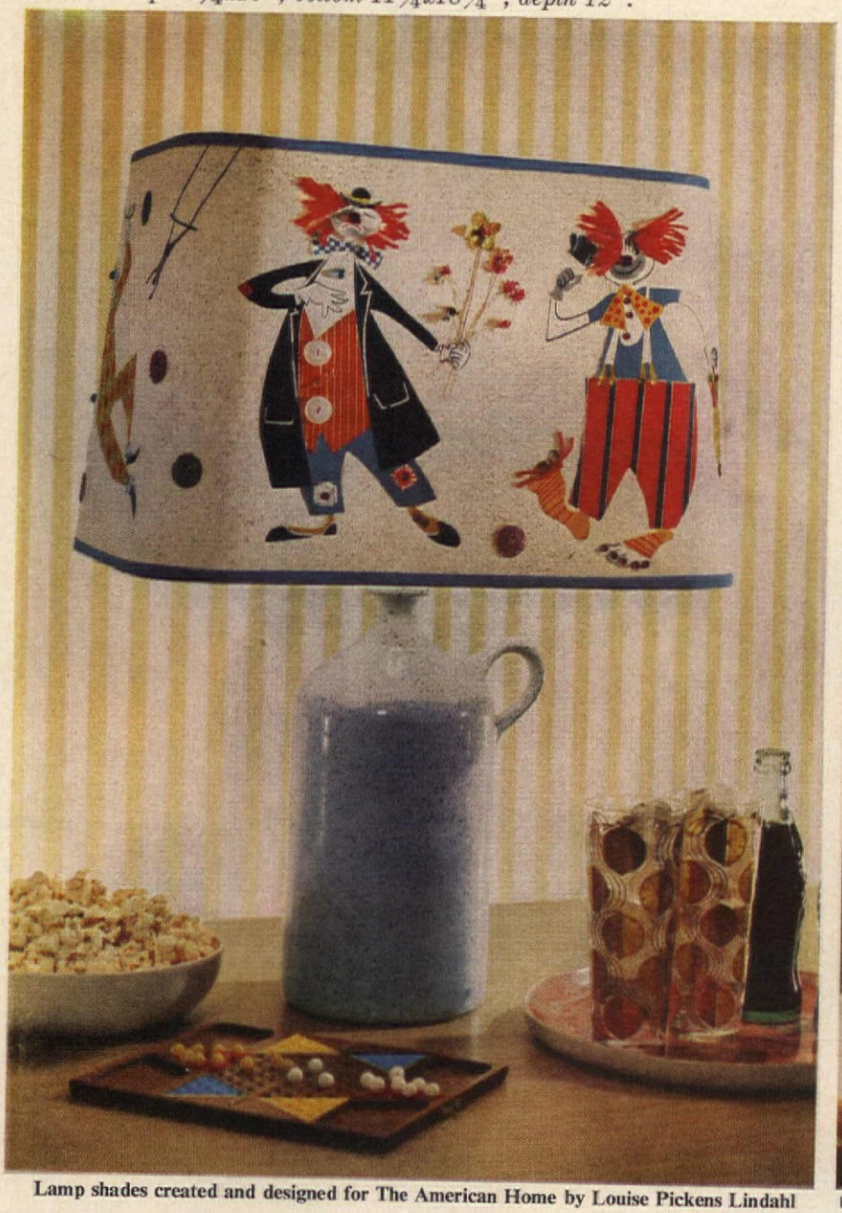
Be creative, turn out your own custom-made shades to fit your special decorating scheme—and have great fun to boot! Start with one of our basic kits which contains the essential makings and from then on you are your own designer. Use fabric, wallpaper, dried flowers and grasses, or bring to light your favorite hobby: photography, sketching, collecting shells, buttons, or matchbook covers. Possibilities for personalizing your shades are fascinating and endless.

Or, you can order kits to make the eye-catching shade motifs pictured above. Ducks for dad and mother, too, because they match the drapery; clowns for everyone, and butterflies for the belle of the ball. Each motif is available to apply either to basic drum or basic rectangular shapes. Chimney basic shape can only be used for butterfly motif.

See order form on page 92

Make these lamp shades with our specially designed kits

Rectangular Shape. *Whimsical clowns, fashioned from cloth, sequins, buttons, and safety pins, parade across this jaunty shade. Top 10¼x16″, bottom 11¾x18¼″, depth 12″.*



Chimney Shape. *Butterflies, all aglitter, flutter among the delicate flowers, dried grass, and sequins on this pretty shade for a traditional room. Top 4½″, bottom 15″, depth 6″.*

Lamp shades created and designed for The American Home by Louise Pickens Lindahl

Hans Van Nes

Shopping Information, page 93

Four ideas for covering basic drum shape

Travel poster cutouts *are dramatically accented with red string.*

Metallic thread *is twirled and looped.*

Wallpaper figures *and emblems are cut and pasted.*

Drapery fabric *to match wallpaper, or wallpaper itself.*

get the help you need from Kirsch...

Kirsch can help you give any room the light touch . . . the right touch . . . to make the beautiful most of it. Take your cue from the professional decorators—start at the windows, as they do.

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for every window in your home...

Kirsch

drapery hardware

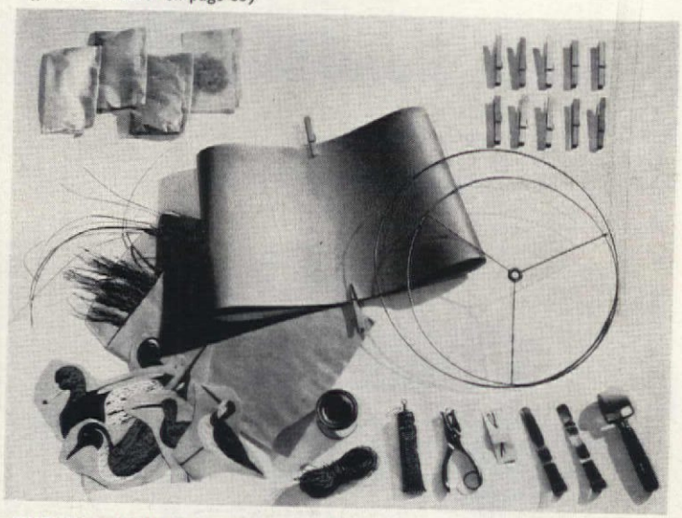
Get this "Treasure Chest" of ideas!

