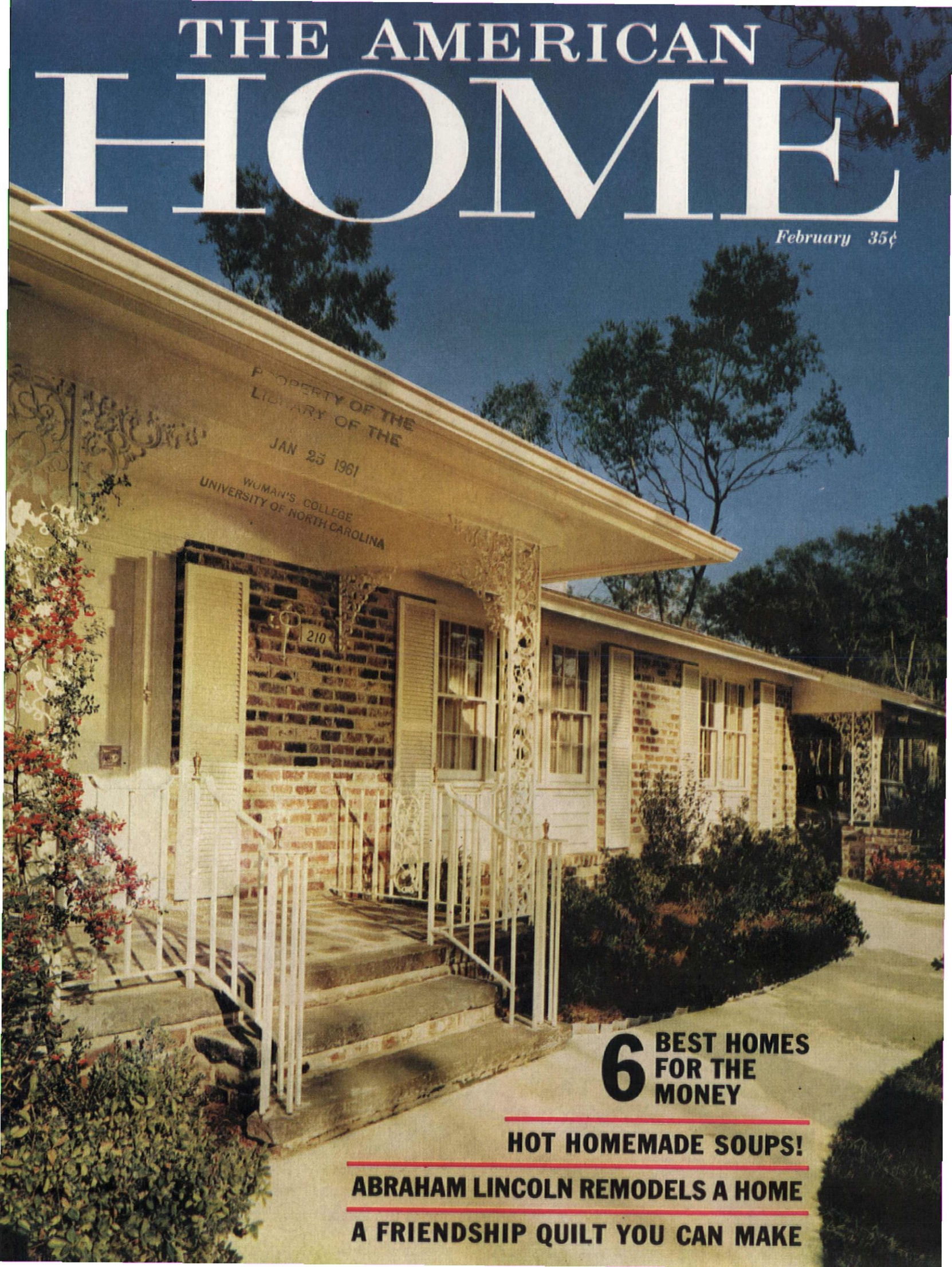
THE AMERICAN HOME

February 35¢

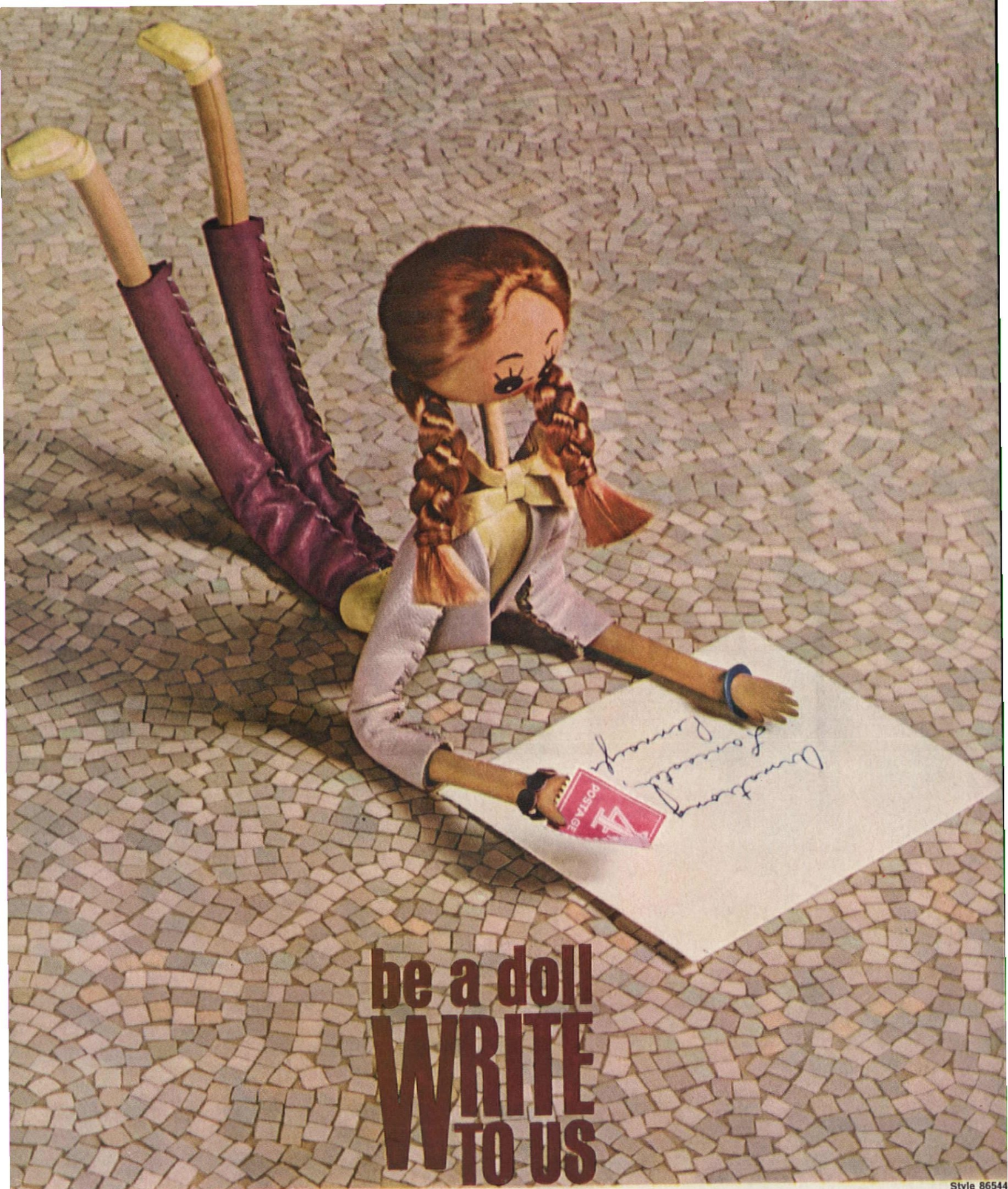


6 BEST HOMES FOR THE MONEY

HOT HOMEMADE SOUPS!

ABRAHAM LINCOLN REMODELS A HOME

A FRIENDSHIP QUILT YOU CAN MAKE



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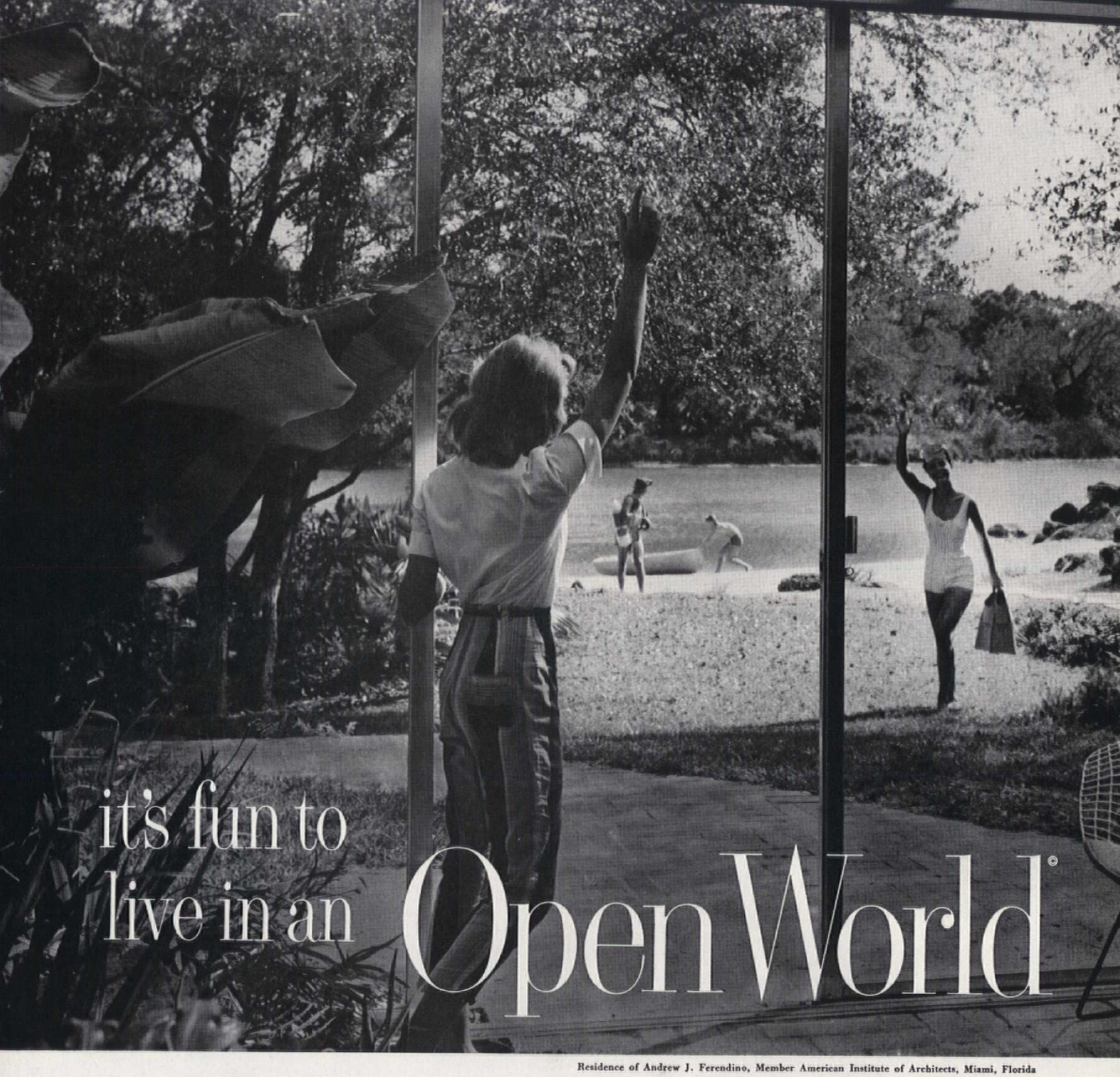

Residence of Andrew J. Ferendino, Member American Institute of Architects, Miami, Florida

seen more clearly through Parallel·O·Plate® glass

L·O·F GLASS
THE QUALITY MARK TO LOOK FOR

Waviness in the glass would distort this delightful view. That's why *plate* glass is best for sliding glass doors, window walls and picture windows.

L·O·F twin grinds plate glass to make its surfaces more parallel—thus minimizing waviness to give you better looking, inside and outside. This superior plate glass, which has earned the Good Housekeeping Guaranty Seal, is called *Parallel-O-Plate.*

Where sun heat and glare are problems, use L·O·F *Parallel-O-Grey*® plate glass. Lightly tinted, it blocks out about 45% of the sun's heat and softens bright daylight. Available from your nearby L·O·F Glass Distributor or Dealer (listed under "Glass" in the Yellow Pages). Libbey·Owens·Ford Glass Company, Toledo 1, Ohio.

LIBBEY·OWENS·FORD

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P.S. Beautiflor contains no water (harmful to wood floors and other porous surfaces). Its special cleaning agent actually *dry-cleans* your floors as you wax them.

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A Curtis Publication

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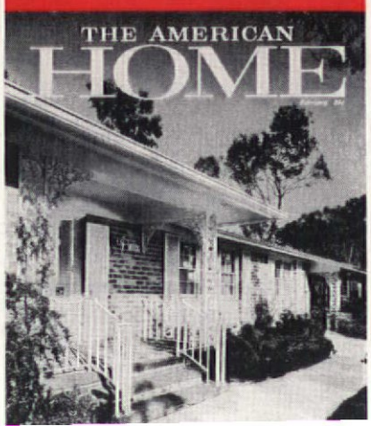

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OUR COVER: This beautiful entrance is only one example of the quality features in our 1960 selections for "Best Home for the Money." Turn to page 23 for "Our New Guide to Good House Buys." Photo by Lisanti.

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The Graphic Twist:

Tracy, on first looking into chicken noodle soup, "Oh boy, Pete—snakes!"

TRACK

There's snow, and the children are out in the back yard, which happens to be a hill, with all the equipment available. Pete and Tracy have taken over Joe's and my skis and are doing pretty good schusses, even if the skis are too long, boots don't quite fit, and the poles have a few broken spokes in the baskets.

The lower part of the hill is a sort of Grandma Moses panorama. Bundled-up figures, laughing, falling, sprawling, are hardly identifiable as my own or neighbors' children. They're spread out on sleds, aluminum coasters, and, the pièce de résistance, an old toboggan that we got from a war surplus place for about nine dollars. That toboggan holds six, sometimes eight little ones, sitting, crouching, kneeling, shoved off from the top of the hill by the biggest who clings perilously on the back with his toes and a whoop.

I watch from the dining room window, and reflect again that children play best together if you leave them alone. They have their own ways of improvising, or taking care of a bully who wants to monopolize the big sled all the time.

This scene, or something like it, goes on in back yards or fields all across the country. I wish it could be noted by those who label our children materialistic monsters needing all kinds of money spent on them to make them happy. Maybe we're not developing any Olympic athletes out there, but they're surely having a good time, and breathing in lots of pure fresh air.

TV Age:

Johnny, passing a school, "Who lives there?"

"It's a school named George Washington."

"Well, does he live there?"

"No, he's dead."

"Who shot him?" (Obviously, there's no other way to die.)

LINCOLN'S HAT

Recently, I visited Greenfield Village, Dearborn, Michigan, Henry Ford's lasting gift to Americans. There, along with Thomas Edison's workshop and Stephen Foster's home, is the actual Logan County courthouse in which Lincoln pleaded as a young lawyer in Illinois. This is not a replica. The building was moved, piece by piece, and reassembled.

Somehow, the sight of a battered stovepipe hat on the rough-hewn table in the small room gave me more a sense of the great man's presence than I ever got from the famous Lincoln Memorial in Washington, D.C. It is easy to picture him there, young and awkward, still unknown, groping for words and phrases that would later, through a time of ordeal, bring him to immortality. I wish all young Americans could walk through the village to see this and so many other treasures from our past.

AT OUR HOUSE

Some passing comments from a mother of seven

STEPHEN MICHAEL

MARGY WYVILL ECCLESINE

Living Valentines:

Michele is wearing one of those charming old-fashioned outfits so popular this year. Many of them are exact copies of illustrations on valentines of the Victorian era—even to the unusual colors of plum, sage green, citron, and olive.

So if our little girls with their long hair, high necklines, and flowing smocks look like living valentines—they really are.

WHO LIKES TO COOK?

Everybody. The smaller, the more enthusiastic. I buy the flour, sugar, vanilla, mixes, and turn them loose. The kitchen has two doors, and I insist that they be kept closed while the hubbub goes on. There's the whir of the mixer, and cries of "Open the oven door! Get out of the way, I'm coming," and enough confusion to drive you batty, if you let it.

When it's all over, I go in there and help clean up. They lose interest the minute the cake is iced, or what's left of the cookies are placed on a platter for supper. If I made them do every last pan themselves, it would mean fewer desserts. And, with this crowd to feed, I can't afford to squelch any budding talent in the culinary department.

Sweetest Sight: Any child in red.

HOMEMADE-BREAD MAGIC

Trying to sell your house? Here's an inspired maneuver that worked for a friend of mine. The house was not too much, and the furnishings rather shabby. Just before the real estate agent was due with prospective customers she would get in the kitchen and set madly to baking. When the front door was opened, the mouth-watering odor of fresh bread or rolls served as greeting and silently worked its magic.

One woman exclaimed, "I don't know what there is about this house. It's so *homey!*" She turned out to be the one they were waiting for—and the deal was consummated not long after.

FEBRUARY NIGHT

Stars, like sequins, glitter
in the ermined branches;
The air, dry water of the night,
babbles of wood-smoke to the
listening heart—
And little splinterings of cold
warm the soul.

AS FEATURED ON THE DAVE GARROWAY "TODAY" SHOW

this TV comparison proved to millions you can stop paying high prices for

VITAMINS

You've seen the newspaper headlines, you've heard about the Congressional investigations into high prices of drugs and vitamins. Now, at last, you can *stop* paying those high vitamin prices! Compare as millions of TV viewers have done. In the dramatic side-by-side comparison pictured above, the bottle on the left contains a well known brand of once-a-day multi-vitamins costing $3.00 in many stores. At the right, General Nutrition brand once-a-day multi-vitamins of the *same* potency, *same* quantity, meeting *same* strict U.S. Government regulations. General Nutrition's direct-by-mail price—only *$1.25!*

Savings of 40% to 80%

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Money-Saving catalog sent FREE!

Send for your free vitamin catalog today! All it takes is ten seconds of your time for something that may help you save up to *$50* and more this year! Simply fill out and mail the coupon below. You'll receive *absolutely free* the latest 1961 General Nutrition catalog. Check it yourself . . . show it to your doctor if you like. Then start saving on vitamins—*direct-by-mail from General Nutrition!*

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Vitamin B-1, 100 mg.	9.00	**1.10**
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Vitamin C, 100 mg.	1.75	**.40**
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Helping America save money on vitamins for more than two decades

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the dirty furnace racket!

AS TOLD TO JIM LISTON

I have a wife and two kids and a car that's falling apart. I owe two months' rent, a big grocery bill, and the credit company is getting itchy. I've been looking for a job for two months. Tomorrow I start washing dishes for $35 a week. A big, husky guy like me will look pretty silly washing dishes but it's better than nothing—and it's *honest.*

I can thank the furnace racket for the mess I'm in. I had a good job for four years. It was hard work and it didn't pay much but we were meeting our bills and our credit was good. Then this big Joe came along and said, "Do you want to learn the heating business and make good money?" Of course I did. I don't have much schooling and I don't have a trade. This looked like a really good chance to learn a trade so I decided to quit my job and go to work for him.

For about a week I didn't know what was going on. I'd sit around the shop half the day until the boss told us to load a furnace on the truck. Then we'd buzz out to some corner of town and park near a public telephone. "We'll get a call here pretty soon," he'd say. Sure enough when the phone rang he'd get an address that was just a few blocks away. We'd go to the house and there would be Joe telling some little old lady that he'd have a new furnace in right away and that it was just lucky that we happened to be finishing up another job near by when he called.

We'd go down to the basement and tear out the old furnace. We'd leave the ductwork and the bonnet of the old furnace alone and slip the new furnace under the old bonnet. We'd hook up the vent, run a piece of copper tubing from the gas line to the burner, get the burner going, and then start hauling out the old furnace. At first I couldn't figure out why the big hurry to get the old furnace out. The installer told me we'd come back a few days later and finish the job. That's what's called "spiking it in"—the same thing as "nailing down the job." Once we had the burner going and the owner was getting heat the salesman would get his name on the dotted line and we would get out of there. We didn't care how the job looked just as long as we had the burner going and the heat going up.

We'd load the old furnace on the truck and drive straight to the junkyard. We'd back up to the press and the cutter and see that thing turned into a bale of tin. But if it was late and the yard was closed—sometimes we'd work until midnight—we'd stow the old furnace in the yard behind our shop. First thing in the morning we'd cart it over to the press. Or we might keep it but we'd be sure to overhaul it right away.

I learned—fast. *We were making sure nobody could find his old furnace.* Every once in a while somebody would squawk that he had been talked into a new furnace he didn't need. Some old couple would tell the Better Business Bureau they'd had a good five-year-old furnace hauled away by our company. But to prove that the people didn't need a new furnace, the Bureau would have to inspect the old one. Some guy would come nosing around and if we happened to have one in the shop it had been so completely "overhauled" that he couldn't prove anything. Or we'd send him to the junkyard. A fat chance he had of finding it in one of those bales of tin.

As time went on, I got to know how we operated and how I could make more money. We had a bunch of "ringers"—door-to-door guys—out pushing doorbells and making phone calls. Their pitch was that we were offering a "special" on cleaning furnaces. The ringers are pretty clever boys. They can size up a house from the street or from talking to the neighbors and know pretty much what kind of payments you can afford. But if they weren't sure and couldn't get in the door, we'd get the dope for them when we came to do the cleaning job. Here's the way the deal worked:

We'd go down to the basement, set our tool boxes next to the furnace, and go upstairs and ask the lady of the house for a light bulb. We'd tell her that we needed it for our extension cord, that ours had just burned out. This was an excuse to get upstairs and look around. We'd size up the furniture, see if they owned a good television set—and get an idea of how well fixed they were. We'd also spot the location of the registers for future reference. That way we'd know how many were in crawl space that the owner couldn't get into to check if we sold him a complete job with "all new" ductwork.

We had another trick we used when we wanted to look around. We'd ask the lady for a clean cloth or a clean piece of paper. She'd wonder what this was for and follow us downstairs and we'd spread the cloth on the basement floor—you'd be surprised how many would give us a clean towel—and lay out all our tools on it. We kept our tools shiny and we'd take out every tool we had. By that time the salesman would ring the doorbell and say he was a heating engineer and that he was going to make a "free inspection." He'd talk about anything, flatter her about how nice her house looked. (continued on page 72)

Swindlers are not just the crooks you read about. They sometimes ring doorbells. Or sell on the phone.

"Good morning. Our company is offering a $4.95 special on cleaning furnaces this week. The regular charge is $25 but we have our crew in the neighborhood and if we do it now you get the special rate. We'll have our engineer check the furnace to see that it's operating properly."

That approach opened the doors of many homes in a midwestern city recently and swindlers walked in. When they were through, a score of homeowners had been victimized. One 65-year-old widow had been frightened into paying $1600 for a furnace she didn't need; several families were duped into signing installment contracts that worked hardships on them.

These otherwise cautious buyers were pressured by scare tactics. To uncover the methods of furnace swindlers, The American Home *interviewed victims and learned the identity of workmen employed by unethical dealers. Further investigation led to one who was willing to disclose how the racket works. Here is his story.* THE EDITORS

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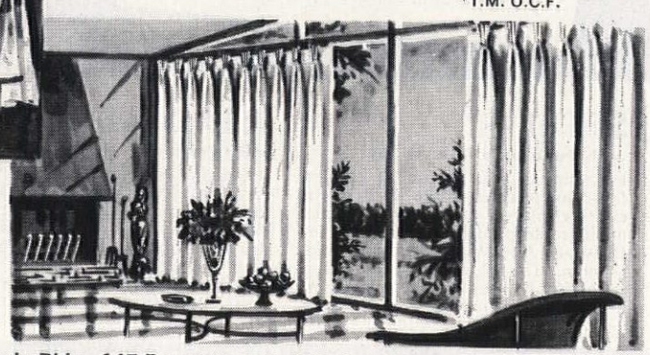

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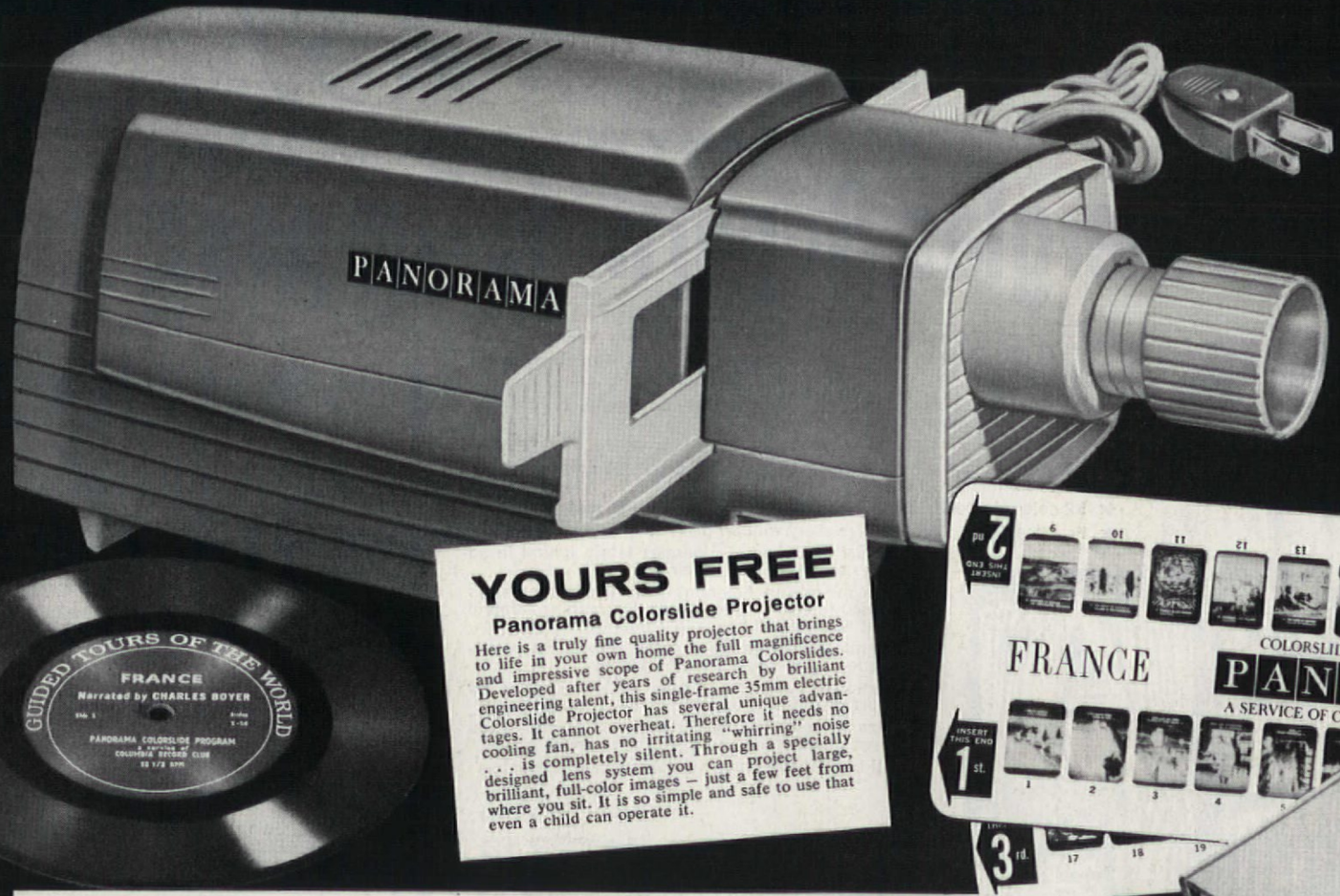

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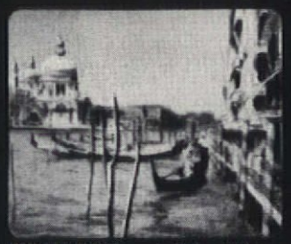
YOU ARE THERE . . . in Greece, wondering at the cool marble beauty of the Parthenon!



YOU ARE THERE . . . in Italy, gliding down the Grand Canal of Venice in a gondola!

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Switzerland • Canada
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and many, many others!

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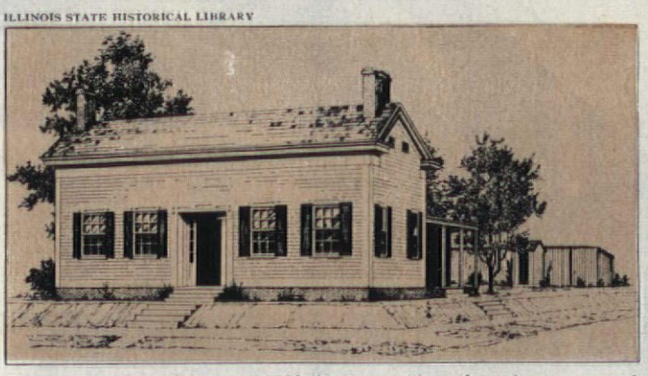
PANORAMA COLORSLIDE **TRAVEL** PROGRAM | A SERVICE OF COLUMBIA RECORD CLUB

AT HOME WITH A. Lincoln

In the front parlor, *the Lincolns had the windows beside the fireplace bricked up and the outside shutters closed—probably to gain wall space. It was in this room that Lincoln received the committee that notified him of his nomination.*

ILLINOIS STATE HISTORICAL LIBRARY



Before sketch *shows an artist's conception (based on research by the State of Illinois) of Lincoln's house prior to the remodeling. The Lincolns had it done in 1856 at a cost of $1300.*

JIM LISTON

At the northeast corner of Eighth and Jackson Streets in Springfield, Illinois, is a brown two-story house. Its dark green door bears a small black plate on which in silvered Roman letters is the name A. LINCOLN.

One hundred years ago this month he locked that door, left the key for the new tenant, and boarded the train for Washington, "not knowing when or whether ever I may return."

He closed the door on the only home he had ever owned, on 17 of the happiest years of his life. Today you can enter, stand where he stood, see what he saw, and feel in some degree what he felt when he said, "Here I have lived. . . . Here my children have been born."

In 1844, Lincoln had his eye on the five-year-old, one and one-half story house of the Reverend Charles Dresser, the Episcopal rector who had performed his marriage. The floors were of random-width oak; walnut was used for the sills, joists, interior woodwork, and the hand-split roof shingles. The house was on a lot 50x152 feet. In the back yard were a cistern, a well pump, and a privy. Just three blocks east there was open farmland. In Lincoln's estimation the house was a good buy, a far cry from the log cabin in which he had been born. For Mary Todd Lincoln it was a beginning; perhaps some day they could enlarge it.

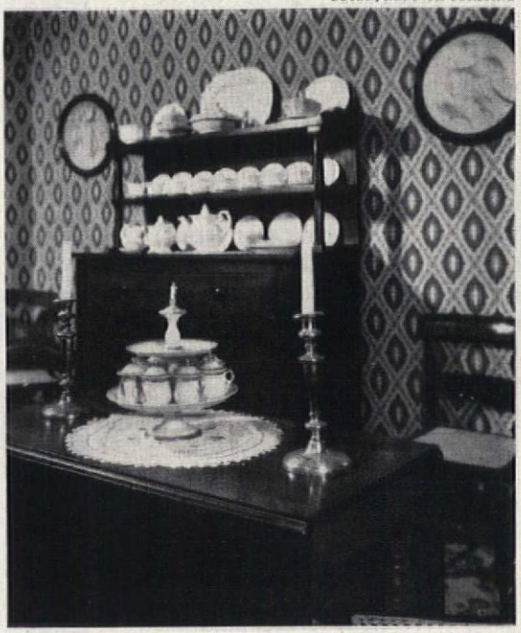
Lincoln took the first step in January, 1844, when he drew up a contract for a deed with the Reverend Dresser. The minister promised to deed the premises on or before April 1 for $1200 plus a lot on Adams Street in the business district. The law firm

(continued)

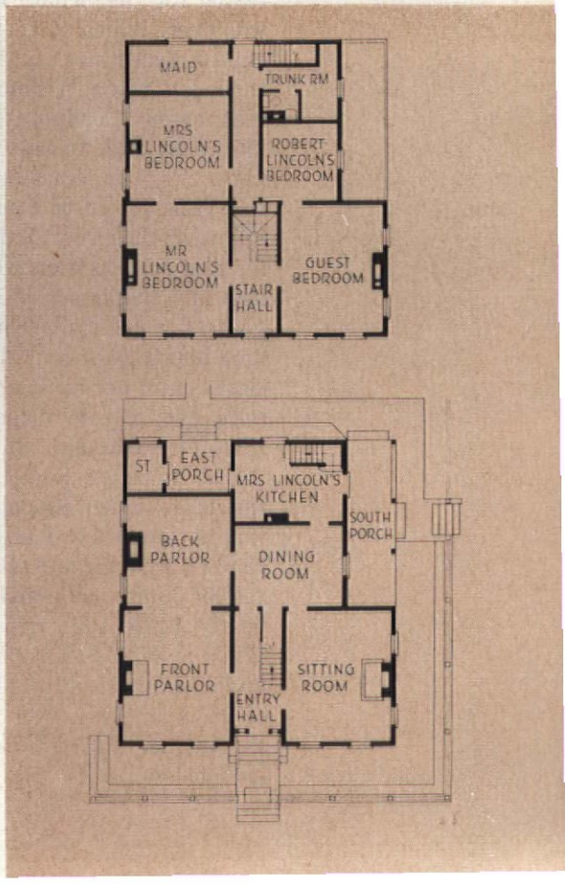
***Sitting room** in which the Lincolns spent their evenings has original family pieces—the horsehair rocker, one of his favorites, and stereopticon box. Toys are of that period.*

SUTER, HEDRICH-BLESSING

***The kitchen** has been restored as a typical one of the 1850s. The stove, tin rice steamer, and ironstone sugar bowl belonged to the Lincolns.*

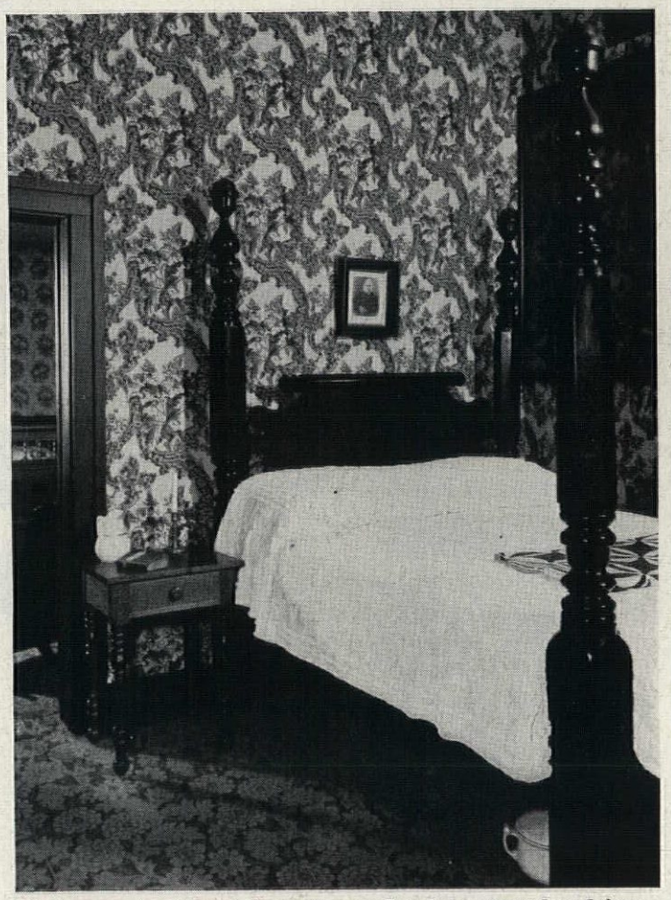


***This dining room** was the scene of many gay dinner parties. The Lincolns owned the table, cane-seated chairs, and some of the china.*

