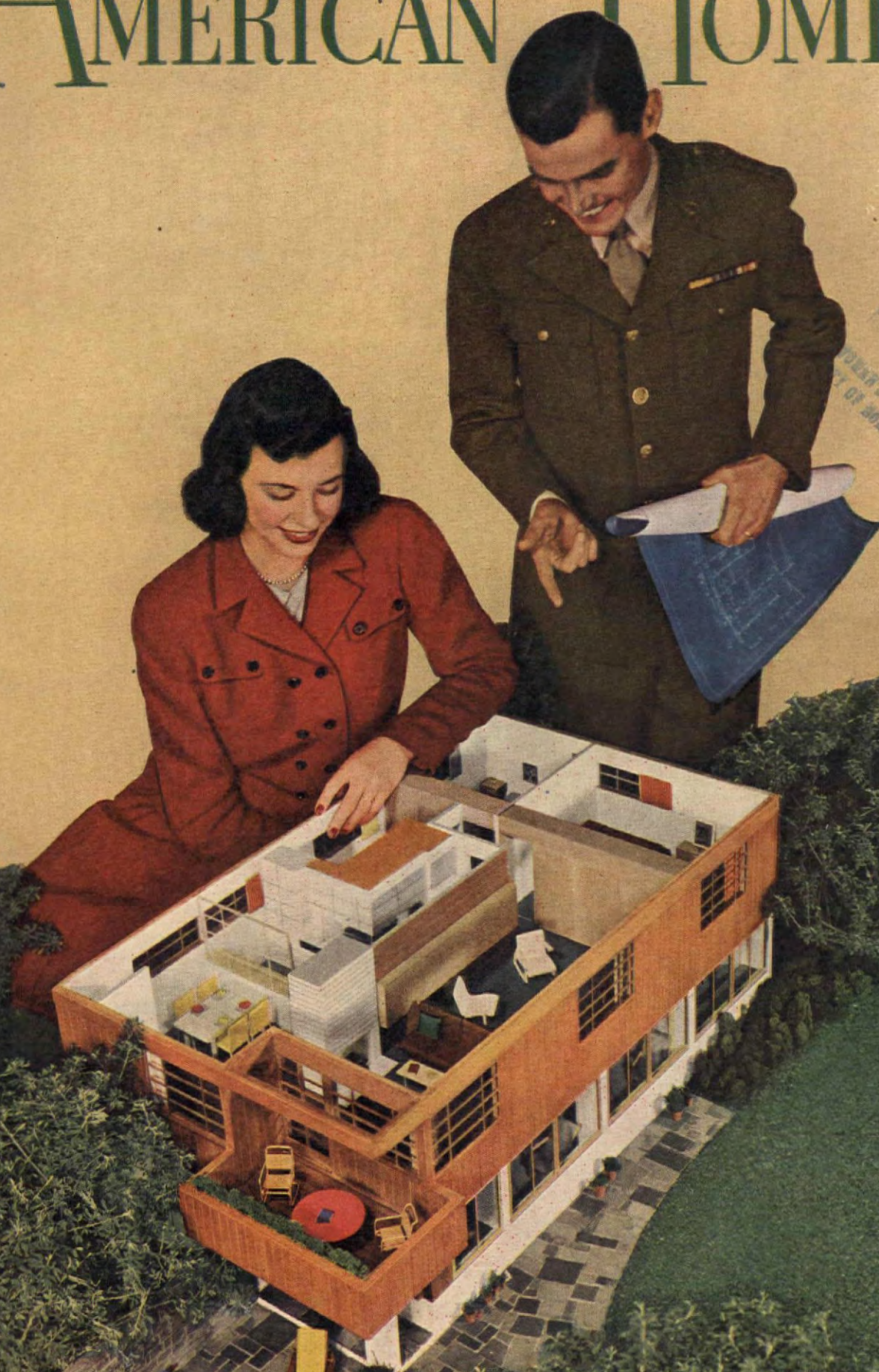


The **AMERICAN** *HOME*

March 1946

15¢
★



PROPERTY OF THE
LIBRARY OF THE
UNIVERSITY OF THE
STATE OF SOUTH CAROLINA

**SMALL HOUSES DON'T HAVE TO BE CUTE!
ARE YOU A PROBLEM PARENT?**



It used to be colorless, inefficient, uninspiring—just an ordinary kitchen. But look at it now! Ideas transformed it—clever, interesting ideas—ideas that are easy to carry out—ideas that may help you in replanning your own kitchen. The pictures tell the whole story.

Spin the shelves! Swing the table!

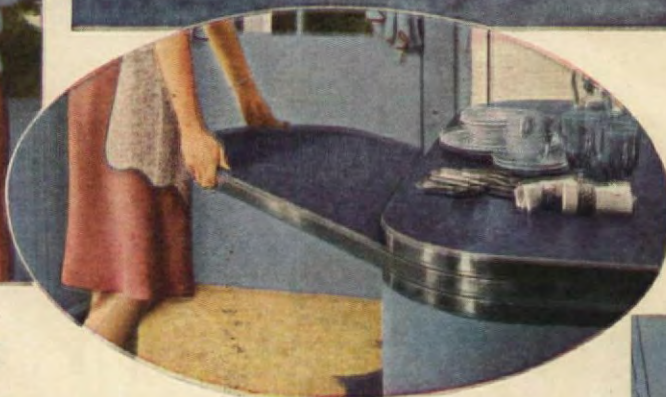
Now this kitchen is fresh, exciting, different. It's full of surprises—the revolving cupboard shelves, jackknife table, spiral chromium stools, the big mirror that makes the window seem double size. But the floor does most to give this kitchen its new personality. It's Armstrong's Linoleum, custom-styled in a design that sets the decorative scheme for the whole room. Just two shades of Armstrong's Marbelle (Styles 1908 and 1914), cut in semicircular scalloped swags and fitted together without waste. Pretty, practical and inexpensive, it's a floor that makes the whole kitchen look smartly different.



Spin the shelves. The interior of the roll-front cupboard revolves. No groping in hard-to-reach places. No unhandy stacking. Everything right at your fingertips. Every inch of storage space put to work.



Cleaning up is easy with this modern sink unit. Covered with Armstrong's Linoleum, it's so smooth and resilient to work on, so easy to keep clean. There's plenty of drawer space, plenty of light to work by.



Swing the table out and you have a convenient place for eating—extra work space when you need it. Swing the table back and it disappears into the cabinet. Yes, both table and cabinet are topped with colorful Armstrong's Linoleum.

Biggest work-saver is the Armstrong Floor finished off with a rounded cove base of Plain Midnight Blue Linoleum, Style No. 30. No cracks or crevices to catch the dirt, satin-smooth from wall to wall, wonderfully easy to keep clean.



Send for new book of ideas for remodeling your kitchen and every room in your house. "Album of Room Ideas" by Hazel Dell Brown, famous decorator, contains 32 pages of room interiors illustrated in full color, as well as many practical home decorating hints. Send 10¢ (outside of U.S.A., 40¢) to Armstrong Cork Company, Floor Division, 4603 Pine Street, Lancaster, Pa. List of furnishings and sketch of room plan for the kitchen shown above will be sent free; just write us.

ARMSTRONG'S LINOLEUM FLOORS

for every room  in the house

*REG. U.S. PAT. OFF.

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

*"People think I have
a maid, but—*

ALL I HAVE IS A SECRET!



**I let Tavern Products make light
work of my spring cleaning!"**



Floors are a cinch now with Tavern Non-Rub Wax. Easily applied on linoleum, wood, rubber or asphalt tile. Dries to lustre in 20 minutes. Wears longer—cleans easier—even resists water spots! **Tavern Non-Rub Floor Wax.**



Boy! What a beautiful finish! That baby grand looks as pretty as the day we bought it, thanks to Tavern Furniture Gloss. Gets grease and grime off all our furniture quick! Won't attract or hold daily dust. **Tavern Furniture Gloss.**



I wax everything—saves work! Tavern Buffing Waxes keep water spots and grime off floors, furniture, woodwork, window-sills. They clean as they polish. Try whichever you prefer—**Tavern Paste or Tavern Liquid Wax.**



I clean house the easy way! Tavern Rug Cleaner is a super-shampoo for rugs. Non-caustic, non-inflammable. And I get spotless windows with Tavern Window Cleaner. Works fast—leaves no streaks. **Tavern Rug Cleaner, Tavern Window Cleaner.**



Speeds up the clean-up! Finger-prints and smudges vanish with Tavern Paint Cleaner. Makes woodwork, porcelain and tile sparkle. Harmless to hands, clothes. Ready to use. **Tavern Paint Cleaner.**

Typical symbol
of hospitality—
Chequers Tavern,
Steving, England



P.S. You'll find there are a lot of other time-saving Tavern, Home Products, too. Try Tavern Lustre Cloth, Tavern Dry Cleaner, Tavern Paraseal Wax, Tavern Leather Preserver and Tavern Electric Motor Oil.



TAVERN HOME PRODUCTS



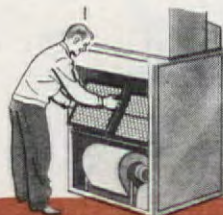
...in planning
that new home!

YOUR PRIZED FURNITURE won't dry out, will last longer—in fact, all of your home furnishings will last longer, look better—when you heat your home with a modern *forced-warm-air* system. Here are some of the reasons why:

With a forced-warm-air system, you can have controlled humidity with your heat. This has a direct bearing on comfort, too. Moreover, you'll find that your home stays cleaner—*much cleaner*—with this type of heat. That's because dust and dirt are removed from the warm, circulating air before it gets up into your living quarters. You'll be surprised at how much this can save in cleaning costs and redecorating expense.

So, make a note now to look into forced-warm-air heat before you buy, build or remodel your home. You'll find it has all of the features you could possibly want. Best of all, it's inexpensive to operate. *Consult your local builder, architect or heating contractor.*

DUST-STOP* AIR FILTERS are standard equipment in most modern forced-warm-air furnaces. Replacements cost little, are available in every community. Dust-Stops are a product of Owens-Corning Fiberglas Corporation, 1905 Nicholas Building, Toledo 1, Ohio.



DUSTSTOP

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

Air Filters

a FIBERGLAS product



CONTENTS

MARCH, 1946

Vol. XXXV, No. 4

Cover: Photograph by F. M. Demarest. See page 38

Special Monthly Features

| | |
|---|--------------------------|
| Patterns | 70 |
| Child Health—No. 3: Infectious Diseases | Morris Fishbein, M.D. 98 |
| Recipes | 110, 114 |

Children

| | |
|---|--------------------------|
| By Their Parents You Shall Know Them | Emily Seaber Parcher 31 |
| Are You a Parent Problem to Your Child's Music Teacher? | Ruth Teeple Reid 96 |
| Infectious Diseases | Morris Fishbein, M.D. 98 |

Decorating

| | |
|---|-----------------------------|
| What Won't They Think of Next? | 20 |
| Don't Fall for Clichés | Jean Austin 22 |
| The Facts About Television | James M. Wiley 28 |
| Joan Crawford at Home in New York | 42 |
| Color Goes to Work in a Community House | 44 |
| Apostle Spoons in America | Genevieve B. Wimsatt 50 |
| An American Home Abroad | Cpl. Lorin Thompson, Jr. 63 |
| Bathroom Beef | Marion Ewalt 68 |

Gardening

| | |
|---|------------------------|
| When Grades Are Difficult Build a Wall | 24 |
| Only a Quarter Acre—But Nearly All Garden | Virginia Hinton 26 |
| A Flower House for \$100 or Less | S. R. Winters 81 |
| Children's Cigar Box Gardens | E. L. D. Seymour 84 |
| Greens the Year Round | Richard H. Phillips 89 |

Arts and Crafts

| | |
|---------------------------------------|----|
| Beautiful Trays You Can Make Yourself | 70 |
|---------------------------------------|----|

Homes and Maintenance

| | |
|---------------------------------------|-------------------------|
| Small Houses Don't Have To Be Cute! | William J. Hennessey 32 |
| R. A. Hamilton Home | Roger Sturtevant 34 |
| Direct Approach to Simple Living | |
| Home of Walter Curt Behrendt | 36 |
| Flexible Modern Living on Two Levels! | William J. Hennessey 38 |
| House that Puts the Sun to Work! | 40 |
| Modern Background for Antiques! | Ruth W. Lee 41 |
| How To Paint Your House | Ben Braker 75 |
| Knob Protection | Gemma Hayes 94 |

Food, Parties, Housekeeping

| | |
|------------------------------------|------------------------|
| A Cake for Every Occasion | Julia Bliss Joyner 104 |
| Recipes | 110, 114 |
| When Cake "Hangs On" | 111 |
| Featuring Cereals | 113 |
| Shamrock, Spuds, and Irish Caprice | Evelyn Borst 116 |
| I'm a Housewife Again | Mabel-Ruth Jackson 119 |

Inspirational and Miscellaneous

| | |
|-----------------------------|---------------------|
| Dear American Home | 12 |
| A Fable | Jeannette Eyerly 17 |
| The American Way Is Our Way | Frances Lord 18 |

MRS. JEAN AUSTIN, Editor

| | |
|--|--|
| MARTON M. MAYER, Managing Editor | E. L. D. SEYMOUR, Horticultural Editor |
| WILLIAM J. HENNESSEY, Architectural and Building Research Editor | |
| MARY E. MONZE and JAMES M. WILEY, Decorating Editors | |
| JULIA BLISS JOYNER, Food and Nutrition Editor | VIRGINIA HERROD, Feature Editor |
| WILLIAM H. GROVE, Art Editor | VELMA LUND, Arts and Crafts Editor |
| GERTRUDE BRASSARD, Party Editor | RUTH W. LEE, Midwestern Correspondent |
| KAY CAMPBELL, ROGER STURTEVANT, Western Correspondents | |

THE AMERICAN HOME, March, 1946, Vol. XXXV, No. 4. Published monthly by The American Home Magazine Corporation, 444 Madison Ave., New York, N. Y. W. H. Eaton, President-Treasurer, Jean Austin, Vice-President-Secretary. Executive, Editorial and Advertising headquarters, 444 Madison Avenue, New York 22. Subscription Department, 55 Fifth Avenue, N. Y. 3. Copyright, 1946, by The American Home Magazine Corporation. All rights reserved. Title registered in U. S. Patent Office. Subscription price in United States and Canada, \$1.50 a year; two years, \$2.50; three years, \$3.00. Foreign postage, \$1.00 per year extra. Entered as second class matter December 31, 1935, at the post office at New York, N. Y., under act of Congress March 3, 1879.

"Tonight's the last-
thank goodness!"



"Come tomorrow—things'll be so-o-o different!

"For Jim's coming home! To be man of the house. To tend the furnace, wind the clock, put out the cat. Me—I'll be a clinging vine again!

"Everything's set to start off a real home life—from the steak in the icebox to the beautiful Cannon Percale Sheets in the linen closet.

"I planned it this way—all through my wartime 'making-do.' How I'd have smooth, soft, wonderful-sleeping Cannon Percale Sheets for every bed in the house. How Jim would stretch out to his full 6' 2" and purr, 'Baby, this is what I call solid comfort. Did I pick a smart gal for a wife!'

"All us smart young-marrieds have just been waiting to get hold of the sheets of our dreams—Cannon Percalés. If you, you lucky girl, are going to put up your Home-Sweet-Home sign too, take these tips:"



Treat yourself to Percalé's smoothness! Uh-huh, now *any* gal can afford blissful-soft, fine-woven Cannon Percalé Sheets for every bed in the house! Cannon Percalés let you have up-in-the-clouds luxury at down-to-earth prices!



Be oh-so-practical about wear! Cannon Percalé Sheets are *grand* for wear—ask anyone lucky enough to own 'em during wartime! Nice firm weave—nice strong selvages—with extra threads woven in at the edges, where most sheets give out first!



Give a thought to the laundry situation! That's where percale's lightweight pays off. Cannon Percalés save you important money at average pound laundry rates—and *so* easy on you if you decide to be your *own* laundress! Yet they're woven with 25% more threads than best-grade muslin sheets.



Cannon Percale Sheets

Look for the Cannon label! You could be a complete flutter-brain about sheets—and still go right by choosing those Cannon makes! Could be you'd also like to look at Cannon Muslin Sheets—well-made, long-wearing, a real *value*!

Cannon Blankets • Stockings • Towels ★ CANNON MILLS, INC., NEW YORK 13, N. Y.



The little things DO count

Attention to details is a basic secret of beauty and providing for concealed telephone wiring is one detail that can contribute effectively to the beauty of the home you are planning to build.

Don't let exposed telephone wiring mar the attractiveness of walls or woodwork. Telephone conduit, built into the walls of even the smaller homes, makes it possible to *conceal* the wiring and to provide convenient outlets for telephones.

The time is not far off when telephones will again be plentiful, so plan now for the telephone outlets you may some day need. Conduit to carry telephone wiring behind walls is inexpensive and easy to install during construction or remodeling.

Your Bell Telephone Company will be glad to help you plan your telephone facilities. Just call your Telephone Business Office.

BELL TELEPHONE SYSTEM



CONTRIBUTORS



• • • **FLORENCE MILLER**, youthful supervisor of the Children's Gardens for the New York Plant and Flower Guild, makes gardening, floriculture, and insect study interesting to city children. Daughter of Edward J. Miller, a well-known agriculturist, she follows in her father's footsteps in her vocational pursuit. Miss Miller is responsible for the interesting "Cigar Box Gardens" pictured on page 84.



• • • **EDWARD D. STONE**, designer of our March "cover house" model, is a thoroughbred modern, was associate architect for the Museum of Modern Art in New York City, is a constant national prize winner in modern domestic architecture. During the war he had charge of design and planning of air fields in the U. S. Now returned to civilian life, he has established offices in New York City. Associate architect **STANLEY C. REESE** was also engaged in air field planning these last years; earlier he was chief architect for Amazon Valley, is a small house specialist of long standing.



• • • **GENEVIEVE WIMSATT** is a writer thoroughly imbued in the spell of the Orient, is the author of eight works on China, lives in a Chinese-style house in Washington, D. C., and has a Chinese foster son. With that background she doesn't quite understand how she came to tangle with "Apostle Spoons," but you can tell "they just grew on her" when you read her enthusiastic article on page 50.



the most
surprising thing...

about
Tampax



TAMPAX holds many surprises for the woman accustomed to all the external rigging of belts, pins and pads during "those certain days" every month. Probably the most impressive discovery is the fact that you need not give up your daily shower if you use Tampax. For Tampax is *worn internally* and cannot interfere with your regular bath in either shower or tub.

But Tampax brings other benefits too. For instance, no odor can form and there is no chafing. When you wear tight-fitting slacks or a dress of sheer material, you can be absolutely sure no ridge-lines or edge-lines can show through, because with internal Tampax, *edges and ridges do not exist!* Millions of women have switched over to Tampax in recent years and are now enjoying new freedom from this embarrassment.

Invented by a doctor, Tampax is made of pure surgical cotton compressed in dainty insertion-applicators. No pins, belts, external pads. Easy disposal. At drug and notion counters. (Whole month's supply goes in your purse.) Tampax Incorporated, Palmer, Mass.

NO BELTS
NO PINS
NO PADS
NO ODOR

3 absorbencies { REGULAR
SUPER
JUNIOR

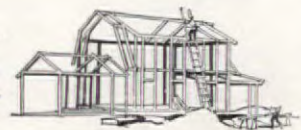


Accepted for Advertising by the
Journal of the American Medical Association



Your Home

wasn't "Easy Come"



...don't let it be "Easy Go"



You worked and saved . . . you
put your *heart* in a home of your own.
Use your *head* in protecting it.

Make it last with good paint. Entrust it to
the Dutch Boy. He'll guard it faithfully against
the storm . . . bring it safely through . . . just as he
has guarded America's homes for generations.

For the Dutch Boy's gleaming armor not only
stands *out* in beauty but stands *up* in service. It hugs
tight and long . . . keeps out the weather and keeps
homes young.

Remember . . . now as a'ways, Dutch Boy is
"Good Paint's Other Name." National Lead
Company, General Offices, 111 Broadway,
New York 6, N. Y.



DUTCH BOY

"RUG MAGIC" by OLSON

Wine
Red.→
60 Colors,
Patterns

How YOUR OLD RUGS, CLOTHING Save You up to 1/2

It's All So Easy! Write for *Catalog and Decorating Guide* that tells how your...

Materials are Picked Up at our expense at your door by Express or Freight and shipped to the Olson Factory, where...

By the Olson Re-Weaving Process we sterilize, shred, sort and merge materials of all kinds—reclaim the valuable wools, etc., then bleach, steam, picker, card, comb, spin, re-dye and weave into lovely, colorful, deep-textured...

New Broadloom Rugs... that will be woven reversible for double wear and luxury in sizes up to 16 feet without seams, any length, in:

| | |
|--------------|------------------|
| Solid Colors | Early American |
| Tone on Tone | Florals, Ovals |
| Tweed Blends | Oriental Designs |

Factory-to-You Savings!

We guarantee to please, or pay for your materials. Over 2 million customers. We never employ agents or sell thru stores. Our 72nd year. Read praise from magazine and radio home decorating experts.

Chicago New York
San Francisco



Mail This
COUPON
or a 1¢
POSTCARD
TODAY!

FREE CATALOG
IN FULL COLOR

Page after Page of RUGS, Model Rooms
OLSON RUG CO., R-14, Chicago 41, Ill.
Please mail the Olson Catalog FREE to

NAME _____

ADDRESS _____

TOWN _____

STATE _____

"JUST IMAGINE!
I Sent in my Old
Rugs and Clothing
and Received the
loveliest New Rugs
I ever had. They're
Reversible, too."

One of
many lovely
Early American
Patterns

18th
Century
Floral in rich
colors, Reversible

CONTRIBUTORS



... VIRGINIA C. HINTON, whose garden is featured in the article on page 26, entitled "Only a Quarter Acre. But Nearly All Garden," looks forward with eagerness to new adventures in gardening as she resumes home life on the return of her husband who served overseas during the war with the American Red Cross. A great walking enthusiast, as who wouldn't be in the California sun, she has equally as much interest in taking courses—in almost any subject, she says, except mathematics.



... S. R. WINTERS calls himself the "most prolific magazine journalist in America," and indeed, his list of published articles and items is an imposing one for a free-lance writer. A native of North Carolina, he started out on his writing career as a printer's devil on a country weekly. "A Flower House for \$100 or Less," on page 81 displays his keen interest in gardening and in writing as well.



... EVELYN BORST takes not only pride but pleasure in planning parties, recreational activities, and takes time out from her family to plan good times for young boys' and girls' clubs of Milwaukee. An active member of the American Red Cross Motor Corps, and an assistant social advisor at the Milwaukee Vocational School, her spare moments are filled to the brim. Her "Shamrocks, Spuds, and Irish Caprice" on page 117 shows resourcefulness and clever planning.

ENJOY CITY
CONVENIENCES
in Suburban Homes
with a

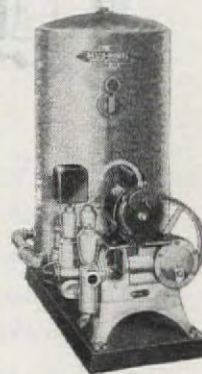
DELCO WATER SYSTEM



Delco Pumps can
be installed in basement,
garage or pump house.

No matter where you live—if electricity is available—you can enjoy all the benefits of running water pumped from your own water supply. Delco Water Systems provide plenty of water under pressure to faucets in kitchen, bathroom, basement—inside and outside the house.

A Delco Water System will supply you—automatically—with all the water you need for only a few cents a day.



Delco pumps and tanks are available in many sizes and capacities. There are pumps for deep or shallow wells. Ask your local Delco dealer for installation advice.

DELCO APPLIANCE DIVISION
GENERAL MOTORS CORPORATION
ROCHESTER 1, N. Y.

GENERAL MOTORS DELCO WATER SYSTEMS

ALSO MAKERS OF AUTOMATIC
DELCO-HEAT EQUIPMENT FOR OIL, COAL OR GAS

FOR YOUR LIBRARY

Free copies

TO NEW MEMBERS OF THE BOOK-OF-THE-MONTH CLUB

Andersen's Fairy Tales & Grimms' Fairy Tales

BEAUTIFULLY ILLUSTRATED WITH TWENTY FULL COLOR DRAWINGS AND
NUMEROUS PEN DRAWINGS PRINTED IN SEPIA

In Two Separate Volumes, Boxed • Retail Price \$5⁰⁰



Begin your subscription TO THE CLUB WITH ANY ONE OF THESE RECENT SELECTIONS



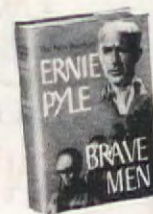
SINCLAIR LEWIS'
Latest Book
**CASS
TIMBERLANE**
A Novel of Husbands
and Wives
\$2.75



UP FRONT
BY BILL MAULDIN
and
**THE WORLD,
THE FLESH, and
FATHER SMITH**
BY BRUCE MARSHALL
(double selection)
Combined price to members
\$3.00



**THE WHITE
TOWER**
BY JAMES R. ULLMAN
Price to members
\$2.75



BRAVE MEN
BY ERNIE PYLE
\$3.00

TO JOIN THE BOOK-OF-THE-MONTH CLUB

SIGNING and mailing the coupon enrolls you. You pay no fixed sum as a member and obligate yourself for no fixed term. *You pay for each book as you receive it*, no more than the publisher's retail price, and frequently much less. (A small charge is added to cover postage and other mailing expenses.)

As a member you receive a careful pre-publication report about each book-of-the-month (and at the same time reports about all other important new books). If you want the book-of-the-month, you let

it come. If not, you specify some other book you want, or simply write, "Send me nothing." With every two books-of-the-month you buy, you receive, free, a valuable book-dividend. Last year the retail value of books given to Club members was over \$9,000,000.

Your only obligation as a member is to buy no fewer than four books-of-the-month in any twelve-month period, and you can cancel your subscription any time after doing so. (Prices are slightly higher in Canada.)

BOOK-OF-THE-MONTH CLUB
385 Madison Avenue, New York 17, N. Y.

A463

Please enroll me as a member. I am to receive free copies of ANDERSEN'S FAIRY TALES and GRIMMS' FAIRY TALES, and for every two books-of-the-month I purchase from the Club, I am to receive, free, the current book-dividend then being distributed. I agree to purchase at least four books-of-the-month from the Club each full year I am a member, and I may cancel my subscription any time after purchasing four such books from the Club.

Name..... Please Print Plainly

Address.....

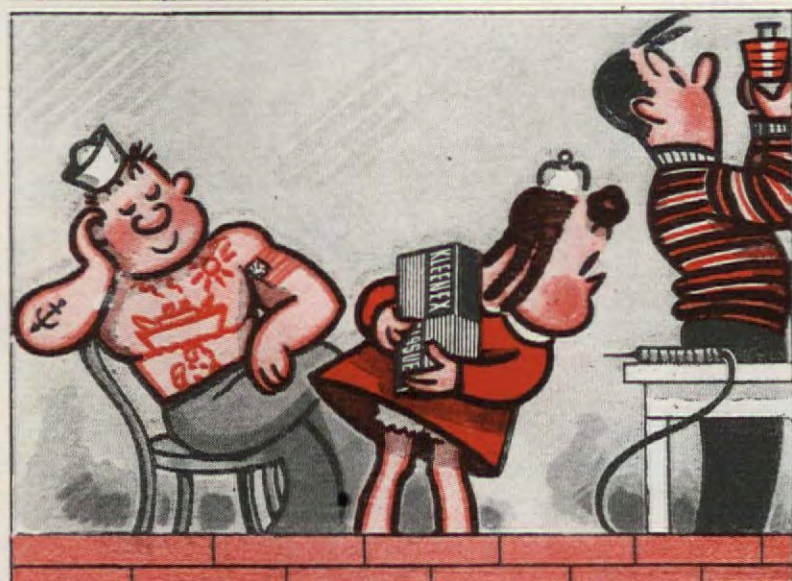
City..... Postal Zone No. (if any).....

State.....

Begin My Subscription With..... (choose one of the selections shown above)

Book prices are slightly higher in Canada, but the Club ships to Canadian members, without any extra charge for duty, through Book-of-the-Month Club (Canada), Ltd.

By Marge



CONTRIBUTORS



Alfred A. Monner

... FLORENCE HOLMES GERKE, who offers two of the solutions to landscape problems in "When Grades Are Difficult" on page 24, took her degree in landscape architecture, along with her husband, at Oregon State College. A weekly column for the garden section of the Oregon Journal, and teaching an extension course in Home Grounds Planning for the Oregon System of Higher Education, take many hours of her working time—her leisure time is spent in mountaineering when she is not involved in her own landscaping on a two acre place near Portland, Oregon.



... MABEL-RUTH JACKSON, who is the author of "I'm a Housewife Again But With a Difference!" (page 119), writes that her war work was different from anything she had done before, but was fascinating and gave her ego a great lift. Happy to be at home again in Arizona, she devotes her time to her home, her children, and activities of her home town little theater. She reads omnivorously.



... RUTH TEEPLE REID directs one of the large choirs of San Diego, California, has a career of music-teaching behind her, took her training at MacPhail in Minneapolis. One interesting job was teaching music to the deaf and blind at the State School in Washington, Idaho. A regular contributor to music magazines, she is qualified to write, "Parent Problem to Your Child's Music Teacher," page 97. Her book *This Music Teaching Business* will be published this fall.

LIN-X

Self-Polishing
WAX
IS ANTI-SLIP
Even when wet!



HERE'S the wax you've been waiting for, ladies... LIN-X Self-Polishing WAX—it's *anti-slip*, even when water is spilled on it—proved by Underwriters' Laboratories!



Only 59¢ PT. 98¢ QT.

LIN-X CREAM POLISH

POLISHES BONE DRY!

Cleans as it polishes. Lin-X Cream Polish restores beauty to fine furniture without tiresome rubbing. It's non-oily—resists finger marks—polishes to a hard, waxy, gleaming surface.



Only 69¢ PT.

America's Favorite Finish



LIN-X
CLEAR-GLOSS

For linoleum and all wool surfaces. Resists boiling water, sizzling grease, fruit juices, perfume, even alcohol. Easy to use. Easy to clean. "Just brush it on!"

Only 95¢ PT. \$1.70 QT.

GET THESE GREAT

Lin-X
HOME BRIGHTENERS
Today

MADE BY THE
MAKERS OF KEM-TONE



HE: Gee, skipper, you sure keep things shining Navy style!

SHE: *Aye, aye, sir! It's easy when your cleanser never leaves dirt-catching scratches.*

HE: Hey, wait a minute, honey—maybe the Navy didn't teach me *everything!* Dirt-catching *whats?*

SHE: Scratches, goofy, on my sink and tub! Scratches *hold on* to dirt—they make things dingy and awfully hard to clean.

HE: Sounds reasonable. But I

thought a cleanser had to be sort of coarse and scratchy to be any good.

SHE: No, *sir*, Bon Ami gets grease and dirt off quick as a wink, and it "*hasn't scratched yet!*" It polishes, too—leaves a lovely, satiny surface with no hiding-place for dirt.

HE: Well, as long as it leaves those pretty hands of yours so smooth and soft, you stick to it, kitten. *That's an order!*



Bon Ami



THE SPEEDY CLEANSER that
"*hasn't scratched yet!*"

Bon Ami Powder is a quick, easy-to-use cleanser for bathtubs, sinks, enamel stoves, refrigerators and general cleaning. Bon Ami Cake is a favorite for cleaning windows, mirrors, metal fixtures and painted woodwork. Costs little, lasts long.

LISTEN, WORLD! Hemo has a wonderful new "milk-chocolate" flavor!

An even better drink to bring you vitamins you need every day!



Everybody likes to taste good things!

Everybody likes to try new flavors!

So you—your friends—**EVERY BODY** should try HEMO with its new *milk-chocolate* flavor!

You'll love it—**COLD OR HOT!**

At the very first sip, you'll marvel that anything that tastes *that* good can be so good for you!

But, you can depend on it—every luscious, *milk-chocolate* sip of HEMO is loaded with vitamins—vitamins 3 out of 4 of us may not get enough of with our meals!

Full-pound jar of HEMO only 59¢ at grocery or drug stores.

JUST 2 GLASSES OF **HEMO** MADE WITH MILK SUPPLY A WHOLE DAY'S NEEDS OF ALL THESE VITAL VITAMINS AND MINERALS!

EACH GLASS OF **HEMO** GIVES YOU:

- The Vitamin A in 3 boiled eggs!
- PLUS
- The Vitamin B₁ in 4 slices of whole wheat bread!
- PLUS
- The Vitamin B₂ (G) in 4 servings of spinach!
- PLUS
- The Vitamin D in 3 servings of beef liver!
- PLUS
- The Niacin in 3 servings of carrots!
- PLUS
- The Iron in ½ pound of beef!
- PLUS
- The Calcium & Phosphorus in 2 servings of cauliflower and 1 serving of cooked green beans combined!

HEMO exceeds adult requirements!

| Minimum daily needs set by U. S. nutritionists | 2 servings of HEMO, made with milk, give |
|--|--|
| 4000 USP units | VITAMIN A 4900 USP units |
| 333 USP units | VITAMIN B ₁ 400 USP units |
| 2 milligrams | VITAMIN B ₂ 3 milligrams |
| 400 USP units (Not sol) | VITAMIN D 410 USP units |
| 10 milligrams | NIACIN 10.3 milligrams |
| 750 milligrams | IRON 15.7 milligrams |
| 750 milligrams | CALCIUM 950 milligrams |
| | PHOSPHORUS 750 milligrams |

Borden's Hemo

IF IT'S BORDEN'S, IT'S GOT TO BE GOOD!

TUNE IN: Ginny Simms Show — Friday Evenings — CBS

Dear American Home

"EVEN though the war is over, we in the service need occasional 'morale boosters.' Your magazine was that to me just now. Tonight when I returned to No. 711, my quarters, after working on amputees, and nerve-injured patients in the physical therapy ward here at England General Hospital, I felt as though I'd a right to waste this evening snoozing to get ready for a similar, strenuous schedule tomorrow. Right now I feel stimulated and rested. This change occurred when my roommate barged 'home' from a leave bringing along THE AMERICAN HOME magazine. We two have dreams for our future—a future as civilians; she's engaged, and I'm a bride.

"Paging through this September's issue of THE AMERICAN HOME, I read 'The First Day at School,' 'Making Cut Roses Last Longer,' 'What Won't They Do Next,' 'Ideas for You!' besides scanning the plans for homes, and the recipes. It made me feel so wide awake and excited—eager to be a civilian again.

"Liking changes certainly makes one unafraid of the future. Your magazine suggests so many changes and colorful ideas—just the kind to add reality to those dreams I've been hoarding for when I leave the army.

"My experiences of moving in the army have taught me the value of living with only the usable and comfortable things. Carrying over this power of discrimination in my home, I intend having simple, easily cleaned, comfortable furniture in order to keep a speedy but daily cleaning routine to eliminate the bustle of twice yearly housecleaning, which would be unpleasant reminders of hectic hustling for army inspections. This will help me keep my time budget which will be as important as my household budgets—time—time for happiness to appreciate and enjoy my husband's and children's company and whims—time to solve our problems together—time to live again.

"There are so many stimulating ideas in THE AMERICAN HOME—they make my plans so vivid and real."

... LT. JUNE M. LEE

ATLANTIC CITY, N. J.

"P.S. In my husband's letter, I've enclosed some of the articles I've just read; he'll be 'awakened' too!"

Thank you, Lt. June Lee, for the "morale booster" you have given us! It is always inspiring to get such a letter from a reader, to realize that

for the best thing in salads

... use

Heinz Vinegar



sparkling clear
delightfully aromatic
mellowed in wood
uniform in strength

... so full-flavored a little goes a long way

THE AMERICAN HOME, MARCH, 1946

BIG meals out of little leftovers? Certainly!

Chicken — fish — beef — what have you?

Team it with Del Monte Brand Peas — *stretcher de luxe!*
Their garden flavor goes with most any leftover you have.

YOU'LL WANT THESE LEFTOVER LIFTERS IN YOUR COOKBOOK!

Whatever's left over, it'll taste better and go farther with Del Monte *Early Garden* Peas! Here's springtime goodness that's just naturally friendly to other flavors!

You see, these are extra-special peas! Del Monte takes out all the peas too young for flavor, and the peas so old they have passed their flavor prime. Then packs the best of all the rest together — the sweeter flavor of the smaller peas blending with the richer flavor of the larger. Very good!

Odds and ends of beef? Grind, make beef croquettes as usual. Then roll in melted fat, bake till nicely brown. Arrange on platter with Del Monte Peas as illustrated below. Pass a cream sauce.

Last of Sunday's chicken? Cut in thin strips, place on salad of marinated celery, onions and Del Monte *Early Garden* Peas (left).

Cold fish to use up? Flake fish, add to cream sauce with mushrooms, diced pimiento. Bake, then serve with peas (above, right).

"Finishing up" that lamb roast? Bake meat, gravy, drained peas, fried minced onion in a pie pastry turnover.

Ham left over? Dice, cream with drained Del Monte Peas. Serve on split hot biscuits.

Buy and hold Victory Bonds

Remember! Del Monte puts

Flavor First

- ✓ In Growing
- ✓ In Picking
- ✓ In Packing
- ✓ In Testing



Del Monte

Early Garden
TRADE MARK

PEAS

"Wake-Up" your taste with V-8 vegetable juices



The distinctive taste-tingling flavor of chilled V-8* vegetable juices, so welcome at breakfast, so appetizing before or with any meal, takes on a delicious new and hearty goodness when you serve it piping hot. Just heat V-8 as it comes in the can. Serve in a thin cup with wafers or a sandwich and be ready with seconds for you're sure to hear "another cup please" every time you serve it. And whether you serve V-8 cold—or hot, there's a whole garden of fresh-vegetable nutrients in every delicious sip.

Ask for V-8 at your food store, fountain and restaurant



*V-8 is a trademark owned in the United States by Standard Brands Incorporated; in Canada by Standard Brands Limited.

our efforts have "made a mark!" We hope that your dream of a lovely home, children, and a normal, happy existence will come true for you in the not too distant future. Surely you and the girls like you who have worked so hard deserve the best the U.S. has to offer!

MAYBE the "Three Bears" have the solution to this problem. What with Papa-size, Mama-size, and Baby-size chairs, but at any rate, hark ye furniture designers! For two of our readers clamor for an audience to go on record as wanting and needing dimension-sized "sitting" pieces:

"Can't furniture manufacturers be inveigled into learning something more about the dimensions of the people who must sit in their products? For instance, I am accused (justly so, I'm afraid) of being equipped with a very generous sit-a-pon. In actual inches, a seat depth of 15" gives me a nice support and my legs extend far enough over the seat edge to prevent poor blood circulation from pressure under the knees. This latter is my doctor's pet peeve when patients complain about aching legs.

"While I'm on the short side, my boss is a good specimen of the opposite type—the kind better described as six-foot-tall-and-built-in-proportion. He really and truly relaxes when he sinks into his leather upholstered executive's chair whose dimensions I've investigated and found to be 24" wide, 18" in seat depth.

"And what about the children? It takes most of them at least 11 or 12 years to reach the five foot vicinity. Do those 23" and more seat depths of present sofas and chairs account for the wriggling and squirming that ends up in the form of a question-mark sprawled over the sofa? . . . Isn't there some manufacturer who might like to commercialize on Goldilocks' discovery?"

. . . JANE CONRAD

And the second plea:

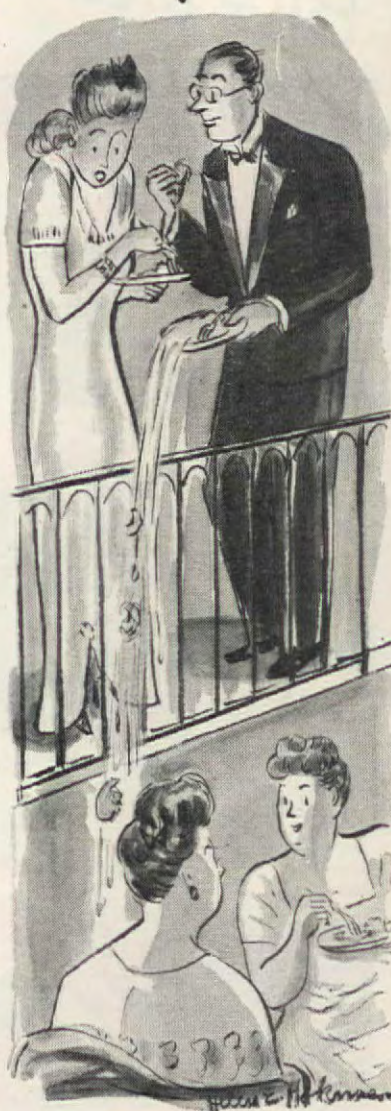
When, oh, when will the manufacturers consider the women with short legs, and there must be thousands of us between 5 ft. 2" and 4", or so many dresses and coats would not be made for the 'shorter woman.' If we sit back in one of these 'restful' chairs, our feet stick straight out, therefore we sit on the edge or near it, which is far from relaxing. And why aren't chairs fully upholstered made with 'posture' backs, instead of straight ones? This type of chair can be found in porch or terrace furniture—why not for the living room?"

. . . ELEANOR E. CARR



WE MUST NOT FORGET!
Give generously to the 1946
Red Cross Fund Campaign

On the spot?



look up "CLEANERS" in the Classified

There'll be a job here for a cleaner—and that man on the balcony had better start hunting for one.

The Classified section of the Telephone Directory is the place to look when in difficult spots. It includes helpful information about conveniently located dealers and authorized service men for many trade-marked products and services.



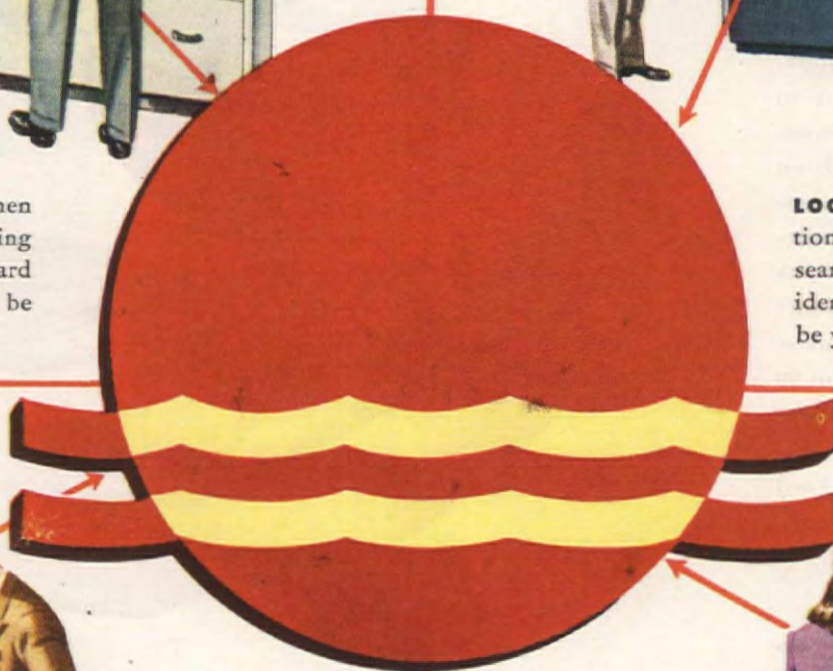
You pay no more for heating and plumbing that bears *This Mark of Merit!*



DECIDE you want the most efficient kitchen sinks and laundry trays, and your shopping tour will take you to American-Standard products. Yet your pocketbook will be glad to discover *you pay no more.*



LOOK for the finest in winter air conditioners and warm air furnaces, and your search will lead to the mark of merit that identifies American-Standard units. Let it be your guide to quality when you buy.



COMPARE all types of radiator heating equipment and you'll find none better than the units that bear the American-Standard mark. Back of them are millions spent in research, years of engineering, experience.

SELECT your bathroom fixtures for style and quality alone, and you're sure to choose those stamped with the American-Standard mark of merit. Yet this advanced design and workmanship cost you no more.



NO MATTER how modest your budget, you can have the finest heating equipment and plumbing fixtures for your home if you look for the American-Standard mark of merit. You'll find this mark on radiator heating equipment, winter air conditioners and warm air furnaces for any type of fuel. You'll find it on lavatories, bathtubs, water closets, kitchen sinks and laundry trays. It's your guide to products backed by millions of dollars in research and years of experience—products developed for the health and comfort of the nations' homes. Sold by Wholesale Distributors to your Heating and Plumbing Contractor. Easy time-payment plan if you are remodeling.

AMERICAN-Standard

HEATING  PLUMBING

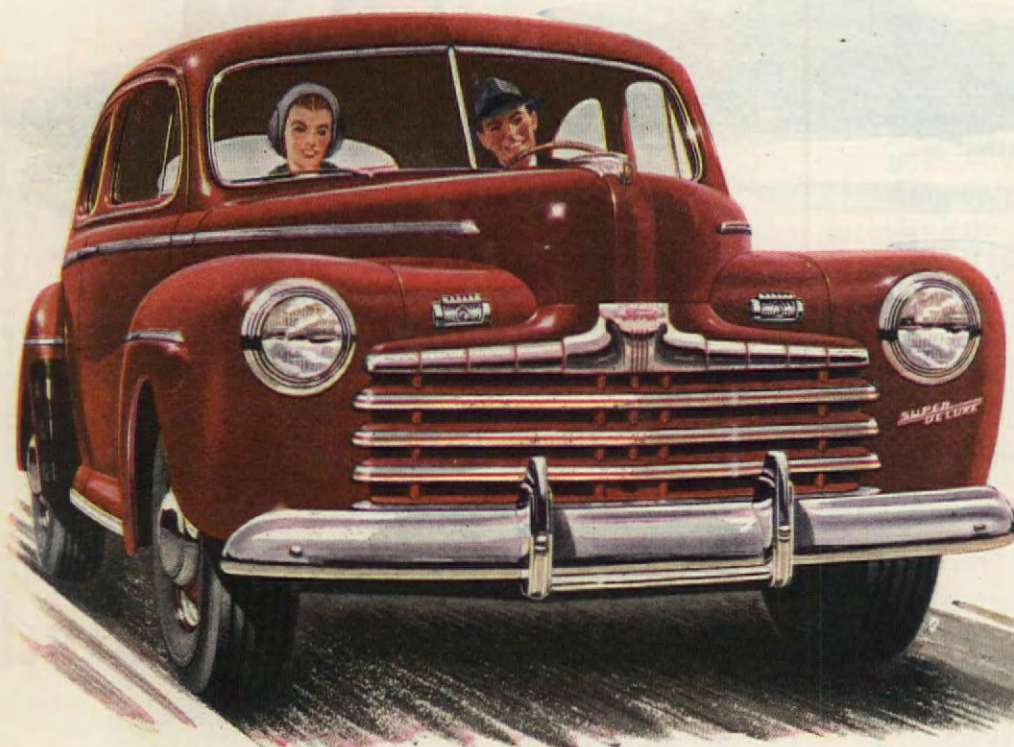
Serving the Nations' Health and Comfort

NEW HOME BOOK brings you the help you need in selecting heating equipment and plumbing fixtures that are right for your home. Illustrated in color. American Radiator & Standard Sanitary Corp., Dept. A63, Pittsburgh 30, Pa.