In this big, full-color book you'll find more than 40 room pictures, 64 window treatments, hints on fabrics and fixtures, and a fascinating color guide. Send 50c for "Window Decorating Made Easy" to Kirsch Co., 441 Prospect, Sturgis, Mich.

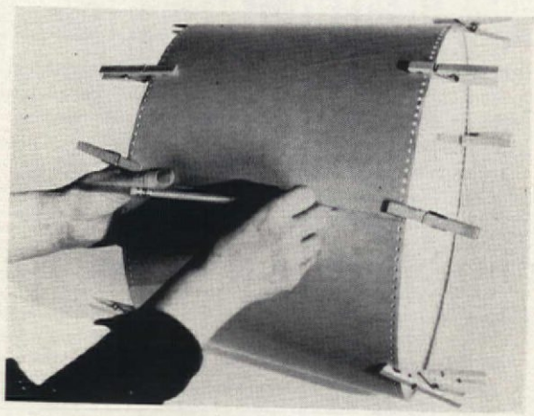
DUCK-MOTIF SHADE

easy to make with our kit

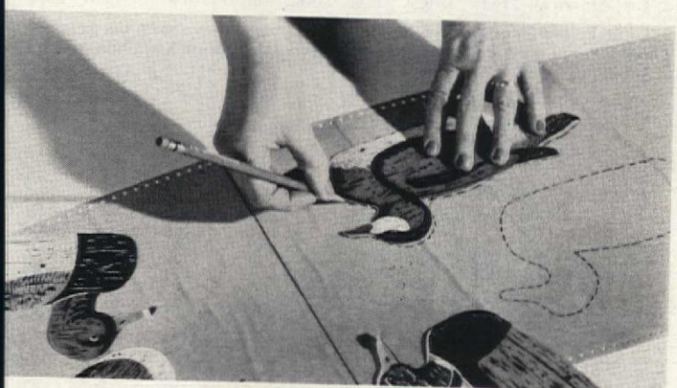
(pictured in color on page 88)



DUCK-MOTIF SHADE requires one basic drum kit, which contains instructions, special shade paper, ring set, adhesives, clamps, clips, roller, punch, needle, and twine; plus one duck-motif kit, which contains duck cutouts, grasses, and the background finishes.



1. **DO NOT REMOVE** brown paper shield. Punch holes along top and bottom of shade. Clip to rings. Draw a line on paper shield where sides lap over. Cut away this narrow strip, then replace in same position. Unclip.



2. **CUT OUT DUCK MOTIFS.** Then place the cutout motifs in position (see diagram in kit) on brown paper shield. Draw dotted outline around each motif. This will be used as guide for placement on shade.

(continued)

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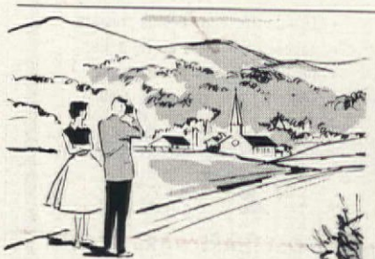

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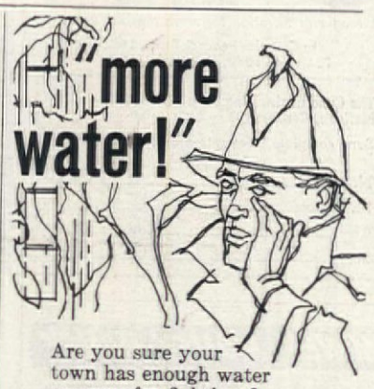
LA PROVINCE DE Québec



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Learn the facts in your community. And send for our free booklet that tells what many towns are doing about water and water pressure. Mail the coupon now.

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(Sand, rust, dirt and algae found in household water)

disappears like magic with the

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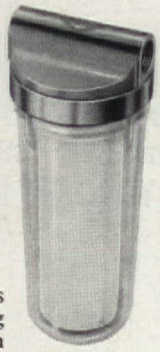

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Glop is what puts the murk in drinking water, makes a wash look off-white, stains toilet bowls and basins, clogs pipes and appliances. Some *glop* you can see . . . but most of it you can't until it's trapped. That's what the amazing Aqua-Pure Water Filter does. And that's why every home should have one—even if the water *looks* crystal-clear. Enjoy really clean water. Get an Aqua-Pure. *Just $28.50 including extra cartridge.*

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CLOGGED TOILETS

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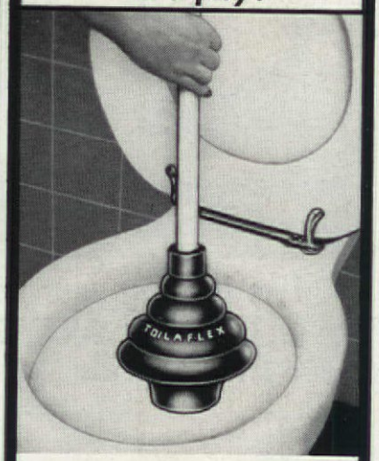

NEVER AGAIN that sick feeling when your toilet overflows

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Toilet ALL-ANGLE Plunger

Ordinary plungers just don't seat properly. They permit compressed air and water to splash back. Thus you not only have a mess, but you lose the very pressure you need to clear the obstruction.

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- Double-size cup, double-pressure
- Tapered tail gives air-tight fit
- Designed to flex at any angle
- Centers itself, can't skid around

For positive insurance against stuffed toilet, have a "Toilaflex" in your home.

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Please send $1.25 Crown Imperial FREE with money-making Sample Kit on approval. Include "Puss 'N' Boot" Free Offer.