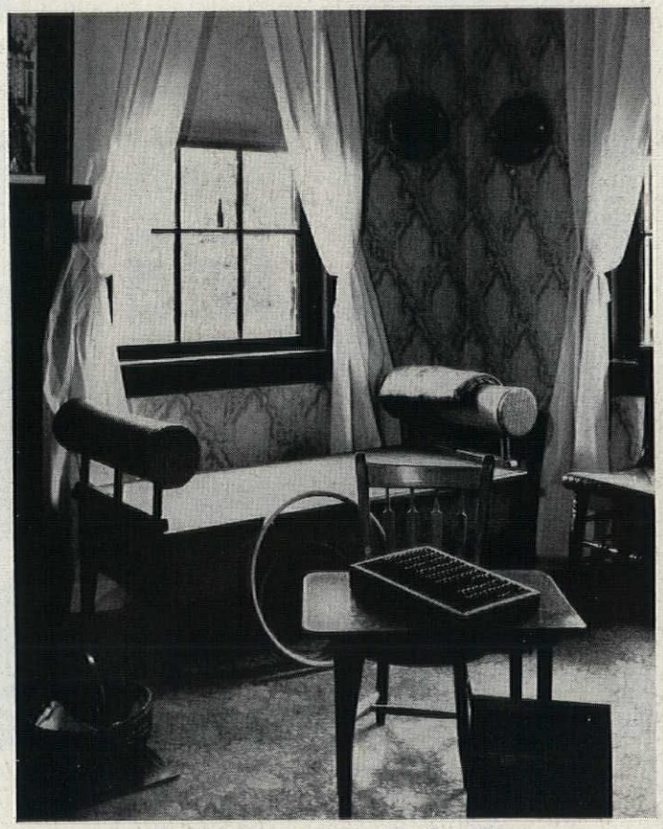


***Floor plan** shows the Lincolns' two-story house as it appears today. The house is open to the public.*

***Mary's bedroom** was added to the house when the Lincolns made it a two-story in 1856. Still in her room are her own blanket chest, four-drawer chest, and commode box. A picture of Mary hangs over the bed.*



***Wallpaper in Lincoln's bedroom** has been reproduced from the original, part of which is preserved under glass above the bed. Records show that he had a "high post bed" (not this one).*



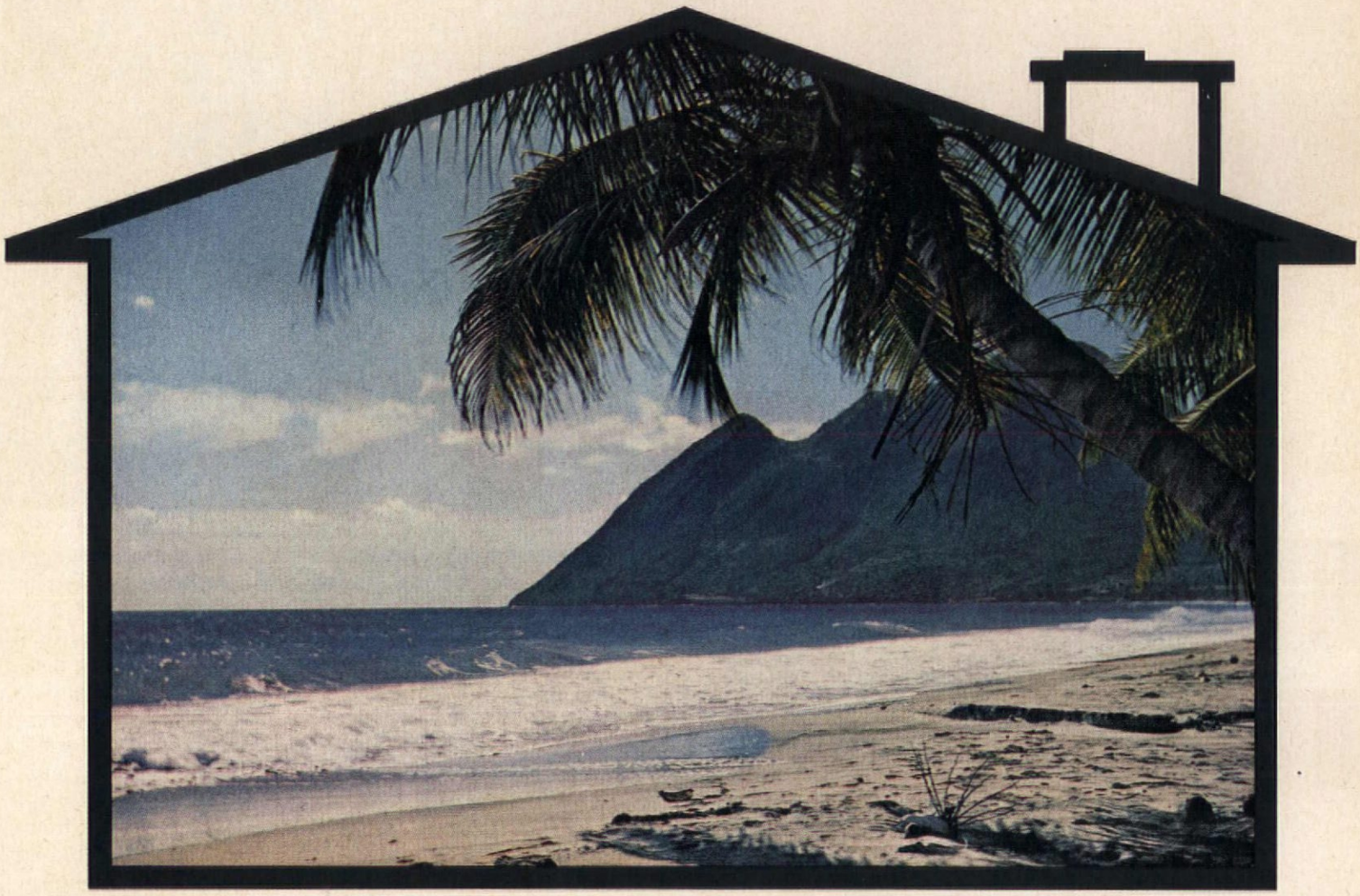
***An unusual bed** which belonged to the Lincolns was in Willie and Tad's room. The mattress was kept in the lower section and placed on top when in use.*

of Logan and Lincoln probably acquired this lot in payment of fees. Despite the shortcomings of their new home—the street was ankle deep in mud and there was no sidewalk—May 2, 1844 was a great day for the Lincolns. As he fitted the key into the lock and ushered in Mary, with two-month-old Robert in her arms, the proud homeowner could say, "It's all ours, Molly, free and clear!" It was a wonderful feeling—especially in an age of 12-per-cent interest rates.

The little Quaker-brown house was destined to know the happiness, the heartaches, and triumphs of most of their married life. It comforted them in the years of crushing disappointments when Lincoln was twice defeated for the Senate and thought his political career was over. It healed their heartbreak when their second child Edward, not quite three, died in 1850; and it knew their joy when William was born and then Thomas, nicknamed "Tadpole" by his father and ever after known as Tad. It knew the good years and the bad; it knew the grim years before the railroads when Lincoln was gone for three months at a time, spring and fall, following the circuit judge to counties too far from home for him to return on weekends. It knew Mary's loneliness and the agony of her migraine headaches in those years, her determined battle to keep a clean house, her long hours spent making all her own and the children's clothes and her husband's shirts; her worry about Robert's eye, which turned slightly inward, and Tad's speech impediment, which showed no improvement.

The house on Eighth Street knew the glad years of the 1850s when Lincoln's practice had grown and he was no longer hard pressed for money. Although from 1840 to 1850 his annual income was between $1500 and $2000—which compared favorably with the governor's yearly $1200—his expenses were heavy. He paid off $1000 in New Salem debts, supported his parents, and financed his speaking tour in the presidential campaign of 1844, and his own campaign for Congress in 1846. But in the '50s the Lincolns were out of the woods. His income averaged $3000, Springfield was (continued)

IDEAL CLIMATE
by the houseful-365 days a year



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treat the family dog to
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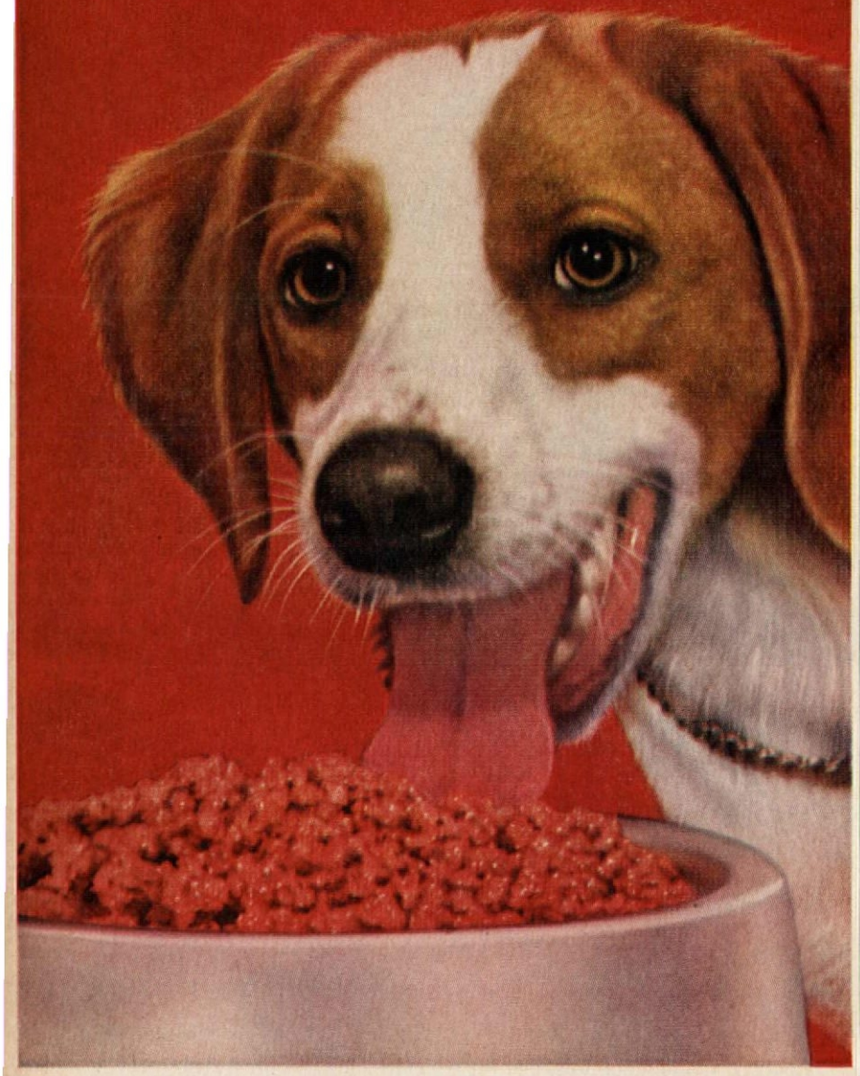

All the meat is beef in Pard

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Hatrack was given to Newton Bateman (a friend in Springfield) by Lincoln when he left for Washington. Bateman heirs returned it to the house in 1950. Picture at right is the Reverend Charles Dresser who married the Lincolns and sold them the house.

(continued)

booming, people were improving their homes, and Mary probably uttered that timeless female battle cry, "It's time to do some spring house cleaning!"

Lincoln was a handy man when it came to caring for his horse, milking his cow, and cutting his firewood, but he apparently wanted no part of house cleaning. In March, 1850, he called in John Roll, a local contractor, who, as a boy, had helped Lincoln build a flatboat. Roll whitewashed four ceilings and the kitchen, filled up and plastered fireplaces, and laid hearth. It was probably at this time that the Lincolns changed to the new cast-iron stoves which were becoming popular. Roll submitted a bill for $26.60 and Lincoln paid part of the bill by giving him six doors and the rest in cash. (Where Lincoln got those doors still puzzles historians.)

On June 11, 1850, in a letter to Nathaniel Hay, Lincoln ordered another improvement, "I wish to build a front fence, on a brick foundation, at my house. I therefore shall be obliged, if you will, as soon as possible, deliver me bricks of suitable quality and sufficient number to build such foundation, fifty feet long; of proper width, and depth, under ground, and about two feet above ground."

The talk of Springfield in January, 1856, was the recently completed governor's mansion which reminded Mary of the Kentucky homes she had known. The Lincolns attended the opening ball, and since the house was just three blocks west of theirs, it wasn't easy for Mary to forget. Whether it was because of this or because they felt they needed more room for their three boys (Robert was 14, Willie, 6, and Tad, 3), two months later the Lincolns decided to enlarge their home.

A story of long standing in Springfield is that Mary ordered the work done while Lincoln was away on a trip and that no one was more surprised than he when he returned to find that his house had grown taller. Most experts discredit this story but they do think that Mary paid for the improvement herself. (continued on page 70)

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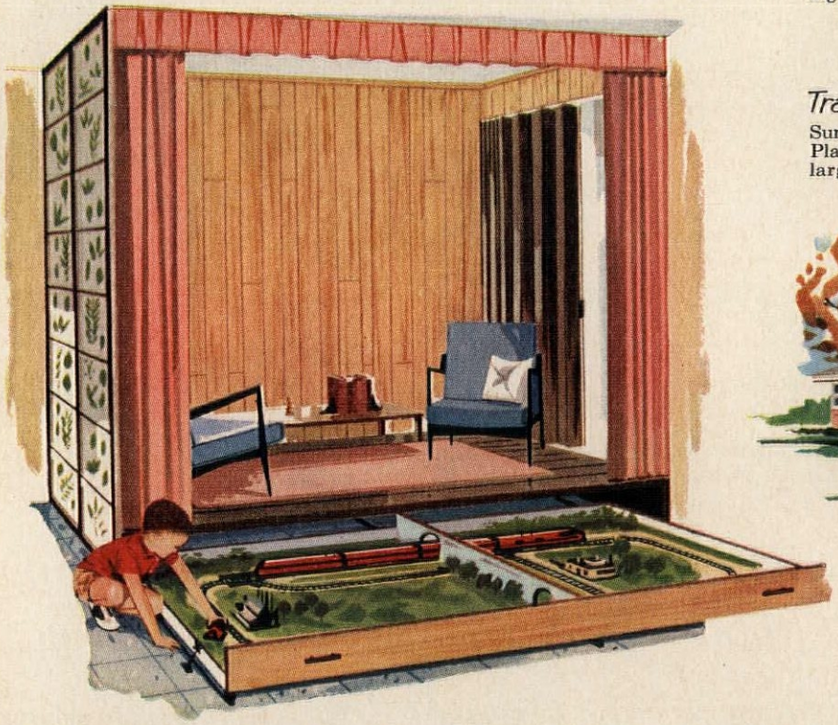

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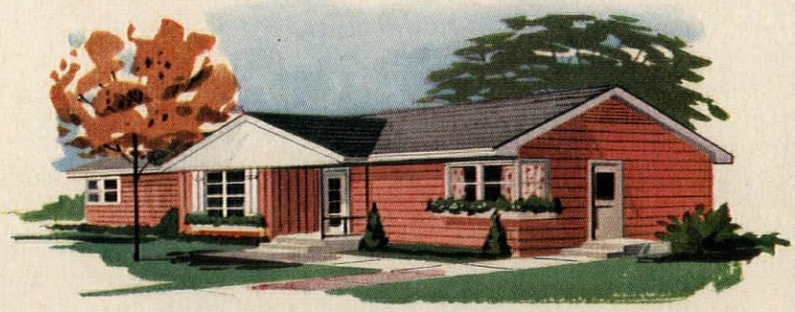

Send for Free Folder . . . contains detailed descriptions and construction diagrams. Makes it easy to start your project *now!* Write Weyerhaeuser Company, Dept. B-10, Tacoma Bldg., Tacoma 1, Washington, or see your 4-Square Lumber Dealer.

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ERNEST SILVA

***The antique design** of our Friendship Quilt was adapted from a rare old quilt in the Shelburne Museum, Vermont. First-quality white percale comes stamped for cross-stitch and quilting motifs. Kit #PQK-18.*

ANOTHER AMERICAN HOME KIT

DOROTHY LAMBERT BRIGHTBILL

FRIENDSHIP QUILT YOU CAN MAKE

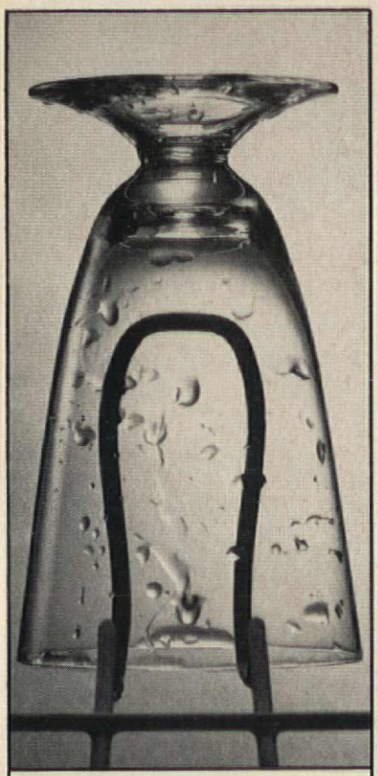
■ One of the nicest customs of bygone days was making a Friendship Quilt for a bride, or to commemorate a special occasion. Women saved scraps of fine fabrics and each one pieced a square. When the squares were finished, the women held an old-time quilting bee where they pieced the top, then padded and quilted it.

You can make this charming multicolor Friendship Quilt in double or single size. It looks like appliqué, but is really easy cross-stitch. The quilt top comes in three strips to simplify joining. You can quilt it yourself, or have it done professionally (source is listed on instruction sheet). If you prefer single-color embroidery, see page 20 for special colors. Bolster is also available: single kit #PQK-18; double, #PQK-19.

TO ORDER — SEE COUPON ON PAGE 20

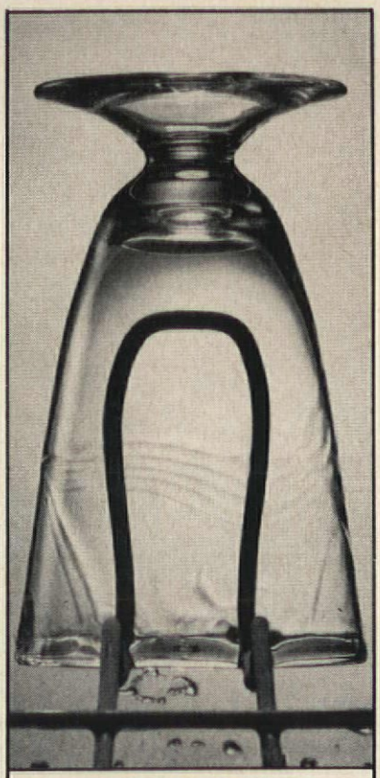
DISHWASHER OWNERS! SEE HOW

CASCADE ELIMINATES DROPS THAT DRY INTO SPOTS



WATER DROPS

See what happens when plain water is sprayed on a glass. This test (as done on TV) shows how drops form. These dry into ugly spots.



CASCADE

But see *with Cascade* no drops form! Just as in your dishwasher, water slides off in clear-rinsing "sheets." Dishes dry spotless, sparkling.

CASCADE GIVES YOU VISIBLY CLEANER DISHES, VISIBLY BRIGHTER SILVER—because it stops spotting (your toughest problem in automatic dishwashing) as no other leading detergent can. Only Cascade contains Chlorosheen . . . an exclusive formula that eliminates the drops that cause spots. No drops left to hold grease and food particles or dry into streaky spots. For best results from *your* dishwasher, give it the best—Cascade.

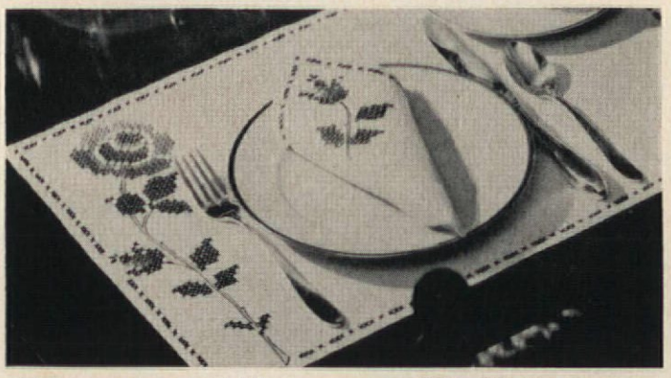
SAFEST FOR FINE CHINA PATTERNS, TOO! Only Cascade is rated safe for today's loveliest china patterns by the American Fine China Guild. Their *exclusive* recommendation was given Cascade after thoroughly testing every leading dishwasher detergent. No wonder Cascade is preferred by more dishwasher owners than any other brand!

PROCTER & GAMBLE'S CASCADE IS ENDORSED BY EVERY LEADING DISHWASHER MAKER

AMERICAN HOME KITS

(Friendship Quilt pictured in color on preceding page)

ROSE PLACE MAT KIT PEK-5



Make one for a sprightly rose-patterned breakfast tray—four, for a rose-bedecked luncheon table—or as many as needed for that special dinner. Each kit contains one mat, one napkin, one coaster, embroidery thread, and instructions. All items are stamped on 100% Belgian linen. $1.00 each kit, 6 for $5.49.

SQUARE BY SQUARE KIT PEK-6

Framed sample *(17¼" square when finished) has bright Pennsylvania Dutch motifs. It's stamped on 100% Belgian linen and can be made into tablecloths, bedspreads, café curtains, by sewing squares together. Order as many as you need from the coupon below.*

FRIENDSHIP QUILT ALSO AVAILABLE IN SINGLE COLORS

BROWN BLUE GREEN RED

Order Form

The kits listed below have been made expressly for The American Home Magazine by *Paragon Needlecraft and can be ordered by mail from* The American Home Magazine.

The Friendship Quilt Kit is also available in art needlework departments of leading department stores.

Fill out coupon, enclosing personal check or money order (no stamps, please). Kindly allow three weeks for handling and mailing. (New York City residents please add 3% sales tax.)

THE AMERICAN HOME MAGAZINE
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☐ PEK-5 Rose Place Mat $1.00 each kit: 6 for $5.49.
☐ PEK-6 Pennsylvania Dutch Square By Square $1.00 each kit; 6 for $5.69; 12 for $10.98; 18 for $15.98; 24 for $20.98.

THE AMERICAN HOME FRIENDSHIP QUILT

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☐ PQK-18/F	(double) Embroidery Floss 3.49	☐ PQK-18/F	(single) Embroidery Floss 2.79
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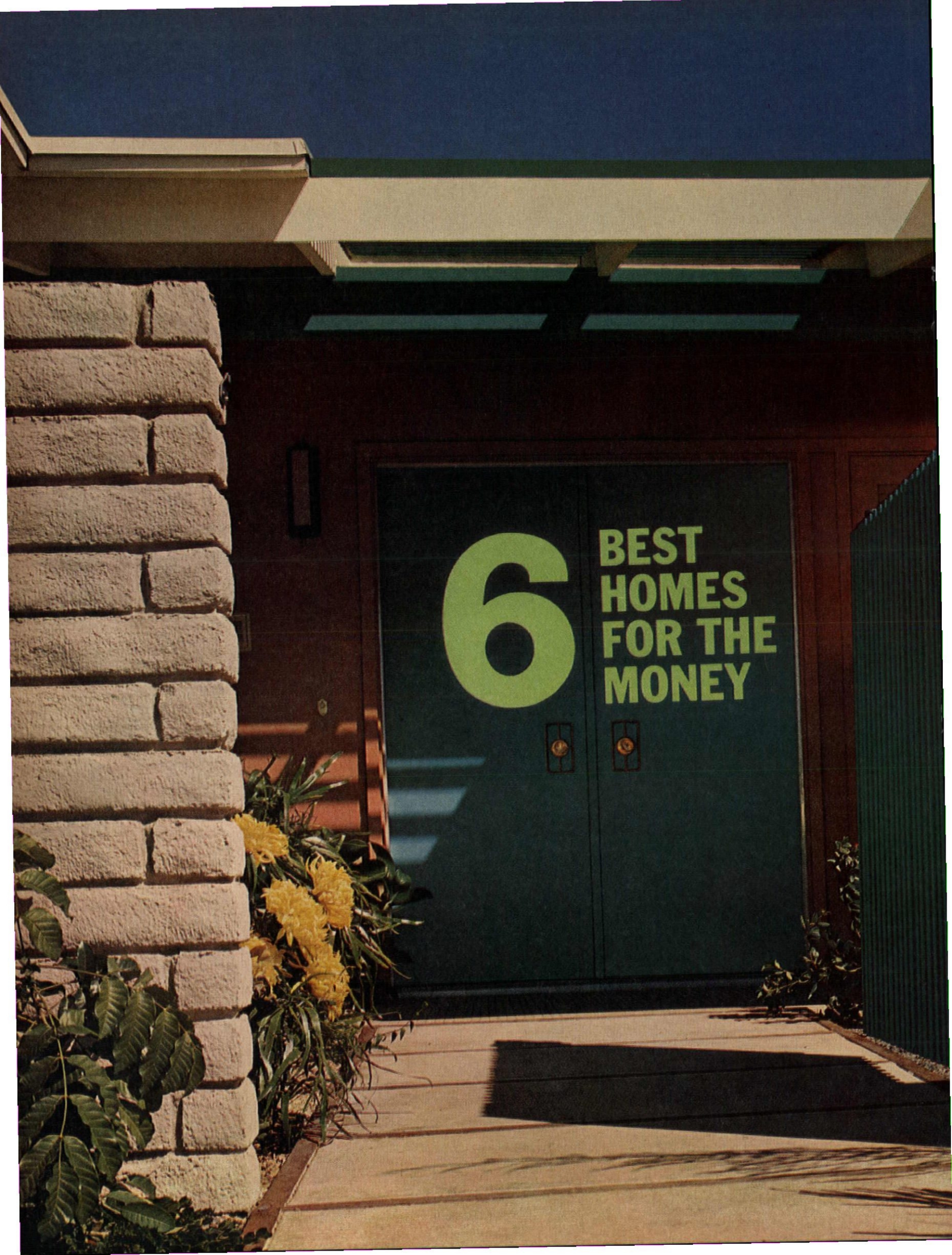

6
BEST
HOMES
FOR THE
MONEY

Our New Guide to Good House Buys

BUILDING EDITOR: HUBBARD H. COBB
ASSOCIATES: JOHN H. INGERSOLL, JUNE R. VOLLMAN

Here are the winners of our annual Best Home for the Money competition! These six outstanding new houses are representative of the most popular architectural styles across the country and all are good values, ranging in cost from $13,990 to $29,900 with land.

These winners are not "dream houses," but are actually built and sold at the prices indicated. Many of you will have a chance to visit the winner in your area. If you can't, the pictures and plans shown here will help you judge the design and value of the builder homes near you. And if you would like to build one of these prize winners on your own lot, *The American Home* offers you complete blueprints and materials lists on all of these houses except the one in California.

What does it take for a house to become "best for the money"? Plenty. Our panel of judges looks for pleasing exteriors that will require a minimum of maintenance; for a good floor plan, practical for family needs; for worthwhile features without useless gadgets; for good storage facilities; for plenty of usable living space at the least possible cost; for quality construction and materials (see page 86 for listing of products). In short, our judges examine the total house in the same way that they would if they were out shopping for a home of their own.

These prize-winning houses were selected from among hundreds of entries submitted by home builders in key building states. Winners were chosen by the editors of *The American Home* and a panel of outstanding authorities in home construction.

California—Best in the West

Michigan—Best in the Midwest

Colorado—Best in the Southwest

Georgia—Best in the South

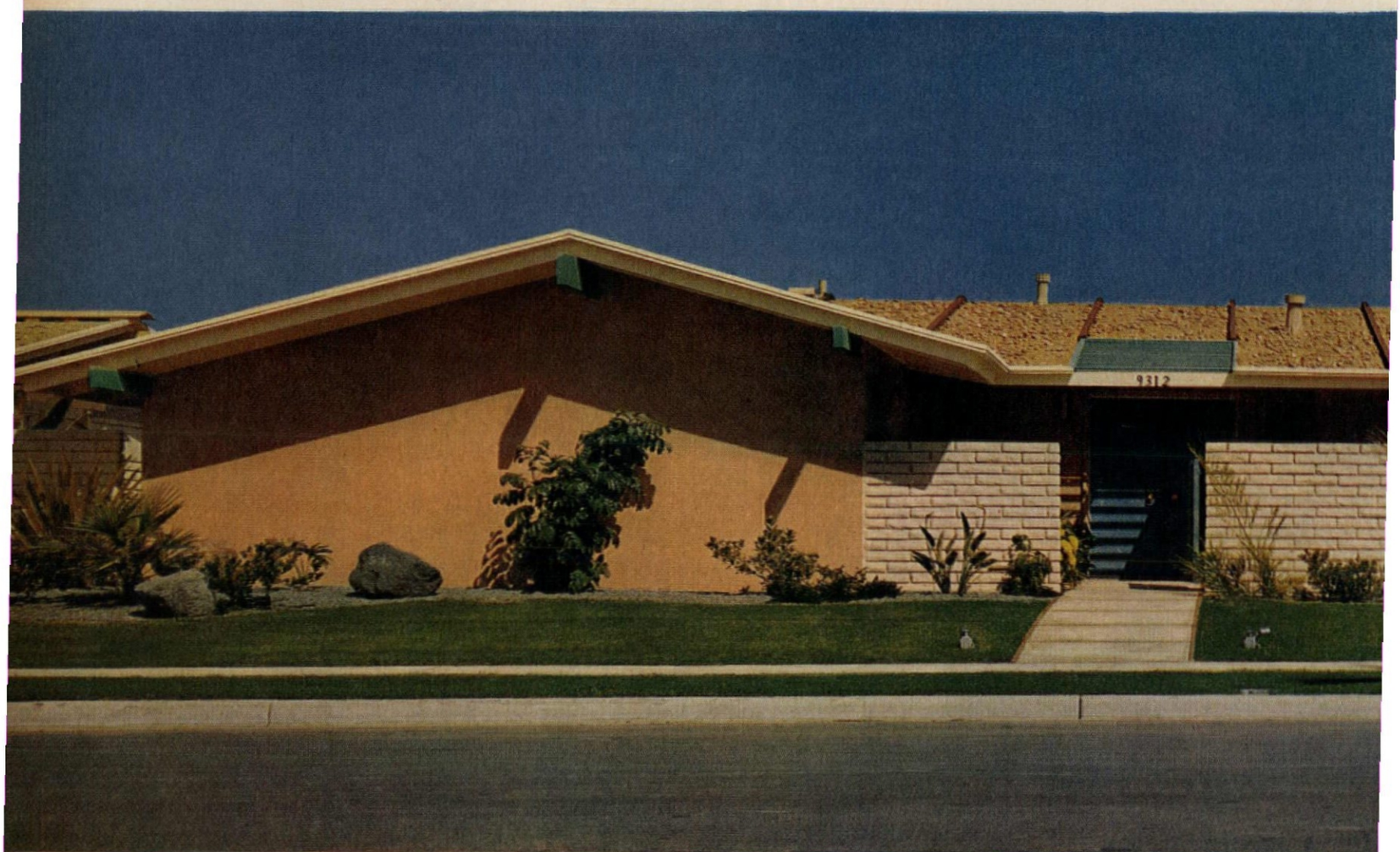
Wisconsin—Best in the Central States

New Jersey—Best in the Northeast

West Coast winner. *What's behind the dramatic front entry of this house? You'll find out when you see the plans and pictures on the next page.*

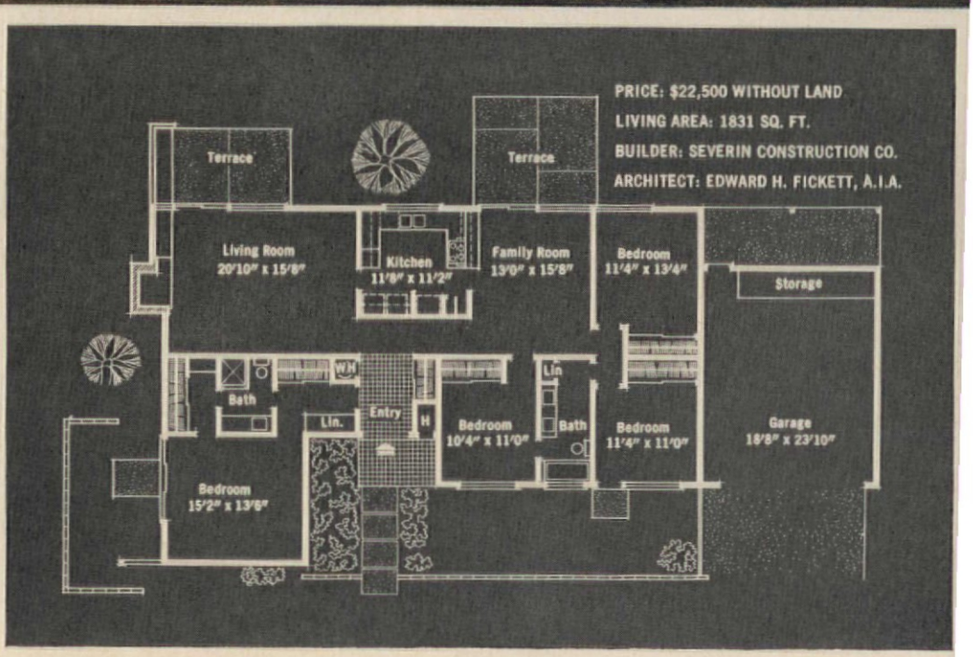
GEORGE DE GENNARO

Cool and comfortable in the California sun



***Cool home** is kept that way by deep roof overhangs and stone fence, both of which deflect the direct rays of the sun. The fence also creates a private front yard. There's about 9 feet of space between fence and house, as you can see on the plan. For another $500, you can have a total of three bathrooms; two baths would replace the one located between the two smaller bedrooms.*

Blueprints are not available for this house



Designing for comfortable living isn't easy in San Diego. High land costs cut lot sizes to the bare minimum, and the principal ingredient in comfort—privacy—gets scarcer every year. Yet, this winning home achieves it with a very old architectural device—fences. They create privacy from the street, and secluded terraces off the master bedroom and living room.

The idea is even carried indoors. The master bedroom is made private by its separation from the other three bedrooms—perfect for parents with older children. This feature drew the strongest praise from our judges.

Certainly one of the unique ideas is the way outdoor living is tied to the indoors, both visually and actually (see living room photo below). It's a wonderful home for entertaining too. With the kitchen accessible to both living areas, it's easy for children to throw a party in the family room while the parents entertain in the living room. Both rooms have their own terrace.

About its rather modern exterior, one conservative among the judges said, "I'm not partial to contemporary design, but in this case, the simple, long, low lines of the house, plus the luxury extras, make it a winner."

RGE DE GENNARO

***Master bedroom** is huge by today's standards. Draperies at right cover sliding glass doors leading to private patio.*

***Indoor-outdoor relationship** was never better expressed than by this living room-terrace combination. Wall-to-wall wool carpet is included in the price of the home.*

MIDWEST

The two-story: an answer to high land costs

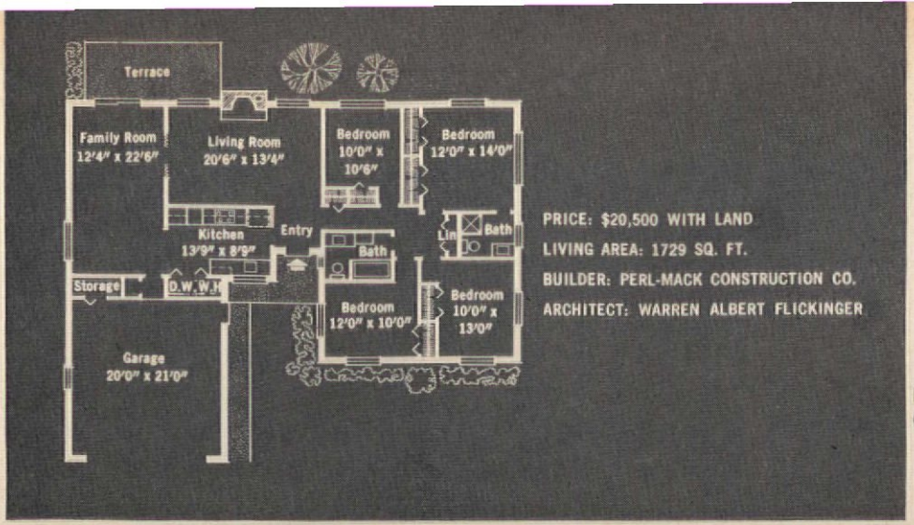
In Detroit, land costs are among the highest in the nation. This two-story winner is definitely the answer to the problem of how to get a large house on a small lot. With 2350 square feet of enclosed space (including the garage), it takes up 1000 square feet less ground area than a one-story house of equal size. A one-story house would also be more expensive to build when you consider the extra rafters, beams, sheathing, roofing, flashing, gutters, downspouts, and foundation.

Proof of the value offered here is the fact that the home sells for $9.60 per square foot, not including the land. This would be a good price in any low-cost area; it's amazingly low for Michigan.

The attractive brick and white siding exterior is another plus for this Midwest winner. (continued)

Warm, traditional exterior (that is not overdecorated) proved appealing to our judges. It's practical, too, since neither the antique brick nor the aluminum siding above it needs very much maintenance. And, if you want storage space, there's a bonus not in view: a basement.