*Young looking...
with lots of "hustle"*

Any way you look at it—this new 1946 Ford has what it takes! New comfort. New economy. New beauty. And under the hood, new stepped-up power to match its eager, youthful look . . . Inside, you'll find the accent is on smartness. Colorful fabrics and trim in distinctive two-tone combinations. Seats that are wide and deep . . . For a smooth and level ride, this car has new multi-leaf springs—long and slow-acting. While extra-large hydraulic brakes of a new design assure you quick, soft stops . . . Two great engines to choose from: the V-8, now increased from 90 to 100 horsepower—the 90 horsepower Six . . . See this smartest, most powerful Ford car ever built—at your Ford dealer's today.

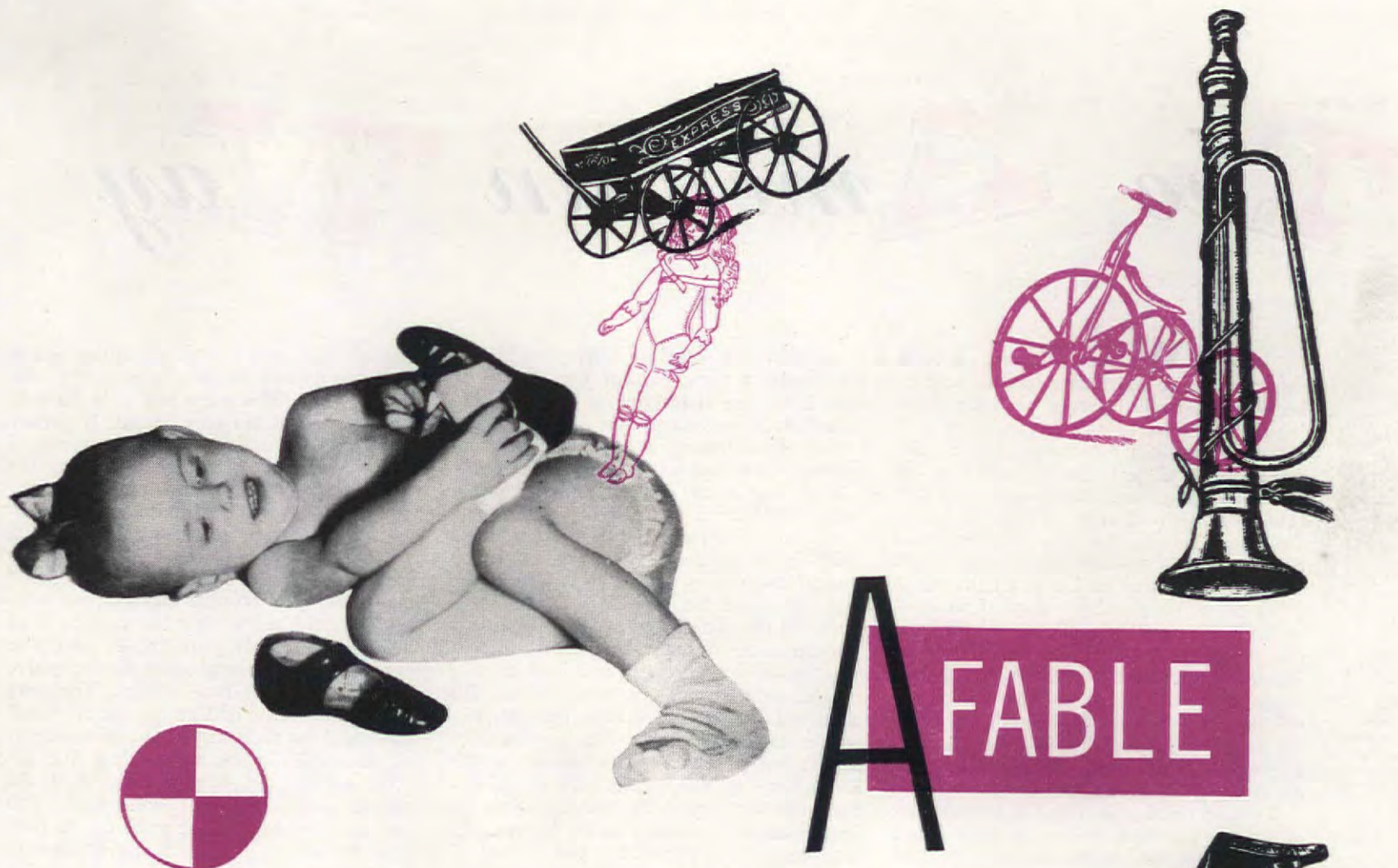
FORD MOTOR COMPANY



THERE'S A
Ford
IN YOUR FUTURE



TUNE IN . . . THE FORD SHOW . . . CBS, Tuesdays. 10-10:30 P.M., E.S.T. THE FORD SUNDAY EVENING HOUR . . . ABC, Sundays. 8-9 P.M., E.S.T.



WHEN the littlest Tinkham had been galoshed, mittened and kissed good-by and propelled through the front door, Mrs. Tinkham went to the kitchen and poured herself a warmed-over cup of coffee. She then went into the living room and sat down. As soon as she had her strength back she would investigate what Dickie termed "a little accident with the ink."

On this morning Mrs. Tinkham looked at her house not with her usual fond and loving eye, but coldly and dispassionately. Only the day before (why were Sundays so terrible?) her husband, usually a most mild and amiable man, had said, "Brick by brick and stone by stone and board by board, the kids are taking this house apart." This remark had been punctuated by a baseball crashing through the living-room window.

Mrs. Tinkham looked with distaste at the rumpled slip covers, the round, dark circle just above the hot air register where the little Tinkhams were in the habit of warming themselves when they came in from outdoors, the telltale marks of small fingers all along the bookcase ledge, the little allover pattern of spots on the carpet. Besides all this there was a good, stiff current of cold air whipping through the broken window.

Five years ago the house had been new, as spick-and-span as fresh paint and wallpaper and varnish and wax could make it. After the first few awful things had happened . . . the initial nick in the woodwork had hurt Mrs. Tinkham almost as much as if it had come out of her own skin . . . the signs of deterioration had been more gradual. Paint wore off from repeated scrubblings. Curtain rods pulled loose. Modeling clay was tracked into the rug on the playroom floor. Then Dickie had executed a fantastic mural with crayons on his bedroom walls, and Sweetie had picked a tiny piece of wallpaper from behind her crib, and then had not

stopped till she had denuded an area as far as she could reach.

Then Mrs. Tinkham put down her empty coffee cup and stared straight ahead, and Mrs. Tinkham had a vision. She saw herself and Mr. Tinkham in a beautiful, spotless and well-appointed home. There was a thick gold carpet on the floor. (Mrs. Tinkham loved yellow.) The slip covers had not been chosen for durability but to harmonize with the color scheme. The lamps had fragile bases and silken shades. The hardwood floors glistened and the table tops mirrored the delicate figurines and crystal set upon them. There were no baseball bats in the closets, no marbles rolling around underfoot, no boxes spilling out long-dead moths and butterflies. No grains of sand scrunched beneath your feet.

Then in her vision Mrs. Tinkham became aware of something else. There were no children present in the picture.

Mrs. Tinkham switched her head briskly from side to side and the vision vanished. She was back in her own living room. She felt contented, happy and warm (in spite of the draft) because she had made a very important discovery. She could ~~wait~~ wait for Mr. Tinkham to come home so she could tell him. She wanted to tell him that people have two kinds of homes; that they ~~must~~ have good, strong, durable homes for their children to grow up in, and that later on they can have the other kind unless there are a lot of grandchildren around. She wanted to tell him that when the time comes that the slip covers stay fresh for weeks at a time and the paint job lasts for years . . . well, by then, most people would give a thousand dollars to see the mark of tiny fingers, like fairy tracks, on the woodwork.

Mrs. Tinkham took her empty coffee cup, went to the kitchen. She poured some fresh milk in a bowl, got a clean rag and went off to investigate the "little accident with the ink bottle."

Jeannette Eyerly

Toys: The Bettmann Archive
Photographs: Mary B. Hopkins



The American Way

WE have lived on two continents, an island, and an archipelago. And it's been fun! Recently however, we began thinking that it might be nice to put down some roots while we still had one or two left. The question was where to put them. Where out of all the places we'd lived—and some had been honeys—would we rather have our home? There seemed to be one answer: in the United States, where for us the American way of life was the fullest way of life in all the world.

We might be guessing wrong. It wouldn't be the first time. This family has always been, and doubtless always will be, a push-over for far-off places. A boat weighing anchor, a train ready to leave, a plane warming up to take off—any one of these does something to us. That's an occupational disease, I suppose, born of long years of habit, and as occupational diseases go, it is quite a nice one to live with.

We know, of course, that the enchantment of distance can work in opposite ways. Never do the States look so desirable as from over the sea and far away; fond recollection can paint a brighter picture than any armchair traveller ever read about. By any chance was this same fond recollection working overtime on us? We wanted to be very certain that it wasn't. What then could we find in everyday living in the United States that we wouldn't find anywhere else in the world?

A less complicated life, for one thing. More freedom from the mechanics of living. Take, for instance, the way the American home has tempered climate so you needn't spend most of your time either trying to keep cool or to get warm. That's a full-time job in a lot of places. And while official air conditioning isn't yet a member of most American families, their average home is so planned and constructed that no matter what part of the country you live in, your way of living need not be overshadowed by the weather. We'd never realized

before how that could simplify your life. In the tropics a large part of our time went toward relaxing and trying to keep cool. In high altitudes our energy was spent on trying to keep from freezing and being actively uncomfortable in houses that intensified the chill.

There are other American home conveniences which once we took for granted and which now come under the chapter heading of small miracles; sparkling water that comes rushing from every faucet—not part of the time but all of the time. Water that smells clean and tastes clean and is clean. Water that you can reach out and use right now, without stopping to boil it, cool it, and filter it.

Milk comes under this heading, too. It's clean and pure, it has yellow cream on top, and it tastes something like heaven. You needn't boil it, make it with powder, or mix it from a can. You merely pick up an icy-cold milk bottle which has nothing interesting floating on top or lurking at the bottom, and pour out what you want. It's that simple!

Fresh fruits and vegetables with their variety and flavor and color and texture are another dividend. Lettuce and crisp salad vegetables have nary an amoeba in their midst, nor does the chemical aura of their twenty-minute soaking linger on. Being able to use milk and water and fruits and vegetables in their present form means hours saved in the kitchen and in supervision, and it means also an almost Sybaritic enjoyment of their flavors.

Perhaps the greatest difference between an American home and those abroad is that ours is geared to run on electricity or gas and is planned for step-saving convenience, while theirs is geared to servant power and therefore, it is reasoned, needs no further step saving. Suppose your cook suddenly goes out of your life. In an American home which you can run either with or without a maid you go to your emergency shelf, open a package of

something, fix some frosted vegetables, and in about twenty minutes you have a very nice dinner. A few dishes might pile up in the sink, but that's about the only hazard. It doesn't even make interesting reading compared to what would ensue in a typical home in the foreign field—anything can happen and does!

There, on hearing that you are for the moment in the market for a new cook, you walk out to the kitchen regions to see about the next meal. The servants trail along for moral support, ready to do what they can, but since they've been hired to do other work, none of them is able to cook your kind of food. You glance through the cupboards, finding you're out of this, there's none of that. You poke tentatively at some odd, rooty vegetables still surrounded by their native soil. You peer at a strange and startling mixture in a pan.

The gallery, including the first maid, the upstairs maid, and the laundress, imply with word and gesture that not much can be done about it. You then dispatch one of them to wrestle with the stove which starts sending out clouds of smoke, another to the market, the third to washing dishes as soon as there is any hot water. Meanwhile, as you start rolling up your sleeves, you send her on errands back and forth between the table, the sink, and the pantry, which in the Grand Central Station effect of the kitchen are located relatively at the Information booth, the ladies' waiting room, and the entrance to the lower concourse. You decide that from now on you'll withhold all comment about the food on your table. The wonder is that it ever gets there at all.

Buying food is done at the same efficiency level as preparing it. Marketing is a shrewd all-morning journey into a maze of food and smells and noises. Anything in a can is clean but a wild luxury; anything in a package is usually stale or has already taken on some flavors from its surroundings. Compared to

Drawing: Tom Funk
Engraving: The Bettmann Archive
Painting: Downtown Gallery
Building: Keystone View



is our way

Frances Lord

this, going to market in the States is absurdly simple, even a little pallid. Everyday grocery stores, while lacking in such strident pageantry, offer you instead a whole continent of fruits and vegetables to choose from, and a World's Fair display of almost every known food.

Time, as those things you buy in the market-place, has a different value. In the States whatever time you have left from running your home and doing family errands, belongs to you. You have earned it, you have things to do with it. On foreign jobs (in between domestic crises) you're apt to have too much of it at once. Leisure, instead of that evanescent and awfully attractive something that for years you've caught glimpses of around the corner, becomes an empty form that you don't know how to fill with the resources you have at hand, so you avoid it diligently.

After you've caught up on your relaxing and installed a second maid who won't fight with the cook and then replaced the cook, you consider different approaches. Morning bridge? Not if you want to keep your amateur standing. Study the language? Since you're not a quiz kid, that still leaves large spaces. There are but few books, some months-old magazines, no libraries. There are no meetings with old friends, few concerts, fewer plays. Local radio programs come over in machine-gun French or Spanish which leaves most Americans several conjugations behind. Programs shortwaved from London or the States are partially obscured by the crackling underbrush of static. There are parties, lots of them, and they fall into an amazing sameness of pattern with the same people, same food, same talk. Always a top subject and one that everyone enjoys is someone's next home leave and how soon, and who received mail, and what's new?

Then why, we asked ourselves, were we, too, living for those few weeks a year when we could have all fifty-two of them? Living in

the United States won't guarantee a full and interesting life, but there are a lot of resources there for building one that are available to everybody any time with no questions asked.

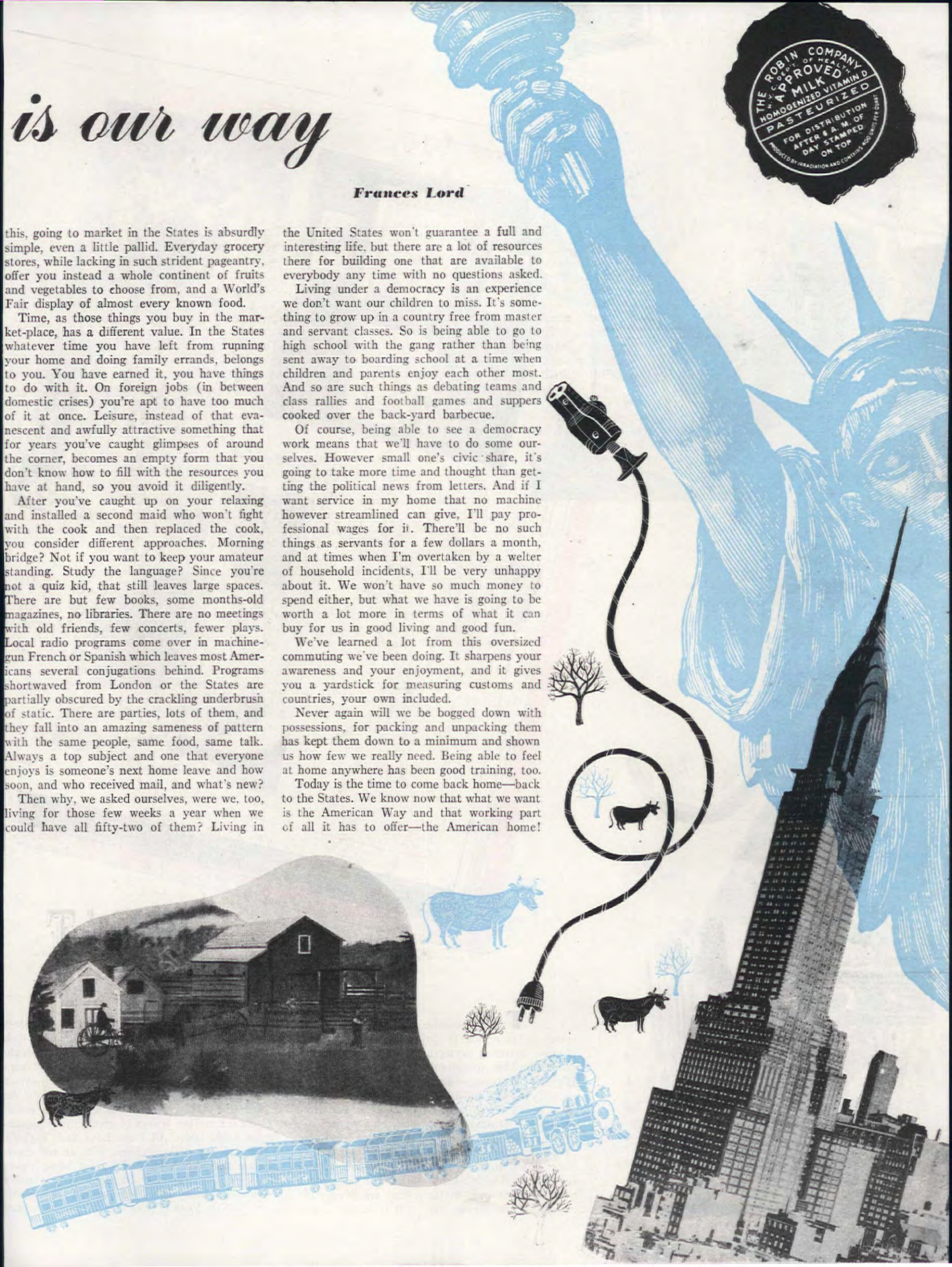
Living under a democracy is an experience we don't want our children to miss. It's something to grow up in a country free from master and servant classes. So is being able to go to high school with the gang rather than being sent away to boarding school at a time when children and parents enjoy each other most. And so are such things as debating teams and class rallies and football games and suppers cooked over the back-yard barbecue.

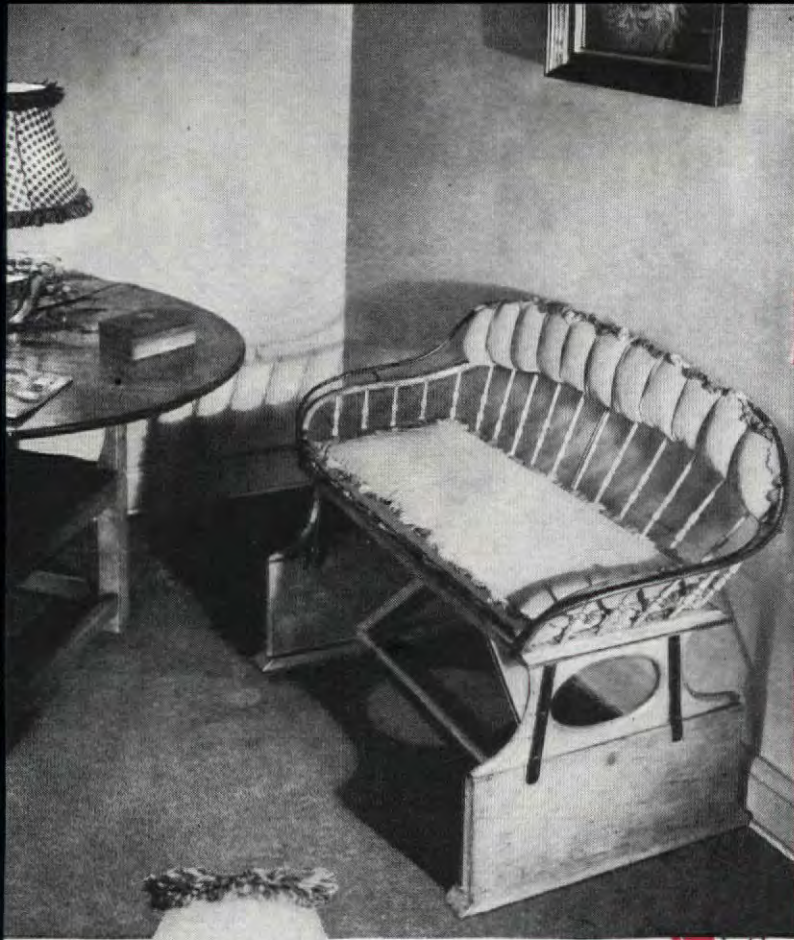
Of course, being able to see a democracy work means that we'll have to do some ourselves. However small one's civic share, it's going to take more time and thought than getting the political news from letters. And if I want service in my home that no machine however streamlined can give, I'll pay professional wages for it. There'll be no such things as servants for a few dollars a month, and at times when I'm overtaken by a welter of household incidents, I'll be very unhappy about it. We won't have so much money to spend either, but what we have is going to be worth a lot more in terms of what it can buy for us in good living and good fun.

We've learned a lot from this oversized commuting we've been doing. It sharpens your awareness and your enjoyment, and it gives you a yardstick for measuring customs and countries, your own included.

Never again will we be bogged down with possessions, for packing and unpacking them has kept them down to a minimum and shown us how few we really need. Being able to feel at home anywhere has been good training, too.

Today is the time to come back home—back to the States. We know now that what we want is the American Way and that working part of all it has to offer—the American home!





Photographs by F. M. Domarest,
Underwood & Underwood, Louise Dewey



WHAT

THIS is the time. The time, when right smack in the middle of spring house-cleaning you stumble across a decrepit family piece, a store-room stand-by, forgotten and absolutely useless. It's ash-can bound—until, presto, by a strange alchemy of will and inspiration, it's a clever contrivance! A bit to rouse the curious to ask, irrepressibly—"How did you every think of it?"

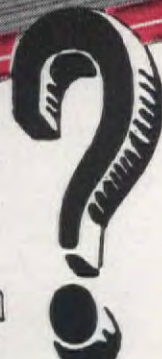
What could be a more comforting or handsome appointment for Dad's study or den than a leather boot, waxed to a beautiful old gloss, and attractively capped with a lamp-shade? The game room will claim its own in lampstand equipped with a polo set, the living room will have that much

more charm for its lamp with base of old brass weighing scales. And the guest room will look out on the world anew with a pair of saucy, high-button shoes, actually old wooden display dummies, topped with shades of ruffled white eyelet to complement a white oval powder mirror. An intriguing lighting piece is the antique inkstand, the inkwell trailing sprays of green ivy, an adventurous table lamp. All from Lord and Taylor's.

The hallway gathers charm with an old choir-director's lectern holding the guest book, clever bit from the home of Dr. and Mrs. Hartley Dewey of Beverly Hills. Marion Acheson's apartment in New York City invites its guests to hang



WON'T THEY THINK OF NEXT ?



their hats on a quaint old hall tree, painted white, handy for cane or umbrella, hat, coat, with even a drawer for hatpins, gloves. Harriet Nelson, wife of Ozzie Nelson, takes a school desk, touches it up for a handy telephone table. And a whole telephone corner holds sway in the Dewey home, with a schoolboy slate for messages, an old magazine rack for telephone directories. The Deweys are also responsible for the clever sleigh, filled with blooming flowers the year round and perched on the mountain edge before their house.

You might convert that brown wicker picnic basket into a gay pink sewing basket dotted with roses and homely maxims as has Mariean Weld.

Or you might dig up family documents like old baptismal certificates or perhaps valentines, frame them in a group as in Pat Smart's home.

Jack Smith, the radio artist, contributes an old coffee mill as a lampstand and his guest room is made merry with an old-fashioned parlor stove, found in an antique shop, painted white, and given a fresh outlook with several pots of ivy.

Lastly comes an old buggy seat, also a hallway accent—this, too, in the Jack Smith home—refinished, reupholstered, with just enough fringe to give it the bustling effect of the '90's.

They're not costly items, but they're dear in sentiment and charm, a challenge to the imagination!



LIVING, to be meaningful and rewarding, must be of its own time. Such is my honest conviction. You can put a confection of feathers and tulle on your head, twitch up the back of your skirt to suggest a bustle and look quite pretty indeed. But you will be amusingly make-believe as well as fetchingly pretty. You will never convince anyone, as you run to catch the bus, that you are a Gibson Girl come to life. Just so can you reconstruct the past in your home, but like those beautiful copies of a Rubens painting, it will always be a copy—not the genuine article. Now if you be of the type that insists no talent comparable to the old masters has sprung up in many centuries, or that new materials and inventive modern minds are inferior to the old architects, then your happiness will consist in attaining perfect, faithful reconstruction of the past. Good luck and God bless you, but this article is not written for you. Not because I believe modern has a corner on good taste or common sense, but because I believe that many, like myself, having pinned our faith on the good things that the simplicity and economics of modern design and fresh modern thinking *could* contribute to our living, sense many dangers threatening our dreams and ideals. This "postwar era" of which we have so long dreamed and for which we have so long saved our money, begins with many silly,



All that corners is not modern!

All sorts of wondrous things, from little packages of powdered apricots on up to packaged homes have been promised us. It is of the utmost importance that in our eagerness to buy, unthinking acceptance of clichés will not, as in the past, be made excuse for the second-rate. Unarguable sales figures have too often been thrown back at us as conclusive proof of "what the public wants" though we knew perfectly well those figures represented what the public "took." Spend thoughtlessly and hastily and you postpone for all of us good things we've a right to expect!



Beware of the "area" cliché

stupid things which threaten to delay our day of realization. It is of these that I would write.

We have spent much time these past years tearing away the tinsel overlays and affectations of Victorianism and all the other stuffy isms that preceded us. We replaced the overworked word "charm" with the newer, keener word "functional." We used the word "straightforward" a great deal but particularly have we revered the word "honest." But something seems to have

happened. Far too many modernists have a brand of affectation as silly, as inelastic and as dishonest as those they've spent so much time denouncing. Instead of a way of life, modernism threatens to become a cult, with all the clichés that cults usually gather unto themselves.

On every tongue is this word "modern." It may be just the old familiar colonial with a large window hacked out of its corner, but it is proffered as "modern." It apparently never has occurred to its builder or its owner that modern is a plan for living, not just a word, and that a house conceived and built as our forefathers built, *cannot* be modern—no corner window will ever make it modern. Or perhaps it is a group of unit furniture making a neat little block design around a fireplace. There are six unit chairs, ostensibly for six persons. But look again. It is *not* seating capacity for six—that is, unless you and your friends are in the habit of sitting with legs cosily entwined as per our drawing! And having looked again, think again. A "shut out" for four is hardly modern use of floor space! Beware of this word "modern," for it has become a cliché!

By all logic new methods and new materials

should bring us not only better things but *cheaper* things. During the war years, when the solid substance of our dreams went into War Bonds and planning was our chief escape, we looked upon exciting houses of glass, topped by private helicopter landing fields. These neat little packages, complete with swimming pool, we were told could be had, postwar, at fantastically low prices. We read volumes on the economies of prefabrication. There are, now that the war is over, delays, shortages and stoppages. Unavoidable, perhaps. And we have learned how to wait. But what does alarm me is this talk by the experts who should know, that we shall have 30 to 50 per cent less house for our money. Have we hoped and waited—only to get less? Is "cheap, good modern" then just another phrase?

In truth it is, as of this writing. It is a phrase

Don't Fall

Jean Austin



Neither Colonial,

that has been bandied about so often, we have come to think of "cheap, good modern" as something that actually exists. It does not. It is merely a cliché—"a trite phrase that has lost precise meaning through iteration." The few new houses going up are definitely not the things we have been led to believe we would have, but tiresome repetitions of all that went before—"iterations." And into that category goes "modern" decoration. For all our pink parlor talk, a limited budget still will not buy as livable, as esthetically satisfying furnishings as the same budget buys in traditional periods reproductions. Good modern design is not only scarce, but on careful examination invariably proves to be upper-bracket or custom-made, and those who have tried to buy modern furnishings on modest or even reasonably expensive price tags will corroborate my statement. It might well be that the new things are still in the offing, that the pent-up demand is so great there has been no time to bring forth new things that call for "re-tooling." But it could also be that this cry of having to fill immediate "consumer demand" is just another cliché and if in lieu of modern design, thinking, meth-



**Sheer idiocy—
horticulturally speaking!**

ods, the second-rate will again be flung at us as being "what the public wants." This must not happen. You can prevent its happening. Refuse to fall for clichés and it *will* not happen.

Let us examine some of the more prevalent clichés in our midst now and, in recognizing them for what they are, reject them. Shall we take,



There can be too much of anything!

definitely good. Too much fenestration in bedrooms, for instance. Too much light is not conducive to rest. Or in that architect's passion for the "open plan," we discover when we start living in our aquarium that he has left no solid wall areas so that desks and work areas must face glass walls. A kitchen needs, more than any other room in the house, the morning sun. It needs the best possible light. But when one must work directly into the light, with no alternative but glare or glass covered with fabric to prevent glare, then indeed glass walls have been misused and glass, as an exciting, beautiful modern building material is being used to trick us, not to enrich our living. Just so when glass is used in areas accessible only with an extension ladder. Just so when a builder sticks in a few squares of glass brick, where it has neither form nor function, but because he knows that you will fall for glass brick just as an older generation fell for glistening orchid toilet seats and "built-in" ironing boards—so built-in that nothing larger than a handkerchief could be ironed there!

Not brand-new, but still mighty enticing, is



Bow-windows are so cute!

for Clichés



Modern, or Southern Colonial—just bastards!

first, the unfortunately not-so-caricatured houses in our large center sketch. If you do not know *why* they are neither colonial, Southern colonial, modern or even good red herring, shame be upon you. You, the public, will be sold these little bastards (excuse, but it's perfectly correct vernacular for them) just so long as you accept architectural tags that are no longer architectural labels and are nothing but clichés—words that have long since lost their precise meaning.

We have gone "glass mad." Basically, I've always been "all out for glass." For years I've made myself unpopular asking people why they want peepholes all bound round with hard-to-paint, hard-to-clean, hard-to-see-out-of wooden frames. I remember the loud laughter with which a phrase in a certain decorating lecture was always received—the one where I'd ask if they kept their windows small because of the Indians or because of the exorbitant tax on glass. But I can see now that lecture will have to be revised and brought up to date, for a goldfish complex has overcome us. The pendulum has swung too far the other way. Now there can be too much of anything, even very good things—and glass is



School of "off-balance" decorating!

the so-called "bow window." That little appendage, rarely done in the right scale, costs extra. Even the maintenance of its roof will cost extra. "But it's so cute from inside." Well—what are you going to do with it? Did you build it for a lonely little table and a scatter rug? Expensive

"housing" for such un-useful objects, don't you think? A bay window in the dining room that is large enough for a breakfast table, or for intimate dining when the children are out; one in the living room for a desk, providing semi-privacy from living-room chatter and traffic—these will pay their way and are well worth their extra cost. What's more, these large bay windows are invariably handsome architectural features. But those nasty little ones seen so often—ugh! Put "bow windows" down as a cliché—they so often are just exactly that!

So many things there are to trip us up and distract us from our ideals so carefully cherished. We've been shown slick, streamlined modern jobs, with plants and flowers growing right out of the floor. I could be wrong—but dusting cacti is not my idea of being modern, nor is carrying out of the bedroom every night great armloads of nine-foot rubber plants. Though I must admit that one sees as many of them in vast corners. These you would not have to carry out. Lack of sun would lighten your labors—and how! Then there's a special brand of modern affectation I particularly loathe. I do not know whether to call it the "off-center school of thought" or the "anything but *anything* to be different" type. Pictures are carefully hung off-center or all bunched together in one spot, leaving acres of surface blank for our deep contemplation.

You don't have to have had a baby to design a house—but it sure helps! So many of the modern children's rooms have built-in bunks or beds—and on that subject I could write a book. I've made them and it's about as work-saving and as modern as dusting cacti! And surely none of the smart architects who do "family" houses have had children or they'd know darn well you can't make children respect "areas." They give them little "play areas" neatly arranged assuming, apparently, that children always play alone ignoring their fiendish passion for running electric trains in your "rest" area, in the kitchen, out to the front hall—I'll say its "area!" If one knows about children, the first thing one learns is that the only place they want to be is where *you* are. Well-defined areas are a wonderful idea—if only they'd work, or the table crumbs could read and would stay in their own "dining" area.

We are going to have a better life. We are too intelligent not to demand it and in demanding, get it. But so long as we fall for clichés, so long as we don't discriminate between the fine and the foolish, until we can look an affectation straight in the teeth and know it for what it is regardless of the label it bears, just so long will they make and sell us brushed-up iterations.



ALL sorts of odd grades in a garden can be gathered together and merged into a unified whole by means of a wall. It not only solves the topographical problem, but usually adds charm and focus to the garden picture as well. The examples shown here—three by Garrett Eckbo of San Francisco, and two by Florence Holmes Gerke of Portland, Oregon—demonstrate how expert landscape architects can combine usefulness, originality, and beauty in meeting all kinds of challenges.

The grounds of the Frazer M. Cole home are cut into a hillside, so retaining walls are needed to provide level areas about the house. The sturdy frame of redwood stakes driven around the striking bay tree (left) enabled it to survive the removal of the surrounding soil. Between the lawn and a flower garden just below it are gravel steps held by redwood timbers (below) which, at one side, form a box to hold a rhododendron. The John Floyd home (opposite) occupies the top of a knoll, and here low, broad redwood steps with creeping thyme in planted soil pockets form a sloping terrace carpeted with gray-green foliage along the entire length of the porch.

In the F. N. Youngman garden, Mrs. Gerke used a stone wall, partly screen partly retaining support, to solve an awkward problem in access, drainage, and appearance. The gate leads to the service area, the flight of steps to lawn and rose garden. She met the difficulties of a sloping street and sidewalk higher than the lawn of the H. L. Phillips home by means of a white brick wall. It destroys the former "hole-in-the-ground" feeling, affords welcome privacy, saves valuable garden space, and provides a neat background for low plantings to fit the seasons.

Philip Fein



When Grades are Difficult

BUILD A WALL

**Landscape Architects: Florence Holmes Gerke
and Garrett Eckbo—Data from Lou Richardson**

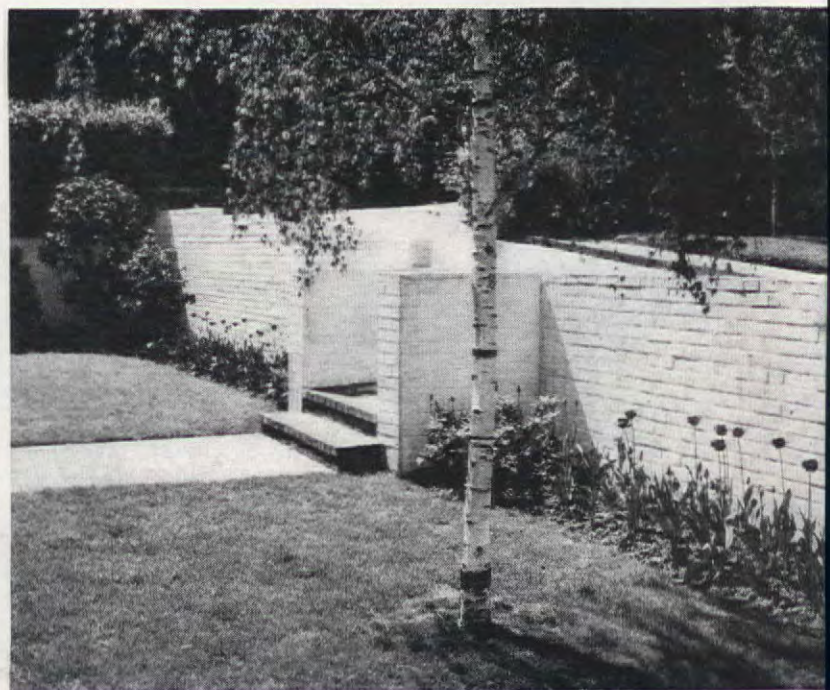
**High or low, rigid or curving, massive or delicate,
a wall can be adapted to every sort of environment**



A pillar box filled with prostrate evergreens marks the end of the thyme-upholstered steps and also separates them from the intimate table-and-chairs area at the end of the Floyds' porch



How disarmingly this composition of wall, steps, gate, and planting hides the problem of grades it solved!



Steps lead through the wall and into the garden; from within, the wall gives security and privacy

Alfred A. Monner

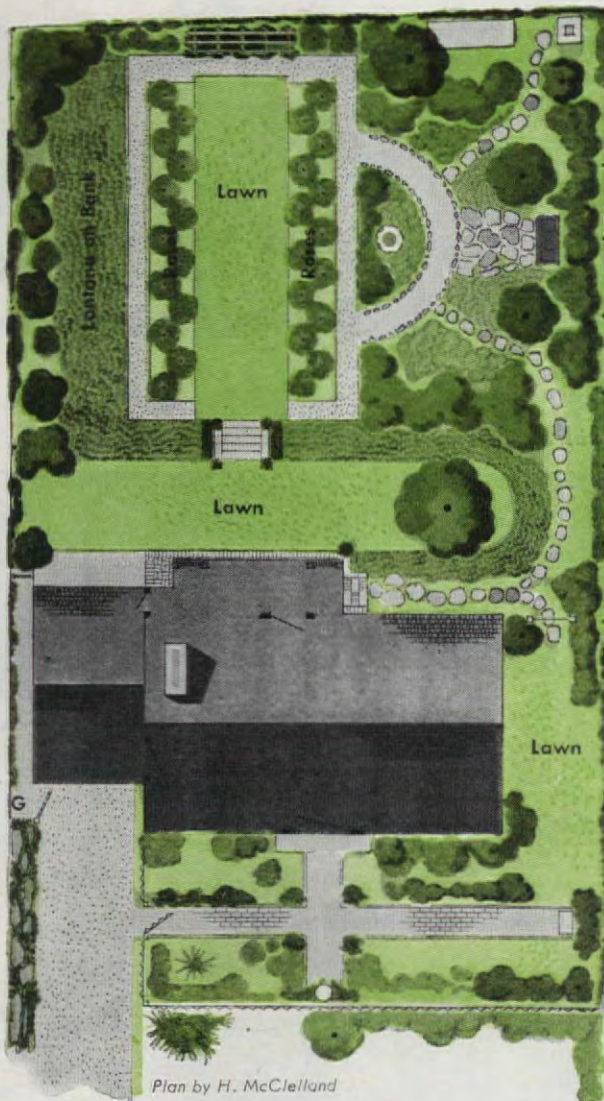
ONLY A QUARTER ACRE... BUT

Nearly All Garden

Virginia Hinton

Clever garden treatment in front and rear (facing page) makes this little house part of its Pasadena, Calif., site

Photographs by Maynard L. Parker



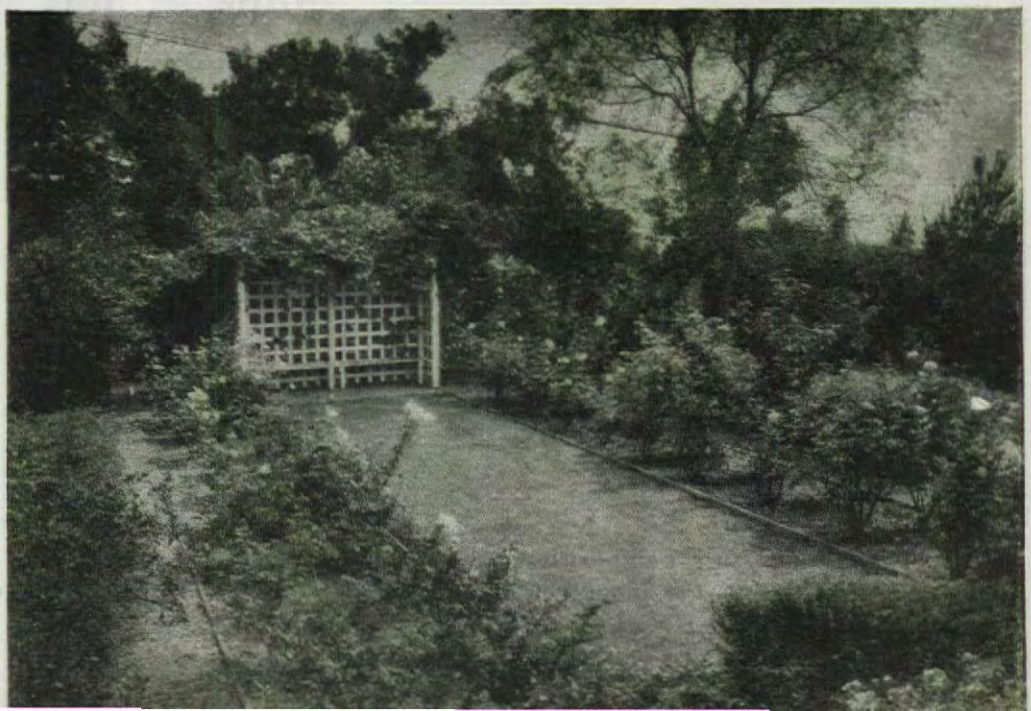
Plan by H. McClelland

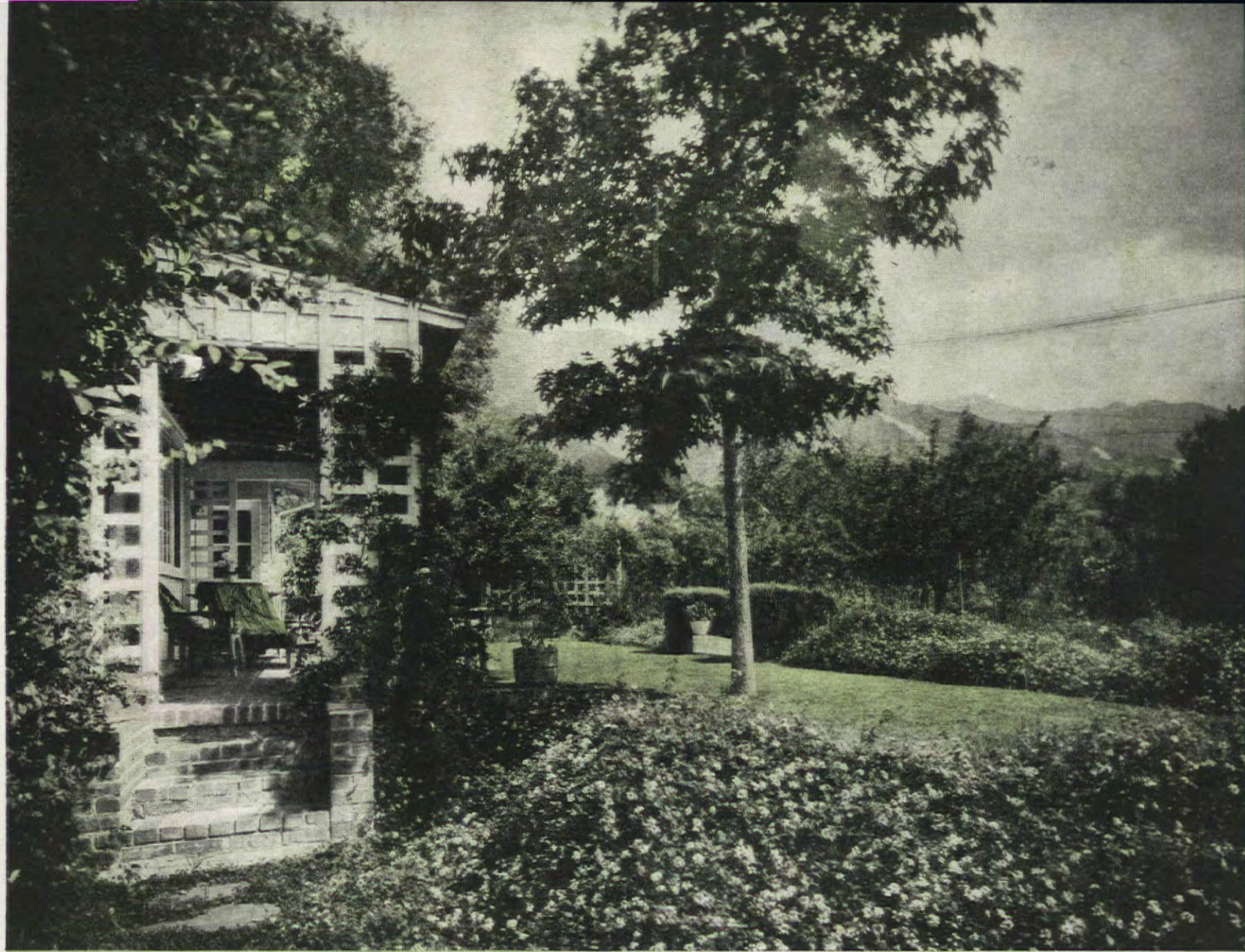
No waste space here—all of it serves a purpose and presents a lovely picture or frames a view

WHEN we built our home, after a number of years of apartment dwelling, there was one must. There must be—not just a garden, but gardens. Gardens both in front of and at the back of the house. Although ours was a lot of only average size, approximately 60 by 100 feet, by working out and then carrying out a definite landscape plan for the entire area, we have achieved our hearts' desire—a home set in gardens. Furthermore, most of the actual construction work and planting we did ourselves.

To start with, the house was gray shingle and stucco with a hint of Cape Cod ancestry. That traditional touch was the inspiration for building a low, white picket fence, enclosing a space of about 18 by 44 feet, around the front of the house. This little garden, of which a corner is shown above, is divided into four flower beds by brick walks. It is entered from the driveway and at the other end of the long axis a bench beneath a white oleander strikes a homey, welcoming note. At the end of the cross walk, facing the front door, a low stone bird bath, with its frequent and numerous visitors provides a center of animation. A feeling of privacy has been achieved by planting white and pink oleanders with cotoneasters along the fence. Incidentally, cotoneasters, with their small white flowers in early summer and their bright scarlet berries in winter, are definitely a year-round asset and, of course, they are hardy, too.