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Duck-Motif Shade

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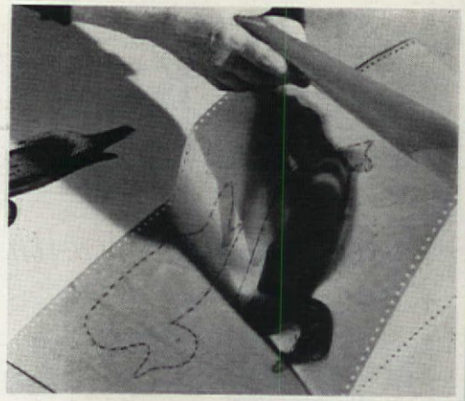
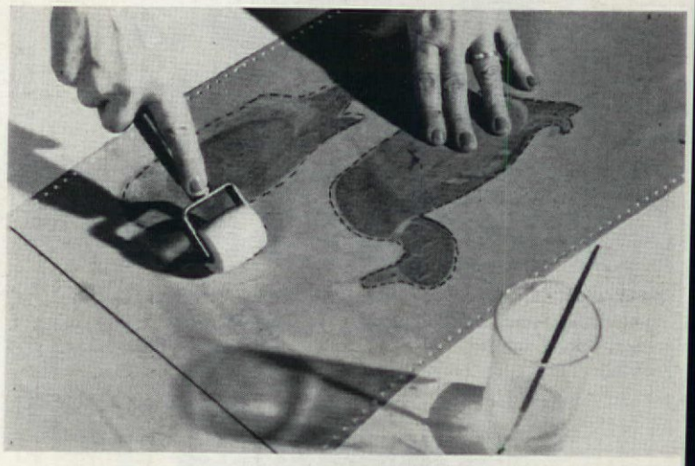


3. **DO NOT REMOVE** brown paper shield entirely. Lift only as much as necessary to work on any area and replace when proceeding to another area. Lift one end. Slip duck in place using dotted lines on paper shield for a guide. Press duck lightly on shade. Replace paper shield.



4. **PRESS ALL MOTIFS** on very firmly. Be sure paper shield covers them with the shiny side down. Go over each motif with small roller to bond it securely to shade paper. Add grasses in same way, curving them into desired shapes. Brush over grasses with special adhesive.

Lamp Shade Kit Order Form

The lamp shade kits listed below have been designed exclusively for The American Home Magazine Corp. by Louise Pickens Lindahl doing business as Design-Stik. The names "Design-Stik" and "Shade-Stik" are trademarks of Louise Pickens Lindahl. (Patents applied for.)

Fill out coupon, check items desired, enclose personal check or money order (no stamps please). New York City residents please add 3% sales tax.

Please Allow Three to Four Weeks for Handling and Mailing.

THE AMERICAN HOME MAGAZINE

The American Home Bldg., Dept. LSK, Forest Hills 75, New York

To make the Duck, Clown, or Butterfly lamp shades shown on pages 88 and 89, you need a Basic Kit *and* a Decorative Motif Kit. For your own design you need only a Basic Kit.

BASIC KITS:

- ☐ Basic Kit Drum Shape $5.97
- ☐ Basic Kit Rectangle Shape 6.97
- ☐ Basic Kit Chimney Shape 5.97

DECORATIVE MOTIF KITS:

(NOTE: Chimney Shape Basic Kit can be used only with the Butterfly Motif. The three motifs offered below can be used with either the Basic Drum Kit or Basic Rectangle Kit.)

- ☐ Duck Motif $4.00
- ☐ Clown Motif 4.00
- ☐ Butterfly Motif 4.00

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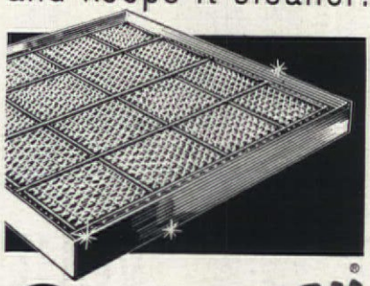

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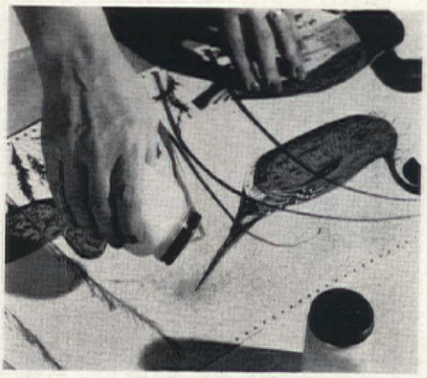
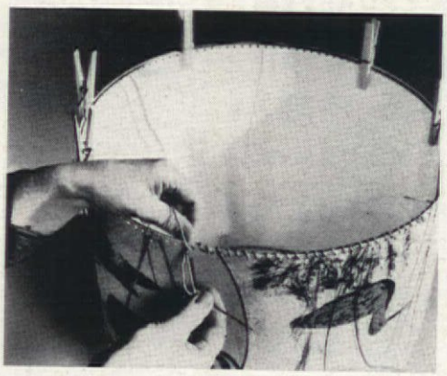


5. **LIFT OFF PAPER SHIELD,** except for lap-over strip. Sprinkle on blue compound for sky, then sand at base. Go over entire shade with white compound. Any surplus can be shaken off. Remove lap-over strip.



6. **CLIP RINGS TO SHADE,** lapping over sides at back. Brush adhesive on lap-over, press firmly, clamp. Lace top and bottom rings to shade with twine. Spray shade with clear lacquer.

Shopping Information

OLD HEADBOARDS INTO NEW SETTINGS

Page 32: Bed frames & bed conversion kits—Harvard Bed Frames. "Seville Damask" bedspread fabric—Everfast. Draperies—Craig. "Wilson" carpet—Cabin Crafts. Bedside tables—Molla. Lamps—L. Rosenfeld & Co. **Page 33:** (left) Felt upholstered headboards—Felt Assoc. "Counterpoint" bedspreads—Heather House. Bedside table with Formica top—Reilly-Wolff. "Tilford" carpet—Magee. Breakfast chairs—Victorian Chair Co. (Right) "Bagdad" bedspread—Craig. Bedside table—Citron Formica on plywood with screw-on legs. Shutters—Louvrecraft. Franklin stove—Portland. Floor—Armstrong Cork Co.