Blueprint House No. 69
Order form on page 88



PRICE: $20,500 WITH LAND
LIVING AREA: 1729 SQ. FT.
BUILDER: PERL-MACK CONSTRUCTION CO.
ARCHITECT: WARREN ALBERT FLICKINGER

Blueprint House No. 70
Order form on Page 88

***Roaring fire in living room** will be welcome on cold Denver nights. For privacy between living and family room, folding doors (not shown) can be closed.*

***No meal-serving problems** here because of the excellent relation between the kitchen and the dining area in the family room. The corridor kitchen is easily reached from either the front entrance or through the garage. Desk next to oven also provides extra counter space.*

SOUTH

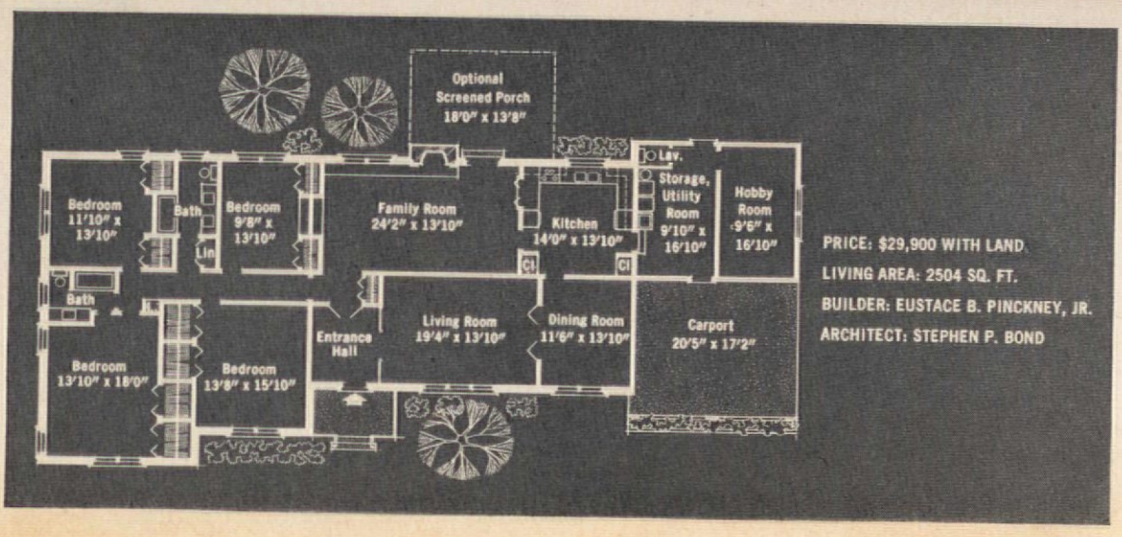
Modern living in a plantation setting

If yours is a family with a split personality—modern and up-to-date in action, but with a yen for the tranquillity of tradition—this lovely Georgia house is meant for you. It combines the grace of the old colonial mansion with the functional, time-saving features that are a part of contemporary planning.

The minute you pass through the front door you'll see a touch of the gracious past in the spacious entrance hall (large enough for one of your cherished pieces of furniture). You'll see it in the separate dining room—truly a showcase for your favorite china and crystal. You'll see it in the pantry (now called by its modern name, utility-storage room) where everyday clutter can be hidden away. You'll see it in the traditional brick fireplace, in the large rooms, and in the closets which are more than deep enough for a teen-ager's bouffant petticoats.

(continued)

LISANTI



PRICE: $29,900 WITH LAND
LIVING AREA: 2504 SQ. FT.
BUILDER: EUSTACE B. PINCKNEY, JR.
ARCHITECT: STEPHEN P. BOND

Exceptional plan, *said the judges. We think you'll agree. Note, for example, (1) how well the living and sleeping areas are separated by the entrance hall and closets to guarantee quiet family living; (2) the excellent traffic pattern; (3) the closeness of the kitchen to the screened porch (which is an optional addition for $1008).*

Blueprint House No. 71
Order form on page 88

SOUTH

On the outside there's more than a breath of the past: the attractive front porch with its wrought-iron railing and ornamental grillwork, the brick facade, and the graceful wooden shutters—an exterior which says "welcome" to everyone who approaches the house.

A break with the past comes with the plan—which will satisfy the modern needs of any large, active family. Take a good look at the four bedrooms. No skimping here. Twin beds and a dresser will fit into the smallest of them—and there's a bonus of built-in shelves, too. See how the bathroom entrance almost makes the master bedroom into a complete suite.

Don't be surprised if the huge family room becomes the favorite room in the house. There's plenty of wall space for all sorts of furniture; plenty of stretching room for those who want to lie on the floor and watch TV. Now take a long look at the living room plan. Here's where Southern hospitality will shine, in the formal

Traditional flavor of design is most evident in this carport's-eye view of the beautiful front porch. Brick on side wall and porch steps is Savannah gray, a local color that is alternately buff, red, black, and a soft gray.

***Family fun and informal entertaining** are made easy in this handsome family room with its walnut paneling and acoustical-tile ceiling. Cabinets under built-in book-shelves house television and hi-fi. Fireplace brick is same Savannah gray used outside.*

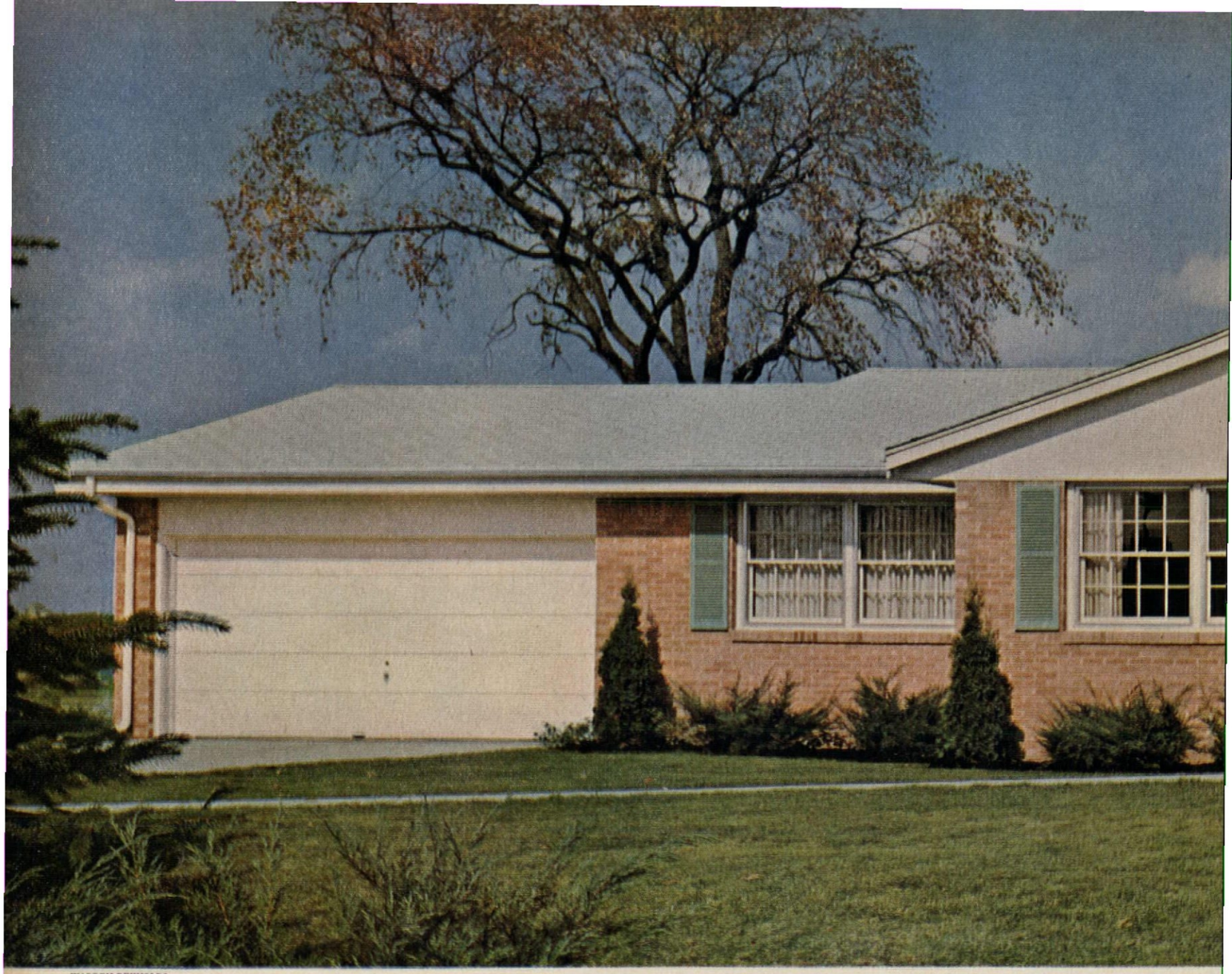
living area. Note, too, that this room can be closed off from the dining room by the folding, louvered doors.

Next, move on to the well-located kitchen. From it, meals can be served in the dining room or family room with equal ease. And there are the extra benefits of the built-in range and oven, the dishwasher, the garbage disposer, the range hood-and-fan combination which are included in the $29,900 price.

Over in the utility area of the home, you'll find a cherry-paneled hobby room—the perfect location for those messy projects—and there's the handy lavatory for washing gluey, gooey hands.

What else is modern in this traditional house? Well, there's the electrically operated heat pump which controls the heating, cooling, and air conditioning.

Through looking? If so, you'll probably go along with our judges who agreed that there's a heap of living built into this beautiful Southern home.



WARREN REYNOLDS

"Appeal with a capital A" is what one realtor on our panel of judges said of this

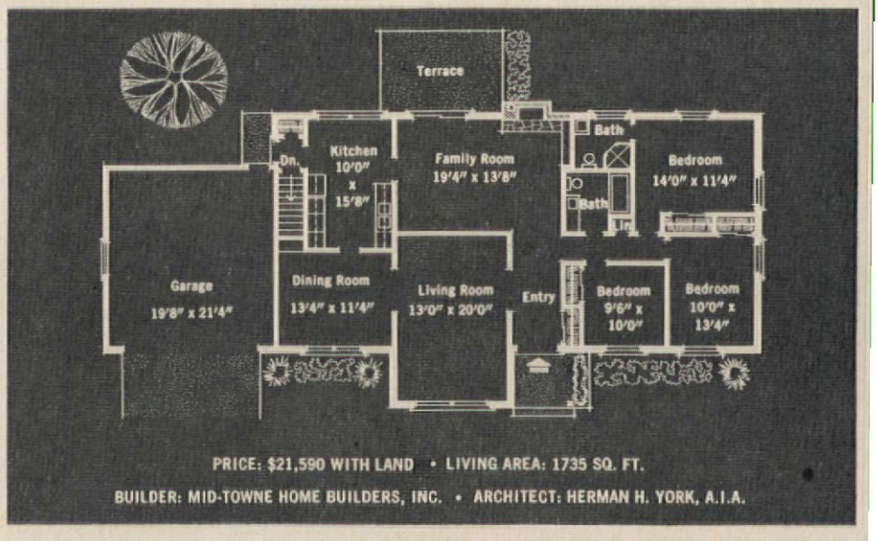
CENTRAL STATES

Most popular style in the U.S.

Because it is a one-level house—still the best seller in the United States—and because it is traditionally designed, this winner could fit into almost any neighborhood in the country. At nearly $10 per square foot (not including land), it is a good buy in this region, and a remarkable value in high-cost Milwaukee.

One judge said, "There's nothing especially good nor especially bad about the plan, but it's the best I've seen from the area." However, all the judges acknowledged (1) that this was a good home for a family with young children, and (2) that separation between living and sleeping areas was particularly well planned.

The house is sold with the fireplace, full basement, two-car garage, built-in range and oven, and nylon carpeting in the living room, dining room, and halls.



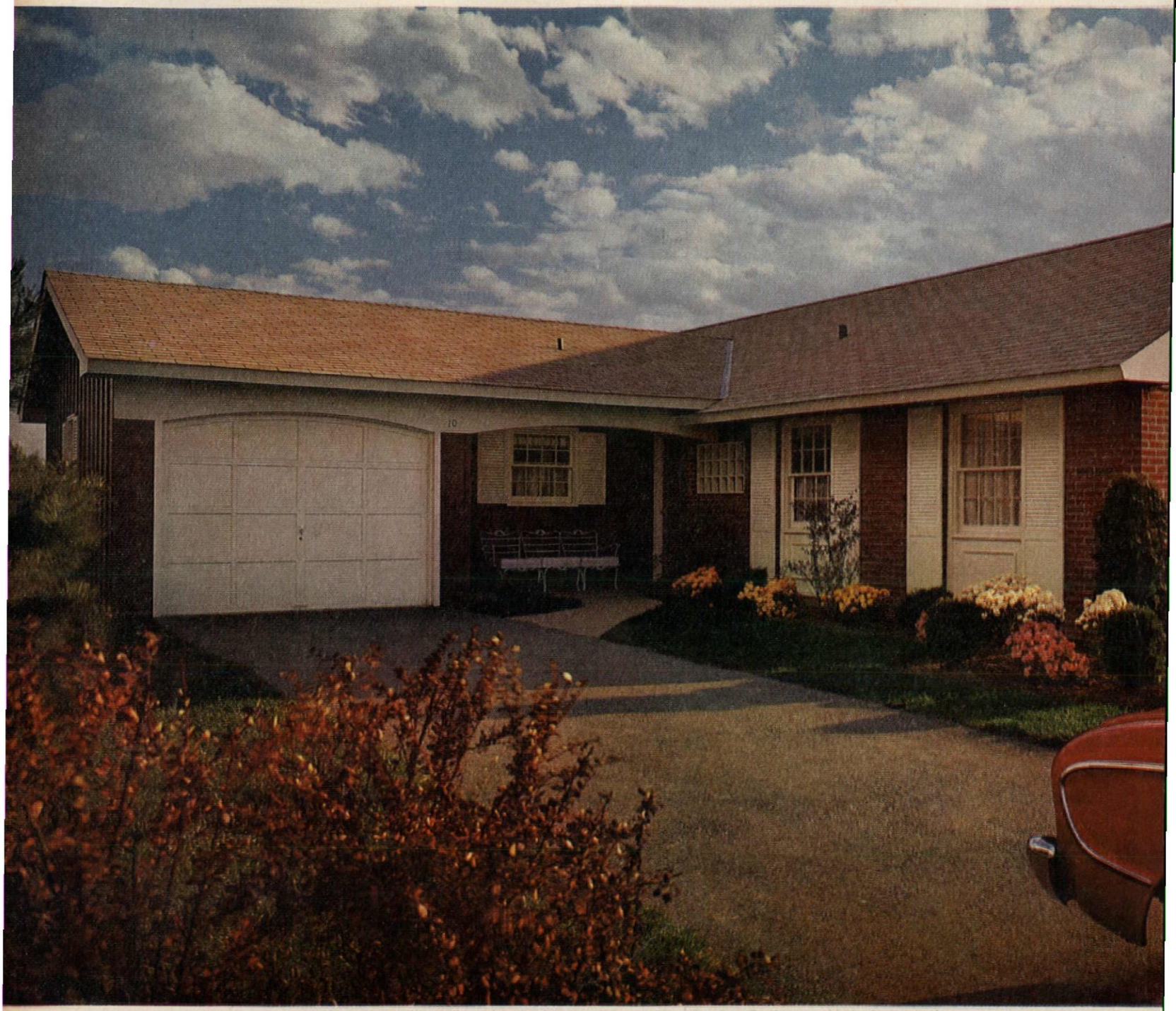
PRICE: $21,590 WITH LAND • LIVING AREA: 1735 SQ. FT.

BUILDER: MID-TOWNE HOME BUILDERS, INC. • ARCHITECT: HERMAN H. YORK, A.I.A.

Blueprint House No. 72. Order form on page 88

***Family room** fits the modern notion of an informal room built for a lot of relaxing and a little roughhousing. Notice on the plan that sliding glass doors left of the fireplace lead to a terrace—to take full advantage of the beautiful Wisconsin summers. Prefinished paneling and built-in bookshelves make a handsome end wall and are included in price.*

winner, and, "It's a house with terrific resale value." What makes it so, are simple traditional lines, the use of brick outside, and a practical plan.



Compact, cleverly designed, and comfortable inside, *we found this winning Levittown, N.J., home to be carefully constructed.*

We're willing to bet that your grandparents' home was built by a carpenter and his helper in 12 months. This winning home in Levittown, New Jersey, is more than enough proof that the building industry has made enormous advances since then. It was completed in 45 days by 18 crews employing 50 men, who also completed 199 other houses during the same time. Each house is carefully engineered. When construction gets under way, strict controls are used to insure that not only the materials meet specifications but that the installation is done in the correct manner.

This winner also illustrates how far home building has moved from the slow handicraft of Grandfather's day to the kind of industry it's going to become in the future—when houses will be turned out like cars. Many parts of this house are preassembled or prebuilt.

Our judges were impressed with this winner, "One of the best mass-produced houses I've seen for the money. . . ." and "An exceptional value."

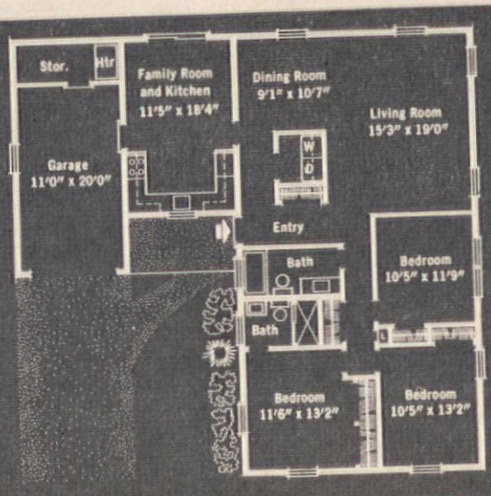
An appealing design and a workable floor plan certainly are a part of this exceptional value. The deep shutters, circular attic vent, and small front porch give the home a colonial flavor without detracting from its up-to-date character.

Inside, the location of the kitchen got top praise from our judges. Mother will especially like the fact that from the kitchen she has a commanding view of both back and front yards.

FRED ROLA

All appliances in this well-planned kitchen are included in the price.

Mass building created this beauty



PRICE: $13,990 WITH LAND
LIVING AREA: 1385 SQ. FT.
BUILDER: LEVITT & SONS
ARCHITECT: LESTER H. WECKESSER, A.I.A.

Blueprint House No. 73
Order form on page 88

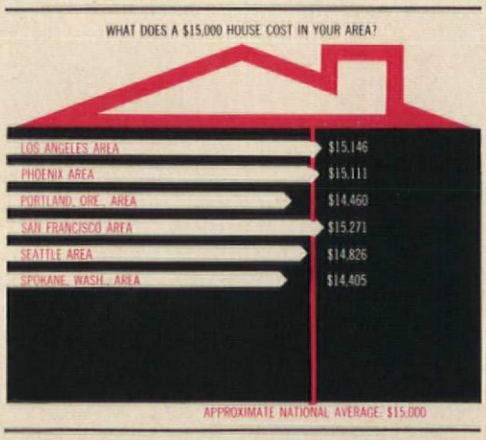
Here's why homes in these six regions

WEST

■ This area is surely a land of contrasts. In San Diego or Seattle you can stand by a roadside in February and watch a station wagon hauling a small cabin cruiser follow a sedan with skis strapped to the top. Wet weather blankets the mild Northwest in winter, while Spokane and Sacramento shiver, and Phoenix and Pasadena bask in hot sun. The price of a home you choose in the West might vary enormously if weather were the only factor involved.

One-story living is overwhelmingly popular throughout the region. If you are determined to find a split-level or two-story home, begin looking in Washington and Oregon, then try northern California.

Contrasts are the rule in architecture, too. Much of this country's contemporary styling began in the West. At the same time, the strongest conservative currents flow from this area. It was in California, more than anywhere else, that present-day copies of the Swiss chalet, French provincial, and English Tudor styles originated. What can you expect to find in between these extremes? The answer is traditional styling.

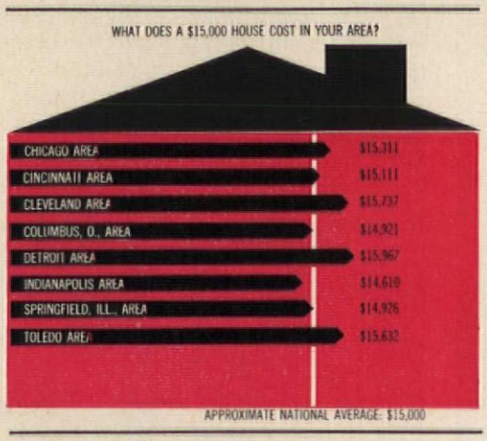


Land prices also fit the pattern of extremes. You could probably get an acre of California desert for $1. But finished lots in metropolitan Los Angeles are among the highest in the nation. In Balboa, for example, there are many lots so costly that you cannot buy them at all; leasing is the only feasible solution. Also, because prices are high, you can expect to find smaller lots, calling for more use of privacy fencing.

For materials and labor, you will have to pay a higher price in Phoenix, San Francisco, San Diego, and Los Angeles. But, in Spokane, Tacoma, (continued on page 84)

MIDWEST

■ Weather in this region, which includes Ohio, Indiana, Illinois, and Michigan, is much the same as the average in the Northeast. Yet there are variations. Much of Illinois and Indiana is flat, so storms gather faster and strike harder than in Massachusetts. (This may explain the enormous



demand for brick homes—brick apparently producing a greater sense of security.) Since the weather balance tips toward the cold months, more insulation, deeper footings, and larger heating plants must be computed in the total house cost.

In the Midwest, you will discover more homes with basements. You will also find a growing number of new homes built on slab foundations. The reason for this trend is price. In the Midwest, it costs approximately $1500 to add a basement, a portion of today's home used less each year.

Midwesterners tend to be conservative, a quality that molds their ideas about residential architecture. To pin down this style to any period is well-nigh impossible. There is some of the New England colonial, a portion of Southern traditional, some English Tudor, a pinch of French provincial, and even ideas from Frank Lloyd Wright. It's an eclectic style, which, according to some architects, is akin to sin. But, Midwesterners like it, buy it, and live in it. This unalterable fact should be a warning to critics that *their* thinking may need revision.

You will find the cost of materials and labor here high, (See graph, above.) In Detroit, Cleveland, Toledo, and Chicago, it is considerably above the average. These prices have been the major force behind the development of new construction techniques and new products.

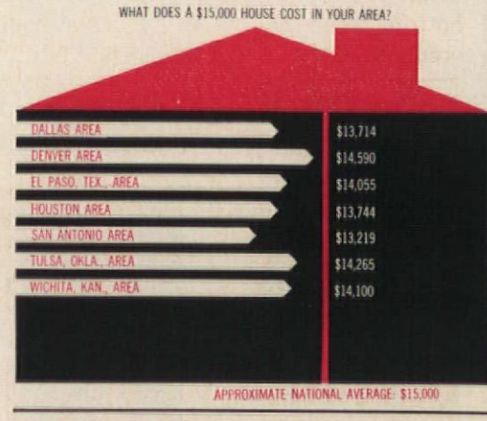
Low-cost land is scarce here, more because of demand for it (continued on page 84)

SOUTHWEST

■ There are some unusual extremes in weather among the four states that make up this region. In Texas alone, there is as much variation between Amarillo in the north and Houston in the south as between New York City and Norfolk, Virginia. Cold winters are normal in Oklahoma, and Denverites see many a January day below zero. For these reasons there are construction requirements in Denver that do not exist in Houston—a difference that's measured in dollars. But other factors override the weather advantage.

Southwesterners have been buying and living in one-level homes longer than people in any other region. It's a design that is natural to the land. Relatively treeless, extravagantly spacious, the land cried out for a low, rambling home—exactly what the first ranchers built (without architects to guide them). A two-story house would have looked like a scarecrow in a furrowed field. Today, you'll see changes. The big urban centers—Dallas, Oklahoma City, Wichita—are producing split-level and two-story homes. The reason is the same as in every other crowded metropolitan center—a need for more house on less land.

Such crowding produces rising land costs. Though land is quite easy to clear for construction, the money needed to put in streets, curbs, gutters, storm and sanitary sewers, and in many cases, sidewalks and boulevards, remains high and constant.



This creates a market where you will be lucky to get a choice finished lot 75x125′ for less than $3000. And expect to see some as high as $6000.

If you appreciate good architectural styling along traditional lines, the Southwest is the place to (continued on page 84)

differ in price, style, and construction

SOUTH

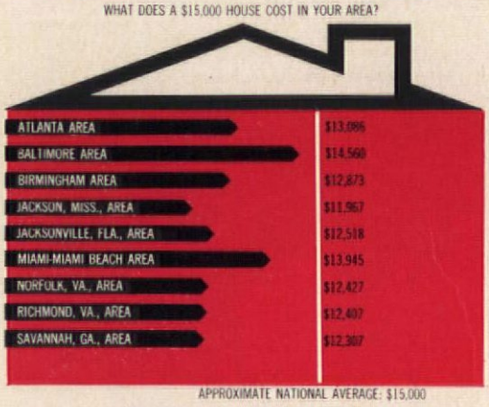
■ Except for northern Virginia, severely cold weather isn't much of a problem in this area, meaning less of a need for insulation, deep footings, and large heating plants. (Full insulation should be used in an air-conditioned home, however.)

You'll find land costs the lowest in the United States. There's plenty of undeveloped land around Atlanta, Savannah, Richmond, and most other Southern cities. Earthmoving is only somewhat of a problem inland, and almost no problem at all along the coast. Labor rates for land development are, on the average, lower than in the North. This leads to prices like a 9200-sq.-ft. finished lot in Roanoke, Virginia for $2000, or a 7500-sq.-ft. finished lot in Jacksonville, Florida, for approximately the same price.

If you are a devotee of sleek modern styles, don't expect much here. The architectural mood is overwhelmingly traditional. Only in Florida are there noticeable departures from brick pillars, deep shutters, and eaves decorated with dentils.

But, unlike the Northeast, this predominating traditional design is found on one floor, instead of two. Frequently it's built on a slab foundation. In the last five years, split-level and two-story homes have begun to show up in Virginia and North Carolina, but as yet only a scattered few have appeared in Georgia and Florida.

If you live in Detroit and want to spend less on materials and labor in the next home you build, move south. The rock-bottom recorded rate in an urban center occurs in Jackson, Mississippi.

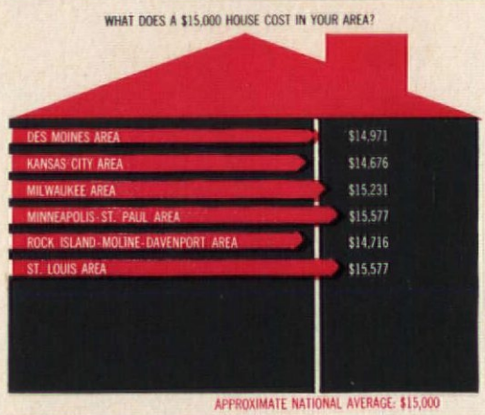


Materials lower or raise home prices, depending upon individual tastes. In Florida, you'll be able to build a long-lasting, perfectly functioning (continued on page 84)

CENTRAL STATES

■ In our competition, this area included Wisconsin, Minnesota, Iowa, and Missouri. You can certainly expect cold winters in the first three of these states—colder than winters in the Midwest or Northeast. To keep your home warm, you will need a larger heating plant, more insulation, and deeper footings (to get under a deeper frost line). In Missouri, however, there are more warm months than cold, and there's less need for a "tight" house. Therefore, it costs less to build a house near a city like St. Louis.

Split-level design has quite a few partisans in this region, and it's likely the number will grow, with increasing costs har-



assing the family in search of space plus value. You'll find that basementless homes are about equal in number to those having basements. The pendulum, according to our reckoning, is swinging toward no basement, since this "extra" can cost as high as $2000 here.

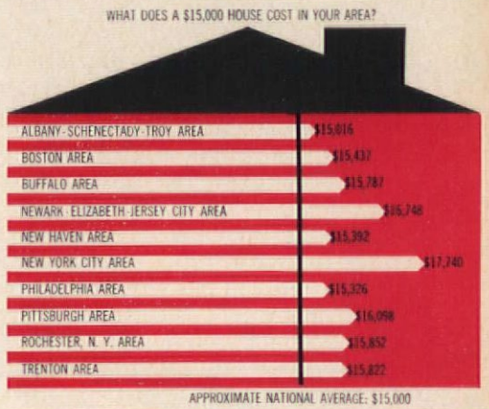
In grouping these four states under the heading "Central," we may also have struck the definition of architectural styling here. It has as much of West Coast design as it has from the East. Therefore, don't be surprised if you find a brick facade, white shutters, and a hip roof on a home located on the same street with a house having stained wood siding, large glass areas, and deep roof overhangs.

The cost of materials and labor straddles the national average as the graph, above, indicates. Davenport, Iowa, and Kansas City are below the line, while Minneapolis, Milwaukee, and St. Louis are somewhat above it.

Judging from our "Best Home for the Money" entries through the years, land prices in Milwaukee (continued on page 84)

NORTHEAST

■ From October to April, your home needs heat in the Northeast, and both September and May have varying temperatures. This



leaves three months when you don't need heat at all. A home here must withstand the cold; this means more insulation, bigger heating plants, more masonry, and tighter construction, all of which is more costly than construction demands in the South or Southwest.

Your land costs will be high, too. Some land prices here are already astronomical. In choice areas of Long Island, raw farmland has sold for $12,000 an acre. There are two causes. The major metropolitan areas, bounded by Philadelphia on the south and Boston on the north, are the most densely populated in the nation—pushing demand beyond the supply. Second, much of the land here is difficult to develop. During the ice age, the glacier mass inched to mid-New Jersey, depositing enough boulders in the soil to frustrate earth-moving contractors for centuries to come. To further complicate the job, much land here is rolling and wooded.

High price tags on land are the number-one reason you cannot find a decent low-cost home in the Northeast. By low-cost, we mean under $10,000 with land. It simply doesn't make dollar sense to build an $8500 home on a $4000 lot (see "The Sad, True Story of the $10,000 House We Couldn't Build for $10,000," *The American Home*, Nov. 1960).

Design preferences, you'll find, run very strongly toward colonial. This shouldn't be much of a surprise, since the simple lines of pre-Revolutionary War architecture have been popular here since the founding of our country, except for a brief departure into (continued on page 85)

GRAPHS BY RUDOLPH DE HARAK, INC., ADAPTED FROM MATERIAL BY E. H. BOECKH & ASSOCIATES

THEODORE A. WESTON

OPEN SEASON FOR FOLIAGE PLANTS

■ Here's a guided tour through today's jungle of foliage plants. They're in season all year round, you know, and there are suitable plants for every room in your house.

To choose the right plant for the right spot, first look over this roundup of foliage plants suited for indoor conditions. We give general rules for foliage-plant care, and information on the individual plants shown here.

You probably won't find all these foliage plants at any one store. Shop at your nearby florists, greenhouses, garden centers, and garden departments of five-and-tens, department stores, supermarkets, and shopping centers. They're so popular today you find them almost anywhere!

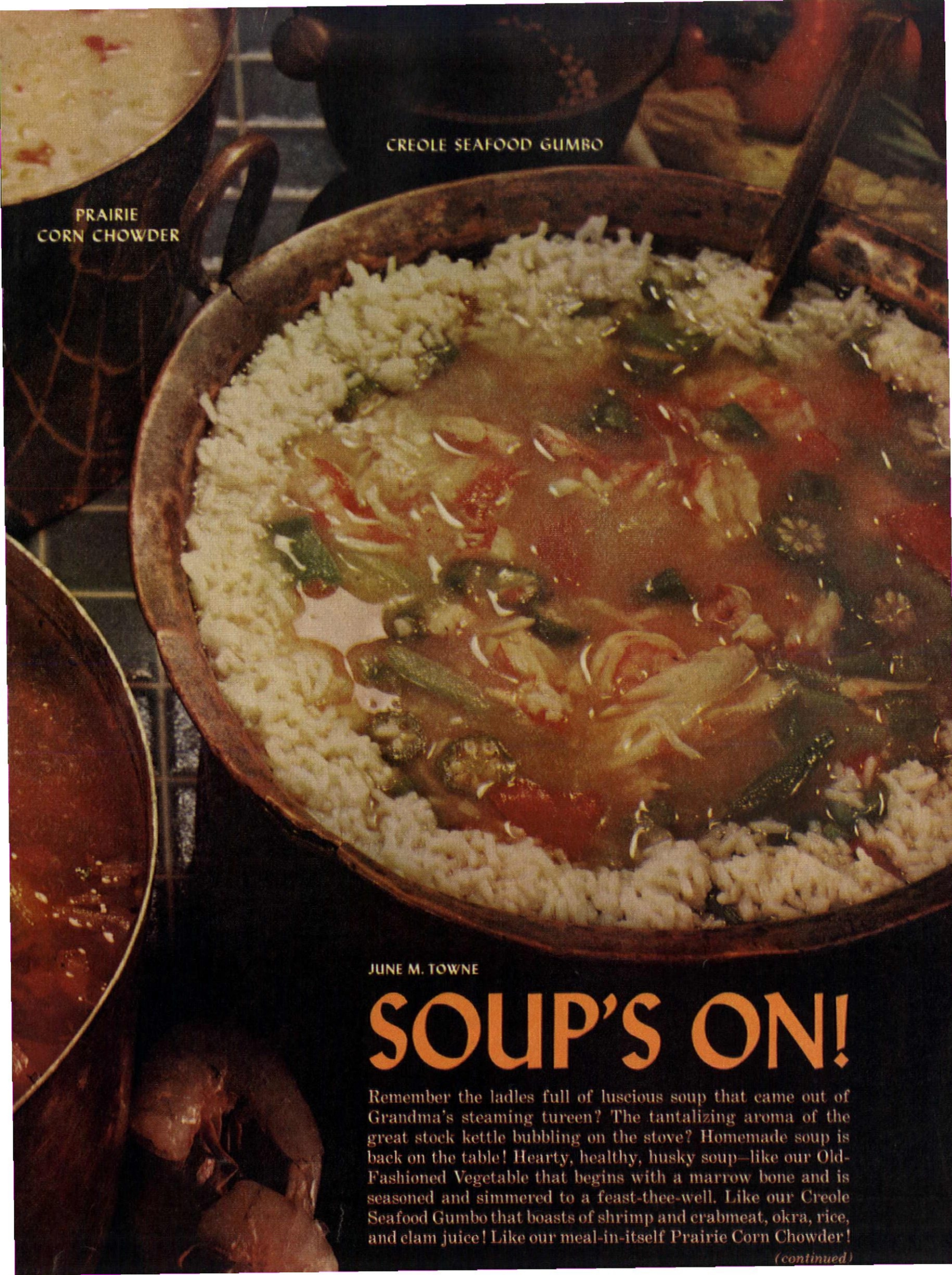
How to succeed with foliage plants? They're the easiest of all house plants to grow, and the only requirements you *(continued on page 76)*

***Our selection** here is a cross section of the finest foliage plants—you'll find an identifying diagram on page 81.*

Photographer: Irwin Horowitz

Shopping Information, page 89

OLD-FASHIONED
VEGETABLE SOUP

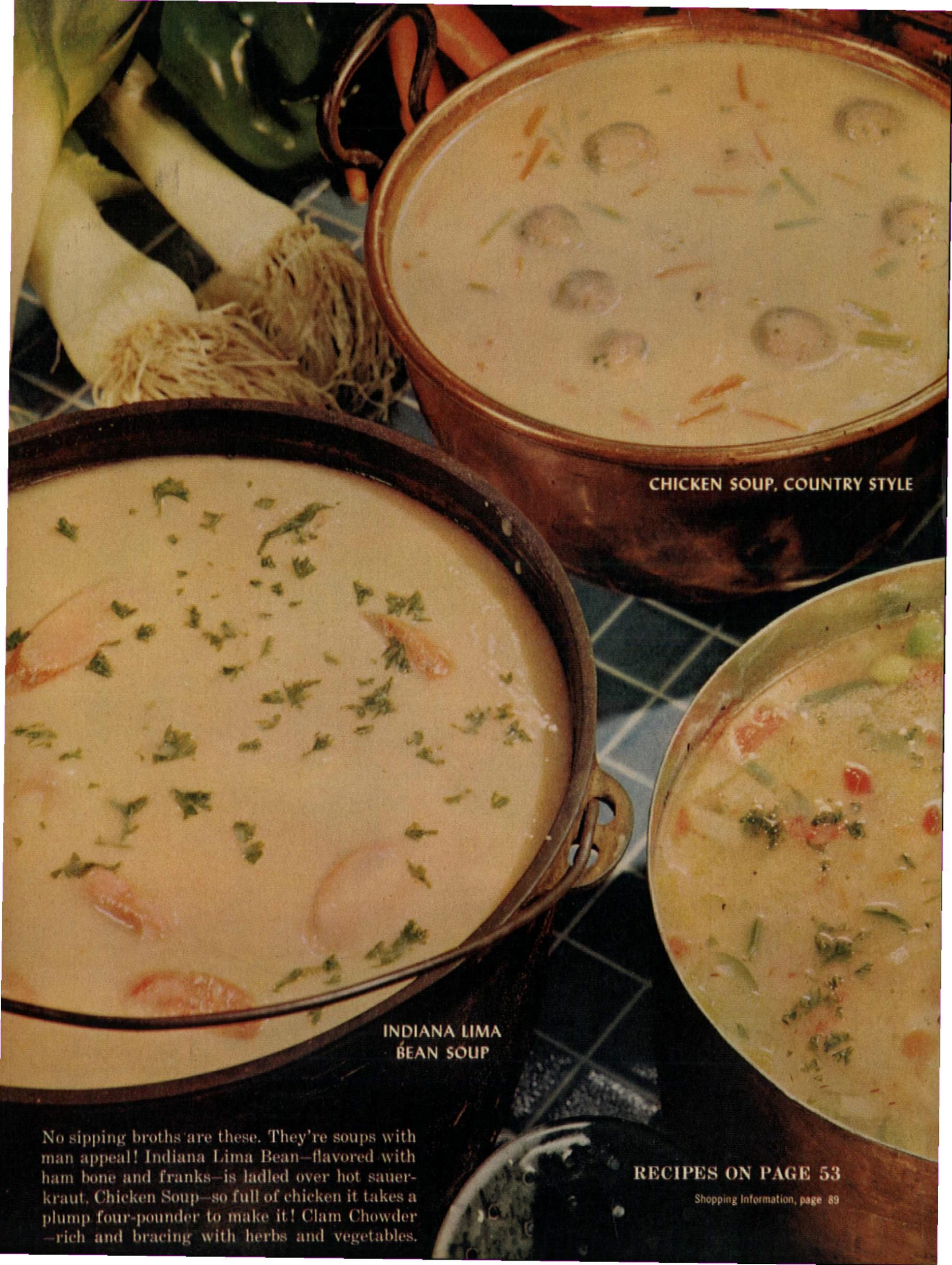


JUNE M. TOWNE

SOUP'S ON!

