THE AMERICAN HOME

October 35¢

DECORATING'S DARING NEW LOOK

The Dennis Days remodel for a family of ten

HOW SHOULD YOUR AREA BE ZONED?

Plant bulbs now for beauty next spring

FIRE: HOW TO SAVE YOUR FAMILY

Hooked rugs to make
Pillows to create
House plans to buy
Special steak recipe

NOW'S THE TIME TO WINTERPROOF YOUR HOME!

Plan your laundry area to save work

Floor created in random shades of light, medium, and dark Kentile® Custom Cork Tile. Fatigue-proof Custom Cork is ideal for kitchens, dining rooms, bedrooms, baths, dens.

This Cork floor cleans as easy as Vinyl! New Kentile Custom Cork combines comfort and quiet with a remarkably tough floor finish—crystal-clear polyurethane resin. As practical as it is beautiful! Kentile Custom Cork resists scuffing, grease, and dirt…cleans with the swish of a mop. Check the Yellow Pages under "Floors" for the name of your nearest Kentile Dealer.

Kentile Custom Cork also comes in random pegged planks, in 4", 6" & 8" widths.

KENTILE CORK FLOORS

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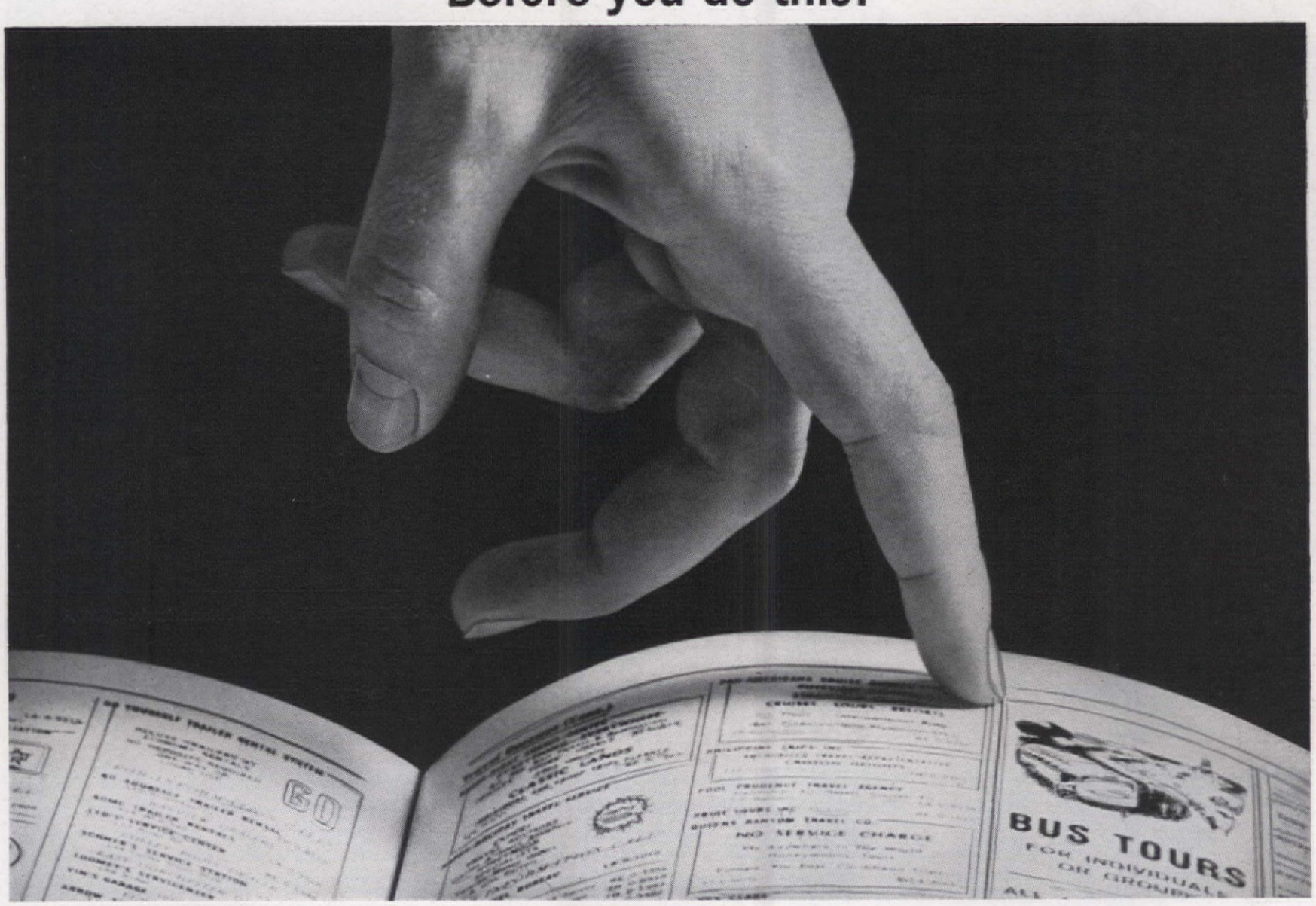

Do this:

Let your fingers do the walking—shop the Yellow Pages way!

Take the step that saves you steps. Before you go shopping, go straight to the Yellow Pages. Read the ads under whatever heading you're interested in. You'll get helpful information on brand names and features, range of services and store locations. Let the Yellow Pages be your guide and you'll agree — you find exactly what you want fast when your fingers do the walking first!

LONGINES

The World's Most Honored Watch

10 WORLD'S FAIR GRAND PRIZES · 28 GOLD MEDALS

HIGHEST OBSERVATORY HONORS FOR ACCURACY

Longines Grand Prize Automatic *14K Gold Case, 18K Gold Dial Markers; "Summit" Model $185. Other Longines Automatics from $100.**

THE NEWEST LONGINES WATCH, PEER OF AUTOMATICS

We might have asked you to buy the new Longines *Grand Prize* Automatic watch with the simple statement—*this is the finest.* But as a thoughtful and discerning person, you would not be expected to accept this statement—unsupported—even from Longines.

The principle of the self-winding watch is simple. A relatively heavy, rotatable weight keeps the mainspring constantly wound with movements of the wrist. For 40 years watch manufacturers have been struggling to get the "bugs" out of this seemingly simple mechanism. More than 100 automatic watches of varying design now manufactured represent 100 attempts to solve the enormous complexities involved.

About 15 years ago, a special corps of Longines engineers began a new attack on this problem. Their aim was to produce a self-winding watch not only perfect *when new,* but protected against wear and breakdown, one that would *remain new* with routine care.

Put briefly, self-winding is *positive* in this new watch; a new type of rotor rides on ball bearings, free as a breeze. Special shock protection compensates for its weight. The mainspring, with its precision clutch arrangement (which protects against overwinding) is factory set—and housed in a tamper-proof, sealed barrel. Some critical gear assemblies are unitized. A micrometer regulator permits close timing. And there is far more, none of which would mean much without Longines manufacturing, where perfection rules and tolerances are held to a few *millionths* of an inch.

You can see the new Longines *Grand Prize* Automatic watches—*Peer of Automatics*—and other Longines watches, of course, at your Longines-Wittnauer Jeweler. He will be *honored* to serve you.

*Prices slightly higher in Canada

Longines-Wittnauer Watch Company

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THE AMERICAN
HOME
A Curtis Publication

OCTOBER 1962 / VOL. LXV. NO. 9

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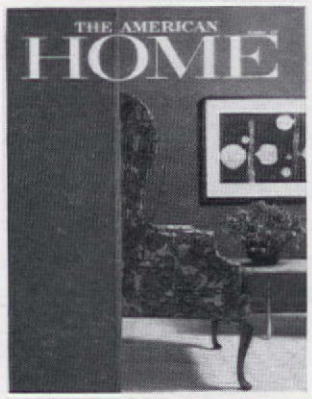

OUR COVER

This month blazes with the spirit of decorating we like to see—bold, honest, imaginative. It flashes with color, it impudently pairs contemporary fabrics with traditional lines. For more of this bravery, see page 29. Shopping information on page 67. Photographer: Irwin Horowitz.

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DEAR READER:

October has always been our favorite month. We love the varied colors of the landscape and the crystal-clear quiet you find only on an October night when the moon is full. October is an active month—a time to be busy and about things—a holdover no doubt from the days when the entire family turned out to get in the last of the harvest, the fodder, and the firewood.

This month finds the man of the house involved in storm windows, weather stripping, and other practicalities designed to make the house more comfortable in cold weather and reduce fuel costs. The article in this issue entitled "Today's Homes Need More Insulation—Does Yours?" tells what is needed to make your house snug, warm, and happy.

Fall is always an active time for that busy breed, the home gardener. We hope, however, that he won't be so busy with chores that he'll delay reading our article on unusual bulbs. These bulbs turn into real beauties, but if you want them to bloom next spring you'll have to get them into the ground before it gets too cold.

Take a drive through the countryside at this time of year and you'll have to agree that the number-one color expert in the universe is Nature. She does things with fall foliage that have to be seen to be believed. But close behind her in understanding of the use of color is a mortal lady named Dorothy Liebes who is interviewed in this issue. Internationally known as a textile designer and color consultant, Miss Liebes has encouraging words for the color timid. Numerous home furnishing and department stores will be supporting many of Miss Liebes's theories with colorful displays and promotions based on our "Lady Be Brave!" feature on page 29.

In November we'll be bringing you a big feature on rooms designed to give you more pleasure from home entertainment equipment—TV, hi-fi, stereo, home movie projectors, and all the other wonderful electrical and mechanical contraptions available today. This will include plans and construction drawings to help you adapt these ideas to your own needs and make it more fun to stay home with family and friends.

THE EDITOR

and you should see how lively and livable this year's most exciting color can be

This is just a sample from Acme's book of blues. You should see every color blue comes in, and goes with. Acme's Color Album shows them all.

There are 128 usable shades of blue alone—cool blues, warm blues, soft blues, deep blues, lively blues, livable blues, blues you can use. That's the point. You can pick the blue you want, and get it in any type of paint you want to use.

See a blue you like on this page? Tear it out and let your Acme dealer mix it for you. Want to see these blues and all the other exciting Acme colors? Borrow the Color Album free.

ACME
QUALITY PAINTS INC.
Detroit, Mich.—Burbank, Calif.—Garland, Texas—Newark, N. J.

BARBARA COLVIN

IF FIRE STRIKES

Does your family have a plan that can save their lives?

Every hour 66 homes are destroyed or damaged by fire somewhere in the United States. One person—most frequently a child or an elderly person—dies every hour and a quarter in a house fire. These figures from the National Fire Protection Association show our failure to heed fire hazards and our lack of preparedness should fire occur. If fire should break out in your home, would your family be prepared? Or, would your fate be similar to that of this Midwestern family?

It was a little past midnight on a crisp January morning when Mary Arthur, young mother of three small children, folded the last piece of laundry and glanced at the clock. Going into the living room, she switched on the television and curled up on the sofa to pass the time till the baby's two-o'clock feeding. It was very quiet in the house (Mary's husband was away on a business trip), and from time to time Mary dozed. After feeding the baby, she turned out the lights, and went to bed. But . . . a cigarette butt, which had fallen out of the ash tray, slowly smoldered on the living-room sofa.

A little after four o'clock Mary awoke, gasping for air. Trying to get her bearings in the thick smoke and intense heat, she stumbled, knocking over a lamp on a bedside table. Finally reaching the telephone, she succeeded only in getting it off its cradle before losing consciousness.

Shortly before 6 o'clock a neighbor noticed smoke coming from the Arthur house and telephoned the fire department. The firemen desperately battled the heavy smoke and intense heat which completely filled the house. But when they gained entrance it was too late. The deadly smoke and gases had taken the lives of the mother and her three children. The coroner set the time of death at one to two hours before the alarm.

Although the entire interior of the house was blackened from smoke which had spread through the heating ducts, the actual fire was confined to a small area around the sofa in the living room and the basement ceiling where the smoldering fire had burned through the floor.

The lessons that this tragedy points out are many. But the important one is that most people die not from severe burns but from the inhalation of hot smoke and lethal gases. Most of these fatalities occur on the upper floors of homes even though the fire is confined to the first floor. The reason for this is that heat rises, and along with it smoke and deadly gases. As the flames eat into various furnishings, a variety of gases are released. There may not be enough of one gas to kill, but the combination of several can be deadly. Another (continued on page 71)

EARLY AMERICAN (74″) *about* $280.

TRADITIONAL (83″) (KING-SIZE MATTRESS) *about* $360.

CONTEMPORARY (69″) *about* $200. *(Chair extra.)*

CONTEMPORARY (72″) *about* $240.

MODERN (81″) *about* $250. *(Chair extra.)*

CONTEMPORARY (89″) *about* $390.

2-PIECE SECTIONAL *about* $390.

EARLY AMERICAN (86″) (KING-SIZE MATTRESS) *about* $340

Sofas with a secret

...you wouldn't think to look at these that they open to full size double beds. Here, are but a few of the many Kroehler Sleep-or-Lounges now on sale by a select group of authorized, fine furniture and department stores. You may make your selection from a wide variety of styles, fabrics and colors. Visit your dealer... you will find it's easy to have a beautiful home that wins compliments on your taste.

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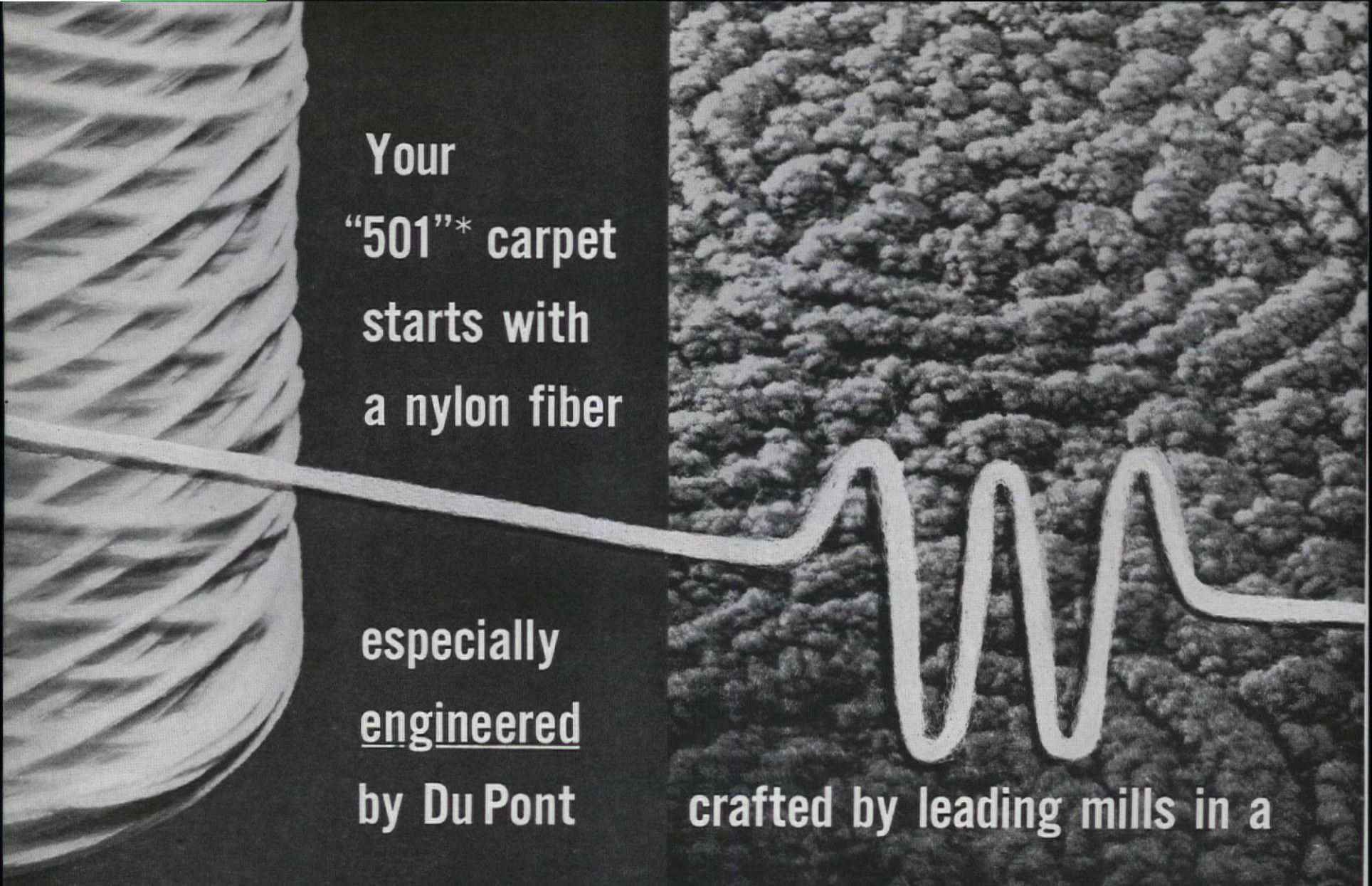
You can be confident with **KROEHLER** World's largest furniture maker

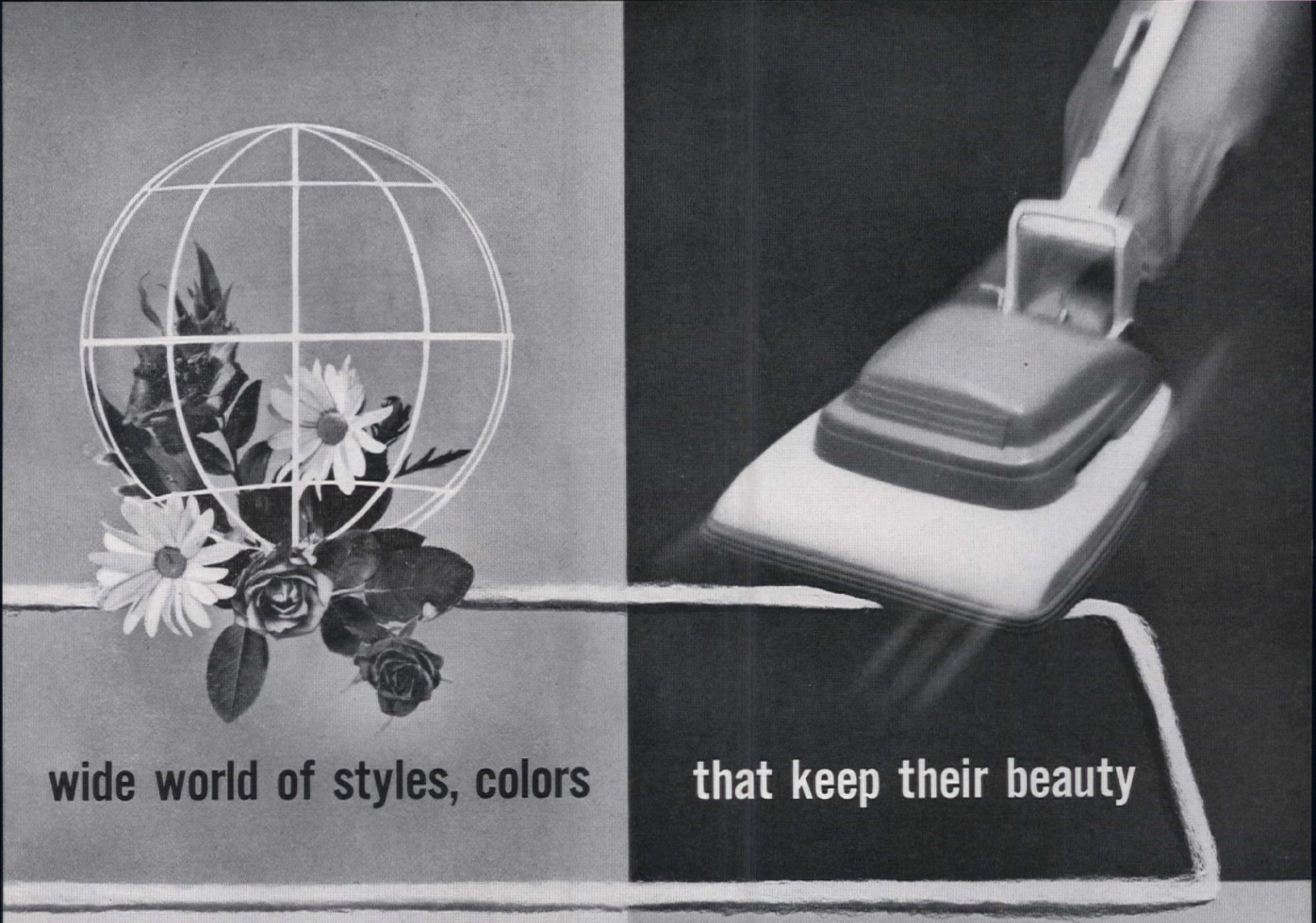


take traffic in stride

DU PONT 501 Carpet talk

For your free booklet, write "Carpet Talk," Du Pont Company, Wilmington 98, Del. Or ask your carpet retailer for a copy. He'll be happy to help you select the right carpet for your needs.

and here's a booklet



wide world of styles, colors

that keep their beauty

Here's the certification mark to look for when you shop. It identifies carpets of all nylon pile which meet or exceed Du Pont quality standards.

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501
N
DU PONT CERTIFICATION MARK FOR CARPETS WITH ALL NYLON PILE MEETING DU PONT QUALITY STANDARDS.

and label to guide you

DU PONT MAKES FIBERS, DOES NOT MAKE CARPETS

DU PONT
REG. U. S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING . . . *THROUGH CHEMISTRY*

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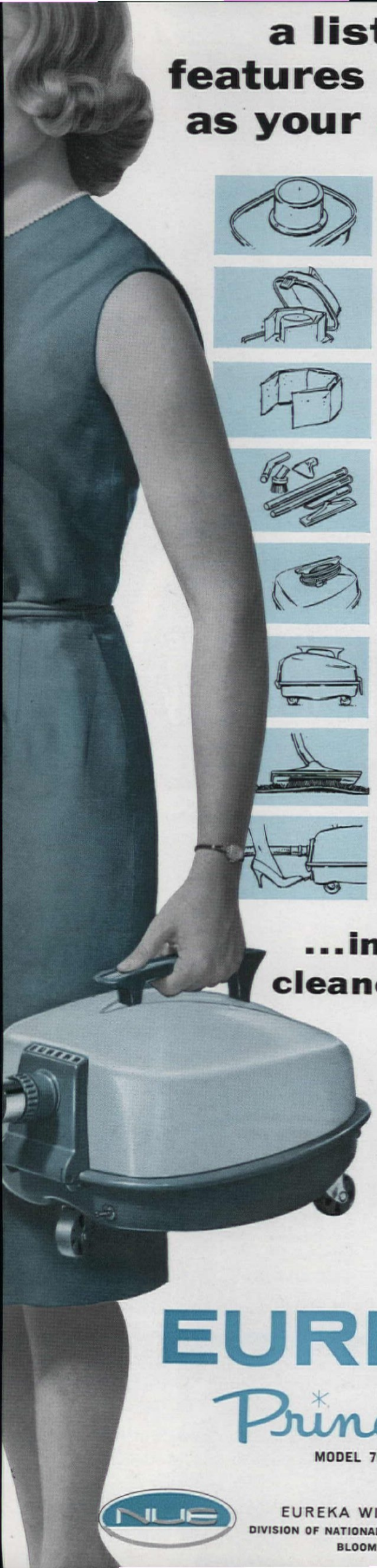
*Du Pont Certification Mark for carpets with ALL NYLON PILE meeting Du Pont Quality Standards

a list of features as long as your arm...



NEW POWERFUL MOTOR
Over 1 H.P. More power than you'll ever need.

NEW FLIP-TOP LID
Opens wide for quick easy bag changes.

EXTRA LARGE Sanitized® DUST BAG
Disposable, too, with new double compartment design.

NEW DELUXE CLEANING TOOLS
A full set of strong vinyl tools, quality brushes, chrome wands that stay put.

NEW CORD-HOLDER HANDLE
Balanced and shaped to the hand, and designed as a cord holder as well.

NEW MOBILITY
Moves nimbly in and out of tight places. Rolls easily, won't tip, either. Stores small.

NEW DEEP-CLEANING RUG NOZZLE
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EUREKA WILLIAMS COMPANY
DIVISION OF NATIONAL UNION ELECTRIC CORPORATION
BLOOMINGTON, ILLINOIS

HELEN C. SCHWARTZ

FALL FESTIVAL ROUNDUP

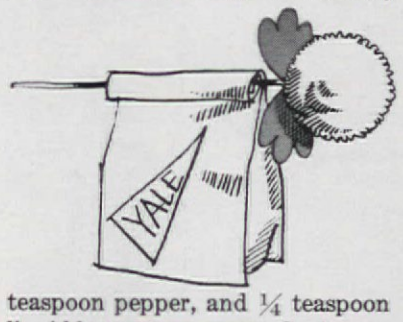
A harvest basket of ideas to help you enjoy the autumn season

KICK-OFF TIME: 2 P.M. The end of summer does not necessarily mean that we who enjoy outdoor living and entertaining need haul in the tables and chairs and wait for next summer to arrive. Autumn brings us a host of entertaining adventures to try. Invite the gang to a football picnic served right at the field. Here is a menu (and two recipes) that works equally well set on the tailgate of your station wagon, on the patio, or indoors by an early-autumn fire.

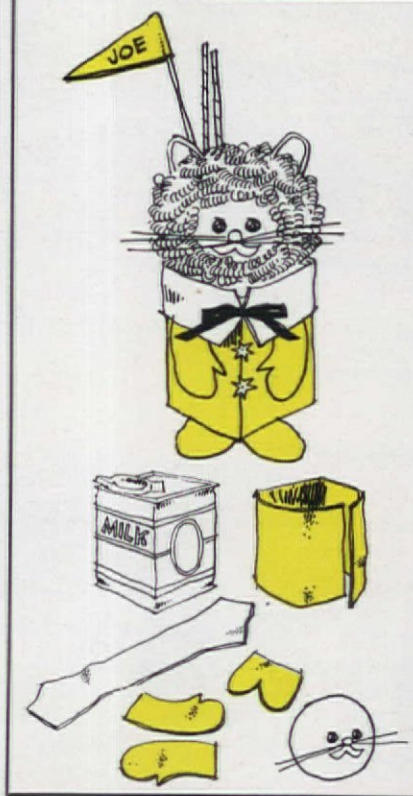
French Onion Soup
Celery Olives Carrots Pickles
Chicken in a Sack
Macaroni Salad
Tomato-Watercress Sandwiches
Apple Turnovers
Cheese Fruit Cider Coffee

ONION SOUP: Preparation time: 10 minutes. Cooking time: 15 minutes. Peel, quarter, and slice thinly 1 large onion. Melt 3 tablespoons butter or margarine in medium-sized saucepan. Sauté onion until soft but not brown. Add 4 cups chicken broth (fresh, canned, or made from granulated bouillon or cubes), 1 tablespoon minced parsley, and ½ teaspoon crushed rosemary. Heat to simmering; add salt and pepper to taste. Pour into preheated wide-mouthed vacuum jug. Sprinkle each serving generously with grated Parmesan cheese. Makes 4 servings.

CHICKEN IN A SACK: Preparation time: 20 minutes. Baking time: 45 minutes. Combine in saucepan 1 can (8 oz.) tomato sauce, ¼ cup water, ¼ cup melted butter or margarine, 2 tablespoons Worcestershire sauce, 2 tablespoons brown sugar, 2 teaspoons dry mustard, 1 teaspoon salt, ⅛



teaspoon pepper, and ¼ teaspoon liquid hot-pepper sauce. Cook over medium heat until bubbly. Set oven at very hot (500° F.). Dip 8 chicken legs into sauce. Cut four large sheets of heavy-duty foil. Place 2 chicken legs on each piece. Spoon remaining sauce over legs. Fold top and sides of foil securely to seal. Place in heavy baking pan; cover. Bake 15 minutes; reduce oven heat to moderate (350°F.); bake 30 minutes longer. Serve hot or cold. Makes 4 servings. To tote to picnic, place each foil bundle in a bright paper bag or in a foil sack. Use plastic or paper hot-drink cups. Pack salad servings in waxed 8 oz. containers; chilled relishes, cheese slices, and fruit in plastic or foil.



PIXIE PLACE CARD holds party drink for child. For each souvenir, use:
1 empty 8 oz. milk container
1 Kurly Kate pot cleaner
Pieces of blue, orange, white, and black felt (scraps will do)
1 thin dowel or pencil
Buttons, sequins, wire, pipe cleaner
Colored sippers
1 Styrofoam ball, 2″ diameter

Cover milk container with felt for body, using white for color. Pin velvet ribbon bow to collar and tiny star buttons to coat. Cut out feet from black felt, glue to container. Large hands cut from same color felt as container covering are glued under collar. Cover Styrofoam ball with stretched-out pot cleaner, add pipe-cleaner ears, pin on felt mouth, sequin eyes, and wire whiskers. Make name place card of felt pasted to dowel and fasten to coat. Insert colored sippers into container opening after filling with party drink.

Information: Kurly Kate Corporation
Drawings: Denman Hampson

WHO'S WHO AT HALLOWEEN.

Remember when witches, goblins, and sheet-covered ghosts rang your doorbell for "Trick or Treat"? Well, don't look now, but the parade of small, odd-shaped creatures with sticky faces and large paper bags coming up your front walk are astronauts!

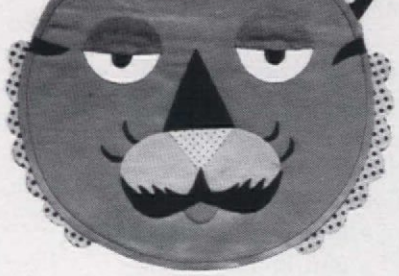
How do you costume a space-age trickster? It's easier by far than ruffling the flounces for a would-be princess. A good-sized roll of corrugated paper, well taped, and topped with a cone-shaped roll of the same material makes a very passable rocket. A snip or two with scissors provides peepholes and armholes. The rocketeer will keep busy all afternoon decorating his or her own space craft.

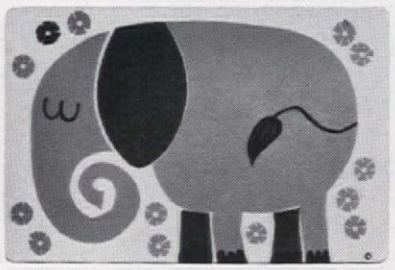
Robots will come in all sizes this Halloween, too. They walk, they talk, they giggle, they eat, and they are all propelled by real atomic boy or girl power. A couple of strong grocery cartons provide the necessary materials. The large size makes the body; a smaller one, the head. A little cutting that is no harder than transforming a pumpkin into a jack-o'-lantern turns the head into a mask and creates a reasonable facsimile of the body. Then the prospective wearer can go to work with crayons or poster paint to add the finishing, personal touches.

A football helmet resembles a space helmet and coveralls make a good space suit when coated with spray-on silver paint. Add a name tag *1970 Astronaut Bobby Smith* to make it official.

For the astronaut who wishes to take a flying saucer along for the fun, one can be created from a *very* large piece of cardboard. Cut a hole in the center of the board big enough for the astronaut to step into and raise the board to his waist. Use rope suspenders to keep the saucer aloft. Cover board with foil or luminous silver or red paint. Attach 6 or 8 helium-inflated red or silver balloons at various heights around the outer edge of the saucer to give a floating look.

Variations are endless, so get ready for the countdown and prepare to see the latest 1962 witches blast off on a broomstick. Information: Joanne Young





JUNGLE TROPHIES set the theme for an after-school party. *Sleepy Tiger* felt pajama bag ($1) does double duty as place card. You can write child's name on it in ink. *Bashful Elephant* and *Smiling Lion* are foam-backed linen-embossed, vinyl place mats ($1), have matching cloth napkins. Use them as wall hangings, in child's room. Shopping Information, page 67.

INDIAN SUMMER is the time for indoor and outdoor entertaining. Set out bowls of apples and homemade doughnuts, carafes of mulled cider, spiced coffee, or hot chocolate for last-minute gatherings. A walk in the crisp autumn air gives you a yearning for a snack of cheddar cheese, roasted nuts, or a bright red juicy apple.

Round up electric griddles for an informal "make-your-own-pancake" party. Put out bowls of diced chicken, ham, fruit, and cheese with your favorite batter. Drop 2 tablespoons of filling onto poured batter after it has set. Allow to brown, flip and brown other side. Serve with hot maple or apple syrup.

FILL THE HOUSE with casual arrangements of fall flowers and foliage. Spray a wicker basket your favorite harvest color. Fill with tawny-hued chrysanthemums and spikes of dark cattail. A cardboard cornucopia covered with russet felt, spilling out bright yellow squash, gourds, Indian corn, and strawflowers is a traditional centerpiece for the season. Small bowls of bittersweet and dried flowers or masses of oak leaves in tall vases brighten any room. Apples decorated to look like jack-o'-lanterns with nuts and raisins for features and pom-pon chrysanthemums for hats and collars are delightful table favors.

(continued on page 73)

For Milady Brave...SESSIONS new

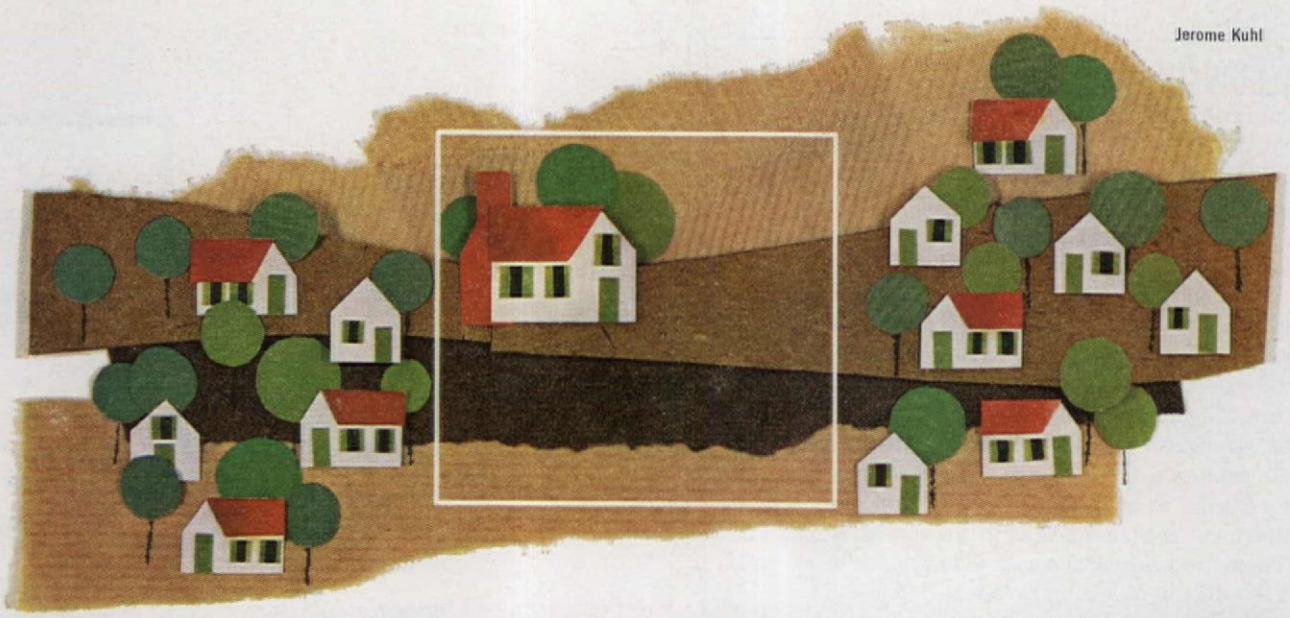
"wired or wound"

fashions go beautifully...anywhere!

As a fashionable and functional "moment of truth," an easy-to-spot timepiece puts guests at ease and marks you a considerate, modern-day hostess. Choose among Sessions chic, dashing, budget-priced decorator clocks. These fresh and flattering new designs harmonize or contrast with any decorating motif. Offered either "wired or wound" (electric or 8-day spring drive), they are ideally suited to any location. Visit your favorite store for a full display of the line that's **years ahead with fashions in time—**

SESSIONS CLOCKS

THE SESSIONS CLOCK COMPANY, Forestville, Connecticut



Jerome Kuhl

IS DENSITY ZONING THE ANSWER IN YOUR COMMUNITY?

Ever since the great building boom started during World War II, local communities, government officials, citizens' groups, property owners, and builders have been faced with the problem of suburban sprawl. Before the war, most homes were built for individual families on a lot-by-lot basis. But with our burgeoning population and the subsequent move to the suburbs came the subdivision type of building whereby acre after acre of land was built up with new homes.

Most communities were not prepared for the onslaught. Zoning laws were either nonexistent or outmoded. Many old-time residents were shocked at the sight of row after row of look-alike houses. Builders themselves were restricted to building houses on specific lot sizes and within certain limitations. The result in many areas of the country was monotonous regimentation. In addition to esthetic problems, subdivision building often brought with it the overburdening of utilities and schools and a whopping increase in taxes.

Many communities have made frantic efforts to limit the number of families building in their town. Zoning has been revised upward, calling for minimum lots of one, two, three, or more acres for a home. But many land planners firmly believe that large-lot zoning may bring on the very conditions it seeks to eliminate.

Frederick P. Clark, a well-known planner, says this: "Obviously a one-acre zone will keep out developers who want to develop half-acre subdivisions, just as quarter-acre zoning will keep out those who want to develop one-eighth-acre lots.

"But, even in communities which are suited to acreage zoning, it is not likely to slow over-all building activity. I know of one Westchester County (N.Y.) community that has a great deal of four-acre zoning. The largest number of subdivisions has been occurring in the four-acre zone and almost as many lots have been created in those four-acre subdivisions as in the subdivisions in the one-acre zone. I never recommend that acreage zoning be adopted as a means of slowing growth."

A study published by the Urban Land Institute (a research organization devoted to the problems of land use) tends to support this statement. The study shows what happened over a 10-year period in 11 suburban towns on the western edge of Boston. All have zones requiring one or more acres. Ten of the 11 have up-zoned, reducing the potential population capacity of the region from 95,000 to 58,000 homes. The study found that those communities or areas which are most attractive for residential purposes are being developed ahead of the less attractive ones in spite of their lot-size requirements.

Is density zoning a possible answer? Many opponents of up-zoning, per se, do support some of the reasons behind the movement: more orderly growth; prevention of highly increased taxes; preservation of rural character. But they feel this can be accomplished in a better way—which they term "density control."

Density control specifies the maximum number of family units that a given area of land should accommodate. Here's how it might work. It is stated, say, that there should be no more than 100 families in a particular 100-acre tract. But this doesn't mean each house must be on a one-acre lot.

For example, in Hillsborough Township, Somerset County, N.J., a builder can drop from one acre to a little over ⅓ acre as long as he keeps over-all density of one family per acre. If he builds all 100 homes on half-acre lots, he'll have 50 acres left of the original 100. The surplus is deeded to the town for community purposes. William E. Roach, planning director for the county, calls this a land-reserve bank. "We're wasting our land if we make everybody build on one-acre lots," he states. In some communities using a similar plan, surplus land is retained (for common use) by the home owners in the development operating as an association.

Under another plan supported by Gerald Lloyd, President of Northern Properties, White Plains, N.Y., each lot in a subdivision is assigned a contribution toward the total amount of open space desired. A half-acre lot can be reduced 25 to 50 per cent, he believes, without injuring the neighborhood's character or the owner's enjoyment of his land. The total of this "contributed" land could be consolidated into a park or playground.

Another of his proposals is known as "density transfer." A developer would be permitted to buy two parcels of land, each of which might be zoned for 50 lots. Under density transfer, he could build all 100 homes in one tract by agreeing not to build any on the other.

One type of density control, becoming popular in well-planned developments, is "cluster-zoning." Houses are grouped in small "neighborhoods," surrounded by open space that cannot be built upon.

All the variations of density zoning help hold down the cost of land development—and consequently the cost of new homes. There are fewer streets to put in. Sewer lines can be shorter. Grading and landscaping of rough land can be avoided. Sites can be set aside for business and industries which can assume some of the tax load.

In addition, density zoning may be helpful in determining an area's amenities and appearance, which the Urban Land Institute has found is governed by four factors: 1. spacing of houses; 2. presence of such improvements as paved streets, curbing sidewalks, etc.; 3. amount of finished landscaping around each house; 4. architecture.

To be fully effective, the institute believes, it should be done on an area-wide basis, not project-by-project or suburb-by-suburb.