IT'S ALL ON THE TABLE

Page 34: "Calais Bouquet" tableware of Melmac—Westinghouse. "Fjord" flatware—Dansk Designs Inc. Copper pots—Altman's. Pepper mill—Mart Marton. Coffee pot—Froelich Specialties. Tablecloth fabric—Wellington-Sears. Covered wagon—an antique. **Page 36:** "Woodland" tableware of Melmac—Kenro Corp. Maxim's saladier—Selbra China Co. Bean pot—Carboni. Glassware—Premier Imports. Skewers—Freedman-Lederman. Sketches: **Page 35:** Hand-laminated vinyl tray—Drulane Collection. Walnut coffee table with trays—Kroehler Mfg. Co. Fiber glass tray—tables—Servettes by Quaker Industries. **Page 36:** Folding card table & chairs—Samsonite. Nest of tables—Selig Mfg. Co. Rattan table & chairs—Telescope Folding Furniture Co.

FOOD FOR FUN

Page 40: Glass pitcher, mugs, wooden cake plates, forks, cake server, blue striped bowl, blue runner—Seabon Gifts. Napkins—Edmond Dewan Co. **Pages 42, 43:** All silver—Towle. "Alpine Rose" china—Wedgwood. White tablecloth and pink linen liner—Leacock & Co. Glass plates—Fostoria Glass Co. **Page 45:** Electric skillet—Sunbeam. Coffee pot & stand, sugar, creamer, cups, saucers & platter—H. E. Lauffer Co. Tablecloth & napkins—Edmond Dewan Co. Wooden tray—Seabon Gifts. Carvel Hall stainless steel flatware—Charles D. Briddell.

TAKE A POUND OF GROUND BEEF

Pages 48, 49: Pepper mill & salt shaker—Artamount Inc. Glass jar, blue casserole, round wooden plate, Seabon Gifts. Oval platter—Texas-Ware.

BEDDING CARE MADE EASY

Pages 55, 56: Washer & dryer—Maytag. Brush—Nibco. Measuring cup—Pyrex.

WHAT SOFT WATER CAN DO FOR YOU

Page 68: Tank exchange rental—Portasoft. Semiautomatic softener—Lindsay. Fully automatic softener—Culligan. Washer—Norge. Water softening compound—Calgon.

LAMP-SHADE KITS

Pages 88, 89: Stripe and checkered wallpaper—Thomas Strahan. Fabric & matching paper—Birge. Fabric for Decoy lamp & curtains—Everfast. Butterfly shade—Cyrus Clark. Clown shade—Kandell Inc. Fabric on drum shades (without bases)—F. Schumacher. Yarn for binding shades—Fiber Yarn Co. Chinese Checkers, tobacco humidor, pipes, pipe rack, shadow boxes—Abercrombie & Fitch.

INFORMATION

Pages 26, 27: National Paint, Varnish & Lacquer Assoc., Copper & Brass Research Assoc. & U. S. Department of Agriculture, Forest Products Laboratory. **Pages 32, 33, 34-36:** Lerrick & Co. **Page 70:** Carolina Mirrors Corp.

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shop your AMERICAN HOME

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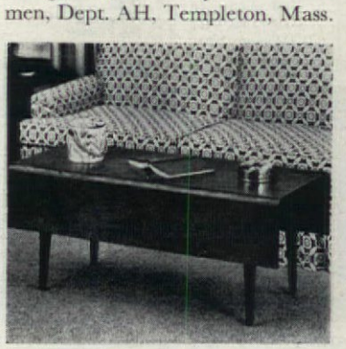
LOW AND BEHOLD our favorite Harvest Table making the perfect coffee table. Just 17" high, it is 42" long, and 18" wide. With its two 8" leaves up, it extends to a wide 34"! Of birch, with Pembroke legs, it's ready to finish at $29.95. Finished in antique maple, dark pine, or mahogany, $10 extra. Express charges collect. Templeton Craftsmen, Dept. AH, Templeton, Mass.



GOLD-PLATED SCISSORS personalized with three initials are cut out for success. Any lady will love them, whether she clips stitches, stock coupons, or her American Home recipes. A handy 6" size, the gold plate is over sturdy steel. After you send for a pair of your own, you'll want to initial these for your whole Christmas gift list! $2. Spencer Gifts, Dept. AH, Atlantic City, N.J.

LITTLE CUT-UPS turn out the goodies in good shape. Sharp tin *Canapé Cutters* do cookies or aspics as well, in one-inch hearts, diamonds, squares, ovals, and triangles. Dress up hors d'oeuvres, open-faced sandwiches, and salads with fanciful shapes of cheese or salami! Box of 12, all different, $1.75. From Nob Hill House, Box 1592-AH, San Francisco 1, Calif.

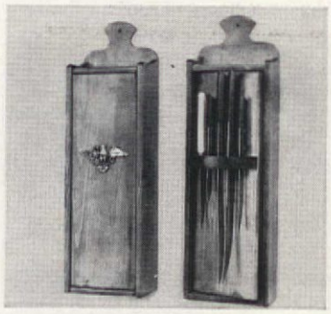
Welcome to the Market Place! Merchandise, if not personalized, may be returned within seven days for a full refund. Most of the firms mentioned in the Market Place prefer not to handle C.O.D.'s. Unless otherwise stated, postage is included in price.

Helen De Motte

MARKET PLACE

WATCH YOUR LANGUAGE, and see how it used to be taught! *Syntax Prints* are quaint, delicately colored illustrations from an English grammar book of 1826, "The Paths of Learning Strewed with Flowers." Charming definitions of the parts of speech, gold-framed prints have a green velvet insert. Set of four, ea. 4x5", is $9.25. Old Guilford Forge, Dept. AH, Guilford, Conn.

GO FOR A SPIN—front knife rack, in an Early American cabinet. A touch puts knives conveniently at hand when you need them, out of sight when you don't. To hang or stand close to your work counter, it's 18" high and takes five knives of various sizes. Finished in mellow pine, with a bright brass eagle, $5.95. Wilco Fashions, Dept. 19, 35 S. Park Ave., Rockville Centre, N.Y.