Remember the ladles full of luscious soup that came out of Grandma's steaming tureen? The tantalizing aroma of the great stock kettle bubbling on the stove? Homemade soup is back on the table! Hearty, healthy, husky soup—like our Old-Fashioned Vegetable that begins with a marrow bone and is seasoned and simmered to a feast-thee-well. Like our Creole Seafood Gumbo that boasts of shrimp and crabmeat, okra, rice, and clam juice! Like our meal-in-itself Prairie Corn Chowder!

(continued)



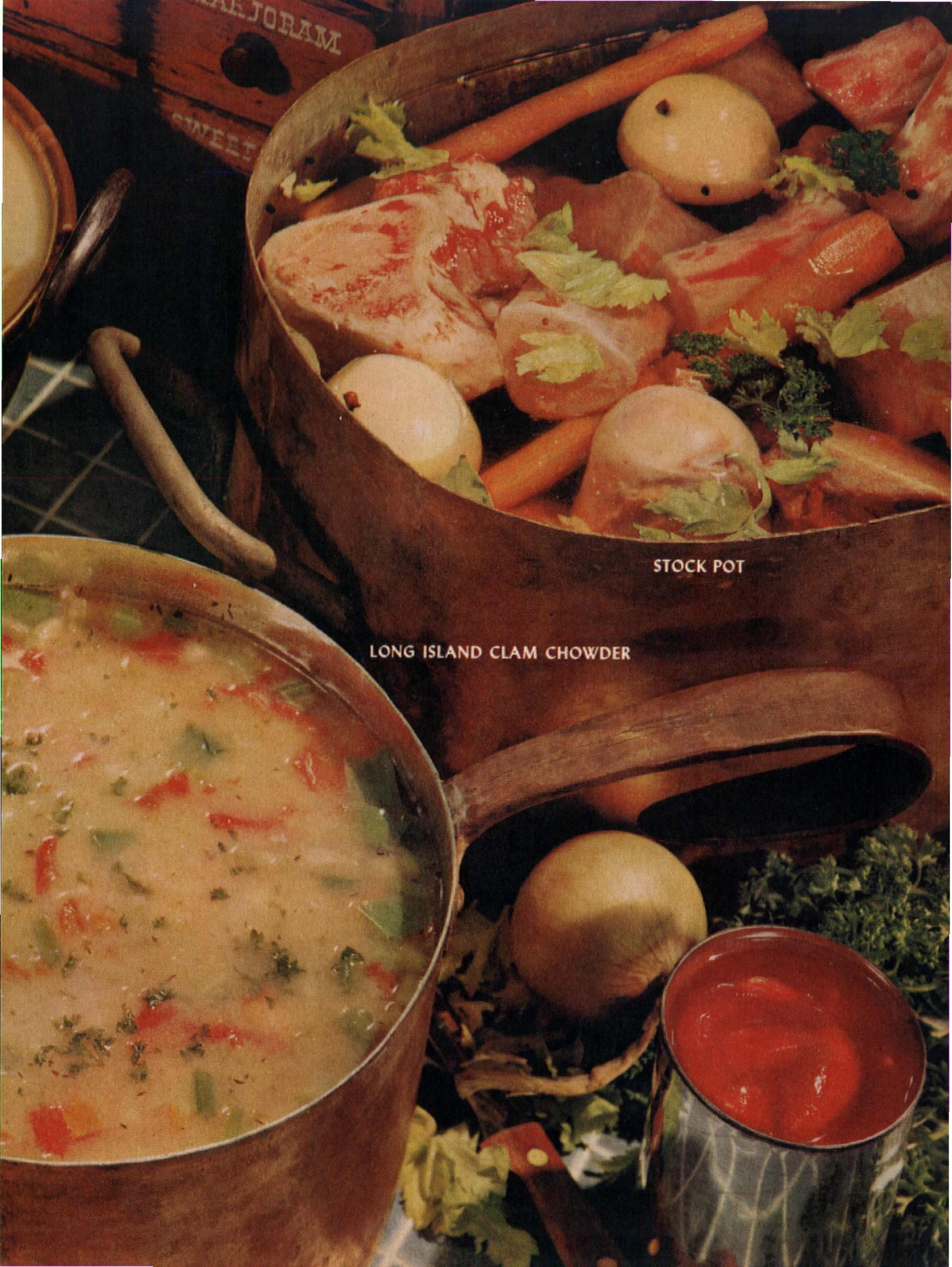
CHICKEN SOUP, COUNTRY STYLE

INDIANA LIMA BEAN SOUP

No sipping broths are these. They're soups with man appeal! Indiana Lima Bean—flavored with ham bone and franks—is ladled over hot sauerkraut. Chicken Soup—so full of chicken it takes a plump four-pounder to make it! Clam Chowder—rich and bracing with herbs and vegetables.

RECIPES ON PAGE 53

Shopping Information, page 89


STOCK POT
LONG ISLAND CLAM CHOWDER

HORS D'OEUVRES
ORIENTAL DUCK
BAKED EGGPLANT PARMIGIANA
BROCCOLI SOUFFLÉ WITH
MUSHROOM CHEESE SAUCE

Stan Young

TAKE A CAN OF MUSHROOMS

FRANCES M. CRAWFORD

The mushroom is a gourmet's best friend...especially short-order gourmets. Pick buttons, slices, crowns, or stems-and-pieces right off the pantry shelf! The delicate, unique flavor of mushrooms makes a memorable impression on fish or fowl (savory Fisherman's Pie or golden-spicy Oriental Duck). With meats, try a steak rolled with mushroom-oyster stuffing. With vegetables—piquant Eggplant Parmigiana or our glorious Broccoli Soufflé. As hors d'oeuvres, mushrooms are the heart and soul of elegant pre-meal nibbling.

RECIPES ON PAGE 57

FISHERMAN'S PIE

STUFFED ROLLED STEAK

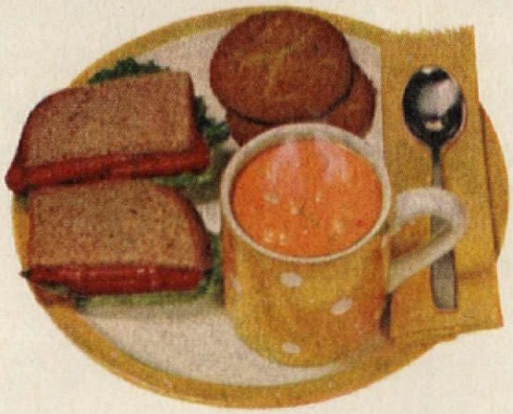
Shopping Information, page 89

21 SOUP 'N SANDWICH LUNCHES
delicious, nutritious... so quick and easy!

Every time you have a sandwich . . . have soup! That's the way to add good natural nourishment to every lunch, every day. Add the goodness of sun-ripe vegetables, with one of Campbell's vegetable soups. Add the nourishment of beef or fish or chicken with one of Campbell's meat-based soups. Add the wholesomeness of milk, with one of Campbell's cream soups. Soup makes any meal better. It tastes good. And it's *so* good for you!

Have you had your soup today? *Campbell's* (Mm! Mm! Good!)

4. Vegetable Beef Soup
Deviled Ham Sandwich Pudding



5. Bean with Bacon Soup
Tomato-Lettuce Sandwich Cookies

6. Chicken Vegetable Soup
Cream Cheese-Jelly Sandwich Cherri

10. Chicken Gumbo
Ham Sandwich Swanson Apple Pie

11. Cream of Asparagus Soup
Chicken Salad Sandwich Brownies

12. Scotch Broth
Bologna Sandwich Orange Section

16. Cream of Celery Soup

17. Cream of Chicken Soup
Egg Salad Sandwich Melon Wedge

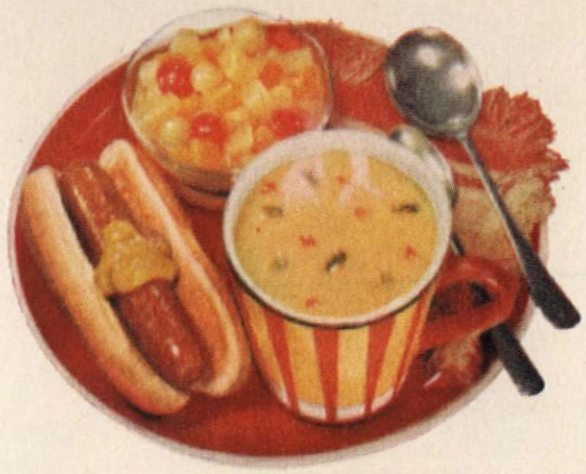
18. Clam Chowder
Grilled Cheese Sandwich Grap

1. Tomato Soup
eanut Butter Sandwich Apple

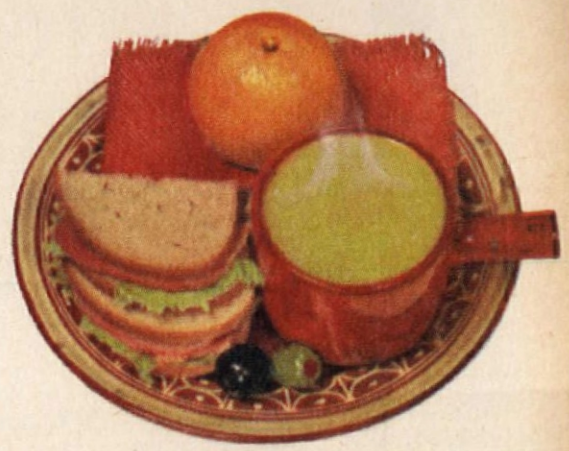
2. Chicken Noodle Soup
Bacon and Lettuce Sandwich Coconut Cake

3. Vegetable Soup
Roast Beef Sandwich Custard

7. Tomato Rice Soup
Meat Loaf Sandwich Ice Cream



8. Cream of Vegetable Soup
Hot Dog Fruit Cocktail



9. Green Pea Soup
Corned Beef Sandwich Orange

13. Cream of Mushroom Soup
Hamburger Apricots

14. Minestrone Soup
Salami Sandwich Sliced Peaches

15. Turkey Noodle Soup
Sliced Egg-Lettuce Sandwich Gelatin

19. Beef Broth
Hero Sandwich Cake

20. Vegetarian Vegetable Soup
Salmon Salad Sandwich Swanson Cherry Pie

21. Chicken with Rice Soup
Swiss Cheese Sandwich Banana

Nothing says lovin'
like something from the oven
when you bake with Pillsbury's BEST

Mardi Gras Party Cake . . . $25,000 Grand Prize Bake-Off Recipe in Pillsbury's BEST Flour sacks!

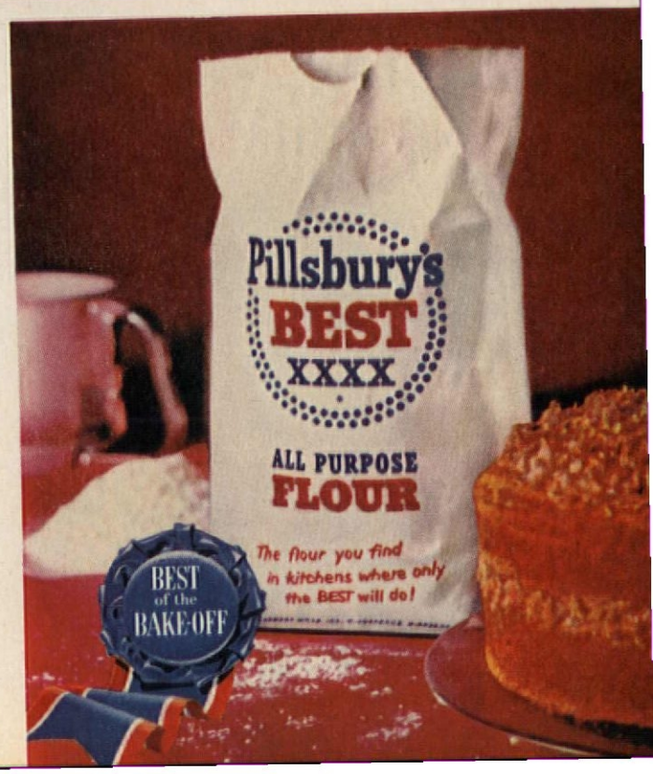
Because you want it to be from you with love...only the BEST will do!

Nothing you could buy and tie with a bow can equal the love you put into the cake you make yourself. He knows.

That's why you start with your best . . . Pillsbury's BEST Flour. So white, so fresh, so worthy of your time and trust!

Mardi Gras Party Cake is an elegant dessert all by itself. Moist, tender, butterscotchy, with butterscotch pecan filling and sea foam frosting. So good, it won $25,000 at the Bake-Off for Mrs. Eunice Surles, Lake Charles, Louisiana. *Idea:* Cover sides with whipped cream instead of the sea foam frosting, if you prefer.

To get the recipe: Sacks of Pillsbury's BEST Flour at your grocer's have this one and more from good cooks all over the country, to Pillsbury, to you.



Pillsbury...the Flour you find in kitchens where only the BEST will do!

Soup's On

(pictured in color on pages 44, 45, 46 and 47)

• LONG ISLAND CLAM CHOWDER

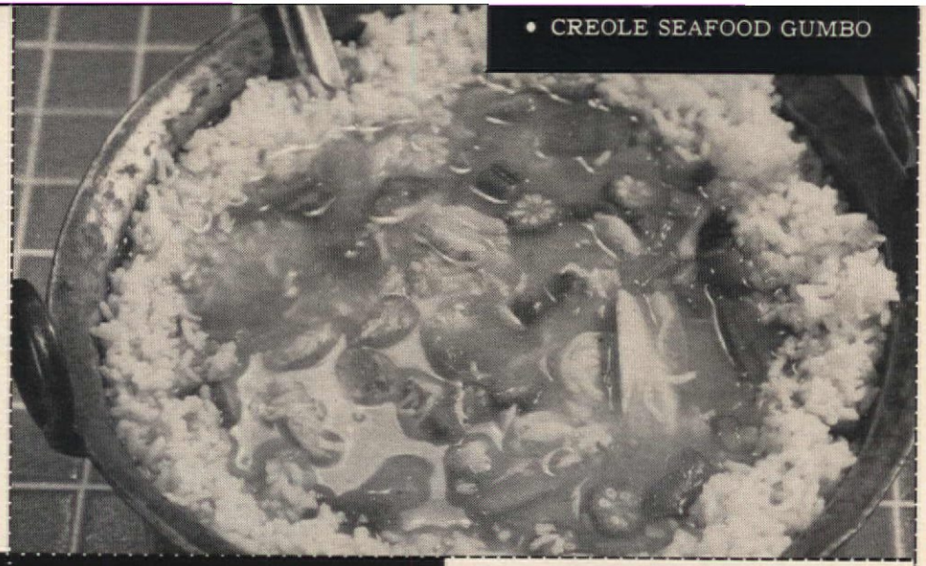
Preparation time: 25 min.
Cooking time: 50 min.

2 large onions, chopped (2 c.)
1 clove of garlic, minced
4 medium carrots, pared and diced
1 c. diced celery
1 green pepper, diced
1 medium potato, pared and cubed
1 bay leaf
2 tsp. salt
½ tsp. monosodium glutamate
¼ tsp. black pepper
3 qts. water
1 can (1 lb.) tomatoes
1 tbs. thyme
½ tsp. rosemary
3 dozen large clams in liquor
3 tbs. cubed salt pork
½ c. flour
1 tbs. chopped parsley

● Combine onions, garlic, carrots, celery, green pepper, potato, bay leaf, salt, monosodium glutamate, pepper, and water in large heavy pot or kettle; cook slowly about 30 minutes, or until vegetables are tender. Add tomatoes, thyme, and rosemary; simmer 5 minutes. Drain clams; reserve liquor; remove and discard dark portions; cut clams into small pieces. Cook salt pork in small saucepan until brown and crispy; remove browned bits. Blend flour into fat; add clam liquor; pour into chowder; simmer, stirring constantly, until thickened. Add clams, parsley, and pork bits; simmer 5 minutes longer.

Makes 6–8 servings *164 cal. per serving* *Source of Vitamins A,B,C*
May be frozen

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



• CREOLE SEAFOOD GUMBO

• INDIANA LIMA BEAN SOUP

• PRAIRIE CORN CHOWDER

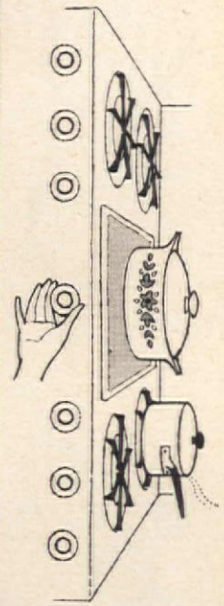
Preparation time: 20 min.
Cooking time: 35 min.

3 tbs. diced salt pork or bacon
1 medium onion, chopped (½ c.)
2 c. cubed potatoes
2 c. boiling water
2 cans (1 lb. each) cream-style corn
1 qt. milk
2 tsp. salt
¼ tsp. pepper
¼ tsp. rosemary
¼ c. diced pimiento
¼ c. shredded Cheddar cheese
2 tbs. minced parsley

● Brown salt pork in large heavy pot or kettle; remove browned bits; add onion; sauté until soft, but not browned. Add potatoes and water; simmer about 20 minutes, or until potatoes are cooked. Add corn, milk, salt, pepper, rosemary, pimiento, and browned pork bits; heat until steaming hot; add cheese and parsley.

Makes 4–6 servings *360 cal. per serving* *Source of Vitamins A,B,C*
May be frozen

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



Turn the heat low on a built-in griddle and use it as a warming surface to keep mashed potatoes or other vegetables piping hot until the rest of the meal is ready to serve.

• CHICKEN SOUP, COUNTRY STYLE

Preparation time: 25 min.
Cooking time: 2¼–3¼ hrs.

4 lb. stewing chicken, cut up
1 large onion, chopped (1 c.)
1 carrot, pared and quartered
1 bay leaf
1 tsp. salt
2 qts. water
½ c. fresh bread crumbs
½ tsp. salt
½ tsp. poultry seasoning
1 egg
1 tbs. chopped parsley
2 carrots, pared
2 stalks celery
¼ c. chicken fat
⅓ c. flour
1 c. milk

● Place chicken in large heavy pot or kettle with onion, quartered carrot, bay leaf, 1 teaspoon salt, and water; simmer 2 to 3 hours or until tender; remove chicken and chill stock. Remove chicken from bones; discard skin; reserve 1 cup chicken for soup. (Chill remainder to use for salad, casserole, or other chicken dish.) Grind 1 cup chicken; add bread crumbs, ½ teaspoon salt, poultry seasoning, egg, and parsley; blend. Form firmly into small balls; set aside. Remove layer of fat from chilled stock; reserve. Heat chicken stock (there should be 4 cups). Cut carrots and celery into matchstick-size pieces; add to stock; cook 10 to 15 minutes, or until tender. Melt ¼ cup chicken fat in saucepan; blend in flour; add milk slowly, stirring constantly. Pour mixture slowly into stock; cook, stirring constantly, until mixture is thickened. Drop chicken balls into soup; heat 5 minutes more; serve.

Makes 4 servings *381 cal. per serving* *Source of Vitamins A,B,C,*
May be frozen

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

• OLD-FASHIONED VEGETABLE SOUP

• CHICKEN SOUP, COUNTRY STYLE

• OLD-FASHIONED VEGETABLE SOUP

Preparation time: 25 min.
Cooking time: 2 hrs. 45 min.

1 lb. lean beef, cubed
2 tbs. butter or margarine
2 lbs. marrow bone, cracked
1 bay leaf
½ c. celery leaves
4 sprigs parsley
2 tsp. salt
6 peppercorns
1 carrot, pared and sliced
1 onion, sliced
4 qts. water
1 c. diced carrots
2 large onions, chopped (2 c.)
1 c. diced celery
3 stalks leek, sliced
1 c. cubed potatoes
½ pkg. frozen peas or lima beans
2 cans (1 lb. 3 oz. each) tomatoes
1 tsp. salt
2 tbs. chopped parsley

● Brown meat in butter or margarine in large heavy pot or kettle. Add bones, bay leaf, celery leaves, parsley, salt, peppercorns, sliced carrot and onion, and water. Cover; heat until water boils; remove scum from top. Reduce heat; simmer 1½ to 2 hours. Strain stock; reserve meat; skim fat from stock or refrigerate overnight, then remove firm layer of fat. Heat soup to boiling; add diced carrots, chopped onions, celery, leek, potatoes, peas or lima beans, tomatoes, salt, and reserved meat. Reduce heat, simmer gently 30 minutes, or until vegetables are tender; add parsley.

Makes 6–8 servings *350 cal. per serving* *Source of Vitamins A,B,C*
May be frozen ***Tested in*** **THE AMERICAN HOME KITCHENS**

• INDIANA LIMA BEAN SOUP

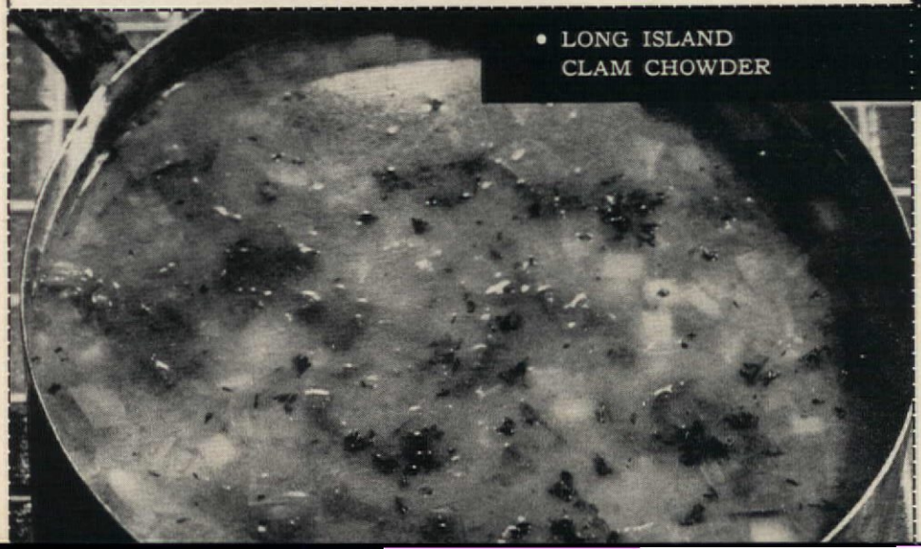
Preparation time: 20 min.
Soaking time: several hrs.
Cooking time: 2½ hrs.

2 pkg. (1 lb. each) dried lima beans
1 large onion, chopped (1 c.)
1 apple, peeled, cored, and chopped
1 ham bone (leftover)
2 tsp. salt
¼ tsp. pepper
½ tsp. savory
½ lb. frankfurters, sliced
½ tsp. smoke cooking sauce
1 tbs. chopped parsley
1 lb. cooked sauerkraut

● Soak beans several hours or overnight in large heavy pot or kettle, in water to cover. Add onion, apple, ham bone, salt, pepper, and savory; add enough more water to bring level 1 inch over beans. Simmer gently 1½ to 2 hours until beans are mushy; remove ham bone. Put soup mixture through food mill or strainer; taste; season if necessary. Return to soup kettle; add frankfurters and smoke cooking sauce; simmer gently until heated through. (If soup is thicker than desired, add milk to thin.) Sprinkle with parsley. Spoon hot sauerkraut into bowls; ladle soup over.

Makes 6–8 servings *398 cal. per serving* *Source of Vitamins A,B,C*
May be frozen ***Tested in*** **THE AMERICAN HOME KITCHENS**

• PRAIRIE CORN CHOWDER



• LONG ISLAND CLAM CHOWDER

• CREOLE SEAFOOD GUMBO

Preparation time: 30 min.
Cooking time: 60 min.

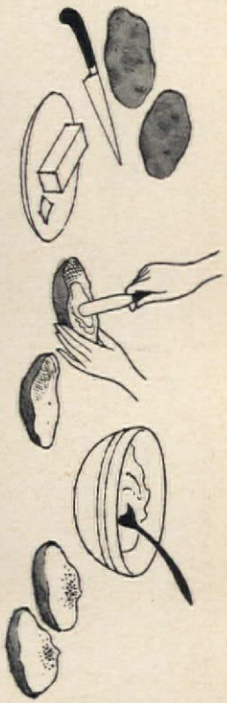
3 tbs. butter or margarine
1 large onion, chopped (1 c.)
1 clove of garlic, minced
2 qts. water
1 green or red pepper, diced
1 c. sliced celery
1 pkg. (10 oz.) frozen okra, sliced
1 lb. fresh or frozen shrimp, shelled and deveined
½ c. raw rice
1 can (1 lb.) tomatoes
3 tbs. flour
1 tsp. gumbo filé powder or ½ tsp. thyme
2 dashes bottled hot-pepper sauce
1 tsp. Worcestershire sauce
1 bottle (8 oz.) clam juice
1 can (6½ oz.) crabmeat, boned
¼ c. diced pimiento

● Melt butter or margarine in large heavy pot or kettle; sauté onion and garlic until lightly browned; add water, pepper, celery, okra, shrimp, and rice. Simmer gently 30 to 40 minutes, or until vegetables and shrimp are cooked; add tomatoes. Blend flour, filé powder or thyme, pepper sauce, and Worcestershire sauce with clam juice. Add to gumbo, stirring until smooth. Add crabmeat and pimiento; taste for flavor; add additional seasonings if necessary. Serve with additional cooked rice, if desired.

Makes 6–8 servings *148 cal. per serving* *Source of Vitamins A,B,C*
May be frozen ***Tested in*** **THE AMERICAN HOME KITCHENS**

Soup's On

(pictured in color on pages 44, 45, 46 and 47)



Baked stuffed potatoes. To prepare, add extra flavor and moistness by buttering the potato shells generously on the inside before you repack them with the potato mixture.

Get a little fancy— it's easy with new Kraft Marshmallow Creme

New from Kraft, the people who make the marshmallows you like best

1 **Fancy this! A marshmallow meringue that just can't miss!** Beat 3 egg whites and a dash of salt until frothy. Add 1 cup Kraft Marshmallow Creme (it's so easy to spoon from the wide-mouth jar). Then continue to beat until stiff peaks are formed. Spread over pie filling. Bake in moderate oven, 350°, 12 to 15 minutes, or until lightly browned.

2 **Marshmallow topping—like you can't buy anywhere—in one minute.** Combine 1 jar Kraft Marshmallow Creme with 3 tablespoons water. Spoon over chocolate ice cream, fruit, or pudding. For free Recipe Booklet of easy, new Kraft Marshmallow Creme desserts, candies, and drinks, write Kraft Marshmallow Creme, P.O. Box 501, Chicago 77, Illinois.

3 **How to make "no-cook" Marshmallow Creme candy!** Combine 1 jar Kraft Marshmallow Creme with ⅓ cup Parkay Margarine and 1 teaspoon almond extract. Blend in 4 cups sifted confectioner's sugar. Tint to suit yourself with food coloring. Then shape into balls, and top with nuts or roll in coconut. For parties and entertaining, make fancy shapes—squares, hearts, diamonds!

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EVERYTHING'S COZY WITH COCOA

and Nestlé's makes the very best!

Instantly—feel that wonderful cocoa warmth. Taste that special hot chocolate flavor. Nestlé's is the only instant cocoa with whole milk and sugar—made expressly to be enjoyed hot. It's the only instant cocoa you can make perfectly with water. It's the only one with Vitamins C, B_1, D_3 and Iron. Wake up to this new style, old-time goodness every winter morning. Try it, too, the special way—mixed with milk, topped with whipped cream or a marshmallow. You'll get cozy in no time with Nestlé's® EverReady®—the deluxe instant cocoa in the bright red package.

The only instant cocoa you can make perfectly with water because milk and sugar are in it.

• HORS D'OEUVRES

MARINATED MUSHROOMS. Drain 2 cans (3–4 oz. each) mushroom crowns. Mix mashed garlic clove, ¼ c. cooking oil, and 2 tbs. wine vinegar. Add mushrooms; chill.

CURRIED MUSHROOMS. Drain 2 cans (3–4 oz. each) mushroom crowns. Melt 2 tbs. butter or margarine in skillet; add 1½ tsp. curry powder; add mushrooms and sauté.

MUSHROOM COCKTAIL. Combine ½ cup catchup, 1 tbs. vinegar, 2 tsp. horseradish; add 2 cans (3–4 oz. each) mushroom crowns. Serve in lettuce cup.

MUSHROOM DEVILED EGGS. Add 1 can (3–4 oz.) sliced mushrooms, drained, to your favorite deviled egg mixture.

MUSHROOM KABOBS. String marinated mushrooms on wooden picks with any combination of pickled onions, cheese cubes, ham or salami cubes.

SMOKY DIP. Mix 1 can (3 oz.) chopped mushrooms, drained; 1 jar (5 oz.) smoky cheese spread; ½ tsp. celery seed; 2 tbs. catchup; and 2 tbs. light cream.

STUFFED BROILED MUSHROOMS. Drain 2 cans (3–4 oz. each) mushroom crowns; remove and chop stems; combine stems with 1 can (2¼ oz.) deviled ham, ¼ tsp. dry mustard, ½ tsp. grated onion, and ½ tsp. minced parsley. Fill crowns; broil.

PIZZAS. Separate 1 package refrigerated biscuits; cut in half. Flatten; press down center. Top with tomato sauce, mushroom slices, and mozzarella cheese; broil until cheese melts.

• BAKED EGGPLANT PARMIGIANA

• FISHERMAN'S PIE

• ORIENTAL DUCK

Preparation time: 15 min.
Marinating time: 2 hrs.
Baking time: 1 hr. 45 min.

1 ready-to-cook duckling (about 6 lbs.), cut in serving pieces
Seasoned flour
2 tbs. cooking oil
¾ c. water
1 tbs. cornstarch
1½ tsp. salt
¼ tsp. pepper
1 tbs. brown sugar
½ tsp. allspice
½ tsp. ginger
½ tsp. cinnamon
½ tsp. nutmeg
¼ tsp. ground cloves
1 large clove garlic, mashed
1⅜ c. pineapple juice
3 tbs. lemon juice
1 can (3-4 oz.) mushroom crowns

● Coat duckling lightly with seasoned flour; sauté in oil until golden; transfer to baking pan; add water; cover. Bake in moderate oven (350°F.) 1 hour. Combine cornstarch, salt, pepper, brown sugar, spices, and garlic in saucepan; stir in pineapple juice. Cook over medium heat, stirring constantly, until thickened; remove from heat; stir in lemon juice. Place duckling in shallow casserole; pour sauce over; let stand 2 hours, turning duckling pieces once or twice. Add mushrooms; cover dish. Bake in moderate oven (350°F.) 45 minutes, or until duckling is tender.

Makes 4 servings *500 cal. per serving* *Source of Vitamins A,B,C*

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

• BROCCOLI SOUFFLÉ WITH MUSHROOM CHEESE SAUCE

Preparation time: 20 min.
Baking time: 40 min.

SOUFFLÉ
3 tbs. butter or margarine
3 tbs. flour
1 c. milk **1 tsp. salt**
1 tbs. lemon juice
1½ tsp. grated onion
1 c. finely chopped cooked broccoli
4 eggs, separated

SAUCE
2 tbs. butter or margarine
2 tbs. flour
¼ tsp. salt
Dash of pepper
1 c. milk
1 can (3-4 oz.) sliced mushrooms
½ c. grated sharp cheese

● Melt butter or margarine; blend in flour; gradually add milk. Cook over medium heat, stirring constantly, until mixture thickens. Stir in salt, lemon juice, onion, and broccoli. Beat egg whites until stiff but not dry. Beat egg yolks until thick; add broccoli mixture; mix thoroughly; fold in egg whites. Pour into 1½-quart casserole; place in pan of hot water. Bake in moderate oven (350°F.) 40 minutes, or until knife inserted halfway between edge and center comes out clean. Serve at once with **Mushroom Sauce:** Melt butter or margarine; blend in flour, salt, and pepper; gradually add milk. Cook, stirring constantly, until mixture thickens. Add mushrooms and cheese; heat until cheese melts.

Makes 6 servings *256 cal. per serving* *Source of Vitamins A,B,C*

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

• STUFFED ROLLED STEAK

AMERICAN HOME RECIPES

Take a Can of Mushrooms

(pictured in color on pages 48 and 49)

Ice cream clowns for a children's party—top sugar cookies with scoops of ice cream; make faces with chocolate bits. Top with inverted cone.

• BROCCOLI SOUFFLÉ WITH MUSHROOM CHEESE SAUCE

• STUFFED ROLLED STEAK

Preparation time: 40 min.
Cooking time: 2 hrs.

2 lb. round steak
1 tsp. meat tenderizing salt
2 cans (3-4 oz. each) stems and mushroom pieces, drained
2 tbs. butter or margarine
1 small onion, chopped (¼ c.)
¼ c. chopped parsley
1 tsp. salt
½ tsp. poultry seasoning
2 c. soft bread crumbs
1 pt. oysters in liquor or 1 can frozen oysters
Salt and pepper
¼ c. seasoned flour
3 tbs. cooking oil
1 c. water

● Have butcher butterfly steak and pound to flatten. Sprinkle both sides of meat with tenderizing salt; prick with fork. Sauté mushrooms in butter or margarine until lightly browned; stir in onion, parsley, salt, and poultry seasoning; add bread crumbs; mix well. Cook oysters in their own liquor just until edges begin to curl; drain; cut oysters into thirds; add to stuffing. Season meat with salt and pepper; spread stuffing on one side of steak; roll up; tie with twine or secure with skewers. Coat steak lightly with seasoned flour; brown on all sides in oil in heavy pan or Dutch oven; add water; cover. Simmer 1½ to 2 hours, or until tender, or bake in covered pan in moderate oven (350°F.) 2 hours. Turn meat during cooking. Make gravy with drippings, if desired.

Makes 6 servings *480 cal. per serving* *Source of Vitamins A,B,C*

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

• FISHERMAN'S PIE

Preparation time: 25 min.
Baking time: 25–30 min.