We divided the rear into two gardens and the fact that the lot had a slope of five or six feet proved an advantage rather than the calamity it



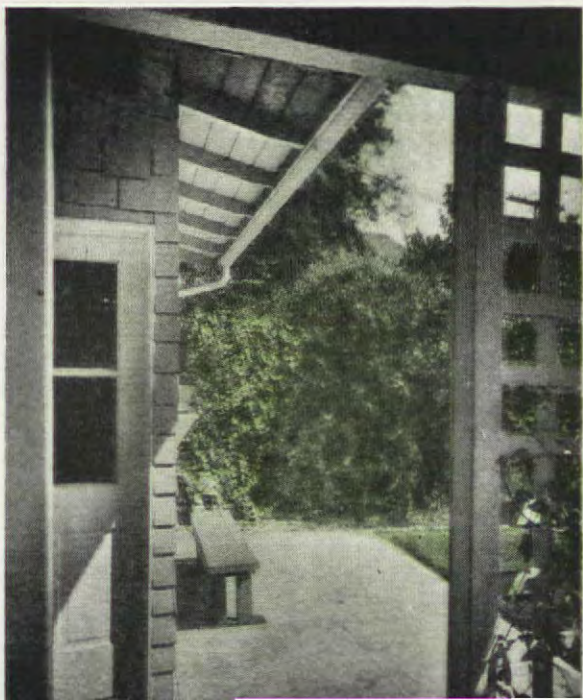


had seemed at first. Making use of it, we built up a grass terrace extending out from the porch and from which brick steps lead to a broad turf panel flanked by rose beds on the lower level. Both the living porch and a large bay window in the living room overlook this garden, which is in bloom from April to December. The bank which borders it on two sides and curves around to flank a flagged path is covered with trailing lantana; it is a mass of lavender bloom the year around. Most people with small grounds fear to attempt a formal development, but we feel that the rose beds and grass panel (which terminates in a rose-covered arbor) is a simple enough treatment to belong to a home of cottage type, while giving a feeling of depth and spaciousness

that is restful as well as satisfying. Moreover, it is very easy to keep up.

The focal point of the other area is the garden shrine to St. Theresa, "The Little Flower." Built of 8 x 10" redwood beams with the niche painted dull orange, it is flanked by camellias and guarded by two orange trees. We have no service yard. A garbage container (G on plan) is sunk in the cement walk beside the garage and near the kitchen door. The laundry is in the garage, and a 10 x 14' concreted area behind it serves as a drying yard, the clothes line being taken down when not in use. Away over in the far corner of the yard, hidden from the house, terrace and garden by shrubbery and from the neighbors by the vine-covered fence, are an incinerator and a cold frame.

Three details: drying area behind garage, garden shrine feature of one rear garden, and unobstrusive rear entrance



“How much will it cost?”

“What will the sets look like?”

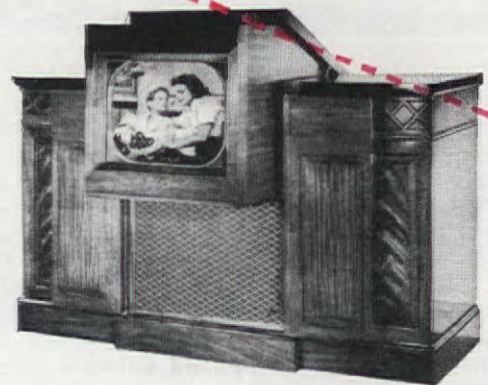
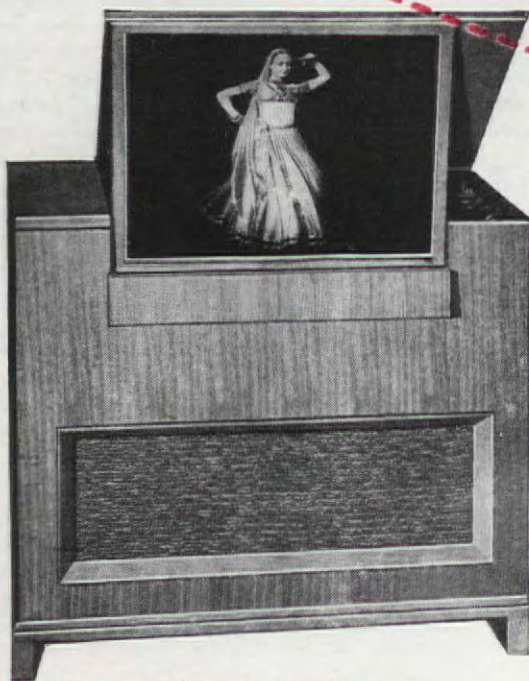
“How soon can I expect television?”

“How good will it be?”



THE FACTS ABOUT TELEVISION

James M. Wiley



MANY thousands of words about television have bombarded the public through the medium of the press in the last few years. It was inevitable that confusion should result. The situation has been painted in glowing terms of immediacy, with private estimates varying anywhere from 6 months to 10 years as to when television will be ready for that great mass referred to as “the general public.”

Actually, the vast majority of people in the United States have never even seen a television receiving set, and the percentage that have witnessed the reception of an actual telecast is incredibly small. In view of the undeniably great interest in this fascinating new medium, the amount of actual definite information available to anyone interested is so small, so obscured and devious and evasive, as to be of very little help.

“How soon can I expect to receive television in my home?” “How good will it be?” “How much will it cost me?” “What will the sets look like?” are the questions everyone asks. In an effort to find the answers to these questions, we recently interviewed several of the leading broadcasters of television programs in the New York area and witnessed actual television broadcasts in the studios and the reception of broadcasts over television sets. Here are some of the facts we found out.

If you live within fifty miles of Chicago, New York, Philadelphia, Boston, Schenectady, or Los Angeles and already own a television receiving set, you can receive television programs today. Programs are regularly

being broadcast in those areas. If you live in Georgia, Florida, Texas, Colorado or North Dakota—it will probably be two years before you can hope to receive television in your home, possibly longer.

As to how good it will be, the answer is merely moderately good when compared to the quality of pictures already demonstrated in laboratories. Almost everyone who watches a television program on a receiving set constantly compares it with motion pictures. If the flickering movies of 1924 were acceptable to you, television in its present stage of *availability* will please you. The image is there on the screen; it is easily discernible in black and white and in close-ups the faces are clearly recognizable. Details tend to be blurred. Sharp black-and-white contrasts televise best, but are consequently harder on the eyes. Static causes flickering in the picture, vertical lines occasionally wiggle as though the image was reflected in water. We saw an actor on a television program douse his hair with handfuls of white flour and draw heavy, exaggerated lines on his face with a black grease pencil to denote the passing of forty years. The effect in the studio was ludicrous. The only make-up, however, that showed on the receiving screen was one small streak through the hair. The make-up had not been heavy enough to televise effectively.

An official whom I was interviewing in the television department at one of the big broadcasting networks, in answer to my query as to whether he would advise me to buy a television set right away, shook his head

perplexedly from side to side and said, "Television is not yet ready."

As to price: During 1946 when television sets will be in limited production they will cost you somewhere between \$150 and \$500, depending on the size and equipment of the model you select. Cabinet prices will vary, as do present-day radio sets. Here lies the rub: unless you live within fifty miles of a television transmitting station a receiving set would be a highly ornamented but entirely useless piece of furniture in your living room. It would be impossible for you to get a program on it.

The reason for such a limited broadcasting area is this: *unlike radio signals*, which bounce from the stratospheric "Heavyside layer" back to earth, are reflected upward time and again and continue around the earth to your radio set wherever you are (which is why you can receive programs direct from Europe), *television signals travel in a straight line*, do not bounce back, and cannot follow the curve of the earth. Fifty miles is the limit of present reception, except in a few freak instances.

Regular network *radio broadcast* programs, for instance, are transmitted from the New York studios over leased telephone wires to cities like New Orleans. They are then broadcast over a New Orleans station's transmitter. The wires used are ordinary telephone cables, already installed, which the networks rent for long periods of time.

Television programs cannot be sent over these ordinary telephone wires. In order to build up a television network to send a telecast instantaneously from New York to New Orleans it would be necessary to install a *specialty built cable* at considerable expense over hundreds of miles to connect the two cities. It would also be necessary for the New Orleans station to construct a whole new plant and transmitter in order to put the signals on the air. It has been estimated that it would cost the New Orleans or any other station approximately a quarter of a million dollars to install a first-rate television station which would also allow them to televise local programs in their own studios to be sent out over their transmitter. All this expenditure, paradoxically, would be meaningless unless there was a sufficient number of people in the New Orleans area who owned sets to receive the television programs. Approximately 40 per cent of the families in that area would have to own sets for the broadcasters to break even. This poses a question: which should come first, the eagerly waiting audience with their silent sets and no transmitting station, or the transmitting station broadcasting with no one able to receive the signals? Which originally came first—the chicken or the egg?

An alternative network could be established by constructing a series of relay transmitters at fifty mile intervals between the cities to spur the signals onward in their flight. This, too, would be expensive. Or the New York program might be photographed by a movie camera, flown to New Orleans, and put on the air there—just another form of home movies.

A rather "flighty" scheme now being tested may help soon to solve the television network problem. During hours of television broadcasts it is proposed that airplanes equipped with transmitters would circle over various sections of the country, picking up television signals and relaying them to the ground. The signals could be received on home sets within a two hundred and fifty mile radius of the plane, considerably increasing the present range. This seemingly farfetched plan may work very well, but it seems obvious that another solution must eventually be found. What happens when weather conditions prevent flying?

Present television sets are not particularly pretty. They are machines designed for a specific function. The flat end of the tube on which you view the picture projects rather baldly from the front of the piece, or throws its image upward into a mirror. Pre-war cabinets were flashily dressed in layers of "waterfall veneers" mostly walnut, which seems to be the universal radio cabinet wood. They had rounded corners and edges, rows of knobs, and the designers apparently attempted to lay the grains of the woods in as many opposing directions as possible. Overall, they resemble the more commercial radio sets you have known, except that they are larger in all dimensions in order to house the necessary equipment. A television screen should be comfortably placed at seated eye level, about 45 inches to the center of the picture, which brings the top of the cabinet to a height of around five feet.

A cabinet of such dimensions will, because of its size and the nature of the visual element, become a prime focal point in a living room. Before television sets are produced on a mass scale, much more careful attention should be directed to the design of the housing cabinet than is now the case. A present-day cabinet will immediately sour the most carefully planned decoration scheme—you can't tuck it away behind a screen! There is a great need here for good work on the part of the designers. One manufacturer has shown plans for an excellent modern design to be made of light woods, and another set enclosed in an eighteenth century case. These cases are designed to be not much taller than the average console radio you are familiar with.

Marvelous strides have been made during the war years in the laboratory development of television. Because civilian production ceased, the manufacturers and developing technicians had a long "breathing spell" insofar as commercial television was concerned. The period enabled them to recapitulate and discover the errors and to work out a great number

of "bugs" that had been hindering the project since the very beginning.

One great hitch in the development of television in the past year has been a long drawn-out controversy enacted before the Federal Communications Commission in Washington which has final authority in deciding settlement of issues in the radio and television industries. The delay has been of long standing but a decision is expected shortly.

Although arguments are manifold and complicated, the broadcasters and manufacturers figuratively divide themselves into two opposing groups, and the argument goes something like this: Before the war and at the present time television programs are broadcast over the air on what is called the "lower frequencies." These lower frequencies are already overcrowded and there is a scarcity of low frequency channels available for television broadcasting. Consequently, competition is high among the broadcasters to see just who is going to get permission to operate stations, and who will be left out of the picture. It is up to the FCC to decide. Because all existing television equipment now in operation is designed to put these programs over the air in the lower frequencies, many broadcasters naturally want to continue with their present equipment instead of scrapping it and buying all new stuff, which would run into millions of dollars. Here, however, is the point: It has already been proved possible to take television broadcasting "upstairs" to the higher frequencies—an almost uninhabited region—where there is plenty of room for everybody. Also, in these higher frequencies it seems the individual channels can be made wider, much wider than they are now in the lower frequencies. The wideness of these channels is desirable because it permits a truer and more perfect picture to be transmitted and received without blurring and wiggling. Too, and this is important, the higher frequencies permit the broadcasting of *full, natural color television* with infinitely finer detail than black and white. Color television has been transmitted in New York with perfect fidelity.

You see, present-day television is a picture made up of 525 horizontal lines which flicker across the screen that you see in a receiving set. When an image of any sort passes across these lines it intercepts and breaks up some of them into short black-and-white bars which form a duplicate image of what is being televised in the studio. These 525 lines form a completely recognizable picture, but with some finer details missing.

Color television, on the other hand, instead of transmitting 525 black and white lines, transmits 525 red lines, 525 blue lines, and 525 green lines simultaneously which blend and merge into 1575 imperceptible lines of glowing color, giving you an image that is clearer and sharper than the full color pictures you see in magazine advertisements.

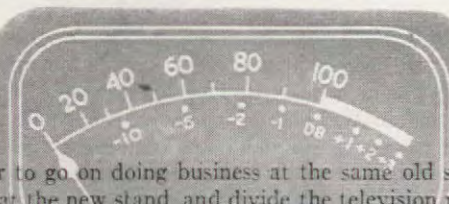
The question is, whether to send television "upstairs" immediately, or whether to have the broadcasters continue on the lower frequencies and at the same time do more experimenting and proving in their laboratories and some broadcasting in these higher frequencies.

If the FCC decides to go into the higher frequencies at once, and the broadcasters have to start sending their programs out via the higher frequencies, with one fell swoop the ruling will immediately render obsolete the existing 7,000 privately owned television receivers in the United States. They cannot receive the higher frequency programs. It will involve millions of dollars of broadcasters' money for new equipment.

Television, it seems, is bound to go "upstairs." Nearly all the broadcasters admit that it is inevitable and only a question of time before the change is made. That is the only direction in which it can expand. Improved and finer pictures can only come in the higher frequencies, color television can only be achieved successfully in higher frequencies, and it seems the only solution for allowing a great number of stations.

Let's put the argument another way: is it better to scrap these 7,000 sets, many of which are several years old, even over the owner's objections, to make way immediately for finer television for everybody? Or is





it better to go on doing business at the same old stand, inaugurate limited service at the new stand, and divide the television public into two groups—which will delay the normal, natural development of television a number of years, will cause confusion in manufacturing circles, and will make the broadcaster's problems doubly complex? Under this plan, the manufacturer would be obliged to market two different lines of television receivers, the broadcaster would be compelled to send out two different groups of programs over two kinds of equipment at double expense.

Another definite snag comes to light here. Several leading firms in this controversy not only are broadcasters, but are also *manufacturers* and *sellers* of transmitting equipment and receiving sets which are retailed to the general public. Ah, there! A number of these groups are campaigning for the two television frequencies, both high and low. If they broadcast television on both frequencies, they will also be in a position to manufacture and sell receiving sets for *both* frequencies to *both* groups of the public. The indications are that an unsuspecting public might very well end up being the goat again, as it was in the early days when radio shook off the head phones and batteries and plugged itself triumphantly into an ordinary electric light circuit.

One firm of broadcasters is not actively engaged in the manufacture of television sets, and is endeavoring to strike a long-range objective attitude. This particular system is putting up a staunch fight for the "upstairs" frequencies to exclude the lower frequencies, and argues that the double dip system will hamstring the development of television and retard its general release to the public by several years. Another chain has come over to its side and cast its lot for an immediate switchover to the higher frequencies. The Federal Communications Commission in Washington has the deciding word in this interesting case.

One other factor delays television—the comparative lack of an audience. Advertisers (who foot the bills for the radio programs you hear in your home and make it possible for radio to exist as a paying proposition) are simply not interested in such a small listening group, with the exception of one or two novelty pioneers who have sponsored occasional programs. Therefore, you can readily see that the burden of expense, figured in millions of dollars, must be borne in this early period by the broadcasters themselves in the hope of a latter day pay-off for their efforts, since there is very little cash coming in from sponsors.

Equipment fast becomes obsolete at this stage, and must be replaced. Staffs are large, pay rolls are high, and operating expenses are great. Still, all this production is not done primarily for the audience of 7,000, but for the potential millions that will come later.

There are several important things you should consider if you plan to purchase a television set any time in the near future. After the first novelty of television reception has worn off, will the comparatively few hours per week that you will be able to pick up programs justify your initial expense?

During 1945 one station broadcast only 4 hours of television per week. Another was on the air about 14 hours per week with television programs. A third New York station has averaged from 4 to 7½ hours a week, but soon hopes to increase its programs to possibly 28 hours per week.

Will the quality of the programs you will receive satisfy your high entertainment standards?

A visit to a television broadcast in a televising studio would be an interesting experience for you if you live near one of the larger cities. Because of the still experimenting nature of the medium and partly due again to the small receiving audience, they are conducted much more informally than radio broadcasts which you may have witnessed. A lot of the split-second timing which characterizes a big broadcast is missing.

The sets are usually so flimsy and slapdash that no self-respecting little theater would claim them. During a program which we witnessed one actor placed his hand against the column of a front porch on which he stood; the column swayed like a willow tree in a high wind.

Judged by the standards of network radio productions the television material written for the actors was dull and hackneyed beyond belief. The most zestful broadcast we viewed was the telecasting of a spontaneous

program with no script in which the audience participated, answering questions and performing impromptu stunts. It had considerable humor.

Why are these conditions true? Simply because the broadcasters realize that when the medium is perfected and the audience has reached proportions that will justify a greater expenditure of money it will be a comparatively easy matter financially to lure top-rate set-designers, writers, and stars of the stage and screen into television. Until that time, they prefer to string along with less expensive talent and divert the money to technical development of the many mechanical problems.

Will the set manufacturers be able to guarantee that the machine which you purchase will not be suddenly rendered completely obsolete within a year after it is installed?

A present-day television set will *not* receive either color pictures or high frequency black and white images. Yet, a high frequency set built to receive color will also receive black-and-white programs.

Last autumn the Army-Navy football game was televised and broadcast simultaneously over a three-city network. The game originated in Philadelphia, and was broadcast to audiences in Philadelphia, New York and Schenectady by means of special coaxial cables linking the cities. There were only minor mishaps in transmission, although one spectator compared the reception to looking at a none-too-well preserved film of *Birth of a Nation!* This was a taste of the television networks that will eventually arrive, although who can say just when they will be perfected?

"Three Dimensional" color television was demonstrated to the press recently in Princeton, New Jersey, by a large radio corporation. The pictures had to be viewed through special polaroid eyeglasses in order to get the effect of three dimensions. You have probably seen novelty movie shorts at which you looked through bits of colored Cellophane for a similar effect. The president of this corporation declared that the process is still crude and inefficient. "There is no system of intercommunication which can transmit the systems of television, whether in color or black and white, which can honestly be said to be acceptable for a nationwide public service," he said. He also warned that obsolescence in television equipment is a necessary part of progress. "The purchaser of a receiving set or the licensee of a transmitter buys his receiver or installs a transmitter with the knowledge that he is pioneering in the development of a new service. Obsolescence will and must take place," he added. And further: "No commercial color television receiver is ready in America or any other part of the world which could effectively be used to receive color television." He also declared that it will be at least five years before an electronic system of color would be available to make color television acceptable on a national basis. The corporation indicated that color television will cost about five times as much as present-day black-and-white receivers. The same day it was announced that television home receivers would be coming off the corporation's production lines by summer.

This article is certainly not intended as any sort of indictment against television. On the contrary, television is the most exciting potential medium of entertainment and education of our time. This is primarily intended as a summary of concrete information which may help you in deciding just how near this new miracle is to your door step. Secondly, it is a plea for more "team work" within the industry.

Television is confused and at war with itself. In the industry there are men—and firms—of diverse interests. This confusion results in misinformation which has obscured the true facts of its development and readiness in the minds of the public. Considerable harm has been done.

Television is the most overpublicized and oversold commodity in the United States. When the public finally attains this new miracle, it is liable to disappointment. Remember from your childhood story books the tale of the man who cried "Wolf!" once too often?

Television is nearly ready for commercial release, but not quite. There are a number of points to be ironed out first. A definite clarification of policy is much needed from the broadcasters and manufacturers. Until this clarification comes, until a greater measure of unity and accord in television aims is achieved in the higher circles, not only is television not ready for the public—the public is not really ready for television!

LAST summer the personnel manager of a prominent women's dress shop hired a girl whom she met casually at a dinner. When asked why she was so sure the girl would work out well, the woman answered, "I have met her parents. I know that their child could not be too far from the type of girl I want in my store." She went on to say that she could usually tell what kind of children would be produced in certain types of homes and by certain types of people. "Of course, all children are different," she said, "but in every family there is an underlying theme that is reflected in the children from one or both parents."

How true this is! Notice the men and women you have known since school days. Can't you picture the types of children they have produced? There is the woman—an old maid even when she was a girl—whose children carry on her precise, rather prim attitude toward life in general. There is the "wild" girl—now surprisingly a mouselike creature of no individuality—with the attitude of "children will be children." Her two boys are hellions and are fast growing into loose-moraled, slipshod creatures. The smug, indulgent father has a smug, indulged "brat." The "clinging vine" still feels inadequate and her children are beyond her.

So it's pretty much up to the parents what kind of children they want to produce. Yet too many parents toss their responsibility over to doctors, schools, camps and churches. Doesn't it seem strange that parents can't—or don't—realize that a child is the product of their own attitudes toward life, and that the moulding of his character is the work of the parents plus the co-operation of schools and other daily forces? As a general thing parents, and parents alone, are the ones who can, and should, assume the over-all responsibility of their children.

Usually parents are the children's first examples. Notice the small child at play. A little girl will pretend that she is either making a cake, bossing the maid who makes the cake, or going to the store to buy a cake, according to what her mother does. A small boy struts around commanding everyone to do this or that, or else pretends to obey meekly with a "yes dear" like his father. Later children might imitate teachers, actresses, or friends, but the little things that go into the unseen structure of character usually are derived from father, mother, or both.

There is eleven-year-old Betty, whose mother worries because the child uses lipstick, rouge and mascara, and has for a constant companion a girl whom the mother dislikes. It is almost beside the point that Betty finds the make-up on her mother's own dressing table and that the mother herself uses too much. Betty's outward imitation of her mother is here merely a symptom of a very real disease. The disease is unpopularity. It is a disease from which many children suffer if it is not compensated for at home with real love and sympathetic understanding.

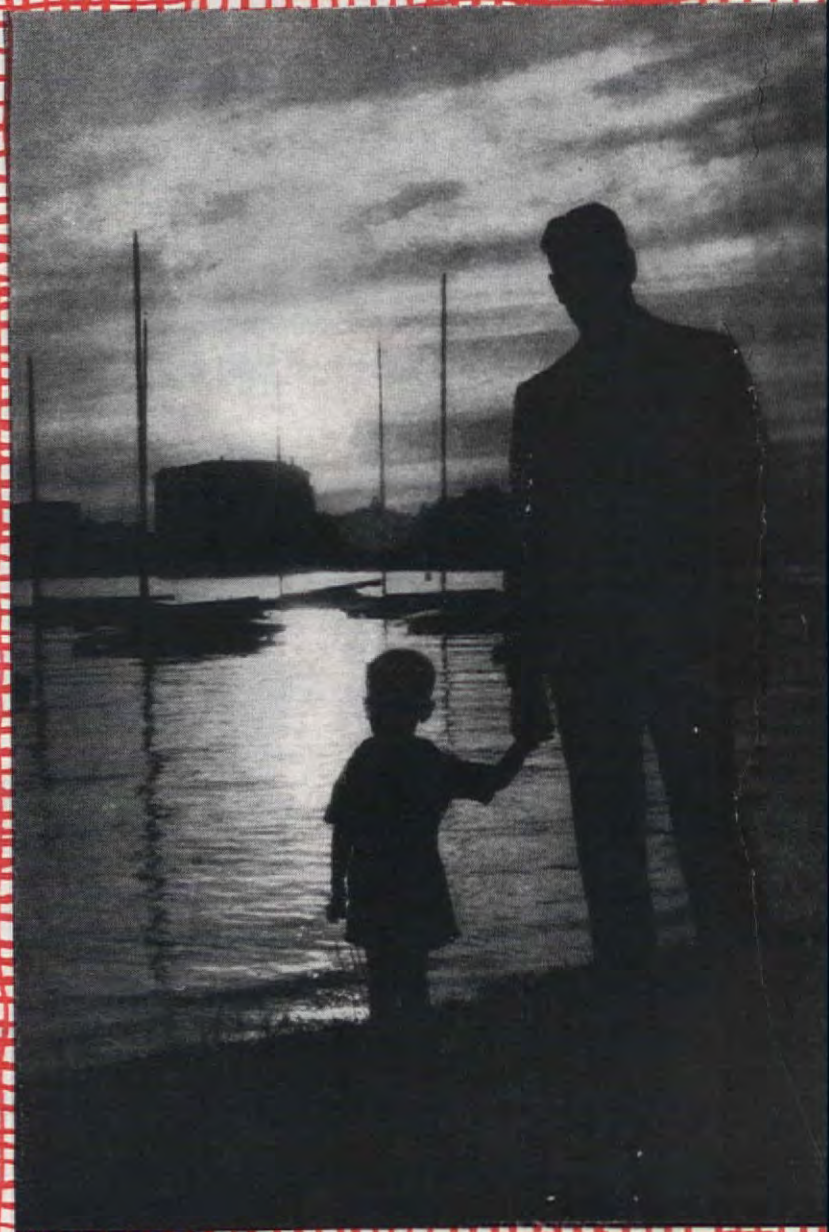
In Betty's home there is bickering and strife. The father is tactless and sarcastic. (Betty herself is blunt and outspoken to the point of rudeness.) This promotes impatience and flares of shrewish anger from the mother, which is reflected in Betty's petulant temper. She is constantly criticized. I have never heard either parent laugh *with* her or make light of any of her faults. They never seem to enjoy their daughter. She goes along with them to public functions because there is no other place for her to go. She is tolerated but never accepted for what she is, an immature girl thirsting for love and help and kindness.

The father of Sally and John is never heard to say "please" and "thank you," but how he jumps at those children if they do not show proper respect when they speak to him. Mary's mother, never having been brought up to rise when an older person entered the room, became a stickler for that show of deference from her own daughter. Because Mary rises grudgingly or not at all, the mother blames the school for lack of discipline and the attitude of the "younger generation."

If a parent wants his children to be polite, thoughtful and kind, he or she must be polite, thoughtful and kind—even to his children. Parents have to show the way. Children are not born knowing the amenities of living and the desirable traits of character that should be cultivated.

Many times having to set a "good example" to our children improves our own characters and dispositions. A college graduate—the mother of five girls and three boys—recently told her three youngest daughters, "Darlings, here it isn't a case of do as I do, but do as I say. I can't have you as messy as I am." "But you're not messy, Mother," cried one. The woman's original smile broadened. "If I'm not, it's because your older sisters have taught me better. And I'm grateful to them. My own mother was always lamenting the fact that I was careless and sloppy, but she never showed me how to do differently. At least, I've shown *you*!"

The old battle of environment or heredity is off. A child is born with a given number of character traits. It is up to his parents and the influences which his parents allow to mould him, which of those characteristics shall be developed and which of them shall be subjugated.



Mary B. Hopkins

By Their Parents You Shall Know Them

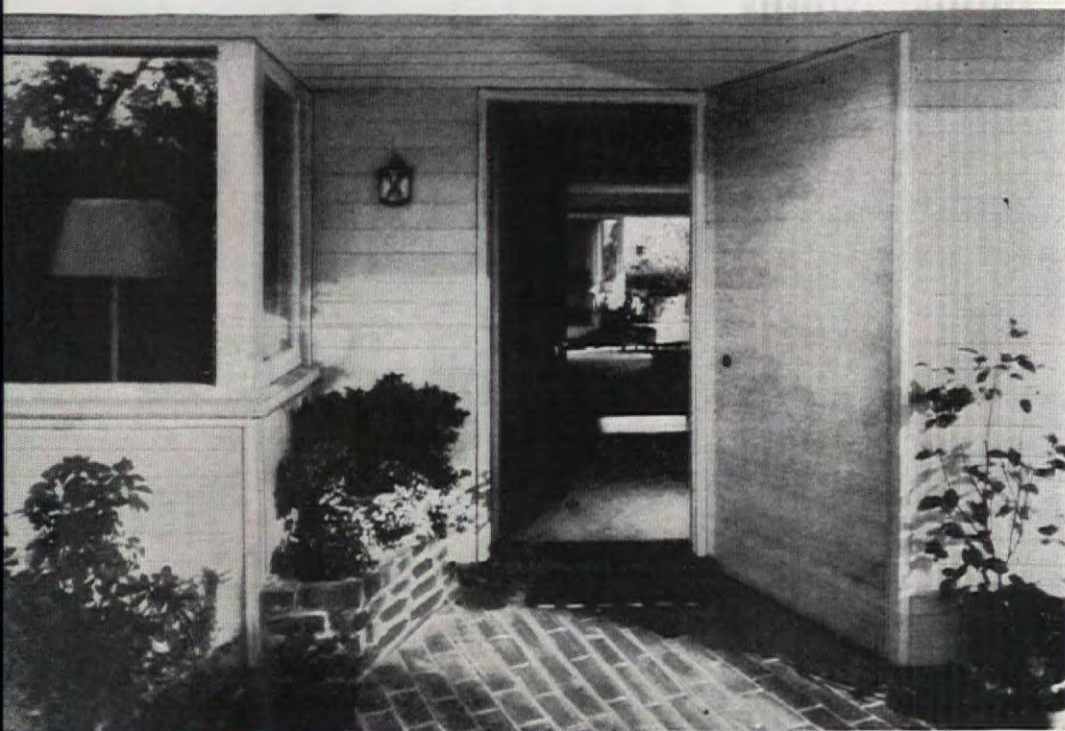
Emily Seaber Parcher



Small Houses Don't Have to be Cute!

Photographs: Roger Sturtevant

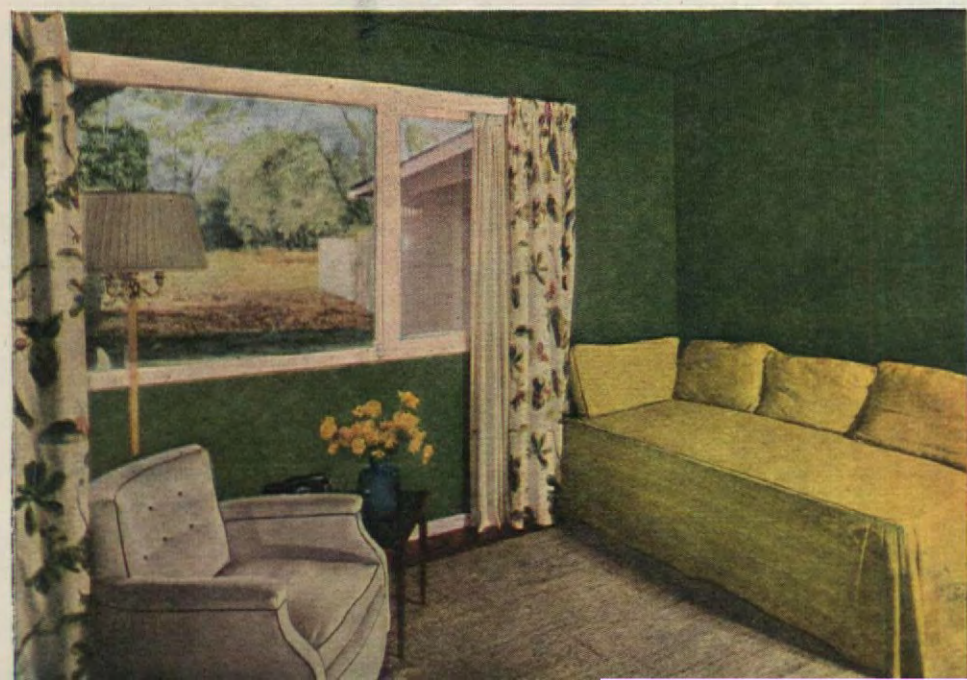
William J. Hennessey



Great dignity and charm of R. A. Hamilton home in Lindenwood, Calif. result from simplicity of line and surface and well-integrated planting

IF YOU yearn for a "pretty-pretty" little dream house, smothered in picture post card charm—then the houses shown on these pages are not for you. Don't misunderstand us. This is not intended as criticism. We sincerely believe that everyone has a right to his own personal taste. If the picturesque cottage, teeming with nostalgic appeal is your idea of home, then by all means build it and our blessings go with you. Still we know that there's a goodly slice of our home planners who either from choice or because of lean pocketbooks intend building pint-sized homes, homes that will substitute dignity for cuteness, character for surface prettiness. They want homes in tune with the exciting days to come. And so we present for their inspiration and hope, the group of houses on these and the following pages. There's nothing cold or stark about their appearance, nothing drastically revolutionary in their well-thought-out plans. Due to unpretentious simplicity, they've taken on a quiet dignity, stature far in excess of physical make-up. Perhaps they will be tagged modern in design, yet each bears witness to a traditional heritage. We offer them to you who intend meeting this brave new world right at your own front door.





LIVING ROOM AND DINING ROOM IN THE

Roger Sturtevant

"BONES" Hamilton, All-America football star when he attended Stanford University, might reign supreme in the Rose Bowl, but when it came to home building, he readily relinquished the captaincy to Mrs. Hamilton. The site chosen, among beautiful trees in Lindenwood, was one in the sub-divided estate of Bonanza King, James Flood. No time was lost in calling in friends William F. Hempel, architect, and Wells P. Goodenough, contractor. All being breezy westerners, conferences were fast and furious. Since the woman of the house overflowed with too many conflicting ideas, Architect Hempel suggested a vacation to Lake Tahoe, promising on their return that the Hamiltons would find their ideal house ready and waiting on his drafting boards. That's just what happened and the house was built exactly as found with nary a window or door location changed.

The house is compact but has an extraordinary spacial effect.

Green moiré effect on walls of den was a mistake but brings forth oases of praise from visitors

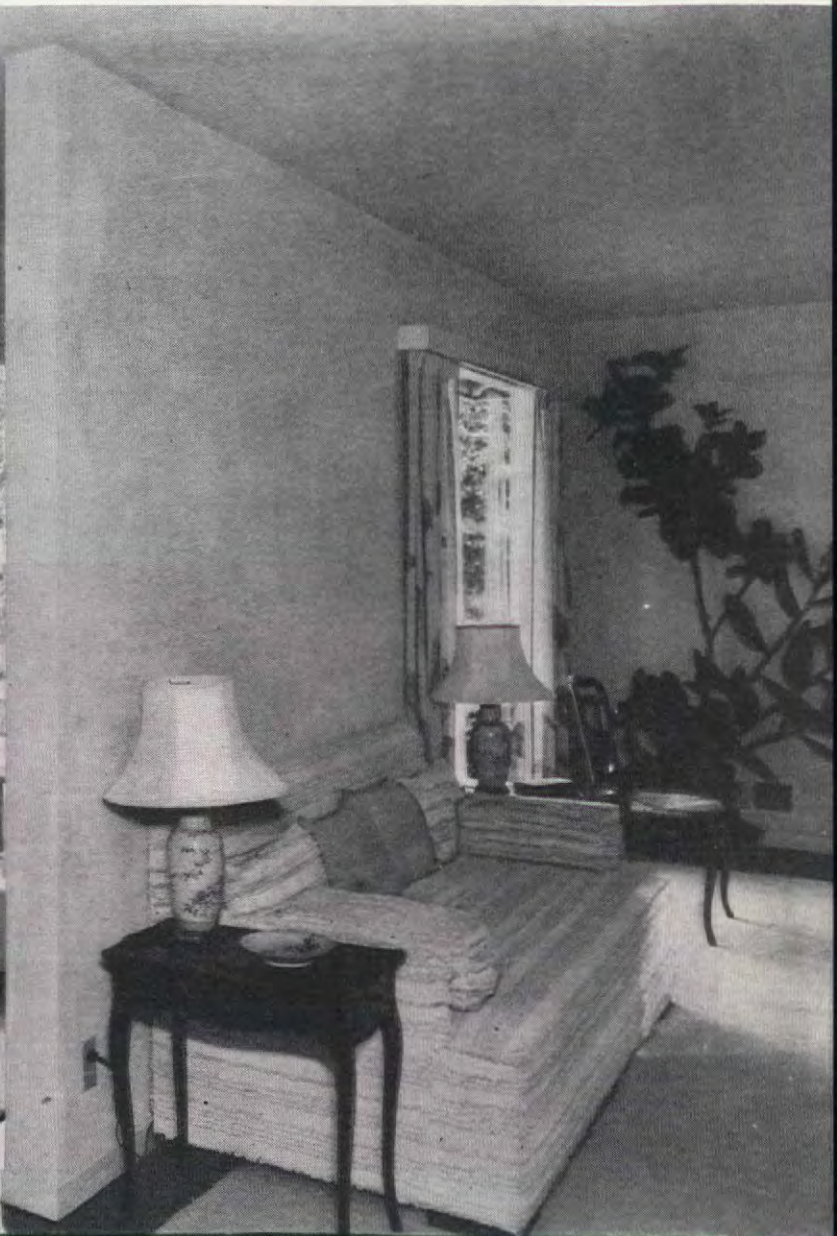
From the entrance hall one looks across the living room and through large windows into the garden making the house seem infinite. This effect is further emphasized as one gazes obliquely across the dining table through a glazed wall onto the dining terrace. In fact the two rooms have the general feeling of going on indefinitely. One unusual feature in so small a house is the fact that no room serves as access to another. Two baths and the multi-purpose den add tremendous flexibility. While the existing driveway and plot plan more or less dictated an eastern exposure, the house avoids the usual California mistake of overfenestration to the west and the consequent discomfort of afternoon glare and heat. One look at the plans convinced the Hamiltons that this was

has a tendency to be formal which I wanted to avoid. Handwoven fabrics, hand-hooked Chinese rugs and blocked cotton on the two armless chairs did the trick. We attained exactly the atmosphere we desired."

The final bit of decorating was done in the den. In a last spurt of energy the two decorators tackled this job. In their haste to finish late one night green wall paint was mixed from two different cans. The next morning the artisans were horrified to discover the walls covered with a green moiré effect. But all turned out well. Visitors not knowing the case history often remark, "What beautiful walls, like some we saw in Italian villas." So a house was finished—enthusiasm, astrology and lots of elbow grease doing the trick.



Photographs by author



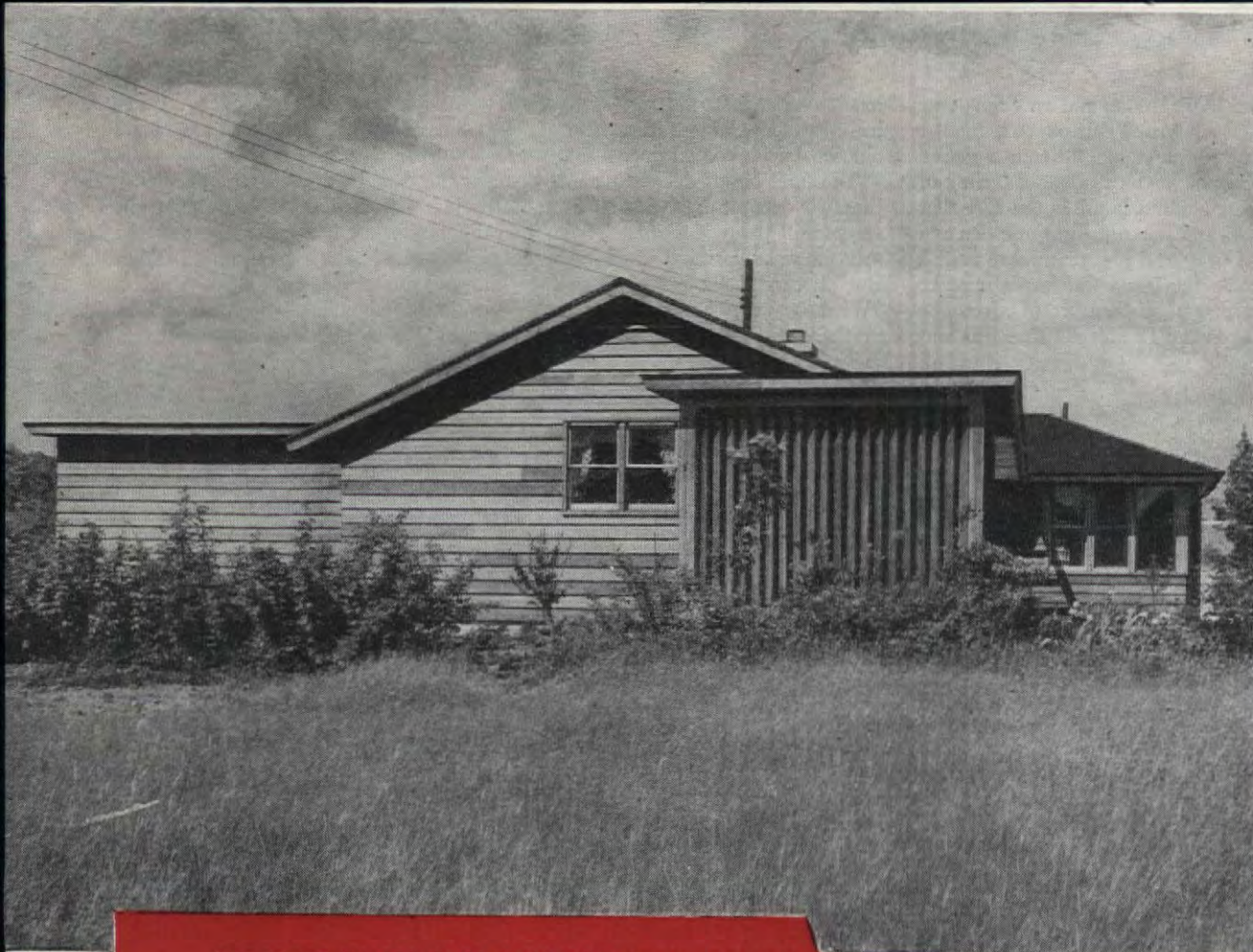
R. A. HAMILTON HOME, LINDENWOOD, CALIFORNIA

the very house and one day later a construction crew took over the site. Mrs. Hamilton's enthusiasm continued during the entire period of construction. Not only does she know where every last splinter was put, but she knows every workman by his first name. One member of the building crew, an avid follower of astrology, constantly advised when and where to do things according to the most favorable stars. His final horoscope was that if the owners waited three days after the house was completed before moving in all would be favorable. Three a.m. was the exact hour for the move. Even though this proved impractical, the Hamiltons have suffered no dire effects from its violation, proving that even the stars can forgive and forget.

Decoration and furnishing were the joint effort of Mrs. Hamilton and a friend Betty Losse, a decorator, who fortunately returned from Honolulu at just the right moment. The two turned the terrace into a workroom and handblocked all fabrics. To quote the owner, "I wanted lots of color, cool and warm. The wallpaper allowance was limited so only the best was selected and hung only in entrance and bedroom hall. I selected soft blue for the walls and ceiling in the living room and dining room because it's a color particularly flattering to the girls. It also adds to the special feeling of the house and gives an airy touch. Betty Losse drew the plans for the overstuffed furniture and also designed the blocks for the drapes. These were finished in torch ginger. Ted Brown in San Francisco's Chinatown carved and lacquered the chow bench nest tables and the feet of the overstuffed pieces. Modern



Home of R. A. HAMILTON
WM. F. HEMPEL, Architect

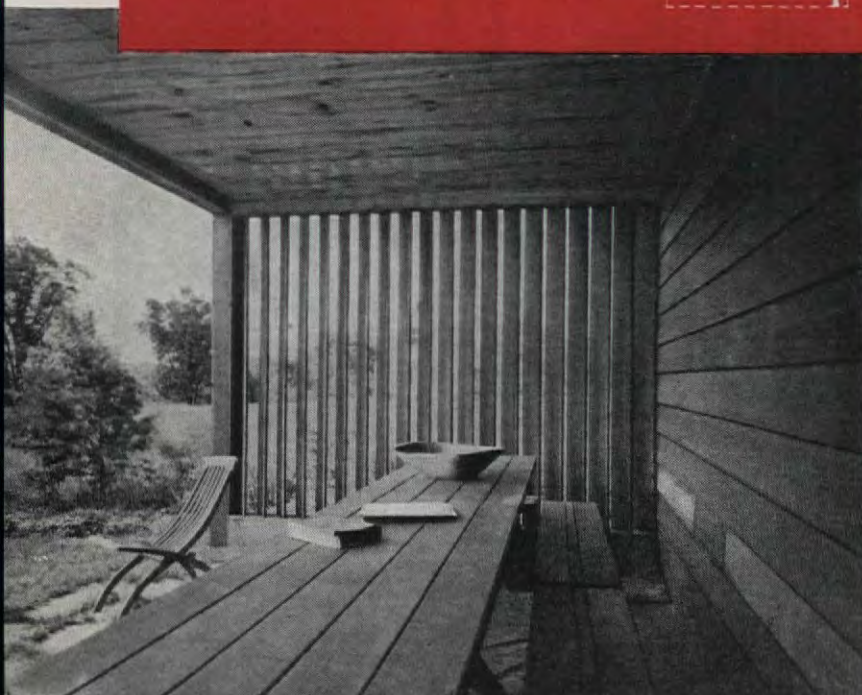
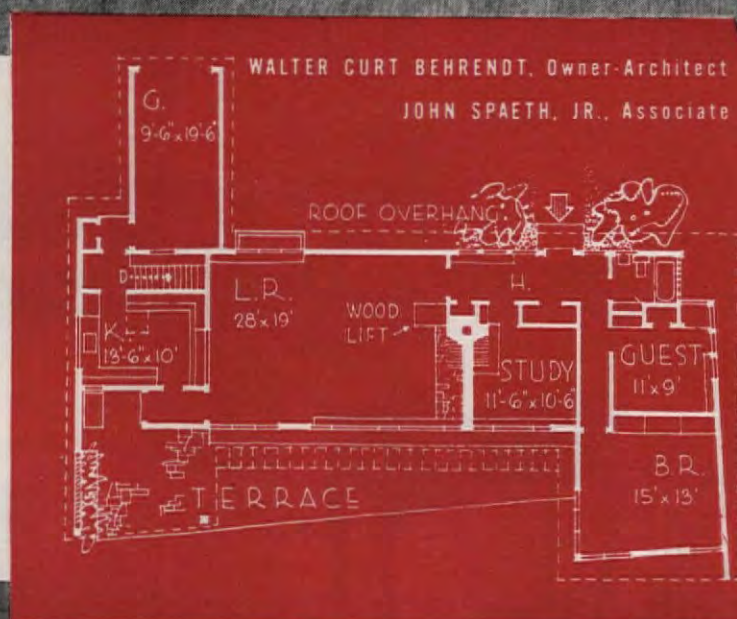


BUILT on a half-acre lot overlooking the Connecticut River, this low roofed, unadorned house gains dignity by the very simplicity of its design. It's exactly what it was meant to be, a home for a couple who do their own work. Therefore, in both appearance and plan, every detail is completely functional. Its very location almost directly on the road cuts down unnecessary snow shoveling during the harsh Vermont winters and at the same time allows more room to the south for larger lawn and garden space. California redwood covers its exterior; wood shingles, impregnated for fire resistance, surface the roof. There's a living-dining porch adjacent to the kitchen from which food can be served through a convenient window. At one end of this porch is a screen of vertical boards, placed at such an angle that the view is unobstructed, yet providing privacy. The south side roof projection works on the solar system, admitting the sun's rays in winter, providing shade in summer.