Says Gerald Lloyd: "There is a built-in bonus in density zoning which both the municipal authorities and the people should be made thoroughly aware of. The areas which are crucial to the healthy growth and structure of any urban area—parks, green belts, rights of way, schools, community centers—are there. Whether needed immediately or at a future date, space for them can be acquired at the same time the community is developed. These acquisitions are usually beyond fiscal means of a community at such a time. In most cases the land must be acquired at a later date at a much higher cost."

There is no such thing as one correct lot size for every family or every community. Each area of the country has problems which will determine how it faces the problem of an ever-expanding population. Most planners feel that large-scale regional planning (for business, industry, apartments, as well as for single-family homes) is the only way the problem can be solved. *The American Home* is planning a report on what is being done in the field of regional planning. It will appear in a subsequent issue.

Information: Robert P. Crossley

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JIM LISTON

THE DENNIS DAYS DO A KID-PROOF REMODELING

The attractive couple in the big, modern kitchen are smiling because, after months of remodeling, plaster dust no longer drifts through the house and the last workman has departed. When Dennis (the bell-clear Irish tenor of the Jack Benny show) and Peggy Day moved into their two-story, four-bedroom frame house in Beverly Hills, California, eleven years ago it was comfortable and adequate. They had three youngsters. But when the family grew to include five boys and three girls they had to remodel or build a new house.

Dennis doubted that they could remodel but his reluctance to move made him listen when his brother, Dr. James McNulty and his wife (actress Ann Blyth), showed him how architect Guy Bartoli had solved their problem. Dennis and Peggy were a little shaken by what Bartoli proposed: to demolish a one-story wing between house and garage and replace it with a two-story addition which would give them a larger kitchen and laundry, three new bedrooms, a playroom, and two additional baths.

"I liked his plan," says Dennis, "but I hated to think of Peg trying to manage in the middle of all that. I thought she had enough demolition to contend with from Tom, our four-year-old. But she was eager to get started."

The plan called for replacing Peggy's 11x12-foot kitchen with a room 16 feet wide and 20 feet long. The area formerly occupied by the maid's room would be used for a laundry, a new entrance, and stairway to the second floor. Adjoining it would be a pantry for canned goods, a lavatory, and room for two freezers and an "extra" refrigerator.

Working with the architect Peggy chose her kitchen equipment. Along one wall she wanted double built-in ovens, with warming drawers below and storage cabinets above; next to it a surface cooking top with a vented hood above. A stainless steel sink and a refrigerator completed the lineup. For a six-foot counter on the opposite wall she specified a built-in gas barbecue (Dennis is often a weekend chef), and an appliance center with retractable cords for coffee makers and electric fry pans. She chose a third oven with French doors for the space below this counter.

"That was a last-minute idea and one of the best," (continued on page 16)

George de Gennaro

The Dennis Days' new kitchen *(top) was designed to prepare meals for 10 and usually twice that on weekends. Island counter contains two dishwashers and a three-bowl sink. Kitchen has two refrigerators and two freezers. Unlike old kitchen, cabinets are laminated plastic in wood-grain pattern.*

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Dennis Day (continued from page 12)

New two-story wing *links older section of house (left) with garage. Children's rooms and playroom can be reached by new stairway. Formerly children had to cross kitchen or use front entry to get to their bedrooms.*

Corner of kitchen *was utilized for built-in barbecue, oven, fold-down range unit, and desk. Draperies are ventilated rigid plastic.*

Peggy's 12-foot storage unit in *kitchen has 32 molded plastic drawers for china. Adjustable shelves hold glassware, serving pieces.*

says Peggy. "I need that oven for casseroles when we're entertaining large groups."

A 14-foot island counter accommodates two dishwashers; a stainless steel, three-bowl sink; and drawers for utensils and linens. Above the counter, two long shelves supported by anodized aluminum tubes hold condiments and spices.

The American Home visited Peggy one day to see how the remodeling was progressing. She was her usual cheerful self, surrounded by swatches of drapery fabric, chips of laminated plastic, squares of vinyl floor tile and acrylic carpeting, and samples of a new vinyl wall covering for the children's bedrooms.

Peggy is delighted with her new kitchen—it functions so well!

"I have room to work, even when the house is full of guests. You know how people wander out to the kitchen. On Christmas we had 17 adults and 18 children for dinner and much of the time they were out here admiring the new equipment. Three women can work in this kitchen without getting in one another's way."

Counter tops are laminated plastic in a gold and white design; the vinyl floor tile is white with taupe flecks and gold diamond insets. Cabinets have a laminated plastic finish in a wood-grain pattern accented by the copper tones of the range hoods, refrigerator and dishwasher fronts.

In the breakfast area, which is now separated from the kitchen by a peninsula counter and a suspended cabinet, Peggy has centered an oval-shaped table that seats 10. The walls are decorated with vinyl wall covering in a bronze and gold leaf pattern, with pagodas adding an oriental touch.

"A big improvement in the kitchen is the luminous ceiling," said Dennis. "We have a couple of dimmer switches and when Peg turns them up every corner of the room is bright."

On the second floor of the new addition the ceiling was raised on a small dormer bedroom above the garage to give Pat, Dennis, Jr., and Michael a 20x20′ room called "the dormitory." Peggy's decorating skill shows to good advantage here. Each boy has a walnut desk and chest with a matching bookcase headboard for his bed. Gold quilted cotton bedspreads repeat the color of the vinyl wall covering. There are sill-length, cream-colored draw draperies shot with gold. A dado of ash paneling surrounds the room. Under a pull-down lamp, the boys have a sturdy game table they use when working on hobbies.

"The man who built our kitchen counters was kept busy up here covering table tops with laminated plastic," says Peggy. "I insisted on the same tops for all their furniture."

The Days planned the children's playroom as a second family room with an eye to the future. ("We'll soon have a lot of teen-agers.") Approximately 20x20′, the room is ideal for dancing and buffet meals. A counter with storage cabinets above and below doubles as a pantry and hobby area. A cabinet houses television and stereophonic equipment. There's an expandable game table, a permanently installed blackboard, and two Danish-style sofas which provide seating for television and convert to beds for overnight guests.

In Margaret and Eileen's (9 and 7) bedroom the color scheme was taken from the blue, green, and lavender flowered wall covering. The vinyl floor covering subtly repeats these colors. The girls have twin canopy-style headboards trimmed with the turquoise fabric used for the traverse draperies. Their twin French provincial desks and chests have white laminated plastic tops.

"Dreamy," say the girls, but practical too.

For Tom and Paul's room the Days bought Danish-style, wall-hung walnut desk-and-shelf units that serve them well now and can be added to as they need more study space and additional bookshelves.

The Days have noted several changes in their living habits as a result of the remodeling.

"The rooms the boys had before were smaller and cluttered faster," says Peggy. "They didn't have enough closet and storage space, so half the time their things were strewn around the room."

"The new addition is practically kid-proof," says Dennis. "It has done more to preserve the rest of the house—and Peg and me—than all the 'don'ts' we've said in the last 10 years."

THE END

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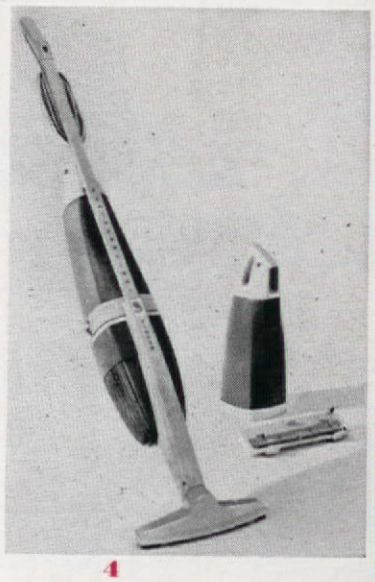

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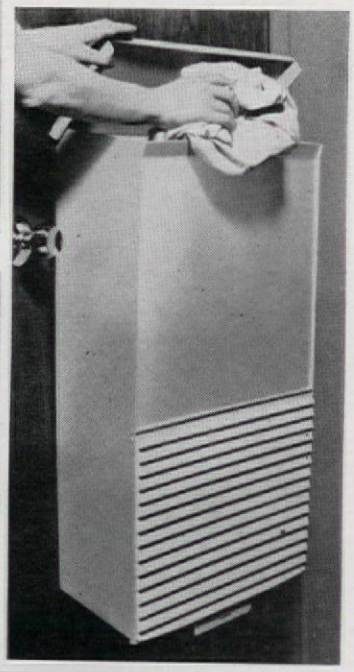

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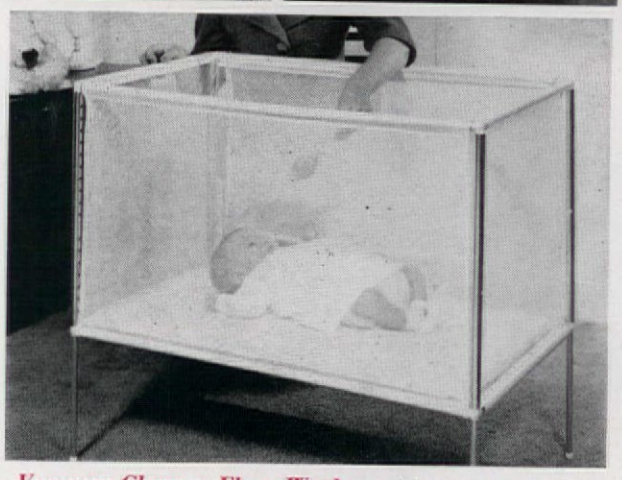

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2. Hot Serve Oven combines a thermal compartment with infra red element, wall cabinet, and a ventilating range hood with fan. It can keep hot foods hot, quickly thaw frozen foods, and ventilate kitchen all at the same time. In 30", 36", and 42" widths, from $189 to $229. Aubrey Mfg., Union, Ill.

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4. Jolly-Go-Crib of resilient nylon netting and aluminum framing rolls up into a compact carrying case. 36½x21¼" crib adjusts to car or working height. The top zips closed to protect baby or for use as a dressing surface. $29.95. A. C. Development Co., 529 Hudson St., New York 14, N.Y.

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Complete kit contains stamped 100 per cent Belgian linen with embroidery thread, U.L. Approved Telechron electric clock movement, assembled front-frame, easy-to-assemble box frame, instructions. Kit assembly takes less than ½ hour after face has been embroidered.

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"IT'S AMAZING how clean our apartment stays with flameless electric heating," Joe Lanning happily reports. And Mrs. Lanning adds, "Our pastel walls and drapes are as fresh and new-looking as the day we moved in."

GIANT REVOLVING GLOBE and sparkling fountain decorate the entrance to Rossmoor Leisure World, new total electric Gold Medallion Community and America's largest senior-citizen apartment development.

"TOTAL ELECTRIC LIVING is a big hit with our apartment owners—and rightly so," says Leisure World administrator Lewis M. Letson, right, to Ralph C. Kiser of the Southern California Edison Company. "As far as I'm concerned, you can't beat it for comfort and convenience."

Nation's largest senior-citizen apartment project chooses total electric living for comfort and cleanliness

Rossmoor Leisure World, share-ownership apartment development in Seal Beach, California, features flameless electric home heating, all-electric kitchens and scientifically designed lighting in 6,750-unit Gold Medallion Community.

Located just 25 miles from the heart of Los Angeles, Rossmoor Leisure World is "America's prestige community for happy people over 52." When completed in 1963, it will be the largest project of its kind in the country—and the first to bring together housing and recreational, religious and medical facilities in one centralized location, close to a major metropolitan area. Leisure World is also the first senior-citizen project to include in the monthly payments an insured program for medical care and drugs, except for hospitalization.

Many unusual features attest to the detailed planning that has gone into Leisure World, developed by builder, Ross W. Cortese. Steps and stairs have been eliminated; ramps and gentle grades take their place where necessary. All apartments have been completely soundproofed. Showers have sit-down seats to help prevent slipping. Built-in night lights do away with groping in the dark. And all sidewalks, including the private walks to apartments, are brightly lit at night.

This emphasis which Leisure World places on comfort and convenience is reflected in the total electric design of its apartments. Flameless electric home heating, for example, does away for good with annoying drafts and sudden hot blasts. Individual units let apartment owners adjust each room to exactly the right temperature. And walls and curtains stay bright and clean the whole year round.

In the kitchen, a modern electric range helps make cooking fast, clean and cool. There's an electric dishwasher and garbage disposal unit, and a flameless electric water heater that supplies plenty of hot water for every need. Each apartment group has its own electric washer and dryer. And full Housepower wiring provides enough outlets to run all appliances at top efficiency—without the worry of blowing a fuse.

Just as in Leisure World, more and more families throughout America are discovering the wonderful comfort and convenience only flameless electricity can provide. And chances are that bringing the benefits of total electric living to your family may cost a lot less than you think. Why not talk it over with your local electric utility company sometime soon?

THE TOTAL ELECTRIC HOME that proudly displays this Gold Medallion is equipped with flameless electric home heating and appliances, full Housepower wiring and light for living. And tomorrow it will be as modern as it is today.

YOU LIVE BETTER ELECTRICALLY · *Edison Electric Institute, 750 Third Avenue, New York 17, N. Y.*

"ELECTRIC COOKING is wonderful—it's so clean and cool," says Mrs. J. T. Trotter as she shows Mr. Trotter how the all-electric kitchen in their new Leisure World apartment is especially designed to help save steps.

THREE MODERN CLUBHOUSES at Leisure World, like the one pictured above, each contain lounge, complete all-electric kitchen plus sewing, hobby and game rooms. Other special facilities include golf course, library, fully equipped medical center, 2500-seat amphitheater and 12½-acre shopping center.

"ROOM-BY-ROOM TEMPERATURE CONTROL is a real blessing," say new apartment owners Mr. and Mrs. John Ford. "Now we can keep each room at exactly the temperature we want." Note how electric outlets and switches are conveniently placed to eliminate stooping and reaching.

HOOKED RUGS TO MAKE The designs for both of these exciting rugs came from the Shelburne Museum in Vermont. The lovely traditional one above, "Shelburne Floral," Kit AHR-53, is perfect for an Early American interior. The "Cable Stitch," Kit AHR-54, which looks so contemporary, is surprisingly a very early design too. It also comes in two other color combinations. Rugs are hooked on a special long-wearing canvas, no frame needed. Finest 100 per cent ready-cut wool yarns are easy to handle and fast to hook (special hook included in kits). Rugs work into a high, thick pile with a luxurious texture that improves with age. They're fadeproof too. Order form with prices, sizes, colors on page 74. ***MORE AMERICAN HOME KITS / DOROTHY LAMBERT BRIGHTBILL***

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COLOR

IS HER BUSINESS AND SHE TELLS US ALL ABOUT IT

Dorothy Liebes is one of the world's most renowned textile designers and color consultants. The roster of manufacturers and fabric houses for whom she works reads like the who's who of the textile and fashion world. Her creative efforts as weaver and designer appear in beautifully colored rugs, upholstery fabrics, draperies, blinds, and curtains. Her color schemes show up everywhere from ocean-going vessels to luxury hotels. Dorothy Liebes lives in a world of color—as you'll see here!

How do you feel personally about color?

It's monumental; it's the magic elixir; it's part of our personality. You can't measure color the way you can temperature or the weather outside, but it's very real. Scientists and physicists and psychologists have all kinds of wonderful theories about it, but it remains a highly personal thing. Some like it hot, some like it cold. There is no one definitive way of saying color—there are many, many ways—all different, all good.

Are there "good" colors and "bad" colors?

When we talk about color, we're talking about colors put together, color combinations, colors in relation to each other. Saying that this is a good or bad color is, for me, nonsense. Delacroix, the French painter, said, "Give me mud, and I'll make it sing," and indeed he would. He'd probably take old bilgy mud—add a marvelous saffron yellow, a curry yellow, a black, a white, a lacquer red—and we'd have a color scheme out of his mud color. The whole story is relationship. A good color scheme can be low key, or it can be high key. It can be muted, or it can be vibrant—clash, bang, boom!

How should a woman choose her color scheme?

You know that I'm against regimentation. I don't think that you can tell people that this color or that color is the one to use. I honestly think that Mrs. America won't be regimented. The right color scheme for you is the one that means something or says something to you. Does something for you!

Can one acquire a "color sense"?

It's just about impossible to teach a person a l of color. One has to feel it. Even without a gr deal of study, one can still innately feel. But tea ing can be a help, of course—a little spark of f ing can be developed, nurtured, brought into bloom through study and observation.

Are some colors more "expensive" than oth

When working with color, you soon realize t beautiful color doesn't cost any more than d color. You know, there's an old cliché: "Oh, th such an expensive color." But there's no such mal. If there is one, it's probably black. A beaut black is one of the really costly dyes to put in clo

Why are so many women timid in their use of col

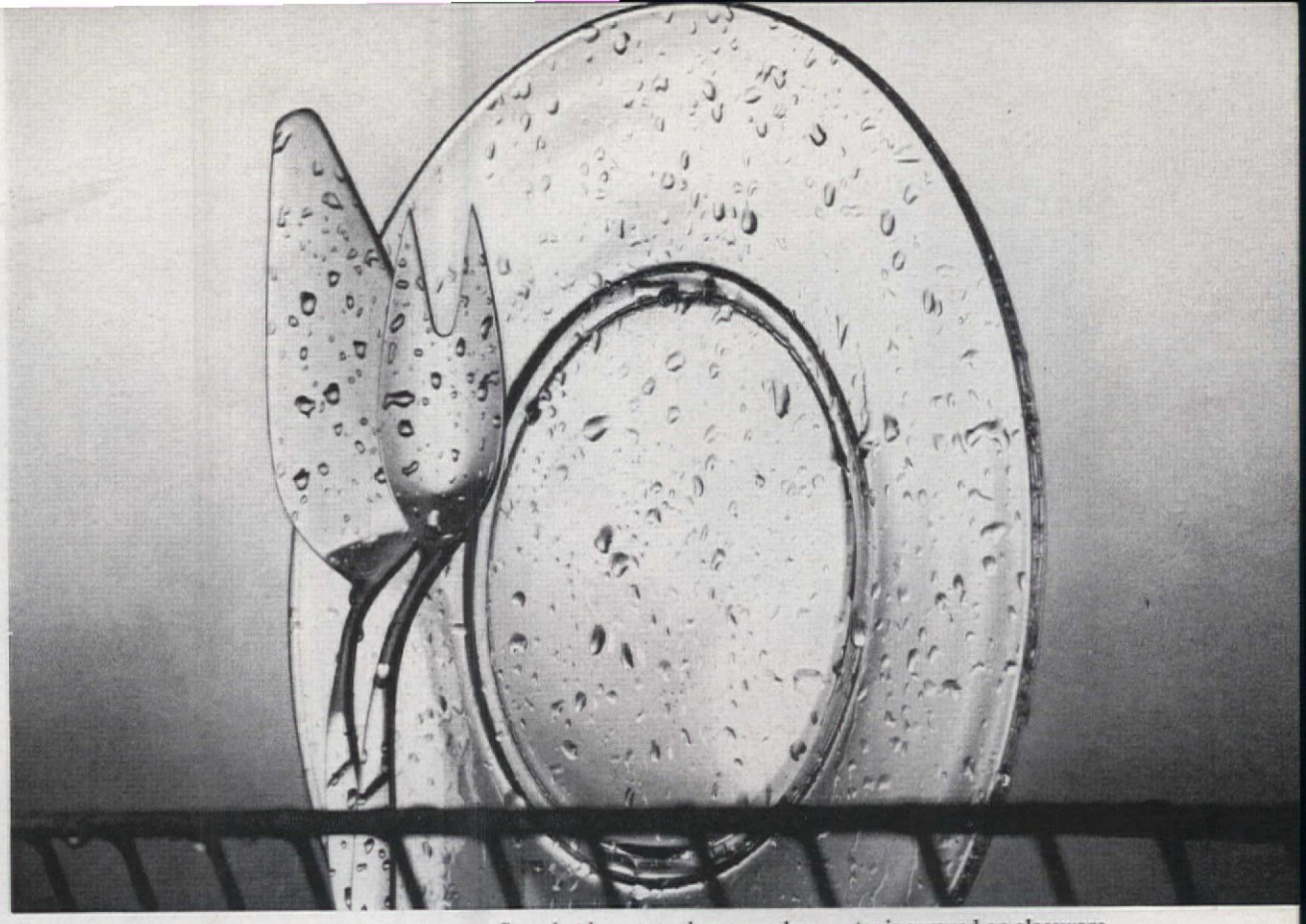
Well, lack of experience, of course, first and fo most. Secondly, lack of exposure. If you h grown up surrounded by art, by paintings, naturally gravitate to color. That, I believe, is of the reasons that the Samoans are such a co ful people—they're surrounded by color in natu Now, if you grow up in the gray, drab, old city wh bursts of color are more or less concentrated- museums, special shows, department store plays—you aren't quite as accustomed to co And incidentally, I personally feel that color is seasoning. You can take more and more as grow up and become accustomed to it.

What specific suggestions do you have for ar teur decorators?

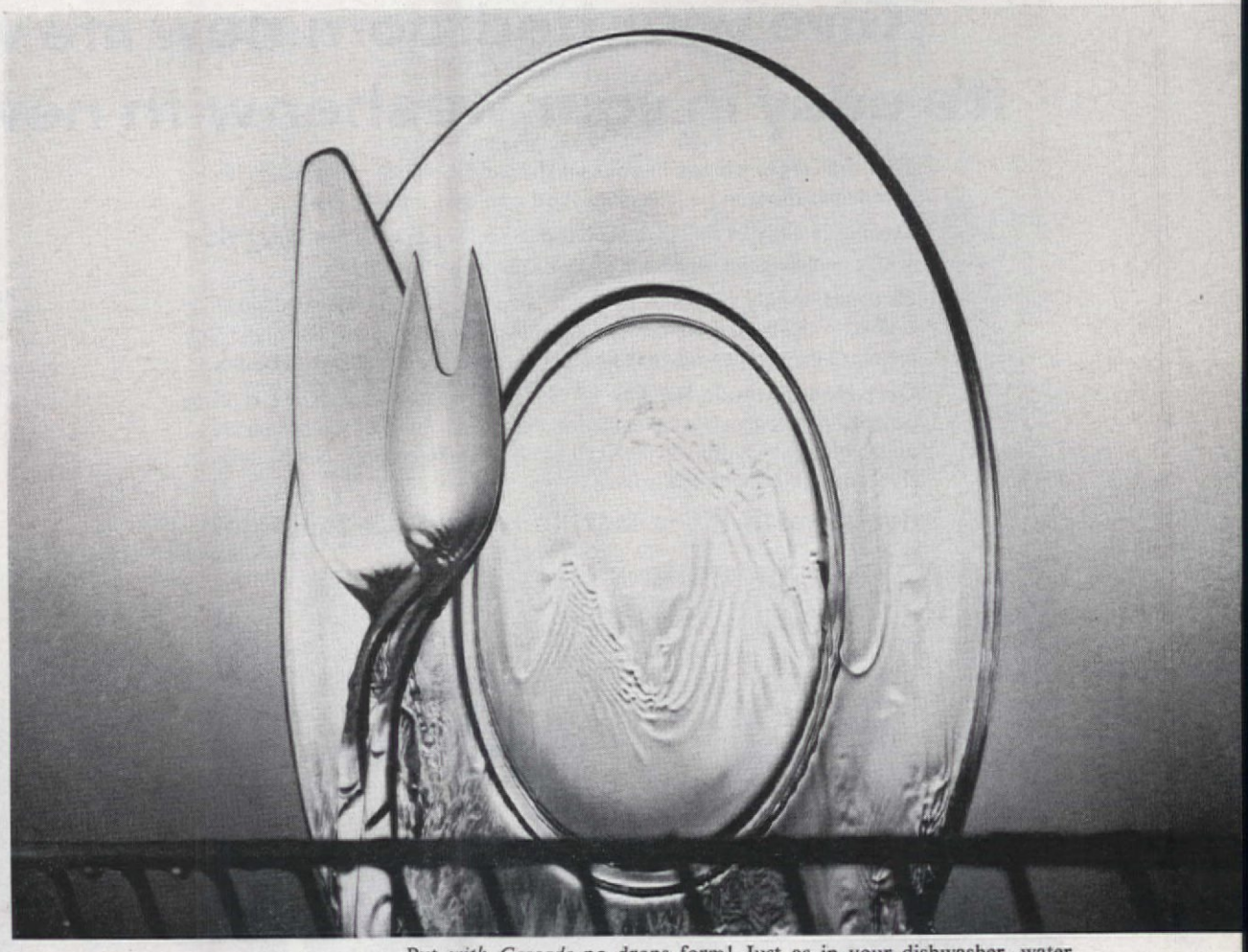
Get advice. There are many, many sources, an think anyone who's going to decorate his or home should do a lot of research, a lot of ca work beforehand. Paint! Experiment with colo oils preferably, or pastels. Visit what I call the p ple's museums, the department stores, to wonderful rooms with beautiful color schem Keep a scrapbook, collect clippings from the b magazines, gather swatches of color. And put yo colors together. No matter what your color schen it has to have balance and rhythm. (continued on page

Here's why more dishwasher owners use Cascade than any other product...

Cascade eliminates drops that dry into spots!



WATER DROPS See what happens when even clean water is sprayed on glassware, silver. This test shows how drops form. These dry into ugly spots.



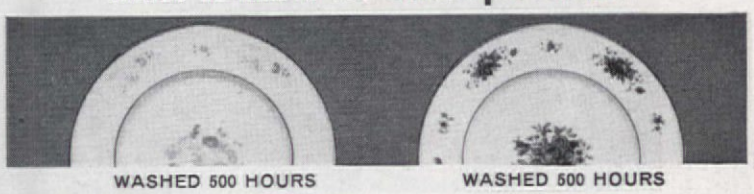
CASCADE But *with Cascade* no drops form! Just as in your dishwasher, water slides off in clear-rinsing "sheets." Dishes, silver dry spotless, sparkling.

No other dishwasher detergent cleans better...

Cascade is absolutely unsurpassed at stopping spots (your toughest problem in automatic dishwashing). That's because 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 cloudy streaks or messy spots. You've never seen cleaner dishes, brighter silver! No other dishwasher detergent does a better job. Give *your* dishwasher Cascade!

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

...or is safer for china patterns!

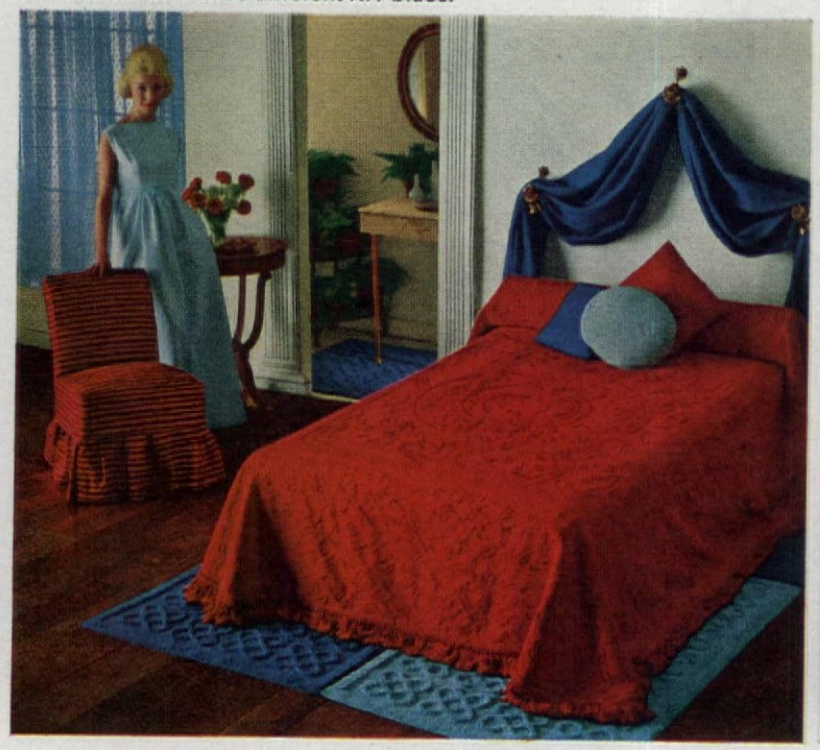


WASHED 500 HOURS IN ANOTHER DETERGENT

WASHED 500 HOURS IN CASCADE

Test results like these from Procter & Gamble, confirmed by the American Fine China Guild's own tests, show why the Guild recommends Cascade for safety. See plate at left, faded after being washed 500 hours in another detergent that does not contain the special safety ingredient found in Cascade. But see the plate at right, washed 500 hours with Cascade... its pattern is still clear and beautiful, even the gold border. No wonder Cascade is rated safe for today's loveliest patterns by the American Fine China Guild, whose members make Castleton, Flintridge, Franciscan, Lenox and Syracuse china. The Guild seal of approval is on each Cascade package.

This year's smartest color scheme—interpreted here in RIT Scarlet with three different RIT blues.



For the very feminine one: RIT Pink, Purple, Orchid and Fuchsia with Dark Brown and Tan.

Give your bedroom new life with color!

It's easy in your washer with new formula RIT®

Dye the larger pieces in your washer—no boiling, no stirring. If you can wash them in your washer, you can dye them there!

Dyeing is easy in sink or basin, too. See for yourself how easy. Start with cushion covers—or a slip, sweater, scarf or gloves.

35 smart, lovely colors in Regular Size Rit and the 15 most popular colors in the new economical Washing Machine Size. Rit gives you a complete range—softest pastels through deepest dark shades.

Only New Formula Rit has all these 3 essentials: more dyeing power for clearest, most vibrant colors . . . true color balance . . . quick dissolving right in hot tap water. No streaking. No blotching. Dye something with Rit, today!

dyeing with Rit is fast, fun . . . almost foolproof!

The finest dye money can buy! Regular Size . . . new Washing Machine Size.

RIT Jade, Light, and Dark Greens accented with Dark Brown, Golden Brown and a splash of Cardinal Red.

RIT Orange and Gold with Ecru make a bedroom cheerfully livable. (Housegowns are RIT dyed, too.)

LADY BE BRAVE!

ROBERT W. HOUSEMAN / We know. Decorating isn't as easy as your husband thinks. Trying to decide between roses or stripes for the upstairs hall can make the strongest woman take to her bed. But don't give up. Don't settle for nice, safe, milk-toast beige, or a mousy geometric like your sister-in-law's. Dare to be yourself. Tired, timid, "me-too" decorating isn't only dull—it's expensive. If a room doesn't snap with excitement when it's new, don't expect it to sparkle with age! This autumn, there's a beautiful explosion of color and pattern in decorating. Walk right up and claim it. Take your courage and your own sure taste in hand—and decorate. We dare you! (continued)

Designer: James Merrick Smith, F. A. I. D. Photographer: William Maris

Brilliant regimental blue floods the walls and, yes, even the ceiling of this high-hearted room. Giant Zouave military prints are emphatic as a bugle call against the background. Campaign chests, a striking officer's chair, and miniature soldiers on parade carry out the theme. Bold blue-and-white stripes on chair and shade are reminiscent of a field general's tent.

Colors as old as the Fourth of July add warmth and substance to a highly functional contemporary corner. Modern Scandinavian furniture, sprightly blue printed draperies, and that fearlessly red fire hood are products of today, but they have their roots in the past. The guest who wins the Murphy bed behind the tall white doors will surely find Bach and Brubeck side by side on the record shelves at left. Vinyl tiles create an interesting pattern on the hearth and wall behind the fireplace.

Designer: Charles Pollock, A.I.D. Information: Barbara Lenox Photographer: Horst Ahlberg

Colors with plenty of back talk give this essentially traditional country living room its bouncing 20th-century vitality. Warm, nostalgic, and piney, yes—but never hidebound. There's orange as fresh as your morning juice and green as sharp as a lime. The toile sofa and handsome woven rug are bold as only black and white can be. Pine paneling stained white is a perfect backdrop. "Hand-pegged" floor is vinyl.

Designer: David Eugene Bell, A.I.D. Photographer: Hans Van Nes

Elegance that avoids clichés like poison is the object lesson in this striking hallway. Clearly not just any hallway, it flaunts its individuality everywhere you look. The grasscloth-covered walls are a rich red, and match the living room carpet. Lush inky-black carpeting covers the stairs with their slick-as-patent painted railing. The unusual wallpaper with colorful topiary print has a bright white background which, along with the spanking white vinyl floor, contrasts effectively with the dark tones. Accessories are few but well chosen for their interest and usefulness. With this brave start, the rest of the Chicago home of Mr. and Mrs. Jerome Lipschultz is done in white with accents of red, black, and green. You, too, can try your decorating wings in the small areas of your home—experiment with courage in the rooms you pass through rather than those you live in.

Imagination soars in a row of paper lanterns hung blithely in a room painted one of the new deep blues. They're inexpensive, dramatic lighting fixtures, and an ingenious room divider as well. To throw new light on your room, you might hang one huge lantern over a dining table—or use a pair flanking the sofa to free end-table tops. Spotlights, planter lights, and valance lights are other luminous ideas.

Fresh-faced fabric and paint turn a quiet upstairs hall into a lively point of interest. An old mahogany server sheds its formality with a coat of blue paint; ordinary hardwood floors spring to life with a stain of bright red. Adding a wall panel to match the draperies at the louvered window is one of the flights of inventiveness that can stamp your home with individuality at very little cost. Try it!

Designer: James Morse, N.S.I.D. Photographer: Ernest Silva

Designer: Robert Melin, N.S.I.D. Information: Jessie Walker Photographer: Nowell Ward

Designer: Lawrence Peabody, A.I.D. Photographer: Kranzten Studios

Designer: Emily Malino Photographed at The National Home Furnishings Show, by Ernest Silva

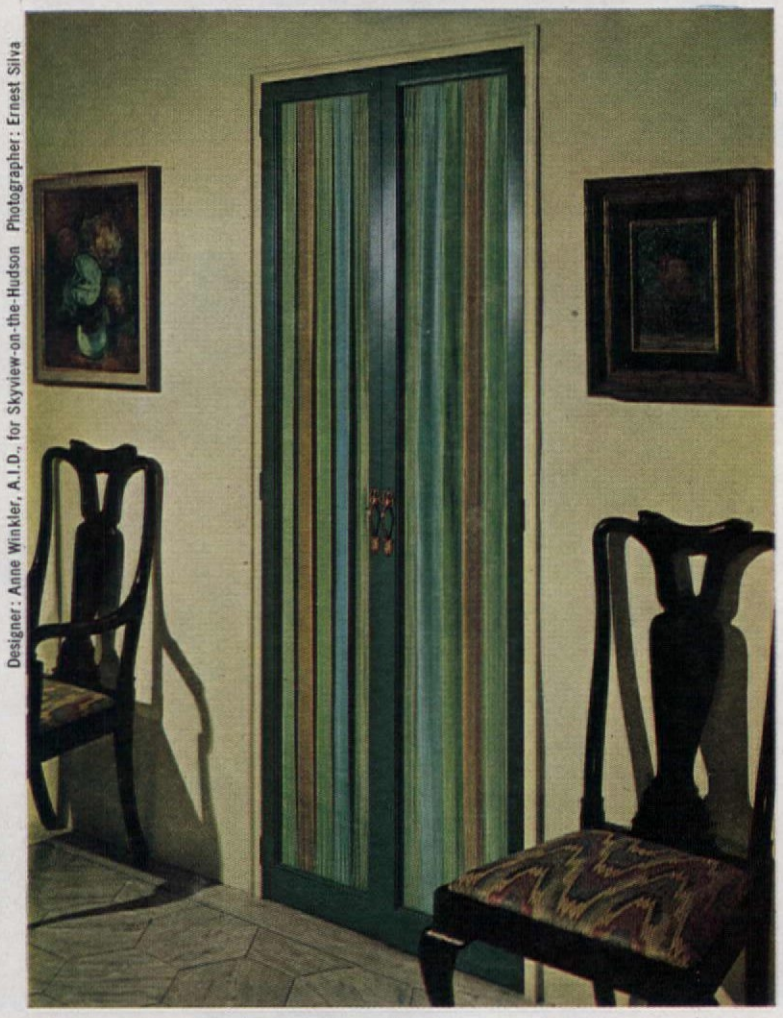
An adventure in wonderland is easily created out of ordinary construction paper in gay all-out colors and blow-ups of charmingly sophisticated "Alice" drawings. You might substitute your own child's daubings. The pint-size canopy echoes the flouncy dust ruffle to make any little girl feel like a princess.

Swashbuckling stripes and spunky blue-and-white enamel decorate built-in split-level bunks in this spruce boys' room. Spicy mustard wall is an unexpected color choice that breaks up the angular shape of the room. Splashes of red and imaginative display of books and toys on the wall add flavor to this room.

Nonconformist printed cotton is used with lavish abandon in this uniquely personal bedroom. The handsome hand-painted East Indian fabric covers the walls, closet, and closet doors. It's teamed with lush carpeting in brilliant, off-the-beaten-track lime. The off-white Indian crewel bedspread with its thick border of fringe is suitably unusual and luxurious. A small "floating" night table and an impressive antique Sheraton writing table seem perfectly at home with each other. Carefully selected light fixtures are wrought iron with frosted globes. In the private world of your bedroom, there's every excuse for self-expression such as this. This is the room that should be as personal as your fingerprint. Nowhere else in the house can you be brave so unobstrusively, so go ahead and dare!

Designer: Marshall Todd Photographer: Lisanti

Designer: Donald Chestnut of Cannell & Chaffin Photographer: George Szanik



Designer: Anne Winkler, A.I.D., for Skyview-on-the-Hudson Photographer: Ernest Silva

Roses in the laundry (top) may not be usual, but if you spend precious hours there, why not gild the utility room? Indulge in lacy pink Victorian wicker chairs cushioned in geranium red, and ladylike tambour curtains. Practical notes: the pink and white harlequin walls are steamproof laminated plastic, the flower-strewn floor is vinyl, laundry units are tucked away in louvered cabinets.

Shimmering emerald green door is an elegant bit of derring-do against clear white walls. Pleated panels of silk taffeta are neatly mounted in a deep green frame. Ornate gold handles add the finishing touch. Look around at your doors and see if you couldn't work a few miracles with an inspired new face of paint, fabric, or wallpaper.

Appearing out of the blue, this handsomely appointed lavatory disappears behind sliding louvered doors when not in use. It's built into the bedroom closet wall, adjoins the full master bath at left. Color of door picks up the clear, important blue of the medallion-print draperies.

Jewel-toned cabinets in un-kitcheny amethyst and lilac look as fresh as a sprig of heather in this sleek cooking center. Refrigerator door is an irreverent but eye-soothing garnet red. Accessories in adjoining dining area repeat the purple theme. By day or night, the area is bathed in noon-bright light, thanks to the luminous ceiling. Kitchen is practical as well as beautiful: panels are new laminated silk plastic, counters are sturdy laminated plastic.

Hot pink and pomegranate colors are dominant features of this charmingly individual dining room. An unusual pyramid arrangement of hibiscus blossoms on the table repeats the colors. But accessories in bolt-of-lightning blue are a brave color accent. With a wardrobe of brightly colored linens, candles, and bowls, it's easy to change the personality of your basic set of china from one festive dinner party to the next. Imaginative lighting and a thoughtful mixture of Italian and Mexican furnishings with a handsome French provincial table set the style of the room.

A nonchalant mixing of periods, patterns, and textures produced this strikingly personal yet oddly serene living room setting. There are chairs of assorted hallowed traditions, a coffee table of Chinese descent, Spanish-style sconces—and note the courageous contemporary attitude toward fabric, wallpaper, and window-dressing. The figured carpet is, in itself, a stroke of individuality. Vibrant jewel tones were chosen for the comfortable fireside chairs. A bright orange lamp, with shade to match, is an unexpected and effective accessory.