1 qt. water
1 small carrot
4 peppercorns
1 strip lemon rind
3 sprigs parsley
1 bay leaf
1 lb. flounder or haddock, cut in 1-inch cubes
1½ lbs. shrimp, shelled and deveined
1 med. onion, chopped
¾ c. sliced celery
3 tbs. butter or margarine
⅓ c. flour
1 c. light cream
2 tsp. chopped fresh dill
1 can (3-4 oz.) mushrooms, stems and pieces, drained
3 c. hot mashed potatoes
2 egg yolks
2 tbs. butter or margarine
2-4 tbs. milk
Melted butter or margarine

● Simmer water, carrot, peppercorns, lemon rind, parsley, and bay leaf 10 minutes; remove carrot and seasonings; add fish and shrimp; simmer 5 minutes. Drain; reserve 1¾ cups broth. Sauté onion and celery in 3 tablespoons butter or margarine; blend in flour; add broth slowly; add cream and dill. Cook over medium heat, stirring constantly, until thickened; stir in fish, shrimp, and ½ can mushrooms. Turn into 1½-quart casserole. Mix potatoes, egg yolks, 2 tablespoons butter or margarine, enough milk to make smooth, and remaining mushrooms. Pipe through pastry bag onto fish mixture; brush with melted butter or margarine. Bake in moderate oven (375°F.) 25 minutes, or until lightly browned.

Makes 6 servings *231 cal. per serving* *Source of Vitamins A,B,C*

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

• ORIENTAL DUCK

• HORS D'OEUVRES

• BAKED EGGPLANT PARMIGIANA

Preparation time: 30 min.
Baking time: 15–20 min.

1 large eggplant
3-4 tbs. cooking oil
1 can (about 1 lb.) tomatoes
1 can (6 oz.) tomato paste
2 cloves of garlic, mashed
1 tsp. salt
Dash of pepper
1 can (3-4 oz.) mushroom crowns, drained
½ c. grated Parmesan cheese
2 c. soft bread crumbs
½ lb. mozzarella cheese, thinly sliced

● Cut eggplant in half lengthwise; scoop out interior, leaving ¼-inch shell; cut scooped out portion into 1-inch cubes; sauté in oil 5 minutes, or until tender; reserve. Combine tomatoes, tomato paste, garlic, salt, and pepper in saucepan; simmer 15 minutes; stir in mushrooms, Parmesan cheese, and bread crumbs; mix well. Add eggplant; heat through. Spoon one-fourth the tomato mixture into each eggplant shell; top with mozzarella cheese slices; add remaining tomato mixture; top with remaining cheese slices. Bake in moderate oven (375°F.) 15 to 20 minutes, or until cheese melts and is lightly browned.

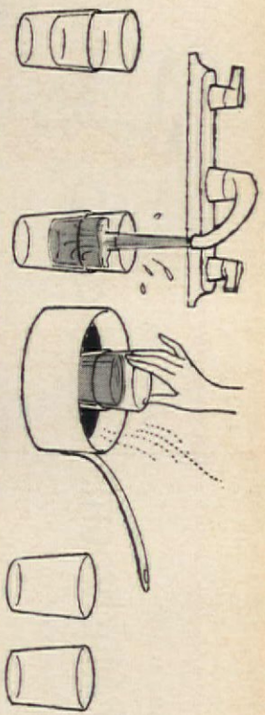
Makes 6 servings *330 cal. per serving* *Source of Vitamins A,B,C*

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

AMERICAN HOME RECIPES

Take a Can of Mushrooms

(pictured in color on pages 48 and 49)



A glass tumbler stuck inside another can be separated if you fill top glass with cold water; dip bottom glass into hot water.

You can light either end!

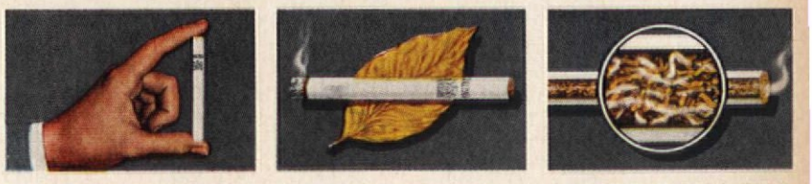
Taste PALL MALL... so

GOOD! GOOD! GOOD!

Good-looking, Good-tasting, Good-smoking Pall Mall!

Why does Pall Mall taste so good, good, good? Because Pall Mall's famous length of fine, good-tasting tobacco travels and gentles the smoke naturally—makes it mild—but does not filter out that satisfying flavor. That's why Pall Mall tastes so good! good! good! Never too strong. Never too weak. Always just right!

Outstanding . . . and they are Mild!



HERE'S WHY SMOKE "TRAVELED" THROUGH FINE TOBACCO TASTES BEST

1 You get Pall Mall's famous length of the finest tobaccos money can buy.

2 Pall Mall's famous length travels and gentles the smoke naturally. Travels it . . .

3 Over, under, around and through Pall Mall's fine, good-tasting tobaccos—and makes it mild!

Enjoy satisfying flavor...so friendly to your taste!

© A. T. Co. Product of *The American Tobacco Company* — "Tobacco is our middle name"

A MARDI GRAS TRADITION

Down in New Orleans they have the happy habit of celebrating Mardi gras. And a big part of this gay and festive carnival is the famous King's Cake. The tradition of the King's Cake goes back to medieval times when kings and queens were supposedly chosen by the finding of a bean in a piece of cake. Our King's Cake has a bean in it to be sure—to be found by one lucky member of your family. And it's chock full of tempting ingredients—lemon rind, orange peel, citron—topped off with a frosting of confectioners' sugar and lemon juice! Serve King's Cake as a coffee ring at breakfast or as a partytime dessert. You'll have yourself a ball. Recipe on page 62.

Irwin Horowitz

Make Memories with this Freestone Flavor.

You know Freestone peaches, don't you? They're soft, ragged and juicy-tender—the old-fashioned kind. But their main claim to fame is flavor, and that goes double for Del Monte Freestones.

We select Del Monte Freestones for their taste, not their looks. We pack them eating-ripe. We choose syrup that brings out natural fruit flavor, instead of drowning it in sugary-sweetness. And you'll say these Freestones are the closest thing yet to orchard-fresh peaches. Next time, take home Del Monte® Brand, for real Freestone flavor.

TAKE ONE GIANT-STEP—*and dream a thousand meadows. Feel the breeze blow fresh. You're in the Land O'Lakes—America's richest dairyland!*

Why we use a full ½ gallon of fresh, sweet cream to churn each pound of Land O'Lakes® Butter*

HERE IN THE LAND OF LAKES AND MEADOWS, where the good things of life are *so* bountiful, we use only *sweet* cream and nothing but sweet cream—a full half gallon—to churn each pound of Land O'Lakes Butter.

Some people, of course, think it a little odd that we make such a fuss over the sweet cream we use (we admit we frequently reject cream that *tastes* sweet simply because it's not sweet *enough* for Land O'Lakes Butter); and we know some people find it hard to believe we use a *full half gallon* of this sweet cream to churn each pound.

But it's true. And we'd no more think of changing it than we'd think of removing the pitchers of cream from our own breakfast tables.

You see, up here, this Land O'Lakes Butter of ours is more than a product; it's a standard of living. For many of us, it's our life work. We stake our reputations on it.

That's why we will not sell a single pound of our Land O'Lakes brand butter that does not meet the highest commercial score any butter can achieve—as graded on official United States Butter

That's why we will not drop even one—no, not even one—of the 19 separate tests each pound of our butter must pass before it is released for sale.

Maybe it's just our way of life. Up here—where the breeze blows fresh—we set our sights pretty high. And, judging from your response, a lot of you folks must be glad we do.

So we're going to keep right on *insisting* that a *full half gallon* of fresh, sweet cream go into every pound of Land O'Lakes Butter.

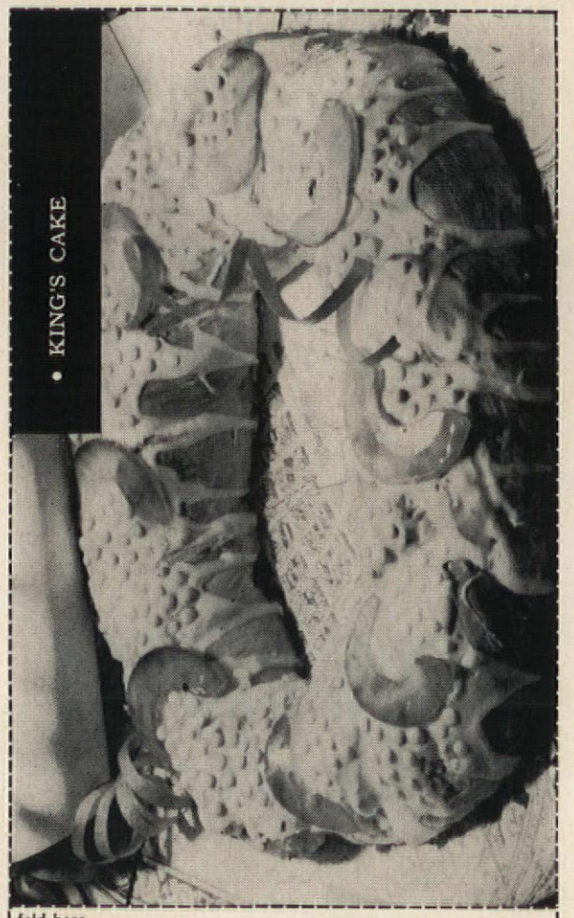
We hope *you* will sort of insist that your grocer stock it for you. (Most *quality* grocers do.)

* LIGHTLY SALTED OR UNSALTED

AMERICAN HOME RECIPES

King's Cake

(pictured in color on page 60)



fold here

• KING'S CAKE

Preparation time: 25 min.
Rising time: 2½ hrs.
Baking time: 25–30 min.

½ c. scalded milk
½ c. sugar
1 tsp. salt
⅓ c. warm water (110°–115° F.)
2 pkg. active dry yeast or 2 cakes compressed yeast
3 eggs
½ c. shortening
1 tsp. grated lemon rind
½ tsp. mace or nutmeg
4½–5 c. sifted all-purpose flour
1 jar (4 oz.) candied citron
1 jar (4 oz.) candied orange peel
1 dried bean

• Mix milk, sugar, and salt; cool to lukewarm. Put water in bowl (use lukewarm for compressed yeast); add yeast; stir to dissolve. Add milk mixture, eggs, shortening, lemon rind, mace or nutmeg, and 2 cups flour; beat smooth. Add citron, orange peel, and enough more flour to make dough easy to handle. Turn out on floured board; knead 5 minutes, or until smooth and elastic; put in greased bowl; turn over; cover. Let rise in warm place, free from draft, 1½ hours, or until doubled in bulk. Turn out on board; knead down; divide in thirds. Wrap bean in foil; put in one portion of dough. Roll each portion in strip 28 or 30 inches long; braid strips; shape in oval on greased cooky sheet. Cover; let rise until doubled. Bake in moderate oven (375°F.) 25 minutes, or until golden; cool. Frost with **Lemon Icing:** Mix smooth 1½ cups sifted confectioners' sugar, 1 teaspoon lemon juice, 2 tablespoons water; tint with yellow food color. Decorate with colored candies or sugars and citron crescents. *May be frozen.*

Tested in THE AMERICAN HOME KITCHENS

HOW TO MAKE SOUP STOCK

(pictured in color on page 47)

The basis of good homemade soup is stock—a flavorful broth made by cooking a bone (with a little meat on it) with vegetables, herbs, and seasonings.

Brown soup stock is made from beef or lamb. Some meat and onion may be browned lightly in the fat before adding to the soup kettle.

Light soup stock is made from veal or poultry bones and bits of meat.

Bouillon is clear brown soup stock seasoned with herbs and vegetables.

Consommé is usually a clear light soup stock which may or may not be made with some beef.

In buying meat for stock, buy shin beef, brisket, or soup meat. Ask for ⅔ lean meat and ⅓ bone and fat. Have the bones sawed into 4-inch or 5-inch lengths and if desired, lengthwise, to expose the marrow. Remove any bone splinters before adding to pot.

When stock is finished, remove the excess fat from stock by refrigerating until the fat congeals. Then loosen around the edges with a knife and carefully lift fat off. Remove any amount that is left by passing a cloth dipped in hot water around edge and over top of stock.

Basic Beef Stock

- 4 lbs. shin beef, cubed
- 4 tbs. butter or margarine
- 1½ lbs. marrow bone
- 3 qts. cold water
- 1 tbs. salt
- 3 stalks celery, with tops
- 6 sprigs parsley
- 2 medium-sized onions
- 4 whole cloves
- 1 bay leaf
- 3 carrots, pared and cut up
- 2 leeks

Brown beef cubes in butter or margarine in deep kettle; add marrow bone and cold water; cover. Bring to boiling; boil 5 minutes; skim top of liquid. Reduce heat; simmer 1 hour, skimming top occasionally. Add salt, celery, parsley, onions stuck with cloves, bay leaf, carrots, and leeks. Cover; simmer 2 hours longer; strain through cheesecloth; cool; store in refrigerator.

Pressure-cooker Beef Stock

- 1½ lbs. lean beef, cubed
- 3 tbs. butter or margarine
- 1 knuckle bone
- 6 c. water
- 3 carrots, pared and cut up
- 1 medium-sized onion
- 2 whole cloves
- 3 sprigs parsley
- 1 sprig thyme
- 1 bay leaf
- 1 tbs. salt

Brown beef cubes in butter or margarine in pressure cooker; add remaining ingredients. Cover and secure pressure cooker; cook at 15 pounds 20 minutes. Cool in pressure cooker; remove cover. Strain through cheesecloth; cool; store in refrigerator.

Veal or White Stock

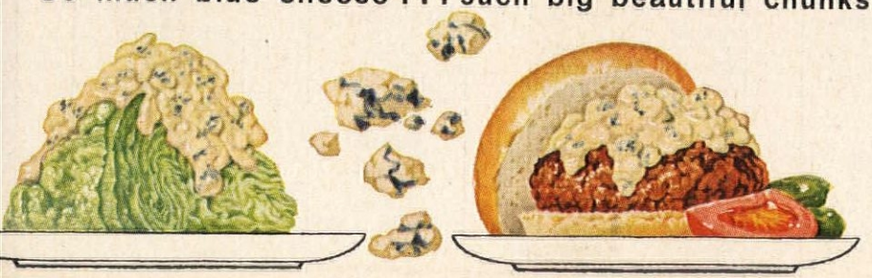
- 1 lb. veal neck or lean veal, cut in small pieces
- 3 lbs. veal knuckle
- 3 qts. cold water
- 1 medium-sized onion
- 2 whole cloves
- 3 small carrots, pared and cut up
- 3 stalks celery, with tops
- 6 sprigs parsley
- 1 bay leaf
- 1½ tbs. salt

Put cut-up veal and knuckle in large kettle; add water, onion stuck with cloves, carrots, celery, parsley, and bay leaf. Bring to boiling; skim top as scum forms; cover. Simmer 1 hour; add salt; simmer 2 to 3 hours. Strain through cheesecloth; cool; store in refrigerator.

Just look at all those luscious chunks* in

NEW KRAFT BLUE CHEESE DRESSING!

*So much blue cheese . . . such big beautiful chunks . . . you'll find this dressing in the dairy case!



You haven't lived till you've tried it on salads and sandwiches!

There are more blue cheese chunks than you'll ever be able to count in this luscious new dressing. They crumble on your tongue. They melt in your mouth. These chunks come from hand-picked blue cheese with flavor unafraid to be great. The dressing is creamy smooth and rich—so thick you may want to thin it with milk or Kraft Italian Dressing. You try a little—then you want more. Nobody but a cheese maker could have made it this good!

ZEST of THE WEST

Your family will enjoy the exhilaration of Washington State's sunny skies, clean air and soft breezes

...and Best of the West, WASHINGTON State

Here's *fun!...Washington State* style. Trotting on the broad beach of our blue Pacific while the youngsters dig clams...sunny, salt air, white ocean breakers, blue skies! You *must come* and *enjoy* this! Much more in our variety vacationland, too—spectacular mountains, wide, Western tall country, cosmopolitan cities. And, *wherever you go,* a warm hospitality makes you feel *"belonging".*

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CRISP CRACKLING COLD

cubes vastly improve taste, looks and life of a beverage. Furthermore, cubes *stay* aloofly frigid (thus conveniently detached) within the vacuum-insulated, Stronglas[T.M.] interior of your THERMOS brand Ice Preserver. Styled, sized, priced to suit all, THERMOS brand Ice Preservers are great for birthdays, anniversaries, housewarmings—and especially your own entertaining at home or office.

GIVE SOMETHING SMART BY THERMOS®
THE AMERICAN THERMOS PRODUCTS COMPANY
NORWICH, CONNECTICUT

A QUILT for every bedroom

In today's beautiful decorating schemes, there's a quilt for every type furnishing—colonial to modern; for every age person—seven to seventy. These lovely quilts are so easy to make with Mountain Mist patterns and instructions.

For working pattern of "Sail Ho" above, with hand-sewing instructions and Quilt Pattern Catalog—send 25c. For general home-machine quilt-making instructions only, or for Quilt Pattern Catalog only—send separate 4c-stamped envelope to: The Stearns & Foster Co., Dept. 13, Cincinnati 15, Ohio.

Mountain Mist is "The Perfect Filling for Quilts," made of finest cotton with super-soft "Glazene" surfaces for easy handling.

MOUNTAIN MIST®
PERFECT FILLING FOR Quilts

so you are on a diet

There are many dedicated dieters who go all-out in the battle of the waistline. But the good work goes for naught because they forget about the high-calorie extras that crop up in daily diets. Here's what to do about these extras.

Salad dressings: Salads are fine but each tablespoon of the salad-oil dressing you are now using contains 60 to 70 unnecessary calories (150 or more per serving). Cut down with one of the new low-calorie dressings now on the market. Look for the French-style or Italian-style dressing—and there are many others such as Roquefort and mayonnaise—all with bargain counts of 10 calories or less. Check labels for exact counts.

Butter: Like butter on vegetables? Try a low-calorie dressing instead for a saving of 60 to 70 calories. A squeeze of lemon on fish or veal in lieu of sauce is another pepper-upper without a calorie count. Seasoned salt adds flavor to foods too.

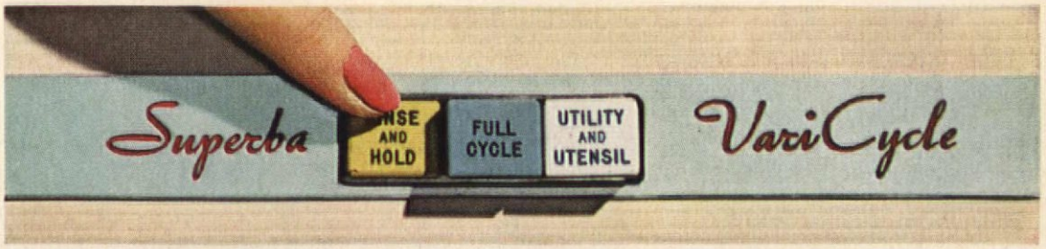
Sugar: A dash of one of the new sugar substitutes instead of a teaspoon of sugar in your coffee or tea is a saving of 16 calories. Also check the recipe suggestions that come with these products.

Milk: A cup of skim milk contains 87 calories—compare with a cup of whole milk with 164. Use yogurt instead of sour cream in recipes.

Menu tips: A little adjustment of your menus can do wonders for the weight-watchers. Below is a meal built around our Oriental Duck (recipe on page 57). Without inconvenience to the cook or insult to the palate, in one meal you can lop off 393 calories per serving!

WEIGHT-WATCHERS	Cal. Per Serving	MENU	Cal. Per Serving	NON-WATCHERS
You're not saving calories here—it's worth every one!	500	ORIENTAL DUCK	500	A recipe you will always cherish.
You'll find dietetic apple sauce satisfying.	25	APPLE SAUCE	46	You may have the sweetened sauce.
Have a pat of butter on your potato.	255	BAKED SWEET POTATO	320	You're entitled to a goodly portion of honey butter on your potato.
Have yours with vinegar.	30	CAULIFLOWER	105	Vinegar and butter, too, for you.
You may help yourself to everything but olives.	00	RELISHES	30	Include crisp raw vegetables and olives with yours.
Skip the custard sauce and save calories.	144	SNOW PUDDING	271	Spoon custard sauce over the pudding.
Serve with sugar substitute and skim milk.	5	COFFEE TEA	80	Serve with sugar and coffee cream.
	959	Total calories	1352	

push a button... dishwashing's done!



PARTIAL LOADS—breakfast, lunch, snack dishes—get a short power-rinse that removes food particles without hand-rinsing...real economy. Hold and store the dishes until you accumulate a full load—no worry about foods "drying on."

FULL LOADS are now scrubbed twice by the famous KitchenAid power-wash system. The "Full Cycle" includes two separate washes (or a power pre-rinse and single wash) followed by three rinses ...then Flo-Thru hot-air drying.

UTENSILS get their own individual treatment...the KitchenAid dual wash and triple rinse help soak away baked-on foods...ease scraping chores. Ideal for "quick-dry" items, too. Completely washes and rinses—saves on drying.

Always ready for cycle you want—exclusive Power Reset Drive advances timer to "OFF" position immediately after short cycles.

NEVER BEFORE a dishwasher that combines such convenience, capacity and wash-ability. The new Superba VariCycle gives you the right action for various types of loads—at the touch of a button—will warm plates, too.

NEW KING-SIZE CAPACITY. New design racks in the front-loading Superba VariCycle will handle a whole day's tableware for an average-size family (12 complete place settings, NEMA standards). Quick-adjust dividers in the two-position adjustable upper rack enable variable arrangements for big pots, pans and odd-shaped pieces. Lifetime *all-porcelain* self-cleaning interior.

DUAL DETERGENT CUP in the door automatically releases the desired amount of detergent from each section for each wash, or can be set for a power pre-rinse and a single power wash. There's even an automatic **RINSING AGENT DISPENSER** in the new Superba VariCycle to help dry spotlessly under any water conditions.

NEW LUXURIOUS LOOK—with modern styling and wide choice of finishes, including WOOD. Available in built-in and free-standing models. Look for the big, blue, lifetime wash arm that *scrubs*, while others spray or shower. See your dealer or write: The Hobart Mfg. Co., KitchenAid Home Dishwasher Div., Dept. KAH, Troy, Ohio. In Canada: 175 George St., Toronto 2.

NEW SUPERBA VariCycle

Luxurious natural wood, satiny stainless steel, glowing coppers, gleaming white. Special woods and colors can usually be matched locally...can even be finished with plastic laminates to match counter tops.

2 OTHER NEW DISHWASHER SERIES available in many models

NEW IMPERIAL

King-sized capacity for 12; dual wash, triple rinse; wide choice of finishes. Rinsing Agent Dispenser optional. Built-in, dishwasher sink, convertible portable, and free-standing models.

NEW CUSTOM

Real value for the economy-minded. Variety of finishes. Same KitchenAid lifetime wash arm, Dual Filter and Flo-Thru drying. Capacity for ten. Built-in and free-standing models.

there's a quality

KitchenAid®

for every kitchen...every budget

VIRGINIA T. HABEEB

Is your laundry the stepchild of the house tucked away in some dim, dark corner of the basement? Or is it located in another equally inconvenient spot as an afterthought? Then it's time for a change!

Even with today's marvelously automatic equipment, you still have to put in laundry duty—sorting, spotting, and removing strange objects from blue jeans; putting in the dirty and taking out the clean; and, of course, the ironing. So why not plan a laundry as versatile, as stylishly decorative, and as convenient as this one?

We designed this ladylike laundry-utility room in an area between the kitchen and an outside entrance. But it could go almost anywhere in the house—basement, bedroom-bath area, or adjoining a family room. Some thoughtful planning, with location in mind, pays dividends in convenience. Wherever you plan your laundry, the only limitations are the plumbing and venting connections, electrical circuits, and gas lines your particular appliances are going to require.

We've hidden the gas water heater and incinerator behind sliding doors. The same deep utility closet also houses a steam iron, ironing board, floor scrubber, and other equipment.

Good, accessible storage was our aim throughout—built-in hampers for easy sorting and filing of clothes, brightly colored cabinets to hold all sorts of paraphernalia for flower arranging, menu making, mending and sewing, or perhaps a favorite hobby. There's a sink for pre-treating heavily soiled and stained clothing, a generous work counter, and extra-good lighting overhead and under the cabinets.

A laundry doesn't have to be big to be pretty and workable. A kitchen corner, a few feet of hall space, or even a small closet would do. A combination washer-dryer with shelves above to hold laundry aids might solve a space problem. If there is a choice of locations, choose the one nearest your water heater and drainage facilities.

Look around. Use your imagination. Then use as many of our laundry ideas as you can!

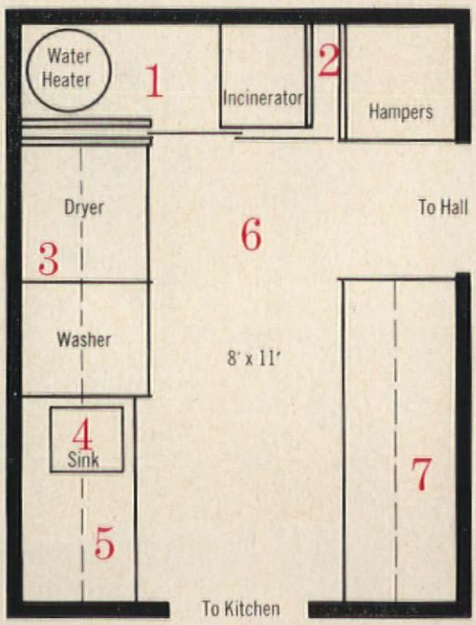
Plan to do the laundry in style

WARREN REYNOLDS

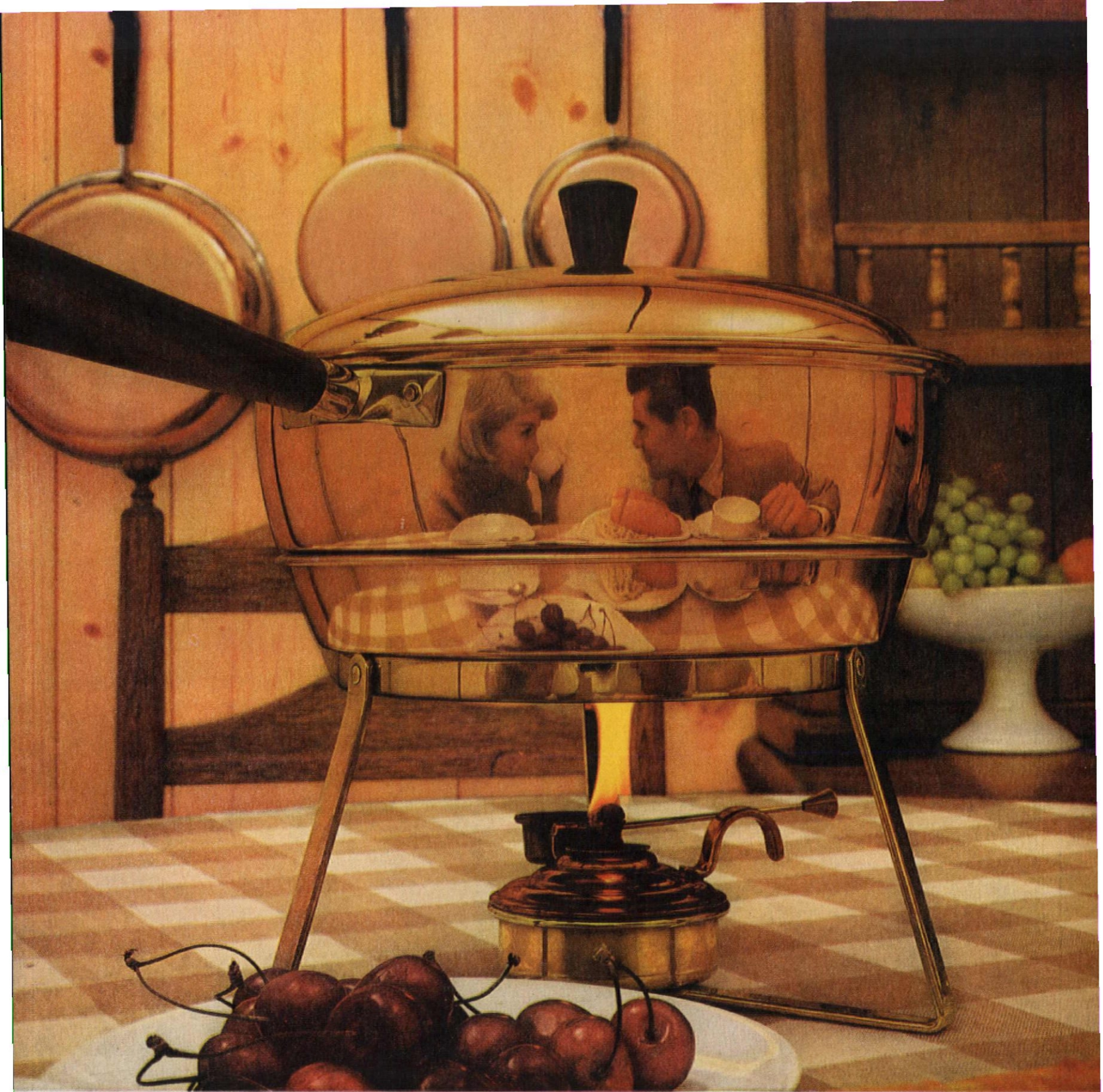
***This utility room** looks anything but utilitarian, with cabinets in pumpkin, marigold, pink, raspberry, walnut, and white. The patterned wallpaper is pre-treated for soil resistance. Here is a modern gas laundry with plenty of storage space.*

(continued)

Shopping Information, page 89



***This 8x11' area** makes an ideal laundry-utility room, but don't despair if you haven't this much space. Consider laundry needs alone, possibly adapting only the left wall of this plan to the space you have to work with. Borrow these ideas:* 1. *Hidden storage, behind sliding doors, for water heater, incinerator.* 2. *Ironing needs housed here.* 3. *Allow space for laundry supplies.* 4. *Include a sink or deep tub for pre-treating, touch-up, and stain removal.* 5. *Drawers for kitchen and dining linen.* 6. *Splash-resistant floor (with a drain, if possible).* 7. *Extra counter and cabinets, decoratively arranged, ideal for many other activities.*



Now Twinkle shields copper from tarnish!

Special Offer! REVERE Skillet-Sauté Pan, $2.50 with front Twinkle panel. ($4.19 value.)

Extra-deep (7″ x 1½″) to make sauces, gravies, eggs extra good!

For each REVERE pan, send $2.50 in coin (no stamps), and front panel to Twinkle, Box 6, Cincinnati 14, Ohio.

OFFER GOOD ONLY IN U. S. A. [OFFER EXPIRES AUGUST 31, 1961]

New Twinkle® Copper Cleaner not only cleans brighter than new . . . it leaves an invisible shield on copper that protects it from tarnish!

Twinkle cleans without scouring . . . it doesn't scratch that lovely glow. And it's *easy on your hands.* Try Twinkle and discover that living with copper can be beautiful . . . and easy!

New easy-to-use sponge in every jar!

The Drackett Company, Cincinnati, Ohio.

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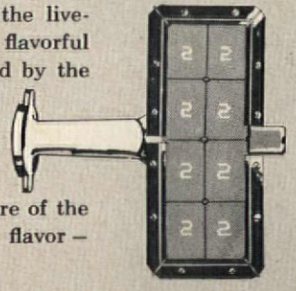
THE ONLY RANGE WITH AMAZING

MICRORAY®

A. G. A. APPROVED and **GOLD STAR AWARD**

Mmmm – you have never tasted food like this before! Whether you broil, roast, or use the live-flame rotisserie, foods are more flavorful with their sealed in juices captured by the infra-red rays of MicroRay. Because MicroRay cooks twice as fast, the natural juices are sealed in the food, preventing usual splatter and making cleaning a chore of the past. Enjoy a new treat in cooking flavor – with MICRORAY.



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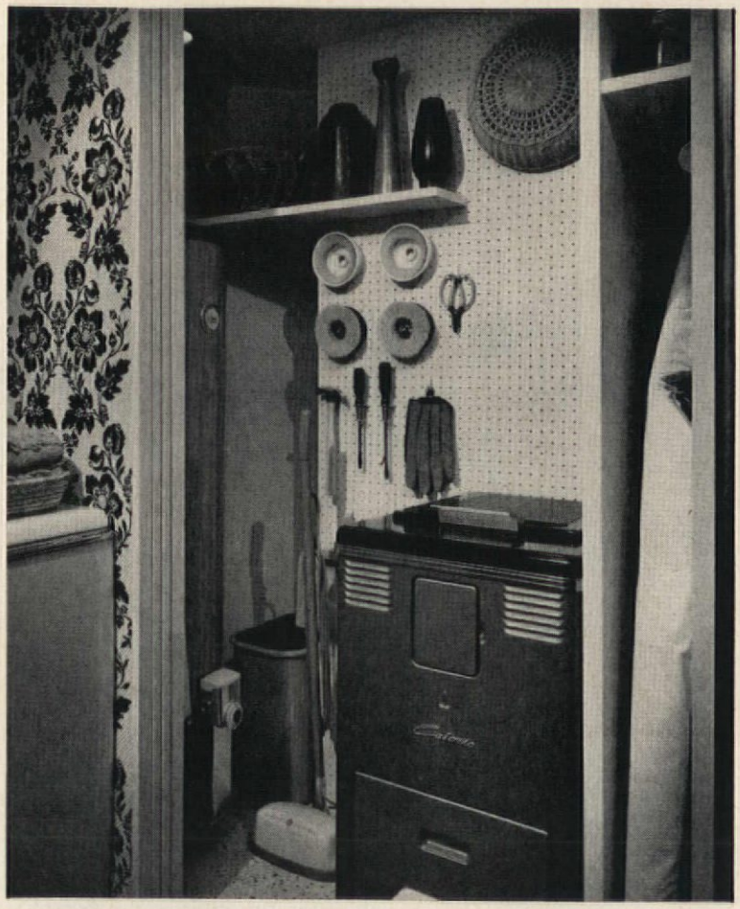
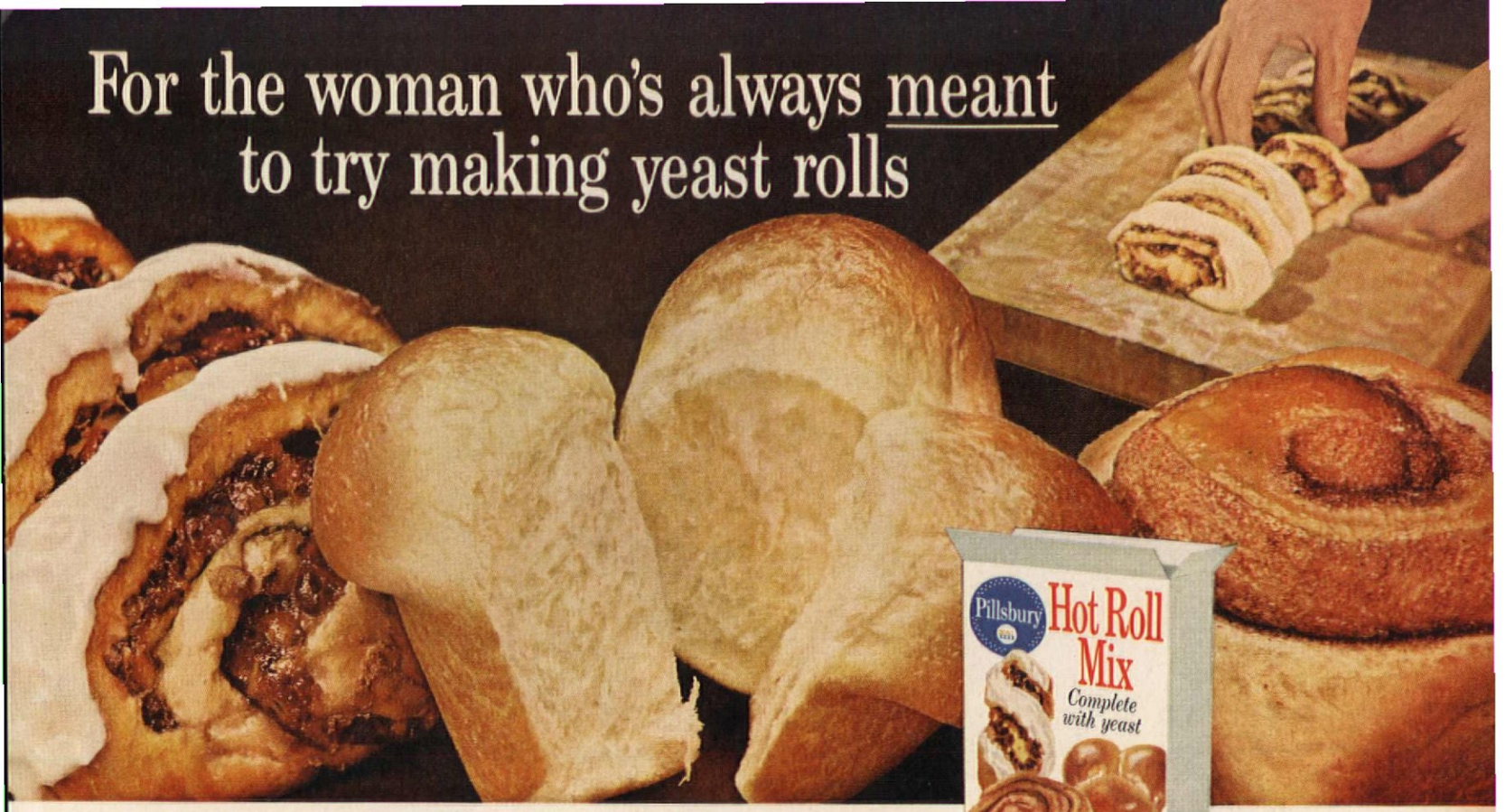


***Deep closet with sliding doors** conceals gas water heater (ours has a remote control that varies capacity from 30 to 50 gallons per hour), incinerator, ironing equipment, floor scrubber, and assorted tools.*

***Clothes to be washed or ironed** may be sorted and filed in pull-out wire hampers, neatly concealed by the walnut-finished doors of this built-in cabinet. An efficient laundry needs extra counter space.*

For the woman who's always meant to try making yeast rolls



Here's a package of sure success!