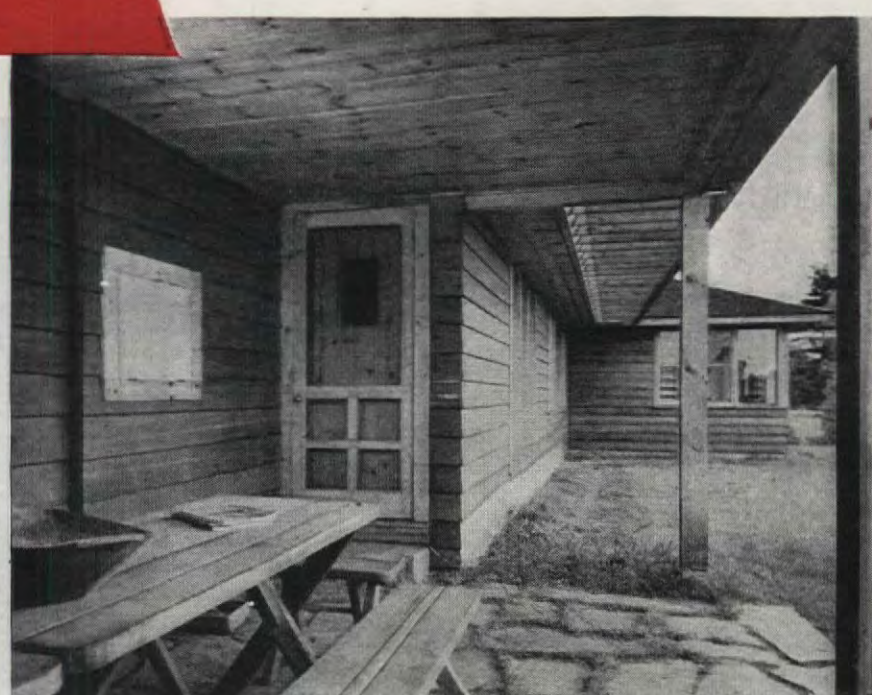
The large combination living-dining room is almost in the center of the house. Large expanses of glass allow a view of river valley and distant hills. Furniture arrangement is an important part of the room's make-up. Placed informally around the fireplace,

Photographs: P. A. Dearborne

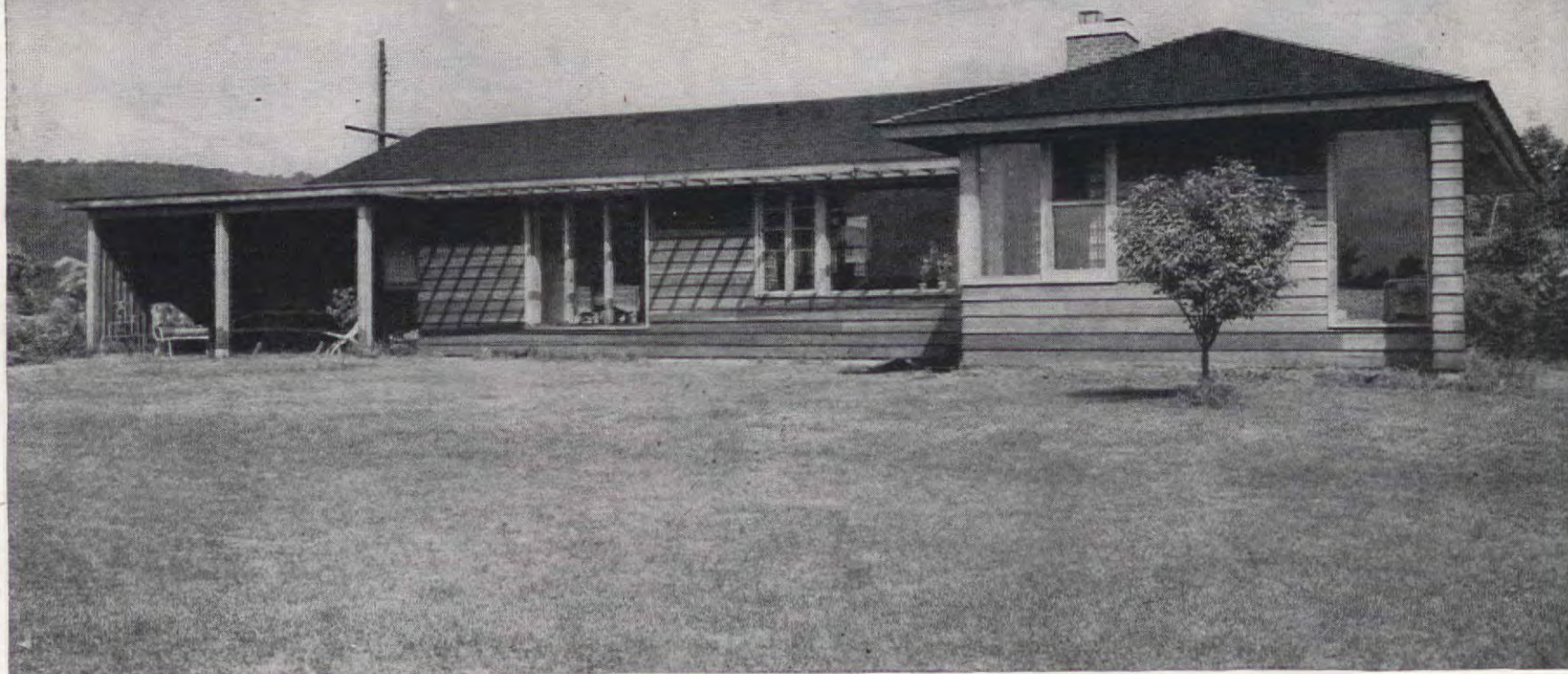
Direct Approach to Simple Living



Vertical board screen at street end of dining porch provides privacy without cutting off view from within

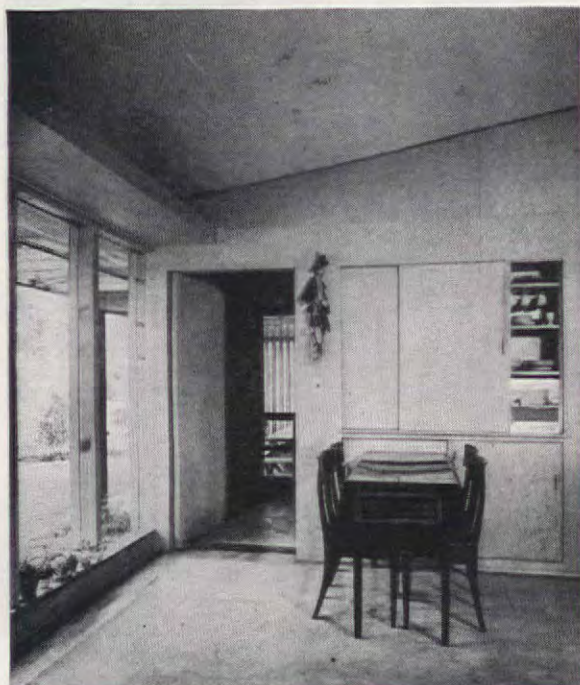


Wide eaves of south wall continue to form roof of porch . . . small window allows easy serving from kitchen



it is carefully arranged to avoid any through traffic. This easy accommodation of guests is vital to the Behrendt household since groups from the near-by college often drop in for informal discussions or to listen to Mrs. Behrendt's piano playing. Sloping plaster ceiling adds height to this room by following the general lines of the roof. Separating the dining area from the kitchen is a natural plywood wall. Storage cupboards in this wall are accessible to both rooms, facilitating meal service. The kitchen is small but well planned. There's even space for a breakfast table against one wall. This room serves as access to both the cellar stairs and to one-car garage.

At the opposite end of the house are to be found a study, two bedrooms and bath, all leading directly from the entrance hall. This arrangement allows access to any of these rooms without tracking through the living room and disturbing its occupants. There's plenty of built-in closet space in each of these rooms and furniture has been cut down to bare essentials. This is in keeping with the general feeling of functional simplicity. Here's the home of people who live modestly, without mannerisms, yet who desire the stimulation which the best in modern planning has to offer. This honest expression of the life within is certainly proof of the success of its two designers.



Storage cupboards in plywood wall at end of dining area are accessible also to kitchen



Distant view of river valley and rolling hills may be seen through picture windows in south wall of living-dining room

Flexible Modern Living on Two Levels!

FIRST FLOOR ALL-PURPOSE ROOM PLUS COMPACT UTILITY UNIT

ADD PLENTY OF ELBOW ROOM FOR ALL FAMILY ACTIVITIES

William J. Hennessey

In spite of the fact that the rambling one-story house has forged steadily ahead in public favor, there are still a goodly number of home planners conscious of the virtues of the compact two-story house. In the first place, a two-story house is economical to build—especially in climates where the thermometer works overtime, heating problems can become greatly simplified. Yet if you've ever lived within the restricted confines of such a house, you're probably conscious of the crying need for more flexibility in room arrangement. We Americans are a lively race; we need plenty of elbow room for our many activities, especially when overenergetic youngsters are part of the family. The so-called rumpus room deep down in the basement has not too successfully solved the problem of taking care of this more informal part of home life. That's why we feel that the house shown on these two pages, designed by two of this country's leading architects, offers much hope and inspiration for those who want a small, two-story house, yet hesitate to accept the usual traditional compact floor plan with its obvious restrictions.

Here we find the entire first floor given over to a family's informal activities, leaving the second floor entirely free for the more routine ways of living. The arrangement offers many possibilities. For instance, children can entertain large groups of friends without disturbing their parents, who may also be entertaining or just plain relaxing on the floor above. In bad weather, the youngsters have an enclosed play area, eliminating mud tracking and toy cluttering from the more finished parts of the house. A carpenter shop and storage space for garden tools are also provided. There's space, too, for a bar, and ample room for table tennis, billiards, and other indoor games. The

Clean, straight lines of plans must be credited to well-integrated closet walls, ingenious built-ins

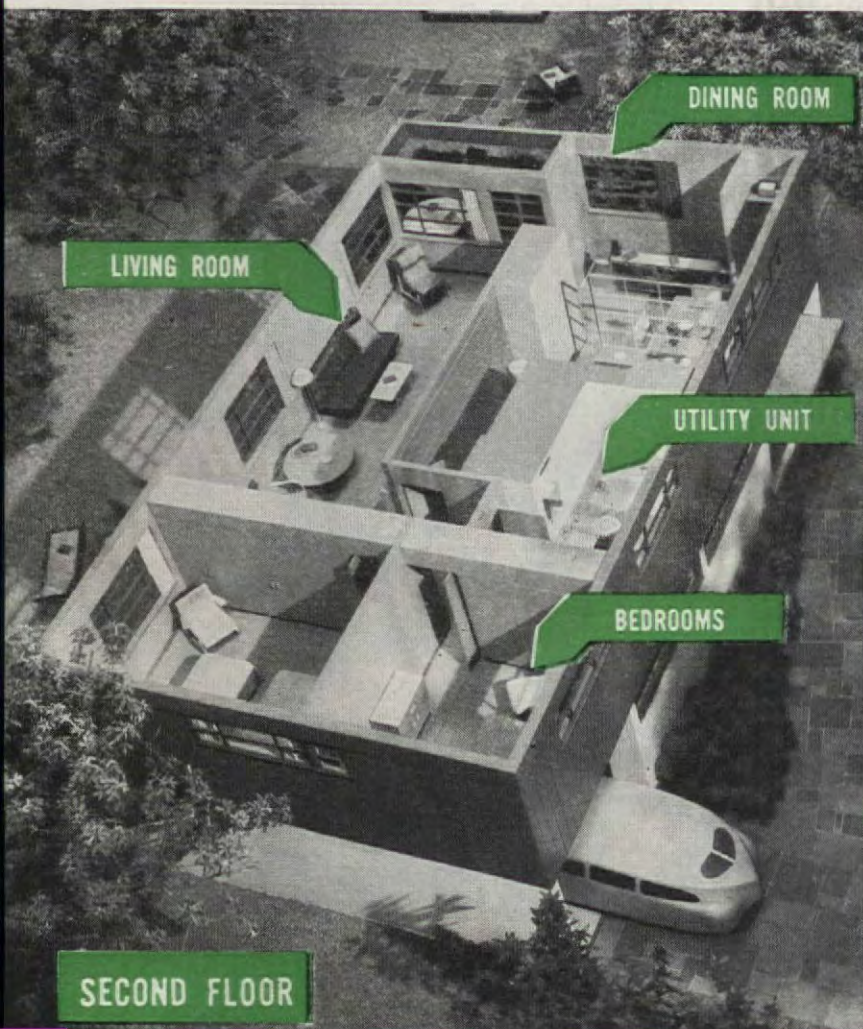
Dumb-waiter from ground floor to kitchen allows for convenient meal and delivery service to both floors



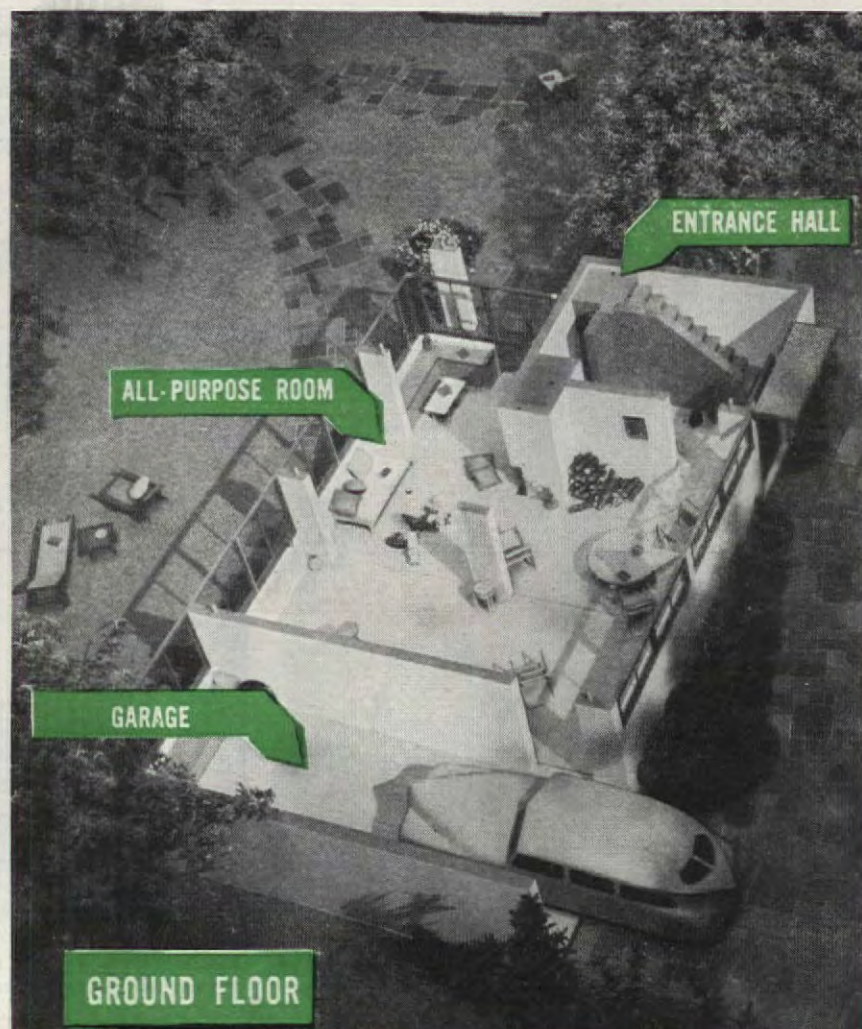
Edward D. Stone
architect

Stanley C. Reese
associate

Clarke, Rapuano, Holleran,
Landscape architects



SECOND FLOOR

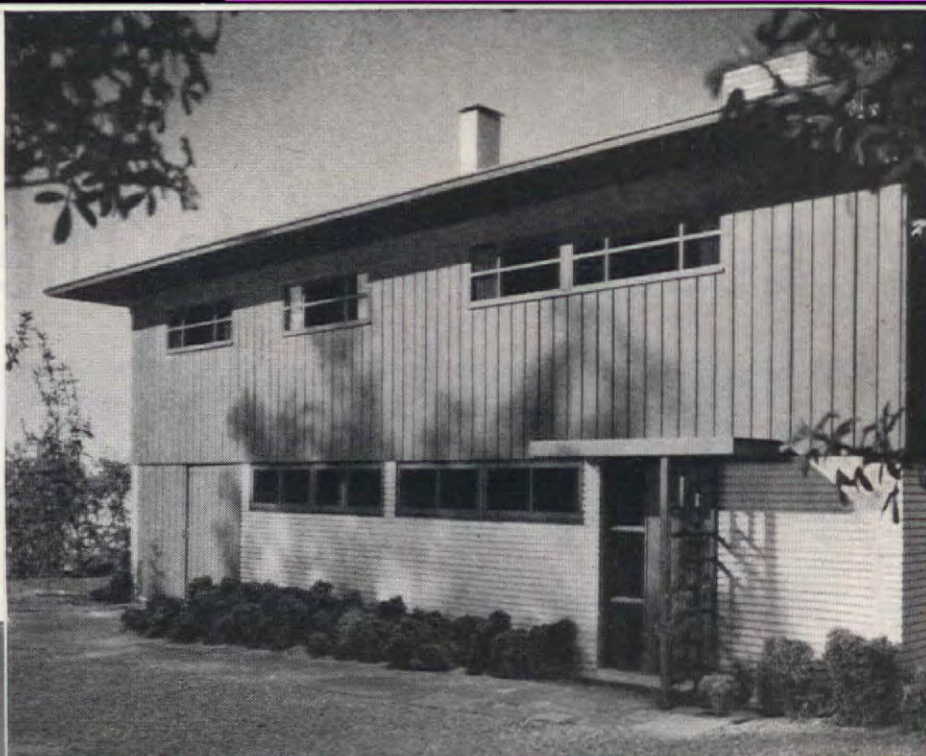


GROUND FLOOR

fireplace makes an ideal spot for picnics and barbecues. During the warm summer months, the large glass areas might well be replaced with screens transforming the room into a large cool porch. To withstand even the roughest usage, a floor of flagstone or brick and heavy outdoor furniture would be perfect decoration. The garage, an integral part of the plan, provides protected access under all weather conditions directly into all-purpose room.

Second floor provides for living room, two bedrooms and dining room and space-saving utility unit. This unit, brand-new idea in home equipment, contains in its central core the furnace, hot water heater, plumbing vents and stacks and electrical connections. On one side is included a complete kitchen with upper and lower steel cabinets, refrigerator, sink and range. Laundry wall has cabinets, trays and electric washer. Completely furnished bathroom, lighting fixtures and necessary electrical outlets are also part of the unit.

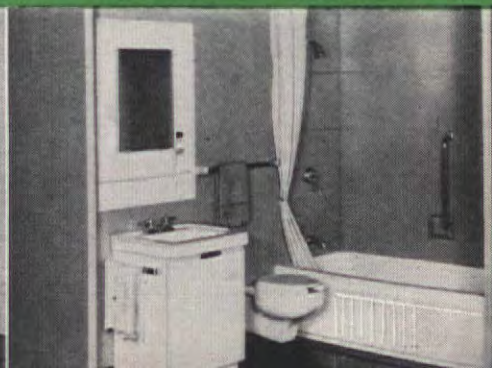
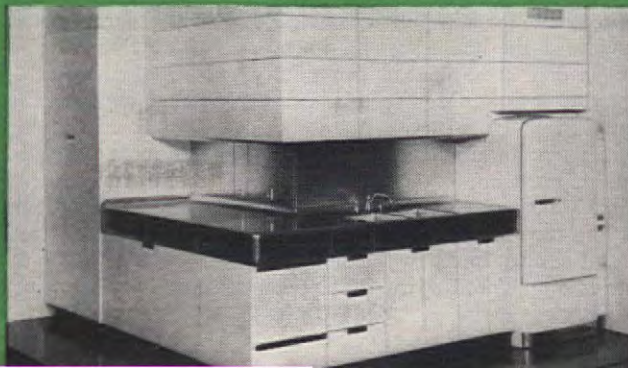
Scale model of house in Kalamazoo, Mich., shows natural wood finish on second floor, white painted brick below



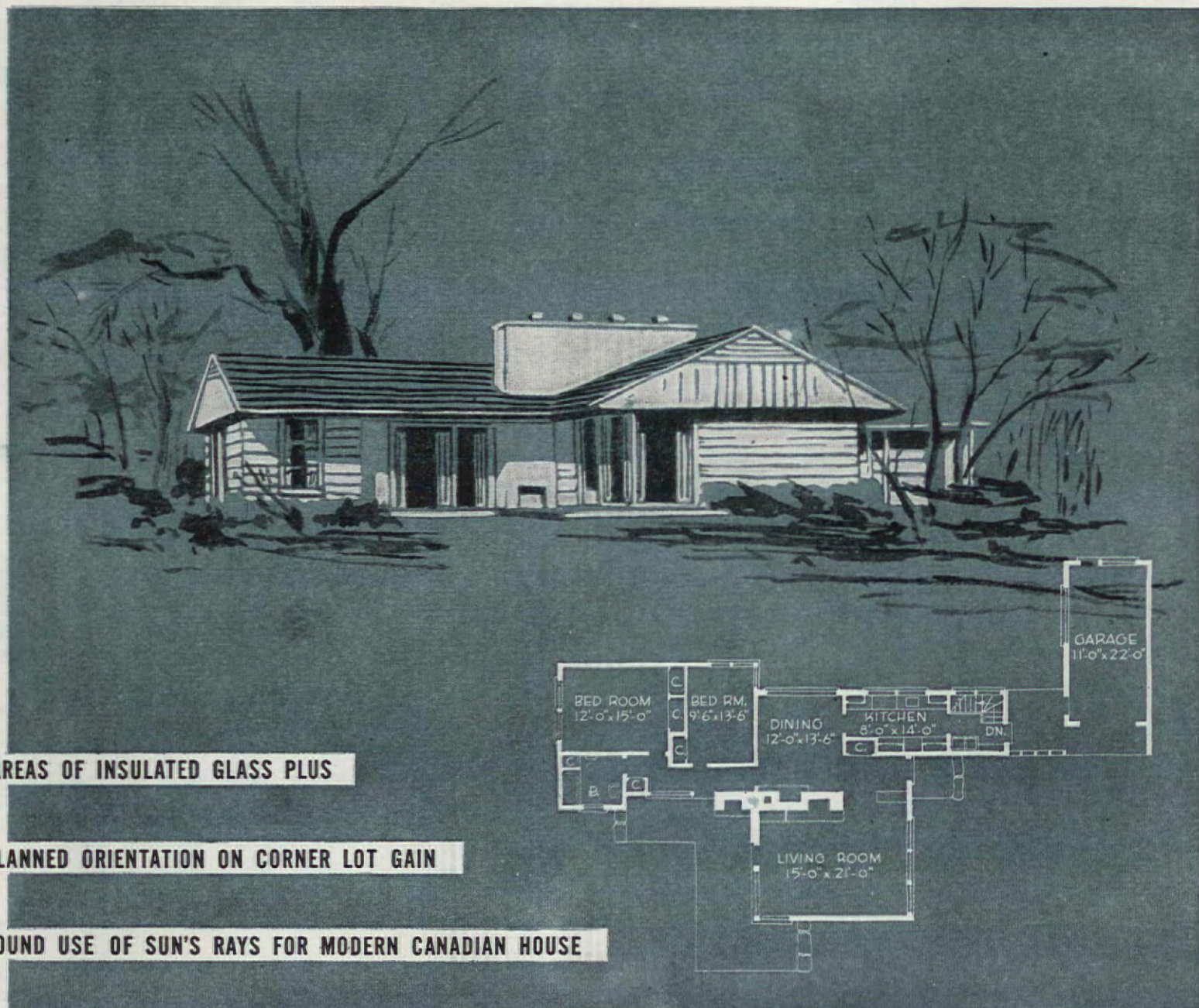
Model photographs
by Ezra Stoller

House model: Theodore Conrad Utility unit: Ingersoll Steel Division, Borg-Warner Corp.

Around compact utility unit with built-in hot air furnace, plumbing and heating connections are arranged efficient kitchen, laundry and bathroom



House That Puts The Sun To Work!



LARGE AREAS OF INSULATED GLASS PLUS

WELL PLANNED ORIENTATION ON CORNER LOT GAIN

YEAR 'ROUND USE OF SUN'S RAYS FOR MODERN CANADIAN HOUSE

THE popular belief that the rambling, open-plan house must, by its very nature, be restricted to warm climates, is fast disappearing. New developments in more efficient insulation, in compact, improved heating installations, and insulated glass, give every section of our country, no matter how changeable its climate, the advantages of this new tradition in home planning. If large expanses of glass are to be part of the house's set-up, then proper orientation on its lot must be given early and careful consideration. In laying out this attractive, one-story house in Thorncrest Village, Islington, Ontario, Mr. E. C. S. Cox, the architect, was definitely conscious of the importance of exposures. The lot itself, a corner one, faces approximately southeast and lies in an east-westerly direction; to gain full advantage of the view, summer breezes and winter insulation, the house presents its principal outlook toward south and west. It is one in a planned community, sponsored by the Thorncrest Development Company. Most of the houses are low, large-windowed, moderately modern in design. Mr. Cox has designed many of them, and checks on all others to maintain architectural unity.

Since the house shown on this page has its most important outlook to the south, most of the principal living and recreational rooms face in this direction. The living room has two exposures, one toward the east and the morning sun, the other, opening onto terrace and garden, looks to the south. Between the two large expanses of window is ample wall space for excellent

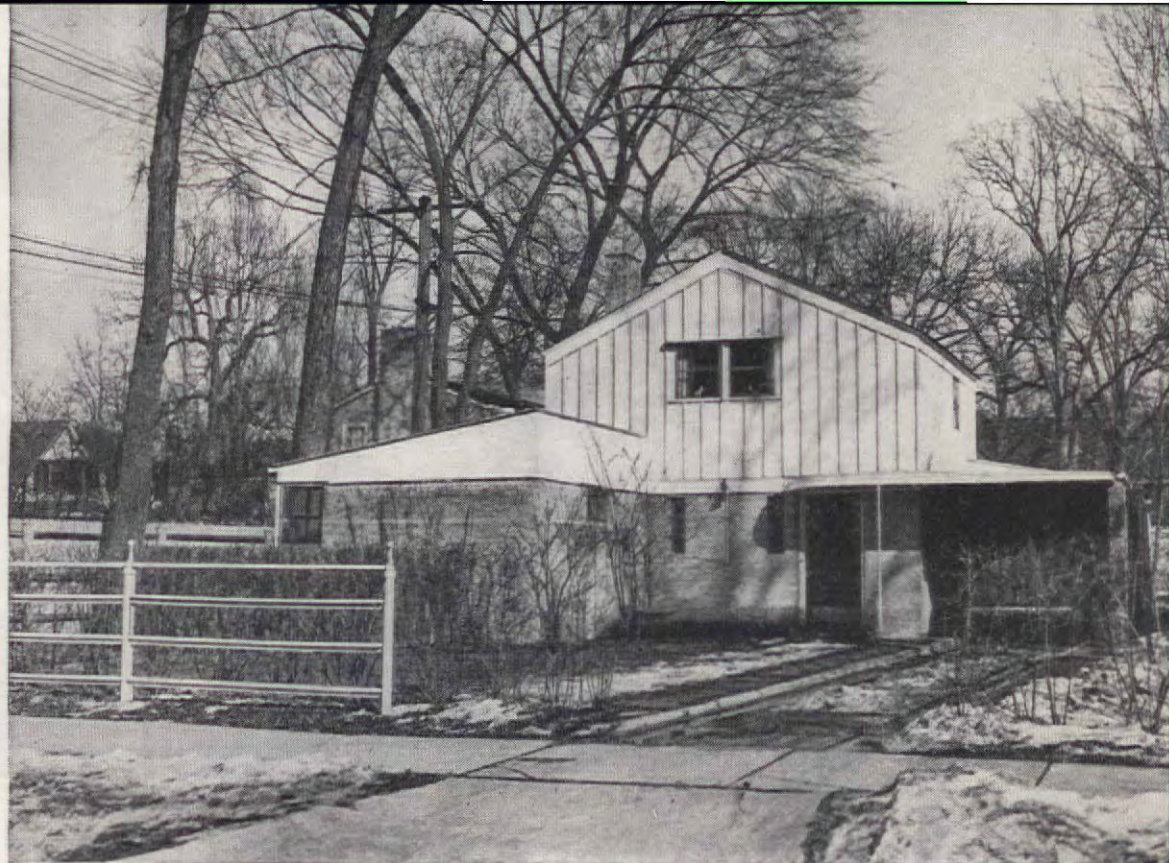
furniture arrangement. The extremely large chimney is a dramatic part of the exterior design, adding greatly to the low, horizontal appearance of the roof lines. In addition to the living-room fireplace, we find one in the dining room and another on the outside terrace. The latter is extremely useful not only for outdoor dining but for those cool, late summer Canadian evenings when its warmth will prove most welcome. The large windows of insulated glass, extending from floor to ceiling bring outdoors and indoors into close relationship, thereby giving fuller enjoyment to both house and lot. Wide, overhanging eaves provide necessary midsummer protection from the hot sun's rays, yet admit the lower rays of winter to penetrate into each room with all the benefits of insulation, the heat of the sun. The exterior design of the house is not radical, being straightforward and slightly rugged in character; interest is gained by the simplicity of line and texture of its horizontal and vertical wood finish, which is painted white.

Since insulation is not needed in the kitchen during the winter months, this room is shaded from direct sunlight. Care has been taken with the bedroom arrangements, each room is amply lighted, yet there's plenty of wall space for good furniture placement. The dining room is deliberately utilized for communication but in a manner which doesn't disturb its function at mealtime. A one-car garage, reached under cover from the kitchen end of the house during inclement weather, has been included as part of the house design.

Ruth W. Lee

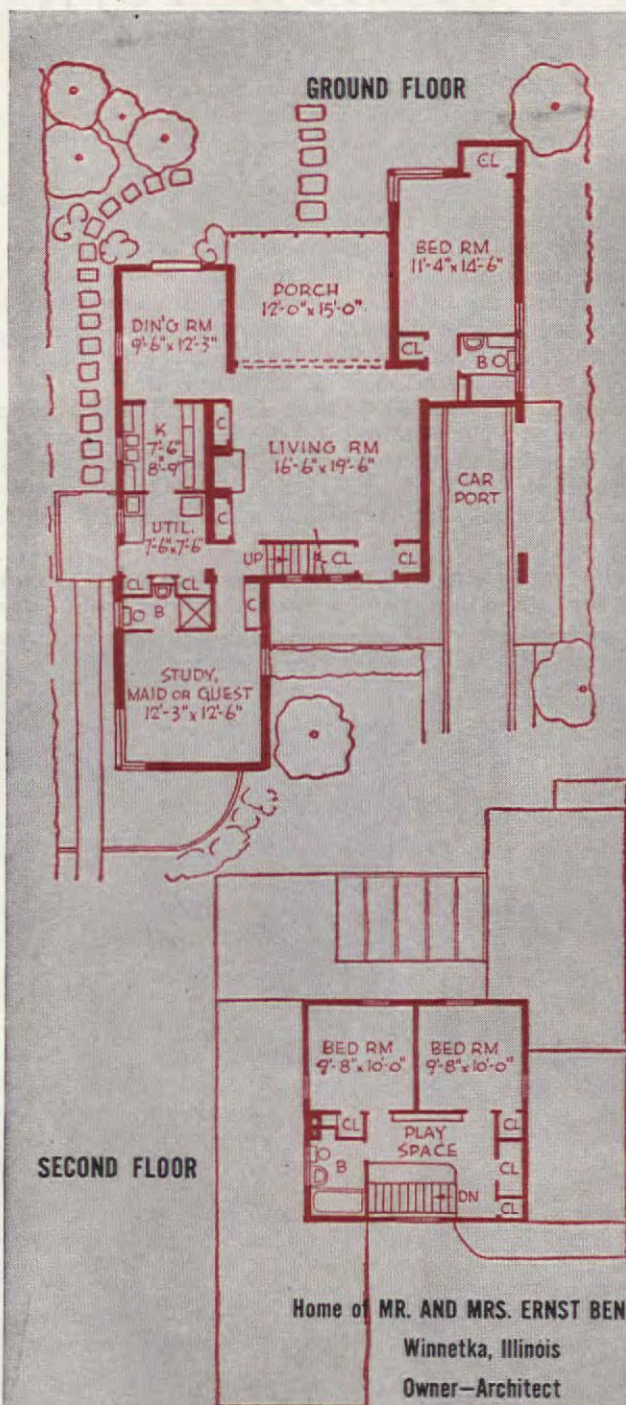
HERE'S a house built with two special ingredients in mind—lots of space for two lively young boys and a distinctive atmosphere for housing the family's treasured antiques. That's what the Ernst K. Benkerts wanted—and that's just what they got! Built of gray brick, vertical battens with white trim and a gray rolled roof, it's as up-to-date as tomorrow. But modernity is not all that this unusual small house with its aluminum-framed windows and well-planned interiors has to offer. Notice the plan. A squarish living room acts as focal point for other first floor rooms. Within easy reach are carport, dining room, studio, master bedroom with bath, utility room and an ample, screened porch.

Upstairs are two bedrooms, bath, and play area, just what Ernst Jr. and Ky'e ordered. The bedrooms each have built-in beds, desks and shelves, all of birch. In-



Charles H. Kellar

Modern Background for Antiques!



There's cozy, hominess about the Benkert living room with its white painted brick fireplace, plywood walls, well-stocked shelves

terior walls throughout the house are of fir plywood and white painted brick. Flooring, except in dining room which has maroon-colored asphalt tile, is of poured cement also maroon tinted. Across the living room's plywood ceiling are steel beams encased in copper and painted white. The natural plywood tone in company with the white brick of a central fireplace acts as perfect background for the traditional and provincial furniture. A floor-to-ceiling picture window catches a charming view of terrace and garden. In summer this window slides back, making the screened terrace a part of the living room itself. Another attractive feature of the house is found in the living room, where plants and brilliant pottery on double-shelved windows are used in place of draperies. Two walls of the master bedroom and the slanting ceiling are made of plywood; the other two walls are of painted cement. This room is furnished with fine old Americana, including a four-poster bed, chest and an historic old trunk.



Joan Crawford at Home in New York

ONE of the most envied theatrical personalities in New York this past winter was Joan Crawford, the Warner Brothers star. She had an apartment! While many of her confreres from the West Coast movie lots were being bodily tossed out, bag and baggage, on their beautiful ears at the expiration of their five-day-limit hotel stays, Miss Crawford drove serenely home each evening after dinner and the theater to the quiet and seclusion of her East End Avenue apartment.

In New York for the opening of her new picture *Mildred Pierce*, this handsome lady caused much neck-craning among New Yorkers whenever she appeared in public. Ripples of the excitement reached even our editorial offices, so we went uptown one afternoon to have tea with her.

The apartment is spacious and handsomely furnished with a definite eye to comfort. From the great windows high up in the building there is a fine view of Manhattan's East River and the busy little tugboats puffing and honking their ways under the Triborough bridge. No fly-by-night affair, Miss Crawford has maintained the apartment for a number of years as a permanent residence in the East; hence, she was not caught short by the housing shortage.

She also owns a beautiful white colonial home in a suburb of Los Angeles.

Comfortably curled on one of the deep, quilted-chintz love seats, knitting a bright green wool cap for her son who is just 3, Miss Crawford told us she had planned and supervised the decorating of the apartment with no aid from a decorator. It is a considerable success. Dark green walls with white mouldings in the living room temper the light from the large window stretching across one wall. The rose-patterned chintz is confined to the love seats flanking the fireplace; there is a large sofa slip-covered in the same white fabric which makes the draperies. A favorite breakfast and tea spot is the window grouping with its pair of comfortable chairs in green, and the mahogany table. Pupchen, the dachshund, who is an old hand at this movie business, always demands his share of the coffee rolls.

The study, besides serving as an escape room for the reading of a particularly interesting new script, can also double as a bedroom. The carpet is green, as are the draperies and two chairs, and a double-size box spring and mattress are upholstered Hawaiian-fashion as a *hikiee*. In all bedrooms there are individually controlled air-conditioning units for sleeping comfort.

Overscaled Reynolds water color and bold green stripes dramatize a foyer

Handsome mahogany chest in the study has storage space galore, mirror for dressing

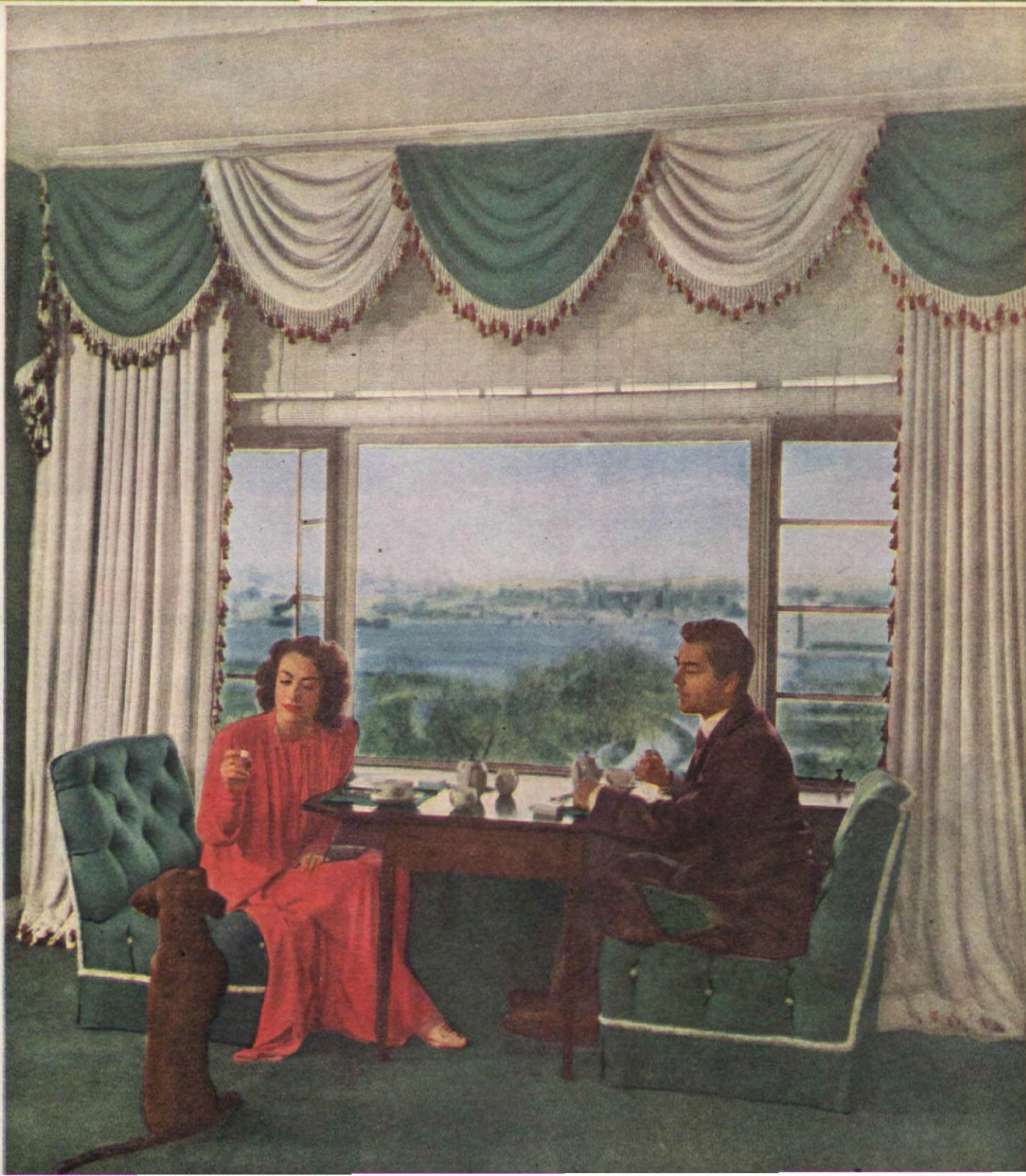
Screen stars dote on luxurious white one was made from tufted





Photographs by F. M. Demarest

beds. Joan's elegant
back of an old sofa



Clara Dudley says:

"Here's a beauty treatment
every home can afford!"



Mrs. Helen B. Reinhart
LARCHMONT, NEW YORK

"I agree with Clara Dudley that there is nothing as important to the enjoyment of a home as the quiet elegance of fine rugs and carpet. As the war continued to make floor coverings scarce, I was glad that we had done over our home with Alexander Smith Rugs. It was one of the most satisfying purchases we ever made."

Let's give our homes the repose that comes when the floors of *every room* are covered with soft, soundless rugs, in the most enchanting colors we can find. All of us know that rugs are basic in home comfort and beauty, but too few of us ever take time to figure out how reasonably we can own them.

It's fun to plan this quiet elegance for each room in your home. And it's a real thrill to discover that *you can actually afford* to cover every floor with Alexander Smith Rugs. You can buy them on a budget basis just as you buy a car.

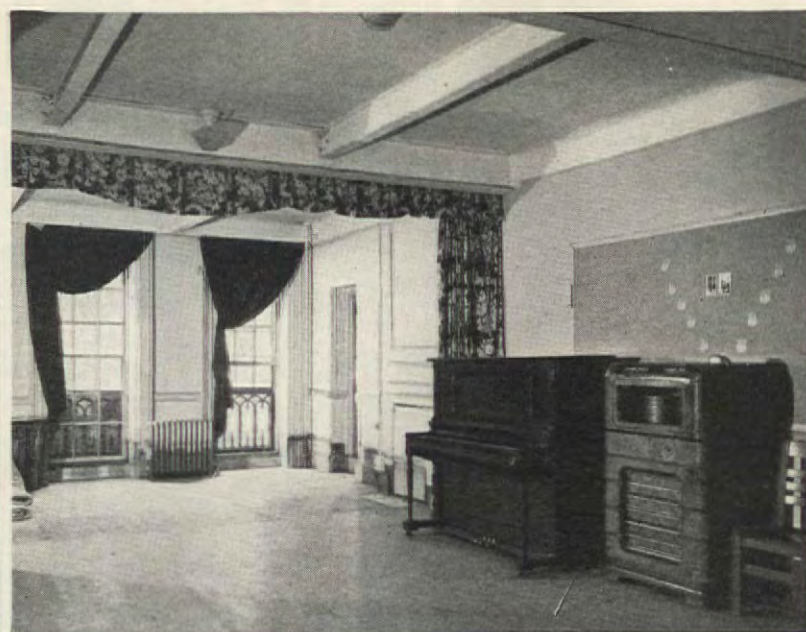
Enjoy a hall that gives a gracious welcome; stairs that take you up in quiet dignity. And never again that frigid experience of stepping on a cold, bare bedroom floor.

For Clara Dudley's free booklet "*It's Fun to Do Over with Color*" write Alexander Smith & Sons Carpet Company, 285 Fifth Ave., N. Y. 16, N. Y.



ALEXANDER SMITH
GOOD HOUSEKEEPING
ALL WOOL PILE

ALEXANDER SMITH
FLOOR-PLAN RUGS • BROADLOOM CARPETS



COLOR Goes to Work in



Photographs by F. M. Demarest

American Home collaborates with Grosvenor House

HERE is a story about a good paint job and the psychological effect it can have on the spirits. Because that is essentially what this project boiled down to. You remember we have been preaching from time to time about what we call the Cardinal Rules of Decoration. The importance of color as a background to decoration is one of those rules.

The chance came to us to put one of our theories into practice when the board of directors of the Grosvenor Neighborhood House on New York's east side asked our help in planning the redecoration of two rooms in their house. A community project, Grosvenor House is operated by a group of generous, public-minded people who donate a certain amount of their time and money to the venture so that the boys and girls of a

teeming New York neighborhood may have a meeting place and "club house" for their gatherings.

The rooms are located on the second floors of two adjoining brownstone houses which have been converted. One room is a large auditorium forty feet in length which is used for parties, dances, theatricals, games, and movies. The smaller one is used now as a sitting room for the boys and girls, their parents, and as a meeting room for the board of directors of the organization.

These rooms were a depressing sight indeed when we first viewed them several months ago, and explained why attendance was desultory at the group's parties. Dirt of the years was crusted around the baseboards of the putty-colored walls. The chairs ranged around the walls

NEW BEAUTY FOR YOUR HOME...

A little extra GLASS means a lot of extra charm!