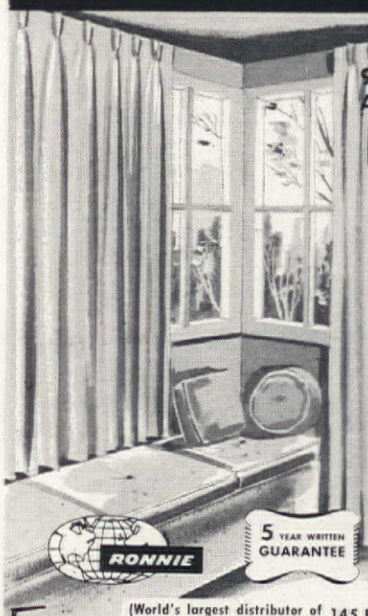


IGHT IN BLACK AND WHITE, his delightful flute player charmed s. He'll do the same for you, and in decorative honors for hitting a igh "see" rating! Sitting 6" tall on black-lacquered wood pedestal, e's made of low-luster white china- are. Set him by your flowers, for Far Eastern feeling! $2. From dward Ziff, Box 3072, Merchanise Mart Plaza, Chicago 54, Ill.

to Maya

IN THE FRINGE AREA, these crisp muslin café curtains take top honors—they're edged with perky ball fringe as washable as the curtains themselves. Of bleached muslin, 74" wide, they're ready to go up as they come or will "dye" for the glory of your room! 25", 30", 36", 40", or 45" long, $4 a pair. Valance, 9" long, is $2. Country Curtains, Dept. AHW, Stockbridge, Mass.

COVER WINDOWS AND WALLS UP TO
21 FEET WIDE
WITH ONE PAIR



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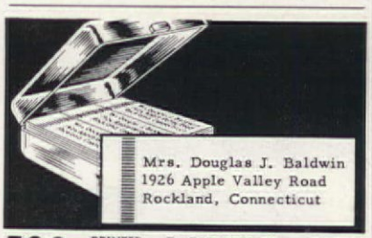

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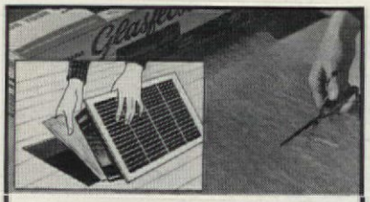

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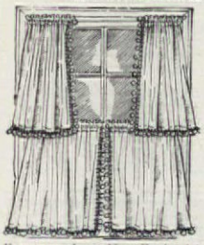
WITH BALL FRINGE ON UNBLEACHED MUSLIN



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all types 80" wide per pair
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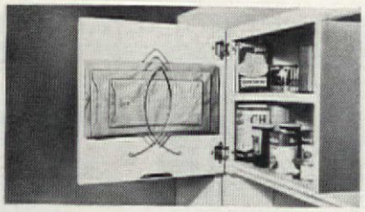

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Organize your paper bag storage with this newly designed BAG CADDY... holds up to 40 bags neatly in place. No more jamming bags into drawers, wedging them where they pop out again, stuffing little ones into big ones. Plated wire loops hold every bag you have—big ones, little ones, wide ones, narrow ones, odd ones. Easily fastened to inside of any closet or cabinet door with two screws included. *Guaranteed to please or your money back!* Only $1, postage paid. Order BAG CADDY from **Sunset House, 2851 Sunset Building, Beverly Hills, California.**

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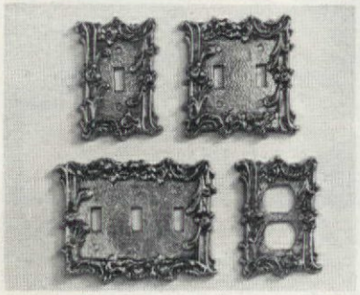

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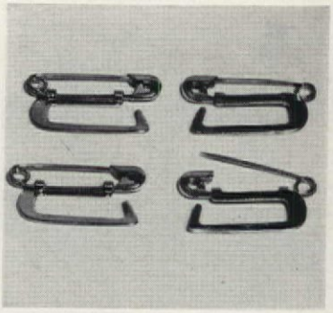

BLOW YOUR STACK of packs to this handsome dispenser. Disguised to look like a spice chest, a full carton of regular or king-size cigarettes stacks in the back. Pull out the bottom drawer, the only one that works, and a pack drops out. Well made of New England pine with a hand-rubbed antique pine finish, it is 15" high. $5.95. Medford Products, Box 39-AH, Bethpage, N.Y.

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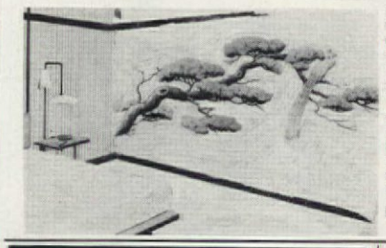
NEW! EXQUISITE LIFE-SIZE DECORATOR TREE MURALS



Now . . . realistic dimension in life-size, decorator colors tree murals. Cut out and applique like wall paper. Hand Printed on antique finish paper. 45" x 100". Tree can be placed across or at angle. Fits any size wall. Regular $25.00 Value. Found in most expensive homes. Murals can also be placed from right to left. Money back guarantee.

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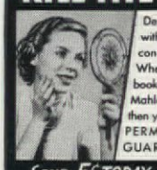

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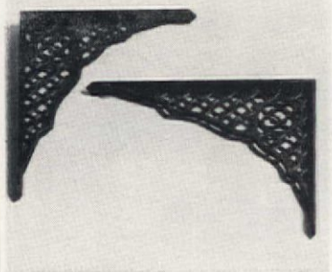
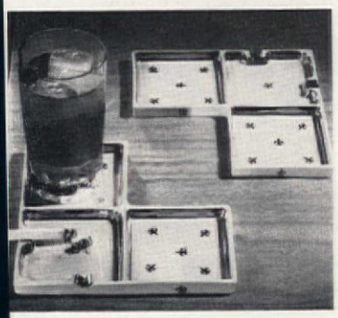


SUPPORTING CAST iron shelf brackets, made from old molds, will hold shelves gracefully. Satin black, either the long or short leg may go against the wall according to shelf depth. You could also hang bowls of ivy from them, or corner them to make an eyeful of an awful doorway! 5x7", $1.75 pr.; 7x8½", $2.30. Sturbridge Yankee Workshop, 1 Brimfield Tpk., Sturbridge, Mass.

SWINGING INSTEAD OF SINGING is this pretty 14½" parrot on his perch. Made of glazed pottery in natural tones of red, green and yellow, his back is hollow for filling with greens or artificial flowers. He'll swing happily on his brass hoop to brighten your porch or any room in the house. $2.98 plus 35c postage. Foster House, 6523-AH North Galena Road, Peoria, Ill.