The fragrance of fresh hot rolls, the pride of bringing them to the table . . . all yours! Perfect for sure, because here's flour and yeast made just *for* rolls. Recipes are on package. Have fun!

Pillsbury Hot Roll Mix

Pillsbury HOT ROLL MIX

Nothing says lovin' like something from the oven and Pillsbury says it best!

THE FHA ANSWERS YOUR QUESTIONS

If you have a question for this column, please address FHA Commissioner,
% THE AMERICAN HOME
300 Park Avenue, New York 22, New York

How much income would FHA require me to have to buy a home that FHA has appraised at $15,000?

FHA does not make a specific requirement of this kind. You can readily see why it would be difficult—if not impossible—to have a hard-and-fast rule, when you consider how different the responsibilities of two families with the same income can be. FHA reviews each application on its own merits, taking into account the home buyer's previous credit record, the permanence of his employment, his outstanding debts and other obligations, his age, the size of his family, and a number of other factors that indicate if he will be able to make the mortgage payments.

For home buyers whose mortgages were insured by FHA in 1959, average housing expense (including estimated cost of utilities, repairs, maintenance, plus loan payments) was a little over a fifth of income.

A brochure, "Your Home-Buying Ability," to help prospective buyers estimate how much they can afford to pay for a home, is on sale from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D.C., at 10 cents a copy.

What is meant by an "open-end" mortgage? What kind of benefits does it offer?

The purpose of an open-end clause in a mortgage is to provide a relatively painless way of borrowing to make repairs and improvements on your property.

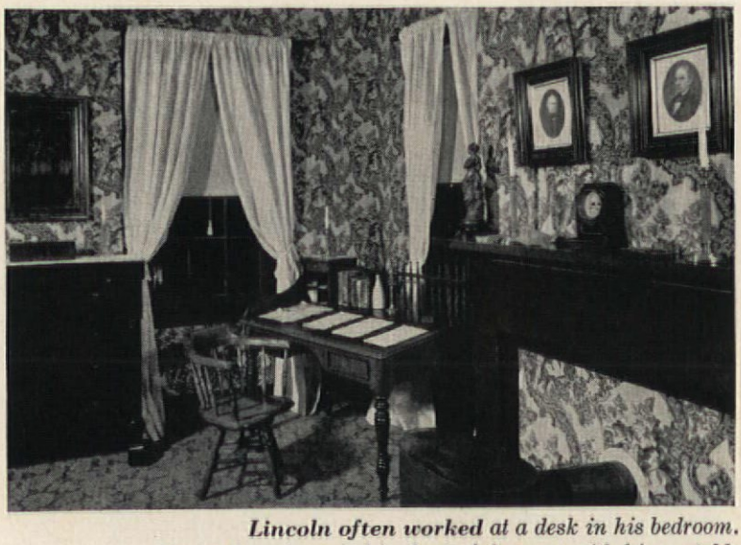
This is how it works. You own a home on which there is, say, a 20-year, $10,000 mortgage insured by FHA. After four years you have paid off $1120. In the meantime, your family has grown and you need to make alterations that will cost about $1000.

You could obtain the money by refinancing your home; but you don't want to pay a new set of closing charges. You could apply for a property improvement loan insured by FHA, but since this type loan cannot run over five years, monthly payments would be higher than you could afford.

The open-end provision in your mortgage offers another alternative. You can apply for an additional advance of $1000 under the (continued on page 89)

A. Lincoln (continued from page 16)

It seems more than a coincidence that the job, done by local contractors Hannan & Ragsdale, cost $1300. Since this was only $100 more than Mary had received earlier for the sale of an 80-acre farm her father had given her, it suggests that she called in the contractors, told them what she wanted and how much she could afford to spend, and when they came within $100 of her price, told them to go ahead. If she did this while Lincoln was away, it wasn't the first time—or the last—that a woman got around her husband by remodeling while he was out of town. And if he objected when he came home—well, it was all paid for but $100.



***Lincoln often worked** at a desk in his bedroom. Under the mirror is his chest of drawers with his portable writing box on top. The mantel clock was his, too. Clay and Webster, whose pictures hang above the mantel, were greatly admired by Lincoln.*

When the shock wore off, Lincoln had to agree it was a clever remodeling. It's still one of the best "before-and-after" stories in Springfield. Raising the house to two stories gave it authority, and the corner pilasters and the decorative brackets that were added to the cornice gave it charm and architectural unity.

Upstairs, the old bedroom ceilings had been raised to 12 feet. There were now two pleasant 16x20′ bedrooms, each with windows on two sides. One became Lincoln's room, the other was used by Willie and Tad, or was available as a guest room. Behind Lincoln's was Mary's new bedroom, and opposite that, Robert's. At the rear of the second floor was a maid's room and opposite, a trunk and storage room. What had been the first-floor bedroom now became Lincoln's study. Mary wisely had the contractor remove the wall that separated it from the parlor and install folding doors so that when they had a large party both rooms could be used.

As any man knows, remodeling is just the beginning. On May 10, Mrs. Lincoln went down to John Williams & Company and bought "11 pieces of wallpaper @ .37½." Ten days later she was back for "36 yards cotton damask at .30." She was making new curtains. And, as any woman knows, this was bound to show up the old furniture. They replaced their older, massive Empire with several early Victorian pieces. Lincoln got a specially made seven-foot couch on which he could stretch his full six-feet-four—one of the oldest tricks in a

woman's book for convincing a man that *he* thought they needed new furniture.

The remodeling cost as much as the house did originally—Mrs. Lincoln had further changes made the following year that brought it to $1500—but Lincoln obviously enjoyed the results.

Lincoln was well aware that the improvements had added to the value of the house. When he insured with the Hartford Fire Insurance Company in 1861 he put a valuation of $3000 on it. At the time of his election to the Presidency the property was conservatively valued at $5000.

After you've remodeled and refurnished, you entertain. As one guest said, "Mrs. Lincoln's table was famed for the excellence of many rare Kentucky dishes, and in season it was loaded with venison, wild turkeys, prairie chickens, quail, and other game, which was then abundant. Yet it was her genial manners and ever-kind welcome, and Mr. Lincoln's wit and humor, anecdotes and unrivaled conversation, which formed the chief attraction."

Big parties were the order of the day in Springfield—it was not unusual to have 50 or 60 people—but in February, 1857, Mary Lincoln may well have been "the hostess with the mostest." In a letter to her sister she said, "About 500 were invited, yet owing to an unlucky rain 300 only favored us by their presence."

The '50s were the good years, the golden years when their hearts were gay, when Lincoln's "dear codgers" were the most mischievous rascals in the neighborhood, followed everywhere by their big brown dog, Fido. They were the years when the Lincolns were a typical American family in a typical small town, and he walked to the office—four blocks north and three blocks west—and was late for dinner because he spent too much time chatting with the neighbors; years when the Lincolns took a trip to Niagara Falls and brought back slides to show in their stereopticon. They were years of family fun and tender memories. They were the best years—and the Lincolns knew it. The happiness, the love and the laughter of dear friends and neighbors, and the bittersweet memory of their "dear Eddie," all were a part of that house on Eighth Street—like flowers pressed between the pages of a treasured book.

He knew it that rainy, dismal morning of February 11, 1861, as he waited in the Chenery House for the carriage that would take him to the train. "The fizzlegigs and fireworks" of his nomination and election had been the exciting climax of their last year in Springfield. The torchlight parade had come to his door, with well-wishers crowding into the parlor the night of his nomination; and election night and the days that followed, the newspapermen, portrait painters, and office seekers had crowded his last precious days in the home he loved so well.

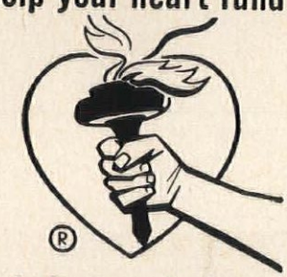
It was time to leave. In the depot he shook hands with old friends and neighbors who were too choked with emotion to speak. He stood on the rear platform of the train, gazing on the familiar faces, and his heart was full.

"My friends—

"No one, not in my situation, can appreciate my feeling of sadness at this parting. To this place and the kindness of these people, I owe everything. Here I have lived a quarter of a century, and have passed from a young to an old man. Here my children have been born, and one is buried. I now leave, not knowing when or whether ever I may return, with a task before me greater than that which rested upon Washington. Without the assistance of that Divine Being, Who ever attended him, I cannot succeed. With that assistance I cannot fail. Trusting in Him Who can go with me, and remain with you, and be everywhere for good, let us confidently hope that all will yet be well. To His care commending you, as I hope in your prayers you will commend me, I bid you an affectionate farewell."

THE END

help your heart fund



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▲ Bruce Pre-finished Ranch Plank®

Just lay over subfloor or old floor... no sanding or finishing

Now you can give your home new beauty at low cost with a pre-finished Bruce Hardwood Floor. This highest quality oak flooring, completely finished at the factory, can be nailed right over old floors. It's ready to use as soon as laid, since there's no messy, expensive sanding and finishing on the job.

Choose from three attractive designs: Bruce Block, Ranch Plank or Strip. All have warm natural coloring that harmonizes with any room furnishing plan. Cost is less than a good rug or carpet, and the factory-finish makes Bruce Floors easy to keep beautiful for a lifetime. Ask your lumber dealer for prices.

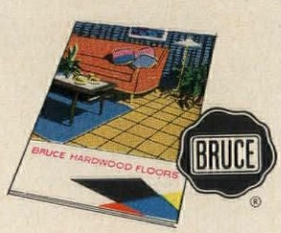
MAIL FOR BRUCE FLOOR BOOKLET

E. L. Bruce Co.
1686 Thomas St., Memphis 1, Tenn.
Please send booklet on Bruce Pre-finished Floors to:

Name _____

Address _____

_____



Bruce PRE-finished Hardwood Floors

Furnace Racket

(continued from page 6)

to keep her upstairs while we got the furnace ready for "inspection."

Sometimes we'd jab a small hole in the humidifier so it would leak. Or we'd loosen a gas pipe. I'll never forget the first time I saw that one pulled. The guy I was with loosened a pipe and put a match to it. The gas started burning at the loose connection. I was so green that I didn't know that gas won't explode as long as it's burning. I ran out of there hollering that the thing was going to explode. This scared the owners so much that the salesman didn't have any trouble signing them up for a new furnace. Back at the shop the guys got a big laugh, but the boss thought it was so good he told me to make it a regular part of the act.

The salesman would be upstairs buttering up the owner. Just before he came down, we'd loosen a gas pipe. Then he'd say, "Well, folks, let's go down and have a look at the furnace." He'd walk around it a couple of times and say, "Let's check for leaks, boys."

My partner would go along the line with a match until he came to the loose connection. The gas would start to burn and I'd go out of there screaming. The salesman would holler, "Turn off that gas!" He'd tell the people they were lucky they hadn't been blown up or asphyxiated. For every furnace sold that way, the installer and I got 2 per cent of the total sale.

Sometimes, of course, the people would give us some sales resistance. They'd say the furnace wasn't very old and why couldn't it be fixed? But while they were talking to the salesman upstairs, we had the heat shut off and we were tearing out the furnace. When it got cold and they complained, the salesman would get tough.

"Lady," he'd say, "that furnace is leaking gas and I'm not going to take the responsibility of having you all asphyxiated. Besides it would be cheaper to buy a new furnace than to fix that one."

They'd come down into the basement and we'd have their furnace lying in pieces all over the basement floor. Any furnace looks like a heap of junk when you've got it all apart. The people would get mad, but that wouldn't do them any good. By that time they were so cold they were shivering and night was coming and they had no heat. They'd say, "What can we do? We can't afford a new furnace."

The salesman laid it on thick. "Don't worry," he'd say. "I think I can fix you up. We can give you a good allowance on your old furnace and we can get you easy monthly payments. Just let me use your phone for a minute."

Then he'd use the old routine about the crew being right in the neighborhood and that they happened to have the right size furnace on the truck. He'd hang up and our guys would pull in with the furnace and we'd start spiking it in. He'd get the people to sign on the line and from then on they were in the hands of the finance company. You'd be surprised how many people didn't even read what they were signing. They'd do a lot of squawking later but it was too late then. They signed up for a new furnace, they got it and the credit company was on their necks.

I Kept My Mouth Shut

Sure, sometimes I was sorry I was mixed up in this dirty deal. But I didn't dream up the racket. They paid me good money for doing what I was told. I couldn't get my old job back so I shut my mouth and took their money. Three other outfits in town were doing the same thing.

For instance, when you put in gas heat there's supposed to be a liner in the chimney. We'd put in the bottom piece of liner and hook it up tight. Then we'd go up on the roof and stick one length of liner at the top of the chimney. When the inspector came around, he'd look up the chimney with a mirror and sure enough it looked all new and shiny. But he'd be seeing the top and bottom pieces with nothing in between. Sometimes we'd put in all the pieces, but instead of hooking them together we'd just drop them down the chimney.

We didn't have to put in a furnace to make money. I remember one deal that was all gravy. The salesman got us into the house with a cleaning job. He found out that the old fellow who owned the place was getting a social security check and a little income every month, so he knew he had a set for regular monthly payments. It was an old house with a gravity hot air system, but the furnace was so new it wasn't even paid for.

The salesman told the old fellow they were lucky to be alive. He had a little soot on his hand and said, "See, carbon monoxide! That stuff can kill you." That's one of the oldest tricks, but a lot of people don't know carbon monoxide is something you can't see. Anyway, he threw a scare into them

Gloire des Rosomanes...Glorious Red Rose of Empress Josephine

NOW ALL AMERICA'S FAVORITE

RED ROBIN LIVING FENCE

Intruder-proof Red Robin is beautiful . . . permanent . . . fast-growing . . . low-cost

color landscapes your outdoor living . . . surrounds your home with beauty and protection!

The fabulous *Gloire Des Rosomanes* was developed in 1825 for the Empress Josephine, wife of Napoleon, by the great French hybridizer, Vibert. Today, more than a century later, as the Red Robin Rose, grown exclusively by the Ginden Nursery of San Bruno, California, it has become America's most exciting and popular landscape treatment and home fencing.

There is no other rose known and proven today that can give your home the fencing beauty and protection of the Red Robin. It grows straight, upright, stays compact, needs absolutely no support. In a few short months after planting it is covered with fragrant, richly-red roses. And it remains in bloom month after month. Today, Red Robin is a time-tested, RED ROSE Living Fence, thriving in all climates. Today, from coast to coast it is beautifying, giving privacy, and increasing the value of thousands upon thousands of homes. And Red Robin grows and blooms in even poor soils.

fence your property with Red Robin

Your home and garden will enjoy the privacy of a country estate—even on a modest city or suburban lot! This living wall of lush green foliage is covered with richly scented red roses, month after month. In some areas it never stops blooming! *Just place my husky, sturdy, strongly rooted, Red Robin plants in the ground this spring . . . this summer your own Red Robin Living Fence will be in full bloom.* Folks tell me they've picked up to a thousand fragrant red roses from a single few feet of Red Robin Living Fence.

Each year I get hundreds of letters from happy Red Robin owners like J. V. Malone of Monterey Park, Calif., who says: "*We are more than pleased with our Red Robin. Our roses have grown into a very beautiful fence, blooming profusely most of the time.*" And, L. M. Hays of Salt Lake City says it in just three words, "*. . . words fail me!*"

scores of landscape uses

Right now, this spring, plant Red Robin roses about 18 inches apart. Then, let your Red Robin Living Fence grow to any height you like—up to six or seven feet. You may have a neat three or four foot hedge. You may prefer a higher hedge of 5 feet to keep children and pets in and strangers out. Or you can enjoy a full six foot living wall of green foliage and red roses. Red Robin requires little trimming, is hardy and disease-resistant. It grows and thrives in even poor soils, in desert sun and severe winter climates.

Mrs. W. Bellmore of Trentwood, Washington, writes: "*Red Robin Living Fence planted this spring and already three and one-half feet high and covered with red roses all summer!*"

Here's what Mrs. W. Marks of Lafayette, Louisiana, says about her own Red Robin, "*I wish you could have seen all the roses on them! I had thousands and thousands. On three plants I counted over 500 blooms until I gave up counting!*"

Over ten million Red Robin plants have gone from my nursery . . . to homes all over America. These ten million plants are at work today beautifying and protecting . . . perhaps America's all-time record for a single plant.

IN TWO T.V. FILMS

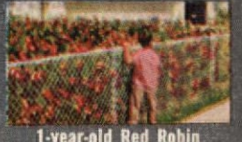
Recently Red Robin Living Fence and Ben Ginden, of Ginden Nurseries, were featured in color films,

"Men of Achievement"

"Trends of Tomorrow"

Neighbors enjoy Living Fence on their side, too

Children love the fragrant Red Robin



1-year-old Red Robin blankets a cold wire fence

garden editors feature Red Robin

Garden editors are hard to please. That's why we're so proud of the pictures and stories about Red Robin in *Sunset*, *American Home*, *Family Circle* and such famous newspapers as *Portland Oregonian*, *Atlanta Journal*, *Philadelphia Inquirer*, and *New York Mirror* and *Los Angeles Examiner* . . . and many more!

Mrs. E. A. Chenault of Hurst, Texas, writes: "*In one month they grew unbelievably . . . already have some rose buds.*" With a 4 to 6 foot Living Fence of Red Robin roses, you enjoy privacy, permanent landscape beauty, security against unwelcome noise and intruders . . . yet you save up to 85% of your hard-earned fencing dollars! Red Robin is providing beautiful protection to homes in every state in the Union. It requires no special care or attention.

Plant Now for Permanent Beauty

Just put these uniquely hard-working roses in the ground. Then watch them grow! Red Robin is not a "climbing" rose nor is it a sprawling "multiflora" rose. It grows straight upright, requires absolutely no support. Each sturdy plant grows into the next plant to form a compact living wall of green foliage and red roses. Plant them this spring. You'll actually enjoy the beauty and fragrance of these Red Robin roses in a few short months. *And this coming summer you'll discover that you could actually spend hundreds of dollars and receive no better fence protection,* no greater garden beauty than my Living Fence will bring you year after year. And to see how little my Red Robin Living Fence will actually cost . . . glance at the special offer coupon below!

Red Robin grows to 4 feet high in just a few short months!

This fence was planted in January. I took this picture of my wife in July. It's already covered with fragrant red blooms just a few months later.

And here's the same Red Robin fence just 9 months later . . . in April. See how Red Robin thrives, growing higher and lovelier, month by month!

REPLACEMENT OR REFUND OF MONEY — Guaranteed by Good Housekeeping — IF NOT AS ADVERTISED THEREIN

MY OWN PERSONAL DOUBLE GUARANTEE

First—I'm certain that when your Red Robin plants arrive you'll be completely satisfied . . . but if for any reason you are dissatisfied, return them at once and I will gladly return your money in full.

Second—In fact, I'll go even further. If any of your Living Fence plants fail to grow, I will replace them FREE OF CHARGE! This is an unconditional full year's guarantee.

left is Ben Ginden with a typical Red Robin Living Fence.

ORDER NOW FOR FREE BONUS PLANTS!

ORDER NOW FOR AS LITTLE AS 12¢ A FOOT!

GINDEN NURSERY CO., DEPT. 101, SAN BRUNO, CALIFORNIA

COMMENDED BY THE CONSUMER ILLINOIS BUREAU OF PARENTS MAGAZINE

I want your FREE BONUS OFFER: Enclosed find check or money order for

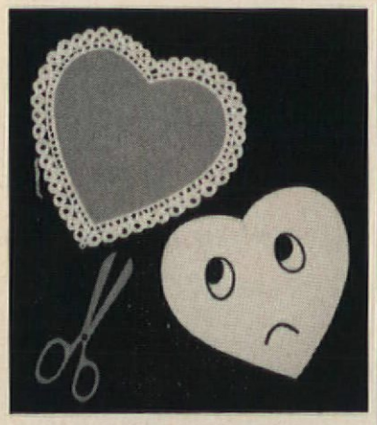
$_____ for which send me at proper planting time for my area bonus offer checked below—All charges prepaid together with simple planting methods and your double guarantee.

- ☐ 10 plants plus 1 free (for 16 ft.) 5.50
- ☐ 25 plants plus 3 free (for 44 ft.) 9.95
- ☐ 50 plants plus 5 free (for 82 ft.) 14.95
- ☐ 75 plants plus 8 free (for 124 ft.) 21.95
- ☐ 100 plants plus 10 free (for 165 ft.) 24.95
- ☐ 250 plants plus 25 free (for 412 ft.) 59.50
- ☐ 500 plants plus 50 free (for 825 ft.) 109.95
- ☐ 1000 plants plus 100 free (for 1650 ft.) 195.00

Name_____

Address_____

City_____



Stick paper together for keeps with

Weldwood Presto-Set Glue

They're made for each other—and it's good for wood and cloth, too

Patch things up for keeps with easy-to-use new Weldwood® Presto-Set® Glue in the handy bellows-action bottle. Perfect for paper—no bubbles, no bumps, no sticky mess, won't stain, dries clear, clean, and fast. Makes a strong, lasting bond on wood, cloth, pottery, too. Keep a bottle ready for *any* crisis. From 39¢.

WELDWOOD
ADHESIVES

Products of United States Plywood

(continued)

and told them the furnace was installed wrong and that we would put in a new blower. They owed about $100 on their furnace and the salesman said he'd pay that off and make it one bill with monthly payments they could handle. When he got through they were paying $15 a month for five years. I know he charged them about 400 bucks for a blower we could have bought for about $60. Only we didn't buy it. It was one we'd taken out of somebody else's basement.

We pulled a lot of jobs on old people because they were easy to scare. But there were plenty of others you'd think were smart people that were push-overs. I didn't feel sorry for them because it was their own fault. They sure took everything for granted. For instance, we'd prove a guy needed a cleaning job by telling him to hold his hand at a register.

"See," we'd say, "no heat coming out of that register, is there? It's all plugged up with dirt."

If the guy had looked around in his basement, he'd have known that there was a damper on every pipe leading to a register. All he had to do was open a damper. We'd close a few and when we were through we'd open them.

Too Smart for My Own Good

People are really suckers. One day a lady told the Better Business Bureau she had been swindled out of a good furnace by our company. Her story was printed in the newspaper and she even told about our special on cleaning furnaces and how quick we got there with a new furnace and hauled away the old one. I thought the jig was up and that I'd better start looking for another job. The boss wasn't worried. The day after that was in the paper, the salesman sold two more jobs the same old way and we buzzed around the corner and spiked in the new furnace.

We did as many as three and four jobs a day and the average sale was about $700. The salesman would get his 15 per cent cut of the total sale and we'd get a 2 per cent commission if we wrecked a furnace enough when we were cleaning it so they got a furnace sale. We didn't know what the boss was making, but we figured he was clearing $1000 a week and some weeks as much as $3000. He was paying me by the hour, though, and I was putting in a lot of overtime and not getting it, so I kicked. I'd heard about a guy working for another "gutting crew" who made $7000 last year. The next thing I knew the boss laid me off. He figured I knew too much.

Oh, what will you do without water?

It is estimated that in 15 years each person will require 160 gallons of water a day as compared with 140 gallons today. During the same period the U. S. population is expected to grow 30%—or 54,000,000 more Americans.

You can help your town prepare for its growing water needs. Write for the free booklet "WATER—Make Sure You'll Always Have Plenty." It shows you how to learn if you're running short, what steps to take if you are. Mail the coupon today.

CAST IRON PIPE

THE MARK OF THE 100-YEAR PIPE

Cast Iron Pipe Research Association
3440-A Prudential Plaza
Chicago 1, Illinois

Please send me a free copy of the booklet "WATER—Make Sure You'll Always Have Plenty."

Name_____

Address_____

City_____ Zone____ State____

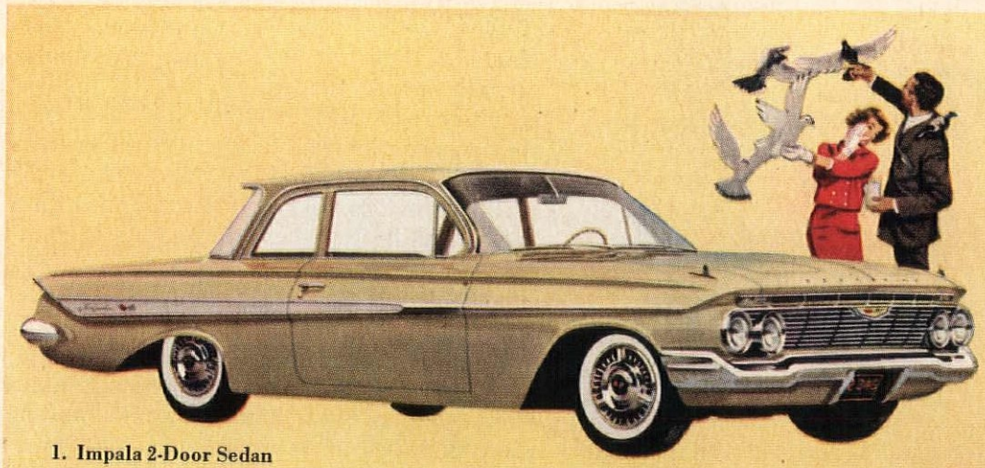
How to Protect Yourself Against Furnace Racketeers

1. *Say no* to door-to-door or telephone solicitors who want to clean your furnace. If you think your furnace needs cleaning and inspection, check with your local Better Business Bureau *before* doing business with any company. If you have been satisfied with the service provided by the company that installed your furnace, consult them about inspection or repairs. In many instances, furnaces "condemned" by unethical companies need only inexpensive parts stocked by the dealer.
2. *Get competitive bids* if you're installing, remodeling, or repairing your heating system. Sharpies won't hold still for this. That's why they tear down furnaces. Without heat in the house, the homeowner can't wait for other bids. That's why refusing to admit itinerant furnace cleaners is the most important rule of all.
3. *Don't sign anything* until you know what you're signing. The furnace racketeers described in this article made a practice of including the completion papers among others they had victims sign "just as a formality to expedite the work because this is an emergency job." When customers complained that installations were unsatisfactory, the finance company showed them the signed completion papers.
4. *Don't be frightened*, hurried, or high-pressured (any more than you'd take scare tactics from an automobile dealer). If you are being pushed, you have reason to suspect the company or the salesman. One victim who requested time to check with the Better Business Bureau was intimidated by the threat that the condition of his furnace would be reported to the city heating inspector if he did so. Had he called the salesman's bluff he would have saved himself trouble and expense. THE END

PARDON ME FOR BRAGGING

Our house can boast
A den, like most;
3-levels, split;
A cook-out pit;
Things automatic;
An expansion attic;
A lawn that's shrubbed;
2 bathrooms, tubbed;
All spanking new—
The mortgage, too!

George J. Jaffe



1. Impala 2-Door Sedan

2. Brookwood 6-Passenger Station Wagon

3. Bel Air Sport Sedan

When you can look so stylish at Chevy prices, paying more just doesn't become you!

Chevrolet gives you smoothness, performance and tasteful styling you'd normally expect from only a high-priced luxury car. So why pay more? (And why accept less?) Here's a handsome, easy handling car with a Jet-smooth ride that's as comfortable as anything on wheels. Why not drop into your dealer's and drive one—just for the fun of it! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

1. *Impala 2-Door Sedan*, one of five new look-again luxury models.
2. *Brookwood 6-Passenger Station Wagon.* Lowest priced 4-door wagon in Chevy's field.
3. *Bel Air Sport Sedan* with a deep-well trunk you can load at bumper level.

'61 CHEVROLET

JET-SMOOTH RIDE
CHEVROLET

Early American

Designed to be lived with today . . . and for years to come

DUXBURY CHAIRS

#1993-5 Arm
#1993-1 Side

The practicality of Colonial craftsmen is reflected in every line of these Duxbury chairs, making them as popular today as in the past. Smart homemakers choose them for dining, or for occasional chairs.

PRISCILLA ROCKER #2089-3

All the gracious charm of the original Windsor design has been retained for your everyday enjoyment. For extra comfort, the seat and back have been slightly modified without altering the simple classic beauty.

ARROW-BACK SETTEE #1-9D

A Colonial favorite reproduced with all the care of a bygone era . . . the arrow-like spindles typical of its authenticity in every detail. As in the originals, simple gold stenciling decorates the black finish

WINDSOR ARM CHAIR #2036-5

An exact replica of an early Windsor. From the curved archer's bow back and seven supporting spindles to the vase-and-ring turned legs, it has been copied faithfully to bring Colonial elegance to your home.

Nichols & Stone

Since 1857

The Home of Windsor Chairs

Send for Booklet!

"How To Choose The Right Colonial Chair," with helpful ideas, interesting illustrations, and historical information.

NICHOLS & STONE CO.
Box 32, Gardner, Mass.

Please send me your 32-page booklet **"How To Choose The Right Colonial Chair."** Enclosed is 25¢ in coin.

Name_____

Street_____

City_____ Zone____ State_____

Open Season for Foliage Plants

(continued from page 43)

must be careful about are light, water, and fertilizer. Here are the basic rules on these and other requirements:

LIGHT. None of the plants generally classed as foliage plants should stand in south or southwest windows where they'll get brilliant direct sunlight most of the day the year round. But most of them do need bright, indirect or diffused light and are not harmed by a little direct sun during the morning. In an average room, a spot 2-3′ from a window that is not obstructed by heavy curtains or partly closed Venetian blinds is right for most plants. In an unusually bright room, 4-5′ will be all right. If farther from a window, plants should get artificial light at fairly close range a good part of the day or night.

Foliage plants that need the brightest light include rubber plant, ivy, pothos, piggyback plant, crotons, grape ivy, and fatshedera. Those that can get along with the least light include Chinese evergreen, philodendron, aspidistra, dieffenbachia, dracaena, sansevieria, and schefflera. But even the "least light" plants do better in bright than in dim light.

To prevent plants growing unevenly toward the light, it's a good idea to turn them a little every couple of weeks.

WATER. How often a foliage plant should be watered depends on the kind of plant, size and kind of container, soil mixture, temperature, humidity, and so on. Consequently, the only general rule is: keep the soil moist at all times; don't allow it ever to become bone-dry, and don't keep it continuously soggy-wet. Feel the soil surface every morning; if it's dry to the touch, water it; if it's moist, don't.

FERTILIZER. Most foliage plants should be fed every two or three weeks with a soluble plant food dissolved in water. They need more nitrogen than other nutrients, and so the best plant foods are those in which the first figure of the analysis on the label (which shows percentage of nitrogen) is greater than or equal to the second and third figures (percentages of phosphorus and potassium). You'll find that an analysis of 20-20-20, in which all nutrients are equal, or one in which they're nearly equal, is often indicated on soluble plant food labels. Any of these will be satisfactory. But follow directions!

TEMPERATURE, HUMIDITY. In general, these plants can get along satisfactorily under average home temperature and humidity conditions. If they could choose, however, they'd ask for an even temperature of around 70°, a little more humidity than steam heat usually provides, and they'd insist on being kept out of drafts when the weather is cold.

SOIL. A flourishing foliage plant will eventually become too large for its container and should be repotted into the next larger size flower pot or plant tub. Almost all these plants need a light, highly organic soil. A good mixture can be made up of one-third rich topsoil or potting soil, one-third peatmoss, and one-third coarse sand.

CONTAINERS. Clay flower pots will provide greater soil aeration than nonporous containers and are best for all foliage plants. For extra large plants, however, redwood tubs may be more convenient. If you prefer to stand flower pots in jardinieres, choose large enough sizes to allow at least a half-inch air space all around the pot.

CLEAN FOLIAGE. To help keep your foliage plants healthy—and attractive—wipe the dust off their leaves every month or so. Use damp cheesecloth and support the leaf with one hand while wiping the upper surface.

INSECTS. Insect pests aren't often troublesome, but if you see any signs of them go after them immediately with a garden spray or a *plant* aerosol. Use an aerosol about 18″ from the plant; be sure to spray only enough to dampen the infested areas.

DIAGNOSING TROUBLES. A foliage plant may deteriorate for several reasons, and it's sometimes hard to tell what's wrong merely from looking at it. However, the following symptoms of foliage-plant sickness, with their most common causes, will tell you how to correct things in most instances. The list was worked out by Professor A. F. DeWerth of Texas A. and M. College.

Yellowing and dropping of lower leaves—usually caused by overwatering.

Burned margins or brown tips of leaves—soil too dry for short periods, too much fertilizer, or too low temperature.

Yellowing and dropping of leaves at various levels of plant—overwatering, poor drainage and aeration, chilling, or gas fumes.

Small leaves—poor drainage, too tight soil mixture, or soil too dry over long periods.

Small leaves and long internodes on stem—not enough light, too high temperatures.

Weak growth, light green or yellowish leaves—too much light, or poor root growth due to insect or disease attack.

Yellow, wilted, soft growth—too high temperature, or root injury.

(continued)

The cook has everything she needs to turn out the most savory, succulent stew that ever tantalized a hungry family! Including a handy extension phone. While she's simmering, stirring, tasting, she can take or make a call without a wasted step or minute. Her phone? It's the lovely little Princess, sure to save time and effort in *your* kitchen, too. The dial lights up when you lift the receiver. Take your choice of five cheerful colors—white, beige, pink, blue or turquoise. To order, just call the Bell Telephone business office, or ask your telephone man.

BELL TELEPHONE SYSTEM

Lovelier, Low Priced RUGS, CARPETING

SAVE up to 1/2 – OLSON Factory-to-You!

Sandalwood—*one of 44 fashionable new colors, patterns you can choose. Reversible—2 Rugs in One.*

FREE New Book in Full Colors

NEW COLORS – TWEEDS – PATTERNS – 49 Model Rooms

Mail Postage-Free Card on Opposite Page

Walter E. Olson
President

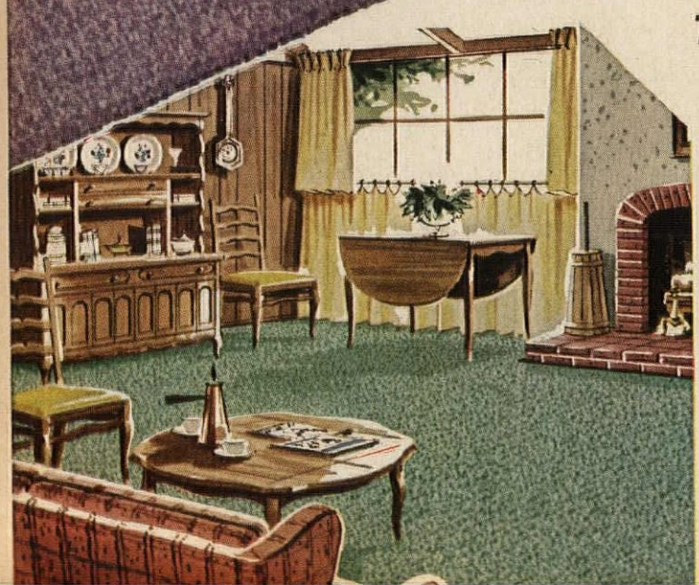
Like Millions of Olson Customers, you, too, can beautify your home inexpensively with luxurious, thicker, longer wearing, two-sided Olson Broadloom Rugs and Wall-to-Wall Carpeting.

The Olson Magic Factory-to-You Plan is Simple—Easy—Fascinating.

THE VALUABLE MATERIALS IN YOUR OLD RUGS—OR CARPETS—OR CLOTHING CAN HELP YOU SAVE UP TO 1/2.

By the Famous Olson Process, the goo seasoned materials in customers' discarde carpets, rugs, clothing are scientifically r claimed like new, sterilized, bleache merged, re-dyed—then re-spun with choi new materials and woven ***In A Wee*** into the loveliest new deep-textured, *pe manently Moth-Proofed* Reversible Broa loom Rugs or Carpeting you have ever seen for so little money. If you wish, you can send your materials *after* your new rugs arrive.