Designer: James Merrick Smith, F.A.I.D. Photographer: William Maris

orator: Jay Dorf, N.S.I.D. Photographer: Ernest Silva

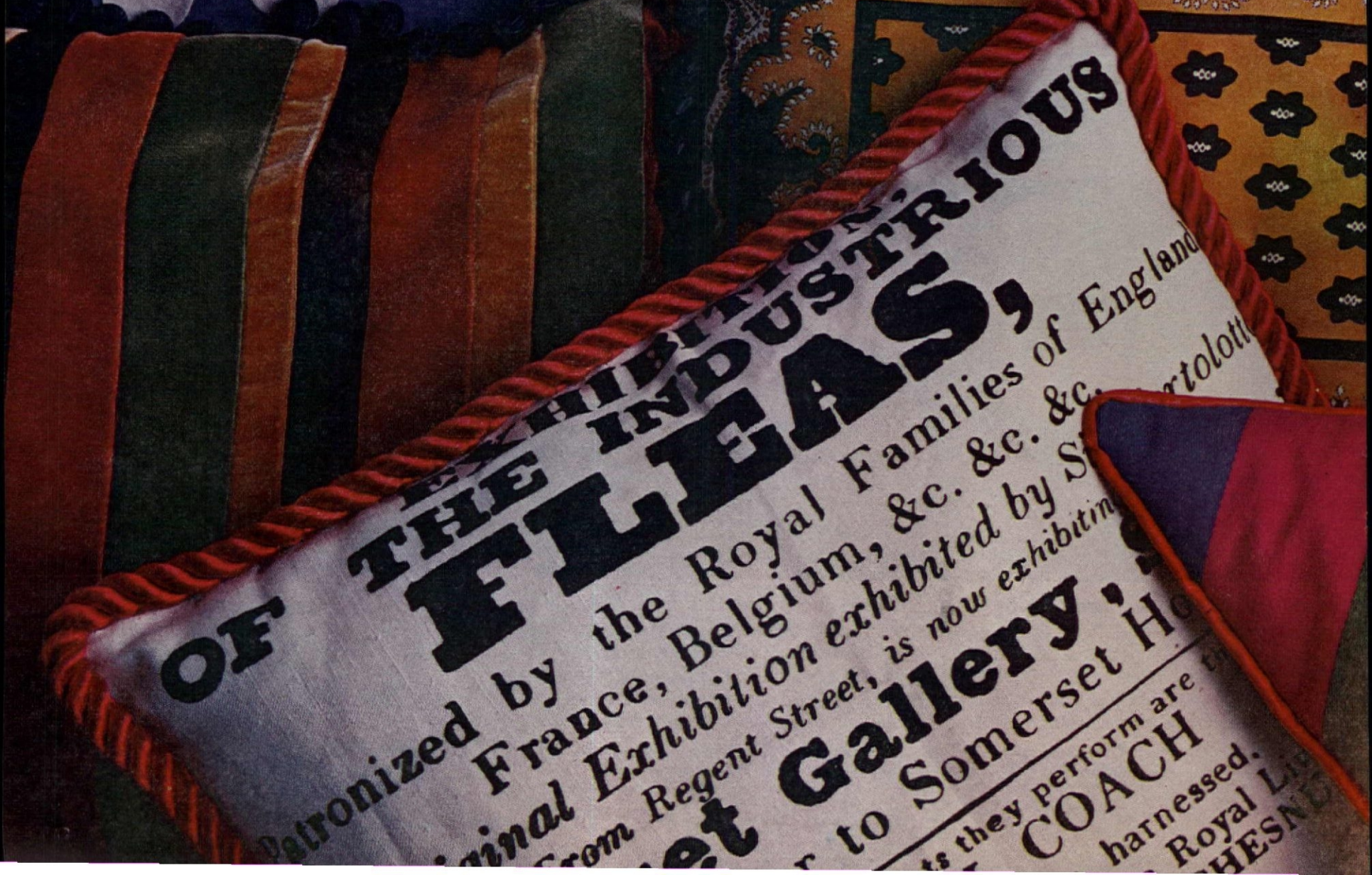
Bravery comes in many colors, especially red and yellow. This audacious palette of shades from sunny saffron to glowing magenta would be notable in a contemporary setting, is devastating in this 18th-century living room. If you love the mellow, curving grace of period furniture, you don't have to live without the high-spirited beauty of modern arts and crafts—a blazing contemporary oil, a brilliant loomed rug. Here's proof that picking and choosing from two or more eras can result in a more vital and expressive room.

LADY BE BRAVE IDEAS—ON DISPLAY—IN THE FOLLOWING FINE STORES: Breuner's, Northern California; Bullock's, Inc., Los Angeles; Foley Bros., Houston; Halle Bros., Co., Cleveland; John M. Smyth Co., Chicago; Jordan Marsh Co., Boston; Macy's New York, New York; Rich's, Inc., Atlanta; Robinson Furniture Co., Detroit; Scruggs-Vandervoort-Barney, Inc., St. Louis; Strawbridge & Clothier, Philadelphia.

Shopping Information, page 67

PILLOWS TO PURR ABOUT

Pillows are to cuddle up with. To make you comfortable and cozy and sleepy. Pillows also cause talk. Decorating talk. Simplest way in the world to give a room a lift. A smashing, splashing accent here. A subtle soothing echo of your color scheme there. And it's all done with less than a yard of fabric, some trimming, and a twist of your imagination. Most of our pillows were bought in assorted shapes and sizes. Some we made from scratch. Description on page 74. Shopping information, page 67.



Elbert Budin

A. M. WATKINS

TODAY'S HOMES NEED MORE

Even though you may think your house, new or old, is insulated, it's a good bet there's either no insulation in it, or—almost as bad—not enough.

This is true wherever you live. New research has uncovered facts about insulating values that show it is as vital for you to insulate your home in Jackson, Mississippi, as in Jackson, Michigan.

Why? Because a fully insulated house will cut heating *and* cooling costs; will shave the initial cost of installing a heating and/or cooling unit, and will keep your family more comfortable and healthier.

How do you recognize a fully insulated house? By a new consumer yardstick to measure the installed value of insulation. It is called R value. Briefly, if you are talking about ceilings, your R value should be 19; for walls, 11, and for unheated crawl spaces, 13. For a complete chart, see page 77.

You can check the new R value of an insulation simply by looking for it on the package, since it is now clearly marked on most brands. Not all makers, to be sure, stamp the R value on their products. But you can demand of your supplier that what you buy conforms to recommended R values.

These recommended values should be followed exactly if your home is (1) electrically heated, or (2) air conditioned. It should also be followed if your winter weather ever drops below 10° F., no matter what kind of heat you have in your house.

Here's why. Recent research on a number of typical 1200-square-foot houses in all parts of the country showed that, if fully insulated, such houses could be heated and cooled for approximately $150 a year. That's about $13 a month. How does that compare with your *heating* bill alone?

In Oberlin, Ohio, where winters are really cold, an owner of a home that is now fully insulated, says, "We no longer have to move the children's beds away from the outside wall when cold weather first strikes. There are just no more drafty rooms in our house."

What about the family in Jackson, Mississippi, that doesn't care to air condition their home, and has oil forced-warm-air heat? Why should they insulate as heavily as their Northern neighbors or the owners close by who plan to cool their home? Because even though you may not want to air condition your home, future owners may, and selling your house will be considerably easier if prospects know they can add air conditioning without insulating any more. Besides, you may change your mind about wanting air conditioning, and insulating when you build will cost you much less than insulating after the house is finished.

But can you get away with less insulation in a warm climate? The answer is yes. You can use the following R value standards: ceilings, 13; walls, 8; unheated crawl space, 9. How much would you save? On a $20,000 house about $100. But if you add air conditioning later on—even a window unit—don't expect to save as much money as you could on power.

Is there adequate insulation in a new house you may buy? Best way to find out is by a check of the house blueprints and specifications. Besides the usual wall, ceiling, and floor insulation, also check for adequate insulation in such overlooked places as dormers and garage ceilings, as noted in fact sheet, page 79. Does the insulation equal recommended R value standards?

If not, you merely ask for enough additional insulation. All you need do is specify the R values you want. You will probably be charged about $125 extra, the usual cost for beefing up the insulation content of the average new house. But the same insulation can cost considerably more if it is done after the house is finished. Of course, additional insulation may be difficult to obtain when you negotiate for a new house.

If you are strapped for money when you build or buy a new house, a good idea is to have only the walls and floors (if necessary) insulated to the hilt and leave the attic floor till later. Unlike walls, the attic nearly always can be easily insulated any time afterwards at no more expense than the cost during construction.

You should also know that buying a new house with a full quota of insulation can get you a good break on mortgage terms with an FHA-insured mortgage. This can mean a higher evaluation on the house, in other words more house or more equipment (such as kitchen appliances) at virtually no increase in the cash down payment required. FHA rules permit more liberal terms in such cases because you benefit from lower fuel bills and are therefore rated a better mortgage risk.

What about an older home? If your older home has no insulation, the R values will serve as a guide for

INSULATION—DOES YOURS?

installing completely new insulation. If your home has *some* insulation already, tell your contractor or building-material dealer what kind it is, and how much you have, in inches. He will determine how much *more* you need to give your home maximum insulation.

Suppose there's no way of telling how much insulation you have without breaking into walls or floors. How can you tell what you need? You can tell you need more insulation in several ways. How much more is a decision for an insulating contractor. Here are some indicators:

1. During cold weather put the palm of your hand flat against your walls. If they feel cold to the touch or decidedly colder than an interior partition, they have little or no insulation. Excessive heat is leaking out. Do the same for the ceilings and floors, particularly the crucial outside band of floor area near your exterior walls. If cold, insulation is needed.

2. How high do you keep your heating thermostat in winter? If you find you must keep the temperature higher than about 75°, it's another indication that the house is not well insulated. Besides the people quoted earlier, a remarkable number of families report that they can keep their houses at about 70° after insulating, or 5° to 10° lower than before.

3. Does snow remain on your roof? Or does it quickly melt away, though it stays on neighbors' roofs? It will melt fast when an inadequately insulated attic lets a lot of heat escape upward.

4. Also notice if the snow remains piled up around the side walls of your house. This is a good sign. But if the snow is quickly melted all around the house skirt, it means little or no insulation. You are paying to heat the snow as well as the house. This is a good test particularly for determining if the floor of a house without a basement is properly insulated.

5. When was the house built? Most houses built before the end of World War II were built with no insulation. Houses built from then up to about 1955 usually got some insulation in the attic but none in the walls or floor. And houses built since 1955 generally got somewhat more in the attic, a little in the walls, and sometimes slab or crawl-space floor insulation. The exact amount varied from builder to builder.

Do you need vapor barriers with your insulation? Regardless of the kind of house, vapor-barrier protection is considered essential if the average temperature in January is 35° or less. This embraces roughly the upper two-thirds of the United States but excludes much of the Pacific-coast region.

Insulation can be had with or without an integral vapor barrier, a lining of asphalt-impregnated paper or aluminum foil on one side of the insulation. It prevents insidious water vapor in the house air from infiltrating the house structure. In other words, it keeps the structure dry in the same way that a foil wrapping preserves a pack of cigarettes. This in turn shields the house from moisture condensation inside the walls and attic, from wood rot, and other such damage as paint blistering and peeling on the outside walls.

Vapor barriers also safeguard insulation from moisture. Like gunpowder, insulation is best only when dry. Heat will pass quickly through wet insulation just as it can burn your hand when you pick up a hot pan from the stove with a wet pot holder.

Not all insulation, however, has an integral vapor barrier. Then you provide a separate vapor barrier, such as aluminum foil or a sheet of polyethylene plastic, at the same time the insulation is put in. But sometimes it is impossible to provide a vapor barrier, as, for example, when insulation is blown into the existing walls of a house. In this case a vapor-barrier paint can be used on the *inside* walls of your house when you redecorate.

When do storm windows and weather stripping pay off? As a rule storm windows will return big dividends in comfort and fuel savings in any weather belt where single-pane glass windows fog up with moisture condensation in winter. A storm window is merely insulation for glass, a second pane of glass to shield the inner glass from cold and wind. Heat leakage through the glass is reduced by about 50 per cent, fewer downdrafts form at the windows, and window fogging is sharply reduced.

There is also sealed double-glass, two sheets of glass with a sealed air space in between. Often called insulating glass, it also cuts heat loss from windows by about 50 per cent, but it surpasses ordinary storm windows in appeal because of two panes of glass to keep clean versus four with storm windows, it is better looking, and it eliminates the bothersome chore of putting up and taking down storm windows every fall and spring. Sealed glass costs more, to be sure, but (continued on page 76)

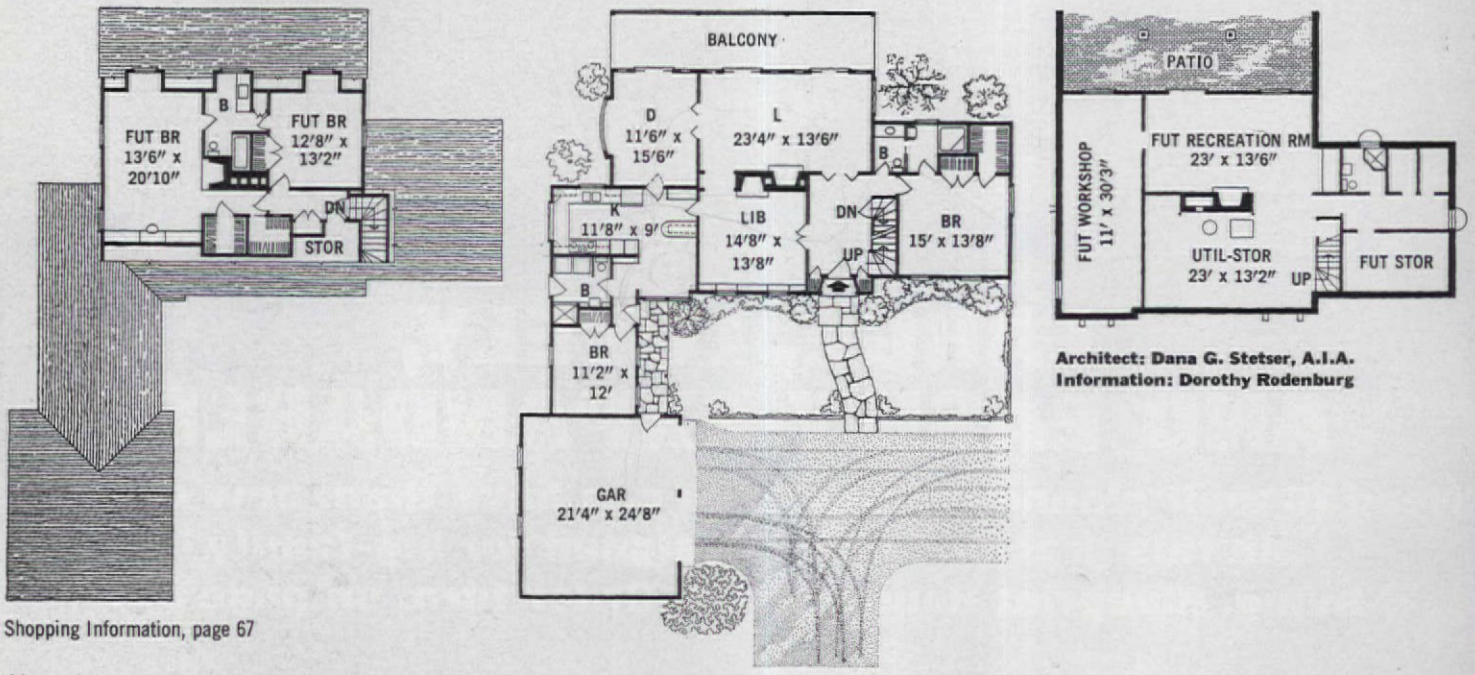
Lisanti

LARGE, LOVELY, AND EASILY EXPANDABLE

Need 10 well-planned rooms? You can have them now or later in this gracious home designed for big-family living. Blueprint House No.86. Order form on page 77.

(continued)

A world of space opens up at the rear of this lovely home—directly from the future recreation room on the lower level to the brick patio, and from the living and dining rooms on the first floor to the balcony. You can see by the plans below why space *inside* the home is no problem. And if you study the floor plan carefully, you'll understand why it is not only a model of good circulation, but that it also provides a well-zoned home. You may also notice that the two upper bedrooms and bath, and the entire lower level are labeled "future." This was the secret of building so large a house on a relatively modest budget. Bill and Joan Thompson, Jr., of Princeton, New Jersey, knew that this was the house they eventually wanted. Bill even made some of the suggestions for its design. By not finishing the upper floor (which saved them roughly $4000) nor the lower floor (a saving of about $3800) the Thompsons gained the house they wanted now, not later. As their family grows, so will their ability to finish off the rooms they'll need. Future finishing should be no problem since all the mechanical equipment is sized to serve the whole house. For example, the heater output is sufficient to keep the entire house at a proper temperature. In addition, all present heating ducts are large enough to take care of future needs. Also, the plumbing, heating, and wiring are roughed in for both the upper floor and the lower level. Even future decorating will not be a problem. The Thompsons drew up a master plan with James A. Daggett, A.I.D., at the time their house was built.



Architect: Dana G. Stetser, A.I.A.
Information: Dorothy Rodenburg

Shopping Information, page 67

THEODORE A. WESTON

Think for a minute of springtime. Then think how much color and excitement the flowers below could bring to your garden come springtime 1963! They're a sampling of the many "different" spring-flowering bulbs that are just as easy to grow, and almost as easy to obtain, as the standard trumpet daffodils and May-flowering tulips that you know so well. If you crave a strikingly new distinctiveness in your garden from the very start of spring, try some of these magnificent nonconformists. Now's the time to buy them, and the sooner you get them planted the better. Unconventional tulips include a varied assortment of colors, shapes, and sizes. The vivid, enormous, early-blooming fosteriana variety,

PLANT A "DIFFERENT" SPRING GARDEN THIS FALL

'Red Emperor' tulip is brilliance alive!

Crown imperial is sure to provoke most questions.

Parrot tulips qualify as beatniks of the family.

The snowdrops are modest—but always talked-about because they're so early.

The miniature hyacinth's blueness attracts butterflies and *people.*

'Red Emperor,' shown at the left, grows 18–22" high; 'Princeps' has almost identical flowers but grows only 10–12"; and 'White Emperor' is like its red brother but pure white. The spectacular, starlike kaufmanniana or waterlily tulips include yellows, reds, and yellow-red blends, and, growing only 8–10" high, they're the perfect traffic-stopper to plant at the front of a foundation planting, border, or in any spot where something brilliant but low-growing is wanted. The double-flowered kind look more like peonies than tulips. They include many colors and come in both early and late flowering types; the early flowering ones grow about 12" high, the late 18–20" high; both have large, full (continued on page 75)

Kaufmanniana tulips are sure to be star performers.

Jack Roche and Guy Burgess

Fragrant, cluster-flowered daffodils are delightful both in the garden and as cut flowers.

Siberian squills are spring's first sign of intense blue.

Iris reticulata is the garden's earliest orchid-like flower.

Double tulips are big and peony-like.

60-MINUTE MEAL

NINO'S JUICY STEAK DIANE

Just because you're rushed for time is no reason you can not serve a gourmet dinner worthy of the world's great chefs. To prove the point, our 60-minute meal this month features Nino's Steak Diane, a specialité of the renowned Nino Schiavon, maître d'hôtel of New York's famous Drake Room. Tender-pink slices of sirloin steak are served with their own superbly seasoned pan juices. For a vegetable, succulent acorn squash (simmered this time!) is topped with Lima beans, accompanied by a crisp salad and piping hot, onion-flavored Fold-Over Biscuits. For dessert, nothing but our crunchy Cherry Cobbler with ice cream would do for this fabulous meal. Complete work schedule and starred recipes on page 59.

NINO'S STEAK DIANE* ▪ ACORN SQUASH WITH LIMA BEANS
SALAD ▪ FOLD-OVER BISCUITS* CHERRY COBBLER*

Irwin Horowitz

FRENCH COOKING CAN BE EASY

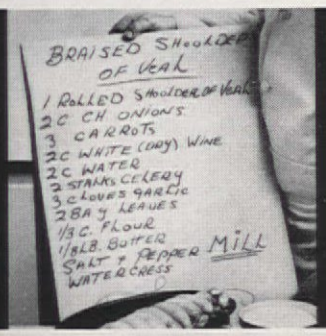
REPORTED BY JOAN CASSELL

In this lesson our chef, Joe Hyde, demonstrates the gentle art of braising. He cooks this tender, juicy, delicious rolled veal shoulder in a tightly covered pan with just a small amount of liquid and a *mirepoix* of fresh young vegetables. The cooking is slow, the heat low to seal in the flavor and save all the precious, succulent juices for a memorable sauce to ladle over the delicate veal slices. You will find some more braising tips on page 68.

BILL POTIADES

BRAISED SHOULDER OF VEAL

Ingredients: Rolled veal shoulder, 2 c. ch. onions, 3 carrots, 2 stalks celery, 2 c. white wine, 2 c. water, 3 cloves garlic, 2 bay leaves, ⅓ c. flour, ⅛ lb. butter, salt, pepper, cognac.



1. A veal shoulder has little fat, so it doesn't roast well. Braise it in juice to keep in the juices already there. Smear the outside with butter to seal them in as it browns.

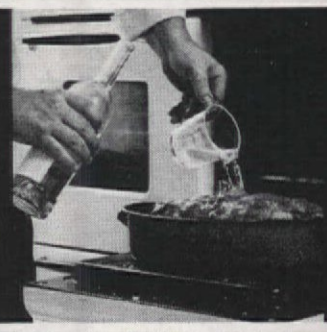
2. Salt and pepper the meat. I always use a pepper mill. I like the pepper freshly ground for better flavor. Now put the meat into a 500° oven so that it can brown.

3. When the top of the veal is brown, in about 10 minutes, turn it. Turn it a few times to brown all sides. Brown it as much as you can to get that wonderful taste.

4. Chop the celery, carrot, and onion—the *mirepoix*. The accent is on onion in a dish that is brown. Onion asserts itself against the strong flavor you get when things brown.

5. When the meat is all browned add the *mirepoix*, garlic, and bay leaves. Mix it in and around so it browns a bit, for it's the browned onion taste that you want in the sauce.

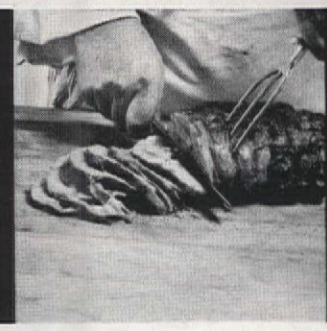
6. After the *mirepoix* has browned a bit pour the flour on top of the veal. Turn the meat to mix it in—till you can't see any white. Note how the flour has absorbed the grease.



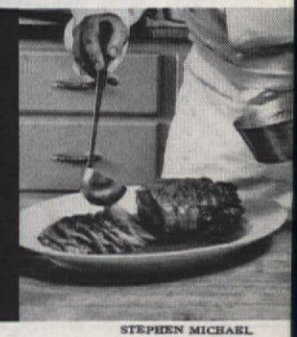
7. Add the water and wine. Cover pan and return to oven. Heat the liquid 10 minutes. Turn the oven to 325°. Braise for 1½ hours. Turn meat at least once during the braising.

8. Strain juice from roaster into a pot. A large exposed area is best to reduce a sauce. Bring to a high boil. Reduce the juice to half to increase flavor, color, and thickness.

9. Season the sauce to taste. Have it a bit on the strong side, for the flavor will be diminished by the mild meat. If you add cognac, pour with a finger on top to control it.



10. Do some carving in the kitchen. As veal has a tendency to fall apart, cut thick enough slices. Always carve some of the roast ahead, if you can, then bring it to the table.



11. Spoon some sauce over the meat and pour the rest into a sauce boat. Make veal look as good as it tastes—garnish! Serve it within 20 minutes after it comes from the oven.

STEPHEN MICHAEL

Seemingly weightless are the frothy, delicate desserts you can fashion with piquant grapefruit, oranges, lemons, or limes. Our Heavenly Grapefruit Cake to wit! This ambrosial food is flavored with grapefruit juice and grated rind, topped with orange butter cream frosting, and adorned with orange and grapefruit sections. Want more recipes to titillate the palate? Turn to page 63 for gossamer Lime Angel Meringue, smooth creamy Lemon Meringue Pie, cooling Old-Fashioned Lemon Ice Cream, tangy Orange Rice Imperial, and Crêpes Maltaise Flambé. But first—go out and buy citrus fruits by the bag or dozen!

LIGHT AND AIRY WAYS WITH CITRUS FRUITS

Great idea:
Campbelled eggs

CHEESE SCRAMBLE (Pictured)

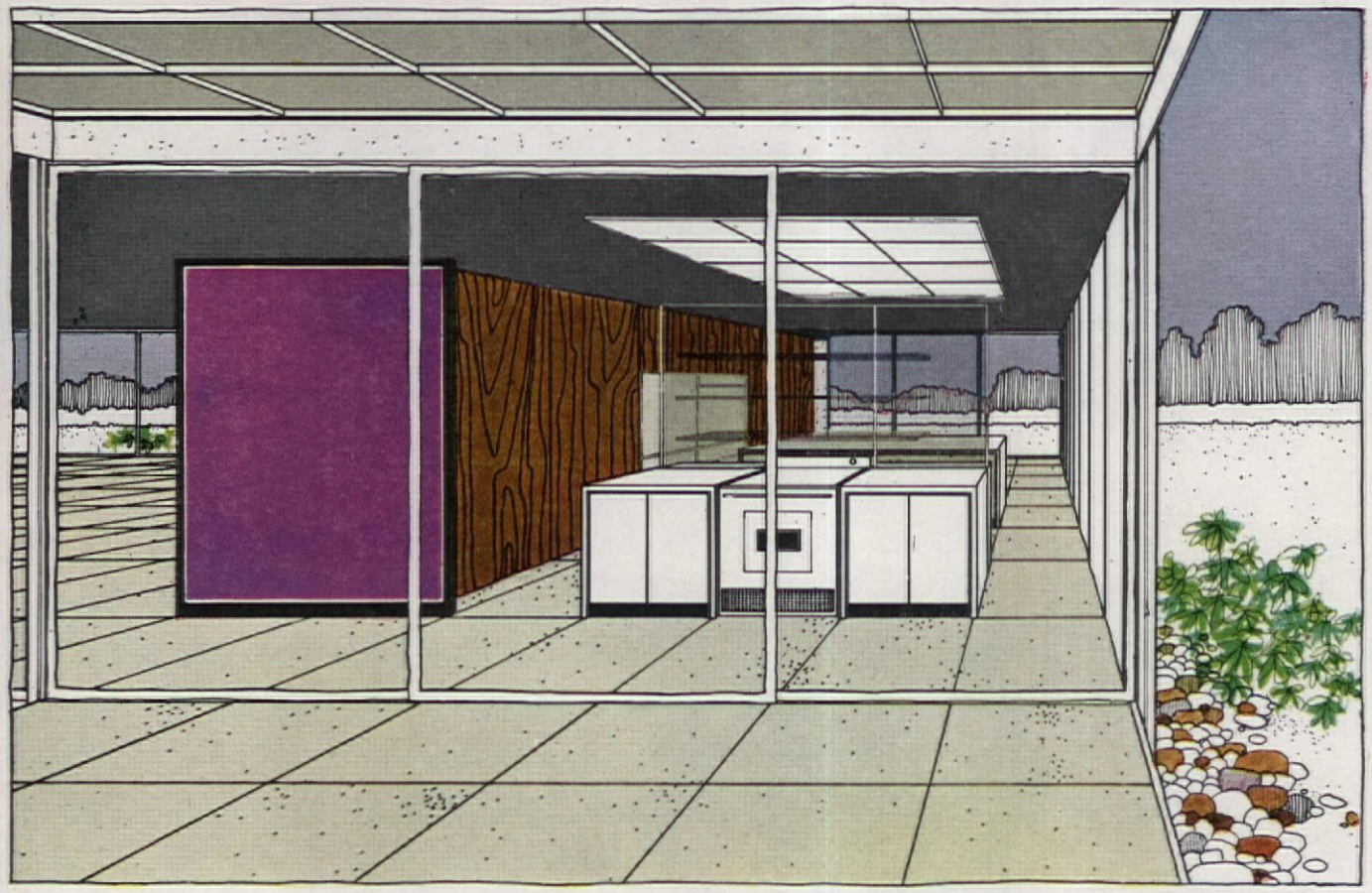
It's got the zip, the tangy goodness of Cheddar Cheese. Stir 1 can Campbell's Cheddar Cheese Soup until smooth. Blend in 8 slightly beaten eggs and dash pepper. In skillet, melt 2 tbsp. butter; pour in eggs. Cook over low heat until set, lifting eggs gently now and then. 4 to 6 servings.

MUSHROOM SCRAMBLE

Cream of Mushroom Soup makes them M'm! M'm! Good! Stir 1 can Campbell's Cream of Mushroom Soup until smooth. Blend in 8 slightly beaten eggs, dash pepper. In skillet, melt 2 tbsp. butter; pour in eggs. Cook over low heat until set, lifting eggs gently now and then. 4 to 6 servings.

VIRGINIA T. HABEEB

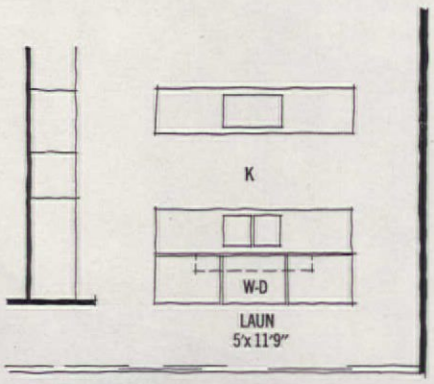
INCLUDE A LAUNDRY IN YOUR PLANS



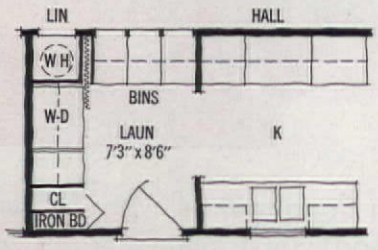
If you are building or buying a home, or remodeling the one you have, you are making a big mistake if you overlook the need for a well-planned laundry. It's almost as serious as your forgetting the kitchen or bath!

For far too long the laundry has been the stepchild of the house—squeezed into some left-over space in the kitchen or relegated to the far reaches of the basement. More the pity because with today's wonderful washers, dryers, or combinations, hardly a day goes by that you don't do a load of laundry. And in a poorly planned laundry, you are not only wasting your time and energy, you are not getting peak performance out of the equipment you own.

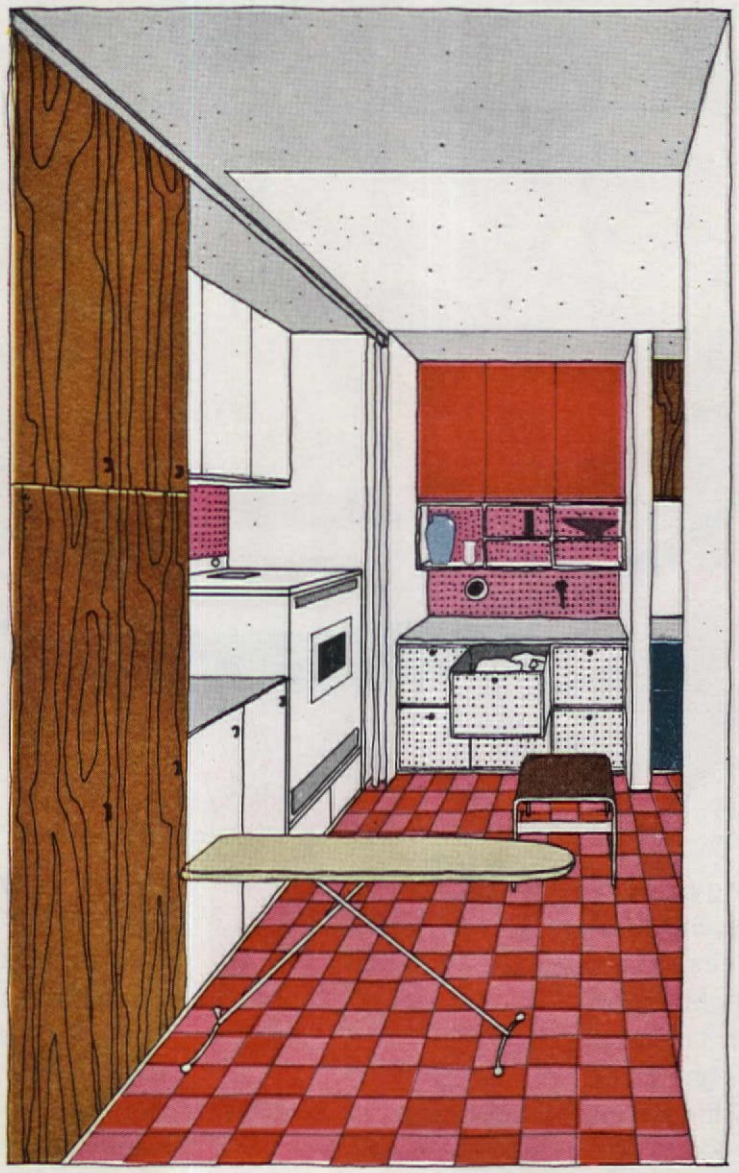
Well aware of the problem, many manufacturers of laundry equipment are devoting considerable time and effort to better-planned laundries in the home. The plans you see here are from Maytag's Home Laundry Idea Center. The Maytag people invited leading architects from across the country to develop original ideas for laundries in various areas of the home, in different architectural styles, and for a wide range of cost. These ideas will be helpful to you if you are working with an architect or a builder, or if you're completely on your own. They can be adapted to any size or shape of room and according to your budget. Chances are, if you are insistent enough about an honest-to-goodness laundry, you'll find the perfect spot for it. In addition to the ones we show, consider one in a bedroom, bath, pantry, garage, under a staircase! Use your imagination. The laundry is "where you find it." Just be sure you plan one. (continued)

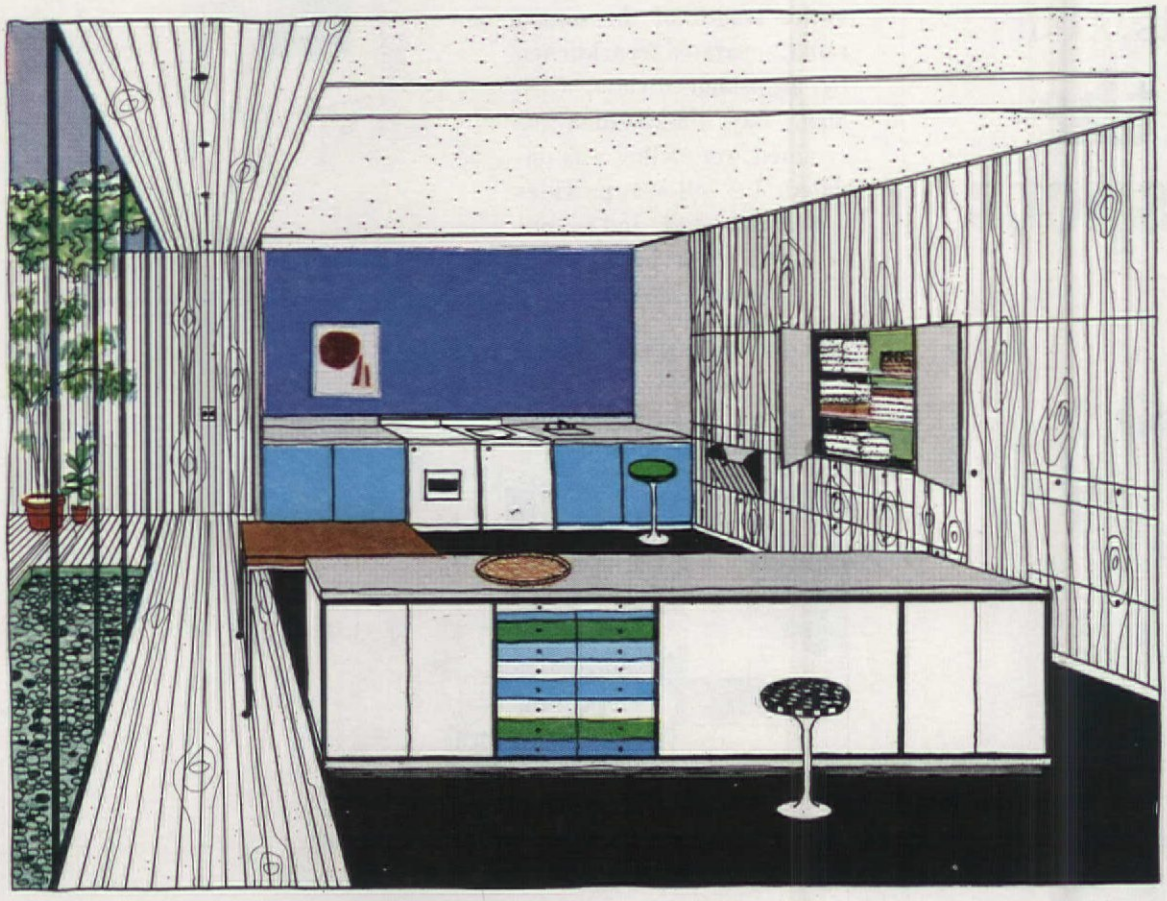


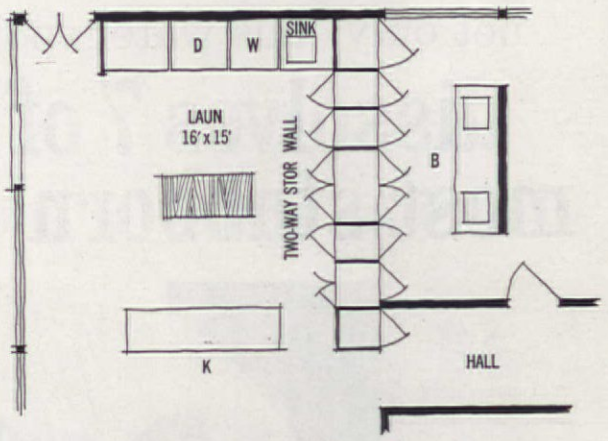
Architect Craig Ellwood, Los Angeles, California, suggests this laundry center in the kitchen. It is used for laundering linens and special jobs. It includes a combination washer-dryer with storage cabinets and counter space at either side. If more dollars are available, consider a more fully equipped "main" laundry in the bedroom and bath area.



Theodore Andrew, an Orlando, Florida, architect, planned this laundry next to the kitchen: full-length closets for clothes and ironing supplies, counter space, base and wall cabinets, combination washer-dryer raised for easier reach, corner water heater, opening to hall, perforated wallboard and two-way storage bins. Kitchen sink is handy to laundry.

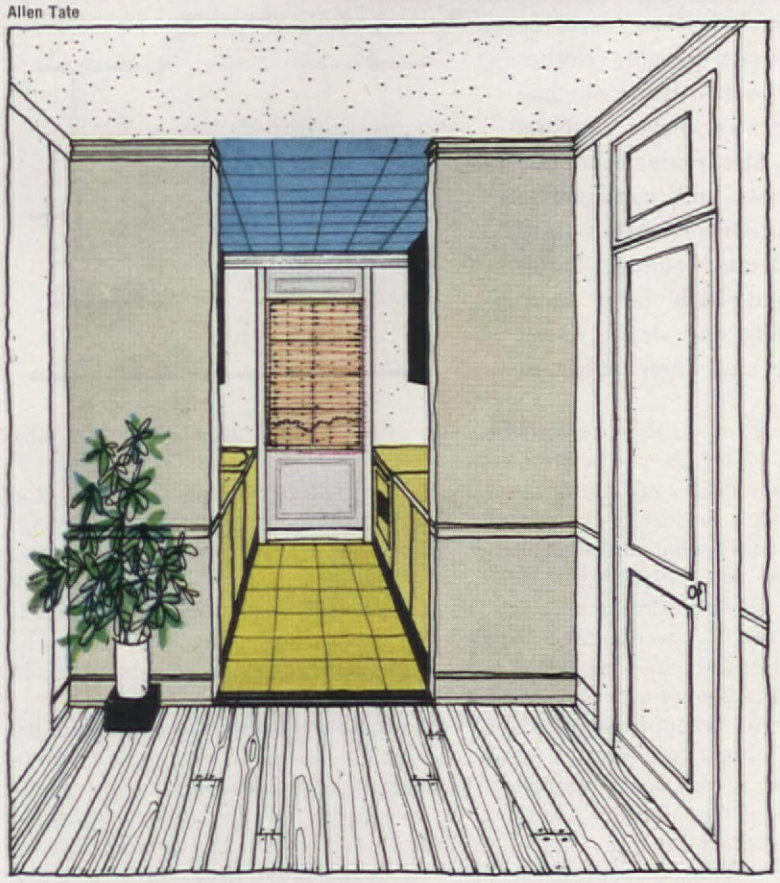


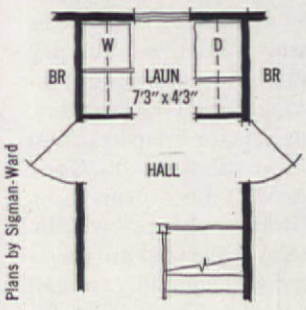




Architect Glenn Peterson, San Francisco, California, designed the two-way storage wall. This comprises 15 feet of drawers, cabinets, closets, and bins from floor to ceiling, all of which open to laundry and bath. Laundry is divided from kitchen by an island-counter that doubles as work space for both. Island boasts storage space for sewing equipment and ironing supplies. Portable island with maple top serves both laundry and kitchen or garden. The 16′ wall has a door to the carport, base cabinet storage and countertop, washer, dryer and a sink with locked storage underneath.