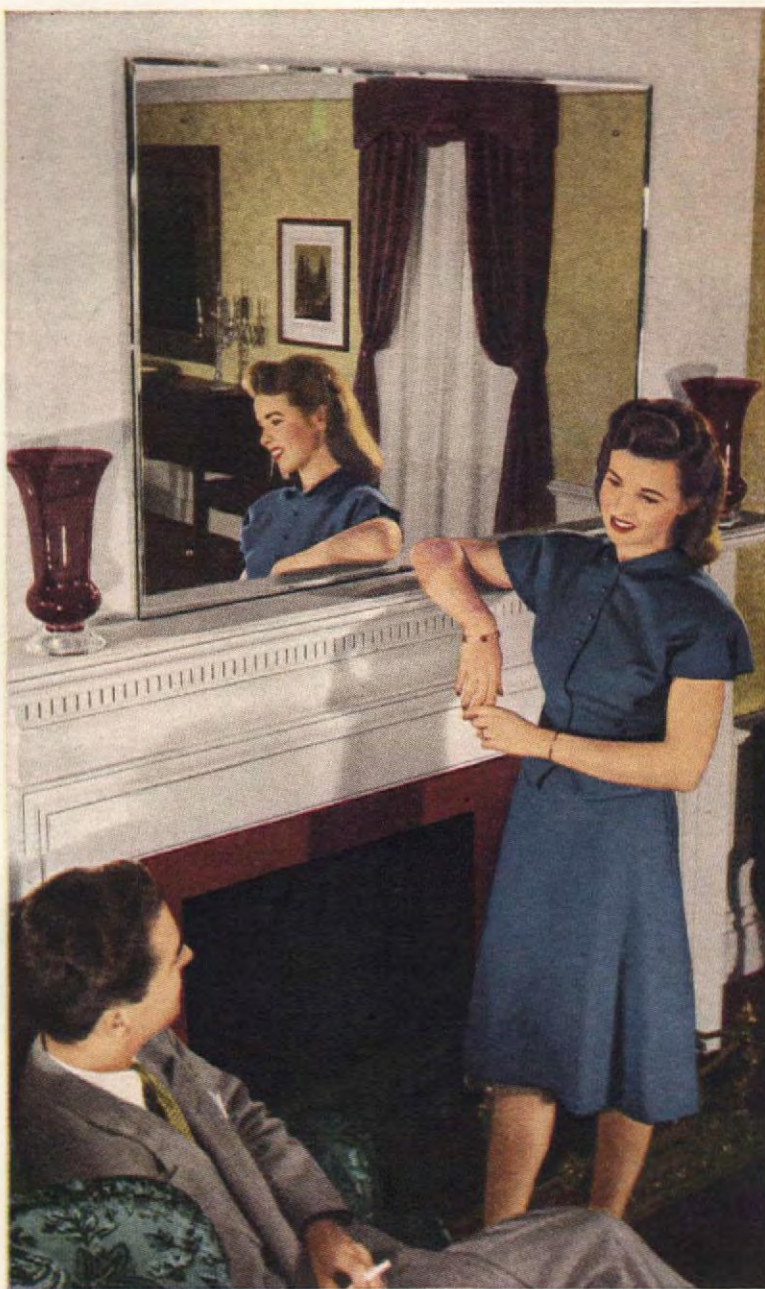
FORGOTTEN CIGARETTE? Relax! It can't mar your furniture when fashionable Plate Glass furniture tops* are on the job. These tops are burn-proof, stain-proof, damp-proof.



TO FACE THE WORLD looking your best, rely on a Plate Glass door mirror*. Every home needs several. Be sure they're big enough...at least 5½ feet high for the average door.



YOU CAN'T BEAT a framed mirror* when it comes to supplying the little extra touch of character and beauty a prized piece of furniture often needs to set it off just right.



IT'S EASY TO BE YOUR OWN HOME DECORATOR if you know the modern magic of mirrors. A Plate Glass mirror* over your living room mantel, for instance, comes under the heading of "always beautiful and in good taste." It adds charm and warmth by its colorful reflections. Creates the illusion of greater spaciousness.

**You can get these items at your favorite department or furniture store.*



PITTSBURGH PLATE GLASS COMPANY

THE MARK OF GOOD PLATE GLASS



Free Booklet

Scores of practical suggestions for beautifying your present home... for building greater beauty and usefulness into your new home... with mirrors and Plate Glass. Send the coupon for your free copy. Crammed with ideas. Dozens of full-color illustrations.

"PITTSBURGH" stands for Quality Glass and Paint

FOR YOUR NEW HOME
Consider these built-in beauties!



A KITCHEN walled with colorful, easy-to-keep-spotless Carrara Glass. Stays smart and lovely year after year. 10 appealing shades to choose from in selecting your color scheme!



PLENTY OF LIGHT where you need it and "keep out" to prying eyes... that's what you get with PC Glass Blocks over your kitchen work surfaces. Good looking, new, practical.



LOVELY SETTING for a sofa: handsome, ceiling-high, built-in mirrors of Pittsburgh Plate Glass. In blue, green, flesh or regular color. With silver, gold or gunmetal backing.



Pittsburgh Plate Glass Company
2035-6 Grant Building, Pittsburgh 19, Pa.

Please send me, without obligation, your new, free booklet entitled "Making Your Home More Attractive with Pittsburgh Glass."

Name _____

Address _____

City _____ State _____



© Corn Products Sales Co.

A lesson in luxury ...

It's easy to enjoy the sheer, caressing luxury of pure linen sheets . . . merely launder your cotton sheets with Linit, the superior starch that makes cotton *look* and *feel* like linen.

Linit is different . . . the thin, fluid Linit mixture *penetrates* the fabric, makes ironing easier and gives a soft, smooth, dust-resistant finish to all household fabrics.

Sunny says: It's so easy to use Linit . . . simple directions on every package . . . for starching all household fabrics, curtains, cotton dresses, children's clothes . . . even daintiest underthings are restored to "newness" by light Linit starching.



... adds
the "finishing touch"



BEFORE: The sitting room was bleak and uniformly tan. A Ping-pong table offered scant inducement to spend much time in here



AFTER: They love it! Some of the children had never seen before a pretty room with a planned color scheme. Now they "dress up" for parties in their festive new rooms of which they are so proud. Mothers and fathers like it so, they'd love a party of their own!



"It's Wonderful!"

says screen star

BARBARA STANWYCK

"... Anyone—with absolutely no previous experience—can put up this marvelous ready-pasted wallpaper with professional results!"

"I've seen it with my own eyes," says this famous star and talented homemaker. "You just cut strips to fit, dip them in water, and smooth them onto the wall. That's all there's to it!"



Yes, Miss Stanwyck, over 1,000,000 women have proved that anyone can put up TRIMZ READY-PASTED WALLPAPER. No help needed, no paste, no tools, no tearing up the house. Dries in 20 minutes. So clean you don't even need to cover the furniture. Makes home decorating a "fun" job—do it in spare time, starting and stopping as-you please!

A whole 10' by 12' room takes only 3 boxes—each equalling 3 $\frac{3}{8}$ rolls of ordinary wallpaper and including 20 ft. of matching border.

Every TRIMZ pattern is *guaranteed* washable and fade-proof... *guaranteed* to stick or your money back... *guaranteed* by the world's largest manufacturer of wallpaper. Today—see the complete selection of smart, richly colorful patterns for every room in your home!



Glamorous Barbara Stanwyck chooses "Rhythm", one of many original Trimz patterns, for this charming setting.

Make Plain or Painted Walls Sparkle with TRIMZ READY-PASTED BORDERS

Just dip 'em in water and put 'em up! These cheery borders will do wonders for your kitchen, bathroom, bedrooms, living room, *any* room with plain or painted walls. Stunning around windows, pictures, doorways, mirrors, waste baskets, too. Washable. Fadeproof. Guaranteed to stick. Many attractive patterns—as little as 15c per 12-foot roll.

TRIMZ

READY-PASTED WALLPAPER

REG. U. S. PAT. OFF.

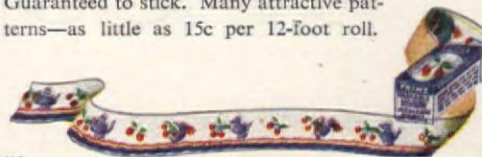
AT DEPARTMENT, HARDWARE, CHAIN AND WALLPAPER STORES EVERYWHERE

TRIMZ COMPANY, INC. • DIVISION OF UNITED WALLPAPER, INC.



COPYRIGHT 1946, TRIMZ CO., INC.

MERCHANDISE MART, CHICAGO 54, ILL.





You can see the future through this window

This is a window in your new home. That is you and your family behind it. You are looking through a development that will make your future home more comfortable, more durable, more livable.

For that window is made of Alcoa Aluminum. It will always work easily... no straining, no hammering to open it. It will never rust or rot or require painting.

And—it is a thing of beauty. Trim. Not bulky. Lets in more light.

You'll be seeing Alcoa Aluminum used in many other ways, too. You'll see it used for window screens, sills, and stormsash. For awnings, garage doors, and lighting

fixtures. For hardware, weatherstripping, and scores of other things.

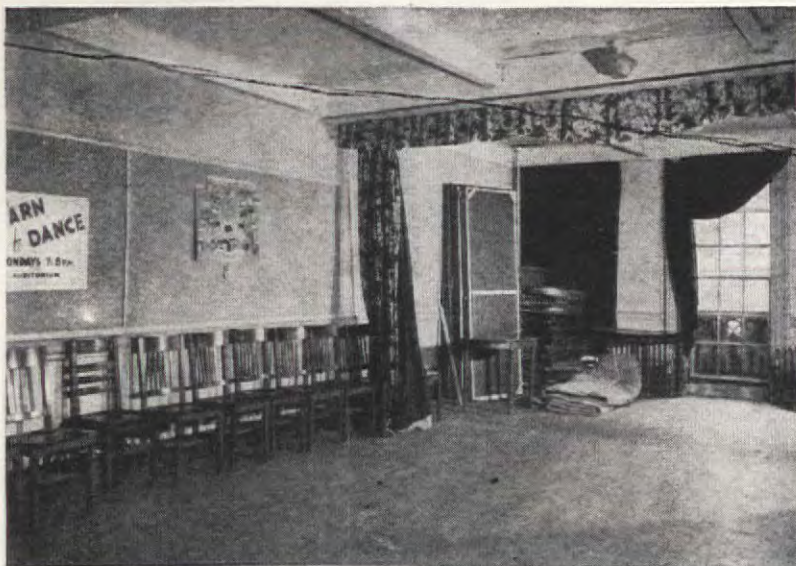
Why will you want them to be made of Alcoa Aluminum? Because it is light, strong, non-rusting, good looking... *and* inexpensive. Alcoa has steadily brought down the cost of aluminum through the years so that more people can afford to buy it.

Yes, modern building and Alcoa Aluminum will go hand in hand—to make future life and living easier, more convenient, more comfortable, and less expensive for all.

ALUMINUM COMPANY OF AMERICA, 1906 Gulf Building, Pittsburgh 19, Pennsylvania.

ALCOA FIRST IN ALUMINUM



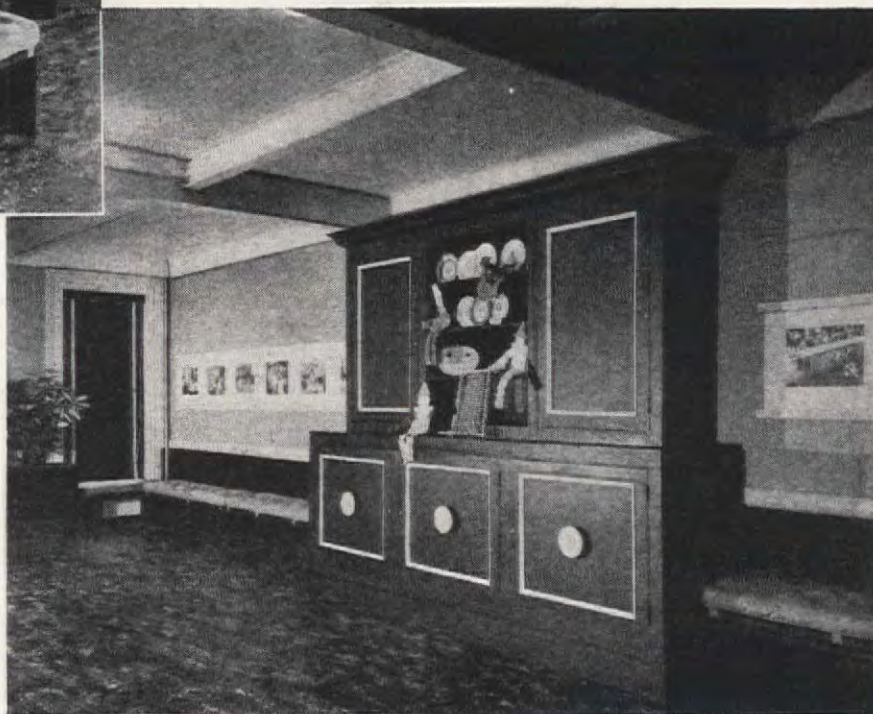
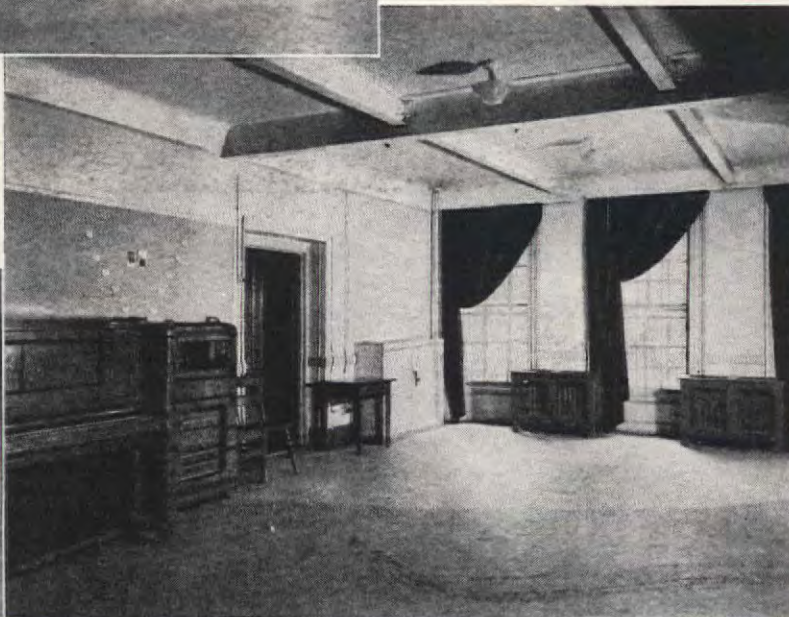


The auditorium was old, bare and dreary beyond words when we first saw it, above and right. Curtains of faded floral cretonne and many yards of blank bulletin boards added to the discouraging problem at hand



After a pitched battle with the board members we finally won permission to give the piano's scarred walnut surface a new dressing of ebony paint. Results were pleasing

The high spot of the room is the enormous, handsome cabinet whose scale is right for the east wall. It gives generously in storage space for chairs and exercise mats



were hard and ugly, and the windows were swathed in black-out curtains. We made color sketches for the board members which sent shivers of excitement down their spines. Strong color, we knew, was the best solution and easy on a limited budget.

The old tan linoleum, with a little repair work, made a good base for the shiny black, marbleized linoleum

which soon went down. Because boys will be boys and kick up their heels, we painted the baseboards and dados shiny black. After repairing cracks and patching the plaster, we painted the upper walls a strong coral pink, which gives what the kids call "a large charge"—stimulates enjoyment, in our conservative vocabulary.

Woodwork, ceiling and trim were

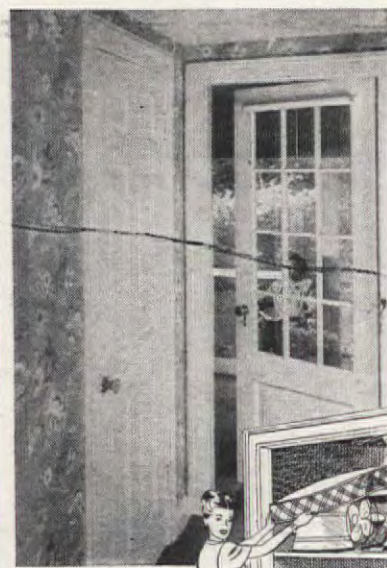
painted a soft, warm gray, and shiny black Venetian blinds dropped to the floor can shut out the light when movies are shown. Two half-round tables and two pianos went black, and we gave a stylish touch to the black doors by painting mouldings gray.

We had removed yards and yards of bulletin boards which were usually empty. In their place we matted and framed photostatic enlargements of snapshots of the children at work and play in the neighborhood house.

To seat the crowds, we had simple wooden benches made, painted black, and covered tops with turquoise felt cushions. Two similar bench-like sofas

were made for the sitting room.

The huge, ceiling-high cabinet in the auditorium stores folding chairs and some exercise mats. Mirrors over the two fireplaces lend considerable sparkle. The sitting room has draperies of the turquoise felt, and a low, multi-purpose table which is four feet square. Now board members beam as attendance records soar.



Porch Closet

... another hint from this NEW IDEA BOOK

Yes, a roomy closet like this, adjacent to your sun porch, is a big convenience in storing folding tables, extra cushions and other porch accessories, when not in use. And that's only one of the dozens of ideas in "Today's Idea House"—new Ponderosa Pine booklet. Profusely illustrated with photographs of actual interiors, "Today's Idea House" shows you how to create more convenience, more livability, with stock design doors and windows of Ponderosa Pine. Here are a few of the other subjects covered:

- ★ How to make small rooms look bigger
- ★ How to have more closet space
- ★ How to gain greater privacy
- ★ Hints on fuel saving
- ★ Step-saving doors

"Today's Idea House" is helping thousands plan more satisfying and more comfortable homes. Get this helpful book—mail coupon for your copy!

Ponderosa Pine WOODWORK

Send Now for This Big Home-Planning Guide!



Replete with valuable "pointers" and suggestions, "Today's Idea House" is a book every home-planner should have. Only 10 cents brings you this source of inspiration and ideas. Mail coupon!

PONDEROSA PINE WOODWORK
Dept. OA-3, 111 W. Washington Street
Chicago 2, Illinois

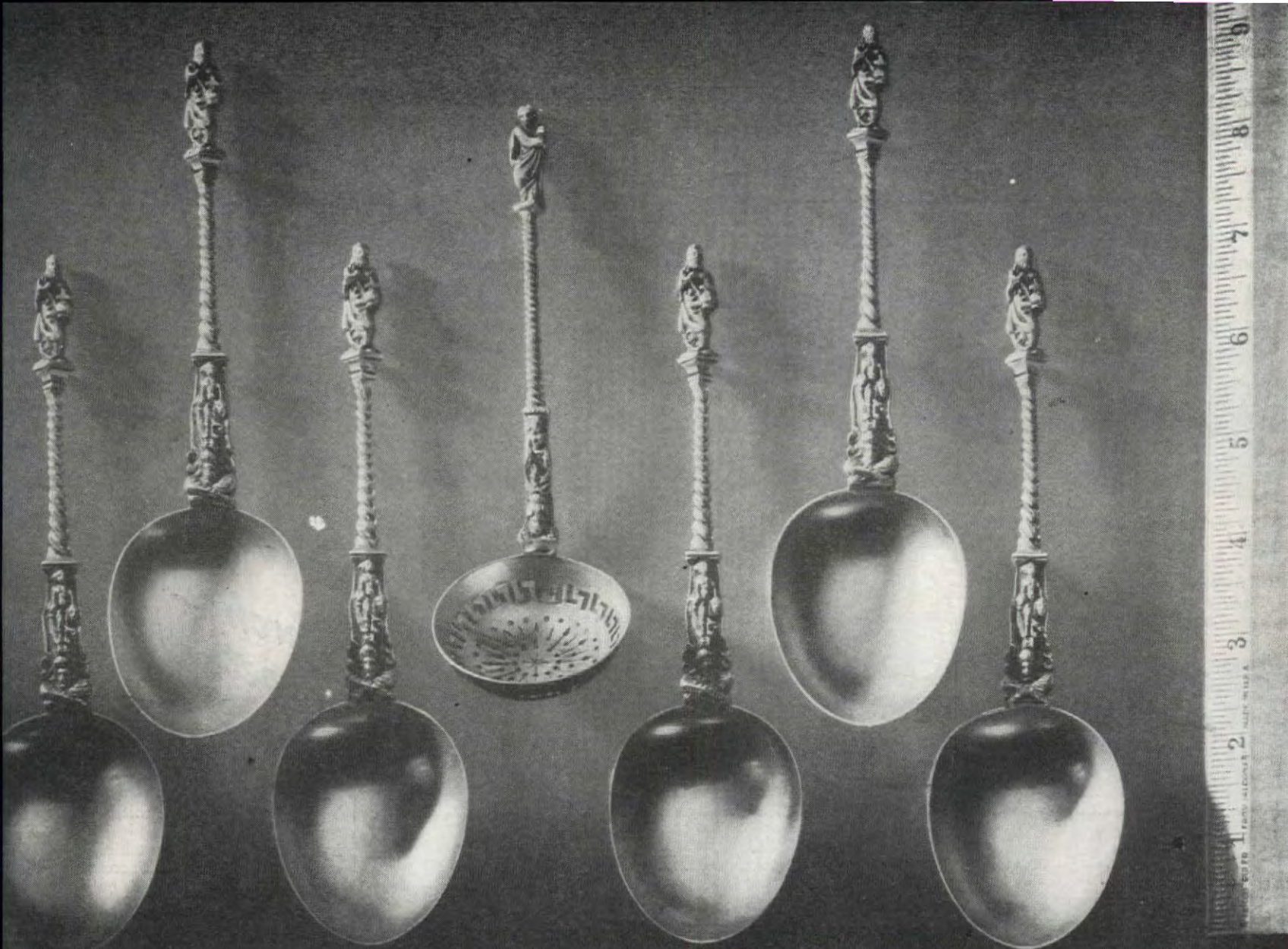
Please send me a copy of "Today's Idea House." I enclose 10 cents.

Name.....

Address.....

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

THE BEST IS YOURS...
WITH PONDEROSA PINE



Master spoons and Madonna sugar sifter of 1870 were made "by appointment" by Elkington & Co., Birmingham, England



F. M. Demarest

APOSTLE SPOONS in America

Genevieve B. Wimsatt

"No, I haven't an Apostle spoon! And what's more, there's not one on the whole of Manhattan Island!" The proprietor of the small Madison Avenue shop bristled, as though I'd asked for a dozen dinosaur eggs!

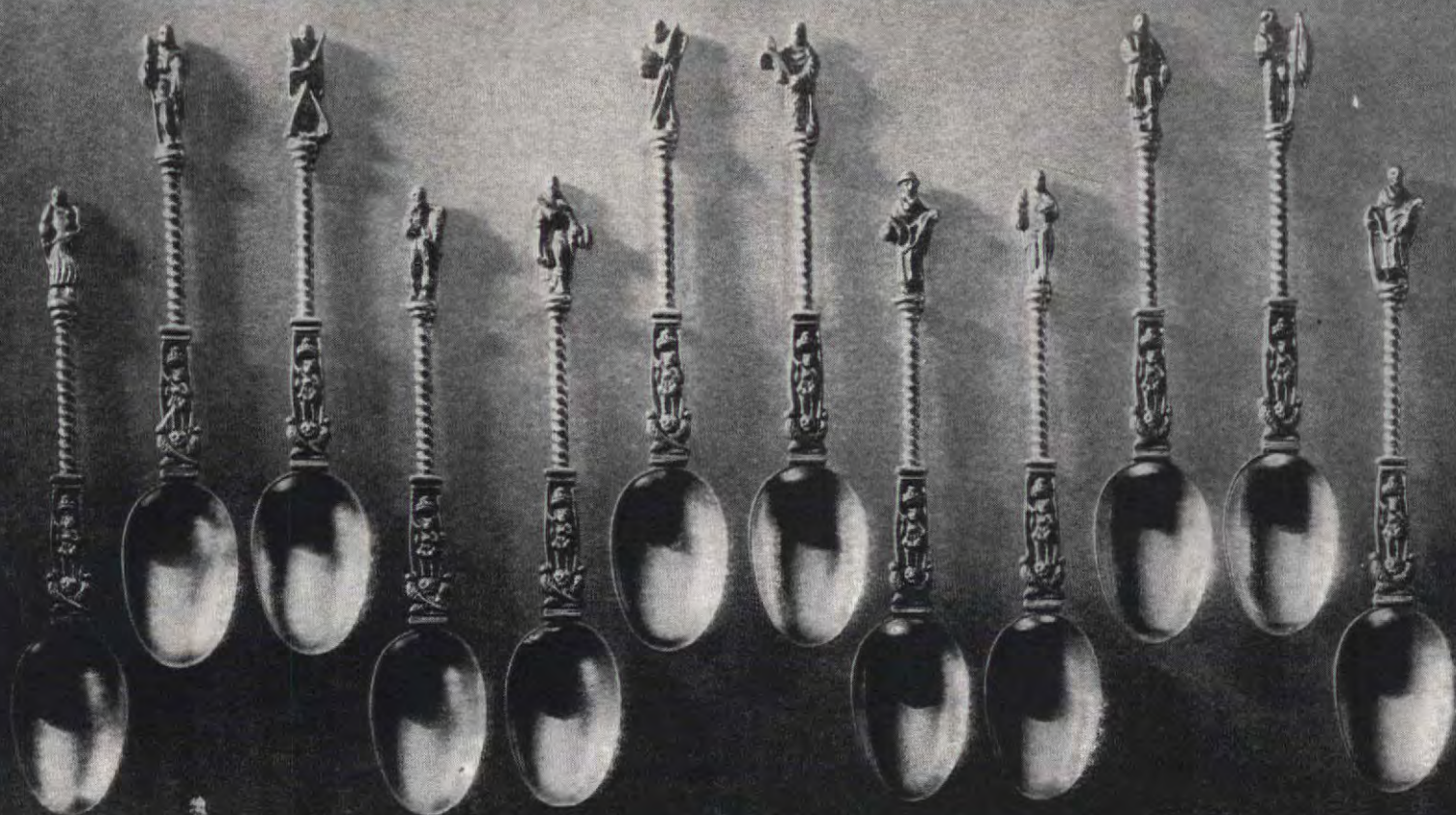
"But there must be some here! There's some of everything in New York. I'm not inquiring for Henry the Eighth or Elizabethan examples, only for the later English or Continental items."

But the dealer remained obdurate. He was positive and stood stoutly by his contention that there were no Apostle spoons this side of London.

Had he but known! For even had the search been for Tudor or Stuart originals, at least one authentic example might have been found on display in a certain department store handling the liquidation of estates and art collections, not ten minutes by taxi from where we stood. However, as his opinion was typical of that held by countless buyers and sellers in the United States, it demands a word of comment!

For many years American silver lovers have narrowed their scrutiny of

Ornate St. Paul spoon bears old Gorham hallmark. Fine old Dutch St. Matthew contrasts with Italian St. Matthew with coin bowl, modern English reproduction of 17th century St. Matthew spoon. St. Peter spoon is well-known English design

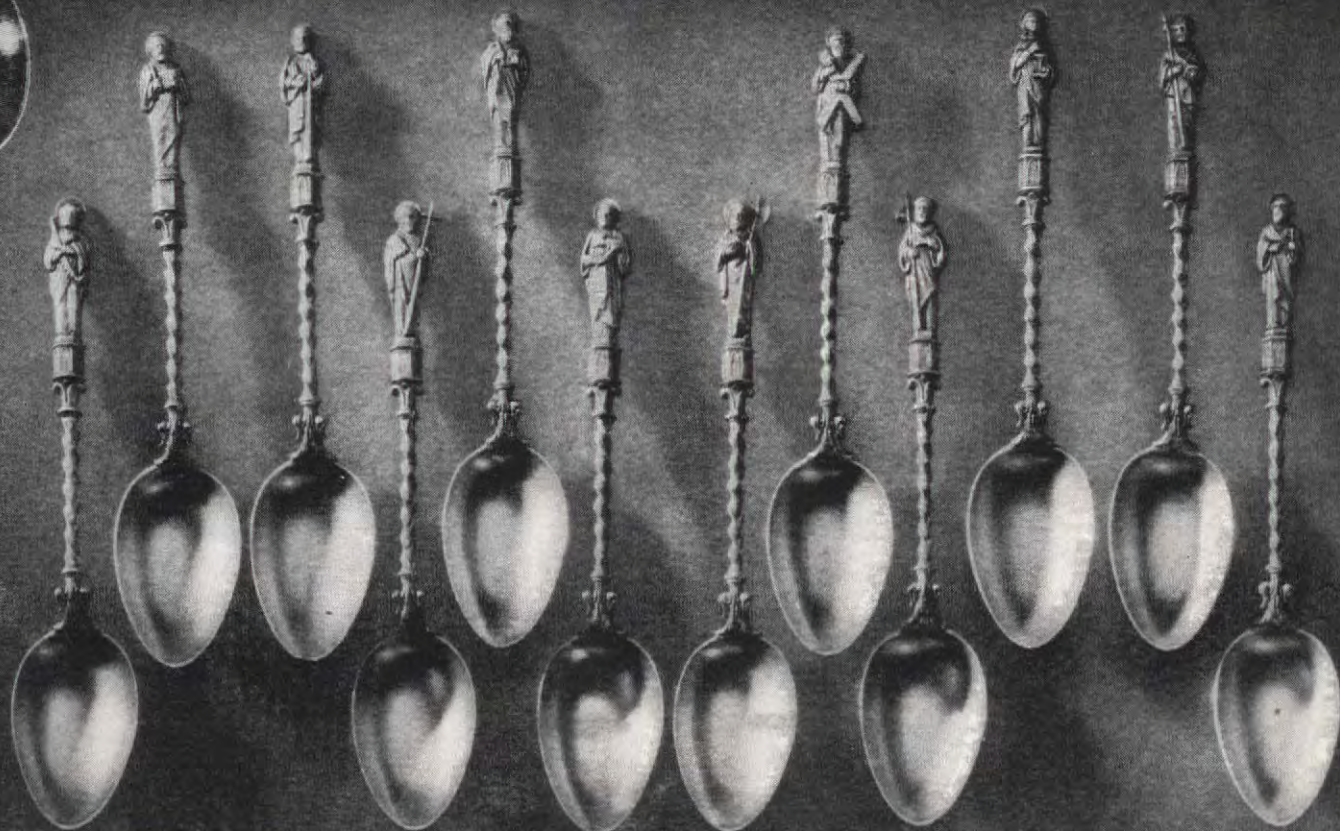


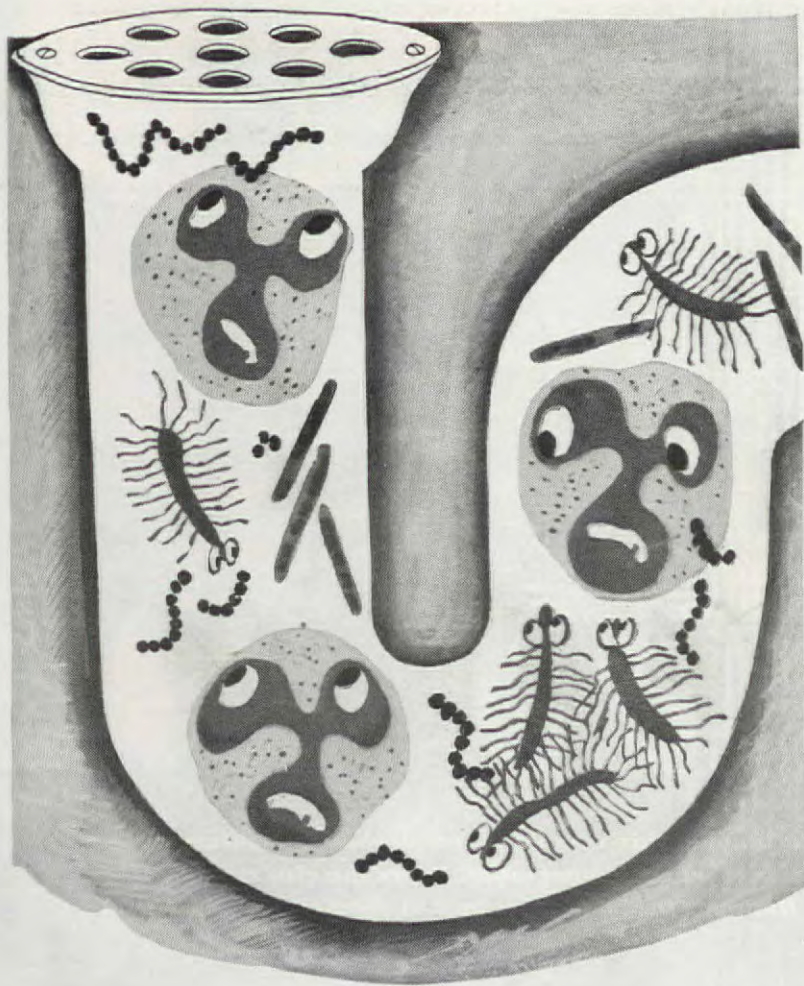
Found in Baltimore, this complete set, probably eighteenth century, comes from the Netherlands, bears the city stamp of Groninges, Holland, the master stamp of Cornelis Papinsch



Highly ornate handle is seen on a Swiss St. James Major spoon; St. Peter spoon bowl is engraved with scene from life of Christ

Names on back of bowls in this set read from left: Simon, Matthias, James Minor, Philip, Jude, Bartholomew, Matthew, Andrew, James Major, John, Thomas, Peter. Belgian copies





"What? Filthy Sewer Germs in my sink drain?"

Yes, Sewer Germs breed in every drain - only two inches from where you wash silver dishes and food. Scrubbing can't touch these enemies of health. It takes Drāno to boil them out! And Drāno is harmless to septic tanks: makes them work better, cuts down odors.



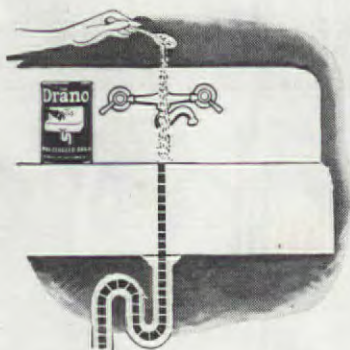
Make your sink safe, sanitary—use Drāno to boil out SEWER GERMS! Drāno opens clogged drains, too. Use it regularly—keep your drains free-running, free of SEWER GERMS.

NEVER OVER 25¢
at grocery, drug, and
hardware stores.

Drāno

T. M. Reg. U.S. Pat. Off. by The Drackett Co.

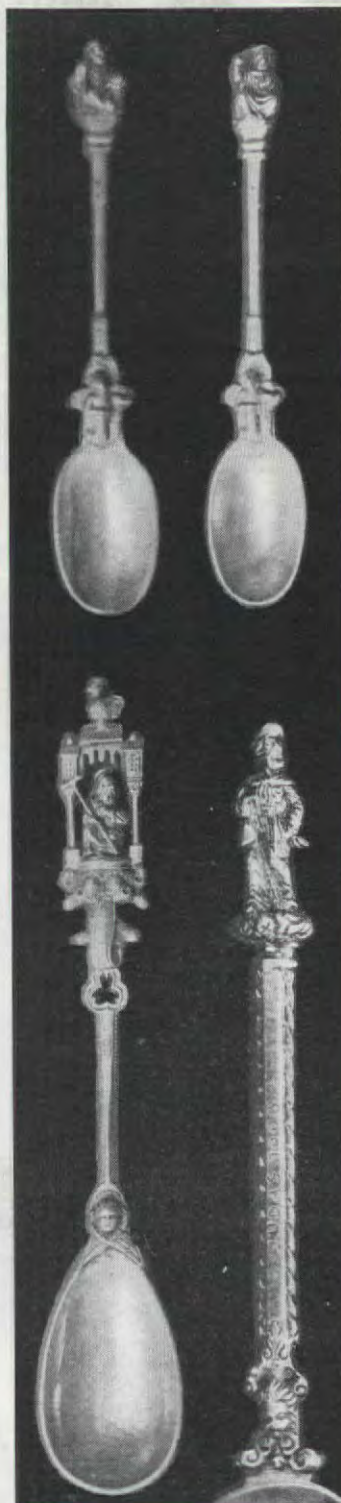
OPENS CLOGGED DRAINS
CLEARs OUT SEWER GERMS



Apostle spoons to those examples included within arbitrary boundaries, to the great English sets of the fifteenth, sixteenth, and seventeenth centuries. In this circle glitters the Abbey Set, "the earliest complete set of Apostle spoons known to have survived," dating from 1536; the Sulhampsted Set, 1617; the Bernel Set, 1619; the Bishop Whyte Set, 1527; the Firth Set, 1592; the Beck Set, 1626; the Symons Set, forming the highest order of Apostle spoon hierarchy, seldom on view, except at Christie's and Southby's.

The briefest glance at the prices brought by great named sets tells in

Italian table clock; Eighteenth century St. Simon, St. Peter, and the intricate St. Phillip Apostle spoons all bear the same hallmark, were found in Washington, D.C. The Apostle spoon at the lower right is inscribed "Judas, 1603"



KEEP OUT FLIES and MOSQUITOES



Newest Screen Sensation!

CHAMBERLIN

CHAMBERLIN COMPANY OF AMERICA

PLASTIC SCREENS

- ✓ RUST-PROOF!
- ✓ NEED NO PAINTING!
- ✓ NON-STAINING!

Now you can have, for your home, amazing new plastic screens by Chamberlin! Tough and serviceable as finest metal, with three great advantages: plastic screens cannot rust, need no painting or preservative treatment, cannot stain or discolor window frames and trim.

Talk to the Chamberlin man. He'll study your needs as he would his own. And factory-trained installers, from the factory branch near you, will install Chamberlin plastic screens in your home. In this way we hold ourselves strictly accountable for your complete satisfaction. Call nearest Chamberlin office (see phone book) or mail the coupon today!

(Chamberlin also sells Weather Strips, Storm Sash, Insulation, Caulking)

Call a
Chamberlin
Man

Save with
Customer
Dividend Plan

Thousands of Chamberlin customers have saved money by this new plan. Ask your Chamberlin man for details.

FREE ESTIMATE!
NO OBLIGATION!

Let the Chamberlin man give you a free estimate today. No cost or obligation. Up to 3 years to pay. Monthly payments as low as \$5.00.

FREE BOOK! No cost or obligation. Mail coupon now!

Chamberlin Company of America
1243 LaBrosse Street, Detroit 26
Please send me free book, "A Guide to Home Comfort."

Mr. _____
Mrs. _____
Address _____
City _____ State _____

"...MODUFLOW* Has Completely Eliminated Drafts"

Say THE GAINES —
of LADUE, MISSOURI



THE Gaines' home is just one of several thousand American homes where living has been made more comfortable and cheerful by Moduflow. And hundreds of letters have been received from these home owners telling about the amazing improvements that Moduflow has made.

Moduflow is Honeywell's latest contribution to home comfort. It has been hailed as the greatest advance in house heating since the advent of automatic controls. It operates on an entirely different principle from the ordinary on-and-off control system. Heat is furnished *continuously* at just the proper temperature to compensate for heat losses, which are continuous. The cold air doesn't have a chance to pile up in layers along the floor (stratification) and produce unhealthy drafts.

FOR YOUR PRESENT HOME

Best news of all, you can install Moduflow *right now* in your present automatic heating system. You don't have to wait until you remodel or build a new home.

FOR YOUR NEW HOME

If you are planning to build, make sure that your new home is *completely modern* with a Moduflow Control System. No matter how much you may spend for your home and furnishings, it will not be a real home unless you have absolute heating comfort. So, get the whole story of Moduflow before you complete your plans. Mail the coupon today for your copy of "Heating and Air Conditioning the Postwar Home," the booklet that tells how Moduflow has "evolutionized" home heating.

* MODUFLOW is the name of Honeywell's newest heating control system. It means heat *modulated* to just the right comfort temperature with a uniform, continuous *flow*. Moduflow is a heating control system—not a complete heating plant. It can be installed in practically any type of automatic heating plant, whether warm air, hot water or steam.

MODUFLOW

The New HONEYWELL Heating Control System

MILL
TER BRANA ARG-TER
DISTRIBUTION FARM
LOUIS MO



HARRY D. GAINES
JESSE W. STEWART
FRED A. SCHALLER
WILTON E. GLENN
ST. LOUIS 7, MO.

SUCCESSOR TO THOMAS E. PINE LUMBER CO.
SOUTHERN AND NORTHERN HARDWOODS & FINE FLYWOOD
IMPORTERS AND DISTRIBUTORS PHILIPPINE HARDWOODS
MAIN OFFICE 8 YARD 18 EIGHTH ST. ST. LOUIS 7, MO.
January 15, 1945.

Minneapolis-Honeywell Regulator Co.
4030 Chouteau Ave.
St. Louis, Mo.

Gentlemen:

Some time ago you installed in my home at #12 McKnight Lane, Ladue, St. Louis County, one of your "Moduflow" heat control system and I cannot refrain from writing you this letter to express my gratification for having such a very efficient system.

It may interest you to know that the "moduflow" has completely eliminated drafts in the house. It is quite customary just before the blower fan would start operating, that there would be a pronounced draft throughout the house which has now completely disappeared.

Moreover we had some rooms which were never comfortable during severe cold weather and now these rooms are quite comfortable. Likewise those rooms which were nearest to the furnace were invariably too warm but "moduflow" has evened out the temperature in each room.

In addition your system has broken up the stratification of the air in the different rooms.

The automatic day and night thermostat control insures comfortable heat during the hours we are awake and it is now a real pleasure to live in a home that has such an even temperature all of which is so thoroughly and efficiently controlled automatically.

If you desire any further information regarding my favorable experience, I would be glad to furnish it on request.

Yours very truly,

Harry D. Gaines



SEND FOR
THIS BOOK

today



MINNEAPOLIS-HONEYWELL REGULATOR COMPANY
2702 Fourth Avenue South, Minneapolis 8, Minnesota

FREE!

Please send my free copy of "Heating and Air Conditioning the Postwar Home."

Name _____

Address _____

City _____

State _____

Tomorrow's Apartment will have Personalized Heat . . . with Moduflow

Look at your Shades...

...every one else does!



NEW SHADES - JUST FOR THE PARTY TONIGHT? WHY YOU EXTRAVAGANT GIRL!



OH, THEY MAKE THE ROOM LOOK SO FRESH AND FESTIVE. AND THEY ACTUALLY COST LESS THAN THE PARTY FAVORS



YOU MUST HAVE ORDERED THEM WEEKS IN ADVANCE



HEAVENS, NO! I JUST BOUGHT THEM THIS MORNING. DON'T YOU THINK IT'S A SMART DECORATING TRICK?



"My Columbia shades, in soft colors to harmonize with the walls and drapes, certainly made a big bit! It is so easy—and inexpensive—to freshen up your home with a whole new set of window shades."

Smart home decorators know how much a small detail like new shades can mean to the looks of your room. Don't wait until shades become unsightly. Soon you will be able to stop in at your nearest shade shop or department store and order Columbia shades for the whole house. Assortments are still not as complete as we would like, but they will be very soon.



Columbia WINDOW SHADES

THE COLUMBIA MILLS, INC. • 225 FIFTH AVENUE, NEW YORK 10, N. Y.
VENETIAN BLINDS — LACE NET CURTAINS — LACE TABLE CLOTHS

no mumbled terms why Apostle spoons, soul-stirring though they be to the Croesus and Midas connoisseurs, leaves the average collector tepid, if not thoroughly chilled. Charles G. Rupert, American authority on the subject, in his book *Apostle Spoons*, lists the market value of a few of the top ranking sets. The highest figure quoted by him is that paid for the Abbey Set, 4,900 pounds; the lowest, that for the Symons Set, 500 pounds. He goes on to cite instances where a single Tudor Apostle in good condition has brought from fifty to six hundred pounds sterling.

Studying these figures, one may well ask, "Then of what concern are Apostle spoons to the hobby-minded American of moderate income, a taste for silver, and an appreciation of the traditional and religious significance of these bits of plate, silent reminders of other lands and other ages, of Corpus Christi College, Swetenham Hall, London Goldsmiths' Guild, and the King's Jewel House?"

Admittedly, the field of old English Apostle Spoons is so narrow, so impregnable except to the golden key, that it is hardly worth the modest collector's while to peer into the enclosure. But are there no fields adjacent to the walled garden?

Indeed, there are! Broad fields, strewn with windfalls like nuts under the hickory tree. So, let the gust of Norman Gask's dictum rip away some of the mists that obscure the scene. "This type of terminal figure spoon was introduced into England from the Continent about 1450," states this authority, with one breath demolishing the popular supposition that Apostle spoons had their origin in the British Isles, and that, therefore, lacking an English hallmark they are unworthy of notice.

Without questioning the superstatus of the grand old English masterpieces, it may be well for us to avoid the error of assuming that all non-British Apostle spoons are of negligible importance. Low Countries were gushing sources of Apostle spoons, with France, Germany and Italy swelling the torrent. In fact, almost every European country, from Spain to Norway, and not excepting the Channel Isles, contributed its own characterized version of the curio.

Let us face facts and understand from the start of the expedition that the pioneer in American fields is unlikely to stumble across a sixteenth century piece touched with a *Heart-within-a-heart*, or to trip over a knick-knack sanctioned by the *Spiked S* of that nameless London goldsmith who fashioned the 1527 Bishop Whyte group of eight spoons. For such treasure trove a postwar England will be the indicated hunting ground. Nevertheless, it is here suggested that the Atlantic Coast of the United States is richer in Continental, as well as in Victorian, Edwardian and Georgian silver than is generally recognized—to say nothing of prized Americana bearing a native hallmark.

A connoisseur of the writer's ac-



See your local Oil-O-Matic dealer. Learn how, unlike an ordinary oil burner, an Oil-O-Matic can efficiently burn the heavier

fuel oils predicted for tomorrow. For dealer address, consult Classified Section of your Telephone Directory under "Oil Burners."

WILLIAMS
OIL-O-MATIC
HEATING SYSTEMS
BLOOMINGTON, ILLINOIS

READY NOW...A LIMITED PRODUCTION OF OIL-O-MATIC OIL BURNERS DESIGNED TO BURN ANY FUEL OIL, PRESENT OR FUTURE



*When you're ready to
"buy that dream,"*

INSIST ON FIRESAFE CONCRETE

Concrete is rugged stuff with which to fashion a dream home—to build enduring happiness, year 'round comfort and a *worry-free investment*.

When your dream home has concrete walls and subfloors and a fire-safe roof, you have the soundest structure modern materials can build.

Choose any architectural style you wish, cottage or mansion, four rooms or twelve in almost any price range and it will be a better home if built of enduring concrete—a home worthy to shelter safely your loved ones—your most cherished possessions—your finest furnishings.

Nothing that you can build into any house adds so much to its

strength, rigidity and firesafety as concrete subfloors. They won't creak or vibrate even when the children play football in the living room. And please remember a concrete subfloor is the best possible base for warm, beautiful carpets and rugs or for hardwood, linoleum, tile or any floor finish you desire. Your home can have the same comfortable floors you admire in the finest homes, hotels or clubs, at a cost little more than for non-firesafe floors.