HANDS ACROSS THE TABLE can have more room to play their hands. *Card Table Caddies*, angled to sit at the corners, have three compartments each—two for glasses, one for ashes. Of white china, with a gold band and gold fleurs-de-lis, they're a pretty way to cut down the clutter of ash trays and coasters! $3.95 a pair; 2 pairs, $7.50. Taylor Gifts, Dept. AH, Wayne 6, Penn.

FOR PROUD MOTHERS AND GRANDMOTHERS

She'll wear her heart on her wrist when she encircles it with a bracelet of Solid Sterling Silver or 12K Gold-Filled Baby Shoes or Silhouette. Each ¾" charm engraved with child's name, birthdate. Up to 11 letters and spaces a line. Adorably crafted, of excellent weight and quality. Add more as family grows.

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Tree $2.00 Discs $1.00 each

Prices include postage, 35¢ for engraving, and tax.

Silhouettes $1.10 ea. Bracelet 1.10 **Baby Shoes $1.95 ea. Bracelet 1.95**

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PERSONALIZED CRAYON BUCKET

Hand made of native pine. Natural lacquer finish. Colorfully hand painted with any child's name. Holds full set of crayons or tidbits, buttons, etc. 5" x 5".

$2.95 plus 30¢ handling charge

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This Record belongs to: PATRICIA GILMORE

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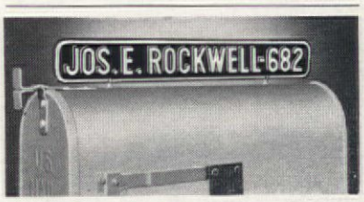
FREE Christmas Gift CATALOG Write for it!

Helen Gallagher
413-K9 Fulton St., Peoria, Ill.



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Your name (or any other wording you want, up to 17 letters and numbers) appears on both sides of your DAY-n-NIGHT Mailbox Marker, in permanent raised letters that shine bright at night. Fits any mailbox—easy to install in a minute. Rustproof—made of aluminum; baked enamel finish, black background, white letters. Your Marker shipped within 48 hours. Satisfaction guaranteed or money back. Only $1.95 postpaid from Spear Engineering Company, 281 Spear Bldg., Colorado Springs, Colo.

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Keeps Dogs Off Furniture, Rugs, etc.

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in Wedding Band pattern. Handmade. Rosy ring of multi-colored flowers on beige background. Specify dominant color: green, red, blue, or black. 15" wide. $2.89 ea. Four, $10.25; Six, $14.95; Eight, $19.50. Ppd., guaranteed.

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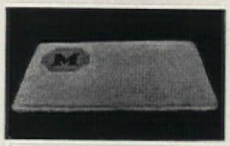

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SAVE THOUSANDS OF DOLLARS!

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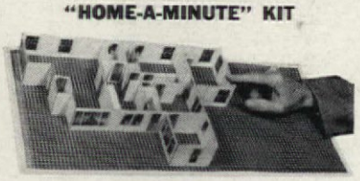

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Let's be frank. Isn't it ridiculous for you to pay thousands of dollars in excess profits when you build or buy a New Home, simply because you do not know the actual cost of building it? WHY NOT design and build your New Home, Attic Flat, Extra Bedrooms or Remodeling—IN MINUTES—with dozens of fiber partitions. Doors, Windows, Kitchen Cabinets, made to ¼ inch scale same as blueprints. THEN, BELIEVE IT OR NOT, YOU, THE LAYMAN, who knows nothing about building, can estimate your own costs—IN MINUTES—after you adjust charts to local prices. Also, you can be your own contractor.

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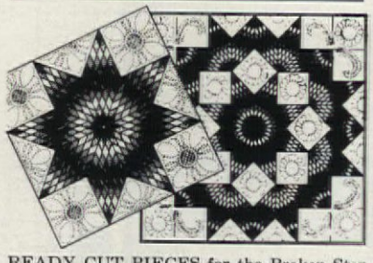
K. H. HALL & CO. 3110 Hidden Hills Drive Brookfield, Wis.



READY CUT PIECES for the Broken Star and Lone Star quilts in 10 beautiful rainbow tints set in this order: green, lime, yellow, pink, lt. rose, ruby, rose, lt. rose, lilac, lavender, blue. Cut from 80x80 preshrunk, color fast percale. In the Broken Star kit you get 1152 pieces for the center star and outside diamonds, directions, quilting pattern. You add plain blocks for finished size 90″ square. Only $5.98 postpaid. In the Lone Star kit you get 288 pieces for the Star, directions, quilting pattern. You add plain blocks and border for finished size 83″ square. Only $4.89 postpaid.

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With The Exclusive
ELEVATOR GRATE*

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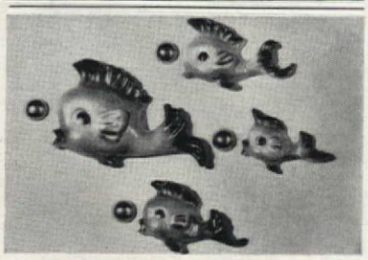

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Home Building Plan Service
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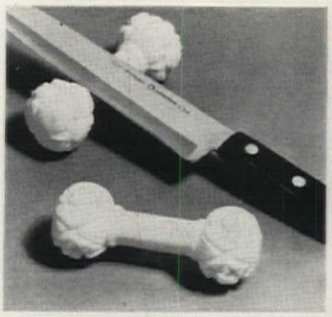
GLAD TO MEAT YOU, but sad when the carving knife falls on a clean cloth! These hard-to-find, milk glass *knife rests* are made from century-old molds. Center section is ridged to keep a knife in its place, and the ends have a button-and-star design. Prettily practical, it's 4″ long. $1.75 ea., two for $3.25. Artisan Galleries, 2100-AH N. Haskell Ave., Dallas 4, Texas.



THEY FLY THROUGH THE AIR to deliver the mail in short order, and here's a short-order way to start a collection of fascinating air-mail stamps. From over 30 countries, they feature air progress from the balloons of 1859 to the jets of today. This introductory offer includes Denmark's 1906 first flight, "Flying Doctor" issue, and others. 10c. H. E. Harris, Dept. H-1, Boston 17, Mass.