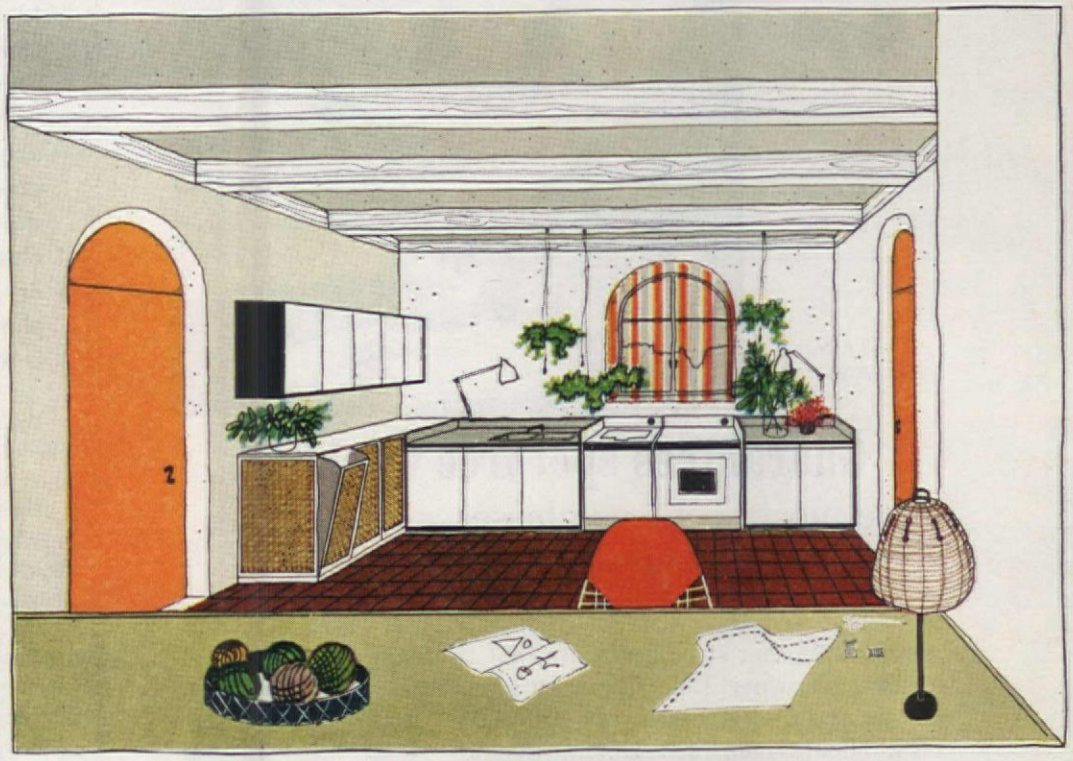
Allen Tate

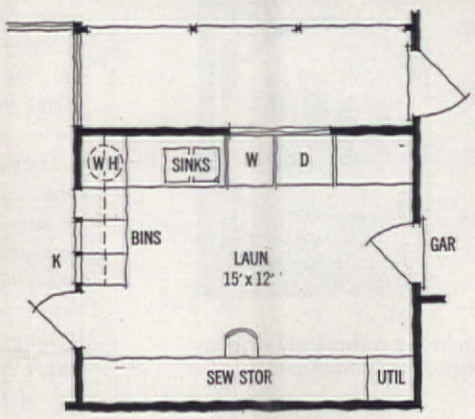




Here is an upstairs laundry designed by Architects Morehouse and Chesley of Lexington, Massachusetts. It utilizes the back portion of a 7′-wide upstairs hall. Minimum requirements provide for a washer, dryer, and storage at either side. No structural changes were made to block off either bedroom door. Be sure plumbing and drains are convenient.

Plans by Sigman-Ward



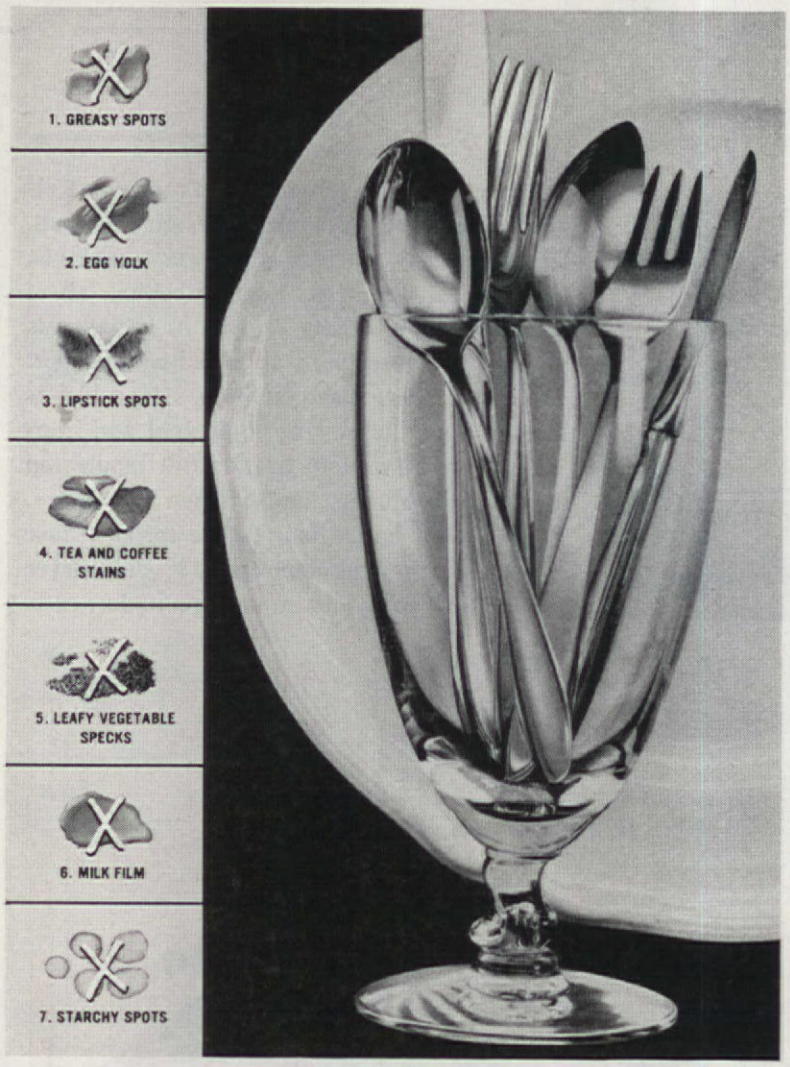


This 12x15′ laundry room by architect Theodore Andrew of Orlando, Florida, was made possible by remodeling a closed breezeway between kitchen and garage. It doubles as a sewing area, with plenty of counter space for pattern cutting as well as for sorting and folding laundry. The wall next to the kitchen boasts two-way sorting bins, corner water heater and wall cabinets for supplies. Note how original design of windows and doors remains to add charm.

AUTOMATIC DISHWASHER OWNERS:

New Improved Dishwasher **all** not only ends water spots...but

dissolves 7 of the most stubborn spots

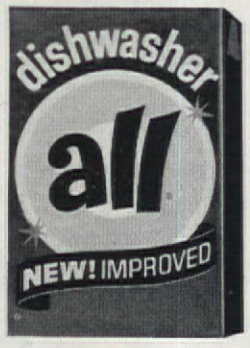


Guarantees spot-free washing...

the most spot-free glasses, silver, dishes any dishwasher can wash!

New improved Dishwasher ***all*** not only ends water spots but dissolves 7 other stubborn spots that trouble every automatic dishwasher owner! Dishwasher ***all's*** super-penetrating solution gets in and under these spots, lifts them off and floats them away. Dishware comes out sparkling clean—even after being stacked for hours in your dishwasher.

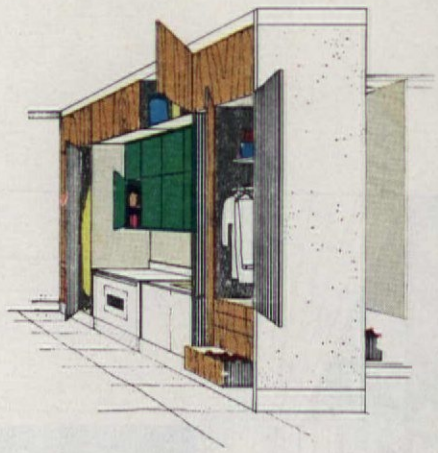
And Dishwasher ***all*** is recommended by every leading dishwasher manufacturer. Get new improved Dishwasher ***all*** —*new color, new fragrance.* Dishwasher ***all*** guarantees the most spot-free glassware, dishes, silver any dishwasher can wash—or your money back.

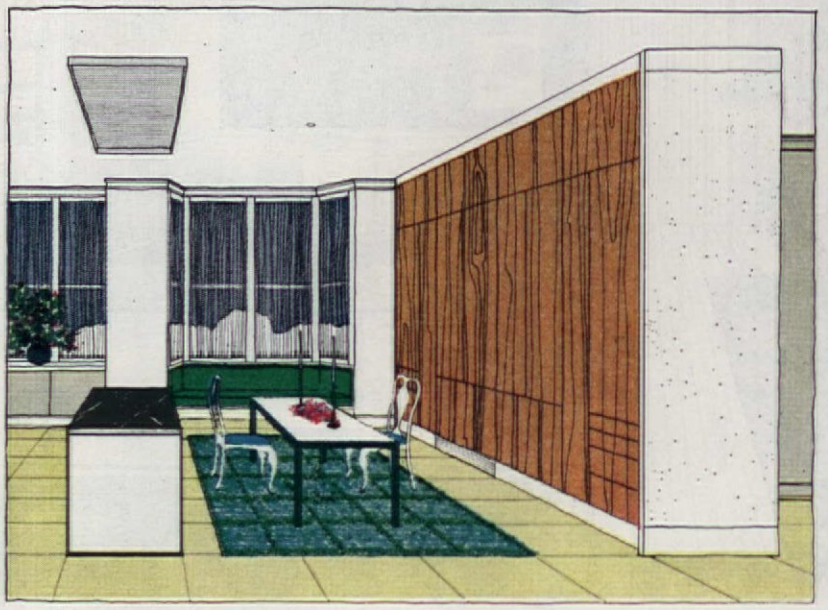


Dishwasher *all* is recommended completely safe for finest china by the American Fine China Guild.

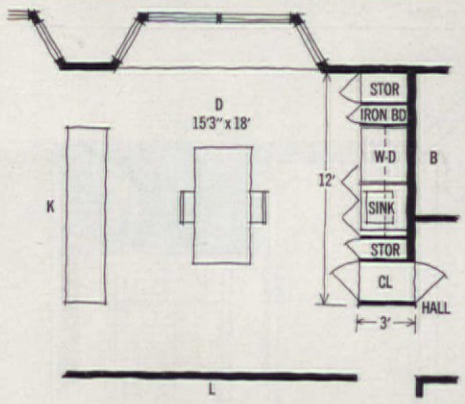
(continued)

Architect Glenn Peterson again shows talent with this compact laundry "wall," part of a large old home remodeling. The size is 3x12′, the entire length of the dining room, separated from kitchen by an island divider. (See plan.) Bay window idea was retained, yet styling was updated. A 2′ sill-seat provides a pleasant touch, and is convenient for working.





Ideas include: floor-to-ceiling storage for hanging clothes opens to bed-bathroom hall with drawer below, cabinet above. Also ironing board and iron closet, sink, combination washer-dryer, soiled- and clean-laundry storage. Laundry and bath have same plumbing and drains. Area is concealed when not in use.



We'd also like to include our own checklist of things you should consider in planning your laundry:

The washer. Be sure of its measurements. It needs hot and cold water, drain, its own 110/120-volt circuit with a grounding wire for safety.

The dryer. It needs 220/240-volt circuit (110/120 volts on some but drying time is about twice as long); gas dryer needs supply lines and 110/120-volt circuit for motor, lights; most need a vent to the outside. If the dryer or combination has a condensing system for the removal of heat, lint, and moisture, provide cold-water supply and drain.

The water heater. Locate it near place where most of hot water is to be used; be sure capacity is adequate; flue connection, supply lines are needed for gas-fired water heater; electric water heater needs own 220/240-volt circuit. If long-pipe runs and a low-capacity water heater limit a continuous supply of hot water, consider investing in a second one near the laundry area if possible.

Work centers in a laundry? Why not? You plan your kitchen that way! Four centers will do the trick: the preparation, the washing, the drying, and the ironing center. Arrange the equipment to save steps and assure a smooth flow of work. Give yourself as much elbow room in each area as you can. Store supplies needed in each area at point of use.

These are handy ideas. 1. A laundry cart. 2. Hampers or large bins (those big, plastic wastebaskets are good) for storing, sorting soiled clothes or unironed items. 3. A sewing basket. 4. A portable drip tray. 5. Open shelves, if you don't have cupboards, to hold measures, supplies, laundry aids. 6. Sprinklers for ironing; stretchits and blocking paper for sweaters, etc. 7. Flat baskets for ironed clothes. 8. Adequate ventilation. 9. Good lighting. It needn't be expensive—a pin-up lamp in the right spot will do. 10. Bright pretty walls that are washable or covered with specially treated paper. 11. Colorful, easy-to-care-for floors—with a drain, if possible.

PRESTO®

Presto! Pushbutton Spray-Steam Iron

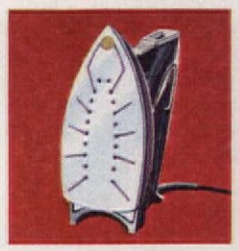
does more fabrics without pre-dampening than any other!

Good-bye sprinkling. Discover the joys of the steamingest iron yet! Let Presto's new Spray-Steam system put a fast and crisp finish on pieces you used to pre-dampen.

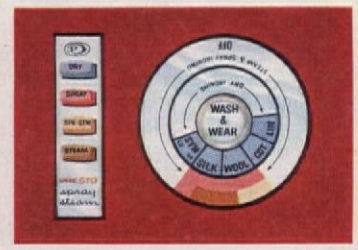
Here's the first iron to *spray* with *steam*. Right from the soleplate Spray Vent comes a continuous spray of *steam*. No water to sputter, splash your hands or spot delicate fabrics. And all the moisture goes into the fabric. No water drops to stay on the surface and evaporate before your iron can get to them.

And when you use the combination Spray-Steam setting shown in action above, you're getting at least *twice* the steam provided by any other iron!

Exclusive soleplate spray vent pushes a steam spray deep into the heaviest fabric. No pre-dampening or water to spot and evaporate.



Ironing goes faster with 20 steam ports all over the big masterful soleplate. Holds more water (9 oz.), steams longest . . . up to 40 minutes!



Just color-match push buttons to the dial for the kind of ironing you want: (A) Spray, (B) Steam, (C) Spray-Steam, or (D) Dry. Wide range of steam and dry settings for wash and wear, delicate synthetics.

Another Presto Favorite, Presto's Steam-Dry Iron. New, wider range of steam control; 21 steam ports; up to 35 minutes without refilling. Steamingest of all steam-dry irons!

SPRAY-STEAM AND STEAM IRONS BY

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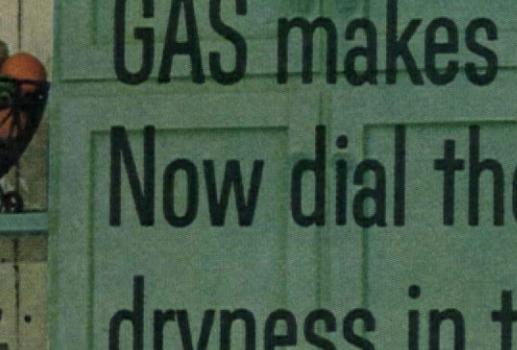
GAS makes the news in dryers! Now dial the amount of damp-dryness in this new HAMILTON



Amazing new Gas dryer actually measures the moisture content of clothes . . . shuts off automatically when clothes reach the degree of dryness you select. Variable dampness control, variable temperature control and automatic shut-off provide the ultimate in drying. Hamilton is truly the *clothes-conscious* dryer.

Hamilton

Gas makes this Hamilton just naturally faster. Only Gas heat is so gentle to fabrics *more heat* can be used with perfect safety. You never get a "baked out" wash with Gas. With the extra protection possible with this Hamilton you can baby all the new synthetics with extra care, but no extra trouble. Drying is a breeze with an automatic Gas dryer!

And, remember, while you're getting this speed and gentleness you're *saving money with every load* . . . because it's Gas. Get the facts on thrifty, easy-to-maintain Gas dryers and you'll settle for nothing less. See your Gas Company or dealer.

AMERICAN GAS ASSOCIATION

LIVE MODERN FOR LESS WITH GAS

AMERICAN HOME RECIPES

60-Minute Meal With Nino's Juicy Steak Diane

(pictured in color on pages 48 and 49)

Here are the recipes, shopping list, and time schedule. Clip along dotted lines, but do not separate the recipes. Fold on straight lines into one 3x5" unit with the menu card on top, and slip into transparent envelope for filing in your Menu Maker.

• 60-MINUTE MEAL

MENU

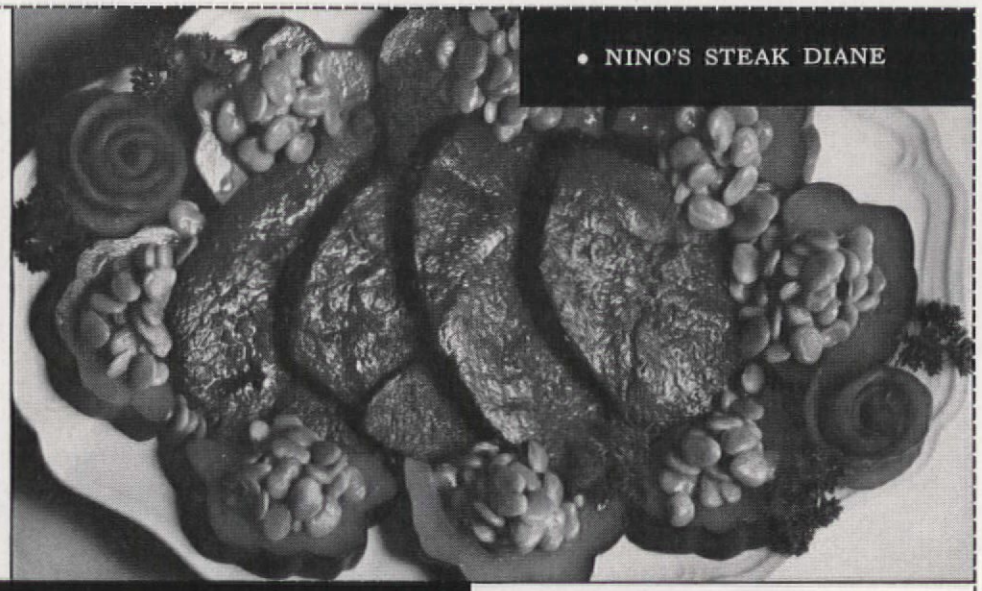
Nino's Steak Diane
Acorn Squash with Lima Beans
Green Salad
Fold-Over Biscuits
Cherry Cobbler With Ice Cream
Coffee

SHOPPING LIST

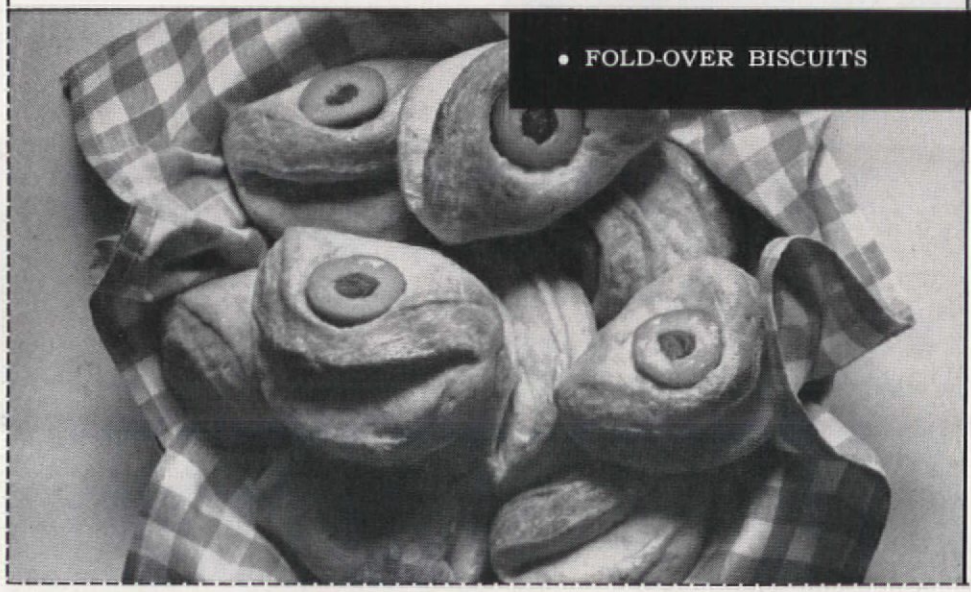
2 boneless sirloin steaks, ¾-inch thick
1 head chicory
1 bunch carrots
1 bunch parsley
1 French endive
1 large acorn squash
3 lemons
1 pkg. frozen lima beans
½ pt. vanilla ice cream
1 pkg. shelled walnuts
1 bottle olive oil
1 pkg. brown sugar
1 jar stuffed olives
1 can cherry pie filling
1 bottle French dressing
1 jar onion salt

Check staple shelf for: butter or margarine, milk, eggs, dry mustard, salt, pepper, flour, baking powder, shortening, Worcestershire sauce, cinnamon.

See other side of card for work schedule.



• NINO'S STEAK DIANE



• FOLD-OVER BISCUITS

• CHERRY COBBLER

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

1 tsp. lemon juice
1 can (1 lb.) cherry pie filling
⅓ c. butter or margarine
¼ c. brown sugar, firmly packed
1 c. sifted all-purpose flour
1 tsp. cinnamon
½ c. shelled, chopped walnuts
½ pt. vanilla ice cream

Set oven at hot (400° F.). Combine lemon juice and cherry pie filling; pour into a shallow baking dish. Blend butter or margarine, sugar, flour, and cinnamon with fingers until mixture is crumbly; work in nuts; sprinkle over cherry filling. Bake 15 to 20 minutes, or until cobbler is bubbly and crumbs are golden. When ready to serve, spoon into dishes; top each with a scoop of ice cream.

Makes 4 servings *612 cal. per serving* *Source of Vitamins A, B, C*

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

Nobody knows the "hurries" I've been through

Couldn't possibly be hampered by *anything* — certainly not fussy, old-time sanitary protection.

Tampax is quick, neat, easy. *Modern!* Nothing can show, no one can know. With Tampax®, I almost forget there are any differences in days of the month.

Tampax is independent (like me). Needs no belts, pins, pads.

I'm certainly glad *someone* invented internal sanitary protection. Why, it even prevents odor from forming!

Imagine!

* * *

Tampax is available in your choice of three absorbencies (Regular, Super, Junior) wherever such products are sold. Tampax Incorporated, Palmer, Mass.

Invented by a doctor—
now used by millions of women

NEW!

Puts out pain... kills germs... promotes healing as you spray it on

Here's the *fun* way to help prevent infection while everyday skin injuries heal. New Unguentine® First-Aid Spray has anesthetic action that puts out pain, antiseptic action that kills germs—as you spray it on. Promotes healing, too. Goes to work instantly on cuts, scrapes, scratches, burns. Cools and soothes sunburn on contact. Kind to youngsters—doesn't sting. Red unbreakable, unspillable container.

Boosts nature's healing power as no plain antiseptic can!

Creates an *antiseptic protective blanket* to lock out germs . . . and help nature heal injured skin faster.

AMERICAN HOME RECIPES

60-Minute Meal With Nino's Juicy Steak Diane

(pictured in color on pages 48 and 49)

Here are the recipes, shopping list, and time schedule. Clip along dotted lines, but do not separate the recipes. Fold on straight lines into one 3x5" unit with the menu card on top, and slip into transparent envelope for filing in your Menu Maker.

• FOLD-OVER BISCUITS

Preparation time: 10 min.
Baking time: 15–20 min.

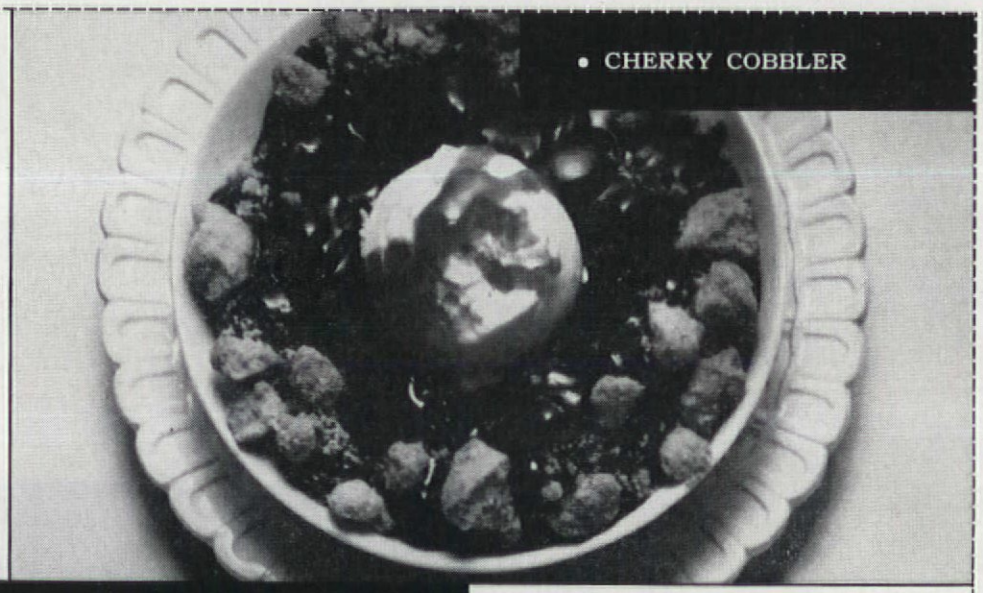
2 c. sifted all-purpose flour
1 tsp. onion salt
3 tsp. baking powder
⅓ c. shortening
¾ c. milk
2 tbs. melted butter or margarine
1 egg yolk
¼ c. milk
Sliced stuffed olives

Sift flour, onion salt, and baking powder into mixing bowl. Cut in shortening with pastry blender until mixture resembles cornmeal. Stir in ¾ cup milk until mixture clings together; turn out on floured board; knead 8 to 10 times. Roll dough out to ½-inch thickness; cut into 3-inch rounds; brush with melted butter or margarine. Make a deep groove with knife handle across each round; fold over; press edges firmly. Beat egg yolk and ¼ cup milk; brush tops. Press olive slice firmly into top. Place on greased baking sheet. Bake in very hot oven (450° F.) 15 to 20 minutes, or until golden brown.

Makes 9 to 10 *204 cal. each* *Source of Vitamins A, B, C*

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

• CHERRY COBBLER



This is your work schedule for the preparation of the menu on the reverse side for Nino's Steak Diane, Acorn Squash With Lima Beans, Green Salad, Fold-Over Biscuits, Cherry Cobbler With Ice Cream.

• WORK SCHEDULE

WORK SCHEDULE

1. Set oven at 400°F.; prepare and bake Cherry Cobbler according to recipe.
2. Raise oven temperature to 450°F.
3. Prepare and bake Fold-Over Biscuits according to recipe.
4. Clean salad greens, assemble salad. Make carrot curls; chill in ice water. Refrigerate.
5. Slice squash; heat water; simmer squash.
6. Cook Lima beans. Make coffee; set table.
7. Prepare Nino's Steak Diane according to recipe.
8. Assemble meal. Serve main course.
9. Spoon ice cream on Cherry Cobbler. Serve dessert.

See other side of card for the menu and shopping list.

• NINO'S STEAK DIANE

Preparation time: 15 min.
Cooking time: 7 min.

2 boneless sirloin steaks, ¾-inch thick
¼ c. butter or margarine
2 tsp. dry mustard
½ tsp. onion salt
2 tbs. olive oil
1 tsp. freshly cracked pepper
3 tbs. butter or margarine
4 tsp. Worcestershire sauce
1 lemon
2 tbs. chopped parsley

Cut each steak in half to make 4 pieces. Place steaks between 2 sheets of wax paper; pound with flat of knife or wooden mallet until ½-inch thick. Melt ¼ cup butter or margarine on large griddle (or use two skillets); stir in mustard and salt. Drizzle 1 tablespoon olive oil over steaks. Sprinkle with half the pepper; rub pepper and oil into steaks with bowl of spoon. Cook steaks with oil-pepper side down for 2 minutes; spoon pan juices over steaks occasionally. Rub remaining oil and pepper on unseasoned side of steaks; turn over; cook 2 minutes longer. Steaks will be pink inside. Remove from pan; keep warm. Remove pan from heat; add 3 tablespoons butter or margarine and Worcestershire sauce. Cut lemon in quarters, squeeze juice into skillet; spear one quarter on fork and use as a stirrer to blend all juices; add parsley; pour over steaks; serve at once.

Makes 4 servings *619 cal. per serving* *Source of Vitamins A, B, C*

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

A step ahead

Engineered by a 5'4" housewife

(that's the average—we like 'em any size)

It makes sense . . . Why not let the American housewife guide us in designing the perfect range top . . . So, we did. The result you see above is the most comfortable-to-cook-on range in America. The new "Terrace Top"—available only from Westinghouse.

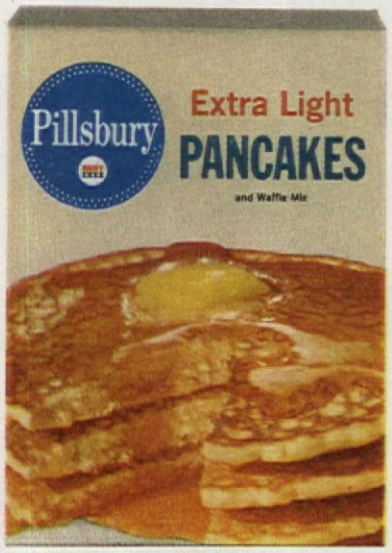
From work-height studies and other experiments, we found that most cooking chores required not one but *two* working heights for maximum comfort. Thus the unique split-level design of the Terrace Top electric range.

The front surface units are lowered to just the right height for stirring, blending, flipping, beating. (Much less fatiguing than standard-height units.) The back surface units are higher than the front units but still lower than counter height. They're perfectly placed for foods that don't require constant attention.

Note, too . . . Side-mounted controls that eliminate reaching over hot utensils. The timing center that controls the big, roomy oven and outlet for small appliances *automatically*.

Nice, and so is the price . . . as *only* your Westinghouse dealer can tell you. *You can be sure . . . if it's* **Westinghouse**

Now, the modern pancake: what makes it so old-fashioned?



Pillsbury Extra-Light Pancakes... the first really modern pancake mix. It's a new recipe. With a remarkable new idea in leavening that keeps the batter creamy-light, so you get consistently light pancakes the whole batch through. With a blend of three flours: soft wheat for tenderness; corn and rye for color and mellow taste. Makes wonderful old-fashioned pancakes. And that's the paradox. How can a pancake that's so modern be so old-fashioned good? Next time you crave old-fashioned pancakes, try the modern pancake mix: Pillsbury Extra-Light Pancakes. Then you'll know.

• OLD-FASHIONED LEMON ICE CREAM

Preparation time: 20 min.
Freezing time: 3–4 hours

⅔ c. sugar
⅛ tsp. salt
1 tbs. flour
1 c. milk
4 egg yolks, slightly beaten
1 tsp. grated lemon rind
½ c. lemon juice
1 c. heavy cream

● Turn freezer compartment control to coldest setting. Combine sugar, salt, and flour in saucepan; add milk gradually. Cook over medium heat, stirring constantly, until mixture thickens and comes to boiling. Stir half of mixture slowly into beaten egg yolks; stir into mixture in saucepan; cook 1 minute. Remove from heat; cool. Add lemon rind and juice; chill. Pour into loaf pan; freeze 1 hour. Turn mixture into bowl; beat until light and frothy; whip and fold in cream. Freeze 3 to 4 hours or until firm. For crank freezer: Pour chilled lemon mixture into freezer can; add heavy cream, unwhipped. Adjust dasher; set cover in place. Fill around sides with cracked ice and salt in an 8 to 1 ratio. Turn until resistance is felt; remove dasher. Repack freezer can in ice and salt; allow to ripen 2 hours.

Makes 1 quart *1758 cal.* *Source of Vitamins A, C*

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

• LIME ANGEL MERINGUE

• CRÊPES MALTAISE FLAMBÉ

• ORANGE RICE IMPERIAL

Preparation time: 25 min.
Cooking time: 30–35 min.

2 c. cooked rice*
1½ c. milk
2 tbs. unflavored gelatin
1 c. orange juice
1 tbs. grated orange rind
1 c. sugar
½ c. milk
4 egg yolks, slightly beaten
1 c. heavy cream, whipped

● Combine rice and 1½ cups milk in saucepan; cook over medium heat about 20 minutes, or until all milk is absorbed. Soften gelatin in orange juice; stir in orange rind. Combine sugar, ½ cup milk, and egg yolks in top of double boiler. Cook over hot, not boiling, water until sugar is dissolved and mixture coats a spoon. Add gelatin mixture and rice; cool; chill. Fold whipped cream into chilled mixture. Turn into 6-cup mold. Chill several hours, or until firm. Unmold on serving plate; garnish with orange slices and whipped cream, if desired.

*Use only regular or parboiled rice, not precooked rice.

Makes 8 servings *338 cal. per serving* *Source of Vitamins A, C*

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

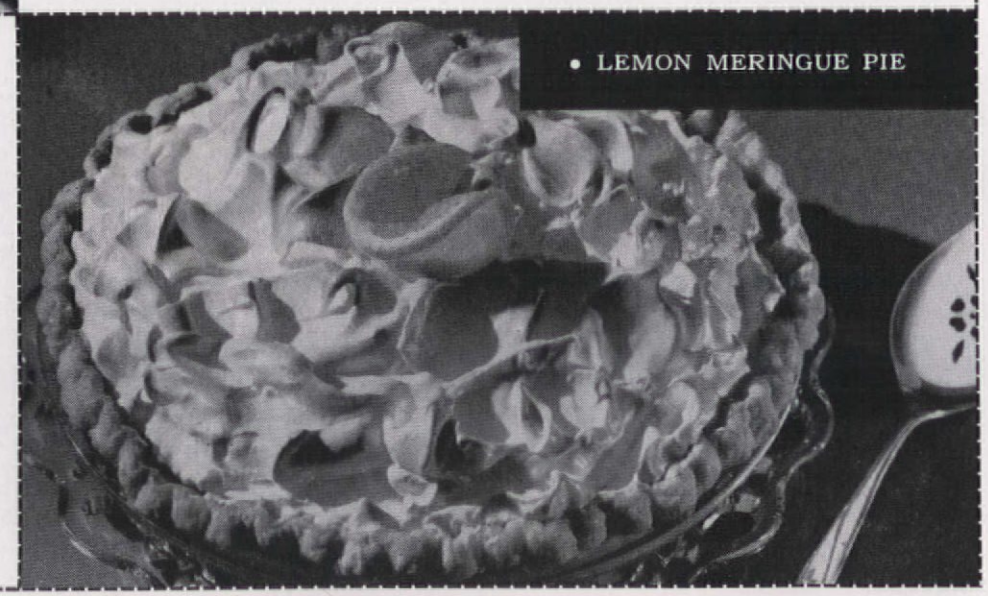
• HEAVENLY GRAPEFRUIT CAKE

Preparation time: 20 min.
Baking time: 55–60 min.

3 c. sifted flour
3 tsp. baking powder
½ tsp. salt
1⅓ c. sugar
⅔ c. soft shortening.
½ c. milk
1 tsp. grated grapefruit rind
1 c. grapefruit juice
2 eggs
Orange Cream Frosting
1 grapefruit, peeled, sectioned, and drained

● Grease 10-inch tube pan; line bottom with wax paper; grease paper. Set oven at moderate (350° F.). Sift dry ingredients into bowl; add shortening, milk, grapefruit rind and juice. Beat 2 minutes at medium speed on mixer or 300 strokes by hand. Add eggs; beat 2 minutes or 300 strokes. Bake 55 to 60 minutes, or until done. Cool 10 minutes in pan; remove from pan; cool completely. Split cake in half crosswise; spread bottom half with small amount of frosting; arrange grapefruit sections on top; replace top of cake. Frost top and sides. (To decorate as pictured, double frosting recipe and put through pastry tube.) Garnish with orange sections and additional grapefruit sections, if desired. *Orange Cream Frosting:* Cream ½ c. butter or margarine and 1 pkg. (1 lb.) sifted confectioners' sugar. Add 1 tsp. grated orange rind; blend in 3 to 4 tbs. orange juice until frosting is of good spreading consistency. *Makes one 10-inch cake.*

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



• LEMON MERINGUE PIE

A salad bowl that is washed after each use should have a periodic "beauty treatment." Coat the clean dry surface with olive or pure vegetable oil and let stand overnight. If it seems dry in the morning, apply another coat. When the wood has absorbed all the oil it will take, wipe it dry with paper towels.

AMERICAN HOME RECIPES

Light and Airy Ways With Citrus Fruits

(pictured in color on page 52)

AMERICAN HOME RECIPES

Light and Airy Ways With Citrus Fruits

(pictured in color on page 52)

• HEAVENLY GRAPEFRUIT CAKE

• LEMON MERINGUE PIE

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

½ c. cornstarch
1½ c. sugar
¼ tsp. salt
1¾ c. hot water
4 egg yolks, slightly beaten
2 tbs. butter or margarine
1 tsp. grated lemon rind
½ c. lemon juice
1 9-in. baked pastry shell
4 egg whites
¼ tsp. cream of tartar
½ c. sugar

● Blend cornstarch, 1½ cups sugar, and salt in saucepan; stir in hot water gradually. Cook over medium heat, stirring constantly, until mixture comes to boiling. Stir half of mixture slowly into egg yolks; stir into mixture in saucepan. Cook over low heat, stirring constantly, 3 to 4 minutes; remove from heat. Add butter or margarine, lemon rind and juice; cool. Pour into baked pastry shell. Beat egg whites and cream of tartar until foamy; beat in ½ cup sugar gradually; continue beating until meringue stands in stiff peaks. Spread meringue over cooled filling making sure it touches inner edge of crust all around to prevent shrinking. Bake in moderate oven (350° F.) 15 to 20 minutes, or until golden brown. Cool to room temperature before serving.

Makes 8 servings *322 cal. per serving* *Source of Vitamins A,C*

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

• CRÊPES MALTAISE FLAMBÉ

Preparation time: 40 min.

CRÊPES
2 eggs
2 tbs. melted butter or margarine
1 c. milk
½ c. sifted all-purpose flour
1 tsp. baking powder
½ tsp. salt

SAUCE
1 tbs. slivered orange rind
½ c. orange juice
½ c. butter or margarine
2 tsp. lemon juice
¼ c. sugar
2 large oranges, peeled and sectioned
⅛ c. Grand Marnier or Cointreau
¼ c. Maraschino Liqueur

● *CRÊPES:* Beat eggs lightly; blend in butter or margarine and milk. Sift flour, baking powder, and salt into bowl; blend in egg mixture slowly. Cover; refrigerate several hours. Heat 6- or 7-inch skillet; melt ½ teaspoon butter or margarine. Pour in just enough batter to cover pan thinly; brown on bottom; turn and brown second side. Repeat until all batter is used. Fold each crêpe in half, then in half again, forming a triangle.