REVERSIBLE for Double Wear



They'll Think You Paid Twice As Much!

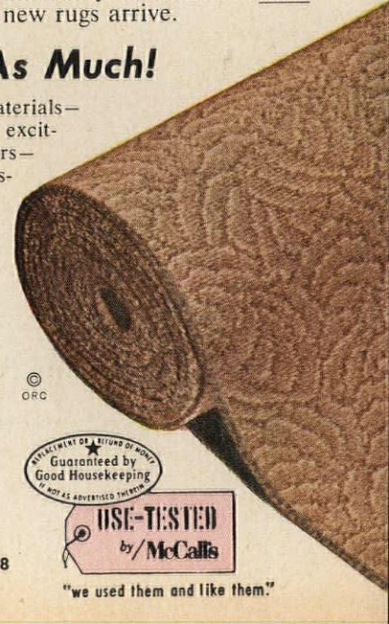
No matter where you live—even if you have no old materials—mail the postage paid card on the opposite page for the exciting new Olson Rug and Decorating Book in actual colors—and our 90 Day Free Offer. See why so many Olson customers say "Olson Rugs, Carpets wear like iron"—they are lovely enough for the finest homes.

YOUR CHOICE of 44 Decorator Colors, Patterns. Any size in a week, up to 18 feet wide, seamless, any length. Only Olson has looms in 19 widths (instead of only 3). No wasted yardage to pay for.

RICH TWEEDS	TEXTURED EFFECTS	FLORALS
SOLID COLORS	EARLY AMERICAN	OVALS
TONE ON TONE	ORIENTAL DESIGNS	ROUNDS

As Little As $5 Down—Up to Two Years To Pay!

You Risk Nothing by a Trial! We guarantee to please or pay for your materials. We pay Freight (Rail or Truck) or Express on old material from any state. Our 87th Year.



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Guaranteed by Good Housekeeping

USE-TESTED by McCall's

"we used them and like them."

OLSON RUG CO. Carpets

CHICAGO 41
NEW YORK 1
SAN FRANCISCO 8

(continued)

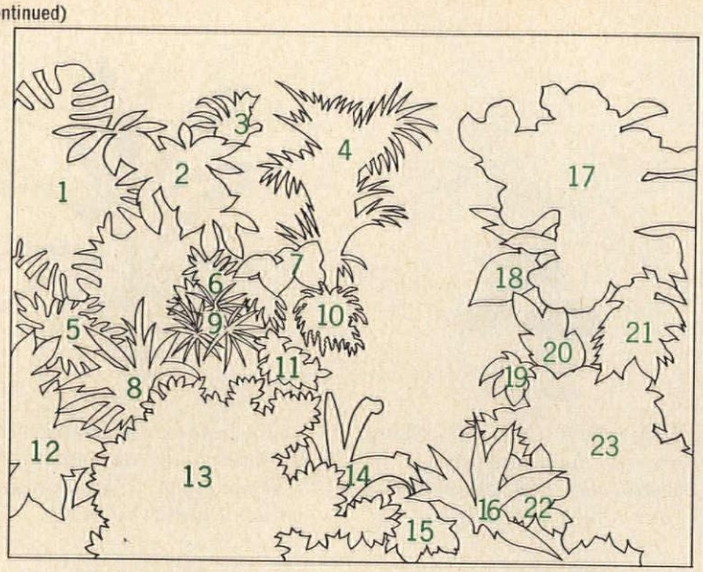
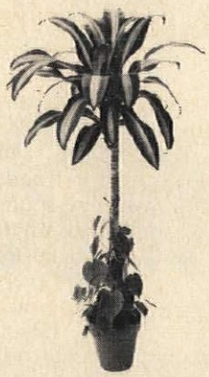


***Diagram of plants** on pages 42 and 43, keyed to the separate pictures below.*

1. *Monstera deliciosa. Large plant, usually grown on bark support. Needs good light.*

2. *Schefflera actinophylla. Grows fast, can stand neglect. But don't overwater it.*



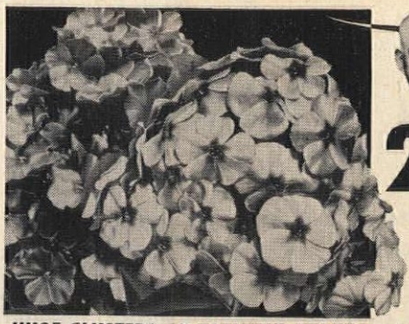
3. *Dracaena fragrans massangeana, grown as a "tree." Grows slowly. Diffused light, moist air.*

4. *Howea forsteriana (Kentia palm). Stands abuse, but prefers diffused light, careful watering.*

5. *Philodendron selloum. Large, spreading plant. Easy to grow in good light and ample space.*

6. *Polypodium aureum mandaianum. A rugged fern with "rabbit's foot" rhizomes. Cool.*

(continued)



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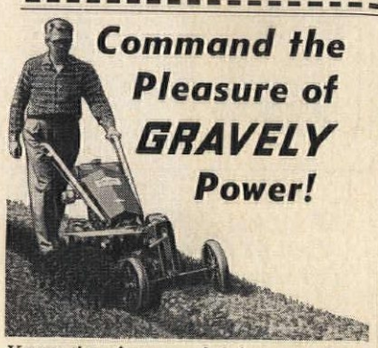

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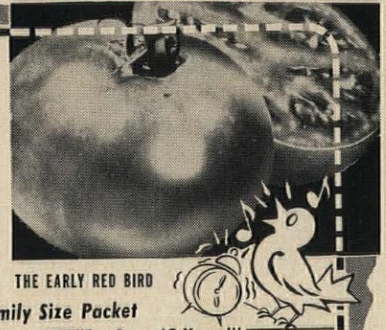
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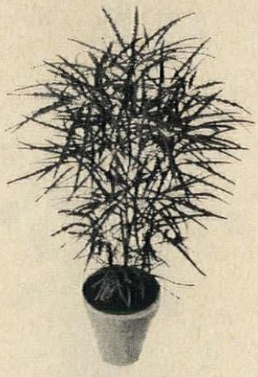
7. *Caladium 'Candidum.' Most other caladiums are brightly colored. Give them sunny window, water regularly, feed lightly.*

8. *Dracaena deremensis warnecki. Durable plant; can stand poor light and warm room temperature, but don't neglect watering.*



9. *Dizygotheca elegantissima, or false-aralia. Moist soil, warm, even temperature, diffused light.*

10. *Pteris cretica rivertoniana. Give this fern diffused light, humus-rich soil, high humidity.*

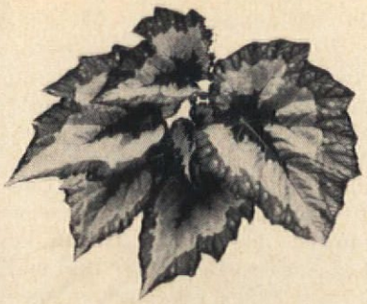
11. *Cissus rhombifolia mandaiana, or grape ivy. Needs good light. Makes a fine hanging plant.*

12. *Fatsia japonica. To produce dark, lustrous foliage, it needs a cool spot, diffused light only.*

13. *Pittosporum tobira. Beautiful plant, slow growing, extremely adaptable, but don't overwater it.*

14. *Aechmea fasciata. A pineapple or bromeliad; needs good light, fibrous soil, not too much water.*

INFORMATION: WALTER A. SINGER



15. *Begonia rex 'Merry Christmas.' All rex begonias need ample heat, light, water.*

16. *Rhoeo spathacea (R. discolor). Give this plant ample diffused light, but not too much water.*

17. *Ficus lyrata, or fiddle-leaf fig. Handsome large plant; needs good light, moderate watering.*

18. *Dieffenbachia amoena. Grows fast, but can be cut back to make it branch. Diffused light.*

19. *Spathiphyllum 'Mauna Loa.' Needs a humus-rich soil, ample water, frequent feeding, but can withstand poor light.*

20. *Calathea makoyana, or peacock plant. Likes diffused light, humus-rich soil, ample water, high humidity.*

21. *Scindapsus aureus tricolor, or pothos. Usually grown on bark or moss stick. Needs diffused light, frequent watering.*

22. *Episcia cupreata 'Acajou.' Cousins of the African violets, the episcias need the same general care—diffused light, humusy soil, moderate watering.*

23. *Cissus antarctica, or kangaroo vine. Similar to grape ivy, but more durable. Needs good light, frequent feeding. Be ready to spray for insects.*

Shopping Information, page 89

Spring BEGONIA Sale!

from **INTER-STATE NURSERIES**, Hamburg, Iowa

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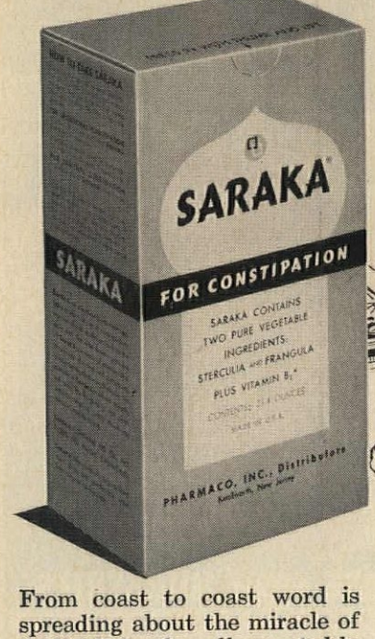

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Why Homes Differ

(continued from page 40)

West

Seattle, and Portland, you'll pay less. Variations don't however, have a strong effect on the finished house price.

Although no one has had the means or the inclination to check, it's quite possible that you'll find every known residential building product presently available used somewhere in the West. Consider the roof: we have seen asphalt roofing (from under to far over the FHA minimum of 210 lbs. per square); asphalt roll roofing; gravel, gravel-and-rock, or marble-chip-topped built-up roofing; sprayed-on roofing; asbestos-cement shingles; clay tile; barrel tile; red cedar shingles and shakes; terne metal; aluminum and copper sheets; and aluminum shingles.

There are preferences, however. In the Northwest, you'll find wood a huge favorite—logically, since Washington and Oregon are prime sources of fir, Western pine, and red cedar. In southern California and Arizona, concrete-block and stucco construction is made possible by mild weather. Built-up roofing over low-pitched roofs is most popular in southern California. Asphalt shingles are still used most in the northern states.

Midwest

than from problems in developing it. Don't blanch, for example, if you find a 50x100′ improved lot in suburban Chicago is going to cost you $4500. Your neighbors have probably paid the same price.

You won't be out of fashion here if you use materials other than brick to cover the exterior walls of your home. Both asbestos cement and aluminum siding are popular, as are oak floors in living areas, vinyl-asbestos tile in kitchens, and ceramic tile in baths. On roofs: asphalt shingles, nine to one. Most often, you'll need only a refrigerator to move into a new home. The other appliances, often including a dishwasher and garbage disposer, are already built in.

Southwest

go. Kansas and Colorado homes take their cue from traditional styling in the Midwest. In Texas and Oklahoma, although the influence of Southern architecture is still dominant, you will discover growing numbers of French provincial and Swiss chalet copies—an influence from California.

If you plan to move soon to the Southwest, you'll be happy to know that material and labor costs are lower than the national average. Much of this can be tied to lower rates for labor. Even in areas that are unionized, the scale is below rates set in Chicago, Detroit, or Los Angeles. Because of this, and because land is very cheap in some areas, considerable headway has been made in developing low-cost housing. One builder in Texas, for example, is planning a project that will deliver finished homes on small lots for under $7000.

Where material and labor costs keep the total house price down, you'll find that demand for more costly products pushes the figure up again. Brick is tremendously popular in all colors—red, pink, buff, white, and antique. Heavy, hand-split red-cedar shakes seem to show up on one out of every three new roofs (as on our winning Denver home). Ceramic tile is seldom missing from the two (not one-and-a-half) baths. And it's not unusual at all to find kitchens completely equipped with appliances, minus the refrigerator. Also, air conditioning in Texas and Oklahoma has become almost as necessary as front doors.

South

home of concrete block. In the case of retirement homes, we've seen prices as low as $6500, excluding lot. On the other hand Southerners like brick homes, especially those constructed with antique (or "slave") brick, an expensive item. Higher home prices also stem from the use of more costly roofing, like asbestos-cement shingles, Spanish or barrel tile, and flat clay tile. You'll find ceramic tile extremely popular on bathroom floors and walls, and often in kitchens on floors, drainboards, and back-splash. And, central air conditioning is becoming more of a requisite in new homes.

Central States

are high for the region. One choice ¼-acre lot in this city sold for $6000. The average price for a lot 75x125′ is over $3000. Elsewhere in Wisconsin, and throughout the other three states, lots often sell for less than $3000. The most logical explanation is that Milwaukee has more buyers for its land.

The strong demand for brick homes in the Midwest and the Southwest is missing here. Board and batten, asbestos-cement,

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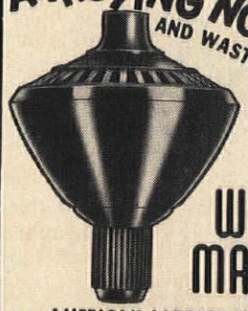

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aluminum, and wood clapboard siding are all popular. Quite often, stone siding is used. You'll find ceramic tile is still the number-one choice for bathroom walls, but has lost ground to vinyl-asbestos tile for bathroom floors. Oak flooring, block and strip, is a best seller in living areas. In the same area, wall-to-wall carpeting—often in good quality wools and nylons—is popular over a concrete slab. If you are moving to Iowa, you'll find that kitchen appliances are omitted from some of the new homes. In the other three states, installation of a range and oven is minimum.

Northeast

a period called "Carpenter's Gothic," during the late 1800s.

If you are looking for a two-story home, the Northeast is your best bet. Although our regional winner in Levittown, New Jersey, is on one floor, the state winners in Pennsylvania, New York, and Massachusetts are full two-story homes. This has come about because there has been tremendous pressure to put more house on the same or less land.

Material and labor costs in metropolitan New York City, Newark and Trenton, New Jersey, are the highest in the nation. Close behind are prices in Boston, Philadelphia, Buffalo, and Syracuse. This practically eliminates the well-built, well-planned, three-bedroom house for $15,000, a situation that would seem unusual to those of you who have built a home in Florida.

The total house cost is altered, however, by the kind of materials you will find used here. Oak flooring is very popular. Natural stone siding is nearly a requirement around Philadelphia. Double-hung windows get the nod over sliding or awning-type windows. And the custom, more often than not, is to provide fully appliances kitchens (minus the refrigerator). The fact is that homes here could be built for less if there were not such a demand for quality materials and special features. THE END

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(pictured in color on pages 22 to 39)

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PM—Perl-Mack Construction Co., Denver, Colo.
SC—Severin Construction Co., San Diego, Calif.

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Adrian Div., Hoover Ball & Bearing—NB
Hall-Mack Co.—SC, EP
Kohler Co.—MT
Miami Cabinet Div., Philip Carey Mfg.—EP
Reliable Metal Novelty Co.—PM
Reliable Metal Products Co., Inc.—LS

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U. S. Ceramic Tile Co.—NB

BELLS & CHIMES
Liberty Mfg. Co.—PM
NuTone, Inc.—MT, SC, NB

BRICK
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Denver Brick Co.—PM
McAvoy Brick Co.—LS

CERAMIC FLOORING
U. S. Ceramic Tile Co.—NB

COUNTER TOPS
Consoweld Corp.—EP
Dallas Ceramic Co.—SC
Fiberesin Plastics Corp.—MT
Formed Laminates, Inc.—LS, EP
Formica Co.—NB
General Electric Co.—EP
National Plastics Co.—PM

DISHWASHERS
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Waste King Corp.—PM
Westinghouse Electric Corp.—LS

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Raynor Mfg. Co.—MT, PM
Taylor Made Garage Doors, Inc.—NB

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Haddock Sash Co.—NB
Jessup Sash Co.—NB
Paine Co.—MT
Pymouth Door Co.—NB

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Cutler Hammer, Inc.—NB
I-T-E Circuit Breaker Co.—LS

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Waste King Corp.—PM, LS

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Weyerhaeuser Lumber Co.—PM, SC

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General Medallion—PM
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Long-Bell Lumber Co.—SC
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Imperialite Fixture Co.—NB
Lightolier, Inc.—EP
Minute Mount Mfg. Co.—MT
Moe Light Div., Thomas Industries, Inc.—NB
Progress Mfg. Co.—NB

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Komac Paint Co.—PM
Lucas Paint Co.—LS
Martin-Senour Co.—EP
Mercury Paint Co.—NB
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PIPING
Bethlehem Steel Co.—EP
Charlotte Pipe Co.—EP
Chase Brass & Copper Co., Inc.—MT, EP, SC
Lewin Mathes Co.—NB
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PLUMBING FIXTURES
Alliance Ware, Inc.—LS
American-Standard—PM,EP, SC
Crane Co.—EP
Gerber Plumbing Fixtures Corp.—NB
Kohler Co.—MT
Richmond Plumbing Fixtures Div., Rheem Mfg. Co.—LS

RANGES & OVENS
General Electric Co.—EP
Hotpoint Co.—EP
Oakland Foundry Co.—MT
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Waste King Corp.—PM
Westinghouse Electric Corp.—LS

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Westinghouse Electric Corp.—LS

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Bird & Sons, Inc.—MT
Flintkote Co.—NB
Perma Products Co.—PM
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Douglas Fir Plywood Assn.—MT
Georgia-Pacific Corp.—EP
Modern Materials, Inc.—NB
National Gypsum Co.—LS

SINKS
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Kohler Co.—MT
Lyonscraft Mfg. Co.—NB
Southern Porcelain Co.—PM

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General Motors Corp.—EP
Minneapolis-Honeywell—MT, PM, EP
Perm Controls Co.—LS

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Georgia-Pacific Corp.—EP

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Bryant Electrical Co.—EP, SC
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Leviton Mfg. Co., Inc.—PM
Sierra Electrical Mfg. Co.—SC

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Carr Adams Door Co.—EP
Getzel Corp.—MT
Heinz Lumber Co.—EP
Pullum Window Corp.—NB
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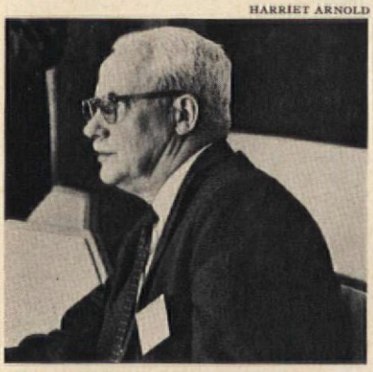
***Leonard Frank,** 2nd Vice-Pres., Nat'l Assn. of Home Builders, discusses plan.*

***Entry score** is tallied by Hubbard Cobb, Building Editor,* American Home.

***Feminine views** came from Ethyl Alper, A.I.D., left, and Mrs. Grace Sebastian, Sacramento realtor*

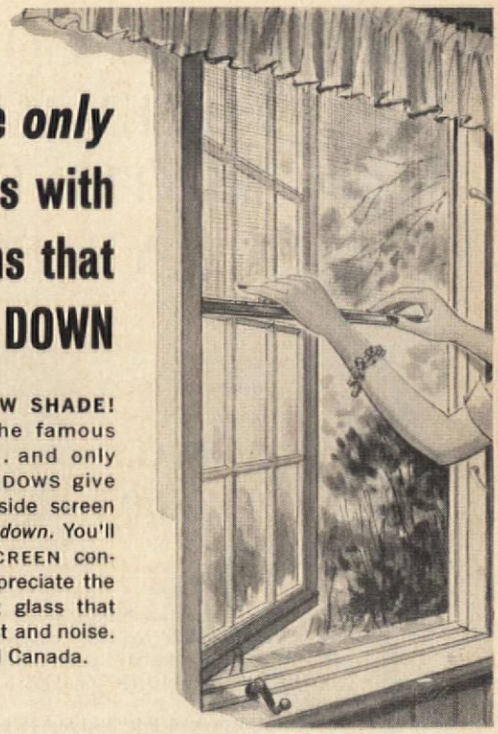
HARRIET ARNOLD



***Emerson Goble, A.I.A.,** Editor, Architectural Record, scans plan.*

***Architect George Hay, Jr., A.I.A.,** checks his scoring.*

***Judges here are,** l. to r.: John Carter; B. B. Bass, Pres., Mortgage Bankers Assn.; Robert Scott, Nat'l Assn. of Real Estate Boards; J. Ingersoll, Assoc. Bldg. Ed.,* American Home.



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The FHA Answers Your Questions

(continued from page 69)

same mortgage. If the lender agrees, he will apply to FHA for insurance of the amount. When FHA approval is received, the lender will turn over the money to you.

There are several things to keep in mind. First, the additional advance cannot be used to pay for work already done. Second, you cannot borrow more than you have paid off on your mortgage, unless the additional advance is to be used to add more living space to the house. Third, the additional advance, with interest at the same rate specified in the original mortgage, is repaid, along with your regular monthly mortgage payments, over the remaining life of the mortgage. The mortgage term cannot be extended. Finally, a few states prohibit open-end loans.

I am 48 years old and my wife is 45. At our age can we get an FHA-insured loan to help us buy a home?

FHA regulations do not discriminate against home buyers of any age, although age is one of many factors considered when an application is reviewed by the FHA insuring office. But people much older than you have been able to obtain FHA-insured mortgages.

It is possible the lender to whom you apply may have some age restriction. In that case, you can try another lender.

Is it possible to finance a home through FHA without making a down payment?

This is not possible. The law under which FHA operates, limits the insured mortgage to not more than 97 per cent of the first $13,500 of the property value (as appraised by FHA), plus 10 per cent of the next $4500 of value, plus 30 per cent of any value above $18,000. (Keep in mind, however, that the maximum FHA-insured mortgage on a one-family home is $22,500.) Even if the FHA appraisal is higher than the sale price, a down payment is still necessary, because the law requires the buyer to make an investment in cash or the equivalent, amounting to at least 3 per cent of the acquisition cost.

The buyer must have cash of his own for the down payment and closing costs. There is one exception. If he is 62 years old or older, the law allows him to borrow the down payment and closing costs from a person or corporation acceptable to FHA.

We live in a small town, and neither of the local lenders is making FHA loans. We own a lot and would like to borrow on FHA terms to build a home. Can we get a loan from an out-of-town lender?

An organization known as the Voluntary Home Mortgage Credit Program was set up in 1954 to help people in small communities, and members of minority groups anywhere, to obtain home loans insured by the FHA or guaranteed by the Veterans' Administration. If you cannot find an FHA-approved mortgagee in or near your town, write to the nearest FHA insuring office and ask if VHMCP can help you. FHA will refer your inquiry to VHMCP, which keeps a file of lenders who are prepared to make insured loans in areas like yours.

FHA has at least one insuring office in every state. If you do not know where the one serving your town is, write to the Federal Housing Administration, Washington 25, D.C., for the address.

Even with the help of the VHMCP it is not always possible to obtain FHA-insured financing. The FHA program depends entirely on voluntary participation by lenders, and there are many places that the program has not yet reached—particularly areas which are some distance from metropolitan centers.

SHOPPING INFORMATION

FRIENDSHIP QUILT

Page 19: Rug—Martex. Lamp—Georgian Lighting Studios, Inc. Mattress, spring—Simmons Beautyrest.

OPEN SEASON FOR FOLIAGE PLANTS

Pages: 42, 43: Plants—Roehrs Co. Toys—Steiff.

SOUP'S ON

Pages 44-47: Meissen soup plates—David Siel. Copper mug—W.& J. Sloane. Round copper plate—B. Altman.

TAKE A CAN OF MUSHROOMS

Page 48: Rectangular yellow casserole & trivet, square baking dish, saucepan, round casserole, orange skillet & trivet—Schmid International by Richards Morgenthau.

LAUNDRY

Pages 66, 68: "700" cabinets—Mutschler. Counter tops—Formica. Washer and gas dryer—Maytag. Gas incinerator—Caloric. Gas water heater—Rheem. Sink and faucet—Elkay. "Queen Anne" vinyl flooring—Robbins. Wallpaper #6160B—Old Stone Mill. Perforated hardboard and fixtures—Masonite. Ironing table and iron—Proctor-Silex. Stool—Calif.-Asia. Floor polisher—General Electric. Sheets, pillowcases, towels—Fieldcrest. Vases, bowls—Raymor. Wastebasket—Republic Molding. Canisters—Gladmark. Pottery dove, basket—Phoenix Pan American Imports. Tray basket, sewing basket, cup, saucer—Bonniers. Garden shears, plants, flowers—Rosalie Gaertner. Round basket on wall—Anne Davis.

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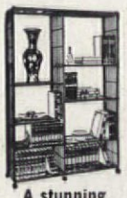
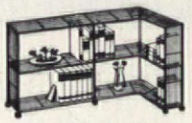


A stunning Room Divider.



A corner Bookcase.

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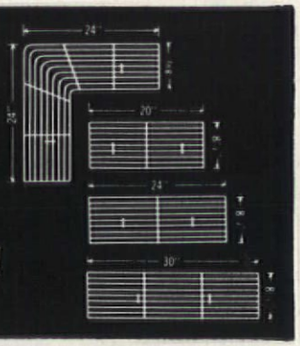

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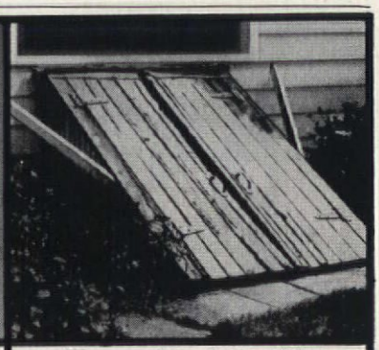
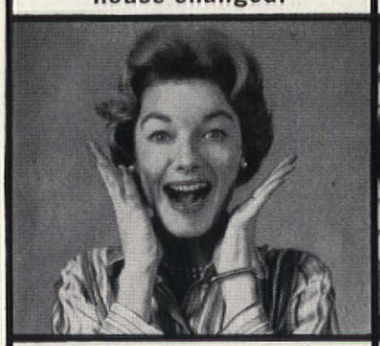


We used to have this old basement door.



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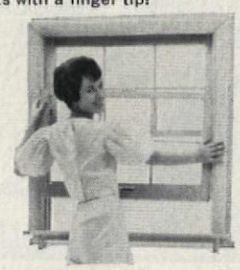

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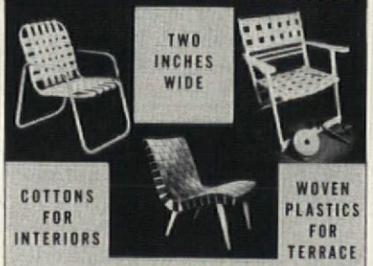

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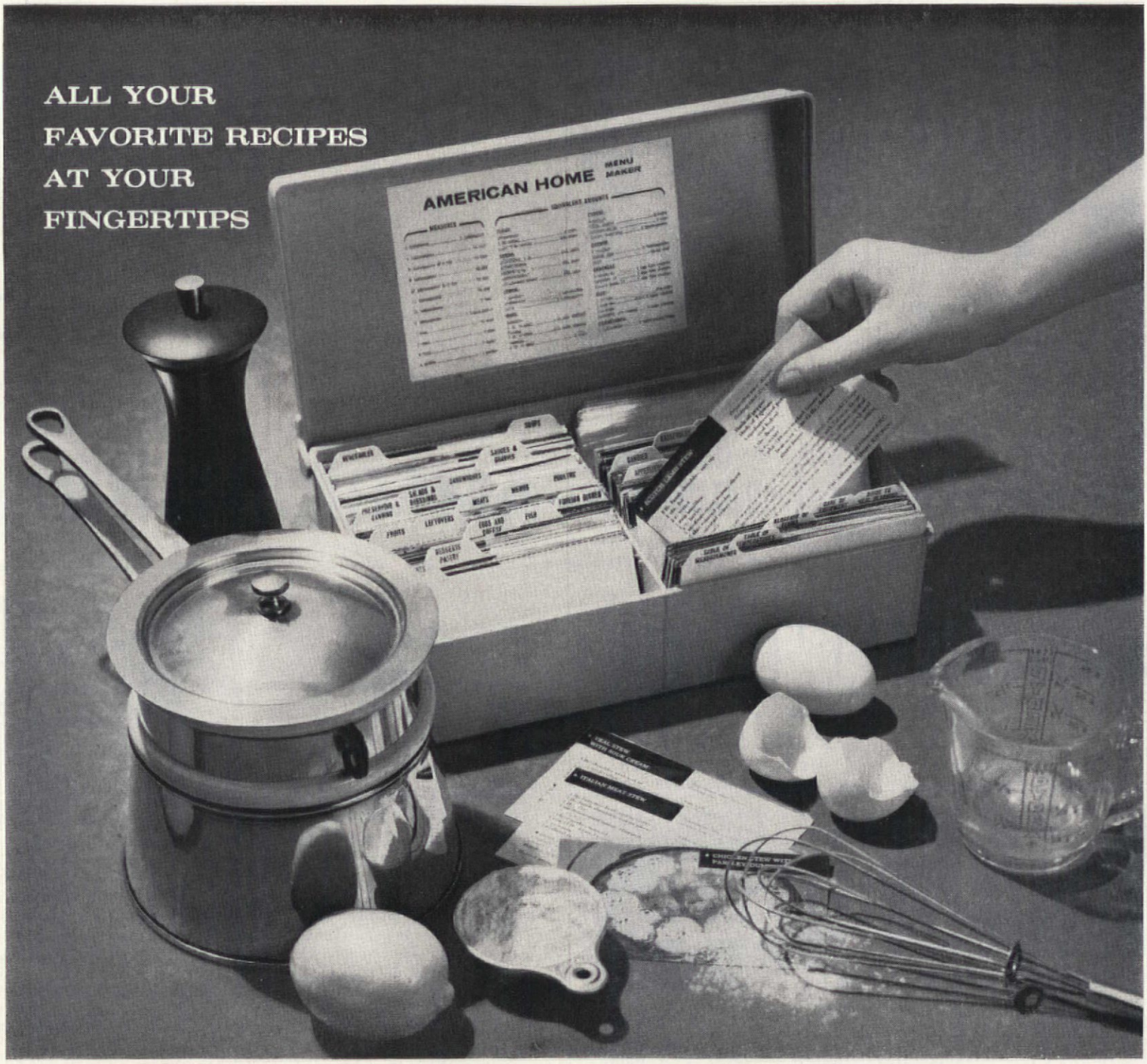

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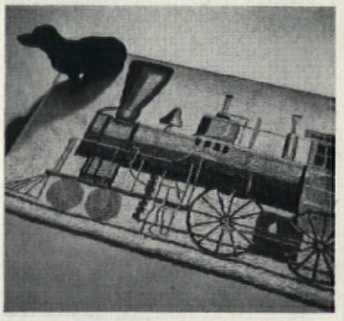

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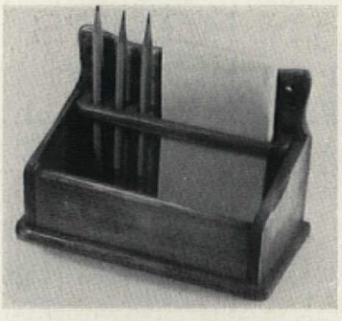

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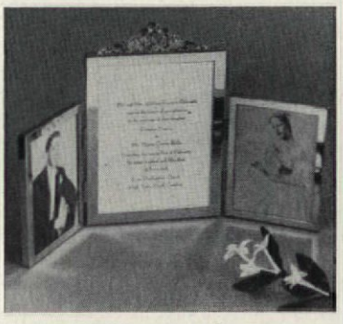

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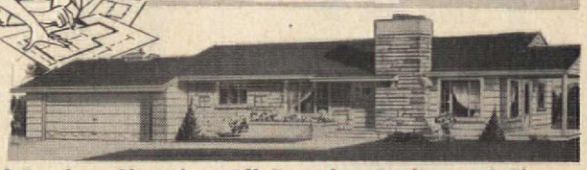

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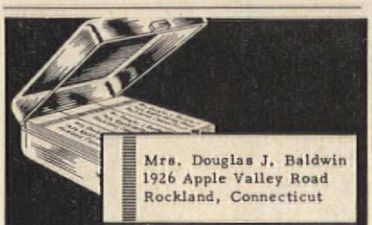

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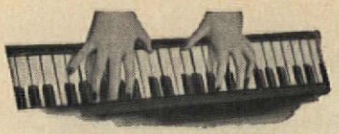

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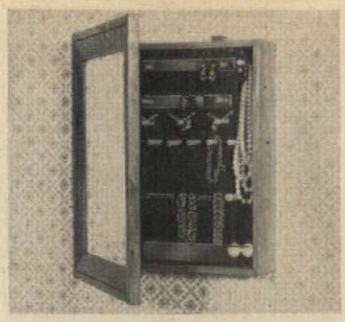


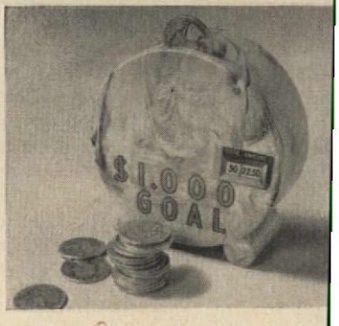
A GEM OF A JEWEL chest is the secret behind this mirror. Well-styled in pine, 14x17x3¾", it is lined with tarnish-proof cloth and fitted with holders to let earrings, bracelets, rings, and necklaces go their separate ways. Door is padded for pins. Honeytone or maple finish, $14.95; exp. chgs. coll. Unfinished kit, $10.95 ppd. Yield House, Dept. A-1, North Conway, N.H.

TURN UP THE JUICE cups that stir sleepy appetites and cheer up the breakfast table. Big 10-oz. plastic Orange Cups are the size, shape, and texture of ripe ones, juicy items for fun and a vitamin C-worthy setup. Serving cool drinks or fruit cup, they're the best orange-aids yet. In a mesh fruit bag (what else!), six for $1.50. Spencer Gifts, 601 Spencer Bldg., Atlantic City, N.J.

ANY NUMBER CAN PLAY hide-and-seek, so why make it hard on seekers of your house? Rich golden metal numbers will stand out in a crowd because they're 3" tall and easy to see. Quietly elegant, their subtle texture comes from a finely engraved Florentine finish. Screws included. Set of 3, $1; each additional, 35c. Lillian Vernon, 276-AH East 3rd St., Mt. Vernon, N.Y.

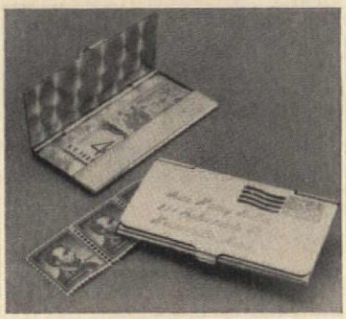
RAISE PLANTS right along with the window—these clever Plant Bars don't interfere with ups and downs. To give greens a place in the sun, two white enameled steel shelves are 20x4". For any standard window frame, their 18" long brackets may be used without nails or screws, or could hang on a wall. $1.98. 25c post. Bancroft's, Dept. AH-168, 2170 S. Canalport, Chicago 8, Ill.

THE DIE IS CAST for the lass who's lucky in love and fair game on Valentine's day. Hand-cut rock crystal dice are delightfully different as ½" earrings and pendant with sterling silver fittings, so we'll give you odds that she'll say "no dice" to all other comers! Pendant or screw-back earrings, $3.50. B.M. Lawrence, 244-AH California Street, San Francisco 11, Calif.

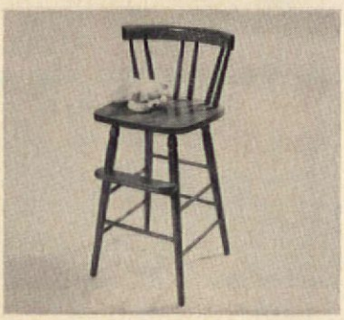


YOUR QUARTERLY DIVIDEND comes when you reach your $1000 goal. To make you save in spite of yourself, Banclok's calendar won't budge without a quarter a day to keep it up to date. Amount registers automatically to let you know you're closer to that new car, college fund, or vacation retreat. $2.25. From Leecraft, Dept. AHT, 300 Albany Ave., Brooklyn 13, N.Y.

POT LUCK is good luck in an Early American scheme, good lighting too. This glazed brown ceramic bean pot has come out of Saturday's oven to be the basis of a handsome lamp that brightens any room, any day of the week. For a big helping of charm, it measures 25″ to the top of its drum-shaped shade of cocoa fabric. $13.95 from Old Guilford Forge, Dept. AH, Guilford, Conn.



CAPITAL LETTER-styled case for stamps has our stamp of approval. It holds them flat, is good looking and a neat 2¾x1½″. Of solid brass but wafer-thin to slip into a purse or a man's wallet, "envelope" holds any size stamps and boasts a canceled-stamp design. Engraved with 3-line name and address, $1.50. Without engraving, $1. Zenith Gifts, 5271 P.O. Bldg., Brighton, Mass.