DOG-TIRED of the chore of bathing the pooch? You'll both find it much easier with this new type of dog sponge. Just wet it and work up a lather—it will last for many washings. Do your shampooing in the tub or out. It will keep your pet flea-free and sweet-smelling, and the lanolin content gives him that well-groomed Show Dog sheen. $1. Elron, 352-A West Ontario St., Chicago, Ill.

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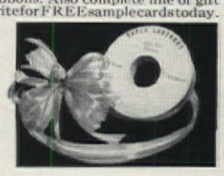
IDEAL GIFT TIE
1133 Main Street
Paterson 3, New Jersey
Dept. 13-U



IF SHE'S SCENTS-ITIVE about her dressing table, she'll love to doll it up with dainty, pastel ceramic *perfume dolls* that stand 4" high. Though their heads are all stoppered up, they can still enjoy the heavenly scents put in them. And a sweet-smelling lady will, too! $1.29 each, 2 for $2.50. 25c postage. From Helen Gallagher, 413-AH Fulton Street, Peoria, Ill.

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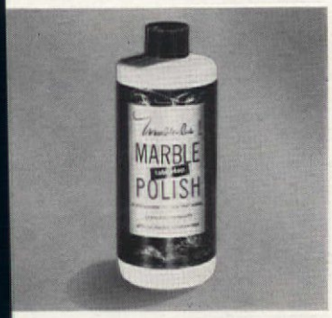

DON'T LOSE YOUR MARBLE'S elegant luster—keep those table tops and mantel beautiful and gleaming with this handy cleaner. "Marble-Lus" is a liquid that pours on, takes dirt and stains with it when you wipe it off. Much more effective than elbow grease, and easier on you! A 6-oz. bottle is yours for $2 from Decorama, Dept. AH, 240 East 92nd St., Brooklyn, N. Y.

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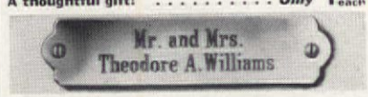

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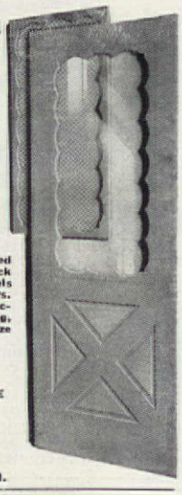

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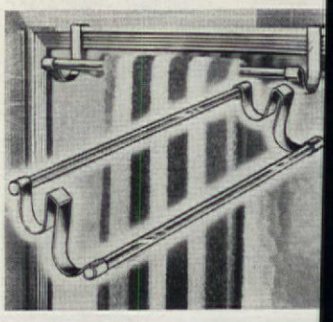

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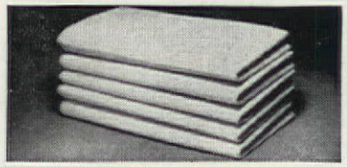

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Dept. AS, American Home Bldg. Forest Hills 75, N. Y.

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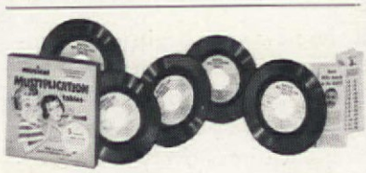

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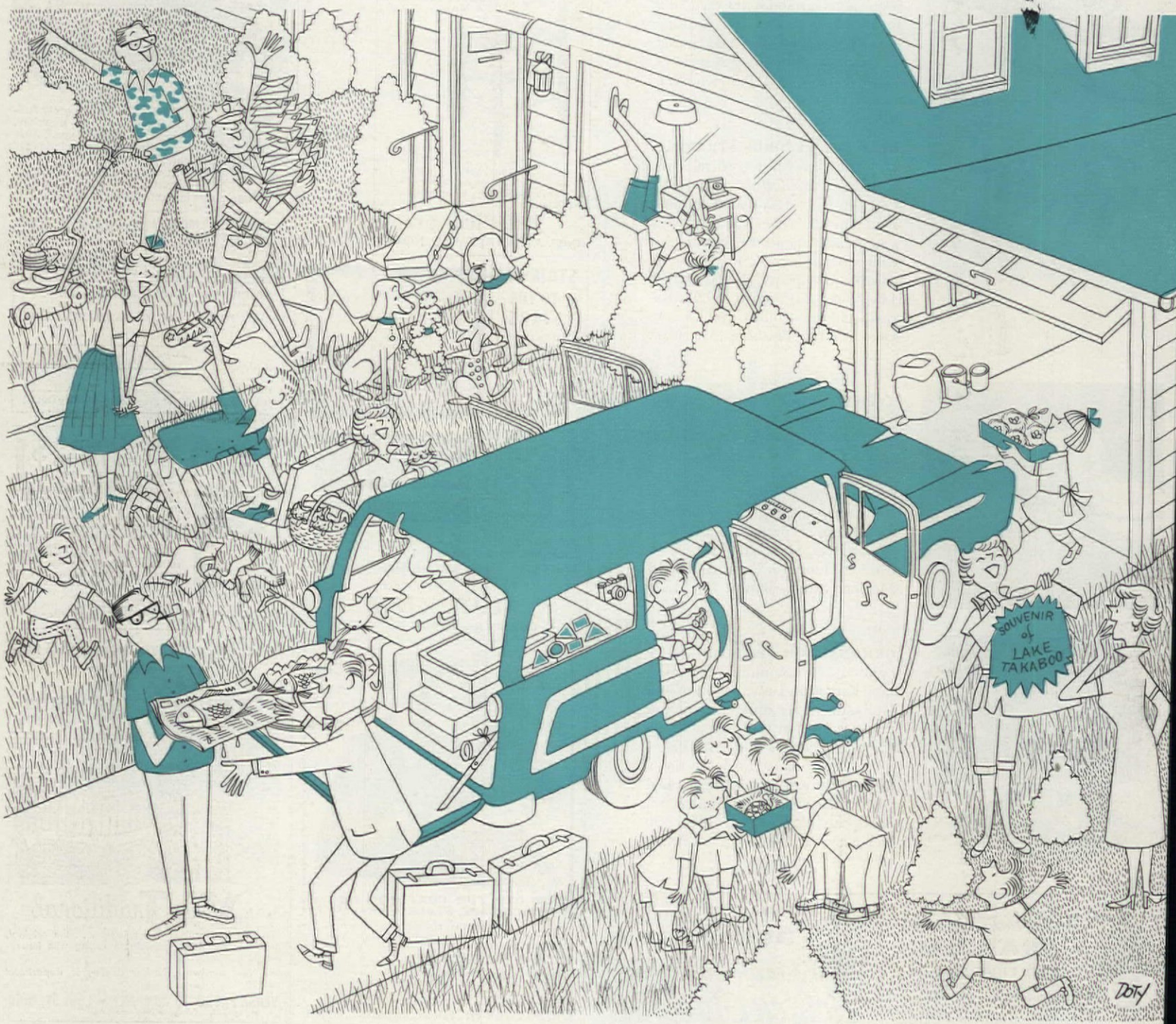
SEPTEMBER... *your American Home calendar*



The calendar says that the new year begins on January 1, but everybody knows it really starts the day after Labor Day. Office-bound fathers face the fact, youngsters dread it, weary mothers welcome it.