SAUCE: Reserve orange rind. Combine orange juice, butter or margarine, lemon juice, and sugar in small saucepan; simmer 2 to 3 minutes; add orange sections; heat 1 minute. Arrange orange sections and crêpes in chafing dish; pour hot sauce over; add orange rind. Place over chafing-dish burner. Combine Grand Marnier or Cointreau and Maraschino; stir half into bubbling sauce; float half on top. When hot, ignite, and serve flaming.

Makes 4 servings *563 cal. per serving* *Source of Vitamins A,C*

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

• ORANGE RICE IMPERIAL

• OLD-FASHIONED LEMON ICE CREAM

• LIME ANGEL MERINGUE

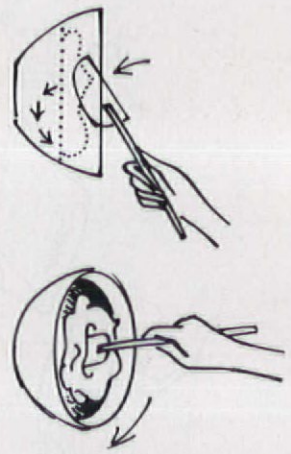
Preparation time: 40 min.
Baking time: 1 hr.

4 egg whites
¼ tsp. cream of tartar
1 c. sugar
4 egg yolks
½ c. sugar
⅓ c. lime juice
½ tsp. grated lime rind
Few drops green food color
1 c. heavy cream, whipped

● Beat egg whites and cream of tartar until soft and foamy. Add 1 cup sugar gradually, beating until meringue is glossy and stands in firm peaks. (This will take 10 to 20 minutes on electric mixer.) Cover cooky sheet with unglazed paper; draw 7-inch circle on paper. Shape meringue with spoon or pastry bag onto circle, building up sides to a depth of two inches. Shape remaining meringue into rosettes. Bake in slow oven (275° F.) 1 hour, or until pale beige in color and quite dry. Cool meringue completely. (You may turn oven off and leave meringue in oven until cool.) Beat egg yolks in top of double boiler until thick and light colored; blend in ½ cup sugar and lime juice. Cook over hot, not boiling, water until thick and smooth. Stir in lime rind and food color; cool; chill 1 hour. Fold in whipped cream; spoon into cooled meringue shell. Garnish with meringue rosettes and lime wedges and additional whipped cream, if desired.

Makes 8 servings *292 cal. per serving* *Source of Vitamins A,C*

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



How to fold in egg whites: Heap beaten whites on top of mixture. Cut down through center and across bottom of bowl with wire whip, rubber spatula, or spoon. Bring some mixture to top and place it on egg whites. Turn bowl one-quarter way round and repeat cutting motion. Repeat until all egg whites are evenly combined with mixture. Do it gently—do not stir or beat.

NEXT TIME IT'S CHICKEN...GIVE IT A LIFT WITH CRANBERRIES

HEIGHTEN THE FLAVOR, BRIGHTEN THE PLATE WITH OCEAN SPRAY (Jellied or whole berry sauce)

OPEN A CAN OR SHARPEN A KNIFE THE EASY ELECTRIC WAY

Own a temperamental can opener that sometimes does and sometimes doesn't? Does it spill the juices, drop metal shavings in the food, or get stuck halfway around? Do you hack away at the tender roast because the carving knife is dull and listless? Is your drawer full of paring knives that couldn't even slice a banana?

Then it's time you invested in an electric can opener and an electric knife sharpener! The marvelous can openers open any size can quickly, efficiently, and effortlessly—from the tiniest tin of deviled ham to the largest economy-size can of baked beans. The sharpeners keep every knife in the house at its razor-sharp best (except those with scalloped or serrated edges which must be sent back to the manufacturer).

Herewith, then, a practical guide for you who want to buy one of these how-did-I-ever-do-without-them appliances:

ELECTRIC CAN OPENERS

There are four basic models of electric can openers to choose from. A *counter top* model is desirable when you have an abundance of counter space. This is one electric appliance you do not "put away"—it always stands ready for use. If you prefer the counter-top model be sure to allow adequate space for it near an electric outlet. If counter space is at a premium, select a *wall-mounted* can opener. It can be easily installed with a back plate supplied by the manufacturer. When you install it, be sure that the bottom of the unit is at least ten inches above your counter surface and allow two inches on either side for clearance of large cans. A relative newcomer to the electric can opener market is a *portable* model which can be stored in a cabinet drawer. However, a wall rack is included in the purchase price which will also accommodate other attachments.

You may want to consider a *built-in* can opener if you are planning to remodel your kitchen, or build a new home. This can be either a cabinet-door installation or a wall installation. Electric can openers have two types of activating switches: the automatic action switch and the controlled action switch. The *automatic* action switch punctures the can and continues cutting. It will stop automatically when the can has been opened and the lid has been removed. The *controlled* action punctures the can; however, the cutting action continues only as long as the lever is depressed. You may stop the cutting action instantly and at any time you choose by releasing the lever. Either action opens the can easily; select method easiest for you.

Features to look for: *Removable magnets and cutting blades* for easy cleaning. *Extension legs* on counter-top openers for opening extra-tall cans. *Cord storage* or retractable cords eliminate clutter on work counter. *Combination* electric can openers and knife sharpeners. *De luxe accessories* such as a bottle opener, a kitchen clock and timer and, believe it or not, even a night light to make life easy for midnight snack addicts. One portable can opener has attachments for mixing and whipping, as well as a knife sharpener.

Care and maintenance. Removable magnets and cutting blades should be washed in sudsy water occasionally, thoroughly dried and replaced. Do not immerse can openers in water. *Be sure to clean cutting blades often! Prices* vary throughout the country. However, we have found a representative group of electric can openers priced from under $10 to $35. If counter stands are not included in the selling price, you may purchase them separately for $1.95-$3.98.

ELECTRIC KNIFE SHARPENERS

Counter top or wall mounted models are available. One manufacturer makes a portable electric food mixer that has a knife sharpener attachment. Many electric knife sharpeners can effectively sharpen scissors in addition to knives. When you are choosing an electric knife sharpener, draw a knife blade through the slot, and select the sharpener that permits the greatest portion of the knife blade to come in contact with the grinding wheel. The grinding wheel should not spin at an excessively high rate. This can result in overheating the knife blade and cause rough edges. Knife sharpeners are available with a single grinding wheel and with double grinding wheels. The double wheel grinds both sides of the blade at the same time. The single wheel requires grinding the blade on each side separately.

Features to look for: A *pencil sharpening* receptacle with a removable container for pencil shavings is a feature of one knife sharpener. *Built-in magnets* in one sharpener hold the knife blade at the correct sharpening angle. Other models have angled guide channels to hold the knife blade in the correct sharpening position. *Safety shields* for grinding wheels, plastic or metal, are considered standard equipment for reputable brands of sharpeners.

Care and maintenance. Cutlery should be washed and thoroughly dried before grinding. Wet or greasy knives may coat the grinding wheel, preventing proper sharpening. Case may be cleaned with a damp cloth after sharpener has been disconnected. Do not immerse electric knife sharpener in water. Again, be sure to read the instruction booklet. *Prices* for electric knife sharpeners range from $14.95 to $21.50—a nominal amount to pay for sharp knives every day of the year.

SHOPPING INFORMATION

Cover: Queen Anne wing chair—Heritage, from B. Altman & Co. "Faviril" Fabric on wing chair—Everfast. Table—Laverne, Inc. Walls—Continental Felt Co. Tile floor—Vander Laan Tile Co. Picture, "Between April and May" by Bing S. Gee, courtesy of Mi Chou Gallery.

FALL FESTIVAL ROUNDUP

Page 9: Pajama bag—Party Bazaar—Denison. Place mats—Happy Things Inc.

HOOKED RUGS TO MAKE

Page 22: Modern chair—Knoll Assoc. Writing Windsor—Lopipero, Inc.

LADY BE BRAVE

Page 29: "Woolsuede" wallcovering. The Felters Co. "Crystal Palace" cabinet—Hickory Mfg. Co. "Pavane" cocktail table—Tomlinson. Campaign chair—Yale Burge. Daybed—Head-Bed Co. **Page 30:** Setting courtesy of the Venetian Blind Institute. Sofa, wing chair—Century Furniture Co. Club chair—Macy's. Corner cabinet—Julia Kuttner. Mantel—Edwin Jackson. Floor—Amtico. Area rug—Stark Carpet. **Page 31:** Portable television—General Electric. Firehood—Condon King Co. Drapery fabric—Woodson. Blue wallpaper—Greeff Fabrics. Woven shades—Webb Textiles. "Montina" vinyl corlon floor—Armstrong. **Page 32:** (upper) "Orangerie" wallpaper, red grasscloth—Louis W. Bowen. Vinyl flooring—Robbins Floor Products. (Left) Furniture—Peabody Collection by Richardson Nemschoff. (Lower) "Crewelwork" fabric, "Danbury Check"—Bloomcraft. Portrait—Lange & Williams. **Page 33** (upper) "Ethan Allen" furniture—Baumritter. "Heirloom" bedspread—Bates Fabrics. Lamp—Georgian Lighting Studios. Toys—Saks Fifth Avenue. Curtains—Octavia by Craig Creations. (Lower) Flooring—Armstrong. Wall lamps—Habitat. Mattresses—Beautyrest by Simmons. **Page 34:** Indian print fabric walls—Oken Fabrics. Desk, closet accessories, luggage—Lord & Taylor. **Page 35:** (top left) "Floor-Mate Original" vinyl—Amtico. Walls, counter—Formica. Plumbing fixtures—American Standard. Towels—Cannon. (Bottom right) Cabinets—St. Charles Refrigerator—Revco. Dishwasher—KitchenAid. Flooring—Amtico. **Page 36:** Dining table—Baker. "Indigo" striped fabric—David & Dash. Rug—V'Soske. Picture by Scornavacca. **Page 37:** "Kiosk" rug—James Lees. Painting by Philip Cascioli.

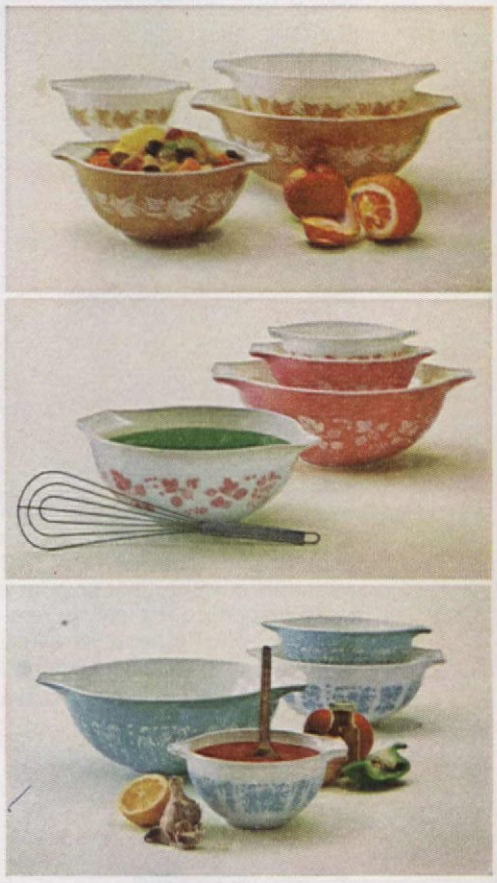
PILLOWS TO MAKE

Pages 38, 39: Trimmings—Consolidated Trimmings. Ribbons—Hendler Hyman & Sons. Felt—Continental Felt. Silks—Far Eastern Fabrics. Striped Fabric—Herman Miller. Taffeta—F. Schumacher.

EASILY EXPENDABLE

Page 45: Patio furniture—Manning Wayside Furniture Shop.

Pyrex bowl sets—lovely new way to cook and serve



Wonderful bowl sets from Pyrex Ware! And they're much more than the handiest thing in your kitchen—they come radiantly dressed for dinner! Mix, bake, serve, and store in Pyrex bowl sets. Keep flavors fresh! And Pyrex Ware is so easy to clean. (And can you think of a more perfect gift?) See Pyrex Ware on display at your store! Corning Glass Works, Corning, N. Y. **PYREX® WARE**

Complete Pyrex Cinderella Bowl set, 4 bowls that nest (1½ pts., 1½ qts., 2½ qts., 4 qts.) $4.95. Handles are pouring spouts. Available in sandalwood (top illustration), pink, and turquoise with white. Prices slightly higher in Canada.

Inside kitchen drawers, topside on shelves and counter tops — use popular self-adhesive CON-TACT for a fresh new look, a Sanitized® washable surface. Just smooth it on — it stays put! Takes no paste, no tools, no genius. It's easy to renew old surfaces and cover new ones with this vinyl-plastic beauty treatment. Dozens of pretty patterns (shown: Spangle), at stores everywhere. 18"w. **49¢** a yd. (slightly higher in Canada)

A product of United Merchants & Manufacturers, Inc.

Braising (pictured in color on page 50)

Variations: "Braising is the best way to treat a *loin of pork*. You'd like to roast it, but it's impossible to roast and have it tender because pork has no interior fat. Sure, pork has exterior fat, but there's no fat in the meat itself, which makes it come out very dry when roasted. Have it prepared for roasting, slit the ribs so you can cut along the chops, and then treat it just like the veal. Butter it, brown it, add the mirepoix, flour and liquid, and so on. It'll come out tender, juicy and delicious!

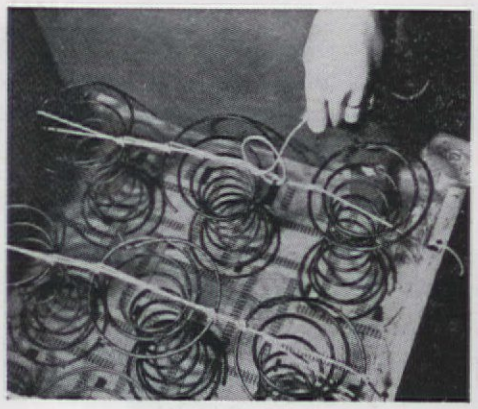
"Try braising *leeks*. Take 5 or 6 leeks and cut off most of the green. The white is the best part. Leave about 5 or 6" of leek, altogether. Cut off the little frizzle-frazzle on the other end, too. Split the upper half, so the leaves spread out, and then wash in lots of cold water to get the sand out. Leeks are always kind of dirty inside. Put the leeks into a buttered casserole—one of those little oval ones would be perfect. Add half a cup of white wine, half a cup of water, a little bit of salt, and a bit of lemon juice. Cover tightly and braise until tender, in a 300° or 325° oven. They'll be tender in roughly half an hour. Braising should be done at very low temperatures, because with a high temperature the liquid might evaporate and then it would start to burn. And I've burned leeks and they just don't taste the same! Then you take out the leeks, pour off the juice, thicken it with *beurre manie* (half flour, half butter, kneaded into a little ball), and add a little heavy cream to whiten the sauce. Ideally, you'll come out with about ⅔ cup of sauce. This is wonderful served with a roast.

"Or, you could also do the same braising of the leeks and just serve them as they come out of the oven, for a first course, on a piece of buttered toast. The toast gets terribly soggy, but it's just delicious. This is my grandmother's specialty.

"You can braise *hearts of celery*. Wonderful! You cut off a little bit of the root, the dark part at the base, and then go up about 5 inches and cut. Then cut lengthwise in quarters or eighths, depending on the bunch of celery. This you would braise exactly the same way as the leeks. Make a cream sauce for them.

"Do the same thing with *Boston* lettuce. Wash it as a head and then quarter or cut in eighths, keeping some of the root with every piece, so that the root keeps the pieces together. Good with beef or chicken."

STEP-BY-STEP PICTURE PATTERNS



Retying springs and replacing worn-out webbing is not hard to do with the expert help of this easy-to-understand photographic pattern. Give new life to a sofa or chair. SBS-103, price 20c.

Slipcover a wood-framed chair without concealing its handsome lines or wood frame. A new fabric closure makes this possible and easy for even the amateur. The cover will fit like any fine upholstery. SBS-106, price 20c.

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Please allow three weeks for handling and mailing.

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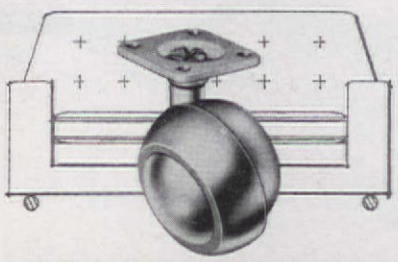

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BELL TELEPHONE SYSTEM

Memories of sunset live here night and day

The strong, thrilling colors of many well-remembered sunsets have been captured in the colors of this room. It was done with imagination and paint—Pratt & Lambert paint.

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Facts About Humidification. Questions and answers about humidity: what it is, how it relates to your health and comfort, and what to look for in a humidifier. Free from Floyd W. Carlstrom, Dept. AH, Research Products Corp., 1015 E. Washington Ave., Madison 1, Wis.

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If Fire Strikes

(continued from page 4)

factor is that every fire generates carbon dioxide which stimulates breathing, causing you to inhale large quantities of smoke. The thickness and smell of smoke are not necessarily guides to how deadly it is. The thinnest smoke may be the most toxic.

Now that you know the nature of smoke and how it can affect you, you can see how easily you could be overcome while you sleep. So no matter how well you and your family have rehearsed an escape plan it will do you no good unless you are awake and alert before intense heat, smoke, and gases have made too much headway. The fate of the Arthur family emphasizes the need for an automatic fire-detection and alarm system.

At the present time there is no smoke-detection system inexpensive enough for general home use. Detection systems that are available operate on a temperature factor. When the heat at the point where the detector is located reaches a certain temperature—usually 160°, it activates the alarm.

For full protection an alarm system should have detection coverage throughout the house so that a fire starting in any spot would set off the alarm immediately, giving you sufficient time to escape. You could have a partial installation which would mean locating detectors in only a few danger areas, but you must realize that this also means only partial protection.

Whatever system you decide to buy be sure it is marked with a UL (Underwriters' Laboratories) or an FM (Factory Mutual) seal. It is equally important that the equipment be installed by a qualified person according to UL or FM specifications.

Once you are awake you should put into effect a prerehearsed escape plan or course of action should your normal escape routes be cut off. If you don't already have a plan the following advice from the NFPA will help you formulate one.

WHAT COURSE OF ACTION?

It is important to get into the habit of sleeping with the door closed . . . it can save your life! If you should have a fire, the closed door will hold back poisonous smoke and heat, giving you extra time to escape; and whether the door feels hot or cold will determine your course of action.

1. Place the palm of your hand against the door. If it is cool, open it slightly. Hold your head away, brace the door with your foot (in case pressure has built up outside), and put your hand across the opening to determine how hot and smoky the air is. If the hall appears to be cool and there are no flames or smoke pouring up the stairway, gather the rest of the family from their rooms and use this regular route of escape. Should there be any doubt about safe passage down the stairs, keep the family together, return to one room, and close the door.

2. If the door feels hot, the hall is probably already filled with smoke and perhaps flames. *Don't* open the door. Pound on the walls and call out to awaken people in adjoining rooms. If there's a phone in the room, call the fire department. If the fire is severe follow a prerehearsed plan for escape through a window.

If you decide to stay in your room, shout "Fire" from the window in the hope of waking a neighbor. (You might also install an alarm on the outside of your house which will wake up the neighbors. This is operated by pushing a button in your bedroom.)

Stuff bedding around the door. Wet it if water is handy. Stand by the window. If the room is getting smoky, stick your head out the window, inhale twice as deeply and twice as fast as normally for one or two minutes. This will take away your desire to breathe for the same amount of time and enable you to hold your breath an additional minute. (A helpful technique when rescuing someone from a smoky room.)

WHICH WAY OUT?

1. Plan two possible routes to the ground from every room in the house, especially the bedrooms. For a one-story house this is simple, since most everyone can get out a window if he is cut off from the main hallway and outside doors. In most two-story houses there is only one stairway and this usually provides the perfect flue for smoke and gases. When the stairway is not usable, escape through a window is the only answer.

2. Chain and rope ladders have been designed which are attached by brackets under the window. When not in use they fold up neatly in a box on the floor. To use them, just throw them over the window sill and climb down. Such ladders would be particularly useful if you live in an isolated area where help may be slow in arriving. In a more thickly settled neighborhood you could possibly wait in your room for rescue.

3. Make use of all porches, ells, and garage roofs that are near windows. Such roofs serve two purposes. You can sit on them till help arrives, or you can use them to make your descent to the ground easier.

4. A lightweight ladder, tall enough to reach second-story windows, should be kept in a convenient spot outside. One member of the family, even an older child, could put the ladder up to each window.

5. In getting out of an upstairs window without a ladder and where there are no lower roofs, it would be advisable to throw bedding on the ground below the window and then lower yourself over the sill and drop from your hands onto the bedding.

6. Choose an outside assembly point where everyone will (continued)

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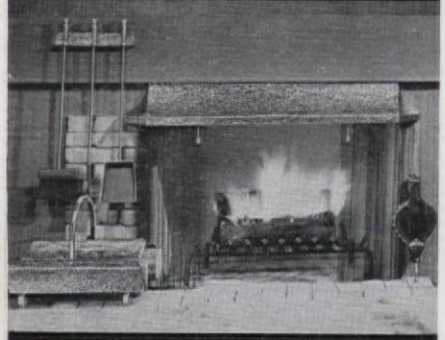

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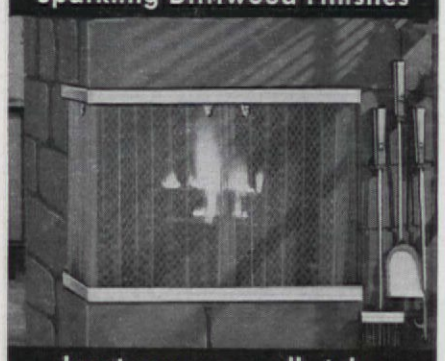

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(continued) meet and be sure no one returns to the burning house.

BEWARE OF YOUR EMOTIONS

An NFPA spokesman offers the following suggestions for teaching children and for keeping a cool head in an emergency.

It is important to rehearse your escape plan regularly. Depending on the age of your children you will have to decide which of all the previously mentioned things should be practiced by each one. Children under four should be taught never to open their doors except on command by their parents, but to stand by an open window. They should also be taught not to hide anywhere in their rooms, such as in closets or under the bed. When you go in to rescue them you will have very little time, and smoke may make it impossible to find them. If they are by the window all you need do is lift them over the sill. If a fireman is making the rescue, he will see them quickly.

Since small children are often frightened and confused when they wake at night and their first impulse is to run to their mother, it is important to practice some night drills. Tell the children that you are going to have some drills at night but that you aren't going to let them know when. After doing this several times, should you have a real fire they will probably go through the routine without even realizing there's a fire, unless of course it has a good start.

Unless the passage between you and your children's rooms is clear of smoke and fire, don't make the mistake of rushing to get your children. If the fire is too advanced for you to reach them safely, the wisest action is for you and the older members of the family to make your own escapes and then rescue babies, young children, and the elderly through windows from the outside. Such action again underscores the importance of closed bedroom doors to give the extra time needed for escape and rescue.

HOW TO TURN IN AN ALARM

How you report a fire depends on the type of fire-alarm system in your community. Some cities have fire-alarm boxes located at intervals along the streets. Your family should know the location of the nearest alarm box and familiarize themselves with its use. After turning in an alarm, stand by the box to direct the firemen to the exact location. If you live in such an area, reporting the fire through an alarm box is preferred to telephoning, since many people get confused over the phone and give inadequate or wrong information.

In communities where there are volunteer fire departments the alarm is usually given over the phone. Find out the number you should call and paste it on each phone in your house. Be calm when you report a fire. Say that you wish to report a fire and give your name and address. If you don't have the fire emergency number handy, call the operator and be sure that you tell her what town you live in in addition to your name and street address. Sometimes operators service several towns, each of which may have a street by the same name. In rural areas send someone out to the road to direct the firemen.

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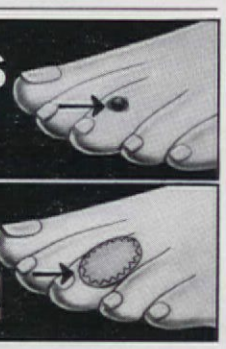

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Never leave children alone in a house at any time. A third of all children killed in fires are left unattended or in the care of an incompetent person. During the day it is not unusual for a mother to go next door to visit a neighbor or even to make a quick trip to the store without taking her children. Unsupervised children may play with matches if they can find them; or they might turn on the gas jets on a range. Sometimes something will be left cooking and it may boil over, extinguishing the flame; or a gust of wind may blow out a flame. In any of these cases, a fire might start, an explosion could occur, or the children could be asphyxiated.

Another precaution concerning children is to be sure that whomever you have sitting with them is familiar with your escape plan in the event of fire. You must also choose a person who is not apt to panic. Only recently two young children were killed in a fire when the maid ran from the house without getting the children out or calling the fire department. Instead she drove to the home of neighbors where her employers were visiting. By the time they reached the burning house it was too late.

Good housekeeping is essential. Clean out the clutter—stacks of magazines and papers, old furniture. Don't leave rubbish, kindling, paints, or other materials near the furnace. Curtains and towels should not be hung near range burners and heaters.

Don't use any highly flammable liquid for any household purpose. Keep gasoline for mowers or motors in an approved safety can. Store paints tightly covered in a cool place. Throw out rags which have been saturated with furniture polish, wax, and paint.

If you smoke keep plenty of large ash trays handy. Put burned-out matches in an ash tray—not a wastebasket. Never empty ash trays at night—set them in the center of a table or countertop where they are not near anything. Sit up if you're going to smoke while watching television and you won't be so apt to fall asleep. And finally, don't smoke in bed.

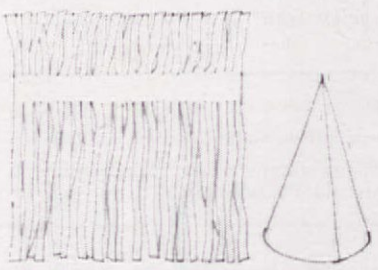
Nightly inspections. Before going to bed inspect the rooms for smoldering cigarette butts and to see that none has dropped down between the cushions or on the carpet. Make sure the oven and burners of your kitchen range are turned off. See if the heater is operating correctly. Be sure all bedroom doors are closed.

Be safe at all times. Although fire safety is emphasized during the month of October, it is a subject that should be thought about and practiced every day of the year. THE END

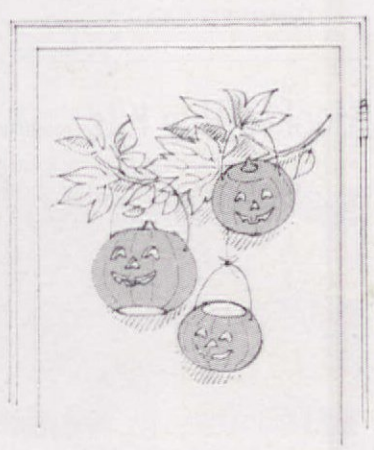
Autumn Decorations To Make (continued from page 9)

SCARECROW: Cover 10″ circle of heavy board with orange crepe paper. Make 18″ high wire figure. Force legs into base. Fasten in upright position with tape. Fringe half sheets of green, brown, yellow, and orange crepe to within 1″ of edge. Attach several layers of each color to arms and legs. Gather in fringe at wrists and ankles; tie. Thicken body with cotton. Cover with green crepe suit, exposing wrists and ankles. Use 4″ Styrofoam ball for head. Carve 2 holes for eyes. Insert thin battery with bulb attached in each hole. (See "sparkle light" below.) Complete features, using yellow crepe for hair. Attach head to body. Add green cap, orange kerchief and belt. Tape 10″ stick to hand and base for additional support.

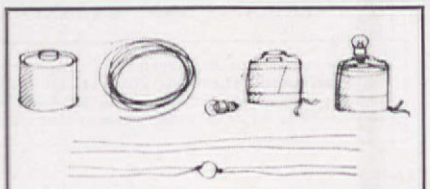
Designer: Budd Cox for Eveready Batteries



HARVEST HAYSTACK: Fold one 10x14″ cardboard sheet into cone shape. Staple or tape. Cut off point to make small hole. Fringe large sheets of yellow, brown, orange, green, and gold crepe paper, leaving 2″ uncut band ⅓ down. Wrap alternating colors of crepe around cone; glue in place. Tie rope or ribbon over uncut area of crepe. Short ends of fringe should flop over cone. Fluff out crepe. Insert shafts of wheat in hole of cone. Put gourds and leaves around base.



JACK-O'-LANTERNS: Insert sparkle lights inside three artificial or hand-carved pumpkins. Fasten lanterns to oak leaves or sheaf of wheat wired to door as welcome to tricksters on Halloween.



SPARKLE LIGHT: Wind two pieces of thin wire around base of #131 bulb, then bend both wires down opposite sides of small D-size alkaline flashlight battery and twist together to make contact against base. Contact with top of battery lights bulb. Turn off by unscrewing bulb.

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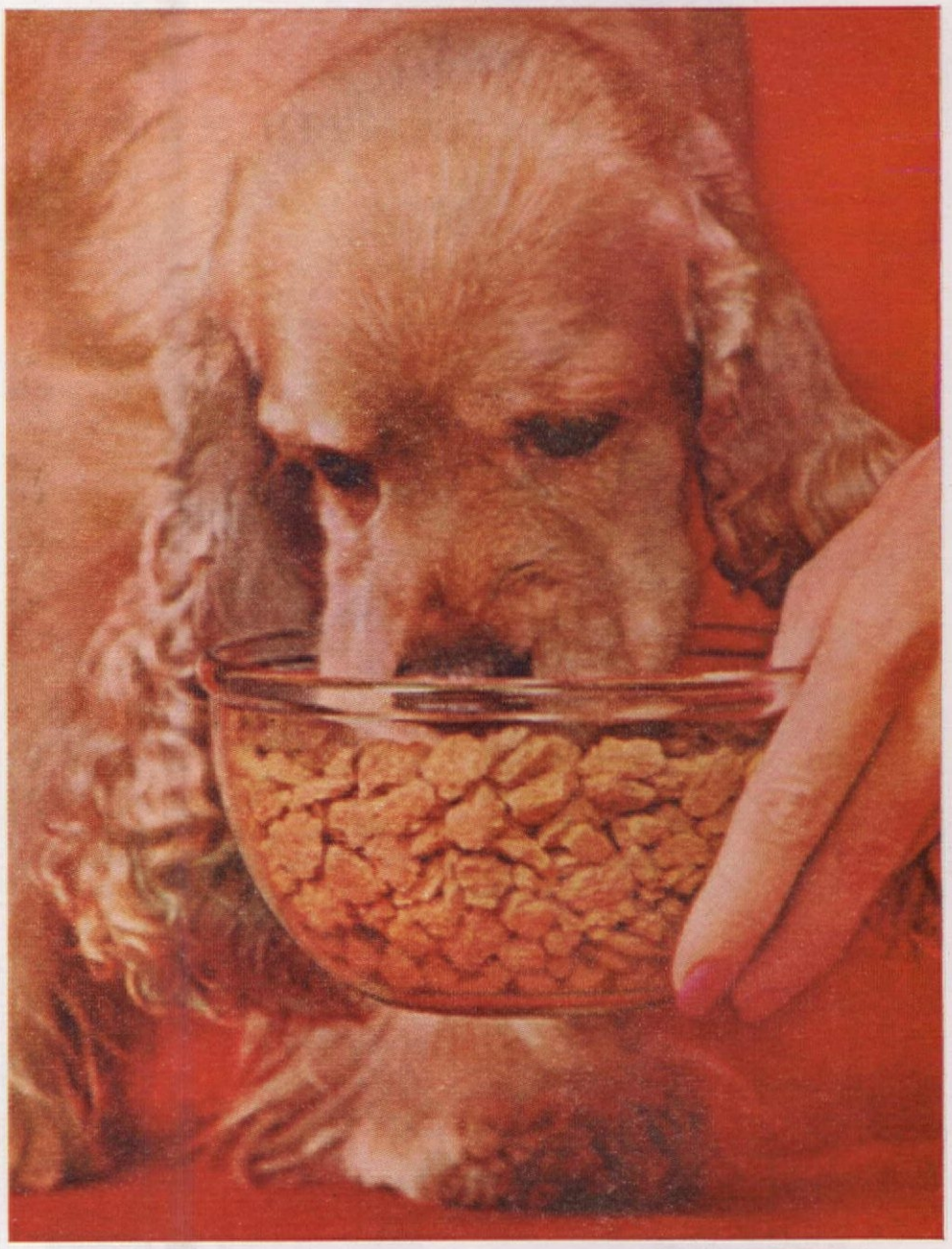

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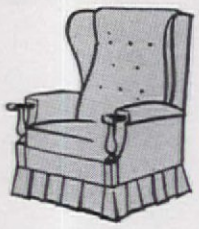

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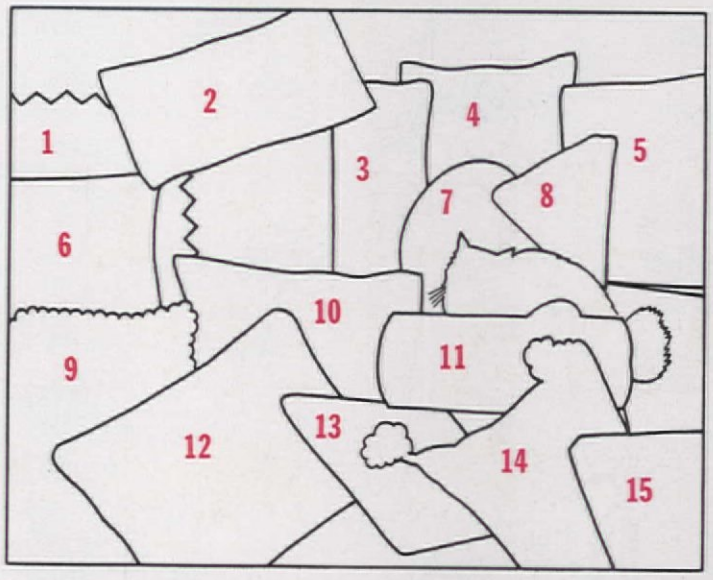

1-*"To the Point," mustard linen framed with orange grosgrain and blue velvet ribbon. Edging is pointed folds of mustard grosgrain ribbon.* 2-*"Sari," made from a narrow Indian stole with both borders on one side of front.* 3-*"Bonbon," pink velvet with heavy silk embroidered ribbon band.* 4-*"Candy Cane," four squares of striped cotton (blue and green stripes are hidden) joined with white bias binding.* 5-*"Mondrian," big back-rest pillow covered with brilliant Turkish towel.* 6-*"Daisies Do Tell," blue denim with white felt petals.* 7-*"Skimmer," red silk "hat-banded" with pink picot ribbon.* 8-*"Sneaker," of felt with white welting, real white eyelets, and shoe lace.* 9-*"Fandango," velvet ribbon strips edged with black silk ball fringe.* 10-*"Paisley," place mat makes oblong pillow.* 11-*"Gladstone," small bolster covered with linen and green felt straps.* 12-*"Just for Fun," linen dish towel with red silk cord.* 13-*"Harlequin," brightest stripes for diamond shape.* 14-*"Pin Cushion," red silk with velvet piping and sumptuous tassels.* 15-*"Williamsburg," soothing blue-green taffeta with gold braid.*

Hooked Rug Kits (continued from page 22)

Cable Stitch Rug Kits AHR-54 with yellow and green backgrounds.

Order Form

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Fill out coupon, enclosing check or money order (no stamps, please). Kindly allow 3 weeks for handling and mailing. N.Y.C. residents add 3% sales tax.

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☐ AHR-54A Cable Stitch, 22x44", ☐ Ivory; ☐ Yellow; ☐ Green	22.50	24.50
☐ AHR-54B Cable Stitch, 27x54", ☐ Ivory; ☐ Yellow; ☐ Green	32.00	35.00
☐ AHR-54C Cable Stitch, 36x70", ☐ Ivory; ☐ Yellow; ☐ Green	55.00	60.50

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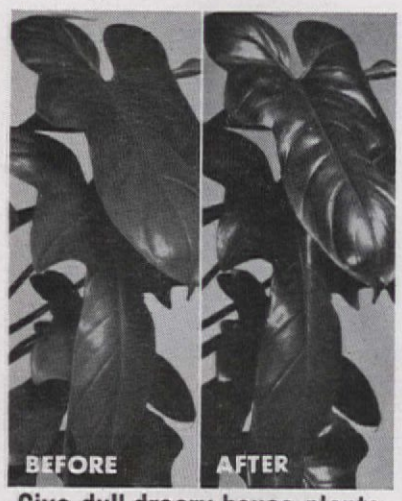

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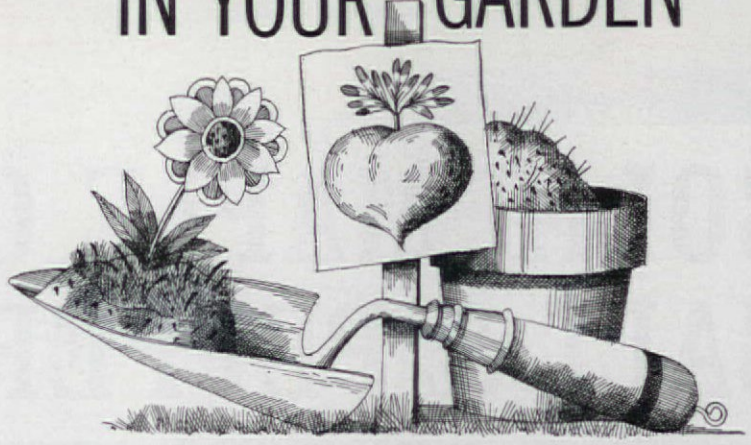

Check on mum varieties and order daffodil and lycoris bulb

Plan this month to visit a display garden featuring outdoor chrysanthemums. It's the logical way to select varieties that you would like to add to your garden next year.

Notice that the most desirable mum plants are those that were planted outdoors early in the summer, rather than in the early spring. Rooted cuttings planted from late June to early July can be pinched once or twice and will develop into sturdy plants 12–18″ high. Those set out in the early spring, however, will require more pinching and even so will probably grow too tall and need support.

Potted flowering mums are available now and can be planted immediately in your garden. Often mums can be set in beds that will be used later in the season for pansies or other early spring plants. You can plunge the pots or containers into the ground and remove them later. Keep in mind, however, that such plants may require more water than is normally necessary. If you prefer not to plunge the containers, set the plants directly into the soil. They can be dug again in late fall, heeled in somewhere in well-drained soil, and used as stock plants for cuttings next spring.

Spring bulbs should be ordered now for planting late in October or November. Narcissus, or daffodils, are by far the most suitable bulbs for Southern gardens. While most gardeners are familiar with the large trumpet varieties, many are not too well acquainted with the numerous other types. Here is a selection you might do well to try:

Among the large-cup type: 'Carlton,' a soft yellow; 'Dick Wellband,' with white perianth and soft yellow cup; 'Duke of Windsor,' with a large ruffled cup of orange-red and a white perianth. All three are outstanding.

If you like the double varieties, try 'Mary Copeland,' creamy white with center flecked orange-red, and 'Golden Ducat,' pure yellow.

Two excellent cyclamineus varieties are 'February Gold,' a very early yellow, and 'Peeping Tom,' with a yellow trumpet and reflexed petals.

'Shot Silk,' a creamy white, and 'Tresamble,' pure white except for a creamy base, are two good varieti of the triandrus class.

The jonquilla hybrids are well re resented by 'Golden Sceptre,' a goo golden yellow variety.

For a distinctive touch, try son of the miniature species for natura izing and rock garden planting. Tw very good ones are N. bulbocodiu the petticoat daffodil, and ange tears daffodil, N. triandrus albus. T petticoat daffodil attains a maximu height of 6″, and is a pale yellow ar contrasts attractively with the whit drooping, slightly taller flowers of N triandrus albus.

October is often the driest mon of the season, and many plan especially azaleas, will need suppl mentary watering. Unless you gi them additional moisture, they'll into the winter months in a desi cated condition. Should the fall be dry one, water heavily once a week.

Would you be interested in an a tractive late summer or early f bulb? Then try lycoris, the spid lily. Many species of lycoris can grown in the South, and bulbs shou be ordered now or in early winter.

The magic lily, Lycoris squamiger does very well in the cooler areas the South. It has large lavender-pi flowers that start to appear in la July. Another early bloomer is L coris sanguinea, the orange-red spid lily. Lycoris radiata, the red spid lily, is the showiest and flowers in la August or September.