How to get a CONCRETE HOME

Ask a local Concrete Products Manufacturer, (see 'phone book) for names of architects and builders experienced in concrete. And write today for our latest book of concrete house suggestions, free on request in United States and Canada.

PORTLAND CEMENT ASSOCIATION

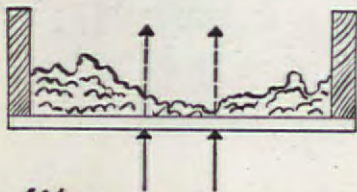
Dept. 3-5, 33 West Grand Avenue, Chicago 10, Illinois

A national organization to improve and extend the uses of concrete . . . through scientific research and engineering field work.

**IT MUST BE RIGHT
THE FIRST TIME...**



IN HOME INSULATION, TOO!



Wrong... HEAT ESCAPES!

You buy Home Insulation only once; so it must be right the first time. Carelessly applied insulation causes heat "leaks." You waste fuel and sacrifice comfort! Even the finest insulating material won't give you the full benefits if installed in a slipshod, skimpy manner.



Right... HEAT HELD IN!

Scientifically "blown" to prevent "voids," Johns-Manville Rock Wool Home Insulation can save you up to 30% on fuel year after year; can keep your house up to 15° cooler in summer. That's why Johns-Manville selects only contractors who rate high in skill and integrity!

EVERY Johns-Manville contractor is not only carefully selected and trained but is also *rigidly supervised* until his work meets the high standard of J-M specifications. Since you can't see the difference between good and poor work, it's important that you take advantage of Johns-Manville's long experience and reputation.

* * *

No down payment, 36 months to pay. To promote necessary fuel saving, U. S. Government has authorized liberal financing terms for Home Insulation. Ask your Johns-Manville Contractor for details and a free estimate. Also send right now—before you forget—for the free 24-page book shown below!



"Insulation is no better than the man who installs it!"

You can rely on your Johns-Manville Home Insulation Contractor.

*Quoted from U.S. Bureau of Mines Circular 7166

Free book tells fascinating story of Rock Wool Home Insulation—Mail Coupon Now!



JOHNS-MANVILLE, Dept. AH-8
22 East 40th St., New York 16, N. Y.

Without obligation, I would like a free copy of your Home Insulation Book, "Comfort that Pays for Itself."

Name _____

Address _____

City _____ State _____

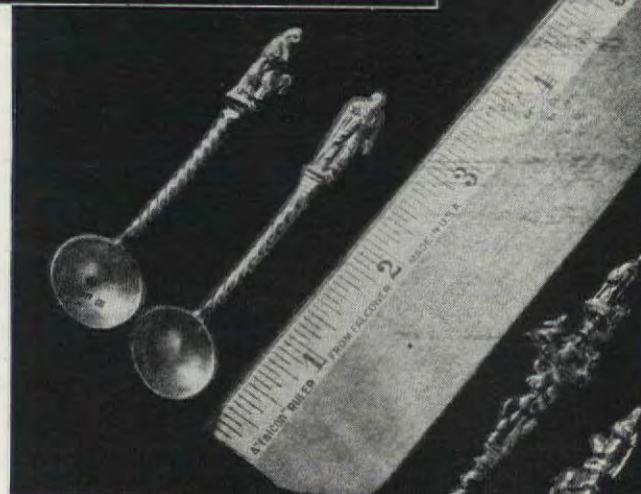


JOHNS-MANVILLE "BLOWN" HOME INSULATION



Apostle spoons like these may be bought for a trifle in U. S.

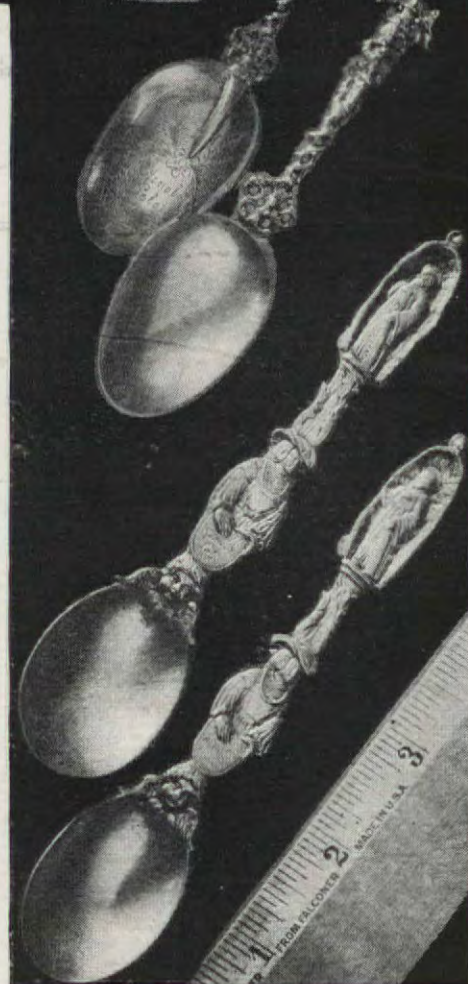
Two Victorian salt spoons—St. Matthias, and St. Matthew

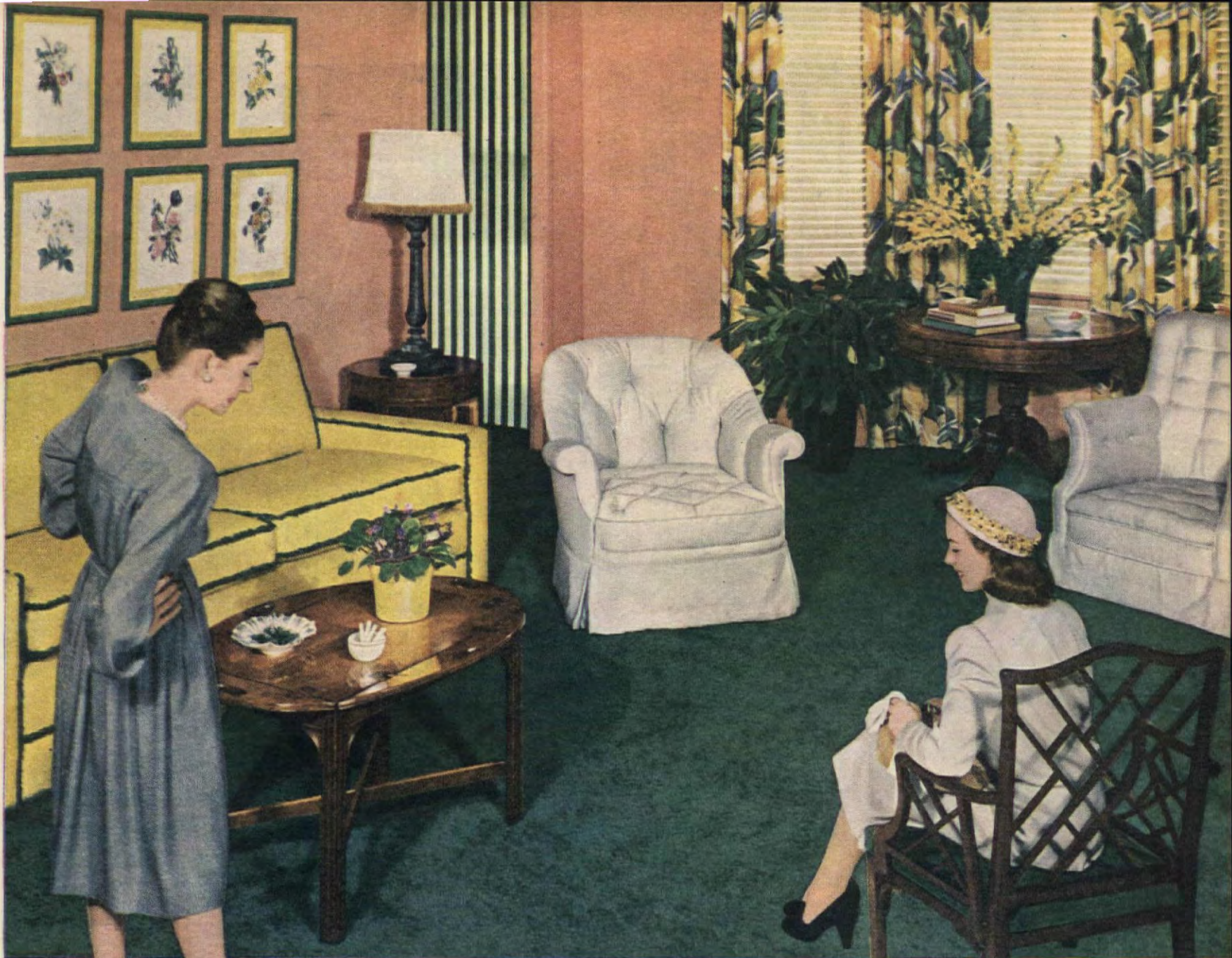


quaintance relates that though, in his experience, New York is the center most thickly beset with Apostle spoons, the representation there, exclusive of the celebrated sets in the possession of private collectors, was of less interest than the Philadelphia display. He was not amazed to find Brooklyn and St. Louis barren. Baltimore yielded its entire crop at the first reaping, and meager returns repaid a search of the Capitol's shops, though even there several choice items were acquired.

"I'd never so much as seen an Apostle spoon," he says, "until an old friend invited me to stand as godfather to his first child. Now

Silver gilt St. Lukes, Dutch, 1617 with rat tail and engraved back of bowl. Right: original Swiss St. Simon, New Orleans copy





This is a Lokweave carpet, a sealed-seam, locked-tuft Bigelow construction.

It's new! It's beautiful! It's Bigelow!

SPRING is coming! This year it can bring new beauty *inside* your home. For Bigelow rugs are coming too!

Clear, inspiring colors, exciting new patterns and rich, wonderful textures prove that Bigelow designers and craftsmen did a lot of forward thinking during the past four years.

Rolling off the looms in ever-increasing quantities, your choice of fine Bigelow patterns will

be greater each month. All Bigelow rugs are made of Lively Wool. They are priced from about four to twenty dollars a square yard.

You will find the just-right rug at the just-right price marked by the blue and gold Bigelow label.

Go see the brand new collection...now being shown at better department and furniture stores in your own town.



Firmtwist #31101

Beauvais #1727

Beauvais #1763

Doric #918



SINCE 1825

BIGELOW WEAVERS



**Splash Sunshine
into Your Home with
R.O.W. Removable Windows**



MADE OF WESTERN PONDEROSA PINE

You've always wanted plenty of sunshine in your home, but you had to consider window care. R.O.W. Removable Windows solve that problem completely. Press gently against the spring cushions, and out they come. No prying apart to get them out, no ladder-climbing to get at them. Smooth in operation. Smart, trim and streamlined in performance. Besides, R.O.W. Removable windows admit more light than ordinary windows. Architecturally approved.

- No weights, no cords, no pulleys.
- Better ventilation.
- More Daylight.
- Easy to clean or paint.
- Free Acting in all weather.

**EASY TO
REMOVE -
READY TO WASH
OR PAINT!**



For additional information about R.O.W. Windows, consult your local lumber and building materials dealer.

Clip and mail this coupon today

Please reserve for me a copy of your free illustrated booklet describing R.O.W. Removable Windows and ideas for their many applications.

Name _____
Address _____
City _____ State _____

ROCKY MOUNT MANUFACTURING CO., ROCKY MOUNT, VIRGINIA

this proud parent was professor of English history in a well-known University. I had learned that in the days of Good Queen Bess, the acceptable baptismal gift from a godparent, or 'Gossip,' as they were called, was from one to thirteen Apostle spoons, according to the depth of the donor's purse and the breadth of his benevolence. Uncertainty overshadowed me—what were my prospects of dredging up even an 'odd Apostle spoon'?

"I was spending a few days in Baltimore. And wasn't Baltimore an old Federal city, a seaport, and one of our earlier settlements? Perhaps I could find the spoon in Baltimore.

"And sure enough, on my first quest, rambling from North Charles Street to the row of antique shops fronting the Richmond Market, I ran down not only a single spoon, but:

"Two large rarities, devoid of identifying marks, with round bowls etched with scenes from the life of Christ, and round, hollow stems knopped with finely carved bone figurines of St. Peter and St. John, lacquered, gilded and painted.

"One handsome, ornate St. Paul, bearing the earlier Gorham hallmark.

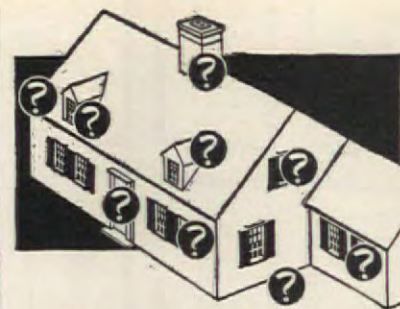
"One complete set of twelve Dutch spoons, small, but distinctively eighteenth century."

The trail then swung from Baltimore to Washington, the explorer went on to recount. There his curiosity was given a fillip when he learned that at the very moment British manufacturers were splashing the market with small consignments of Apostle spoons reproducing old Tudor originals, some on the spacious Elizabethan scale, some sharply reduced in size. These exportations had been put forward with no intent at misrepresentation, as each bore the prescribed British punches by which it might be ascribed to its country, town of origin, year of manufacture and maker.

"Besides these reproductions of celebrated models there were also moderate quantities of later tableware in the shipments," the self-styled Gossip went on to relate, "among them a scattering of eighteenth century Apostle spoons."

On rifling through the importations Gossip's attention was drawn to a strongly marked Victorian tendency, a bias for conformity which had inspired certain British firms to turn out sets not of the traditional assorted Twelve, but of a dozen spoons bearing the figure of the same saint. Illustrative of this trend was an elegant half dozen gilt Master spoons, topped with the figure of Christ bearing the orb-and-cross, and companioned by a Madonna sugar sifter, made in Birmingham by Elkington "by appointment" in 1883. Then there was that sturdy and usable set of St. James Minors, with the London town mark and the date letter for 1855-56, as well as the hallmark of George W. Adams, and on the back of each handle an engraved stag head, the crest of the original owner.

A further point of interest



Do you know

**"HOW TO PROTECT YOUR
HOME against RUST"?**

Do YOU know the most vulnerable points in your home? Do you know the damage that rust can cause? Do you know how to prevent this damage?

Before you undertake repairs or renovation, and especially before you build, send for this free, illustrated booklet, prepared to save you countless dollars in upkeep in the years to come. Write for Publication B-5, "How to Protect your Home against Rust."

THE AMERICAN BRASS COMPANY

Waterbury 88, Connecticut



Offices and Agencies
in Principal Cities

Anaconda Copper & Brass

ONE RESPONSIBILITY

**FROM PLAN
TO**



**OCCUPIED
HOME**

VETERANS! Here's the modern, easy, practical way to build your home. One contract covers you on every detail from the initial plan to the finished Precision-Built* Home—including closing costs. We arrange financing, at your request. You may also secure insurance to protect you against losing your home in case of ill health or misfortune. \$8,000,000 of architect-designed private homes and \$36,000,000 of Government housing have been built this way. Engineered construction and top quality materials—including walls of weatherproof Homasote—assure you of year-round comfort and sound investment value. Write today for the free book that gives you the full facts.

*Reg. U. S. Pat. Off.

PRECISION-BUILT HOMES

**PRECISION-BUILT
HOMES CORPORATION**
Dept. 11, Trenton, N. J.
Please send this FREE book.



We now live in

☐ Our own house ☐ Rented house ☐ Apartment

NAME _____ (Please print in pencil)

ADDRESS _____

CITY and ZONE _____ STATE _____

War-time research has made this great wall finish even greater!

Kem-Tone

THE SYNTHETIC RESIN AND OIL FINISH!

miraculously thins with water for convenience!

Kem-Tone

HAS IMPROVED DURABILITY!

a harder, tougher, longer-lasting finish!

LIVING ROOMS

Kem-Tone—the easy way to make your living room more beautiful, more livable!

RIGHT OVER WALLPAPER!

Kem-Tone
MIRACLE WALL FINISH
keeps ahead!

What's the most popular wall finish in America? Kem-Tone! What keeps it so popular? Constant research in the world's biggest paint laboratories! Today, a better scientific blend of pigments, resins and oils makes Kem-Tone a more remarkable finish than ever before. Its durability has been increased. Its hiding power is now even greater. Yes, the Kem-Tone you buy today is the best Kem-Tone ever! There's no finer finish for your rooms, regardless of price!

DINING ROOMS

Gay Kem-Tone colors make even the darkest dining room bright, cheerful!

RIGHT OVER PAINT!

Kem-Tone

HAS GREATER HIDING POWER!

1 coat covers most interior surfaces, even wallpaper!

Kem-Tone

IS WASHABLE!

cleans with wall washing or wallpaper cleaners!

BEDROOMS

Soft, restful Kem-Tone in pastels—your perfect paint for bedroom beauty!

RIGHT OVER WALLPAPER!

PLAY ROOM

Let them play—remember, your Kem-Tone walls are wonderfully washable!

RIGHT OVER PAINT!

Kem-Tone

DOES A ROOM FOR ONLY \$2.98!

one gallon (\$2.98) does an average room!

Kem-Tone

DRIES IN ONE HOUR!

rooms painted in the morning ready for use that afternoon!

ATTIC ROOM

Attic, basement, "spare" room? Paint with Kem-Tone, have a "new" room!

RIGHT OVER WALLBOARD!



The Great
Lin-x

Home Brighteners...
by the makers of Kem-Tone

LIN-X CLEAR GLOSS protects, beautifies wood, metal, linoleum! Resists grease, alcohol! Only \$1.70 qt., 95¢ pt.
LIN-X CREAM POLISH makes furniture glow. Cleans as it brightens! Resists dirt, water. Only 69¢ pt.
LIN-X SELF-POLISHING WAX for any interior surface. Water resistant. Only 98¢ qt., 59¢ pt.

\$2.98 GALLON
paste form
Makes 1½ gallons
paint, ready-to-use
*Slightly higher in Rocky Mt. Area

**KEM-TONE
ROLLER-KOATER**
89¢ each

**NEW KEM-TONE
4" BRUSH**
2.39 each
Available after April 1.

**KEM-TONE
BORDER TRIMS**
15¢ up

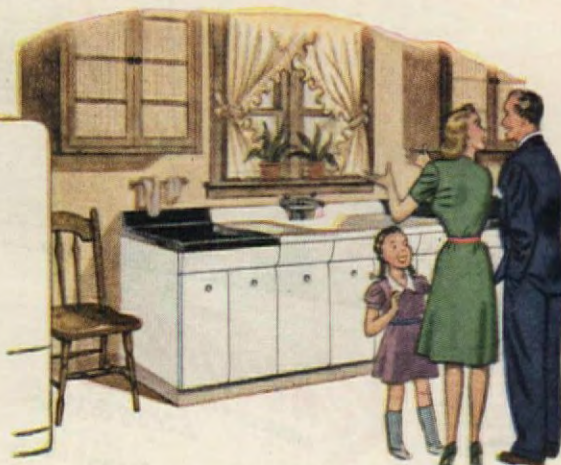
THERE IS ONLY ONE KEM-TONE... ACCEPT NO SUBSTITUTE!

How to modernize your kitchen at low cost

—in three easy steps



1 Decide now on exactly what you'll need to make your kitchen look as new and shiny and as completely modern as your refrigerator.



2 Begin to enjoy the convenience of this gleaming new kitchen by acquiring your "American" modernizing units a few at a time.



3 Or revel in the joys of a *completely* modern kitchen from the start, and meet the surprisingly low cost with convenient monthly payments.

American
KITCHENS-

CABINETS • SINKS • DISHWASHERS • DISPOSALS

Here's a new way to plan your kitchen *now* and modernize it a step at a time. Begin first by selecting the "American" sink and cabinets that will transform your present kitchen into the kitchen you've dreamed about. "American" sinks, together with lifetime-steel base, wall and utility cabinets, come in a variety of dimensions, so they're flexible enough to fit into any type or size of kitchen. And it's not necessary to tear out walls or rip up floors. These sinks and cabinets can be installed in a day. You'll find that the expense of a complete installation is surprisingly low. Write today, without obligation, to the American Central Manufacturing Corporation, Connersville, Indiana, for complete catalog. See how easy it is to remodel your kitchen this new, inexpensive way.

LUMINALL

The paint that changed the nation's painting habits

* One coat covers...dries in 40 minutes...odorless

* A gallon does the average room...a quart does a ceiling

* Made by the world's largest exclusive maker of water-mixed paste paints.

* Use over wallpaper and other wall surfaces...beautiful pastel shades



FREE Send for Decorators' Chart

Shows many different color schemes of rugs, draperies, upholstery, etc., for various rooms and gives the right color of walls for each scheme. Send your name and 10c for deluxe booklet, "Short Course in Interior Decorating," with rooms shown in color.

NATIONAL CHEMICAL & MFG. CO.
3625 South May Street, Chicago 9



Once in place—always in place. No putting up...No taking down...No painting...No storing...No repairing.

PELLA ROLSCREENS are easily installed on your present windows. No fitting or cutting necessary. A touch of the finger and ROLSCREENS roll up automatically onto hidden rollers. Inconspicuous. They improve appearance of your home. Make rooms lighter. Keep windows and draperies cleaner. Insect tight. Made of rust-resisting, clear-vision, AluminA wire cloth. 10-YEAR GUARANTEE. Over 2,000,000 in use. Send for interesting FREE Booklet containing easy directions for measuring. Use handy coupon below.

☆ Pella ☆
ROLSREENS
CASEMENT WINDOWS • VENETIAN BLINDS

Rolscreen Co., 236 Main St., Pella, Iowa
Please send FREE Booklet on ROLSCREENS.
Also Pella literature on Casement Windows □
Venetian Blinds □. I am building □. I am remodeling □.

Name.....
Address.....
City.....State.....

consignments was the frequency with which the same figure, larger or smaller, more or less elegantly evolved, was used on diverse spoons varying in size, stem design and shape of bowl.

In the Victorian era even salt spoons burgeoned with Apostles, as witnessed a handsome pair dating from 1856. At least, Gossip acknowledged he had thought them a pair until a comparison of the punches revealed that St. Matthew had seen the light of day in Sheffield, St. Matthias, in Birmingham.

The narrator was eloquent in his amazement at finding an assemblage of unrelated saints, of later times and diverse lands, included in the category of Apostle spoons. It was understandable to him, he admitted, that St. Paul should sometimes be substituted for the less prominent St. Matthias; and that the two Evangelists who were not Apostles, St. Luke and St. Mark, should be accorded places in the gathering. St. Barnabas' claim to union in the blessed group was also allowed. But by what pressure of popular acclaim St. Nicholas, St. Patrick, St. Augustine, St. Julian, St. Olaf, and a score of other canonized personages had insinuated themselves into the ranks was a question to which he found no answer. Yet, indubitably, there they were, on an even footing with the Twelve, and standing well with collectors. Indeed, he pointed out somewhat indignantly, the top price ever fetched by an Apostle spoon according to Rupert, was the 690 pounds brought by a St. Nicholas, sold in London in 1902.

Not until he had sagged his pockets with importations did the searcher awaken to the fact that he was overlooking the field in which he stood, that the United States still abounds in Apostle spoons.

In Baltimore he endeavored to trace the tradition that there a certain Maryland silversmith had advertised Apostle spoons among the wares offered to his public in the early decades of the nineteenth century. Though unable to find any examples of the Warner Brothers' set, Gossip was assured that it had been on the Baltimore market for many years.

As far back as 1891 Apostle spoons stocked by the house of Gorham were being advertised in the now time-yellowed catalogue, *Souvenir Spoons*, compiled by George B. James. Herein, grouped to form the frontispiece of the book, and dominated by the Master spoon, appeared the venerable Twelve, substantially as they are shown today in the leaflet put out by the Ecclesiastical Department of Black, Starr, and Gorham. Both earlier and later specimens faithfully follow certain old-world patterns, so closely, in fact, that Gossip argued they must have been made abroad, by a foreign branch of the company, for distribution in the United States.

Querying Black, Starr, and Gorham in '41, Gossip was gratified to learn that the company had in stock one remaining set of Apostle spoons, demi-

Twin Homes—but

one will waste \$600 in fuel



NOT INSULATED. To say Jim Crowell was "disturbed" is putting it mildly. For he just figured out that it costs \$120 a year to heat their 6-room house. At this rate it will cost \$2,400 for fuel by the time the house is paid off. But let's look next door...



INSULATED. Tom Foster pays only \$90 a year** for fuel. Over 20 years, that's only \$1,800—\$600 less than the Crowell's will pay. Yes, KIMSUL* Insulation accounts for this wonderful savings. Take a tip from the Fosters and install fuel-saving KIMSUL at once.

Why Many-layer KIMSUL* Is Better For Your Present Home—or New Home

KIMSUL is the insulation with many-layer construction. Unlike loose, bulk insulation, KIMSUL is prefabricated. Its many layers are stitched together to form a blanket uniform in thickness. Thus, KIMSUL assures you the same uniform protection over every inch of insulated area... today and for the years to come.

KIMSUL is light in weight, high in efficiency and is resistant to fire, moisture, fungus and vermin. It is termite-proof. Putting KIMSUL in the attic of your present home provides greater comfort with less fuel. And savings up to 33 1/3% are yours when you insist on KIMSUL insulation for walls and ceiling of the new home you plan to build.

Selection of KIMSUL for the U. S. Navy Quonset Huts is your assurance of its superior quality. Mail coupon for full information about KIMSUL.



It's easy as ABC to install KIMSUL in your present home.



Wrap your new home in a blanket of KIMSUL.

KIMSUL
INSULATION
A PRODUCT OF
Kimberly-Clark
RESEARCH

*KIMSUL (trade-mark) means Kimberly-Clark Insulation

**This figure is based on a 25% saving in fuel for the average 6-room house

KIMBERLY-CLARK CORP.
KIMSUL Division
Neenah, Wisconsin

AH-346

Please rush FREE BOOKLET with full information about easy-to-install KIMSUL.

☐ We now live in our own home ☐ We plan to build a new home

Name.....
Address.....
City.....State.....

"BINGO"
...bellowed the banker



Roaster-fresh coffee made right in the cup

Roaster-fresh because in Nescafé all the fresh flavor of newly-roasted coffee is sealed in by added carbohydrates.

"I CAN MAKE MONEY," sighed the financier, "but why can't I make a good cup of coffee?" "Let me tell you," said the teller. "Just do this—" and instantly he made a cup of Nescafé. The banker took a sip and bellowed "Bingo!" "You're now a vice president!"

You'll be delighted, too. For Nescafé offers you the peak in coffee enjoyment... because Nestlé's knows the way to give you all the flavor—all the lift—of really fine coffee! First, we make an extract of choice coffees fresh from the roaster—then instantly seal in the wonderful flavor! You release this locked-in freshness by just adding hot water.



So easy to prepare... no coffee maker to get ready or clean up... no grounds to dispose of. A teaspoonful of Nescafé makes a cup—for about 1¢. No waste... you make exactly the amount you need—and just the strength you like.

**UNCLE SAM BOUGHT
for our Armed Forces
MORE NESCAFÉ THAN ALL
OTHER BRANDS COMBINED!**

NESCAFÉ (PRONOUNCED NES-CAFAY) IS NESTLÉ'S SOLUBLE COFFEE PRODUCT, COMPOSED OF EQUAL PARTS OF SKILLFULLY BREWED SOLUBLE COFFEE AND ADDED CARBOHYDRATES (DEXTRINS, MALTOSE AND DEXTROSE) ADDED SOLELY TO PROTECT THE FLAVOR. ★ NESTLÉ'S MILK PRODUCTS, INC., NEW YORK, U. S. A.

tasse size. Hastily snatched before the turmoil of war should sweep it into oblivion, this proved to be an exquisite example of silversmithing, classic in design, flawless in execution. Apparently patterned on the same continental model of which the avid collector had been happy enough to secure a broken set of six, the Gorham production was outstanding in the perfection of its finish, and Gossip confessed that he took solid satisfaction in observing that the modern craftsman, with improved methods of production, was not inferior to his confrere of earlier times.

That another New England firm, that of Greenleaf and Crosby, also offered Apostle spoons to the Gay Nineties was evidenced by a St. Andrew, well proportioned, neatly executed. It was this sturdy piece, not too large, not too small, of standard size and adapted to twentieth century eating habits, that Gossip selected as the appropriate nursery present.

"And, er—er—would you mind dropping a hint of what you paid for some of your spoons, Gossip? Just a general idea, of course..." we asked.

"Not at all... with certain reservations. Subsequent to that first splash I have seldom paid more than thirty dollars for a single item, and that chanced to be for a grand old Dutch St. Peter which had been on exhibition more than once, and was very serviceable for dipping up gravy or Hollandaise sauce. From one to three dollars was the usual price for small spoons, and about five or six for dessert-sized spoons. Sometimes for a large serving spoon, I could bring myself to part with fifteen or twenty dollars without a qualm.

"Sets, of course, come higher than singletons, increasing by arithmetical progression as the number approaches the ideal twelve. They are by no means easy to find, these complete sets, but luck seems to favor the novice. On that early Baltimore hunt, rummaging through shop after shop, I was fortunate in discovering a round dozen of eighteenth century spoons tied together with a red string and poked into the back of a dusty cabinet. At twenty-five dollars, mind you!

"Now a tip in parting. Don't be bowled over, as I was, by accounts of the figurines banded about in London sales rooms for museum pieces. There are none of those Tudor castaways rattling about in the antique shops of Lexington Avenue, or North Charles Street, or Wisconsin Avenue. A single, sound, plainly hallmarked fifteenth or sixteenth century spoons may be, indeed, worth as much as a new car or a mink coat; but it's not to be picked up in any "Gifte Shoppe."

"However, the earnest seeker may reasonably hope to unearth genuine Apostle spoons of later make and serviceable design in the most unlikely places. Let him start with a few early Victorian bits to stir the hunter's blood in him, while pursuing the unbroken set of original tea spoons which can be introduced along with the demi-tasse and stir up chatter.

I'VE NEVER SEEN SUCH
A SNOWY-WHITE WASH!

THANKS....
CLOROX
DESERVES THE
CREDIT!

WASH RESULTS that are beautiful. Wash results that bring compliments. That's what Clorox brings you. For Clorox gently bleaches white cottons and linens snowy-white (brightens fast colors), removes stains, even scorch, mildew... makes laundry fresh, sanitary. In addition, Clorox lessens rubbing... prolonging life of linens. Clorox also disinfects, deodorizes, removes stains in routine kitchen and bathroom cleansing. Simply follow label directions.



Is your
furnace
"CHOKED-UP"?



It's Time to Change
to New

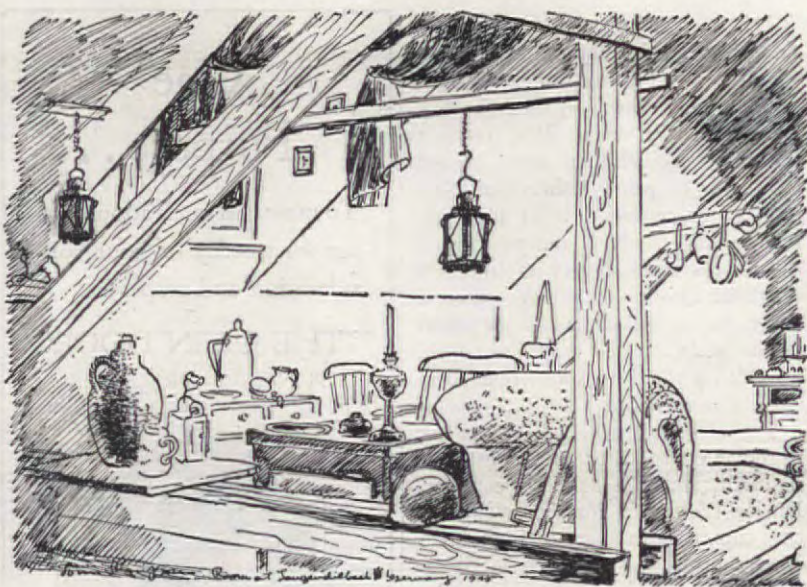
RESEARCH AIR FILTERS

Dirty filters in a forced warm air furnace cut down heat output up to 25%, increase fuel bills up to 7%. Check your air filters now—see if they are dirty.

SEND FOR FREE
GRIME-LIN BOOK
—Tells why you
should change air
filters twice a year.



RESEARCH PRODUCTS CORPORATION
DEPT. 9 MADISON 3, WISCONSIN



AN AMERICAN HOME ABROAD

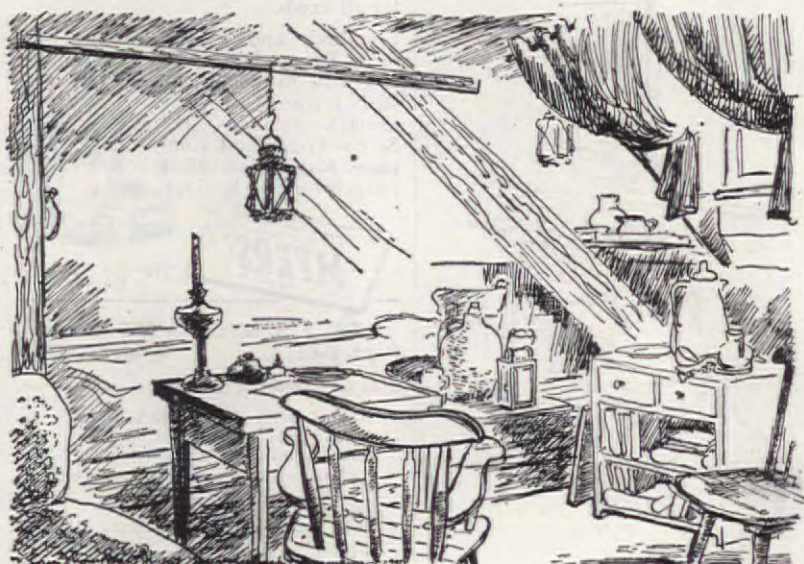
Cpl. Lorin Thompson, Jr.

It may be merely for days, or it may be for weeks, but whatever, it's going to be *home* for a while! In stables, in barns, in half-demolished buildings, in cellars filled with wreckage and debris, you'll find them, these strange American Homes Abroad, not much like actual home in the States, but still the light and life of G.I.'s still overseas, expression of longing thoughts for American comfort suddenly taking living form!

Ours is an American home made from a stark corner on the top floor of a partially damaged building that once housed the German Luftwaffe. Stark is the word, but it was sound and tight from the weather and most of the whitewashed plaster still clung to the walls. We could feel the pitch of the roof inside, but there was some light and air from a small dormer. It was a good, a fortunate billet and we were very happy to have it!

Were we scavengers? Yes. Were we junk collectors? No doubt of it. But out of the heaps of crumbled brick, charred wood, jagged concrete and stone, from which we snatched up our broken furniture, was reborn home, after the image of America! Objects that had served one purpose in other days were foreseen suddenly as fulfilling another—American style!

A cloud of kapok beneath nearly a ton of debris in a ruptured cellar room, led to the discovery of a sturdy couch, cheap, but fairly new, and with coil springs. It had an adjustable end which, when raised, gave something of the effect of a chaise longue, and when lowered served as a pillow for a comfortable bed. In spite of a dispirited color scheme of browns and reds, it was not unattractive, covered with its flowered, corded fabric. It answered the primary requisite of comfort beautifully.



THE AMERICAN HOME, MARCH, 1946



Here's Why You Enjoy True Indoor Comfort with

Climatrol

REG. U. S. PAT. OFF.

"Climate Control" means *conditioning and handling of air* — and that's what Climatrol gives you . .

Upon your wise choice of a heating system today, depends your indoor comfort for many years of tomorrows. . . . When you choose a Climatrol system, your "climate control" is *built in*—as an integral part of your home. Because it is *basically designed* for treating and handling air, this modern system of heating and winter air conditioning gives you the benefit of today's advances in "climate control"—and is easily adaptable to the

improvements of tomorrow. . . . You can depend on Climatrol—product of Mueller, specialists in home comfort for 88 years. Climatrol is especially designed for efficiency with the fuel of your choice—gas, oil, or coal—for old or new homes of every size and type. Consult your nearest Mueller "comfort merchant." Mail the coupon for free book—be sure to read it before you make your decision.

C-15

L. J. MUELLER FURNACE CO., 2043 W. Oklahoma Ave., Milwaukee 7, Wis.

Please send me your free book, "The New Trend," also literature describing furnaces and winter air conditioners for
☐ Gas ☐ Oil ☐ Coal ☐ Gas Boilers

Name.....

Address.....

City..... (.....) State.....

TEAR OUT
THIS
COUPON
AND MAIL
TODAY



Why buy your new washer blindfolded?

USE THIS EASY QUIZ CHART FOR A POINT-BY-POINT COMPARISON

| QUESTION | WASHER TYPE "A" | WASHER TYPE "B" | EASY SPIN-DRIER | COMMENTS |
|---|-----------------|-----------------|-----------------|---|
| 1 Will it do a full week's wash in less than one hour? | | | Yes | The Easy Spindrier has two tubs. One washes a full load while the other spins a full load damp-dry. |
| 2 Will it break buttons or ruin zippers? | | | No | The Spindrier whirls out water instead of squeezing it from clothes. No broken buttons. No deep hard-to-iron creases! |
| 3 Can you control washing, rinsing, drying time for different fabrics and degrees of dirtiness? | | | Yes | Spindrier operation is completely flexible. You need run it only as long as necessary for safe washing of rayons, blankets, and things that require quick, gentle handling. |
| 4 Does it speed up drying time by removing most of the water? | | | Yes | The Spindrier takes out up to 25% more water than wringing. Clothes dry faster indoors or out, and are lighter to hang up on the line. |
| 5 Will it safely wash drapes, slip covers, pillows, blankets? | | | Yes | Thanks to Easy's big-capacity tub... its rollover Spiralator action... its gentle spindrying... it safely washes the "extra" things you want a washer for. |
| 6 Is it economical on soap and hot water? | | | Yes | The Spindrier is a miser with soap and hot water. Hot sudsy water can be returned to washer tub for a second load. |
| 7 Can you stop the machine to put in things you've forgotten? | | | Yes | You can see what you're washing... how it's washing... and add any forgotten piece to any load. |
| 8 Can it easily be moved from room to room? | | | Yes | The Easy Spindrier is portable and does not require fixed plumbing connections. |

THE BIGGEST LITTLE WASHER IN THE WORLD

New... the Easy Whirldry! The all-purpose washer thousands of women told us they wanted. Perfect for small washes, baby's clothes, undies. Small enough for the tiniest apartment kitchen, yet a full-fledged washer in its own right. One compact tub washes, rinses, and damp-dries a load like this: 3 panties, 3 pair rayon hose, 2 or 3 slips, 1 lady's nightgown.

See it at your Easy dealer's along with the big new Easy Spindrier!



NEW PORTABLE

Whirldry

See the Spindrier in action at your Easy dealer's. There aren't enough to go around... so place your order now! Easy Washing Machine Corp., Syracuse, N. Y.



RAY LOR

EASY AMERICA'S LEADING
WASHER-IRONER

WASHES MORE CLOTHES FASTER

The matter of clothing storage rated second in importance. Those who have lived from a duffel bag from time on end, earnestly seek a way around that problem. We found a well-built cabinet that once housed thousands of printed sheets of Nazi propaganda, emptied it of its stuff, removed the shelves, and rearranged the boards until a very satisfactory wardrobe closet resulted. A large and finely-preserved wicker hamper found in the heap that covered the couch, provided a place for soiled linen, and various other things.

The essentials now taken care of, it remained to cater to the esthetic requirements of a soldier's comfort. During the search for the couch and the cupboard, numerous items had been spotted to be picked up later. A small table for a writing desk; two chairs of colonial simplicity, one of them an armchair, deep-seated, broad and pegged instead of nailed or glued; a small bookcase unit of pine, painted in warm white, and with two drawers. Several handsomely bound German books, some with gay covers and incomprehensible titles, save for one labeled boldly black on red, "Hermann Goering." There was also a beautiful copy bound in tooled leather of "Die Heilige Schrift," the Holy Scriptures. Further gleaming unearthed a five-liter jug encased in a wicker basket, a squat, simply-designed, aluminum pitcher, and another one, tall, conically-shaped with a capacity of nearly three gallons, all put to good use.

The billet, arranged with these unwarlike spoils of a victory (which, by the way, do not constitute "loot," having been salvaged from the battered remains of a German barrack) began to assume less of the air of the billet and more that of the home. The arrangement was governed in part by the location of the window both from the standpoint of light and ventilation; the desk was placed to take the best advantage of the light, the bed, of the ventilation. The armchair was put at the desk while the

One Purpose...

To maintain institutions and service worthy of your consideration and respect.

"THE OPEN DOOR"
FUNERAL DIRECTORS



You are invited to investigate any funeral establishment identified with this emblem. There is no obligation for information or advice.

Many people have been helped by "THE OPEN DOOR" literature. Write for it.

Please address:
THE OPEN DOOR BUREAU
NATICK, MASSACHUSETTS

"RUNNING WATER MEANS SO MUCH"



An automatic Myers Water System enables you to enjoy all comforts and conveniences of city water service — an abundance of hot and cold water for all needs.

Everybody knows Myers Water Systems. They run smoothly and quietly; cost little to operate. Offer many unusual features. See the remarkable new "H" Series Ejecto and complete Myers line. Mail coupon for free booklet.

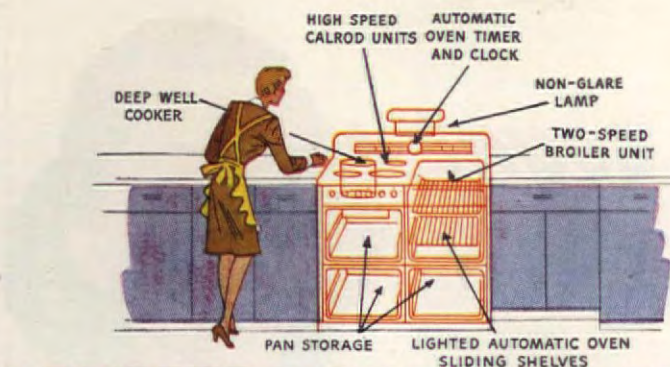


THE F. E. MYERS & BRO. CO.
Dept. D-62 Ashland, Ohio

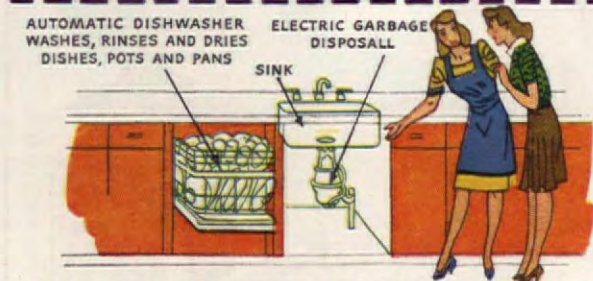
Send free literature on items checked below.

- ☐ Water Systems ☐ Power Sprayers
☐ Power Pumps ☐ Hand Sprayers
☐ Hand Pumps ☐ Hay Unloading Tools
☐ Care and Maintenance of Pumps and Water Systems

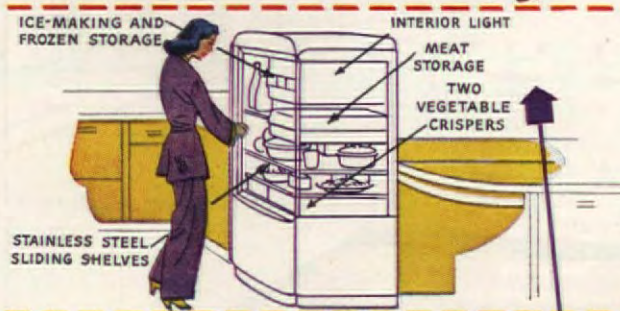
NAME _____
TOWN _____ STATE _____



1 Cooking Center—Quick, clean, thrifty cooking is a cinch with the new Hotpoint Electric Range—which should be placed near the sink or dining-room door. ★ ★ ★ Automatic controls and *Select-A-Heat* Calrod Units assure good cooking and baking results. You'll find walls, pots and pans stay clean. ★ ★ ★ And attractive electrically lighted Hotpoint Steel Cabinets provide adequate, handy storage for all your necessary cooking equipment.



2 Dishwashing Center—For greater efficiency this center should be installed between the two other major centers. ★ ★ ★ Dishes are washed and dried quickly, *hygienically*, by the Hotpoint Automatic Dishwasher. Food waste is whisked away *electrically* by the Hotpoint Garbage Disposall. ★ ★ ★ Hotpoint Steel Cabinets provide room for dishes and other utensils.



3 Food Storage and Mixing Center—Hotpoint Electric Refrigerator is ideally located near the outside door through which supplies are brought. ★ ★ ★ It keeps foods fresh longer—provides convenient storage space and fast, thrifty freezing. ★ ★ ★ Completing this center is the mixer, with its supplies and equipment conveniently stored in nearby Hotpoint Steel Cabinets.

Your Kitchen can be Modern with 3 HOTPOINT WORK CENTERS

GIVING you thrifty, dependable kitchen servants—with forty years of experience built into them—is just the *first* step at Hotpoint.

★ ★ We feel our job isn't finished until we've shown you how to organize your appliances into time-and-step-saving *work centers*.

★ ★ All this help and information—plus color drawings of six model kitchens and advice on planning—have been compiled into a 24-page booklet titled "Your Next Kitchen by Hotpoint." What's more—the book is yours for *only ten cents!*

★ ★ Why not mail in the coupon today—learn how easy it is to make yours a truly *modern* electric kitchen!

DEPENDABILITY ASSURED
BY 40 YEARS EXPERIENCE



Hotpoint

Electric Kitchens

Electric Ranges • Water Heaters • Refrigerators • Home Freezers
Dishwashers • Combination Refrigerators • Wringer-Type Washers • Automatic Washers • Clothes Dryers • Portable Ironers • Table-Type Ironers
Garbage Disposalls • Cabinet Sinks • All-Steel Cabinets

Hotpoint Institute
5616 West Taylor Street, Chicago 44, Illinois

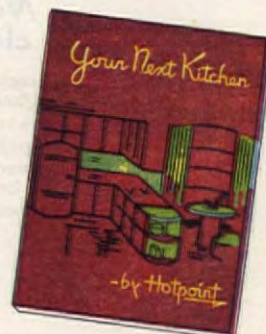
● Enclosed please find ten cents in coin or war stamp for which send me your new kitchen planning guide entitled, "Your Next Kitchen by Hotpoint." (This offer available in the United States, Territory of Hawaii and Alaska.)