September is no-nonsense, vacation's-over, pick-it-up-and-put-it-on month. It's a wonder-full month ("I wonder who my new teacher is going to be"), a little misty for parents of first-graders and college freshmen—full of great expectations and new adventures.

After August's wilting heat, the garden gets a new lease on life and says "what a wonderful morning" in the longer, sharper shadows of each new day. And the crab grass becomes downright submissive!

Vacations are just happy (?) memories, relived when the family lingers over Sunday-morning breakfast. "*Remember the day we found that picnic table right next to the lake, Mom?*" (Sure she does! That was the day the rain came and the rest of the family was out in the boat and the car was locked.) "*Next year I'm going to get the same horse. Can we go back there again, Dad?*" (H'm-m. Right now, Dad is glad to trade places—and saddle sores—with TV's Western heroes for a while.)

But somehow you know you've built memories for a lifetime. When the kids have children of their own, they'll talk about this summer. The best part of any trip is home—still standing as you left it. (You *did* turn off the gas.) *Your* Old Faithful Lodge never looks better than when you return from those faraway places. Home is where the heart—and mower—is. And you'd better get cuttin' because it's September, national back-to-work month.

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LEMON FAVORITES

from the Betty Crocker *Kitchens*

Spicy 'n Lemony

Sliced Cold Cuts
Pickled Beets **Green Olives**
Iced Coffee
Gingerbread Topped with Lemon Sauce

Betty Crocker Gingerbread Mix—It's so easy! Just add water, mix and bake. You'll have light 'n spicy-good gingerbread in minutes! Try a streusel topping and serve with whipped cream and lemon sauce. Delicious!

Tangy 'n Temptin'

Charcoal Grilled Hamburger
Sliced Onions, Radishes, Cucumbers
Minted Tea **Lemon Pudding Cake**

Betty Crocker Lemon Pudding Cake Mix Makes a luscious old-fashioned dessert your family will love! Light 'n tender cake on top, creamy lemon pudding on the bottom. Both mixes complete in one package!

Creamy 'n Tart

Tomato Juice
Creamed Eggs on Toast Points
Sweet Pickles
Milk **Lemon Boston Cream Pie**

Betty Crocker Boston Cream Pie—Everything you need is right in the package! Cake mix, filling mix, chocolatey icing mix! Add the grated rind of one lemon to the cake batter. Refrigerate and serve cool 'n tempting.

Cool 'n Crunchy

Tuna-Stuffed Tomato
Hard Rolls **Potato Salad**
Lemonade **Lemon Date Sticks**

Betty Crocker Date Bar Mix — To make lemon date sticks add ½ cup hot water to date filling mix. Stir in crumbly mix and 1 egg. Bake in greased 13x9" pan *about 20 minutes in 375° oven.* Top with lemon glaze.

Make all your desserts homemade fresh, homemade wholesome, homemade good!
"We guarantee every mix we make for you will come out homemade perfect*!"

Betty Crocker General Mills

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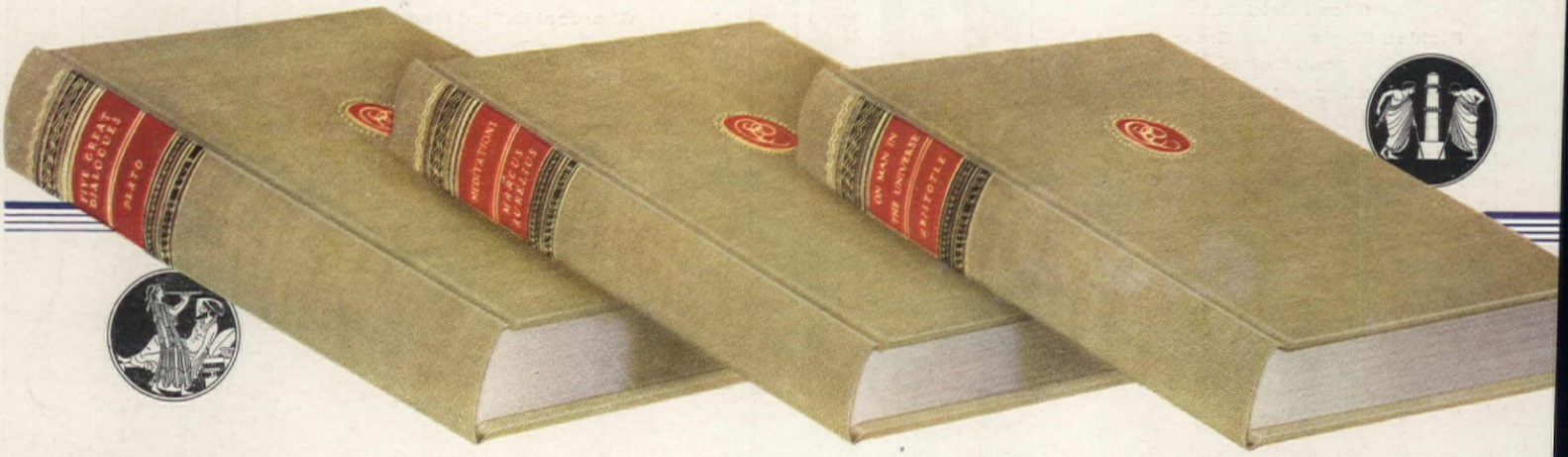

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ARISTOTLE

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