All lycoris do best in partial to fu shade. Water in late summer and fa as the flowering stalks appear f optimum results.

Keep an eye open for Lycoris chi ensis and the Sperry lycoris. The hardy yellow lycoris are new at t present time, but they'll make fi additions to your garden in the no too-distant future.

Tender yellow lycoris, suitable f the Lower South, are Lycoris aur and L. traubi.

Don't be too disappointed if yo lycoris are slow to flower. Often it several years after planting befo they begin to bear blooms. On started, however, most species w flower for many years with little ca on your part.

"Different" Spring Bulbs

(continued from page 47)

flowers. The shaggy-flowered parrot tulips, in many colors, have a bold, offbeat appearance and are first-line comment provokers as cut flowers.

Other unusual tulips of hybrid origin include lily-flowered, with curved, pointed petals; cluster-flowered, with three or more flowers to a stem; and fringed, with serrated petals but not irregularly shaped as the parrots. And besides the hybrids there are tulip species of many colors, sizes, and shapes that would add distinctiveness to any garden. You'll find them in the catalogues of bulb specialists and other firms that specialize in the unusual.

"Different" daffodils or narcissus vary in size and form almost as widely as tulips, though somewhat less in color. Besides the familiar yellows, whites, and bicolors, the large trumpet varieties include numerous new or recently introduced pink varieties, and the large-cup or incomparabilis group includes many brilliant and soft-colored combinations of white, yellow, orange, red, and various intermediate tones.

Double daffodils are as nonconformist as double tulips and include yellows, whites, and two-color combinations. The white-and-orange bicolors are particularly distinctive. The cluster-flowered kinds are more intensely fragrant than other daffodils and are delightful flowers both in the garden and when cut. They include pure whites and yellows and several bicolors with yellow or orange-red cups. All these larger-growing daffodils range from 12 to 18″ tall.

Miniature daffodils are less showy than the large kinds but always arouse great interest among people unfamiliar with them. Narcissus minimus is a tiny yellow trumpet daffodil only 3 to 4″ high. N. cyclamineus is almost as small and has oddly reflexed petals. N. triandrus albus is slightly larger, pure white, also with reflexed petals. N. bulbocodium, the hoop-petticoat daffodil, is the most unusual of all—a diminutive yellow, upward-facing, cone-shaped cup that resembles a hoop-petticoat and with narrow, inconspicuous petals.

The spring-flowering small bulbs include many kinds that are unfamiliar to most people. Everyone knows the Dutch hybrid crocus in yellow, lavender, and white, but not many know the numerous species, in many distinctive colors, which flower several weeks earlier. To obtain them, though, you'll probably need the catalogue of a bulb specialist.

Quite likely your friends have heard of snowdrops, but probably have never seen them. They're not particularly showy, but their ultra-earliness always amazes the uninitiated. The extreme earliness of the little yellow-flowered, buttercup-like winter aconite (Eranthis hyemalis) also is sure to astonish your friends and neighbors.

The bright pale blue of the miniature hyacinth (Hyacinthus azureus, also catalogued as Muscari azureum) and the rich deep blue of Siberian squill (Scilla sibirica) will catch the admiration of anyone partial to blue long before most gardens have any color at all! And you can follow these with the blues of glory-of-the-snow (chionodoxa), grape hyacinths (Muscari), and wood hyacinths (Scilla hispanica or S. campanulata).

Iris reticulata is one of the few winter-hardy bulbous iris and is remarkable both for its earliness and for its beautiful little orchid-like flowers. It comes in several shades of blue and purple.

Spring snowflake (Leucojum vernum) has dainty little white, green-tipped bells on 8″ stems in early spring. Summer snowflake (L. aestivum) blooms several weeks later and has slightly smaller bells on 12 to 15″ stems. Puschkinia has conical clusters of little pale blue, scilla-like blooms in early spring.

Among the larger growing unfamiliar spring bulbs, the most strikingly attractive is crown imperial (Fritillaria imperialis). Its cluster of orange-red, bell-like flowers at the top of a 24 to 30″ stem never fails to provoke a long string of inquiries.

Another sure-fire traffic-stopper is the giant onion, Allium giganteum. It produces a 5–8″ ball of tiny violet flowers on a heavy, bare stem 4–6′ tall! It literally flabbergasts anyone who has never seen it before.

Camass lily or cammasia grows 2 to 3′ tall and has beautiful long spikes of blue, star-shaped flowers about 1½″ across. There is also a pure white form.

To be effective, all the small bulbs need to be planted in clumps of at least a dozen bulbs, set about 2″ apart, and are even better in irregular drifts of 25 to 100 bulbs. A hundred will be exciting even at a distance, but a dozen will need to be seen at close range to be appreciated. Most of them should be planted 3 to 4″ deep in reasonably good soil.

Tulips and daffodils also show off to best advantage in clumps of a dozen or more bulbs or in larger mass plantings, regularly or irregularly shaped. If you use the shorter kinds for edging a border, foundation planting, or the like, plant them close enough, or in a double or triple row, to produce a worthwhile effect. Don't string them out in a feeble, widely spaced, single row! Most of the larger flowered tulips and daffodils should be planted 6 to 8″ deep, the miniatures 4 to 5″ deep.

As a focal point, the large-growing bulbous subjects, like crown imperial, giant onion, and camassia, are effective even when planted singly. For maximum impact, however, plant them in clumps of three or more. Set the bulbs so that their tops are covered with about 4″ of soil, and space them a foot or so apart. THE END

He Hoarded Hyacinths in a Bird Cage

Possibly few men in history have loved hyacinths more than the Reverend Mr. Boekenhoven. This good Dutchman, who lived centuries ago, worried constantly about his hyacinth plants. So to protect them from injury, he placed his hyacinths into a bird cage suspended from the ceiling. There he could gaze upon them enraptured, knowing they were safe from all danger.

You don't have to go to such lengths to care for your hyacinths, but they are a rather special blossom. Each year hyacinths transform the face of spring with the glow of their clear, rainbow colors and haunting heady fragrance.

We owe today's rich petalled varieties with their deep, unmistakable fragrance, to centuries of loving care and devotion by Dutch horticulturists. As a result of their work, hyacinths now can be grown in many colors, including the truest and largest number of blues of any spring flower. Hyacinths are versatile: they'll grow indoors or out; in gardens or windowboxes; on rooftops or terraces—wherever the hyacinth fancy strikes you.

One note of caution: be certain your flower bulbs —hyacinths, tulips, daffodils, crocuses—come from Holland, the flower bulb basket of the world. The cost is pleasantly modest. *When flower bulbs are marked "Imported from Holland" you know you're buying the best.* Associated Bulb Growers of Holland, 29 Broadway, N. Y. 6, N. Y.

Imported Holland Bulbs

Insulation

(continued from page 41)

only about 10 per cent more than the combined cost of a regular window plus its storm-window unit.

Weather stripping is the seal applied around windows and doors to stop excessive air leakage through the inevitable cracks at these openings. Good-quality doors and windows are made with integral weather stripping. It is essential in a cold climate. You can generally tell if the windows and doors of a house are properly weatherstripped by moving a hand around the inside of the frame during cold weather. If you feel jets of cold air leaking in, weather stripping is required. No house can be called well insulated in the North without both weather stripping and double-glass windows installed.

Which is the best insulation material? Insulation performance in a house varies according to the basic material from which the insulation is made. These materials include mineral wool, wood fiber, cellulose fill (macerated paper), cotton, foamed plastic (urethane and polystyrene), perlite, vermiculite, and aluminum foil. Some are intrinsically better than others at stopping heat. Best guide for choosing the most efficient kind is the R-value standard. Then compare the price of each required to meet the same uncompromising R value. If the R value is not noted with a particular brand, the supplier should be prepared to tell you what it is.

The material should be clean, permanent, and resistant to fire, bugs, and rot. Inorganic materials like mineral wool, perlite, and vermiculite are inherently permanent The organic kinds like wood and cellulose fiber and cotton are chemically treated to make them fire-, rot-, and bug-resistant. Stick with a top national brand, your best assurance for a good chemical treatment. The foamed plastics are bug- and rot-proof, but ask for the kind that is also fire-resistant.

How to add insulation to an existing house. It's usually a simple job. Existing walls can be insulated simply by blowing insulation into them, even if they have a little insulation but need more. New techniques make it possible to blow insulation into a brick, stone, or other masonry wall (as well as wood walls), provided it is a "hollow cavity" wall (air space between its inside and outside surfaces). A solid masonry wall is insulated by lining its interior surface with insulation and furring in the insulation with a new interior wall surface, such as gypsum board.

Insulation also can be blown into other hard-to-reach spaces, such as over the ceiling of a flat-roof house, and also between the floor joists of an attic. If you have some insulation but not enough in the attic, more can be blown or laid in to beef up your coverage simply by adding it over the existing insulation.

Blown-in insulation generally will cost from 15 to 25 cents per square foot of framed-wall construction, and sometimes as high as 40 cents per square foot for masonry construction. It should be less for ceilings in both cases. Attics can be insulated with thick insulation batts or blankets at 8 to 12 cents a square foot. You can save the labor cost by doing it yourself, a fairly simple job.

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The kind of drapery hardware you need—to make the most of *any* window treatment—is genuine KIRSCH brand, made by the leader in the business. Remember, rods and accessories are NOT all alike. Always ask for Kirsch, the *complete* line to beautify *all* window treatments, carried by a dealer nearby. You need not settle for less!

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A concrete slab floor is insulated with boards or sheets of rigid perimeter or edge insulation. It is applied to the outside of the foundation wall all around the house. It should start at the bottom of the siding and go down 18 to 24 inches below grade. Follow the application instructions that come with the material.

Rigid mineral-wool edge insulation should be one to two inches thick in a bone-chilling cold climate; less thickness is required in a moderate climate or with the polystyrene and urethane types. (Perimeter insulation in a new house is placed inside the foundation walls before the cement slab is poured, so you will not see it on the outside.) Insulation is unnecessary under the whole concrete slab floor because the protected ground below never gets cold enough to warrant it.

Crawl-space insulation is easily stapled between the joists under the floor. It should be supported with chicken wire to prevent sagging.

Insulation is generally not needed for the floor over a basement. If your floor is chilly, the National Warm Air Heating & Air Conditioning Association recommends at least one heat outlet from the duct in the basement to provide a cushion of warm air directly under the first floor.

INSULATION CHART
For maximum comfort and savings

Location of insulation	Minimum R value to look for on the insulation	Approximate thickness
Over ceilings (between attic floor joists)	19	Equivalent to 5 to 7 inches thick of mineral wool insulation (such as rock wool, glass fiber), depending on brand
Exterior walls	11	Equivalent to about 3 inches, depending on brand
Floors over vented crawl space (no basement)	13	Equivalent to 3 to 3½ inches, depending on brand

Color is Her Business (continued from page 26)

It has to have a light, and a dark, and a bright. With small swatches of fabric or paper, you can make hundreds of color schemes. But I don't believe a room should have more than three colors—any more is apt to be commonplace.

Do you think color trends reflect the times?

Oh, very much, I really do. And I also have a feeling that color reflects a deep-down desire for change, with the live feeling and exhilaration that change brings. It's more than the planned obsolescence notion that we must off with the old and on with the new every five minutes. Actually, I think the whole idea of outdating is pretty outdated. I feel that colors move in cycles, because we need something new, and fresh, and exciting on our horizon and color is the quickest, easiest way to bring it about.

What are today's color trends?

There's been so much blue green that the pendulum will naturally start swinging to the yellow greens—the warm, mossy, browny greens that you see in nature. Curry yellow is also on the march, because of the ever-moving cycle. One thing you can be sure of, there's more and more acceptance of strong colors—partly because we have developed better dyes. People are no longer afraid of deep pinks, burgundies, oranges, and reds.

Do you think that color is the decorator's most valuable tool?

Yes, I think it is in many cases. Particularly when a budget is very low, we know that all kinds of miracles can be done with color!

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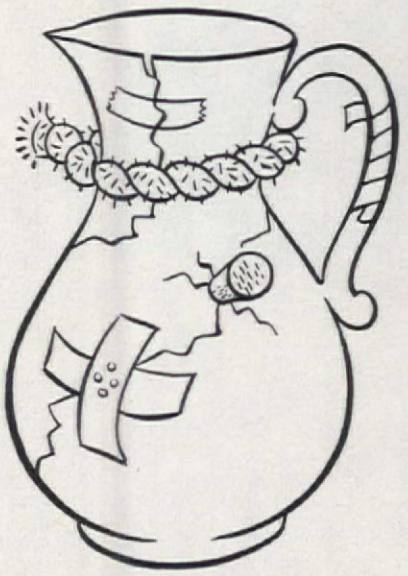

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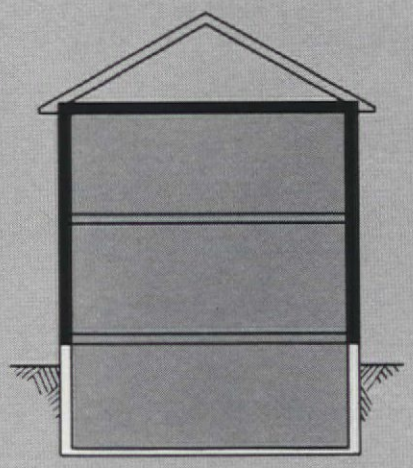
INSULATION FACT SHEET

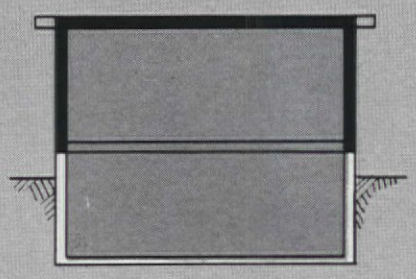
First in a series of design and construction tips for your home improvement file

Whether you own an older home or plan to buy a new one you'll find these fundamentals of insulation and weatherproofing essential wherever you live. Tear out the page and keep it as a guide when you need it. You'll find more invaluable fact sheets coming up in future issues of The American Home.

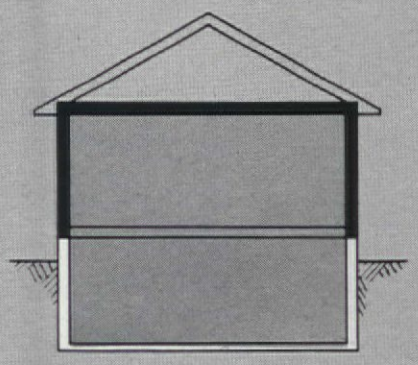
WHERE TO INSULATE YOUR HOME



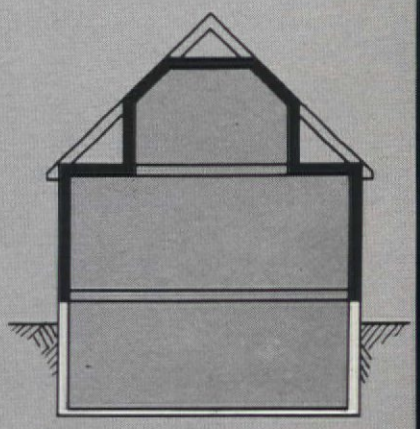
TWO-STORY HOME needs side-wall and attic-floor insulation. Usually, it is not needed under first floor if home has basement. Dark gray shading shows heated portion.



FLAT-ROOFED HOME should have insulation in side walls and roof. Insulate roof to maximum, particularly as a barrier against direct heat from summer sun. Roof should also be vented.

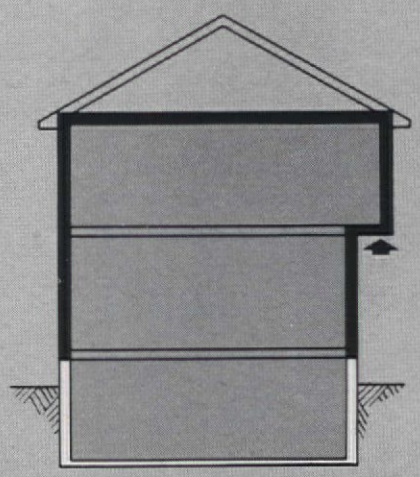


ONE-STORY HOME must have insulation in side walls and attic floor. This is true whether there is a hip roof or gable ends. The attic should be vented (see following page).

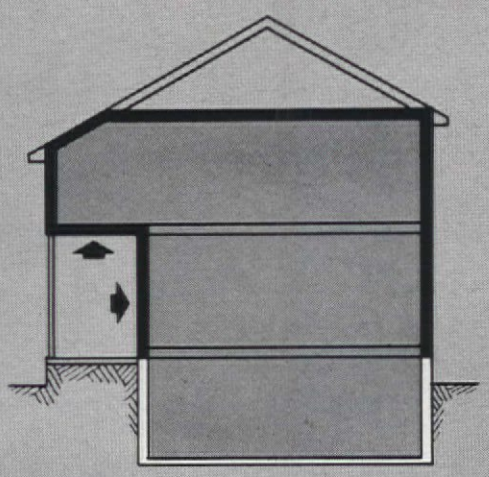


ONE-AND-A-HALF-STORY HOME needs insulation in side walls on first floor and around contour of finished attic space. If dormers are added, insulate them.

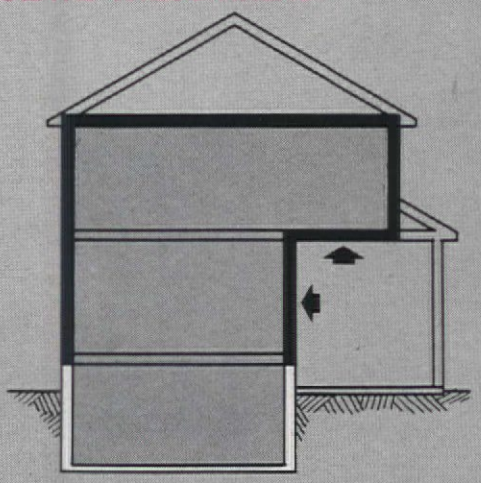
DON'T FORGET TO INSULATE THESE AREAS



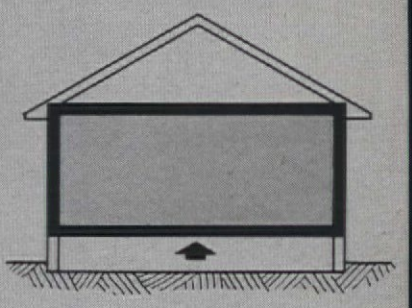
OVERHANGS are very prevalent in one- and two-story homes. In either case overhanging portions must be insulated. This is particularly true in winter, since a lack of insulation produces cold drafts.



PORCH CEILING INSULATION is neglected enough times in new construction and remodeling for you to make certain it's included. The need for it is the same as for an overhang. Porch wall must be insulated too.

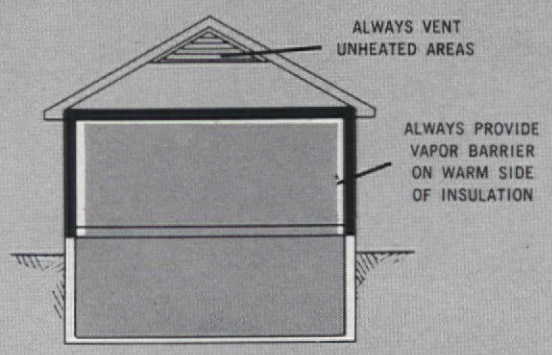


GARAGE WITH LIVING SPACE above occurs most often in split-level homes. For winter-weather protection insulation is needed on ceiling and wall separating garage and house. Only exception: when garage is heated.

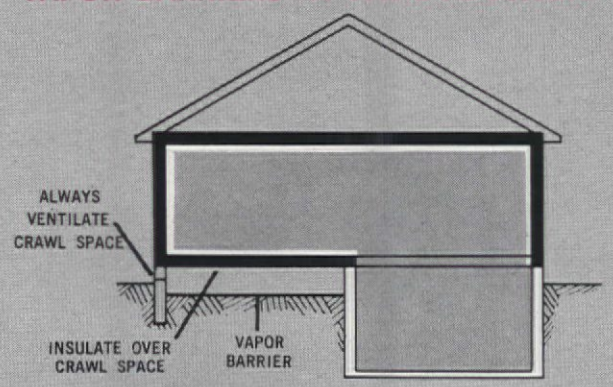


CRAWL SPACE calls for insulation under floor. Rule is broken only when the crawl space is used as heating plenum. Then masonry perimeter is insulated, usually with a rigid material.

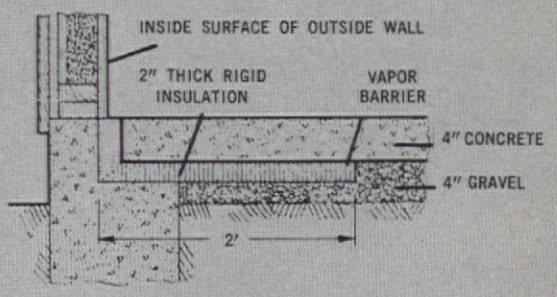
VAPOR BARRIERS—A VITAL ADDITION



ALL HOMES WITH BASEMENTS should have vapor barrier on warm side of insulation. Intent is to keep interior house moisture from flowing through walls, making insulation soggy (and ineffective) and causing blisters on outside.



CRAWL SPACE, under entire house or a part of it, needs vapor barrier laid over earth to keep ground moisture from rising into house. No vapor barrier is needed under the floor, but insulation is needed. The crawl space must be vented to the outside.

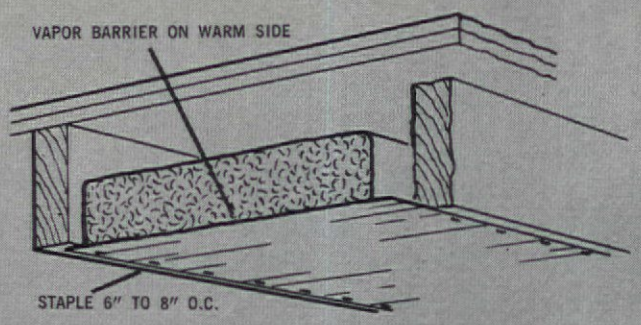


CONCRETE SLAB FOUNDATION can be insulated only during construction. Rigid insulation fits over footing, as shown, and vapor barrier goes over insulation and gravel before slab is poured. Care must be taken not to rupture barrier during pour.

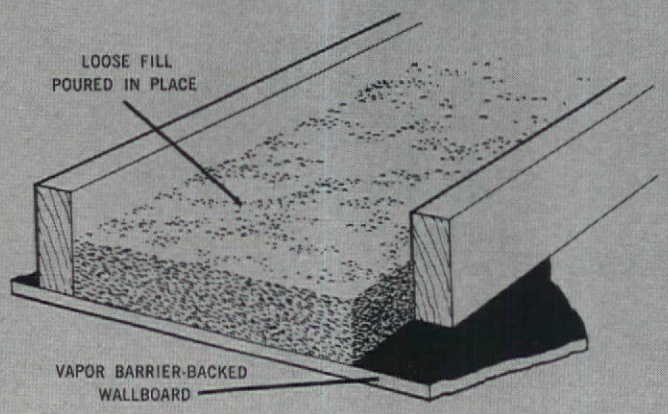
(continued)

THREE MAJOR TYPES OF INSULATION

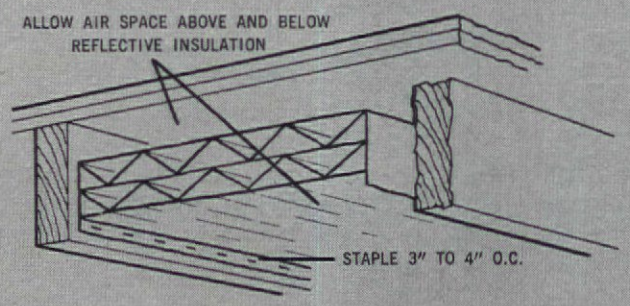
BLANKET INSULATION ranges from one inch to six inches in thickness. The thicker the pad, the higher the R value. It's made in widths to fit between standard joist and stud spacing, and comes in rolls. It is also pre-cut in four- and eight-foot lengths, called batts. Many brands have vapor barriers already applied to one side of the insulation.



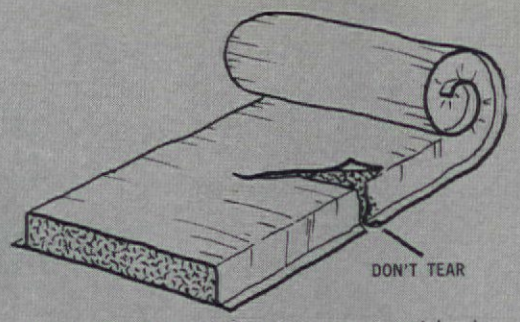
LOOSE-FILL INSULATION is sold in bags, and is simply poured between ceiling joists, as shown here. A finer variety of the material is blown (by special machine) between existing walls. Vapor barrier can be installed before pouring between joists, but barrier can't be installed economically in wall, which detracts from material's usefulness. Vermiculite and perlite fill are ideal for insulating masonry walls.



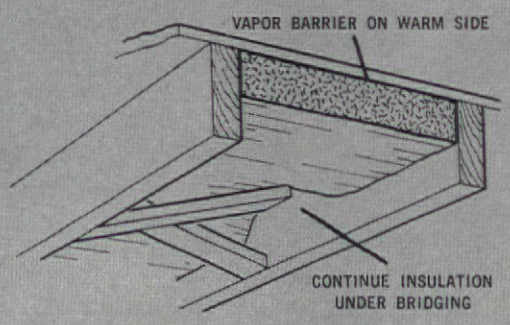
ALUMINUM-FOIL INSULATION contains layers of foil with air spaces between. The greater the number of layers and air spaces, the better. It's a natural vapor barrier, but better at barring heat from the house in summer than conserving it in winter. Some experts do not recommend it for very cold regions.



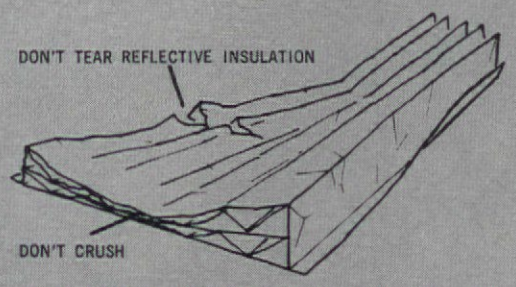
FOUR INSTALLATION TIPS



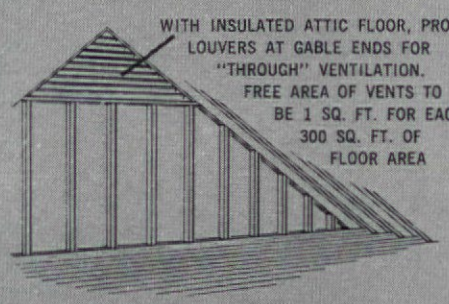
BLANKET OR BATT INSULATION must be installed intact. Any tear is bad, especially on the vapor barrier side, since moisture will enter blanket and reduce efficiency.



INSTALLATION OF BLANKET INSULATION under bracing is handled as shown here. Compressing blanket at ends of bracing will not seriously reduce the insulation's value.



ALUMINUM-FOIL INSULATION that is crushed or torn during installation is virtually useless since dead air spaces do the work.

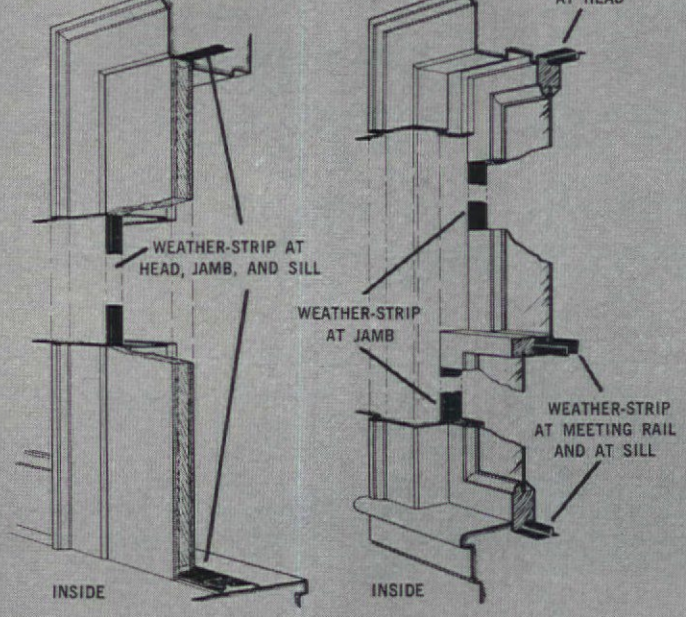


LOUVERS ARE NECESSARY for adequate venting in attic or above finished space in 1½-story home. Louvers must be screened.

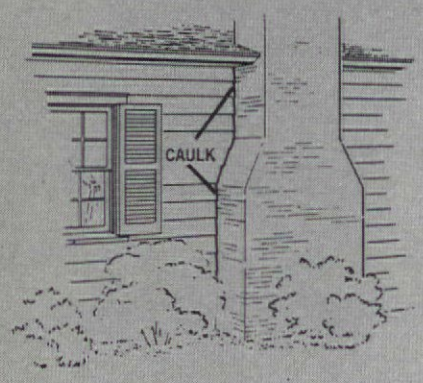
WEATHER STRIPPING

DOORS CAN BE WEATHER-STRIPPED any time by you—in a new house or old house. Strip should be installed along head, jamb, and threshold. A necessary complement to insulation, since it prevents air infiltration, good weather stripping also keeps out water, dust, and snow.

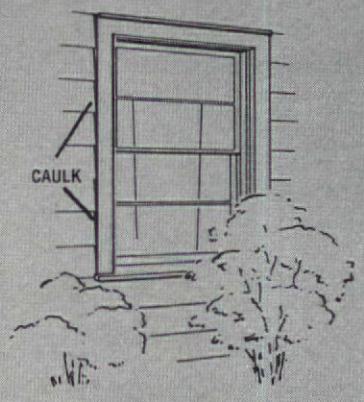
DOUBLE-HUNG WINDOW requires more involved weather stripping than door. It is therefore easier to do in new construction than remodeling. To weather-strip existing windows, check with your local building-material dealer. Other window types can also be weather-stripped.



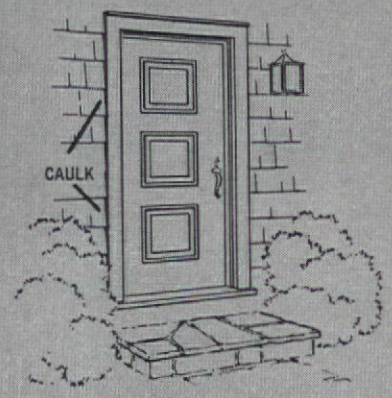
THE FINISHING TOUCH TO WEATHERPROOFING—CAULKING



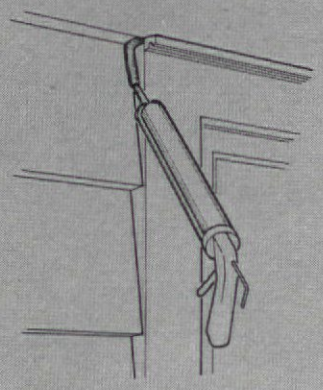
CHIMNEY BUTTS SIDING ROUGHLY—never tight enough to prevent some air infiltration, so caulking at this joint is a must, from foundation to eave.



WINDOW CASING provides a better joint with siding, but still not good enough to keep out drafts. Just caulk sides of all casings.



DOOR PRESENTS SAME PROBLEM AS WINDOW; should have caulking applied to side of casing. Other joints should already be flashed.

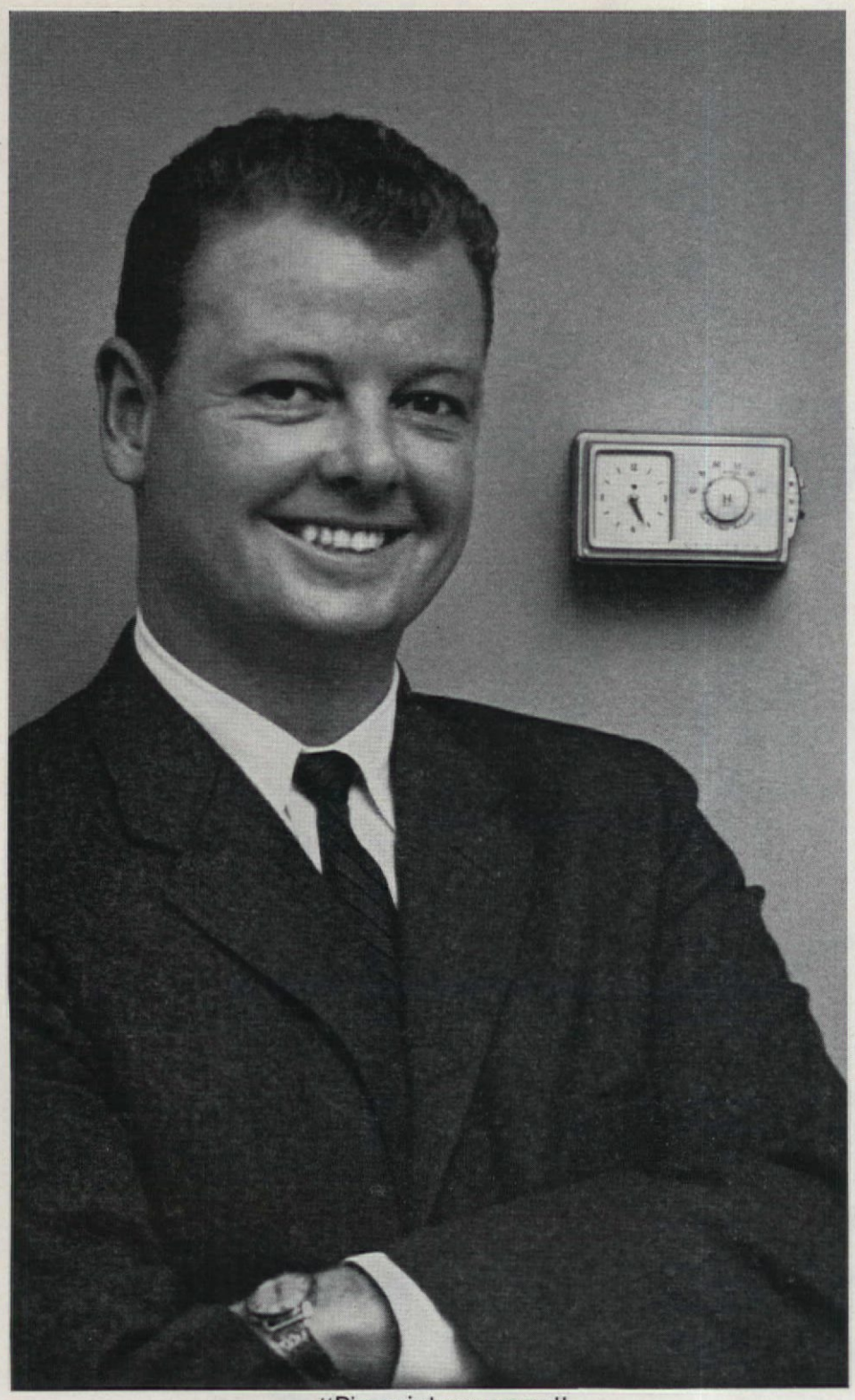


CAULKING IS APPLIED WITH A "GUN" as shown. It is bought either in bulk form or in cartridges that fit into gun.

PLAY PROOF EVERY ROOM WITH WONDERFUL washable WALL-TEX

New pre-pasted Wall-Tex Match Makers spirited new designs, colorful new patterns now make Wall-Tex more versatile than ever before! Now it's so easy to plan dramatic decorative schemes for every room in your home—from bathroom to bedroom, den to dining room, kitchen to family room. Of course, you get "playproof" protection from sticky young fingers and creative young artists, too. Like all Wall-Tex patterns, the new Match Makers are washable. A damp cloth or sponge does it! Many Match Maker patterns have co-ordinated fabrics for curtains, draperies, bed spreads, slip covers or toss cushions. Many have matching vinyl shower and window curtains. And Wall-Tex Match Makers are so easy to apply because they're pre-pasted and pre-trimmed. Browse through the new Wall-Tex pattern books at your decorating dealer's. You'll see how easy it is to have beautiful "playproof" rooms with wonderful, washable Wall-Tex. Also ask to see the beautiful Satinesque Vinyl Wallcoverings and The Wall-Tex Open House Collection.

Columbus Coated Fabrics Company
Division of the Borden Chemical Company, Columbus 16, Ohio



"Pin-point accuracy,"
Detroit executive

"So easy to set"
San Francisco grandmother

3 out of 4 people prefer

A Honeywell thermostat on the wall with Honeywell Controls on the heating or cooling plant usually costs no more . . . and nothing performs like a matched control system.

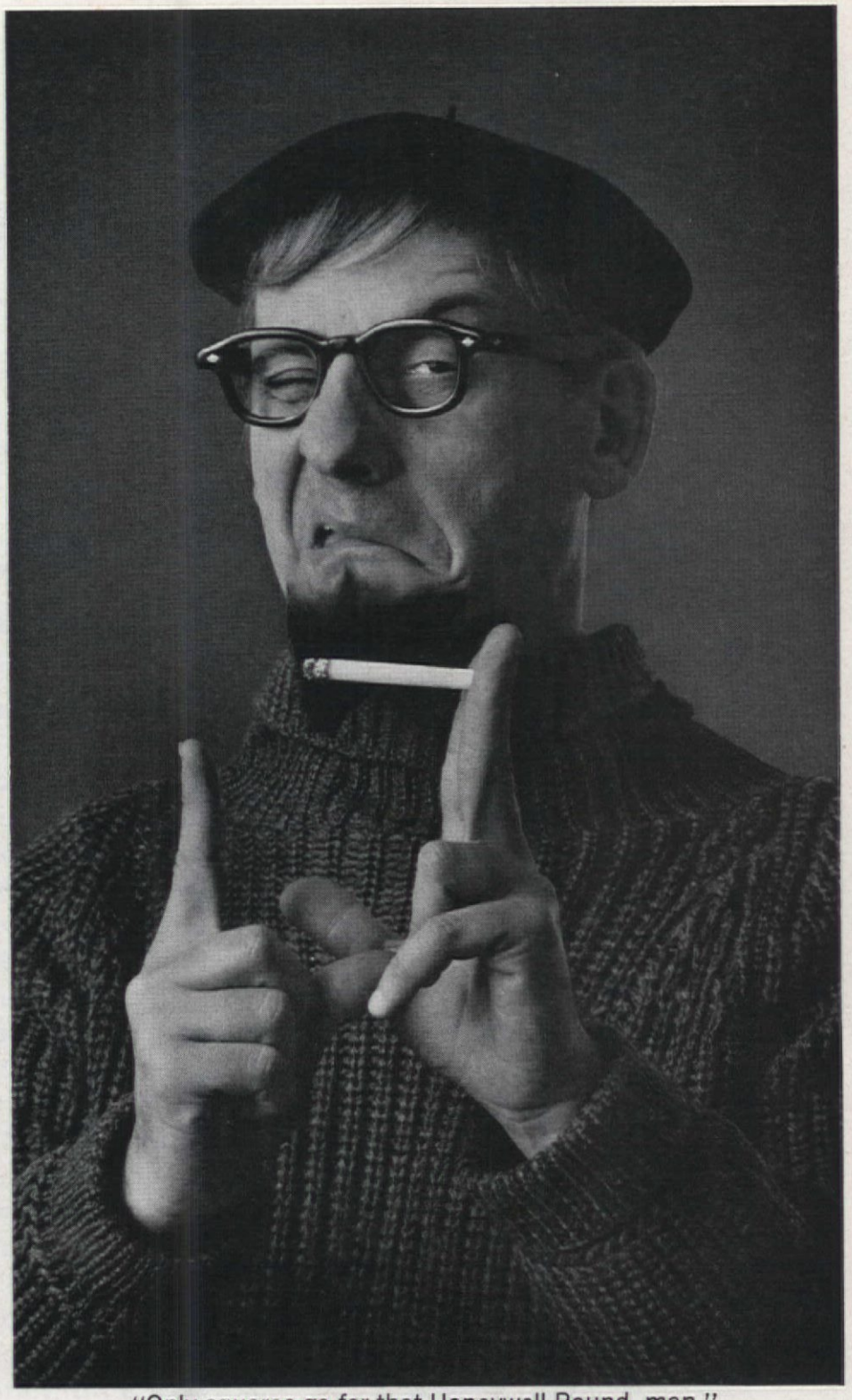
We were pleased to find in a recent survey in key cities across the country that 3 out of 4 homeowners familiar with controls, preferred Honeywell. Makes us feel our insistence on quality has paid off.