Name _____

Address _____

City _____

State _____



© 1946 EDISON GENERAL ELECTRIC APPLIANCE CO., INC., CHICAGO

First Choice on every count

... the easy way to have beautiful floors!

JOHNSON'S
TRADE MARK REG. U.S. PAT. OFF.
GLO-COAT
A SELF POLISHING
WAX
for FLOORS
Made by the makers of
JOHNSON'S WAX

Remember! Tuesday night is the big night on the radio! Tune in! Fibber McGee & Molly, NBC.

More women use Glo-Coat than any other floor polish

There must be a reason for Glo-Coat's tremendous popularity... and there is! Beauty, Cleanliness, Protection... that's a lot to expect from one product... but that's what you get when you use Glo-Coat on your linoleum and other floors. And what's more, Glo-Coat takes practically no work, requires no rubbing or scrubbing. You simply apply and let dry—come back in 20 minutes and find your floors gleaming with beauty, never streaked or uneven.

Glo-Coat adds greatly to the life of your linoleum... keeps its colors and patterns bright and new looking. The tough film of Glo-Coat protects the finish against dirt, wear, moisture. Spilled things are wiped up in a jiffy.

Yes, on every count—for Beauty, Cleanliness, Protection... to save yourself work and save your floors, too... take a tip from the millions of women who prefer Johnson's Glo-Coat.

FIVE FAMOUS JOHNSON POLISHES:
Self-Polishing Glo-Coat, Paste Wax, Liquid Wax, Cream Wax, Carnu for cars

New! **DRAX** for clothes and fabrics

Johnson's DRAX is a protective rinse for clothes and fabrics that will make them resist dirt, shed water, keep fresh longer! 1. Look for the DRAX tag on garments you buy. 2. Many laundries and dry cleaners can give you DRAX service.



**Try SOILAX—it's
a cleaning treat**



**For ease & speed
it can't be beat!**



Get SOILAX at Hardware, Paint,
Variety and Department Stores
Economics Laboratory, Inc., St. Paul, Minn.



Glass

**BRIGHTENS KITCHENS,
LIGHTENS COOKING CHORES**

"My shiny, spotless cooking glass brings new beauty to your kitchen, saves you time and trouble, too. Because glass absorbs heat quickly, cooking takes less time. And since glass is smooth and streamlined, glass utensils can be cleaned faster. For real coffee enjoyment, try the vacuum coffee maker shown above. Remember Dunbar — for your kitchen and for lovely useful gifts."

Jane Dunbar

For folder of my favorite recipes, send postcard to Jane Dunbar, Dunbar Glass Corp., 503 Payne Ave., Dunbar, W. Va. Est. 1917



other chair flanked the bookcase which was below the window. In the corner diagonally opposite the window and against the high, white-washed wall, stood the filing cabinet wardrobe, its ocher stain blending with the pine-yellow color of the chairs and of the hamper, which was placed across the dark, low-ceilinged room in an opposite corner to conceal a gallon can of kerosene and other household necessities.

This, then, was the structure of the room—the layout. But it still fell far short of "home." It was too barren, and it served only the most meager of our needs.

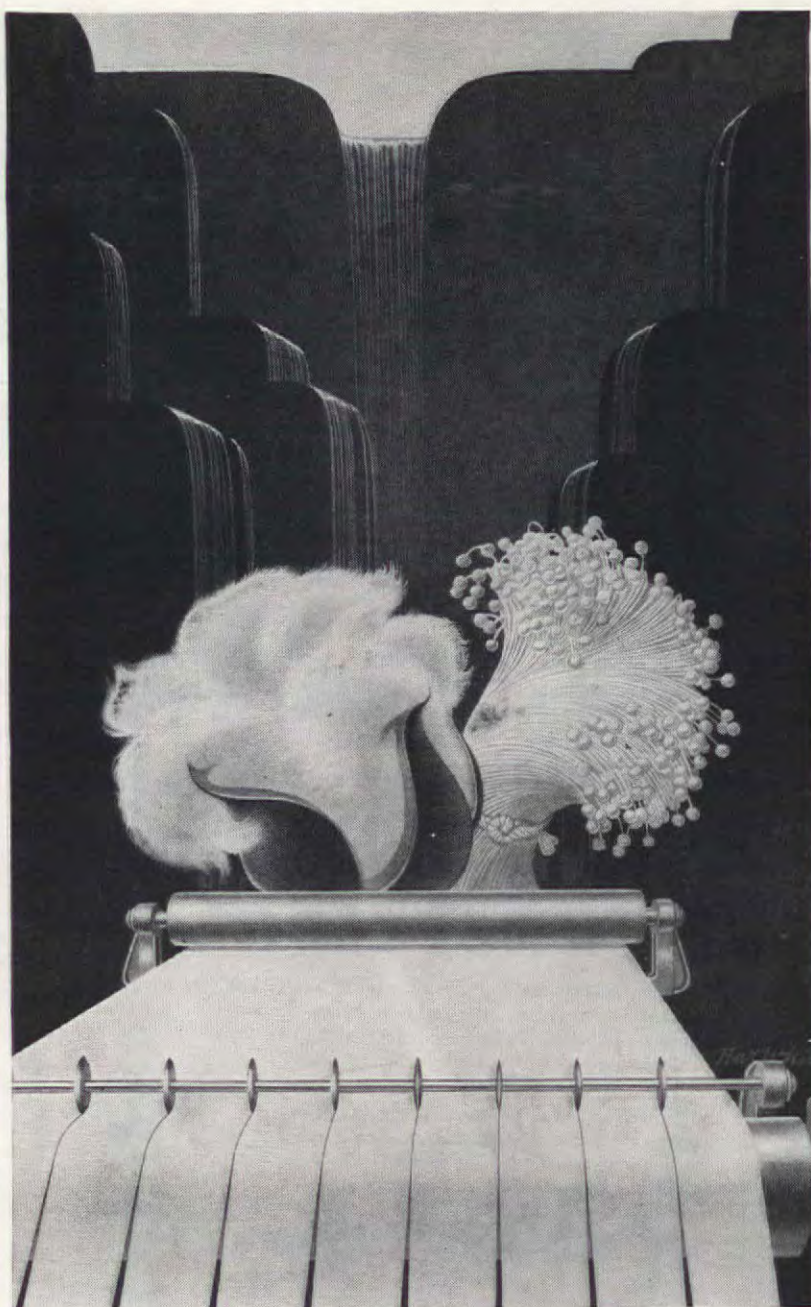
So we renewed our search, finding a frail, tiered plant stand, which we converted into a washstand. Then we located a large basin, a necessary accessory, a two-gallon coffee pot for water, and a lidded can for the refuse. A mirror, its silver back peeling, but otherwise undamaged, was erected on two sides of a picture frame, and directly below, a condiment stand was nailed up on the wall to hold two candles for shaving light.

Further exploring produced the "little things" that have the much-needed "added touch." We found chinaware, steins and objets d'art, which we arranged in still-life fashion. A wooden pepper mill with a crank handle and an old coffee mill provided a quaint note. An egg cup, salt and peppers, a beveled glass clock case, and a bright, stamped tin kerosene lamp sans wick or globe, made attractive and serviceable candelabra, and was our chief method of lighting.

Two inexpensive but quite picturesque candle lanterns, suspended from a rafter by a light chain, lighted the room rather charmingly. The prize lighting fixture of them all, and perhaps the most cherished object in the room was, and is, an old pewter hand lantern with a beveled crystal lens that, with its candle gleaming, arouses in one a desire to stomp about holding it aloft and shouting, "Hear ye! Hear ye!" like times of old.

Soldiers, being the coffee fiends that they are, made a heating unit a necessity. Having none and being able to find none, the obvious answer was to make one. Part of a chrome-plated railroad lantern suggested a frame. A tin lid of fortunate size provided a perfect floor for the small ration can with its edges turned in that was the actual heating unit. Filled with sand and with kerosene added, it made an excellent little stove for the purpose of making hot coffee and heating canned "C" rations. It's a tip for future picnic use, too!

The room had at last become an apartment—bed, bath, parlor, and kitchen. And the apartment had become a home. At night with the alcove draped in gay, red-and-white candy-striped awning, candles gleaming, water, "meat and beans" bubbling on the stove and filling the air with a delightful aroma, the dream of home took form and became in itself a reality—but for two things—the U.S.A., and "the better half!"



SOCIAL
PAPERS

CIGARETTE
PAPER

WEDDING
PAPERS

CARBON
PAPER

CURRENCY
PAPER

BIBLE
PAPERS

PAPERS FOR
DOCUMENTS

PAPERS FOR
SECURITIES

BUSINESS
PAPERS

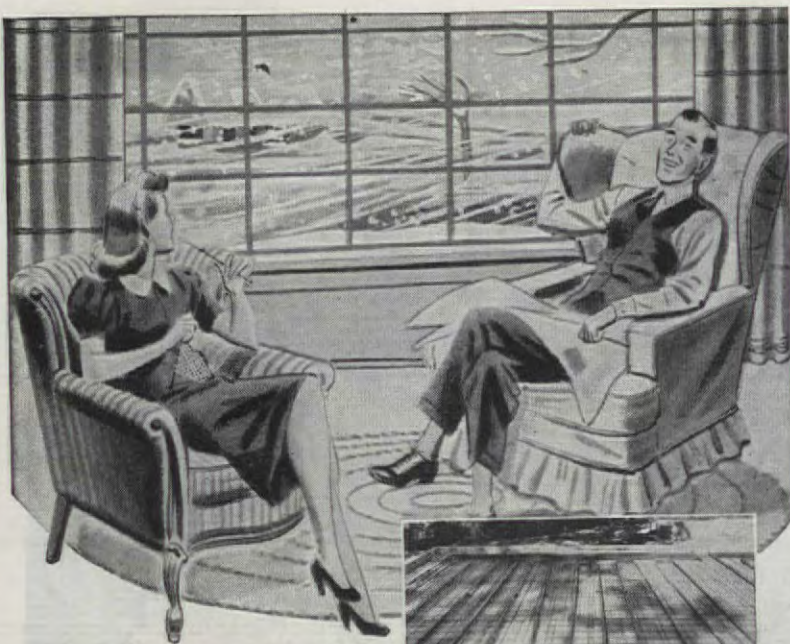
TRACING
PAPER

Crane's Papers
for many uses stem from cotton
and linen fibres

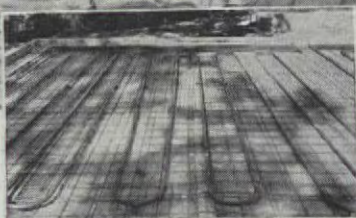
Crane holds fast to its 145 years of making papers from cotton and linen fibres *only* for the sound and practical reason that no other materials can give paper the same enduring quality, the same distinctive, distinguished character.

With hands of skill, on modern machines, Crane converts these fibres — born of the soil and the sun — into papers for business, personal and social use. Some are thin papers; some are papers of greater substance; all are papers that will stand the test of time and usage . . . speak for you as you would speak for yourself . . . carry your words and records into the years to come. In buying paper, the Crane watermark is your guide to papers of traditional quality produced in the modern manner.

CRANE'S FINE PAPERS
MADE IN DALTON, MASSACHUSETTS • SINCE 1801



Pipe coils in the floor or ceiling provide constant, sun-like warmth



WE'RE LUCKY WE HAVE **Hydro-Flo Radiant Panel Heat**

When winter storms blow, you'll thank your lucky stars that you selected B & G Hydro-Flo Radiant Panel Heat for your new home. In any weather, you'll be supremely comfortable...for this is the system which gives you modulated radiant heat as mild and soothing as spring sunshine.

B & G Hydro-Flo Radiant Panel Heat does away with radiators and grilles—there is not the slightest evidence of the heating system in any room! A constant flow of warmth is diffused throughout the house by radiant pipe coils in the floor or ceiling...no drafts...and the air itself feels delightfully fresh.



With all this new comfort, heating costs are incredibly low, for Radiant Panel Heating is noted for fuel economy. Cleaning and decorating expense also is materially reduced, because Radiant Panels do not streak the walls and ceiling with dirt.



Easy on the budget

Hot Water, too—all year 'round

In the modern home there is no substitute for a bountiful supply of ever-ready hot water...for kitchen, for laundry and for bath. B & G Hydro-Flo Heat provides it in ample quantities—at low cost—24 hours a day—every month of the year!

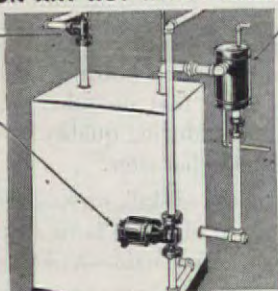
B & G HYDRO-FLO RADIANT HEATING EQUIPMENT CAN BE INSTALLED ON ANY HOT WATER BOILER

B & G FLO-CONTROL VALVE

This valve helps keep home temperature constant and permits year 'round operation of the B & G Water Heater.

B & G BOOSTER

This is the heart of a B & G Hydro-Flo Radiant Heating System—an electrically operated pump which circulates hot water through the radiant pipe coils. The Booster is automatically controlled to deliver heat instantly when needed and to shut off the supply when the need for heat is satisfied.



B & G WATER HEATER

A great convenience and a money-saver! Provides a means of using the house heating boiler to heat the domestic water at amazingly low cost—Winter, Summer, Fall and Spring.

Ideal for modernizing old hot water systems

The same equipment used for B & G Hydro-Flo Radiant Heat can be used to greatly improve comfort and cut fuel expense in homes now heated with radiators or convectors. Ask your heating contractor.



Hydro-Flo HEAT

FORCED HOT WATER HEATING FOR RADIATOR, CONVECTOR, UNIT HEATER AND RADIANT PANEL SYSTEMS

BELL & GOSSETT CO.
MORTON GROVE, ILLINOIS, DEPT. A10

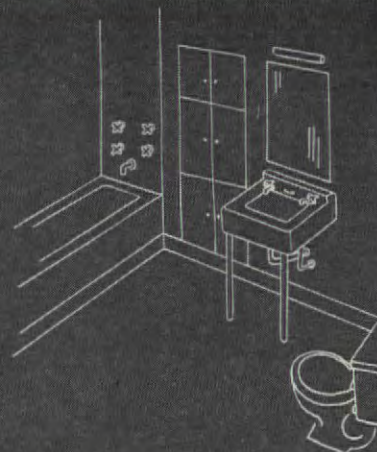
Send at once your free booklet on Radiant Panel Heating.

Name.....
Address.....
City.....State.....

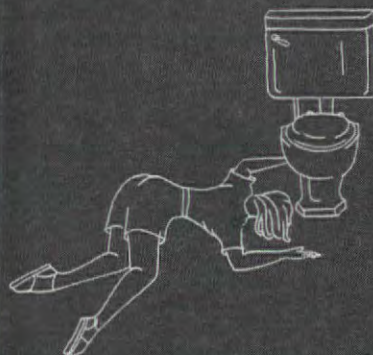


BATHROOM BEEF...

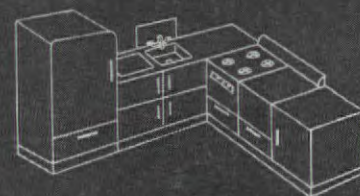
Marion Ewalt



MODERN BATHROOMS have colored tile, built-in cupboards. But why the exposed pipes, legs on lavatories, and the bulges on toilets?



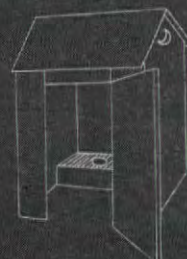
WHAT HOUSEWIFE ever liked this awkward procedure? The only way I've ever found to clean that back-behind space is to put your tummy on seat, and angle around



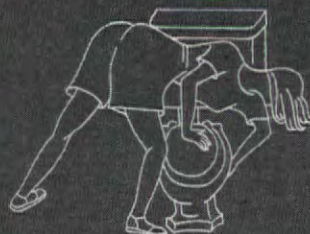
THEY'VE taken the horrors out of kitchens and given us a smooth streamlined job that is efficient and easy to clean. Important when maids are so difficult to obtain!



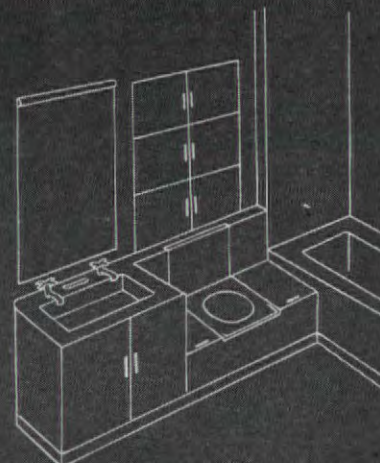
EVERY MAN who ever designed one should have to clean one once! You have to start by getting on your hands and knees on one side, wrangle around into this chummy position. Awkward? But yes!



COULDN'T WE go back to basic principles and start all over? It wasn't such a bad idea after all!



THEN YOU have to get up and lean over to get at the other side, usually bumping your head in the process. It's definitely not good!



THEN WE could come up with something that's as streamlined as today's wonderful kitchen!



FOR YEARS TO COME

PLAN ADDED CONVENIENCE—A wash-room on the first floor will save time, energy, and through-the-house traffic... make easier the training of your children... provide convenient facilities for your guests.

SATISFACTION for years to come is assured by plumbing fixtures and fittings that bear the name "Kohler". They have the timeless beauty of clean-cut lines and good proportions. Utmost practicality is assured by easy-to-clean, lustrous surfaces, smooth and hard as polished glass—and by durable precision-made working parts. Kohler quality, at no extra cost, is important to you for the comfort and health of your family, when you build, buy, or remodel.

Among the types and sizes of Kohler fixtures for bath-

room, kitchen, washroom, or laundry, you will find matched sets or individual pieces that are right for your needs. Your Master Plumber will gladly help you with useful advice.

The 73-year-old tradition of Kohler quality is safeguarded by the fact that production is concentrated at one great plant, where coordination is achieved through unity of supervision. Write for a copy of Booklet 3-AH, "Planned Bathrooms and Kitchens". Kohler Co., Kohler, Wisconsin. Established 1873.

KOHLER OF KOHLER

PLUMBING FIXTURES AND FITTINGS • HEATING EQUIPMENT • ELECTRIC PLANTS



From *Beginners Manual, No. 42*

Busy fingers crochet these lovelies in leisure moments. Send now for wonderful new STAR books that give directions.



From *Edgings, No. 18* From *Baby Book, No. 20*

Star's "EXTRA"

If you order three or more books, we include directions for additional crocheted articles.

AMERICAN THREAD CO., Dept. AH-3
P. O. Box 200, Canal St. Stn., New York 13, N. Y.
(This offer good in U. S. only)

10¢
EACH

- ☐ No. 42 Beginners Manual
- ☐ No. 37 Aprons and Bibs
- ☐ No. 34 Bedspreads
- ☐ No. 32 Potholders
- ☐ No. 30 Tatting
- ☐ No. 28 Tablecloths
- ☐ No. 29 Baby Books
- ☐ No. 18 Edgings

Name.....
Address.....
City.....



DORMEYER NEW MIXER 1946

Features never before in any mixer! Get a DORMEYER—today, everywhere—get all this: 4-Way Blending, not merely mixing, because new beaters feed mixture through one into the other—not just "between" as in pre-war mixers. Then MAGIC MIX-ARM lets you move beaters from side to center of bowl with finger-tip ease! Blends ingredients *four ways*, mixes doubly well! Mixes *Fairy-Light* cakes, muffins, desserts. Lifts and folds ingredients together—blends lightness into the mixture, instead of out of it! Imagine! Hand mixed delicacy in a fraction of the time—without work!

27 other startling, new, better features! Ball-bearing turntable; kitchen tested speeds; portable mixing head lifts off. Complete with large and small mixing bowls; jiffy-quick Juicer you'll use.

\$20.95

DENVER,
WEST,
\$21.95

DORMEYER CORPORATION

..... pioneer maker of kitchen mixers
4300 N. KILPATRICK AVE., CHICAGO 41, ILLINOIS

Beautiful Trays



A-772

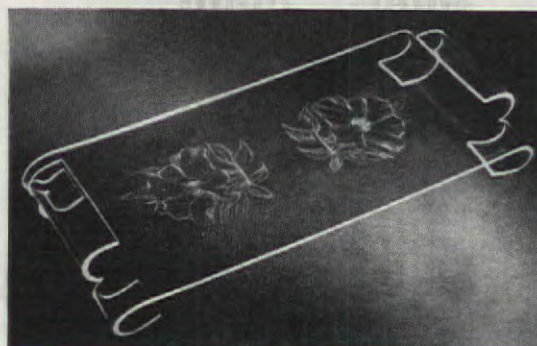
You Can Make Yourself

AMERICAN HOME PATTERN A-772. 15c

Shell tray, matching border. Two tracing sizes. Complete instructions. Mrs. Harvey L. Hanson

AMERICAN HOME PATTERN A-773. 15c

Lucite tray with two floral etchings. Instructions complete for making. American Handicrafts Co.



AMERICAN HOME PATTERN A-774. 10c

Duck print. Two sets of tracings to fit any size tray, complete directions. Mrs. H. L. Hanson



AMERICAN HOME PATTERN No. 237. 15c

Roman Ruins design by Louis James. Tracing, painting and construction details in pattern

IN the 17th century the European continent acquired an enthusiastic taste for fine, magnificent Oriental lacquer work which only the very rich could afford. In the latter part of the century japanning was done on all sorts of household wares, and when painted tin was exported to America it was received with much favor. Tole has long adorned collectors' shelves and many a home today contains an heirloom tray. Much as collectors despised stenciling, Gélis-Didot claimed it to be "a process known to everyone and as old as the need to which it responds." It has never been a lost art, for in outlying country districts it has been kept alive. Handsome old trays still remain beyond many budgets, so like our American women of pioneer days, we turn our own hands to create the exquisite trays that might well become heirlooms of tomorrow. When looking for an old tray to paint, avoid sharp edges as these were made at a later period and do not have the good workmanship of the earlier ones with reinforced, rolled edges. New tin trays may also be used but require a light sanding to remove the film, and care must be taken not to scratch it. Mrs. Harvey L. Hanson has for many years made

ORDER PATTERNS FROM THE AMERICAN HOME PATTERN SERVICE, 55 FIFTH AVENUE, NEW YORK 3, N.Y.

THE AMERICAN HOME, MARCH, 1946



YOU LAMENT

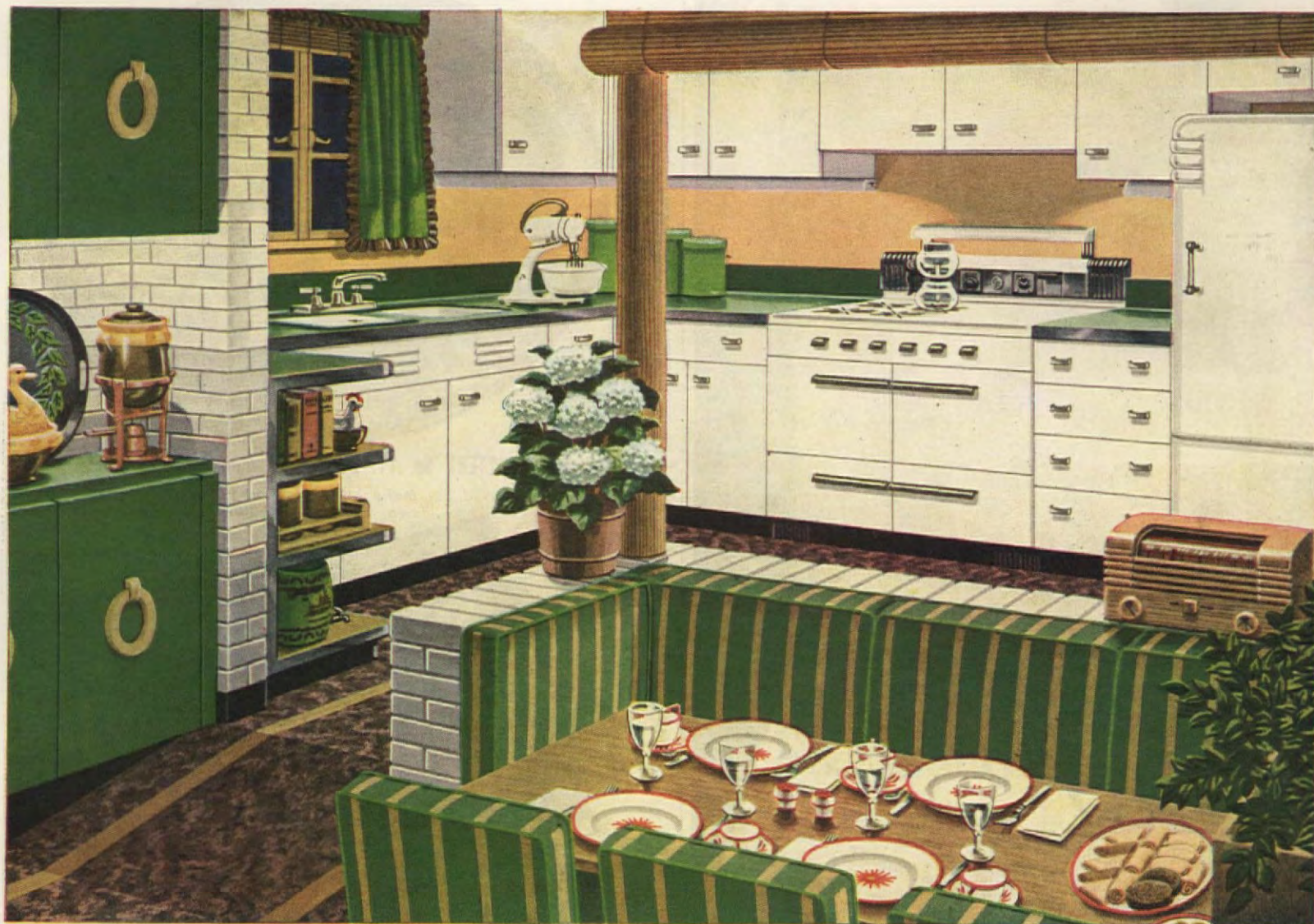
Oh, if you could only turn your "ugly duckling" kitchen into one of those slick, new, streamlined affairs! The kind you've read about . . . light, clean, efficient, beautiful!



WE PRESENT...

... the answer! The Gas industry's latest "New Freedom Gas Kitchen" design . . . created especially to meet the "we-love-our-old-house-but-we-want-a-new-kitchen" problem! See how the back porch has been transformed into a convenient dining nook! How the 3 major work units are grouped together in a smooth, unbroken "production line." What's more, like every "New Freedom Gas Kitchen" it's unbelievably free from unwanted heat and cooking odors!

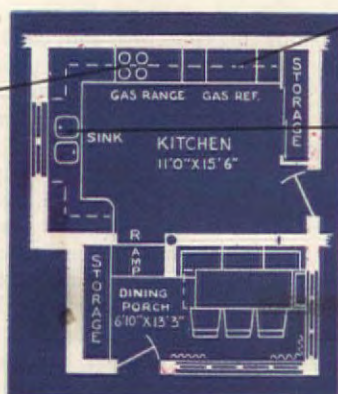
...THE WORK SAVINGEST KITCHEN OF THE CENTURY!



OLD HOUSE-NEW KITCHEN! . . . ANOTHER "NEW FREEDOM" GAS KITCHEN" DESIGN

Whether it's brand new or remodeled—every "New Freedom Gas Kitchen" gives you 3 major "freedoms":

FREEDOM FROM COOKING CARES! You just set the automatic clock controls of your wonderful new Gas range and let the dinner take care of itself! For top-burner speed and flexibility . . . foolproof baking, broiling and roasting . . . there's nothing to equal a modern Gas range! Choose yours from the many new designs now available. And look for the CP seal!



FREEDOM FROM FOOD STORAGE PROBLEMS! Your silent, economical-to-run, new Gas refrigerator . . . keeps *more* food fresh *longer*! And there's not a single moving part in the freezing system to wear out or break down!

FREEDOM FROM HOT WATER WORRIES! There's always plenty of hot water—for dishes, laundry and bath—thanks to that new, automatic Gas water-heater! And it's economical, too! Why not start planning your "New Freedom Gas Kitchen" today?

GAS



THE WONDER FLAME
THAT COOLS AS WELL AS HEATS

AMERICAN GAS ASSOCIATION



AMERICAN HOME PATTERN No. 11. 20c

Make brand new trays of old ones with these two authentic designs. Detailed instructions



AMERICAN HOME PATTERN No. 212. 15c

"Come Into My Parlor" tray. Tracing of design with directions for making and painting. Designed by Louis James

a hobby of collecting and painting old trays, though collecting designs was a hobby long before she became interested in old trays. The shell tray grew out of a genuine love and admiration for the interesting shapes and lovely colors found in sea shells. Some of her other designs have been taken from old Sheffield candlesticks, floral sprays from an old Dresden clock, and from bird prints. She has discovered the Rembrandtesque quality on some of the lovely lace-edged painted trays and that the design

emerged from a dim background to distinct highlights of unusual interest. Many of the pigments were transparent, so that in doing designs of this type, usually floral, it took as long as two weeks to build up the transparency to achieve a rich antique appearance. Wooden trays, too, lend themselves to many types of design. Miss La Verne Moritz adds a cosmetic tray of gossamer lucite with delicate floral pattern etched in the center and gracefully rolled feet and handles—a lovely dressing table piece.

We thought we were tired of our OLD Home...

but thanks to Pittsburgh's Color Dynamics,
we love it more than ever, now!



In Homes New or Old
PITTSBURGH'S

COLOR DYNAMICS

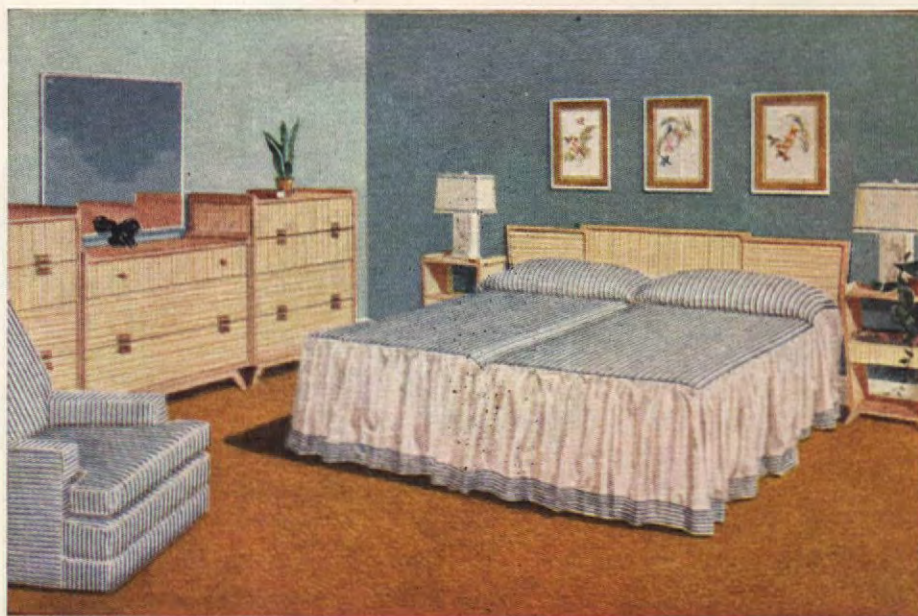
Paints Way
to Better Living!

WHEN you find the "old house" getting on your nerves it's time to apply Pittsburgh's new science of COLOR DYNAMICS. It has given thousands of folks new appreciation of their old homes.

● ● By following the principles of this fascinating new system, you now can choose color combinations that beautify your home, rest and relax you, promote the health and happiness of your family.

● ● And your enjoyment is made all the more enduring by the *live-paint protection* Pittsburgh's long-lasting quality paints afford. For every painting need, there's a famous Pittsburgh Paint: Wallhide flat, semi-gloss and gloss; Florhide for floors; Waterspar Enamel and Varnish for floors and woodwork; Sun-Proof House Paint for exteriors. All are enriched with Molecular-Selection Oils to give uniform spreading—and with "Vitolized Oils" to keep them elastic, *live*, tough and long-lasting.

For added charm and effect consider the use of
an extra mirror or a plate glass table top



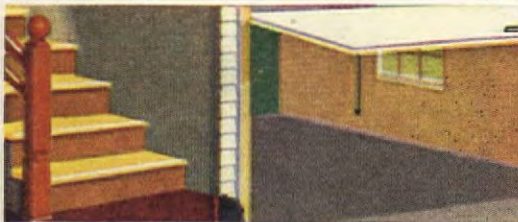
An interesting treatment of a square room is obtained by featuring one wall—painting it a different color, or at least a different value, than the other walls. The wall to which attention is called in this way might be the bed wall in the bedroom, the window wall or the wall opposite the window.



Eye-rest Green is used predominantly in this tranquil and restful sewing nook with a bright accent of warm color in the drapes.



Painting the faces of dormers on a small house in the body color will create the illusion of greater size—make the house seem taller, larger.



Paint treads of stairs leading to attic or basement, which are generally dark or poorly lighted, with a light-reflecting color.

FREE BOOKLET ON COLOR DYNAMICS

The whole interesting story of Color Dynamics is told in Pittsburgh's new book, "Color Dynamics for the Home." It's FREE. Ask your Pittsburgh Store or Dealer—or send the coupon below.



Paint RIGHT with Color Dynamics... Paint BEST with



PITTSBURGH PAINTS

PITTSBURGH PLATE GLASS COMPANY, PITTSBURGH, PA.

PITTSBURGH STANDS FOR QUALITY PAINT AND GLASS

Pittsburgh Plate Glass Co.
Paint Division, Dept. AH-3, Pittsburgh 22, Pa.
Please send me FREE copy of your new book,
"Color Dynamics for the Home."

Name _____
Street _____
City _____ Zone _____ State _____

*On kitchen equipment or inner spring mattresses,
furniture or carpenter's tools—on anything
made with steel...*

this label means the steel is good



The U·S·S Label helps you get your money's worth. When you see it on any article made with steel, you can be sure the steel in that product is *quality* steel—backed by all the engineering skill and manufacturing knowledge of the world's foremost steel maker.

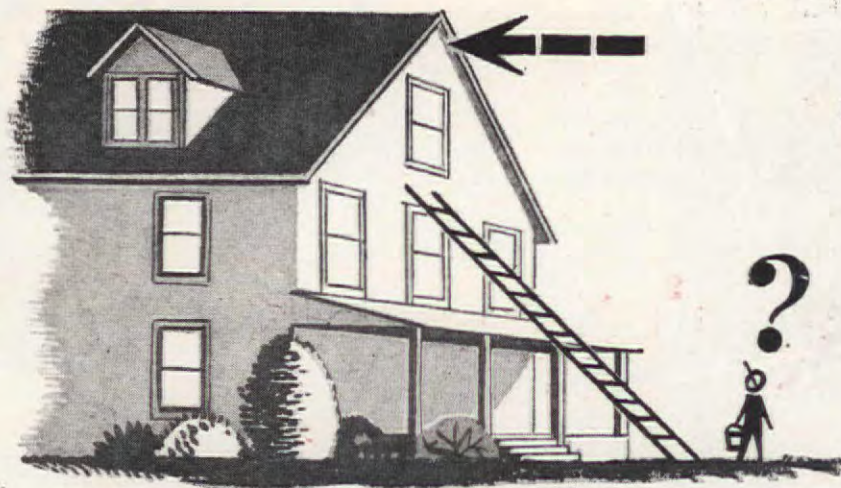
Manufacturers of quality products who desire to identify their goods with the U·S·S Label may obtain full information on request. Address: United States Steel, P. O. Box 236, Pittsburgh, Pa.



EVERY SUNDAY EVENING... *United States Steel presents The Theatre Guild on the Air. American Broadcasting Company, coast-to-coast network. Consult your newspaper for time and station.*

UNITED STATES STEEL *Subsidiary companies:* AMERICAN BRIDGE COMPANY • AMERICAN STEEL & WIRE COMPANY • CARNEGIE-ILLINOIS STEEL CORPORATION • COLUMBIA STEEL COMPANY • CYCLONE FENCE DIVISION • FEDERAL SHIPBUILDING & DRY DOCK COMPANY • NATIONAL TUBE COMPANY • OIL WELL SUPPLY COMPANY • TENNESSEE COAL, IRON & RAILROAD COMPANY • UNITED STATES STEEL EXPORT COMPANY • UNITED STATES STEEL PRODUCTS COMPANY • UNITED STATES STEEL SUPPLY COMPANY • UNIVERSAL ATLAS CEMENT COMPANY • VIRGINIA BRIDGE COMPANY

How to Paint Your House



Ben Braker

1.

THE woman who darns my socks finally wangled me into it. I finally conceded we'd have to have our home in the country painted. She insisted a paint job would be as morale-lifting as a permanent wave, as ego-pleasing as a new hat.

I spent the first day of my vacation contacting painters, burning up gasoline and boosting the phone bill five smackers. Three painters just laughed. They were up to their necks. Two others quoted such a price it reminded me of the down payment on the house. The best figure was \$300, and he couldn't get on the job for two months. I was beginning to get a little tired of it all.

"Hon," I called, "Come on down here." Together we walked out to the lawn to look at the house.

"You want the house painted?"

"That's been discussed for the past three weeks and settled," she countered with finality and firmness.

I pointed to the peak of the house—all of 35 staggering feet up.

"It would take a steeple jack to paint that peak," I said with dramatic effect, "but I'm your man. I'm going to paint the house."

"You paint the house?" she jibed.

"Why, Dad, you had a nervous breakdown painting the living-room ceiling on a step-ladder, but go ahead."

I looked up at the peak again. It plowed through a cloud. I counted up to twenty this time. No good. Anger turned into firm resolution. I'd paint the shack if it killed me!

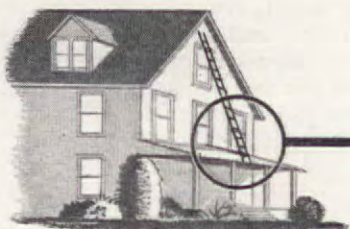
I took stock of my knowledge of painting. Prime had something to do with beefsteak and putty meant just me in the hands of a sock darter. So I bought a book on painting. The \$2.50 tome was a highly technical thing that plunged into mysterious quicksands such as "The Importance of the Vehicle and the Chemical Reactions of Thinners as Regards Humidity." Anybody want to buy a book for a dollar? That brings us up to

lesson number one. *Don't clutter up your mind with technicalities. See your local paint dealer.*

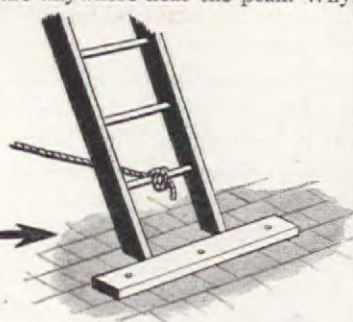
I staggered out of the paint store with \$45.00 worth of paints and gimmicks plus an earful of concentrated suggestions, rules and ideas.

Everything was set. A putty knife and sandpaper were put in the seat pockets of spick-and-span white overalls. A 32-foot extension ladder was borrowed from neighbor Young. The well-mixed prime paint was poured back and forth from pail to pail just as instructed and all I had to do was to start painting.

The ladder was hauled under the peak. I strained a sternum getting it up only to discover the ladder didn't come anywhere near the peak. Why?



2.



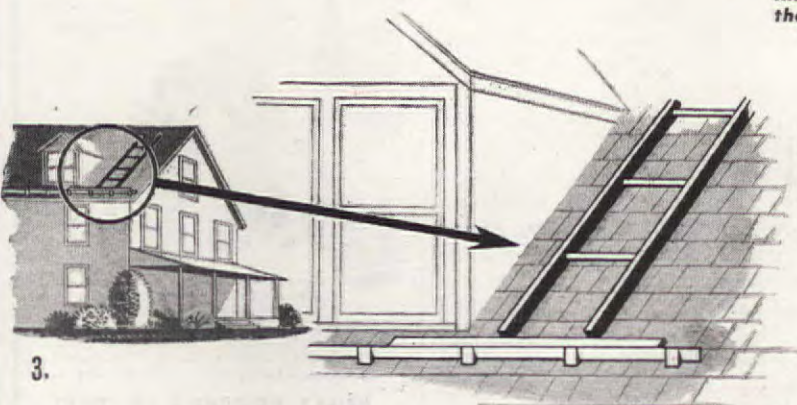
With a rope fastened to a 2x4 across the inside of a window, and a 1x3 nailed to the roof, the ladder is secure and safe!

Well, take a look at cut No. 1. To clear the edge of the slanting roof over the porch the foot of the ladder had to be placed 20 feet away from the house. This reduced the vertical reach which brings up lesson number two, the most important of all.

Figure out practical ways of placing ladders.

Here was the solution. Take a look at cut No. 2. You will see the ladder was hauled to the porch roof.

The porch roof had a gentle slope of about 20 degrees and could be "walked." Now, look at drawing



3.

A 1x3 placed in an old water gully gives sure footing on the roof. A rope was also tied to the bottom rung of the ladder, and secured to a 2x4 placed in window

To Speed Recovery AFTER AN ILLNESS



Try this "Building" food!

To hasten recovery after illness, many doctors advise drinking Ovaltine for two reasons:

First, Ovaltine is one of the richest food sources of vitamins and minerals in the world. Each cup, made with milk, provides valuable amounts of vitamins A, B₁, C, D, G and Niacin, and minerals Calcium, Phosphorus and Iron. These vitamins and minerals, so important to speedy recovery, are often deficient in convalescent diets.

Second, Ovaltine supplies basic food substances—complete proteins to repair body and nerve cells—high-energy foods for vigorous health. Ovaltine is specially processed for easy digestion, so it usually "stays down" when nothing else seems to agree.

Ovaltine is served in 1700 American hospitals. So if someone in your family needs building up, try giving Ovaltine 2 or 3 times a day.

OVALTINE

*PROVEN PROTECTION

against moths with
new, lasting HEX!



THOROUGH! Hex liquid mothproofing penetrates right into every wool fiber. *Scientific tests prove that moths absolutely will not harm fabrics treated with Hex!

QUICK! Just one quick and easy spraying of Hex on wools gives them lasting, proven moth-protection. No unpleasant odor! No wrapping or storing away necessary!

A KOPPERS PRODUCT



BUY HEX AT
VARIETY, HARDWARE
DRUG OR
DEPARTMENT STORES

ANNOUNCING A New Kind of Home Climate



by Stokermatic Heatway

It brings controlled comfort from automatic-filtered, humidified air, blower-circulated to every room. Even temperatures, with the economy of coal Stokermatic-fired

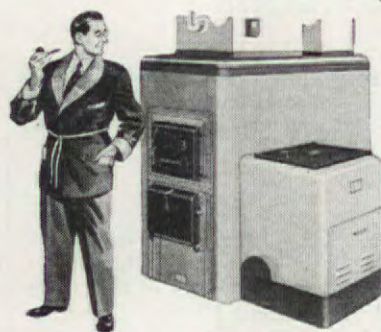
HERE IS A "Home Climate" unit that is complete... a new scientifically designed furnace; a quiet, powerful air circulator with humidifier and filters; and a close-coupled stoker. It is all encased in a handsome two-tone baked enamel steel jacket.

Owners report savings as high as 40 per cent in fuel costs with this new Stokermatic Heatway. It uses smaller size, low-priced coal. And Stokermatic's under-feed-and-forced-draft method burns this inexpensive fuel so thoroughly there's no waste.

With Heatway there's no "furnace nursing"—because the thermostat controls your heat. What's more, it gives you an even, healthful heat. The fire's always alive, keeping protective warmth in every room.

Send today for full information about the new Heatway—high point in Stokermatic's nineteen years of manufacturing heating equipment.

The coupon will also set aside one of these "home climate" units in your name. There's no obligation to buy. You merely have a reservation while you're investigating and deciding. Mail the coupon now.



Stokermatic Division, Dept. A3, Rheem Manufacturing Co., 570 Lexington Avenue, New York 22, N. Y.

From information checked below, please send—without obligation—full details about the Heatway model recommended for my needs.

Name _____

Street and No. _____

City _____

Zone _____

State _____

No. of rooms to be heated ☐

No. of floors to be heated ☐

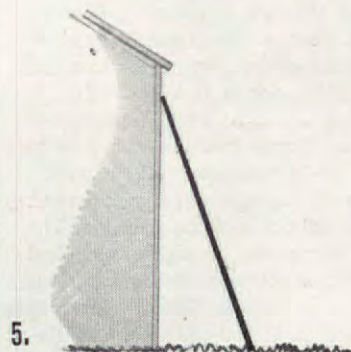
To be installed in new house? ☐

Or to replace present heating? ☐

number two again. You'll notice a board was nailed to the roof at the base of the ladder to keep it from slipping and as an added safety factor a rope was fastened to the bottom rung of the ladder and then securely tied to a 2x4 tacked across the inside of a convenient open window. Later a bit of sanding, putty and touch-up fixed the nail holes in the window jamb. I didn't worry about the unprofessional fixing of the holes in the shingles with a smear of as-



185 lbs. wt. of man and 50 lbs. wt. of ladder totals 235 lbs. Too much pressure is exerted if ladder is at 45° angle



Ladder rests a distance from the building equal to one third of height, i.e., a 30' ladder should be 10' away from house

phalt because the place is to be re-roofed soon. If your house has a good roof, do not nail strips to it or you will run the risk of ruining the roof.

Now you may not have a slanting roof nor a dormer with a funny, old, rotten wooden gully to overcome, but it is well to describe this dormer headache to get you thinking in the right groove for your own solutions. Take a look at cut No. 3. Our old farmhouse is really old and the wooden water gullies shown in the sketch were just as ancient. The wooden blocks supporting the gully weren't too secure either. A 1x3 strip was laid in the gully against which the legs of a short ladder was placed. This gave footing on the 30 degree angled roof. The strips would have a bearing over several of the wooden blocks and would support my weight—I hoped. However, it may harm the roof to nail a 1x3 to it; in this case it is a good idea to get a ladder with a hook on each leg to fasten over the ridge pole or peak of the house so that the support comes from above rather than below.