WELL BROUGHT UP is the child who has an "in-between" chair, well made of hardwood to bring him up to everyone else's level. Just right for small fry who've graduated from the high chair, it has a 24″ high seat and a footrest. Finished in antique maple or dark pine, $12.95. In black, with gold design, $14.95. Exp. chgs. coll. Templeton Craftsmen, Dept. AH, Templeton, Mass.

COWBOYS AND INDIANS are the featured players in these posters titled *Indians of North America* and *Winning of the West*. Bound to capture the fancy of any young buckaroo, they'll liven the walls of his private "bunkhouse" or the recreation room. Full-color lithographs on heavy paper, 25x37″, $1.50 ea. Both, $2.75. Poster House, 4 Country Club Dr., Chatham 19, N.J.

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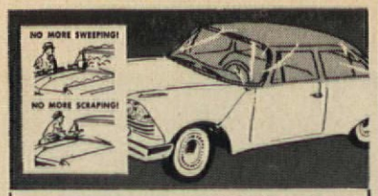

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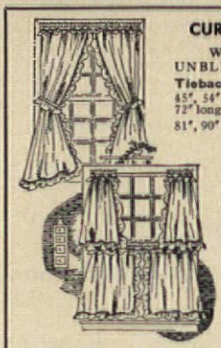

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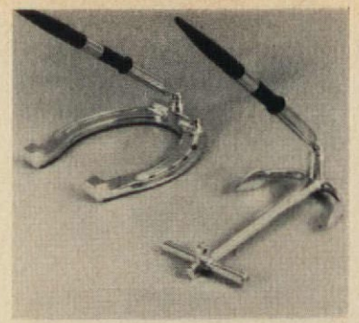

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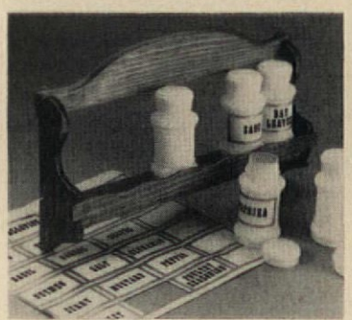

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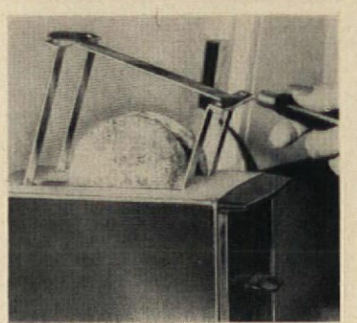

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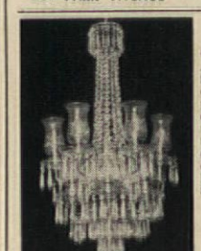

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Dept. A-52
Leaksville, N. C.

VENUS FLYTRAP EATS LIVE FLIES

Bulbs grow into exquisite house plants that *catch and eat* live insects! Bear white flowers on 12" stems. Green leaves form rosettes. Each leaf tipped with pink trap, holding nectar. Insect, lured by color & sweetness, enters trap. It snaps shut, absorbs him, reopens. Also eats raw beef, or feeds normally thru roots. Easy to grow. Develops in 3–4 weeks.

3 Bulbs . . . $1.00 Ppd.
18 Bulbs . . . **$5.00** Ppd.

Send check or m.o.—Satisfaction Guaranteed

SPENCER GIFTS D-49 Spencer Bldg., Atlantic City, N.J.

BRAIDED RUG SUPPLIES

EXTRA HEAVY, TOP QUALITY MATERIAL—90% WOOL!
Fine, used papermakers' felt prepared for braiding, hooking, weaving, 14 colors. LOW FACTORY PRICES! Satisfaction Guaranteed. Write for FREE SAMPLES and literature on this quality rug material—and on our economy-priced READY-MADE braided rugs.

BLOOMFIELD WOOLEN COMPANY
Dept. AH-21 • BLOOMFIELD, INDIANA

YOUR OLD FUR COAT INTO NEW CAPE, STOLE, JACKET $22.95

MORTON'S remodels your old fur coat, jacket, or cape into glamorous new fur fashion for only $22.95. Includes restyling, new lining, interlining, monogram, cleaning, glazing. **Order from MORTON'S, World's Largest Fur Restyling Service. Largest selection**—Over 40 Styles. Styling praised by fashion leaders. Send no money! Just mail old fur, state dress size. Pay postman, plus postage, when new fashion arrives.

Write For NEW FREE STYLE BOOK.

MORTON'S Dept. 21-B Washington 4, D. C.

AUTOMATIC RAIN SPRINKLER—88c

Ends washouts! When it rains Sprinkler unrolls & sprinkles! Carries water away from house to where it's needed. Ends gutted, gullied lawns due to water rushing from pipe. Wind & wear resistant plastic, 8 ft. long. Installs easily on round or rectangular spouts. Instructions included. Amazing value! Only **88c** each ppd., 3 for **$2.50** ppd.

Send check or m.o.—Satisfaction Guaranteed

SPENCER GIFTS D-8 Spencer Bldg., Atlantic City, N.J.

KEEP CANCELLED CHECKS SAFE—$1

Roomy check bank could save you money! Holds 800 cancelled checks. Keeps them safe, clean, available—ready at a moment's notice if needed for tax purposes, proof of payment. Tab index dividers included for 5 year file. Green ripplette box with golden stamp, 7¼" x 4⅛" x 3¼"... **$1.00** ea. ppd. 3 for... **$2.79** ppd.

Send check or m.o. Satisfaction Guaranteed

SPENCER GIFTS D-9 Spencer Bldg., Atlantic City, N.J.

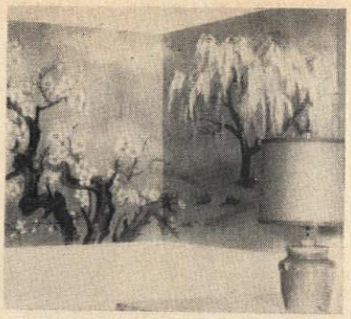
Make Extra Money At Home!

INVISIBLE MENDING

Pays up to $10 in an Hour

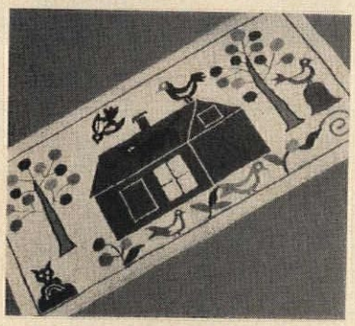
Be the invisible mending (reweaving) expert in your community. Make cuts, burns, moth holes, tears in dresses, suits, all fabrics DISAPPEAR! Do it at home—in spare time. Big demand from cleaners, laundries, homes. Up to $10 for a single hour's work reported. Write for free details.

FABRICON CO., Dept. 542
6238 Broadway Chicago 40, Ill.



A ROOM WITH A VIEW is easy to come by with a mural that looks fresher than a walk in the country. Called *Blossom Time*, it reproduces a painting of blossoming trees in delicate salmon-pinks and misty neutral tones. Mural is in four sections to cover 102x42″ and goes on with wallpaper paste. $14.95. 65c post. Johnson Products, Dept. AH, Box 1687, Glendale 5, Calif.

GRAB APPLES and pop 'em into these bakers, for the best baked apples ever. They get done faster and keep all the good juice where it belongs, not wasted in the bottom of the pan. From Italy, shiny aluminum bakers have a spike to hold the apple in place and increase heat transfer. Set of 2, $1.29. From Decorama, Dept. AH, 240 East 92nd Street, Brooklyn 12, N.Y.



BROAD SIDE OF A BARN in cherry red plays host to fanciful cats and birds in a reproduction of an antique hooked cotton rug. A fine example of American primitive design, Red Barn rug is 27x50″ underfoot to cheer a hearth or country kitchen, with rose and leafy green on a beige ground. $10.95. (W. of Miss., add 50c.) Jenifer House, Dept. AH, Great Barrington, Mass.

Men... Women... FAMILIES...

Have Fun...Make up to $10 an Hour at home, spare time

FRESH FLOWERS or ARTIFICIAL AS A **Flower Designer!**

DAVID WILSON CAROLYN MILLS

Flowers costing pennies in your garden bring *dollars* (or use artificial flowers–we show how to make them.) Corsages, bridal bouquets, table decorations, funeral designs, etc. City dwellers buy flowers *wholesale*, make same high profits on designing. Farm families serve nearby communities, or *grow* flowers for Florists everywhere.

2 SUCCESSFUL FLORISTS WILL HELP YOU

Prepare quickly *at home*. Outstanding Florists, one an international award winner, teach you to make *all kinds* of arrangements & designs–show how to *set up* and *manage* a Flower Shop, any size. Many start earning soon after instructions arrive!

BIG-PAY POSITIONS (UP TO $150 A WEEK) OR START OWN BUSINESS, SPARE OR FULL TIME One of highest paid professions. Quick advancement to *store manager*. Also *part time* openings. Or open your own Shop. Small capital, *big profits*. Ideal family project. Many large Florist Shops started in owners' home!

LEARN TO MAKE YOUR OWN ARTIFICIAL FLOWERS Our *secret formula* materials make flowers so *natural* they fool the bees. Use like fresh flowers in corsages, designs. Big profits–retail, wholesale, *mail order*.

10 WAYS TO MAKE MONEY WITH FLOWERS Start *anywhere*–city, town or farm. Big-profit design orders come from neighbors, churches, hotels, clubs, etc. Grow flowers wholesale. Be a Bridal Consultant. Collect & dry field flowers. Many other ways!

HAPPY, USEFUL HOBBY, TOO! Beautify your home, Win Blue Ribbons. Make friends. We provide hundreds of exciting ideas.

SEND NAME AND ADDRESS ONLY

Examine at home *before you decide*. Instructions include big Kit Professional Design Materials. *FREE*–full details & 3 mos. subscription to "Flower Talk." *Write today.*

FREE! 3 month Subscription to "Flower Talk"

FLORAL Arts CENTER **Dept. 102, 3570 W. First St., Los Angeles 4, Calif.**

PUEBLO WEDGE MOCCASINS . . $5.95

of glove-soft, smooth, washable calfskin, they cuddle your feet and make walking a pleasure. Built-in wedge heel, 5 lovely shades: White, Natural, Turquoise, Red, Charcoal, with intriguing bead design. Sizes 4-10 narrow and medium, half sizes too. . . $5.95. Same in higher Wedge. $7.95

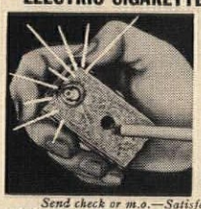
Add 35¢ Postage. For COD's send $3.00 deposit

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

IMPROVE YOUR FIGURE, $1.98

Stretch your way to a trimmer YOU with new, sturdy rubber STRETCH-A-WAY. Make any room your private gym in which to use this scientific exerciser. Complete with special chart to show you the safe method of toning muscles. Improve your figure—tummy, thighs, hip and bust measurements—this *natural* way! Keep fit and trim. Stores away in any drawer. *Guaranteed to do the job or your money back!* Only $1.98, postage paid. Order STRETCH-A-WAY from **Sunset House,** 426 **Sunset Building, Beverly Hills, Calif.**

ELECTRIC CIGARETTE LIGHTER—79c



No wick, no lighter fuel needed! A quick flick of the switch and secret panel opens to provide an instant light for your cigarette, regardless of wind or weather. In featherlight, handsomely engraved metal case, with built-in flashlight. Smart, convenient for him or her. Works on 2 pen light batteries, obtainable anywhere. **79c** ea. ppd. 2 for **$1.50** ppd.

Send check or m.o.—Satisfaction Guaranteed

SPENCER GIFTS D-50 Spencer Bldg. Atlantic City, N.J.

SPECIAL OFFER! PINE BENCH $9.95

Seats 3 adults comfortably, or use as coffee table. 2″ rich grained pine in mellow brown, hand-rubbed lacquer finish. Sturdy flared legs, fluted edges. 12″ wide, 48″ long, 13½″ high. Wt. 21 lbs. Also chair ht. bench (17½″) **$12.45** Wt. 26 lbs. Exp. chgs. coll. Free catalog.

Send check or M. O. (no COD's please).

GREENFIELD INDUSTRIES

157 Forest Road Greenfield, N. H.

PERFORM CARD MYSTERIES—$1.49

Amaze and amuse your crowd with Wonder Deck! This dubious 52 makes it simple. Each card is MARKED. You, and only you, can easily read each one from the back. The markings are undetectable to the uninstructed. Bridge size, linen finish with instructions for thrilling tricks—for magical purposes and entertainment only, of course. **$1.49** ea. ppd., 2 for **$2.79**

Send check or m.o.—Satisfaction Guaranteed

SPENCER GIFTS D-47 Spencer Bldg., Atlantic City, N.J.

Spacious **5-Ft.**

KNOTTY PINE HARVEST TABLE $29.95

No greater value, no lower price! Has a multitude of uses. Authentic Early American reproduction. (37″ w., leaves up; 18″ w., leaves down; 30″h.) 42″-long table: $24.95. Add $8.00 for your selection of finishes in Honeytone Salem or richly-grained antique pine. Please specify choice. Shp'g. chg's. "collect". Satisfaction Guaranteed. Ask for FREE Catalog. Send Check, M.O.!

Visit Our Colonial Factory Showrooms!

MEADOWBROOK INDUSTRIES A261, 126 Sunrise Hw'y., Merrick, L.I., N.Y.

DIRECT FROM FACTORY

Lifetime Social Security Card—$1

Indestructible—cannot be harmed by fire, water, oils, etc.! Wafer thin, two-tone, solid aluminum—a wallet sized 3½″ x 2″—engraved with social security number and full name. Positive, permanent identification to keep with you at all times. Specify number and name. **$1.00** ea. ppd.—3 for **$2.79** ppd.

Send check or m.o.—Satisfaction Guaranteed

SPENCER GIFTS D-11 Spencer Bldg., Atlantic City, N.J.

15 SATIN NAME LABELS—$1

Put the stamp of quality on the lovely things you sew, knit or crochet. In eggshell, flesh, nile, white, grey, maize. 4 styles: *Hand Made By; Fashioned By; Made especially For You By; Hand Knit By.* State name, style, color.

15 Labels . . **$1.00** ppd.
40 Labels . . **$2.00** ppd.
60 Labels . . **$3.00** ppd.

Send check or m.o.—Satisfaction Guaranteed

SPENCER GIFTS D-6 Spencer Bldg., Atlantic City, N.J.

EAGLE DECALS

Rich accented gold Eagles, Federal period design. 3 sets: (a) 16 mixed 2″–5½″ across, (b) 6 5½″ size, (c) 4 jumbo 8½″. Any set $1.75 ppd US, Can; no COD; Ohio res. add 3%.

Other decals too **ILLUSTRATED CATALOG 10c.**

AUTHENTICS

Dept. O-34, Box 546, Cinti. 43, Ohio

SPRAY WINDSHIELD DE-ICER—98c

Windshield De-Icer absolutely removes every trace of ice, frost and sleet from windshield and windows. Just spray! Have clear view for safe driving in 60 seconds! No scraping, no frozen fingers! Used by airlines. Prevents re-icing. Spray windows before a freeze for protection up to 3 days. Works no matter how low thermometer drops. 9 oz. spray can **98c** ppd., 3 for **$2.79** ppd.

Send check or m.o.—Satisfaction Guaranteed

SPENCER GIFTS D-3 Spencer Bldg., Atlantic City, N.J.

A COLLECTOR'S S & P!

STATE MAP and SYMBOL SALT & PEPPER

$1.25 per pair **POST PAID**

State Map is salt. Pepper is states' best known symbol. ALL 50 States Available. Hand painted ceramic. Made in U.S.A.

HEATHER HOUSE
356 North 4th St. Burlington, Iowa

ALASKA MAP and IGLOO SALT & PEPPER

Have YOUR BABY'S SHOES **"Porcelynized"** TRADE MARK

Preserved like fine china heirlooms, Exquisitely colortoned by our Master Artists, with fine art decor, under deep, shimmering baked glaze. Available ONLY direct from the originating artists.

For the past 12 years—imitations come and go—but the fame of "Porcelynized" does nothing but "grow". Write NOW for FREE details and mailing bag.

BABY SHOE STUDIO

Dept. A-1 Richmondville, N.Y.

6 ENCHANTED LAMPS—$1

Glow in the dark! Self-illuminating night lights...save you money on electricity! Cute lantern styling of unbreakable plastic. Gather light by day, radiate it at night! Also use for indicating cellars, stairways, as lamp and shade pulls. 2″ high, in pretty assorted colors. Set of 6. only **$1.00** ppd. 3 sets (18 lamps) **$2.79** ppd.

Send check or m.o.—Satisfaction Guaranteed

SPENCER GIFTS D-1 Spencer Bldg., Atlantic City, N.J.

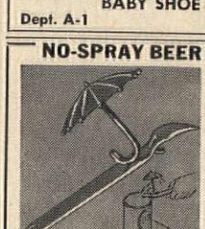
DOWN COMFORTS Beautifully RE-COVERED

Also Wool Comforts Re-Covered . . . and . . . Feather-Fluff Comforts Made from Heirloom Featherbeds. Write for **FREE** samples of coverings, testimonials and picture folder. No salesmen—

© 1954 *Mail order only!*

ALDEN COMFORT MILLS-AH Box 6070 Dallas, Texas

NO-SPRAY BEER OPENER—$1



Here's to no more beer in your eye! New spray protected beer can opener protects you and the ceiling from sudden updrafts, with a small umbrella—fastened right to it! Regular size, ultra-sophisticated golden-toned metal opener shaded with matching umbrella. A clever conversation piece that's decorative and really useful in the home bar. Brand new! Lots of fun for . **$1.00** ppd., 3 for **$2.79** ppd.

Send check or m.o. Satisfaction Guaranteed

SPENCER GIFTS D-48 Spencer Bldg., Atlantic City, N.J.

HAND HOOK YOUR OWN RUGS THE TRUE, OLD WAY WITH WOOL RAGS "THE WHITFIELD" Design. Size 28″x48″ stamped in black outline on burlap, with all wool cloth in shaded colors for center flowers and leaves, hook and instructions for shading.

only $8.95 postpaid

SEND 35c FOR Illustrated Catalogue

REBECCA S. ANDREWS Dept. A261 Walnut Ridge, Arkansas

Handmade Colonial Shakers

Sprinkle your table with the beauty of authentic reproductions of Colonial salt and pepper shakers. Handmade by Fenton, about 3″ high, they are in rich white milk glass. For your Valentine, your hostess, yourself . . . and be prepared to be peppered with questions where you found them! Order Style A, B, or C.

2 pair **$5.00** ppd.

THE WILLIAMS BROTHERS

LOCKPORT 2, N. Y.

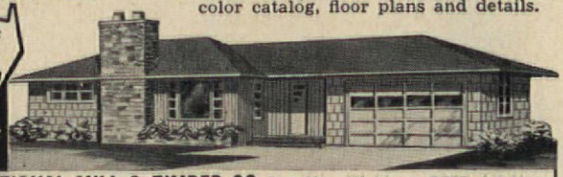
CUT-TO-FIT HOMES CUT COSTS UP TO 40%

Save labor cost up to 100%, reducing completed home cost up to 40%. You can assemble any of 57 designs from easy-to-follow plans. No measuring or cutting . . . every piece precision machine pre-cut and marked. **BUY DIRECT FROM MILL —** eliminate all between overhead, profit and labor costs. Nothing to plan or figure. Complete with all lumber, hardware, paint, nails, glass, roofing, etc. Sterling Home quality material throughout. Freight paid most areas. Write today. Send 25c for illustrated, color catalog, floor plans and details.

CHOICE OF 57 DESIGNS

PRICED FROM $2295 UP

FIVE EASY-PAYMENT PLANS



INTERNATIONAL MILL & TIMBER CO. Bay City, Michigan, DEPT. AH 21

SEND 25c — MAIL COUPON TODAY!

PLEASE SEND PRICE LIST AND STERLING HOME COLOR CATALOG TO:

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Learn FLOWER Arranging and FLORISTRY Easily and Quickly AT HOME

FOR PLEASURE—please your friends and family with professional corsages, centerpieces, etc. Your church and club will welcome your assistance in arranging impressive floral designs. Win Blue Ribbons. Many earn good money while learning.

FOR PROFIT—prepare for tremendous money-making opportunities for trained men and women in the Floral Field. You may quickly learn how to make professional arrangements for the home, weddings, social affairs, funerals—wherever flowers are used. Start your own profitable business or get good paying position. Excellent part-time money-making opportunities. **Study and earn your certificate at home. Our training Accredited by the National Home Study Council.** May we send **FREE,** and without obligation, our informative **booklet?**

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11826 SAN VICENTE BLVD., STUDIO A-21
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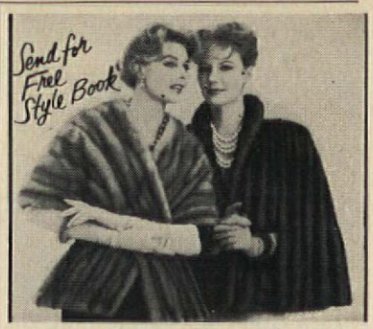


YOUR OLD FUR COAT INTO NEW CAPE, STOLE $22.95* Tax Free

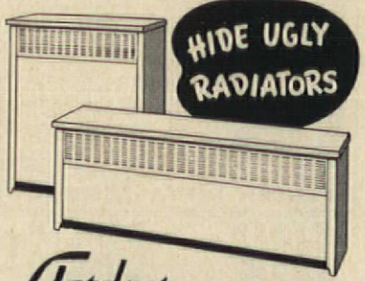
I. R. Fox, fur specialist, restyles your old, worn fur coat into a glamorous new cape or stole. Remodeling service includes cleaning, glazing, repairing, new lining, interlining, monogram. $22.95 complete. (*mink, beaver, extras add'l.) Send no money! Just wrap up your old fur coat, mail it to us now. Send your dress size and height on postcard. Pay postman $22.95 plus postage when new cape arrives. Or write for free style book.

I. R. FOX, 146 W. 29th St., Dept. G-1, N.Y. 1.

Free! NORTH AMERICA PLUS 87 FOREIGN FLAG STAMPS!

NEW SENSATIONAL GET-ACQUAINTED OFFER! Big valuable collection of all-different postage stamps from Greenland (North Pole), St. Pierre, Newfoundland, Canada — picturing Eskimos, Indians; scarce 1857 Map; British Columbia; Nova Scotia. United Nations. U. S. — ancient 19th Century; first Train, Ship, and Auto; rare Whooping Crane, Wild West; Colonial, Civil War, and spectacular commemoratives. **PLUS** colorful flag stamps of 87 foreign countries! **EXTRA!** Big bargain catalog; "How To Recognize Rare Stamps" booklet; other exciting offers. Send 10c for mailing — **TODAY!**

KENMORE STAMPS, Milford EF-204, New Hamp.



Gardner CUSTOM-BUILT RADIATOR ENCLOSURES

Beautify your home . . . convert exposed radiators into charming, useful furniture, provide healthful humidity, prevent smudgy walls — at prices you can afford. Send for FREE CATALOG.

GARDNER MANUFACTURING CO.
Dept. A • HORICON, WISCONSIN

New "CLIP-ON" Magnifiers

Make Reading Easy

Now, everyone who wears prescription-made eye glasses can "CLIP ON" these wonderful magnifying lenses. Make small print read bigger. No need for extra reading glasses. Clip on and off in a second. Can only be worn on other glasses that are *not* bifocals. Read the Bible; makes fancy work easy. Fit any type and size. **10 Day Home Trial.** Send name and address. On arrival pay postman only $4, plus C.O.D. Satisfaction guaranteed. Or send $4, we ship prepaid. Ideal gift. Order today from

PRECISION OPTICAL CO.
Suite 25-B **Rochelle, Ill.**

Learn to Make & Decorate CANDLES

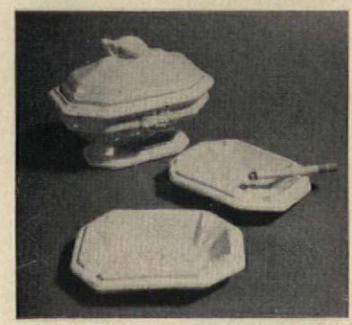
TRAIN AT HOME — Spare Time

Men, women, ANY age! Learn to create, design & decorate unusual candles **for all occasions! FUN, fascinating hobby or spare time business.** Expand to **colorful candle shop, later, ENORMOUS DEMAND . . . friends, clubs, stores, churches, everyone** will clamor for your original, unusual candle shapes, colors, & scents. **As little as 10c in material brings $2 income!** All ages delight in this easy-to-learn craft. **No artistic ability required . . .** We show you how. Send **TODAY** for **FREE FACTS** on home study course.

CANDLE INSTITUTE, Dept. X-246, Fallbrook, Calif.

CHAIR-ITY BEGINS AT HOME, and right at home is a cracker barrel captain's chair that takes kindly to husky six-footers. Well made of hardwood with curved back and arm rests, reinforced rungs, and 23x18¾" seat, it is 30½" high. Unfinished, $15.95; golden oak, $17.95; Salem maple, walnut, mahogany, $19.95. Exp. chgs. coll. Jeff Elliot, Dept. AH-6, Statesville, N.C.

SOUPER FOR CIGARETTES is a wee copy of an ironstone tureen. It won't hold much soup, but it offers generous servings of cigarettes or candy. With a raised grape design and perfect table manners, this white ceramic tureen is 5" high and has two matching 4x5½" ash trays. Short and sweet, the set is $4.98. Bowman's, Dept. AH, 2477 Lombard St., San Francisco 23, Calif.



BORNE WITH A SILVER SPOON and its companion pieces, your canapés will be very elegant and continental. From Italy, the other silver-plated party servers are a relish scoop, cocktail fork, spreader, and sugar shell, each 5" long with a different Florentine crest. A fine way to say "grazie" to a good hostess! Set of 5, $2.49. Crescent House, Box 621, Dept. AF, Plainview, N.Y.

SOME LIKE IT HOT, some like it cold. This thermal jug keeps a beverage either way, and it's *unbreakable!* All plastic, it is tasteless and odorless, can be boiled or sterilized, even goes into the dishwasher. With leak-proof, snap-on cap, it's grand for picnics, lunch boxes, travel. 10-oz. size, $1.98; 28-oz., $2.98. Carol Beatty, 11 Beatty Bldg., Culver City, Calif.

GROWS FAST—BLOOMS INDOORS

Blooming Trailing Vine Madeira HANGING GARDEN

5 Fast Growing Blooming Size Madeira Bulbs Already Planted In Attractive Basket Complete $1.49

For a lovely "greenhouse" of living color send for this stylene hanging basket that's already planted with 5 small flowering size Madeira bulbs (Boussingaultia Baselloides). Just add water—watch it grow . . . indoors. Quickly the lovely tropical vines spill over almost to very floor with masses of heart-shaped green glossy leaves. Blooms with clusters of small, gay white fragrant flowers Brightens every home, offices, etc. Comes complete with bracket ready to hang. A tremendous value at only $1.49, fully guaranteed.

SEND NO MONEY

FINAL OFFER to OUR readers. Order as many HANGING GARDENS as you like for only $1.49 each or 2 for $2.89 . . . complete. If C.O.D. postage extra. Cash orders add 35c and we ship postage paid. Be satisfied on arrival or return within 10 days for purchase price refund. Any bulb not growing replaced free (year limit).

MICHIGAN BULB CO.
Dept. FA-1402, Grand Rapids 2, Michigan

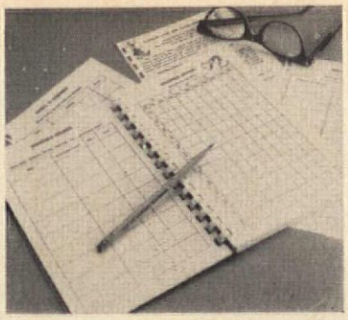
BLUE ONION MUGS

Take a cup of this onion design to fill out your Meissen collection, pretty up any table. Lovely Blue Onion china mugs will add a delectable flavor to your morning coffee, hold steamy servings of soup on a chilly day, serve cider during the holidays, or charm a wary milk-drinker. *Send for FREE catalog.* Set of four 10 oz. mugs $4.95

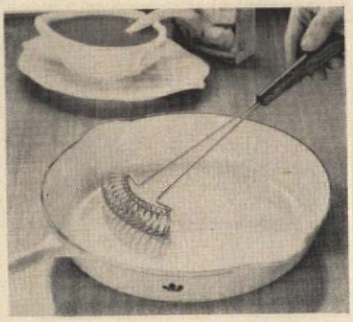
seth and jed Dept. A-2 New Marlborough, Mass.

FEMALE HELP WANTED

$23 WEEKLY for wearing lovely dresses supplied to you by us. Just show Fashion Frocks to friends in spare time. No investment, canvassing or experience necessary. Fashion Frocks, Dept. G-21871, Cincinnati 2, O.



JUST THE FACTS, MA'AM, all in one gem of a book that knows what you'd forget. *It's Write Here* actually has pages for *everything:* when Junior last saw the dentist, measurements of the kitchen windows, addresses, dates to remember, gift ideas, sizes; garden, insurance, and appliance records. Better than an extra head! $3.95. The Strawberry Jar, AH-1, Box 23, Kenton, Ky.



LUMP SUM of your gravy making is a thing of the past! Mix-Stir is 11″ long to beat, blend, and stir up the creamiest cream sauce, pudding, gravy, or pie filling yet. Its flexible stainless steel coil makes a clean sweep of a bowl or the bottom of a pan, does away with scorching. Fine for packaged mixes. $1.98. Walter Drake, AH-29 Drake Building, Colorado Springs, Colo.

DOING A HAND STAND up with your pretty guest towels will make it the smartest thing you could put in a bathroom that's shy of towel space. This solid brass stand will clasp towels in its three hands for a gracious handout, is 14″ tall, and will be glad to lend a hand wherever there aren't many inches to spare. $5.25. Edith Chapman, Dept. AH, Route 303, Blauvelt, N.Y.

SAY "SAYONARA" to wintry ways, indoors at least, with this garden lantern from the Far East. Pagoda-shaped to conjure up visions of cherry blossoms and tinkling wind chimes, it's a graceful 9″ high in gray earthenware. Later, it will give your lawn, patio, or flower beds an "Eastern exposure." $4.99. Palley's, Dept. A-90, 2263 E. Vernon Ave., Los Angeles 58, Calif.

EXOTIC INDIAN AFTABA

The touch of the mysterious Orient in the form of this Sacred Indian AFTABA will enhance the decor of your home . . . Provincial, Oriental, Traditional or Contemporary. The graceful AFTABA is the ceremonial water jug of India and Persia . . . has been in use since before the days of Omar Khayyam . . . is still used in the marriage ceremony and other special rituals of the Far East. Hand made of solid brass and hand engraved by Indian Artisans, this Exotic AFTABA is 8″ high and . . . Only $4.95 ppd.

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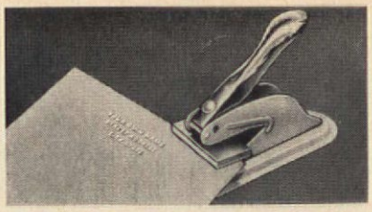

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bakes a festive dessert and centerpiece in one! $1.98 plus 35¢ shipping

Pour cake batter into these 2 polished aluminum molds (ea. 8x9¾"). Bake, put sections together, frost. Add cherry nose, eyes, neck ribbon. Voila! A gay party centerpiece for Easter or anytime. Recipes included.

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NO BONES!

JUST SLIP IT ON . . . ZIP IT UP!

At last! A figure-slimming all-in-one you can slip into as easy as a coat dress! This marvelous new two-way stretch corselette has a full-length 20″ zipper that closes the open front from very top to very bottom, to give your form the smooth unbroken line the new glamorous fashions demand. A batiste Lastex inner shield gives extra stomach control. Embroidered nylon sheer bra tops, with two-ply satin under cups. White only. Satisfaction Guaranteed or Money Back! A Wilco Exclusive.

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Now Johnny can learn to multiply!

Get these new *Musical Multiplication Records*—and see his marks in arithmetic go up, *quickly!* All the Multiplication Tables from 2's through 12's have been *set to music* on 5 records. Each table has its own catchy tune and musical quiz. Children love to play them. Used in thousands of schools. Parents and teachers report wonderful results. Write for free folder today. Send name to—**Bremner Records, Dept. E-4, Wilmette, Illinois.**

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Preserve the image of yourself or loved ones in a genuine oil painting. No experience necessary! Send only $9.95 and a photographic portrait, sharp, clear snapshot, or color slide (any size, black & white or color), to receive a "portrait-kit" which includes: a 16″x20″ canvas panel diagrammed to paint the portrait by numbered blanks; all **PRE-MIXED** oil paints, two fine brushes; full instructions & your unharmed photo. Indicate hair & eye coloring.

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the american home

ALBUM OF READERS' HOMES

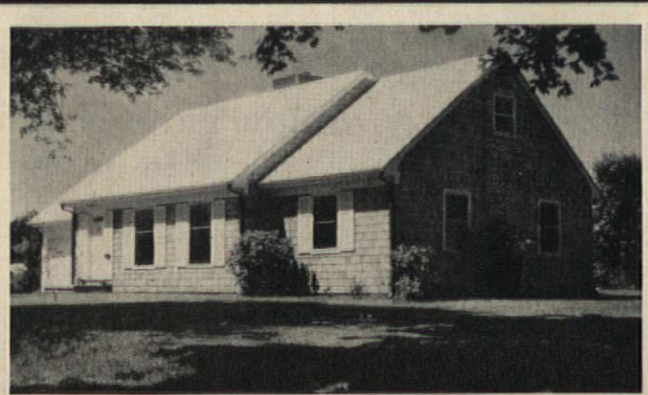
We would like to share with you some of the snapshots that come to us in the mail. We'd like to hear from you, too. Please include pictures.

"*We designed our home, 'Ilunka' (which means Helen in Hungarian), around our hobbies of farming, flower growing, and living with antiques. The change from city life to country living has fulfilled our every expectation. The living room, kitchen, and dining area are all one large Early American room, making it possible to visit with the family while I cook.*"

Mrs. Helen Ruimveld, Kalamazoo, Michigan

"*Our children all have grown and left home, so now, retired folks, we have moved to a lovely cottage in the country. It's a home like one shown on the cover of* The American Home *back in July, 1940—even the same red, my favorite color. And our cottage overlooks a trout stream!*"

Mr. and Mrs. William Mallgraf, Rockville, Maryland

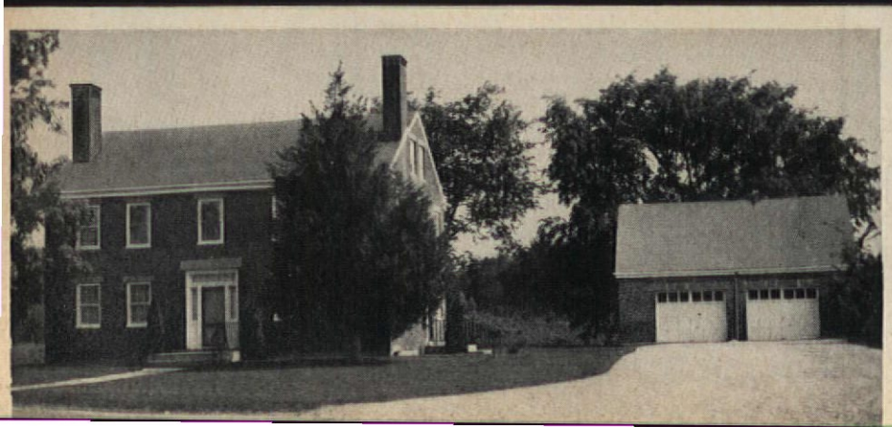


"*The plans for our house,* The American Home *Blueprint No. 22, were varied slightly to accommodate our family (children aged 9, 10, and 11, and a baby, 14 months). We added a full basement, too, but deleted the breezeway.*"

Mr. and Mrs. John W. Hughes, Stratford, Connecticut

"*When we remodeled our screen porch, we wanted a look different from the houses around us, all built from similar plans. By salvaging the multicolored leaded-glass windows from a mansion that was being torn down, we achieved a charming effect.*"

Mr. and Mrs. Andrew H. Planey, Jacksonville, Florida



"*Called 'The Brick Tavern,' our house was originally a stopover for stagecoaches from the White Mountains to Portland. It has an old bar, similar to the one in Williamsburg, which we have kept intact. The house is furnished with antiques, braided rugs I have made over the years, and a collection of glass, consisting of everything from Sandwich to pressed.*"

Mrs. W. A. Isemann, West Buxton, Maine