You see, all a person asks of a thermostat is that when he sets a temperature, he *wants* that temperature fast, and *wants* it to stay there. There isn't a faster-acting, better looking, more reliable, or more accurate thermostat anywhere than the famous Honeywell "Round." These are the reasons you see so many Honeywell thermostats in homes.

And, since your heating or central air conditioning unit is one of the most expensive appliances in your house, doesn't it make sense to insist on the very best controls available? Usually, an all-Honeywell control system *won't cost you one cent extra.* If comfort is important to you in the next home you buy or build, make sure *all* the controls are Honeywell.

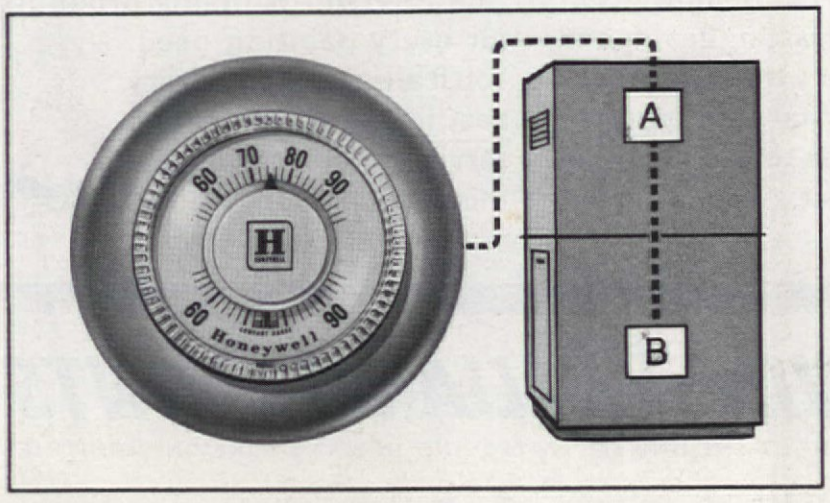
Don't be fooled. A Honeywell thermostat on the wall is not proof of Honeywell controls on the heating/cooling equipment. Some heating and air conditioning controls systems are made up of a Honeywell thermostat, but other, unmatched controls on the unit, itself. Check before you buy. You can insist on Honeywell. On a typical oil-fired hot water heating plant, the Honeywell controls you need are: (A) Combination water temperature and circulator control, (B) Oil Burner safety control.

"Smart styling,"
Kansas City architect



"Only squares go for that Honeywell Round, man,"
Broadway beatnik

Honeywell HEATING & COOLING Controls



Building/remodeling? Now demand and get a better heating or air conditioning system with new 52-page, heavily illustrated book, "How to get the most from your heating or cooling dollar." Loaded with facts and tips. Just 50¢. If not satisfied, send back within 10 days. We'll return your money. Write Honeywell, Dept. AH10-17, Minneapolis 8, Minnesota.

Honeywell

H HONEYWELL *First in Control*

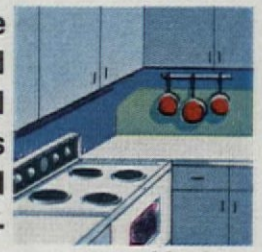
TO EVERY WOMAN WHO IS THINKING ABOUT DECORATING A ROOM

Nothing adds so much beauty and "personality" to a room–so easily and inexpensively–as redecorating with paint. And with today's glamorous new colors for walls and woodwork, there's literally no limit to the lovely color schemes you can create.

Of course you want the best wall paint... and you can have it because the best costs so little. You'll want a luxurious, velvet-smooth finish... one that will keep its beauty for years. You'll want to be sure it's guaranteed washable, so finger prints and smudges wash away without a trace. You'll want a paint that goes on easily and smoothly, with a minimum of time and effort. And, you'll expect a wide choice of the newest decorator-approved colors.

Sherwin-Williams Super Kem-Tone® gives you all these qualities. It's America's largest selling wall paint... preferred by millions of homemakers for lasting beauty and satisfaction. So why experiment with so-called "bargain" paints? You can't afford to use anything less than the best.

For woodwork, kitchen and bathroom walls, Sherwin-Williams Kem-Glo® Enamel is America's favorite. Its tough, durable surface looks and washes like baked enamel. And it's color-matched with Super Kem-Tone for lovely room effects.



To help you select color schemes for your rooms, the Sherwin-Williams COLOR HARMONY GUIDE shows you over 1500 decorator-approved color combinations. It takes the guesswork out of choosing colors that "go together" perfectly–helps you select and match shades like an expert, right in your own home. You can borrow the COLOR HARMONY GUIDE free from your Sherwin-Williams Dealer.

So, when you're thinking of decorating, see your nearby Sherwin-Williams Dealer. You'll find him most helpful. He offers dozens of fine Sherwin-Williams products for every painting need. You'll always find the very best in paints, colors and service wherever you see this familiar sign...

© 1962, The Sherwin-Williams Co., Cleveland, Ohio

SHERWIN-WILLIAMS PAINTS

DEALERS THROUGHOUT THE UNITED STATES AND IN MANY FOREIGN COUNTRIES

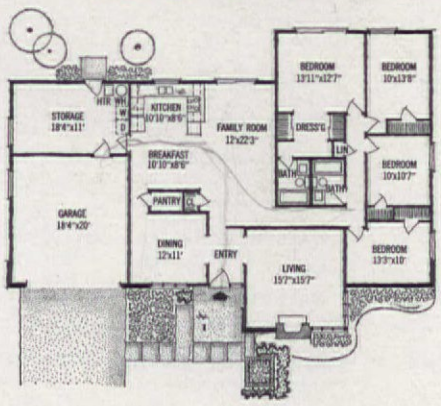
BEST HOMES FOR THE MONEY IN THE WEST CENTRAL

Here is another group of winning homes in The American Home's sixth "Best Home for the Money" competition. Winners from other states will appear in the next issue.

Photographer: Bob Hawks, Inc.

MISSOURI

PRICE: $26,168 WITH LAND
LIVING AREA: 2005 SQ. FT.
BUILDER: CONTEMPORARY HOMES, INC.
ARCHITECT: KEMP AND CAMPBELL



Plans by Sigman Ward

Special attention to design details, both inside and out, made this fine builder's house in St. Louis, Missouri, a favorite with the judges. Restrained use of only two materials on the exterior—brick and white painted wood—as well as the large roof overhangs that cast interesting shadows, set the pace for design excellence that is found throughout. This detailing is most evident in handsome kitchen cabinets, bathroom vanities, tile work, and the perforated divider that separates the entry from the family room.

Functionally this house separates into four areas: formal living, informal or family living, sleeping, and storage-utility.

The informal living area will probably be used most. Almost 400 square feet in size, it consists of the family room, kitchen, and breakfast room. This area's usefulness and charm are enhanced by a sliding glass door leading to the outside, a snack bar serviced from the kitchen, a fireplace if the owner chooses, and easy access to the storage-utility room.

The storage-utility room offers all kinds of opportunities for future use. It could be partitioned off to form a small den; or a half bath or mud room could be added for the convenience of children playing outside.

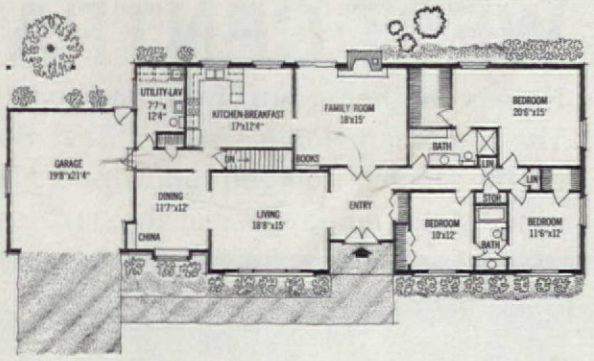
Although the living room is not particularly large, the judges felt the positions of windows and doorway made furniture arrangement easy and efficient. The corner window also offers a possibility for interesting decorating treatment. A spacious dining room, adjoining a wonderful large pantry, completes the formal living area.

Three bedrooms have good separation and adequate storage. The master bedroom features two closets, a dressing area, complete bath, and sliding glass doors to the outside.

Included are air conditioning and such special appliances as a dishwasher and disposal.

WISCONSIN

PRICE: $29,490 WITH LAND
LIVING AREA: 2300 SQ. FT.
BUILDER: MEL LA FOND



In a highly competitive area where builders are constantly on their toes trying to keep ahead of the other fellow, it is often the little items that make one house stand out above the others. The panel of judges felt that this house in Milwaukee had enough of these little features to make it a winner. From the moment you walk through the entry, recessed to protect the front door from the weather, and step into the large walnut-paneled foyer, you are aware that this house is out of the ordinary.

Starting in the bedroom wing, which is well separated from the living areas, the first item that impresses one is the enormous master bath. Measuring almost 14x6′, and designed to serve guests as well as the master bedroom, it features a vanity-top basin and a dressing table, both with large mirrors. The master bedroom suite is also of luxurious proportions, and includes a spacious walk-in closet. The other two bedrooms have above average closet space and share a bathroom. To complete the storage situation in this end of the house there are three large closets in the hall.

Moving into the living areas of the house, we see a very workable and convenient domain for the housewife. The kitchen is the hub of things and there's a good-sized laundry with lavatory and an outdoor-clothes closet. Access to other parts of the house is excellent as it is to the basement, garage, and outdoors.

While the exterior does not have as many strong points as the interior, the 92′ length and the clean styling make it an attractive house in all respects.

Kranzten Studios

best home for the money

QUALITY PRODUCTS USED IN THE BEST HOMES FOR THE MONEY IN THE WEST/CENTRAL

Key to Builders Using Products Below
CH—Contemporary Homes, Inc.
ML—Mel LaFond, Builder, Inc.

ACCESSORIES, BATHROOM
Donner Mfg. Co.—CH

AIR CONDITIONING
Delco Appliance Div., General Motors Corp.—CH

BRICK
National Brick Co. Div., U.S. Plywood Corp.—CH

CHIMES
Emerson-Pryne—CH
NuTone, Inc.—ML

DISHWASHER
Frigidaire Div., General Motors Corp.—CH
Hotpoint Div.—ML

DISPOSER, FOOD WASTE
General Electric Co.—CH
Hotpoint Div.—ML

DOORS, GARAGE
Raynor Mfg. Co.—CH

DOORS, SLIDING GLASS
Northrop Architectural Systems—CH

FIXTURES, LIGHTING
Artolier Corp.—CH
Emerson Electric—CH
H. A. Framburg & Co.—CH

FIXTURES, PLUMBING
Kohler Co.—ML
Rheem Mfg. Co.—CH

FLOOR COVERING
Armstrong Cork Co.—CH
Azrock Floor Products Div., Uvalde Rock Asphalt Co.—ML
Goodyear Rubber Co.—ML
National Floor Products Co.—ML

FLOORING, WOOD
U.S. Plywood Corp.—ML

GLASS, WINDOW
Libbey-Owens-Ford Glass Co.—CH

HARDWARE
Amerock Co.—ML
National Lock Co.—CH
Schlage Lock Co.—ML

HEATER, WATER
Hotpoint Div.—ML
Republic Appliance Div., Oden Stove Mfg. Co.—CH

HEATING, FORCED WARM AIR
Delco Appliance Div., General Motors Corp.—CH
Lennox Industries Inc.—ML

HEATING, HOT WATER
National U.S. Radiator Co.—CH

INSULATION
Johns-Manville Corp.—CH
Sealtite Insulation Mfg. Corp.—ML

LUMBER, FRAMING
Timberland Lumber Co.—ML

PAINT
Patek Bros., Inc.—ML

PIPING
Chase Brass & Copper Co.—ML

RANGE & OVEN
Frigidaire Div., General Motors Corp.—CH
Hotpoint Div.—ML

REFRIGERATOR
Hotpoint Div.—ML (Optional)

ROOFING
Allied Chemical Corp., Barrett Div.—ML
Lehon Co.—CH

SHOWER HEAD
Kohler Co.—ML
Repcal Brass Mfg. Co.—CH

SHOWER RECEPTACLE
Fiat Metal Mfg. Co.—ML
Repcal Brass Mfg. Co.—CH

SINK
Kohler Co.—ML
Lyon, Inc.—CH

THERMOSTAT
General Controls Co.—CH
Minneapolis-Honeywell—ML

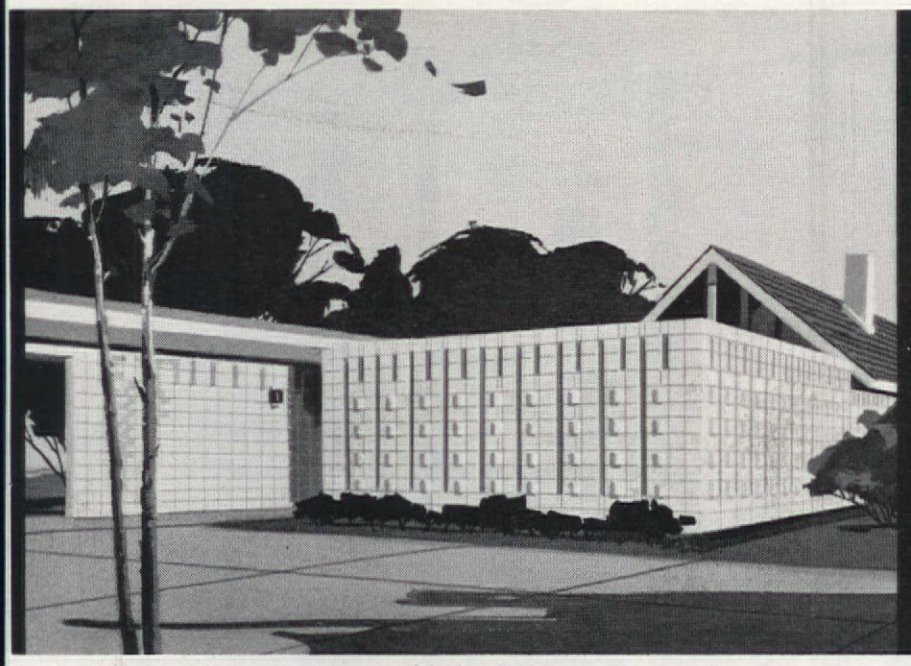
WALL PANELING
Georgia-Pacific Plywood Corp.—ML
Weyerhaeuser Co.—CH

WALL SWITCHES AND OUTLETS
Circle F Mfg. Co.—ML

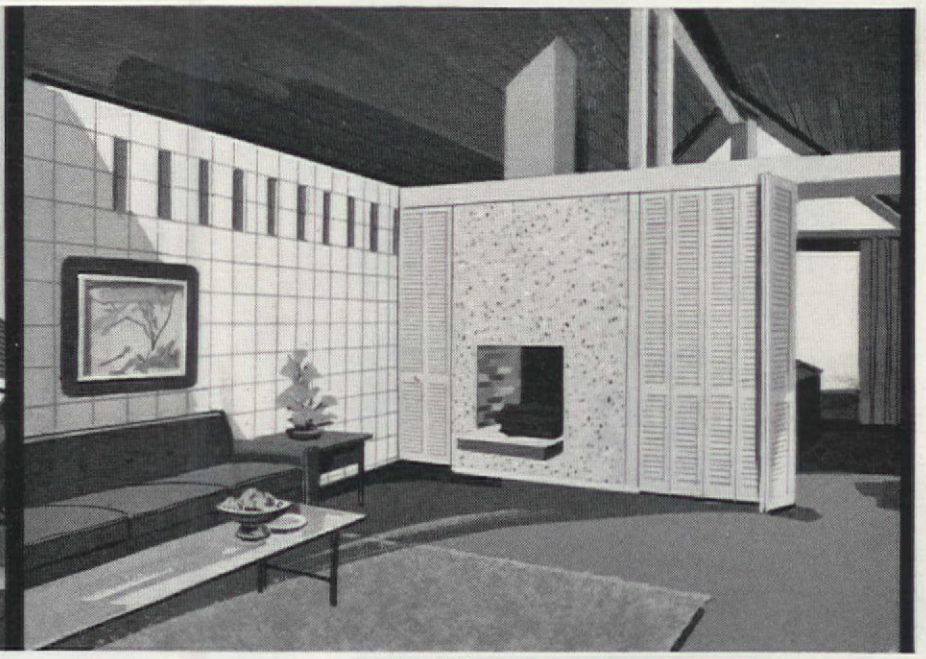
WALL TILE
American Olean Tile Co.—CH

WALLS AND CEILINGS, INTERIOR
U.S. Gypsum Co.—ML

WIRING
Triangle Conduit & Cable Co., Inc.—ML



New beauty and charm are yours with the shapes, colors and textures of today's concrete masonry.



Pebbled panels of formed concrete—newest of unlimited new ideas.

Better living begins when you own a new home!

Visit the 1962 **HORIZON HOMES**

...see how much new modern concrete now offers you!

Now is a good time to buy a new home. Values are excellent. New conveniences, improved materials, advanced building techniques—many unknown a few years ago—are going into today's homes.

This is particularly evident in the new *Horizon Homes*. Here you'll see concrete in surprising new forms—inside and out. Concrete has gone decorative! It's being shaped, textured, polished, colored in hundreds of ways . . . in everything from striking fireplaces to lacy screen walls, butterfly roofs and nubby patios. *Horizon Homes* are showplaces at a moderate price. They're specially created by noted architects and builders in a nationwide Concrete Industries design program. Each one is different—all offer unusual charm, comfort and lasting value. See for yourself!

PORTLAND CEMENT ASSOCIATION
A national organization to improve and extend the uses of concrete

THE WELCOME MAT IS OUT ON HORIZON HOMES IN ALL THESE AREAS

ALABAMA
Homewood • Builder: Leon Reese, Shades Valley Construction Co.
Architect: Darcey T. Tatum, Jr.

ARIZONA
Tucson • Builder: Abril Construction Co.
Architect: William H. Cook, Cook & Swaim, AIA.

DELAWARE
Newark • Builder: Edward J. Hill
Architect: Charles S. Kleinbach, AIA.

FLORIDA
Jacksonville Beach • Builder: Fred Ahearn
Architect: William N. Morgan, AIA.
Tallahassee • Builder: Gene Coleman for Tallahassee Homebuilders Assn.
Architect: Forest B. Coxen, AIA.

GEORGIA
Atlanta • Builder: Whitney-Matthews, Builders
Architect: Clifford H. Warriner

HAWAII
Honolulu Area:
Enchanted Hills • Builder: Pearl Harbor Heights Developers
Architect: Ernest H. Hara
Enchanted Lakes (Hillside) • Builder: Island Construction Co.
Architect: Ernest H. Hara
Enchanted Lakes (Marina) • Builder: Island Construction Co.
Architect: Ernest H. Hara
Foster Village • Builder: E. F. Fitzsimmons, Ltd.
Architect: Richard Dennis, AIA.
Halawa Hills • Builder: Pearl Harbor Heights Developers
Architect: Ernest H. Hara
Manoa Gardens • Builder: Island Construction Co.
Architect: Ernest H. Hara
Niu Estates • Builder: George Hasegawa
Architect: Frank Slavsky, AIA, L.H. Whitaker

ILLINOIS
Highland Park • Builder: Greta Lederer, Inc.
Architect: Milton Schwartz

INDIANA
Indianapolis • Builder: Charles Hurst Adams
Architect: Fran E. Schroeder & Assoc.

KANSAS
Garden City • Builder: Masonry Products, Inc.
Architect: Lyman, Jones, Cobb & Benson
Lawrence • Builder: Homes by Hird, Inc.
Architect: Robertson & Ericson
Salina • Builder: Lee Haworth Construction Co., Inc.
Architect: Ron Richmond
Wichita • Builder: Loyd Construction Co.
Architect: Kruse, Roberts & Smith, Architects

LOS ANGELES
Canoga Park • Builder: Robert L. Skelton
Architect: William E. Mader
Glendora • Builder: Home Contractors, Inc.
Architect: Dinger and Pedersen
Orange • Builder: Smyth Co., Inc.
Architect: Thomas and Richardson
San Bernardino • Builder: Vern L. Miller Co., Inc.
Architect: Cartee & Walmer
San Diego • Builder: Charles C. Richardson Co., Inc.
Architect: Hester and Jones

LOUISIANA
Lafayette • Builder: Goldberg Builders, Inc.
Architect: David L. Perkins
Monroe • Builder: Bradford Built Homes (Jim Bradford)
Architect: Johns & Neal
Shreveport • Builder: Hollis Sumrall Builder
Architect: Meleton & Massey

MARYLAND
Baltimore County • Builder: Frank J. Goettner
Architect: Daniel A. Neumayer
Cumberland • Builder: Frederick L. Wempe
Architect: S. Russ Minter
Severn • Builder: Carroll C. Martin
Architect: J. L. Williams

MINNESOTA
Morningside • Builder: Builders Clinic, Inc.
Architect: Alden C. Smith

NEW JERSEY
Lakewood • Builder: Robilt, Inc., Robert J. Schmertz, Pres.
Architect: John Robert Gilchrist
Toms River • Builder: Bell Crest Homes
Architect: Sergey J. Padukow

NEW YORK
Amherst • Builder: M. J. Peterson Sales Corporation
Architect: Rogers & Smith
Bay Shore • Builder: Al Rabinkoff
Architect: Herman H. York, AIA.

NORTH CAROLINA
Charlotte • Builder: Fred J. Wiggons Construction Co.
Architect: Holroyd, Folk & Gray
Greensboro • Builder: Superior Construction Corp.
Architect: Loewenstein-Atkinson
Kinston • Builder: DuBose Construction Co.
Architect: Rowland, Simpson & Ferguson

OHIO
Columbus • Builder: Corwin L. Knowles
Architect: George M. Clark and Wayland W. Bowser

OKLAHOMA
Oklahoma City • Builder: Homes of Prestige, Inc.
Architect: James E. Groseclose
Oklahoma City • Builder: Lloyd L. Hodges
Architect: R. Duane Conner, AIA.
Tulsa • Builder: Master Construction Company
Architect: Cecil E. Stanfield, Stanfield, Imel & Walton Architects, Inc.
Tulsa • Builder: Jim Nuckolls Royal Homes, Inc.
Architect: Robert W. Vahlberg, AIA.

PENNSYLVANIA
Chambersburg • Builder: Glenn I. Garman
Architect: Noelker and Hull
Lansdale • Builder: G & M Construction Co., Inc.
Architect: John F. Lloyd
Radnor Twp., Delaware County •
Builder: Robert J. Shilliday
Architect: E. J. Maniscalco, Jr.

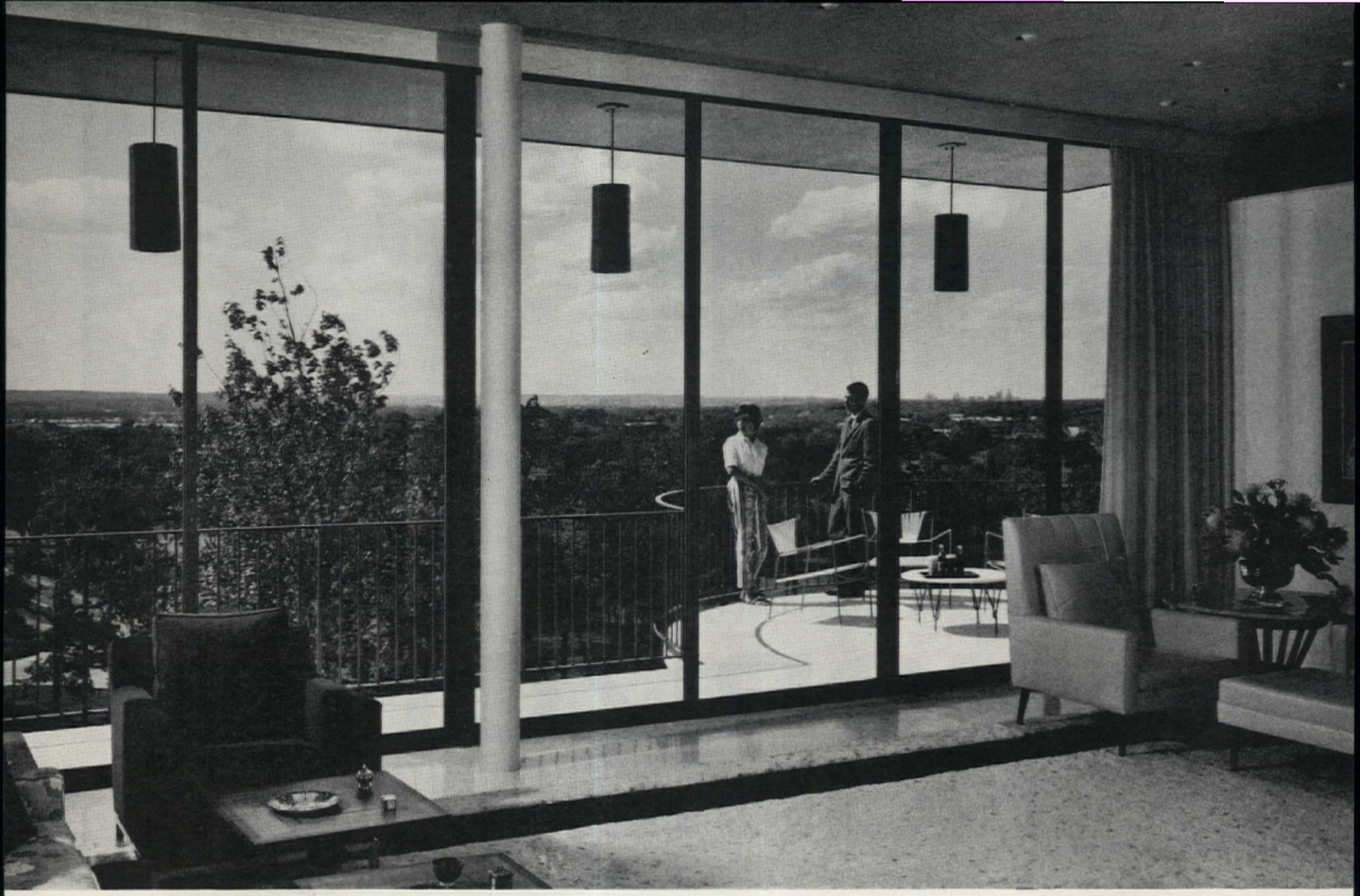
TENNESSEE
Hendersonville • Builder: Braxton D. Dixon
Architect: Hardie C. Bass

TEXAS
El Paso • Builder: Miele Construction Co.
Architect: Middleton and Staten
El Paso • Builder: Walter Plattor
Architect: James M. Langford
El Paso • Builder: E. H. Baeza
Architect: Garland & Hilles
El Paso • Builder: Willis Construction Co.
Architect: Dickson Skidmore

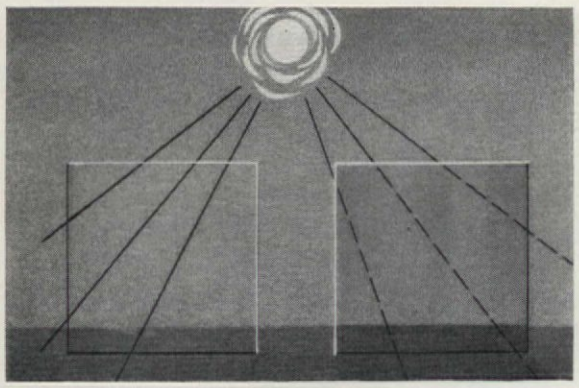
UTAH
Granger • Builder: Sunset Homes, Inc.
Architect: Arthur K. Olsen, AIA.
Salt Lake City • Builder: Cannon-Papanikolas Construction Co.
Architect: Arthur K. Olsen AIA.

VIRGINIA
Hampton • Builder: M. R. Piland & Son
Architect: Rancorn-Wildman & Krouse

WASHINGTON
Federal Way • Builder: Nick Gleboff
Architect: Kenneth E. Koehler, AIA.



Glass brings in the view...more beautifully if it's Plate Glass...*and there are so many places you'll want it*



1. Why Parallel-O-Grey®? Because it's neutral grey all through, it shuts out glare without shutting off the view (see lovely vista above). Colors seen through it retain their true values. *Parallel-O-Grey* glass cuts down the inflow of solar heat, keeping rooms cooler and minimizing air-conditioning costs.

2. Why Parallel-O-Plate®? Where glare and sun heat are no problem, you still want plate for window walls and doors. *Parallel-O-Plate* is twin ground and polished for clearest vision and for greatest freedom from distortion. It has earned the Good Housekeeping Guaranty Seal.

3. And where else? You will enjoy having genuine *Parallel-O-Plate* wherever you use glass in your home. This quality plate glass not only is superior for use in sliding glass doors and windows, but is also best for bathroom mirrors, door mirrors, wall mirrors and sliding mirror doors.

Now that you know ...*tell your builder!*

Whether you buy or remodel a home, you'll want the extra quality and satisfaction that come with having the finest—*polished plate glass* by L·O·F. Your builder will put it in for you if you specify it. If he already has used this fine *plate* glass, it's a good cue he believes in quality. And it will make your "Open World" view a pleasure forever.

Libbey·Owens·Ford, Toledo 2, Ohio

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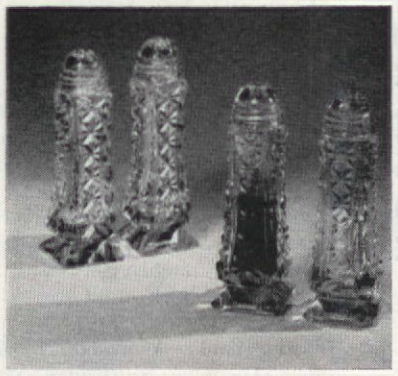
THE QUALITY MARK TO LOOK FOR

SHOP
YOUR

AMERICAN HOME MARKET PLACE

HELEN DeMOTTE

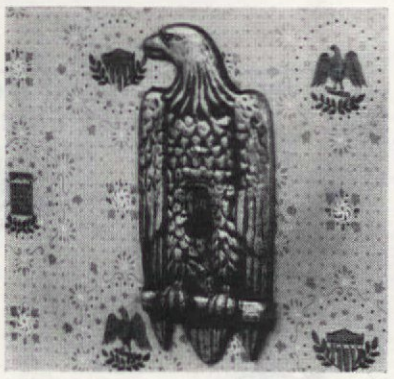


CRYSTAL CLEAR reasons for gracing your table with this attractive salt and pepper set are the many compliments you'll get. The 4″ high shakers are crystal from their bases to the tips of their screw-on tops, with a lovely cut pattern on the body. Get one pair for yourself, another for a perfect house gift. $3.25 each pr. Old Guilford Forge, Dept. AH, Guilford, Conn.

ROLLING ALONG easily, even on a carpeted surface, this log holder on its 3″ wheels is a find for any home with a fireplace. Made of wrought iron with a black finish, its handles are hand-wrapped in natural reed. The portable unit that rolls from the log pile right to the fire is a boon to muscle-sore log carriers. $12.95, ship. chgs. col. Hobi, Dept. AH-4, Flushing 52, N.Y.

A FINE CUP OF TEA can be made when you boil water in this agateware tea kettle. Made in the same manner as those of Grandma's youth—about 75 years ago—this blue and white enamel pot holds 10 cups. 7″ in diameter, it stands 7″ tall, not including its black wooden handle. $5.95 plus 50c postage. Manchester Ind., Dept. AH, 365 West Sunrise Hwy., Freeport, N.Y.

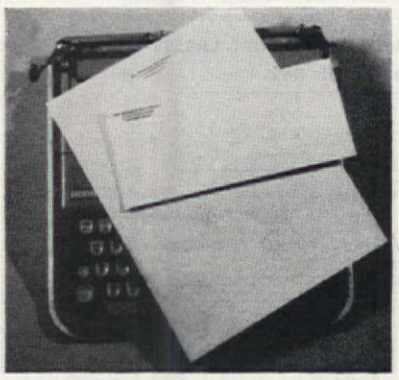
HEADS UP on top of these clear glass penny-candy jars are roosters with combs of bright red. The ground stoppers are airtight for safe keeping your gaily colored fillers. 5 lb. (12½″), $3.25. 3½ lb., $2.95. 2 lb., $2.25. 1 lb., $1.95. ½ lb., $1.45. ¼ lb., (4″) $1.35. All six, $12.45. Three largest, $7.95. Three smallest, $4.50. The Ox Bow, 281-AH White Plains Rd., Tuckahoe, N.Y.



PULL A SWITCH in your decorating scheme by using this eagle switchplate to carry through your Early American theme. Looking as regal as an eagle can look, this bird is cast aluminum finished in a satin-black or nontarnish antique gold. Measuring 3¼x7″, it fits any standard sized single switch. $1.50 each. 2 for $2.75. Crescent House, Dept. EA, Box 621, Plainview, N.Y.

HAVE A HEARTH that needs sweeping, or perhaps just a bit of prettying up? Then this broom with its natural-colored straw handle and black bristles would love to preen itself in front of your fireplace. When the weather turns warm, you can take it outdoors to keep the porch and patio swept off. About 26″ long, it is $3.50. Edith Chapman, Dept. W, Blauvelt, N.Y.

STAY WELL supplied with the pills and capsules which will keep you feeling fit, by carrying them with you in this attractive pill bar. The 2¾x1¾x½″ golden metal case goes into purse or desk drawer. A satin finish and three initials decorate the outside of this snap-shut box while a small tray and three plastic vials sit under the lid. $2. Breck's, 3061 Breck Bldg., Boston 10, Mass.



JUST YOUR TYPE of stationery, this white bond paper is made for those who prefer to type their personal letters. The name and address (up to four lines, 30 characters per line) are printed in black on each of 100, 8½x11″ sheets and 3⅜x8⅞″ envelopes. If you like getting mail, why not give this as a hint? $2.75. American Stationery, 1801 Park Ave., Peru, Ind.

Otto Maya

DON'T CROSS YOUR BRIDGE table off the list of places to serve lunch. With these fiber-glass trays you can bring four places, already set, to the table, and when you're done, whisk them away again and get back to bridge. Ivory lightweights, with a golden fleur-de-lis pattern will nest together to fit a 30″ or larger table. Set of 4, $12.95. The Krebs, Dept. AH-10, Westerly, R.I.

DRAWING THE LINE of colorful floss through this stamped cross-stitch pattern will give you a Fisherman's Prayer sampler which may finally put an end to those fish stories. In an 11½x14″ black frame, it's a great catch to display in any fisherman's home. The black verse and colorful trim are on fine, white linen. $2.95. The Added Touch, Dept. AH, Bryn Mawr, Pa.

Order merchandise from the Market Place by sending your check or money order to the company mentioned. Unless otherwise stated, the postage is included in the price. Anything that is not personalized may be returned within seven days for a full refund.

ASSEMBLE YOUR OWN ANTIQUES

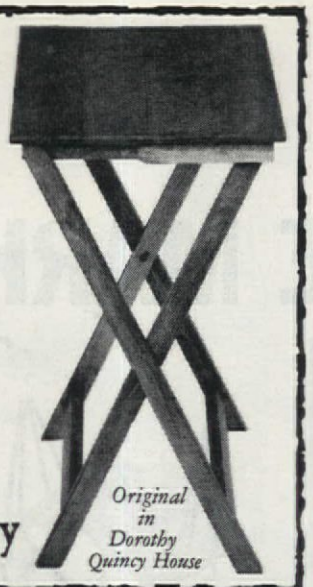
Add Colonial charm to your home with Cohasset Colonial furniture kits. Assemble authentic museum reproductions in minutes . . . save half the cost. Each kit is complete; all parts accurately crafted and hand sanded. We include our special stain which gives you the natural patina of aged wood.

ADAMS FOLDING TABLE

24″ high, top 14″ x 18″ folds to 4″ —— $9.95 postpaid

This functional, fold-away table, the original owned by John Quincy Adams, is all maple, ideal for dining tray, portable TV, or a host of uses while entertaining.

Send 25c for new 1963 Catalog . . . start your money saving, authentic collection . . . something for every room, or a room complete. Kits make ideal gifts, too!



Original in Dorothy Quincy House

Cohasset Colonials by Hagerty
20 Ship St., Cohasset, Mass.

FOR PROUD MOTHERS and GRANDMOTHERS

SENTIMENTAL HEIRLOOM BRACELETS

She'll wear her heart on her wrist when she encircles it with our 7¼″ bracelet of Sterling Silver or 12K Gold-Filled Silhouettes or 3-dimensional Baby Shoes that proudly proclaim the beloved children or grandchildren. Each ¾″ charm is engraved with a child's first name and birthdate. Adorably crafted, of excellent weight and quality. Add more as the family grows!

Silhouettes $1.10 ea. **Baby Shoes $1.50 ea.**
Bracelet $1.10 **Bracelet $1.50**

Prices include engraving, tax, postage.

BRECK'S 2173 BRECK BLDG. BOSTON 10, MASS.

NEW! EARLY AMERICAN CAN OPENER
A grace note in every period kitchen!

SPECIAL INTRODUCTION—BUY NOW, GET 2 HANDSOME, ORNAMENTAL TRIVETS FREE!

Lacy black wrought iron nostalgically sets off this hideaway case. Door swings open and it's transformed into high-speed, highly functional can opener—with lifetime cutting edge, magnet for holding lids.

Wrought iron hideaway case, Ultra-magnetic can opener, 2 trivets plus hooks ALL ONLY **$9.95** ppd. *Send check or money order.*

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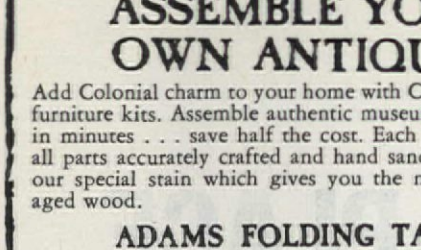
DEPT. AH-10B 752 Fulton St. FARMINGDALE, NY



Horse Doormat
Imported from Portugal

A practical and very attractive gift of great originality. Woven of long wearing esparto fibre, the outline of the horse is in black and makes a striking contrast to the natural background. 30 x 18″. $5.95 ppd.

Jenifer House *Send 10c for new catalogue.*
New Marlboro Stage, Dept. A-10
GREAT BARRINGTON, MASS.

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500 gummed Gold-Stripe labels beautifully printed in black with ANY name and address up to 4 lines. 2″ long. Rich gold trim. Set of 500 in free plastic gift box, just 50c.

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• Brings out natural flesh tones • Has a Professional Studio Portrait Look • Tends to smooth away blemishes.

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100 Imported TULIP BULBS...$1.98

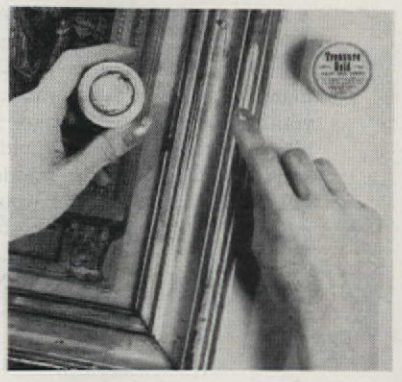
100 Healthy hardy med. size (2½″ circumference) Denmark fall planting stock tulips only $1.98 (200 only $3.79). 12 Dutch Muscari bulbs, lovely blue, Free of extra cost. Ass't colors, varieties. Guar. many blooms 1st season, normal bloom 2nd season and for 5 years or replacement free. If C.O.D. postage extra. Cash orders 40c and we ship postpaid. Satisfaction or return in 10 days for purchase price refund.

MICHIGAN BULB CO., Dept. MG 1402
Grand Rapids 2, Michigan

A STRAPPING sconce that can't be beat is this double one, made as a companion to the single one we showed earlier this year. Inspired by an old strap-hinge design, this 8x12″ piece is dull black wrought iron with a hammered edge. Perfect for a colonial house, it comes with bayberry candles. $7.95 each, two for $15.50. Parsnip Hollow, Dept. AH, East Haddam, Conn.

WATER, WATER EVERYWHERE and no relief pitcher in sight. Send in six amethyst or amber tumblers and a matching 1-quart pitcher for refills. The set is made from 100-year-old molds of South Jersey Glass. 7½″ pitcher, $4.95 plus 50c handling. Six 4″ tumblers, $4.95 plus 50c. Set, $9.90 ppd. Sturbridge Yankee Workshop, 1 Brimfield Turnpike, Sturbridge, Mass.

A TOUCH OF GOLD for restoring gold-leaf frames or decorating almost any object, *Treasure Gold* is an amazingly easy-to-use paste. Applied with a soft cloth or finger, it will contour without cracking or peeling, fills small holes and cracks. A 1¼ ounce jar (enough for 12 medium picture frames), $2. Also comes in *Treasure Silver*. Treasure Gold, Box 7187-A, Louisville 7, Ky.



OLD TIME **10″ CAST IRON FIRE ENGINE** Only $4.95 ppd.

On the wagon sits a little fireman, ready to bring a blaze of color onto your shelves. For anyone, anywhere, who loves fire engines, this 10″ long old-timer is perfect. Made of cast iron, painted red, with blue, black and gold trim, the two brown horses hitch right on. This will ring a bell with fire chasers from six to sixty.

SAUCY TRIVETS $1.25 each ppd.
Two for $2.25 ppd.

Unusual Conversation Pieces. Each 3½″x7″ Wonderful to hang on dinette wall or use under chemex. Hand painted cast metal, they go beautifully with any decor. (A) "I'M THE BOSS IN THIS HOUSE AND I HAVE MY WIFE'S PERMISSION TO SAY SO." (B) "COME IN, SIT DOWN, RELAX, CONVERSE, OUR HOUSE DOESN'T ALWAYS LOOK LIKE THIS, SOMETIMES IT'S EVEN WORSE."

Send check or M.O. Satisfaction Guaranteed.

CRESCENT HOUSE Dept. AH-10, Box 621 Plainview, L.I., N.Y.

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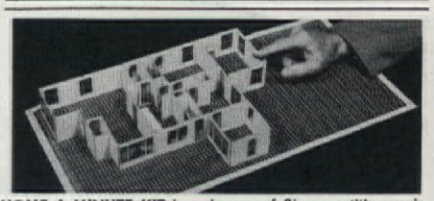
A genuine Hand Made New England Maple Sugain' Sap Bucket Authentichand-turned sap firkin. Wonderful tots' rocker or as unique accessory. Padded and covered in Old New England pattern chintz. Salem Maple Finish. 14″ high, 16″deep, 13½″wide. Only **$7.95 ppd.** (Add 75c W. of Miss. R.) Swiss Music Box plays "Rock-A-Bye" when rocked. **$3.00** additional. Money back if not "tickled".

PUDDIN' HOLLER, Box 92 East Swanzey, N. H. Send 25c for Catalog **ONLY $7.95 ppd.**



HOME-A-MINUTE KIT has dozens of fibre partitions, windows, doors, kitchen cabinets, all to ¼″ scale to save you money when you are building or remodeling. You can change your mind until you come up with exactly what you want. 65 page handbook figures exact costs . . . brings your dream house closer to reality. **$3.95 ppd.**

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TAKE A MESSAGE pad and telephone holder combination to hang near your phone, and you'll never again have to keep holding onto the receiver or fumble for the note paper. The mellow pine Towne Crier is 11″x7″x3½″. Especially helpful near wall phones, it even has a small pencil that fits into its own groove. **$3.95 ppd.**

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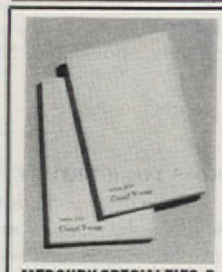
Dept. A-10, P. O. Box 1246 Long Island City 1, N. Y.



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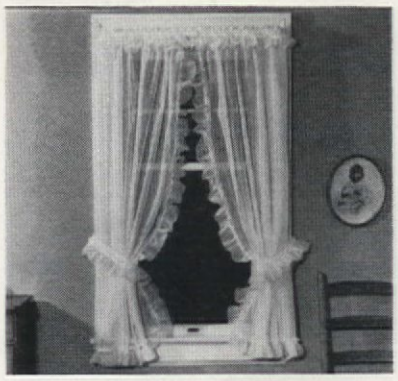


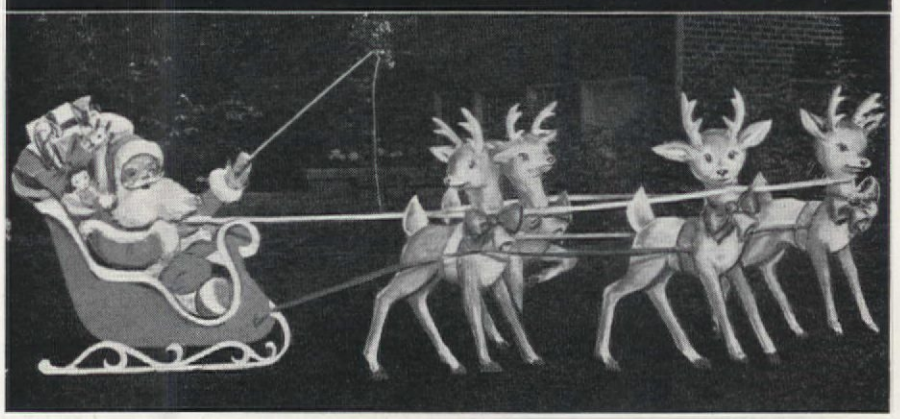
THE SHEER PLEASURE of organdy curtains is reason enough to have at least one pair of crisp, fresh, white tiebacks. Of high thread count cotton, these have double full 2¾″ ruffles with a picot edge. And the permanent finish organdy launders perfectly. 80″ wide per pair: 45″, 54″, and 63″ long for $7; 72″, 81″, and 90″, $8. Country Curtains, Dept. AH-10, Stockbridge, Mass.

ENLIST THE AID of this Civil War recruitment poster as an eye-catching hanging which will delight the most avid fans of Americana. The large, 2x3′ poster is hand silk screened in full color on fine "antique vellum." *Reward for the Murderer of Lincoln* and *The Gold Rush* are also available. $3 each, three for $8. Art Forum, Dept. AH, 112 Fourth Ave., New York 3, N.Y.

OUT GUNNING for a bright idea in table lighters? Then you've hit the jackpot with this hand-cast Derringer pistol. On a hardwood stand, it has a dull satin black gun stock which contrasts with the gleaming chrome or gold finish of the rest of the gun. 5¾″ long, its entire barrel is a fuel tank. $6.95. Jackson Raymond, Dept. AH-10, 676-AH No. Dearborn St., Chicago 10, Ill.

FAMOUS HAND-PAINTED DISPLAYS

for YOUR LAWN at CHRISTMASTIME



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Display No. 5736. Hand-painted, colorful, 4 distinctive tan deer. Colorful bows, red and yellow harness. Red sled, 42 inches high, about 16 feet long. Complete with supporting stakes and harness. Weatherproof wood. Shipped Express or Motor Freight, FOB, Smethport, Pa. Wgt. 30 lbs. Regular price $59.00. Discount price $39.00.

Display No. 5736A. Same as above except complete with motor that moves Santa's arm back and forth. Price of display No. 5736A only $54.00. Night lighting unit $6.95 extra.

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SWIVEL CAPTAIN'S STOOL

Sturdy, Concealed Ball Bearing Swivel

Now . . . a swivel stool styled for the home. For the drink bar, food bar, kitchen counter, work or drafting table, office, etc. Ideal child's dining chair (turnings on legs allow easy slicing off as child grows). Large, contoured seat and wide curved back give maximum comfort. Rungs are just the right leg height for young or old. Thick knotty pine seat and back—hardwood legs and rungs. In finest hand crafted quality. Beautifully finished in mellow honey-tone knotty pine or maple.

Seat ht. 30 in. or 24 in. (Specify). **ONLY $16.95**

COMPLETE KIT—for easy home assembly. Prefitted, drilled, sanded, etc., ready for finishing. Simple instructions. **$11.95**

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108 Broad Street, Guilford, Conn.
N.Y. Retail Store: Purdy Station, N.Y.

SEND 25¢ FOR ILLUSTRATED CATALOG

WALK ON AIR MOCCASINS! Light, bouncy foam crepe soles, choice leather. Over 223 sizes in stock. Guaranteed! Red, White, Smoke, Taffytan, Black. Women's full & half sizes 3 to 13, AAAAAA to EEE. $5.95 plus 50c post. COD's accepted.

MOCCASIN-CRAFT 65-AL Mulberry St., Lynn, Mass.

SHADOW-PLANTER

The Shadow-Planter is a versatile decorating accessory. This handcrafted cast aluminum planter is ready to use or may be painted. It also doubles as a posie-floater, holds water of course, or as a shadow box for wall hanging. Measures 9½x13 . . . $5.95 each postpaid. Gun & figurine not included.

ORNAMENTAL IRON WORKS

$5.95

P.O. Box 25A
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An EXCLUSIVE from BELGIUM—

Big Needle-Point Bag 7.99*

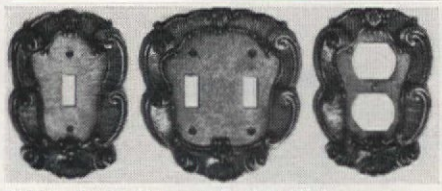
"Originals Sold for $40"

Of loomed Belgian needlepoint. Extravagantly large 16″ x 17″ x 3″ or medium 12″ x 11½″ x 2¼″ (for shorter women). Traditional Troubadour & Lady design on beige or Floral on black background, brass snap closure, taffeta lined, large zipper pocket. Perfect shopping tote.

(add 55c postage)

HERE'S HOW CO. AF-10, 15 WEST 26 ST. NEW YORK 10, N.Y.

*73c Fed. Tax Incl.



Golden Brass Baroque Switch Plates have opulent raised designs. Antique gold brass plated metal is lacquered for permanence. Brass mounting screws incl. We pay postage.

Single (3½″ x 5″) $1.00 each, 3 for $2.95. Double (4½″ x 5″) $1.50 each, 3 for $3.95. Triple (not shown) (6″ x 5″) $2.50 each. Twin Outlet (3¼″ x 5″) $1.50 each.

LILLIAN VERNON Dept. AHO, 30 Evans Street, New Rochelle, N.Y.

CHALK 'N' CORK BOARD

For brief but intelligent communication in the family, use this early American bulletin board made of hand-rubbed Salem pine. Decorated with brass stars, a brass spread eagle and brass hanging rings; tray for chalk and pencils—it is 20″x12″. **$3.95** ppd.

No C.O.D.'s, please. Send for FREE Catalog.

Gotham Gifts Dept. A 67-85 Exeter St., Forest Hills 75, N. Y.

Silver State Spoons

ALL 50 STATES . . . EACH

Only $1.00 PPD

These pretty gay silver spoons have a hard enamel shield depicting each state's best known symbol and state's name. Charming demi-tasse size. Start your exciting collection today.

HEATHER HOUSE
376 NORTH 4th STREET BURLINGTON, IOWA

MADEIRA INITIALED NOTES

Fine quality white stationery has initial design in powder blue. The engraved Old English letter resembles Madeira embroidery. 18 notes and envelopes, 4¾″ x 3¾″. State initials desired for each box. 2 boxes for $2.50 ppd.

THE KREBS, AH10, Westerly, Rhode Island

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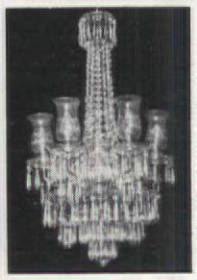

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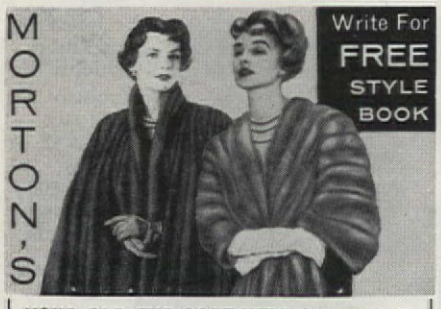

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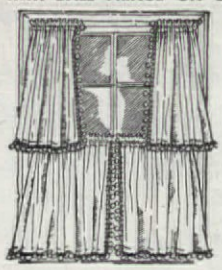

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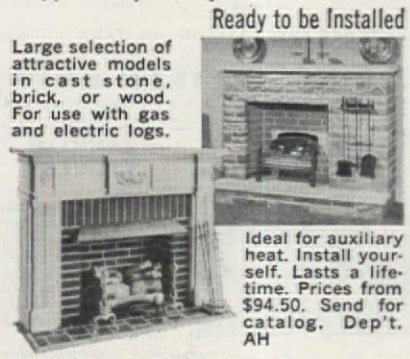

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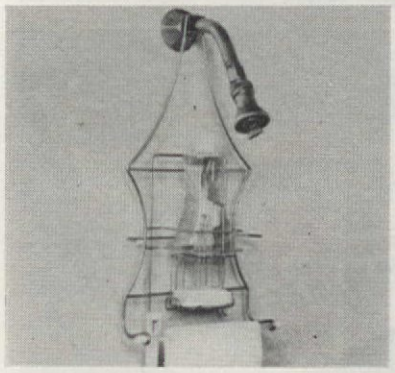

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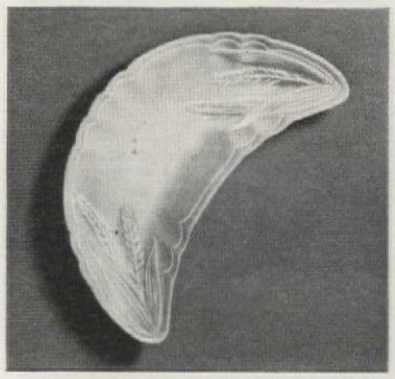

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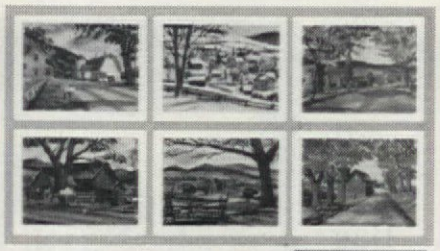

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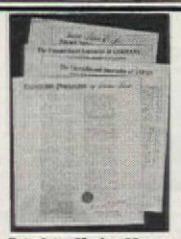

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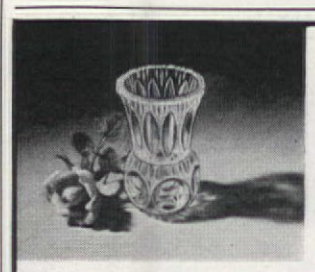

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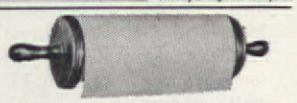

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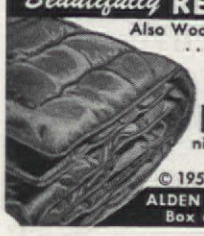

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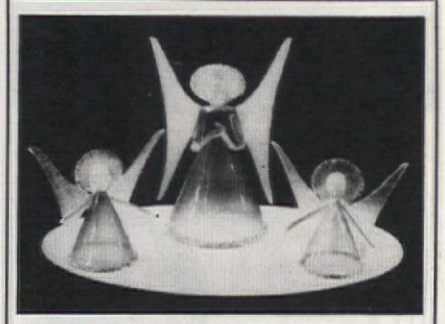

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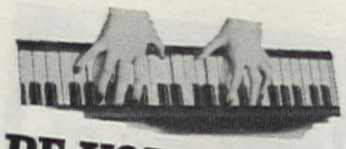

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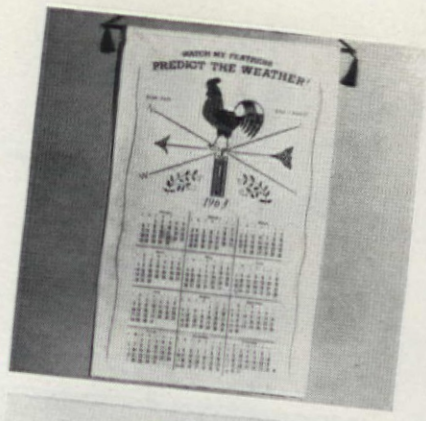

IT'S A DRAWER on the bottom that makes this trading stamp box so handy for those who don't paste them in immediately. There's room at the top for your collection of books. Pine with a honey finish, the 6½x10½" box is brightened with a brass eagle and *Trading Stamp Books* printed in black. $4.95. Grandfather's Workshop, Box 1246-AH, Long Island City 1, N.Y.

TWICE AS HEARTY as just an ordinary key chain, this gold-plated holder is a perfect gift for the chronic key loser, or someone who likes to carry keys in style. The top unscrews to let your keys on, then twists on again to hold them securely. One of the 1" dangling hearts holds *his* initial, the other *hers*. $2.25. Crown Craft, 3-A Mt. Hope Pl., New York 53, N.Y.

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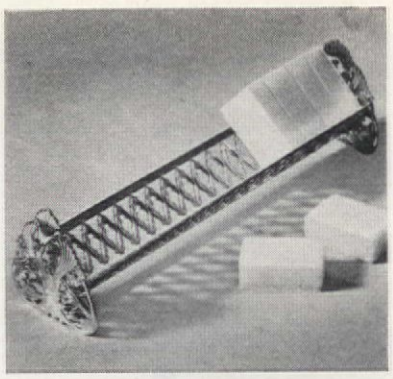
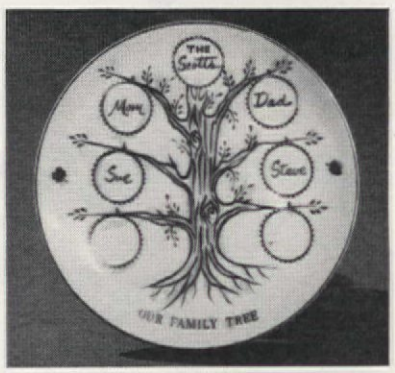
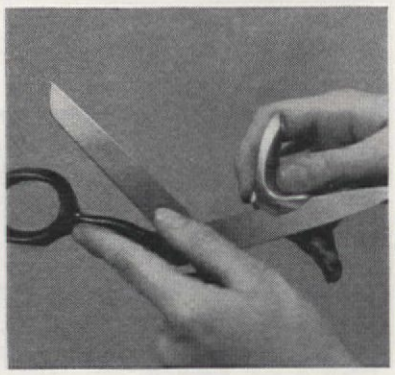


SWEET AS SUGAR, this filigree rack will hold sugar lumps of all sizes along its 6″ length. Choose it gold or silver plated, and this dainty serving piece will blend in nicely with your fanciest tea settings. And you'd be a real sweetie to take one along for the hostess the next time you're invited for dinner. $1. From Lillian Vernon, Dept. AH, 30 Evans Street, New Rochelle, N.Y.



A FAMILY AFFAIR which will delight all parents and grandparents, this plate will become a treasured possession. Of translucent white china, send up to seven names to be painted on in red, with *Our Family Tree* in gold lettering below. Trim on the plate, including the 2 four-leaf clovers, is also gold. $3.50. Crown Craft Products, Dept. A, 3 Mt. Hope Place, New York 53, N.Y.



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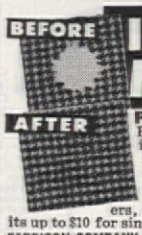

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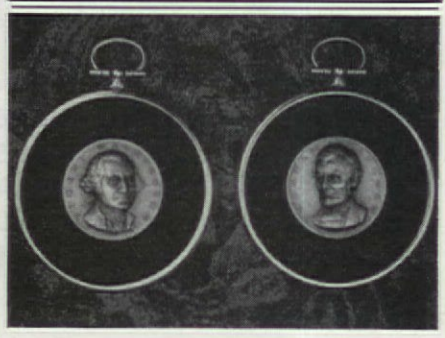

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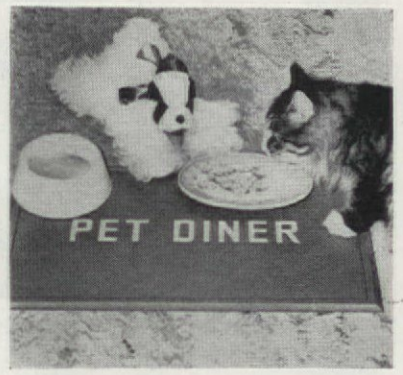
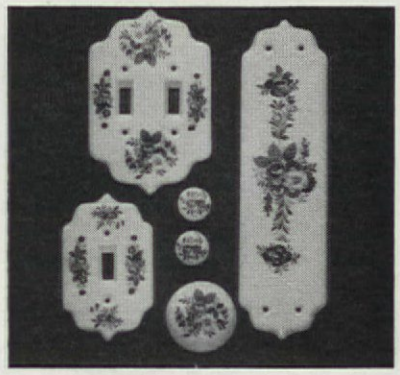
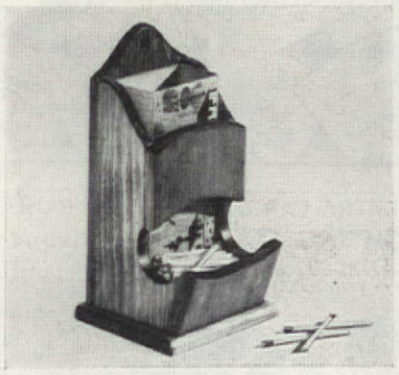


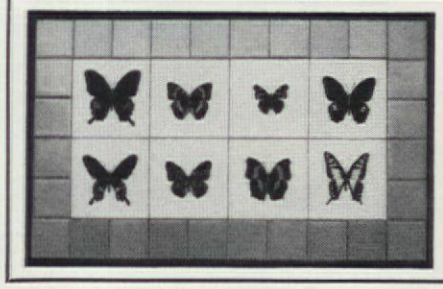
SET A PLACE mat under your pet's bowl, and spare yourself the bother of mopping up after him time and again. Cleaning up is a breeze when you just lift this 13x21″ Pet Diner and rinse it off under the faucet. Made of sturdy rubber in a mellow brick red color, it has raised edges to keep his dish and stray food from being pushed off. $3. Turen, Dept. AH-5, Danvers, Mass.



ANTIQUE FLORALS in pastel colors decorate these white porcelain accessories. Push plate for swinging door, 12x3¼″, $1.98; 3 for $5.75. Door knob, 2½x2″, $1; 6 for $5.75. Drawer pulls, 1¼″ in diam., 2 for 69c; 4 for $1.25. Single switch plate, 69c; 3 for $1.98. Double switch plate, $1; 3 for $2.89. Add 35c shipping. Helen Gallagher, Dept. 409, 413 Fulton St., Peoria, Ill.



STICK 'EM UP in a pine holder that's there especially to take care of your stick matches. Safely inside their own box, they'll fit right into this well-matched container for your pine kitchen. The honey-tone piece can stand or hang in reaching distance of your stove or fireplace. 7½x3½x3¾″. $2.98. Medford Products, Dept. AH, 752 Fulton Street, Farmingdale, N.Y.



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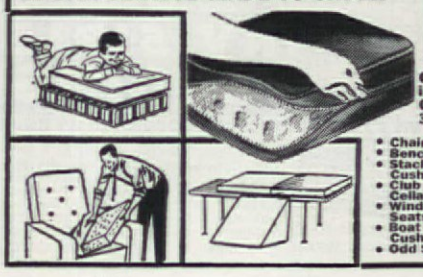


FOAM RUBBER CUSHIONS

Custom-made of B. F. Goodrich Latex Foam Rubber to fit individual dimensions or patterns. All thicknesses available. Covered in extra-heavy supported vinyl leather. Choose from 30 or more colors. Solids, textures, stripes, pastels.

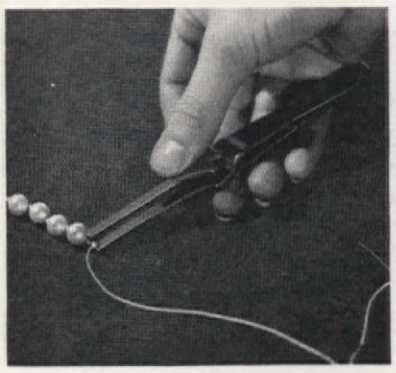
- Chairs
- Benches
- Stack Cushions
- Club Cellars
- Window Seats
- Boat Cushions
- Odd Sizes

VINYL LEATHER COVERED CUSHIONS . . .
2-inch thick G. F. Goodrich Latex Foam Rubber; self-welt and zippered, complete . . . **$2.20** *per sq. ft.*

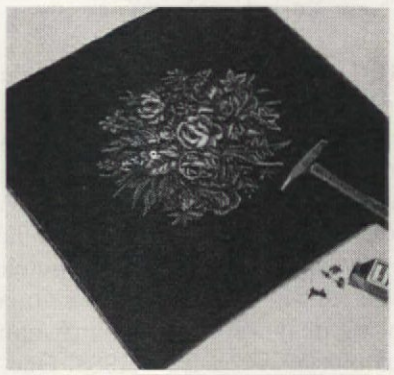
Free estimate and samples by return mail, without obligation . . . please specify sizes and thicknesses needed.

ALMO FOAM RUBBER PRODUCTS
1600 Ritchie Highway—Dept. AH-1 Glen Burnie, Md.
Satisfaction guaranteed • Our 16th Year

BREAKING THE ICE between your ice cube tray and the freezer it's stuck on can be a problem. But you can let it slide away if you stack your trays on this plastic-coated steel caddy. 5¼x9x10″, it can't rust or become frost covered—and any of the four trays it holds will slip out easily. Fits most cross top freezers. $3.50. Leslie Creations, Dept. AH, Lafayette Hill, Pa.



ON THE STRING of super-strong nylon, you can use this Bead Stringer to do a first-rate job of restringing your own beads or pearls. The metal gadget automatically ties a knot between each bead to protect the entire strand against breakage. It also lets you lengthen or shorten strings easily. With cord and instructions, $1. Sunset House, 71 Sunset Bldg., Beverly Hills, Calif.



A GOOD BACKING of comfortable foam rubber under these seat covers that look like hand-done needlepoint, will give a new lift to your chairs, benches, and footstools. So replace your soiled upholstery with these spanking covers of machine-loomed cotton in black, with a rich floral pattern in the center. 19½x19¼″, $2.98. Miles Kimball, 126 Bond Street, Oshkosh, Wis.

GOT A MATCH box that you want to bring out for company? Then dress it up in a gold-plated cover, personalized with your three initials on top, and it's set to go to the fanciest parties. The brass covers are 1⅝x1x½″—just right for those small imported matches. And what a hot idea for a gift! Set of 4 for $1.98. Lillian Vernon, 30-AH Evans St., New Rochelle, N.Y.

GUIDEMARK TO A LOVELY PLACE

Town & Country quality-crafted Curb or Lawn Marker of sturdy, lifetime rust free aluminum. Two sided name plate, with white reflective lettering, may be used for either name (limit 6 letters) or numbers. Style CL-1 (shown), only $2.44 prepaid, complete with frame and stake. Frame and sign only $1.94 ppd. Other markers from $2.22 up. Order today, send check or M.O. Guaranteed satisfaction. Print correct wording or number. Town & Country Products, Dept. AH-9, 21st and Cottage, Columbus, Ind.

MEN! 60 STYLES FOR
W-I-D-E FEET!
E to EEEEE Only
Sizes 5 to 13
Men only. Casual, dress, work shoes that really fit. Top quality, popular prices. Money Back Guarantee.
Not sold in stores
Write Today for FREE CATALOG
HITCHCOCK SHOES INC., Hingham 25-H, Mass.

HAVE A MEXICAN PIÑATA PARTY
Blindfolded children, or grown-ups, take turns trying to whack, with a stick, a colorful pinata suspended in the air. When the piñata breaks open, guests scramble for the presents that come pouring out. Fill through hole in top. **Three sizes**—10″x10″—$5.95; 24″x24″—$7.95; 36″x36″—$10.95 (shipping included); in Burro, Elephant, Rooster, Santa, or Rocket.
EL TORO IMPORTS
2357 Linda Vista Plaza
San Diego 11, Calif.

HOUSEWIVES WANTED!
learn how to make big money
BIG $$ CAKE DECORATING
CANDY MAKING—full or spare time
Greatest Money Making Opportunity Ever Offered For Work At Home
Up to $5 an hour
No Experience Necessary. $5 hour easy in spare time. Endless demand for lovely original Cake Decorations and luscious Professional Candy for Xmas, Easter, Weddings, Parties, all holidays and occasions. WE SHOW YOU HOW to turn your kitchen into a gold mine, start your own business small, grow big! No capital required, no age, educational limits. Big Money from clubs, churches, Business firms, parties, weddings, birthdays.
Spare time in your own kitchen!
CHOCOLATE HEARTS WENT OVER BIG
Mv chocolate covered marshmallow hearts went over big for Valentine's Day and now want to get started on Easter eggs. J.W.S., Washington
WRITE FOR FREE FACTS on complete home instructions. Candy & Cake, Dept. D-401, Fallbrook, Calif.
EARNS COMFORTABLE LIVING
. . . Candy & Cake offers a comfortable living and never a dull moment . . . takes only a few pennies to start . . . M.K.T., N. Dakota
MRS. B SOLD 27 CAKES . . . EVERYBODY IS PLEASED
. . . the word got around and I'm now started making 3, 4 and 5-tier cakes. I've sold 27 cakes on order — more every day. Thanks for your wonderful help . . . Mrs C. B., Mobile, Alabama
NO AGE OR EDUCATIONAL LIMITS
NOW FREE
FREE! 3 month sample subscription to "Fun and Profit Hobbies" magazine for Cake Decorators and Candymakers.
FREE... SEND COUPON AIRMAIL TODAY
Candy & Cake Craft, Dept. D-401, Fallbrook, Calif
Please send free facts plus free 3-month sample subscription to "Fun and Profit Hobbies" magazine for Cake Decorators and Candymakers.
Name.....
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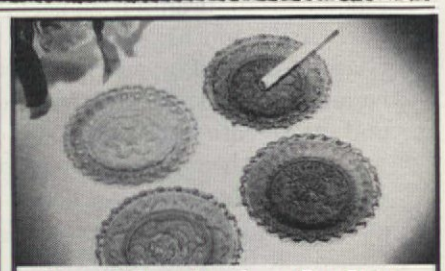
Town.....Zone.....State.....

Poll Parrot Planter
$2.98
Plus 35¢ Shipping
"Polly wants a plant" . . . to pretty up your sun room, rec room, or bath. She's made of glazed pottery in brilliant natural color tones of red, green, and yellow. Fill her with glossy greens and she'll swing happily on her bright brass hoop. Parrot is 14½″ long. Hoop 9¼″ . . . $2.98 plus 35c shipping.
Write for FREE Gift Catalog
Helen Gallagher
Dept. 410-413 Fulton St., Peoria, Illinois


Imperial Glass Americana Cup Plates
Back in the good old days these were considered a nicety on every well-set table—they held the cup *after* tea or coffee was poured into the saucer to cool! Beautifully pressed in amber, amethyst, ice blue and light green. For ashtrays, coasters, teabag plates. **8302-6,** Plates, **1** set of 4, **$3** ppd.
Write For Free Gift Catalog!
Free Catalog
Miles Kimball
223 Bond St., Oshkosh, Wis.

BIG SEARCH FOR LINCOLN PENNIES

WE'LL PAY YOU $89 FOR ONLY 59 LINCOLN PENNIES
Yes, this Lincoln Penny Album is worth $89 when properly completed. Fill the 59 spaces with the specified pennies (dates and markings shown in album). Some are easy to find, others harder to come by, but ALL ARE AVAILABLE! An exciting gift for a youngster, a wonderful project the whole family will enjoy! No time limit.
$1.00 ppd.
BRECK'S OF BOSTON 4496 BRECK BLDG. BOSTON 10, MASS.

PERSONALIZED PHOTO CHRISTMAS CARDS
25 for only $1
Black and White: from a negative Complete with envelopes (Add 35c for postage and handling) Additional cards 5c each.
actual size 4¼" x 5½"
Simply send your order with a negative. (Send photo and 50¢ if negative is not available).
FREE BLACK & WHITE SAMPLE*
Send negative, returned with double weight deluxe sample and new 1962 designs.
*One sample per customer
No Free Sample after November 25th.
FULL COLOR PHOTO CARDS 25 for only $4.75
Complete with envelopes and folders (Add 35¢ for postage and handling)
SEE COLOR SAMPLE! Send color negative or slide and 20¢, full color sample returned with new 1962 designs.
NO OBLIGATION: SATISFACTION GUARANTEED!
PHILIPS FOTO CO. DEPT. X17 IRVINGTON, NEW YORK

PERSONALIZED GIFTS
Personalized Toothbrush HOLDER
Keep toothbrushes handy in this 5-slot cabinet. Sanitary & tidy. No mix-ups! Mom, Dad & children find brushes quickly. Door opens when brush is taken out; shuts when replaced. with names: $1.59

BATHROOM WALL ASHTRAY

At last—a wall ashtray for bathroom or kitchen. Simulated white tile with adhesive backing; adheres securely to any wall! Eliminates ashes in basin, on floor. With name: $1.69
CROWN CRAFT
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NS FOR YOU/WE'VE GOT NEWS FOR YOU/WE'VE GOT NEWS FOR YOU/WE'VE GOT NEWS FOR YO

NO CRACKED CUPS: Tableware that will be guaranteed against breakage for two years is scheduled to brighten your life within the next few months. Developed by Corning Glass Works of a special Pyroceram glass ceramic formula, we hear that the plates, cups, and saucers are lightweight and delicate looking despite their tremendous strength. Cookserve accessory pieces will carry a lifetime guarantee against damage from heat or cold. Called the Centura collection, a total of fourteen items in white or attractive mix-match designs will be included in the service.

IN–HOME WARNING SYSTEM: Small electronic devices that can be plugged into electrical outlets in your own home to sound an alarm in the event of a national emergency or local disaster are being produced by Emerson Electric for the Office of Civilian Defense Mobilization. Still being evaluated, the way they would work is that should an emergency arise, the local power utility company would introduce a "tripping signal" into the power lines so that each plugged-in receiver on the line would emit a loud buzzing tone. Power consumption of each unit is negligible, according to Emerson's engineers, and the system has built-in safeguards against false tripping.

REMODELING MONEY: It may be easier to get a long-term $10,000 loan with FHA backing in the months ahead. Pressure has been put on legislators and FHA officials to straighten out the kinks in the FHA "203-K" remodeling loan program. Biggest snag has been the reluctance of bankers to loan long-term money at 6% interest. FHA made one feint at liberalizing the rates this past August, but the agency was blocked by Rep. Albert Rains (D. Ala.) who heads the powerful House Banking Subcommittee on Housing. Despite this, the future looks bright for relaxed terms, which means more money available for remodeling, although at slightly higher rates.

TOYING WITH PRICES: The toy industry had been accused of not playing the game according to the rules when it comes to advertising the prices of many toys. That doll shown at $24.95, and wearing a price tag to that effect, just isn't going at that price anywhere. Maybe she is, and maybe she isn't a good buy at $14.95—or $9.95. To clear the air of charges of deceptive pricing, some manufacturers will abandon the use of list, preticketed, or stated prices in toy advertising and selling, and will use instead such expressions as "Sells for under (amount) dollars." The Better Business Bureau is not completely satisfied with this since it says that ". . . if a toy advertised as 'selling for less than $15' widely sells at prices *substantially* less than $15 in the trade area in which the advertising occurs, such pricing representation has the tendency and capacity to mislead and deceive. . . ."

NEW FOODS TO BUY AND TRY: Instant cheese can now go on your grocery list. New improved powdered versions of cheddar and blue cheeses don't require refrigeration, so you can stock up and keep them on your staple shelf. Use them for au gratin potatoes, Welsh rarebit, soup and vegetable garnishes, macaroni, chip dips, or anything that needs a cheesy flavor.

Another "instant" emerging from the laboratory stage—instant Lima-bean powder. Predictions are that it will be popular as a base for bean soups, bean dips, refried beans. Time-pressed housewives who rely on long-cooking dried Lima beans to round out their menus will welcome this quickie.

ELECTRIC COLD! Thermoelectric that is . . . has been officially announced for home use by three manufacturers. We first reported on this refrigeration method in April—and if you recall, these refrigerators chill by electricity and have no moving parts. The one announced by Norge provides two cubic feet capacity, and is about $500. Approximately one-third the size of a 12-foot conventional refrigerator, it has space for a weekend supply of food, and has shelf space in the door for bottles. The ice cube storage compartment is similar to a regular refrigerator's. Here's a perfect second refrigerator in the home, for the family room, den, guest room, even the kitchen. It is covered with walnut-grained vinyl and blends with furniture styling. The two other companies have portable models. One is produced by Wright Mfg., division of Midland-Ross. It goes anywhere, and operates on AC/DC or batteries with its own recharging Power Pak. (Portable is $124.95—Power Pak, $39.95.) They also have a console type for $189.95. The other portable is by RCA Whirlpool and retails for $150.

HOME FINDING HELP: Being transferred to a new city soon by your company? Moving a long distance to start a new job? Finding the home you want in your new location may be a lot simpler than you imagined. A six-year-old firm, Homerica, Inc., specializes in finding the right house in the right suburb in any of approximately 250 major metropolitan areas in the U.S. Best news of all—there's no charge to you. Their fee is collected from the real estate brokerage houses that co-operate with Homerica, and it is a small portion of the normal commission charged to the seller. Homerica spends considerable effort finding out your needs: what price range, style of house, near schools or not, how far a commute do you want to make, and so on. If you're interested, contact Homerica, Inc., 52 Vanderbilt Ave., New York 17, New York.

A NEW WORD—DURANEL! It's the name for a brand new development from Alcoa—a bond of aluminum and stainless steel. It will be used for cooking utensils and is reputed to provide an easy-to-clean cooking surface with stainless steel on the inside, and better heat conductivity with aluminum on the outside. Although it is now in the development stages, plans are being made rapidly by many manufacturers to market it early in 1963. One or two manufacturers even plan to introduce a few pieces this year. It will cost substantially more than stainless or premium aluminum, but it joins the greatest advantages of these two metals.

HOW CLEAN IS YOUR OVEN? If you're shirking the chore of cleaning it because you hate to get into rubber gloves and sunglasses, kneel down on old newspaper, and put in over 90 minutes on the job, you'll like a new oven cleaner called Lov-it manufactured by Owen Paul, Inc., 7181 E. Davison, Detroit 12, Mich. It is so bland you can get to work barehanded; it's not poisonous, does not burn (it even will extinguish fire), and will not harm tile, or any other material. Best yet, it does a great job of oven cleaning in less than ten minutes. It comes in an aerosol can, and if you can't find it in your store yet, you can order it direct from the manufacturer for $1.29.

ADD-ON HOTRAY: We think the Salton Manufacturing Co. has come up with a wonderful idea with their new Interloc Hotray. Your first purchase can be a 9″ square heating surface with clip-on walnut handles and electric cord. One handle can be removed and you may add to it, up to three more similar-sized Hotray units, to extend its length, as well as a nonheating cheese board and carving board. These may each be purchased separately. They can then be used in any combination you wish, according to your party needs. The wiring is interconnected, so that when grouped together, one electric cord controls the complete line-up of units.

Printed in U.S.A.

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Comfortable simplicity: one of the many moods of this new vinyl floor—Montina Corlon

Here's a floor that will spark imaginative decorating ideas for you, and make any room more livable and delightful. Montina Corlon has thousands of small vinyl chips—of different shapes and sizes—set at random in translucent vinyl. Each chip is veined with color, like pebbles washed by the sea. And the surface of Montina is gently textured. You can use this new sheet vinyl floor in any area—even in a downstairs playroom, directly on the concrete. For a free sample of Montina Corlon and a folder showing its decorator colorings, write Armstrong, 6210 Pine St., Lancaster, Pa. In Canada, Dept. 102-B, Box 919, Montreal, P.Q.

Montina Corlon is one of the famous Armstrong VINYL FLOORS

"Little Chief" make bathroom clean-up heap easier!

new small size

■ Meet Bathroom Size Comet, the newest member of the Comet Cleanser Tribe. He's small . . . made especially for use in your bathroom. Keep him in the medicine cabinet (he's only knee-high to a toothbrush). Or, leave him in view (he's handsome).

■ Look . . . he's so little, he sprinkles in hard-to-clean spots. What's more, he's Comet with Chlorinol, the famous stain-removing cleanser. Nothing works so well to leave all your porcelain surfaces, including the bathroom bowl, shiny-white and sanitary.

■ Little Bathroom Size Comet comes four cans to a bundle. You have a choice of attractive pink, gold or aqua wrappers (to match your bathroom decor). Pick up a pack today. You'll find convenient little Comets cut that big bathroom job of yours down to size.