Take a look at No. 4. If the ladder is placed at a 45° angle, it is obvious that too much pressure will

A clean toilet bowl
HAS NO ODOR



Persistent stains and invisible film that are sources of toilet bowl odors are quickly removed by Sani-Flush. It disinfects—makes certain your toilet bowl is clean—and so, odorless. Sani-Flush works chemically. You just sprinkle it—and it does the rest the quick, easy, sanitary way. No messy scrubbing.

Effective in hard and soft water. Safe in septic tanks. Sani-Flush is sold everywhere, two handy sizes. The Hygienic Products Company, Canton 2, Ohio.

Sani-Flush

Essential to

Bathroom

Sanitation



Have a Dog in
Your Home
BUT...
NO Doggie
ODOR
on Furniture or Clothing
if you SPRAY D'SAPEER

D'SAPEER kills doggie odor on furniture or clothing just as it kills cooking, bathroom, stale smoke odors in rooms, perspiration odor in clothing and practically all obnoxious odors.

D'SAPEER is not a "cover-up." It destroys odors, then kills its own fragrance. Easy to use, economical—a little goes a long way.



Price (with atomizer) Postpaid 4 oz. bottle \$1.25; 8 oz. bottle \$1.65. Refills (without atomizer) 4 oz. 60¢; 8 oz. \$1.00; Atomizer 65¢.

At leading drug, hardware, department stores and beauty shops—or order direct.

BAILEY, PRIHODA & CO., MFRS.
372 W. Kalamazoo Ave., Kalamazoo 11, Mich.

The Aristocrat of Deodorants D'SAPEER

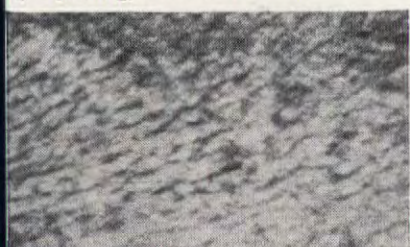
Early and Advanced Signs of "TISSUE STARVATION"

"TISSUE STARVATION" is producible by a lack of vitamins in the living cells of your body

ADVANCED SIGNS



XEROSIS CONJUNCTIVAE. Note thickening and discoloration of the eye whites. An advanced "Tissue Starvation," producible by a prolonged lack of vitamins.

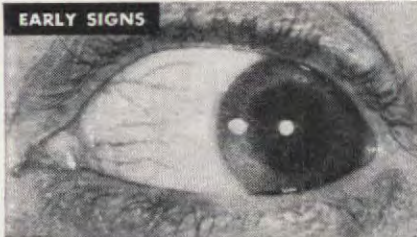


"MOOSAIC PAVEMENT" SKIN. A doctor's term for "Tissue Starvation" where skin is excessively parched and crinkled by an advanced vitamin deficiency.

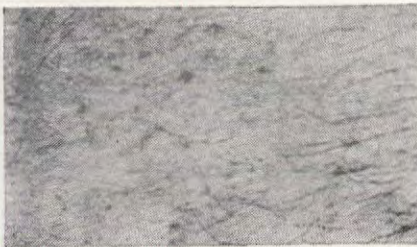


ADVANCED TISSUE STARVATION. There is a proven relationship between certain vitamin shortages and swollen gums—tongue and lip lesions.

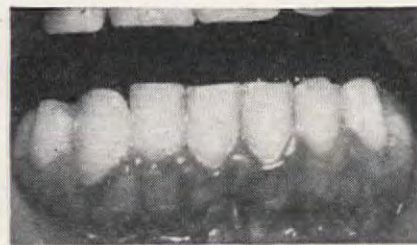
EARLY SIGNS



USUAL VITAMIN DEFICIENCY of eye tissues. Eye whites should not be cloudy-looking when in perfect health but bluish-white, with a translucent clarity.



ROUGHENED SKIN—possible anywhere on the body but most often found on thighs and arms—can be caused by a mild "Tissue Starvation" for vitamin A.



LIPS AND GUMS. A continuing "Tissue Starvation"—even if relatively mild—can result in tender gums, and minor but visible lip and tongue lesions.



The Signs of Vitamin Deficiency often appear first in Eyes, Skin, Tongue and Mouth

POPULAR opinion in America has fallen into a deep error about vitamins and what vitamins can do for you. Contrary to popular belief, vitamins are not merely a daily diet need. Vitamins are part and parcel of all body tissues. If you lack vitamins—if you haven't enough of them—signs of tissue deficiency may appear in your body itself.

You can have a vitamin deficiency, a "Tissue Starvation," even if overweight. Medical opinion holds that thousands of Americans show signs of

"Tissue Starvation" producible by a lack of vitamins.

Now, to avoid misunderstanding on this important point, please look again at the left-hand column above. These are advanced cases, chosen from a population group long subject to severe vitamin deficiencies. They in no sense show conditions usual to American life.

But the right-hand column represents tissue changes found by doctors in early, common cases of "Tissue Starvation."

Look for these signs. Look at your eyes, lips, gums in the mirror. Run your hand over your skin—over your thighs and arms—you may even find rough spots around your nose. These signs, of course, may result from such conditions as irritation, infection or other malnutrition, but "Tissue Starvation" due to vitamin deficiency is

a frequent and basic cause. So help to guard against this form of "Tissue Starvation" by taking One-A-Day (brand) Multiple Vitamins. You get all the known needed vitamins in One-A-Day (brand) Multiple Vitamin Capsules—A, B₁, B₂, C and D, plus Niacin Amide, Calcium Pantothenate and B₆. Ask your druggist for One-A-Day (brand) Multiple Vitamins today.

★ ★ ★

Special Conditioning Factors

Body tissues need the protection of extra vitamins as a result of certain conditioning factors, such as:

| | |
|--------------------------------|-------------------|
| Diarrhea | Alcoholism |
| Food allergy | Over-indulgence |
| Pregnancy | Reducing diets |
| Certain digestive disturbances | Physical overwork |
| | Diabetes |

When these factors are present, your daily intake of vitamins may need to be increased.

THE MILES PLAN

FOR HEALTH PROTECTION

- 1. PROPER DIET.** Vitamin deficiencies may accrue gradually in the body tissues throughout your entire life. So try to eat a balanced diet every day from now on.
- 2. PROTECTIVE VITAMINS.** Take one capsule of One-A-Day Multiple Vitamins daily.
- 3. CONDITIONING FACTORS.** Certain conditions and habits increase vitamin needs. Protect yourself then by taking extra vitamins.
- 4. SEE YOUR DOCTOR**—if you think you have lesions—as above—that indicate vitamin deficiency.



ONE A DAY MULTIPLE VITAMIN CAPSULES
Miles Laboratories, Inc., Elkhart, Ind.

NEW

Flameless, Glowless Heater

You see no flame—you see no glow—you smell no fumes. By looking at it you can't even tell that it is "on"—

Yet this new—portable—*Infraelectric* Heater keeps you cosily warm—even on the frostiest day you ever saw your breath.



A shortcut to warmth!

Conventional heaters warm the air in the room to warm you. But the new *Infraelectric* Heater works on a different principle—it warms objects in the room by means of invisible rays... starts warming you when you enter the room. And even cross drafts do not deflect the radiant warmth of the *Infraelectric* Heater's rays.

Safest heater ever built!

Cannot burn floor or rugs... will not scorch paper or fabrics that may hit against it... will not sear children's skin, should they touch it... will not ignite inflammable gases or fumes... will not shock wet bodies. The *Infraelectric* Heater has been tested by Electrical Testing Laboratories, Inc., of New York—Report No. 314458.

It's as rugged as a rhino!

Even if struck by metal objects, the two glass plates of *Infraelectric* will not break. Knock it over—it remains undamaged. And—beautifully designed of rugged glass and polished aluminum, it is a real asset to the decor of any room.

It's a money-saver, too!

The *Infraelectric* Heater uses about one-third less electricity than conventional heaters. It operates on both AC and DC current on any circuit having fuses of 15 or more amperes. See the *Infraelectric* Heater in action today—at your dealer's. Or mail the coupon below for full details.

No heater like

Infraelectric heater

Radiant Heater Corp., Dept. E-36
521 Fifth Avenue
New York 17, N. Y.

Please send me the folder describing the new *Infraelectric* Heater and name of nearest dealer.

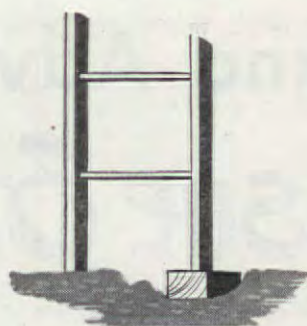
Name _____

Street _____

City _____

State _____

**MAIL THIS
COUPON—TODAY!**



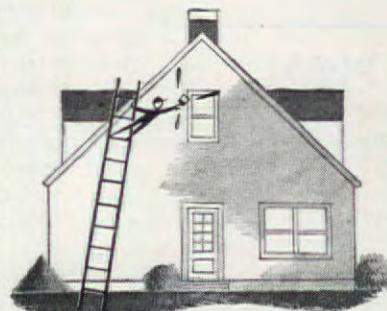
6.

On hard, uneven ground, move top of ladder so that it rests in vertical plane. Place block under ladder leg at low spot. The drawings are exaggerated for clarity

be exerted on it to expect the supporting blocks to hold. A 185 lb. man certainly cannot expect to be safely supported on a 50 lb. ladder resting at a 45° angle.

Position is everything in the life of a house-painting man. When I concentrated on hanging to the ladder for dear life the painting was poorly done. Take a look at cut No. 5. For the greatest comfort and safety a ladder should be placed so that the foot will rest a distance from the building equal to one third of the height. To clarify this—if you're to climb 15 feet the base of the ladder should be approximately five feet from the building. Remember this cardinal rule about ladders: *All four corners must make contact when the ladder is in a vertical plane. Never forget this.*

If you climb a ladder that wobbles like a table with one short leg, you're crazy. If you have placed the ladder in its own vertical plane and it still wobbles, then you're on uneven ground. Kick the leg of the ladder which is resting on the high spot with the instep in such a manner as to cause the leg to sink into the ground. If the ground is too hard for this



7.

Against slanting roof, move ladder bottom to lowest part till four corners have solid contact, don't wobble



Raised-Letter Stationery

With the ROOVERS Steel-Die Embosser your name and address, monogram or initial is quickly impressed in distinguished raised letters on your favorite note paper and envelopes. More beautiful than printing; costs much less. Will not cut paper. Personal embosser, lifetime guarantee.

EDWARD H. BESSEMER
1230 EIGHTH ST.
SEATTLE, WASH.

\$2.50 UP NOTARY, CORPORATE AND LODGE SEALS, \$3.25 UP

One-line Embosser \$2.25; two lines, \$2.65; three lines, \$3.25. FREE style sheet shows wide range of lettering, initial and seal designs for hand and desk models. ORDERS SHIPPED DAY RECEIVED. Sold also by stationers and department stores.

ROOVERS JOSEPH M. LOTSCH, Pres.
1457 37TH STREET, BROOKLYN, N. Y.

HANDY HELPER'S

JINGLE
QUIZ
No 13

What keeps the name of addressee Upon a package so that he Will get it surely, quickly, too? What tells him that it came from you?



Dennison

ADDRESS LABELS

At Stationery Departments Everywhere

BUILD YOUR OWN! FAST FREEZER PLANS \$100

It's easy to build this house-hold appliance and profitable to use. Save up to 75%. Operates on 110 or 32 volts. Plans are easy to follow. ENJOY MAKING ONE of these freezers from new or used parts. No expert knowledge needed. Mail \$1 bill for complete plans and catalog. LE JAY MFG., 409 LeJay Bldg., Minneapolis 8, Minn.

GET THIS EASY MONEY NOW

Sell Everyday Cards Make QUICK Profit showing charming cards for Birthdays, Anniversaries—other occasions. Easy to take orders for these beautiful Assortments of 15 cards, retail \$1. You get your profit right away. Stunning designs, fancy papers, rays, ribbons, beadings... original clever wordings. Extra CASH for you every week this easy way. Send 50¢ for sample assortment. Write for details. FRIENDSHIP STUDIOS 113 ADAMS STREET, ELMIRA, NEW YORK

SAVES MY WALLS -AND SO HANDY!
LIGHTED SWITCH PLATE
EASY TO SEE IN DARK



It's automatic—always ON when room is dark; always OFF when lights are on! Ideal safety light! Shielded bulb glows softly, lasts for years. Plate is of beautiful ivory plastic. Easy to put on. See your dealer or send for sample. \$1.00 postpaid. ASSOCIATED PROJECTS Co., 80 E. Long St., Columbus 15, Ohio.

ENDS FUMBLING AND STUMBLING

LUMINITE

NOBODY WANTS MOSQUITOES.... Why invite them in?

YOU NEVER KNOW when a rustable screen will let go. A single small hole can admit enough mosquitoes to keep the family up all night. And then—an ugly patch or the task of putting in new screen cloth.

How much simpler to insist on screens of BRONZE WIRE when you order your screens. This strong Anaconda Copper Alloy withstands hard usage, will never rust and, barring accidents, will last many years.

THE AMERICAN BRASS COMPANY
Waterbury 88, Connecticut
Offices and Agencies
in Principal Cities

Anaconda Copper & Brass



For crispness that stays put... No messy starching... less soiling... fewer washings... longer wear... look for the label that reads—

THIS ORGANDIE HAS A
Bellmanized
STARCHLESS FINISH

send for leaflet
BELLMAN BROOK Bleachery Co., FAIRVIEW, N. J.



PORTER STEEL SPECIALTIES, SHELBYVILLE, IND.

DEATH TO MICE

25¢

MOUSE SEED

KILLS MICE

Death to mice! They eat the kernels of this tiny, chemical-treated seed, then they die. No baits, no traps, no muss. "A saucer and seed is all you need"—placed where mice appear. *Mouse Seed* is the clean, easy way to kill mice. Excellent results for over 50 years. Avoid substitutes. Get the genuine. At drug and other dealers. No mail orders. W. G. Reardon Laboratories, Inc., 2 Mill Street, Port Chester, N. Y.

stunt, then you'll have to shim up under the leg that's off the ground as shown in cut No. 6. Usually the thickness of a lath does the trick.

Frequently a lack in various lengths of ladders makes it necessary to place the ladder against the edge of the roof as shown in cut No. 7. This is the progenitor of a pain in the neck. Painting in and around ladder rungs is most awkward. Avoid it if you can. How to place such a ladder safely? Lean the ladder against the edge of the roof. Now, bring the foot of the ladder toward the lowest edge of the roof until all four corners of the ladder make contact. The thing will look as if it's leaning, but it isn't. If properly placed the ladder will still be vertical in its own plane.

Don't reach when on a ladder unless you want to take a short-cut to heaven. This is fatal.

Following are some quick suggestions that will help you.

Don't try to hold a paint pot in one hand, a brush in the other while on a ladder, and expect to do a good job. The paint pot is hung on the ladder rung with about a foot of heavy wire conveniently bent into an S. See cut No. 8. There's a right and wrong way to hang the pail. If the end of the S-shaped wire projects on the climbing side of the ladder clothing will catch on it as you climb and that means spilled paint.

Use plenty of drip cloths. I used some old, discarded awnings and a forgotten cloth hammock. Accidents in spilling can happen, so never carry a full pail. Unless you're an expert you'll drip more paint than a sieve. If paint is dribbled onto the roof or any cement work you're sunk, brother. Cover the shrubbery, too.

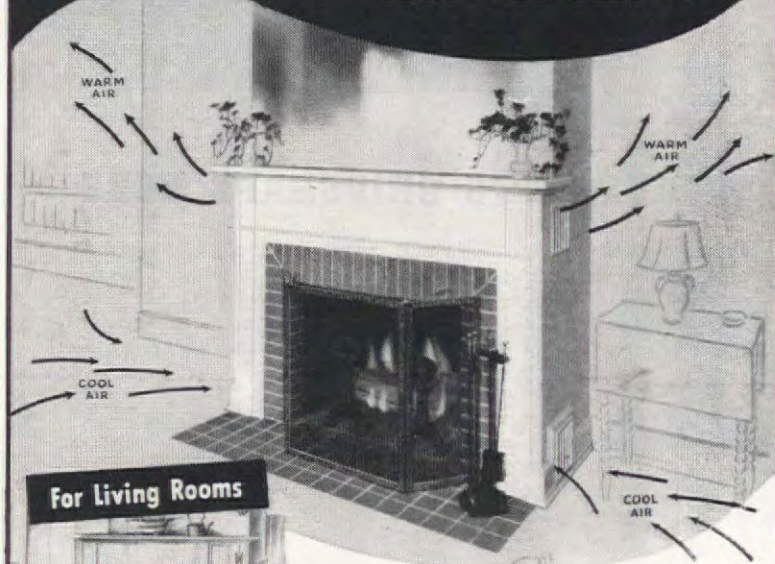
Don't paint in wet weather or if the wood is damp, for as sure as taxes that paint will peel off.

Puttying is done between the first and second coats or it won't stick. Incidentally, some putty produced recently dries out a horrible yellow. Mix the stuff with some whitening. If that makes the putty too stiff, add linseed oil to get the correct consistency.

A four-inch brush and a sash tool are sufficient to paint your house. Other sized brushes are convenient but not necessary. I settled for a four-inch brush that cost \$6.50. It consists of 45 per cent bristles and 55 per cent horsehair. The brush did all right, but it wears fast and doesn't hold as much paint as a pure bristle brush. If you're willing to spend a little time in taking care of your brushes, it will pay you to go whole hog and get the best obtainable.

At the end of your painting day wash out the paint with half a cup or so of turpentine. Clean your brush and put it in a paint bucket in which is a solution of turpentine and linseed oil, 50-50. Brushes that rest on the bottom of pails for any time acquire a curled end which makes it difficult in "cutting" to a line. To overcome this curling take a squint at cut No. 9. Holes are drilled through the brush handles at just the

This FIREPLACE Circulates Heat Warms Entire Room Will Not Smoke



For Living Rooms

Circulates heat to far corners, and even to adjoining rooms. Gives all the heat needed on cool spring and fall days.

For Camps

Makes camps usable weeks longer every year... earlier in spring, later in fall, and for week-ends of winter sports.

For Basement Rooms

Solves the difficult problem of heating basement rooms. Warms recreation rooms, play rooms and hobby workshops quickly.

You get all the charm of the traditional fireplace—plus comfort that no old-fashioned fireplace can give you—when you plan your room around a Heatilator Fireplace. For the Heatilator Fireplace actually circulates heat... draws cool air from the room, heats it, and circulates it to far corners—even to adjoining rooms.

In northern climates, it saves the trouble of starting furnace fires during the cold, damp days of spring and fall. And in mild climates it supplies all the heat needed by many homes all winter long. Proved all over America.

Assures Correct Design

The Heatilator is a correctly designed steel form around which the masonry is easily built. It assures proper construction, eliminating faults that commonly cause smoking. Puts no limit on mantel design.

The firebox, damper, smoke dome and downdraft shelf are built-in parts of the unit. Greatly simplifies construction, saves labor and materials. Finished fireplace costs only a few dollars more than an old-fashioned fireplace. Sold by leading building material dealers everywhere.

HEATILATOR, INC.
113 E. Brighton Ave. Syracuse 5, N. Y.
HEATILATOR
Fireplace

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

Please send me your free illustrated folder showing the construction and advantages of the Heatilator Fireplace that circulates heat.

Name.....
Street.....
City..... State.....



EVERYTHING'S SHIPSHAPE HERE

• Seagoing, bunk-type beds will prove practical space-savers in your new or remodeled home. Build them of sturdy, even-grained Western Pines.* Then set them off with paneling of these same distinguished woods and you'll have a landlubber's cabin as trim as any that ever sailed the Seven Seas.

• Now that your home plans are really under way, consider well the beauties of the Western Pines... their ingrained loveliness... their native economy. "Western Pine Camera Views," a picture book of smart interiors, will give you hosts of ideas to adopt for your own. Send for a copy today. Western Pine Association, Dept. 208-F, Yeon Building, Portland 4, Oregon.

THESE ARE THE WESTERN PINES

- IDAHO WHITE PINE
- PONDEROSA PINE
- SUGAR PINE



Weiman Tables
**ALWAYS THE CENTER
OF ATTRACTION**

When your dream house becomes a furnishable reality, plan to decorate with Weiman Tables. You'll always cherish their ageless beauty and matchless character—designed for your gracious living—with the utmost in style and convenience.

WEIMAN *Tables*

The Weiman Company • Rockford, Illinois



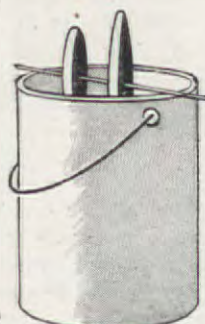
8.

Hang pail on ladder as above—not as below, or the hook will catch on clothes

right spot so that when a heavy wire is passed through the pail it will keep the bristles of the brush from resting on the bottom of the pail.

Now, here was one of the biggest factors in painting our house. It will apply to yours as well. The actual cost of materials put on our 7 room, two-story home amounted to \$45.00. Considering the best quotation of \$300 I got from a professional painter that meant a savings of \$255.00. In other words about 85 per cent for labor, but the climax was that happy day when the last sweep of the brush was made and the job was done. "Hon," I called, "come on down here." I couldn't wait.

"You wanted the house painted," I said, "Well, there it is."



9.

To overcome curling brushes drill holes through brush handles using heavy wire to hang them on—will keep bristles from touching bottom

"It's wonderful!" she breathed. "Aw shucks, 'taint nothing," I said with a casual shrug, but in my mind, indelibly seared, was the horror of painting those dormers—the rotting gulleys, the age-long days of swinging a brush, the killing monotony of it all, the aching arms, the paint that dripped down my neck, the pungent odor, the interminable climbing up and climbing down, the back-breaking extension ladder and the dizzy battle with height. Would I do it all over again? Candidly, not if it saved a thousand dollars.

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

For lovelier flower arrangements . . .

ROSEVILLE

decorative art pottery

Glorify the beauty of your cut flowers and house plants with distinctive, colorful ROSEVILLE vases, bowls, jardinières, baskets and novelty pieces. Select now from charming, new "FREESIA" pattern . . . at leading gift shops and department stores.

FREE! Send for FREESIA FOLDER.

ROSEVILLE POTTERY, INC.
Dept. A-36 ZANESVILLE, OHIO

"FREESIA" window box



READY CUT HOMES

ORDER NOW!

Homes \$1182 and up, freight paid, orders filled in order received. Save at least \$500 on modern production method homes. Much more compared with others' prices. Anyone can assemble with simple plans furnished. Complete, including paint, hardware, roofing, glass, nails, etc. Send 25c in coin for full color catalog showing 56 modern low-priced homes and building plans ready for filing at low cost. Dept. A-36, INTERNATIONAL MILL & TIMBER CO., Bay City, Mich.

NEW COLOR CATALOG FOR ONLY 25¢

WEATHERPROOF WITH ALUMINUM!

ALUMI-SHIELD

Asbestos Aluminum Coating

Does work of a top-quality roof-coating—and adds the durability and year 'round protection of aluminum finish! Reflects up to 80% of Sun's destructive rays—in summer, cooling interiors; in winter, resisting rain, snow, freeze! Buy at paint, lumber, hardware, department stores. Write for folder F-4.

Another famous Paraco "Home-Saver" Guaranteed by World's Oldest Makers of Asphalt Paints and Asphalt Roofings.

THE PARAFFINE COMPANIES, INC.

• 295 Fifth Ave., New York 16

Superior Fireplace HEAT FORM



a complete double-walled metal form... provides instant RADIANT HEAT and circulates large volumes of warm air which uniformly heats the room and adjoining rooms. SAVES LABOR. MATERIALS AND GIVES MORE YEARS OF SATISFACTORY SERVICE THAN ANY OTHER FIREPLACE.

Write for FREE CIRCULAR or enclose 50¢, to cover cost, for 36-page Book of Fireplace designs, 31 pictures of beautiful interiors, elevations, plans and suggestions to help you design your fireplace around the SUPERIOR HEATFORM.

SUPERIOR FIREPLACE COMPANY
1708 E. 15th St., Los Angeles 21, Calif.



Built against the south side of house, garage, wall, or fence, a little greenhouse becomes a sun-trap, rendering a heating system unnecessary in many localities



A FLOWER HOUSE

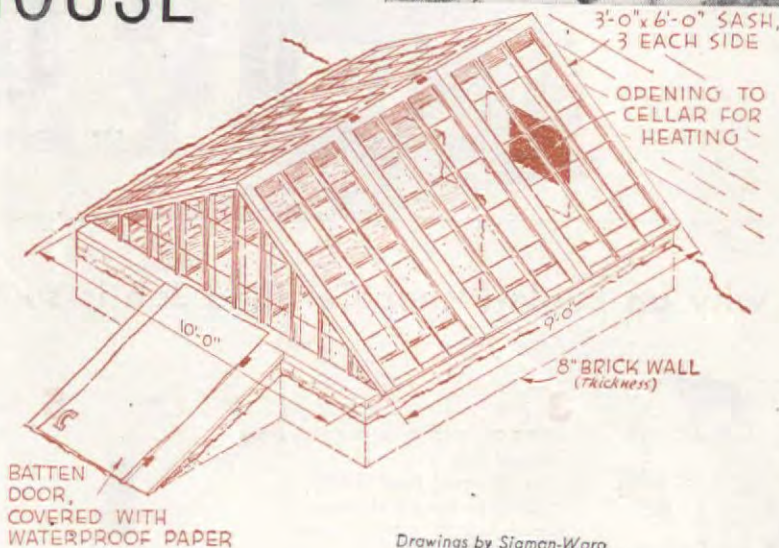
For \$100 or Less

S. R. Winters

ARE you interested in the possibilities of a simple flower house in which you can carry flowering plants over the winter, root cuttings at any season, and start seedlings in early spring? Well, you can duplicate the structure shown here, as built by Professor S. C. Clapp, horticulturist of Buncombe County, North Carolina, for \$100 or for considerably less if you can get members of your family or some friends to help you with the construction work. It offers the advantages of being small, easy to care for, practical, and sufficient to meet all reasonable requirements of the average home gardener.

Constructed against the side of the house—the south or southeast side will insure maximum benefit from the winter sunlight—it is 9 x 10' in extent and supported by a brick wall 8" thick and 18" high, sunk 10" below ground level and to which a 2 x 8" plate is bolted. The sloping roof consists of three standard 3 x 6' hotbed sash on a side. They meet over a ridge rail at the top and at the bottom they are beveled to fit on the plate to which they are nailed, except for the two center sash which are hinged at the top so they can be raised for ventilation. When propped up, they still keep rain out of the house. The stationary gable end is glazed with 10 x 12" and 10 x 14" lights of glass to match the roof sash, and sealed with greenhouse roofing cement which is applied easily and quickly with a caulking gun.

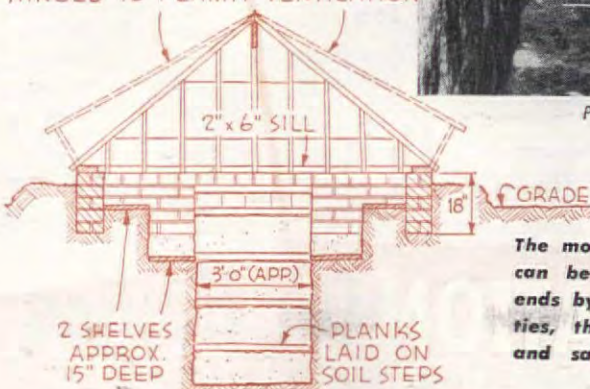
Inside the house, as the cross-



Keeping it largely below ground level simplifies foundation construction and helps to keep temperature and humidity uniform

Shelves cut in the earth make a desirable support for plants in pots and are easily turned into benches for raising seedlings

CENTER SASH ON EACH SIDE IS HINGED TO PERMIT VENTILATION



SECTION TOWARD HATCH & STEPS

Drawings by Sigman-Wara



Photographs by Bob Brown

The more a garden season can be extended at both ends by under-glass activities, the more productive and satisfying it can be

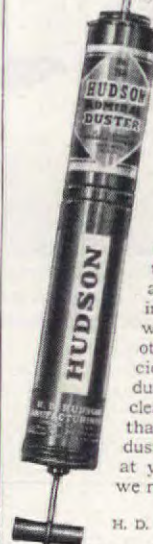
perfect duster
for
DDT



the post-war HUDSON
"ADMIRAL"
with these new features—

EASY STROKE—
Smooth, effortless action
PERFECT CONTROL—
Puts dust where you want it
NO WASTE OF DUST—
Less dust does a better job
LONG REACH—
Keeps dust away from you
DIRECTIONAL NOZZLE—
Dusts up, down, sidewise

At
Leading Stores
Everywhere—
Ask for it
by name



To make the most effective use of that modern insect killer DDT, apply it with the postwar Hudson ADMIRAL—the same, new-type, DDT duster used by the hundreds of thousands to prevent disease and death among our fighting men during the war. But whether you use DDT, or any other dust insecticide or fungicide, the ADMIRAL makes dusting so much easier, so much cleaner, so much more effective than you believed possible that dusting will be a pleasure. See one at your dealer—you'll see what we mean. Do it today.

H. D. HUDSON MANUFACTURING CO.
CHICAGO 11, ILLINOIS

HUDSON

Tested and Proved
SPRATERS AND DUSTERS
HAYTOOLS AND BARN EQUIPMENT
LIVESTOCK EQUIPMENT
FARM VENTILATION EQUIPMENT
POULTRY EQUIPMENT
© 1946 H. D. HUDSON MFG. CO.

TESTED AND PROVED SPRATERS AND DUSTERS
FOR EVERY USE, EVERYWHERE



No other home insulation gives you so much as an
EAGLE-PICHER
CERTIFIED INSULATION JOB!
 —an Eagle-Picher Exclusive

IN planning, material and workmanship, a Certified Job gives you an unmatched combination of insulation values. Eagle-Picher factory-engineered Certified Job Specifications control each step. This careful checking of every detail makes an Eagle-Picher Certified installation a most complete, efficient home insulation job!



Here's why an Eagle-Picher Certified Job is so complete

1 An Authorized Eagle Contractor surveys your property first. Then he applies insulation every place necessary as prescribed by his Certified Job Specifications.



2 Only genuine Eagle Mineral Wool is used. An extremely efficient insulator. Fireproof, water-repellent, does not "settle," lasts a "housetime."



3 Insulation is pneumatically blown to correct thickness into all side walls and ceilings. Trained Eagle workmen are thorough. House is sealed against outside heat and cold.

4 Proper ventilation is installed wherever needed to insure trouble-free results.



5 You receive a Certified Job Certificate, signed by your Eagle Contractor. It states that the work has been done in accordance with Eagle-Picher Certified Job Specifications.

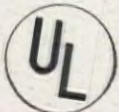


6 Maximum benefits. You realize fuel savings of up to 40% in winter! You enjoy temperatures of as much as 15° cooler in summer, including upstairs rooms. Your house is made more fireproof, less outside noise penetrates inside. You experience year 'round comfort.

It's EASY to Buy an Eagle-Picher Certified Insulation Job

A liberal Extended Payment Plan has been authorized by the government. Your Eagle Contractor will be glad to give you full details. Contact him!

Eagle Mineral Wool Insulation is listed by the Underwriters' Laboratories, Inc.
 — your assurance that it gives your home added fire protection.



EAGLE INSULATION for homes
 Made by the makers of Eagle White Lead — for all fine painting

THE EAGLE-PICHER COMPANY
 Dept. A36, Cincinnati (1), Ohio
 Gentlemen: Please send me complete facts about a Certified Job with Eagle Mineral Wool Insulation.

☐ For Present Home ☐ For Future Home
☐ Students: Check for special information

Name _____
 Address _____
 City _____ State _____



No other equipment in your home must withstand such rough usage. Hardware worthy of its name is made of solid brass, for no plating will long protect rustable metals... in humid kitchens, bathrooms, laundries and on the exterior.

Solid brass will never rust, insures smooth operation and lasting beauty. More manufacturers than ever before are using solid brass in hardware specially designed for the moderate-priced home. For more than a century, The American Brass Company has supplied brass and bronze to the nation's leading manufacturers.

Write for Publication B-5, "How to Protect your Home against Rust."

THE AMERICAN BRASS COMPANY

Waterbury 88, Connecticut
Offices and Agencies
in Principal Cities

Anaconda Copper & Brass

section sketch and the smaller pictures show, the ground has been dug so as to provide two 18" wide shelves on each side, the upper one set back and 18" above the other. Between the lower shelves, the earth is further excavated to provide a 3' wide walk the length of the house. At the dwelling end, an opening through the foundation wall supplies heat in cold weather and facilitates air circulation when that is desirable. At the opposite end, four steps cut in the stiff clay soil lead to the surface; boards laid on them prevent the edges from being broken away. Sloping brick walls extend from the end of the house to the ground where the steps emerge, and support a hinged, wooden bulkhead door which is covered with roofing paper to make it weather- and watertight. To keep surface water from draining into the house or down the steps, the soil is mounded up around the foundation to within 4" of the top. Since the large photograph was taken, this mound has been smoothed off and sodded so as to make an attractive setting for the structure. The cost figures for the little house are given by Professor Clapp as follows:

| | |
|---------------------------|---------|
| 500 bricks | \$15.00 |
| Sand | 2.00 |
| Waterproof cement..... | 4.00 |
| Paint | 3.00 |
| 6-3 x 6' sash..... | 30.00 |
| Labor: 1 day bricklayer.. | 11.00 |
| 1 " helper..... | 4.00 |
| Carpenter, 7 hours..... | 7.00 |
| Painter, 6 hours..... | 7.50 |
| 30 hrs. digging..... | 18.00 |

\$101.50

Two local conditions that make this house more satisfactory than it might be in some other places are the comparatively mild climate which removes the necessity for a heating system, and the quality of the soil, which is so stiff and firm that the vertical walls of the shelves and the central walk do not have to be shored up. However, in looser ground it would not be difficult to hold these faces with retaining walls of two-inch planks, brick, or concrete. Similarly, in a region of colder winters, enough heat to keep all but the most tender house plants in good condition could be provided in several ways: by running an auxiliary heating coil from the boiler in the basement; by installing a small oil stove with a flue to carry any fumes out of the house, or by installing a few large electric lights or even an electric heater to tide over occasional cold snaps. To help with the starting of seeds in the late winter, the lower shelves could be made into 4" or 6" deep benches by setting board frames on them, and installing an electrical heating unit with thermometer, thermostat, and a lead-covered cable laid a few inches under the soil.

The point is that a house patterned after this one but modified to fit particular needs, would be easy to make, quite simple to operate, unobtrusive, and useful in a variety of ways.

"ARE MY EARS BURNING..."



"... IT'S BEEN RUMORED THAT I'M NOT A GOOD HOUSE-CLEANER... WHEN EVERYONE KNOWS I WORK MY FINGERS TO THE BONE!"

What you need, lady, is Solventol, the only household cleaner with triple-solvent action! It loosens, lifts and dissolves dirt and grease away—all at once! It leaves no film or so-called "protective coat" to catch new dirt!



AN ENTIRELY NEW CLEANING PRINCIPLE!

Solventol is a product of this scientific age. It stems from the same modern chemical research that gave the world nylon, cellophane and plastics. Through the latest developments in synthetic-organic chemistry it brings you an entirely new cleaning principle!



Don't expect to find any other household cleaner even remotely similar to Solventol! Mixed with water (for less than 3 cents a gallon), it will clean ALL washable surfaces and materials: painted walls, ceilings, woodwork, floors, tile, enamel, dishes, etc.—even rugs, upholstery and laundry. And it will clean these surfaces WITHOUT RUB OR SCRUB. No film or "coat" remains to catch new dirt, hide beauty or harbor germs. Ask for Solventol at your favorite grocery, hardware, paint or department store... it is priced at 25c, 60c, \$1.00 and \$1.75.

LOOSENS—LIFTS—DISSOLVES DIRT AND GREASE AWAY

Solventol



FREE SAMPLE

Test Solventol in YOUR home at OUR expense

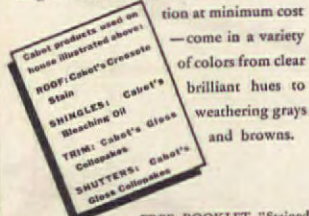
Solventol Chemical Products, Inc., 15841 Second Blvd., Detroit 3, Mich. Please send generous FREE SAMPLE of Solventol to: (AH 3-46)

NAME _____
ADDRESS _____
CITY _____ STATE _____

TWICE AS BEAUTIFUL!

Stains that PROTECT
Stains that ENDURE

It's so sensible to choose Cabot Shingle Stains for your home because Cabot Stains bring out the natural beauty of the wood—yet penetrate deep and protect for years. Cabot's Stains won't peel or blister even on green lumber—give maximum protection at minimum cost—come in a variety of colors from clear brilliant hues to weathering grays and browns.



FREE BOOKLET, "Stained Houses," contains illustrations—full information about Cabot's Creosote and Heavy-Bodied Stains. Send for your copy and color card now! Samuel Cabot, Inc., 1201 Oliver Bldg., Boston 9, Mass.

CABOT'S SHINGLE STAINS
Creosote • Heavy-Bodied

Can I tempt you, Mr. Taylor?



R. TAYLOR cartoonist, whose amusing saucer-eyed people keep all America smiling.

Who wouldn't be tempted by Shredded Ralston? Here's whole wheat as you've never tasted it before... so delicious the flavor-secret's patented! And when you pour on the milk or cream... surprise!... it stays crisp and crunchy, down to the last golden-brown biscuit in the bowl. Try this different-from-all-other cereal tomorrow!



Tune in TOM MIX weekdays 5:45 P. M., OPRY HOUSE MATINEE Sat. 1:00 P. M. E. S. T., Mutual Network

Children's Cigar Box



Judy Moscow, 9, used tiny live sedums for her "Working on the Lettuce Farm." When, later, a critic said they weren't in scale, she protested, "They were when I made it; they grew!" Below is, "Down by the Old Mill Stream," by Hudelle Thau, 12



3



THIS is the insignia of the Children's Garden of the New York Plant and Flower Guild. So popular is this garden among the children of Manhattan's East Side that the 450 who, from May to Thanksgiving Day, grow plants and learn about them there are the envy of a wistful waiting list of 100 or more applicants.

The Garden consists of two large plots extending from 64th to 68th Streets and from York Avenue eastward to the grounds of Rockefeller

Institute for Medical Research which owns the land. These separate areas are cultivated on alternate days, under the expert, understanding directorship of Miss Florence Miller, who effectively combines the teaching of practical, successful gardening, applied arts and handicrafts, taste and, indirectly, good citizenship.

The greater part of each area consists of widely spaced 10' x 5' plots on which the children, singly or in pairs, grow vegetables and flowers selected according to a standard, time-proven plan. The northern area also



"Summer Storm" (3) by 14-year Joseph Adamic, who is skillful and artistic, shows real taste and restraint

Monique Saillant's "Mother Earth" (4) depicts a Chinese rice field. She used tinted bird gravel to suggest soil under water; and, because she couldn't find a suitable background landscape, she painted one! She is 16

4

Gardens

"Winter Frolic" (5) employs a Currier and Ives print as a background. With the icy stream continued through the foreground, it is rich in winter atmosphere. It was done by Louis Wilkens, age 16, oldest of those whose work is shown



5

The 10-year-old Fritsch twins, Mary and Margaret, made this cheery "Harvest" (6). The three-dimensional corn shock is dried grass; the gay "pumpkins" are round peanuts painted orange



6

contains big flower beds, screened compost and rubbish heaps, a tool and record shed and, near the entrance, a grass plot with sundial, wishing well and flower beds, for story-telling hours. The lot to the south includes, in addition to the small beds, a rose garden, fruit trees, iris borders, a picnic spot with an outdoor fireplace, educational plantings of peanuts, cotton, cereals, and other economic crops and a central "community house" containing office, tool shed, and a large recreation room provided with a library, insect collection, flower containers, and other equipment. On rainy days, the young gardeners take up flower and vegetable arrangement (in which they are fast becoming remarkably skillful), poster-making, drying and canning of garden products, insect-mounting, and the mak-

In "River Bank" (7), the work of Edward Bushman, 11, the rolling foreground blends admirably into the pictured scene. The clever replica of the stout post and rail fence was whittled with a penknife

Despite a reminder that they were making gardens, George Bilek, 12½, insisted on making a seascape and calling it "War" (8). In the distance is an invasion scene; the foreground is a beach with dugout and sign (perhaps actually a trap) warning against mines



8

Photographs by F. M. Demarest

7

A "HUNGARY" MEAL FOR HUNGRY FOLKS

It's now an American dish... succulent morsels of beef or veal, rich gravy, tender noodles, tossed with Mazola and a dash of paprika... a marvelous mid-winter meal, economical, easy to prepare.

Add a salad with a Mazola dressing, and you have a hearty, balanced meal your whole family will enjoy... Mazola Salad Oil really does make so many good things!

© Corn Products Sales Co.



MENU

Veal Paprika with Noodles
Tossed Green Salad
Hot Biscuits
Butter
Strawberry Jam
Fruit Compote
Coffee



VEAL PAPRIKA

2 lbs. beef or veal
½ cup Mazola
4 cups sliced white onions

1 clove garlic
2 tbsp. chopped parsley
3 tbsp. paprika
½ green pepper, sliced

2 tbsp. salt
2 cups water
3 tbsp. corn starch
2 tbsp. water

Cut meat into 2-inch cubes. Heat Mazola in heavy kettle which has been well rubbed with cut garlic clove. Add the onions, cook slowly until slightly tender but not brown. Add seasonings, water

and meat. Cover; simmer gently 2 hours. Add corn starch blended with 2 tablespoons water. Then cook ten minutes until thickened. Garnish with pepper rings. Makes 6 to 8 servings.



FRENCH DRESSING

1½ cups Mazola
6 tbsp. vinegar
6 tbsp. lemon juice

1 clove garlic
½ tsp. dry mustard
Few grains Cayenne

½ tsp. sugar
1½ tsp. salt
2 tsp. paprika

Measure all ingredients into bottle or jar. Cover tightly and shake well. Chill

several hours, then remove garlic. Shake thoroughly before serving. Makes 2 cups.



VIGORO helps produce more vegetables—an average of 252% greater yields in recent tests

Get set for top yields this year! You'll have better vegetables, bigger vegetables, more vegetables if you feed Vigoro. And here's proof—

In recent carefully controlled growing tests, Vigoro helped produce an average of 252% more vegetables than unfed crops grown under identical conditions!

A complete plant food, Vigoro supplies, in scientifically balanced proportions, vital food elements growing things need from the soil.

So put these yield-increasing elements to work in your garden. Feed Vigoro and get a double order of satisfaction from your crops!



Give your home a professionally planned landscape with the VIGORO *Beauty Plans!*

Given with a 100 lb. bag of Vigoro: Complete set of Vigoro Beauty Plans... over 30 planting arrangements and ideas, names of plants, trees, shrubs, lawn care hints, etc., by one of America's outstanding landscape architects. Get yours at your dealer's. Edition limited.



A Product of Swift & Company

ing of cigar box gardens like those illustrated here. In this particular project, the children are helped and guided by Miss Miller with the lightest of touches and a minimum of direction. Put on their own, they choose their subjects, locate background pictures to paste on the raised box lids, and find their plant materials and accessories wherever they can; one source is a collection of miniature objects that is being built up in the work room. Each garden starts with layers of peat moss, to hold moisture, and sand, for drainage. On these the soil, moss, stones, etc., are arranged to create a foreground in keeping and scale with the pictured landscape. The gardens are not competitive, but are made with the benefit of frank, free, and friendly exchange of helpful comment. Once, one was nearly finished when a keen-eyed companion pointed out the inconsistency of a Chinese bridge in the front yard of a Cape Cod cottage. The layout was promptly changed and an appropriate white picket fence substituted.

These samples, picked from more than 20 made in 1945, were done by youngsters from 7 to 16 years old—almost the age range of all who work in and enjoy the Garden. Those from 7 to 14 care for their plots and, organized into "G-Man squads," catch insect pests with butterfly nets; for, as a safety measure, no poisonous protective sprays are employed. Those from 14 to 16 cultivate the large educational beds, handle special assignments, and help the younger ones. An exception last year was a six-year-old boy of the neighborhood who, when his mother died, was "adopted" by the whole Garden so he could stay there all day, even for lunch, until his father and other brothers and sisters returned home in the evening. It was touching to see the friendliness and solicitude with which his seniors (some of them by only a year!) kept him occupied and happy.

So this children's garden is more than just that. It is a little community, whose orderliness, harmony, tolerance, and good fellowship put to shame those of many an adult neighborhood. Despite the wide variety of ages and nationalities represented, the youngsters keep so busy raising crops (which eke out their home diet), growing and learning about flowers and other plants, observing insect- and bird-life, becoming familiar with natural truths and life principles, and developing manual skills and arts, that they escape the petty causes of friction that spring up so quickly among children forced to play in the streets. At the same time they are protected against the traffic hazards of the city streets.

As these cigar box gardens suggest a useful activity for garden club members of all ages, for convalescents, and for shut-ins, so this Children's Garden in the midst of a great city presents an example worthy of emulation wherever people are concerned with such problems as juvenile delinquency and the outlook for youth.

TWO MAGNIFICENT New Buddleias

"PEACE"

Giant pure white flowers! Introduced last year, it is endorsed by thousands who have already enjoyed the cool summer effect of its large snowy flowers that bloom so abundantly through summer and autumn. Grows rapidly, needs little care. We offer strong plants that will bloom this summer. Each \$1.50.



Buddleia Peace

"PURPLE PRINCE"

Immense broad spikes of rich sparkling, iridescent purple with a brilliant golden orange eye in each tiny floret. Each \$1.50.

Send for Book-Catalog

Over 200 full-color illustrations. Newest and finest offerings in roses, flowering shrubs, plants and lilies. To be sure of this outstanding book, it is necessary you enclose with your request 50c. coins or stamps, to cover postage and handling costs.

Wayside



Gardens

12 Mentor Ave.

Mentor, Ohio

MALONEY



MALONEY ROSES are famous for their rich, deep, radiant colors; their glamorous fragrance; and their exciting, new varieties. Write today for our big FREE Spring Catalog, with pictures in NATURAL COLORS. Also shows FRUIT TREES, BERRY BUSHES, EVERGREENS, SHRUBS, PERENNIALS and ORNAMENTAL TREES. Satisfaction GUARANTEED.

MALONEY BROS. NURSERY CO., INC.
24 Circle Rd., Danville, N. Y.

OUR 62ND YEAR

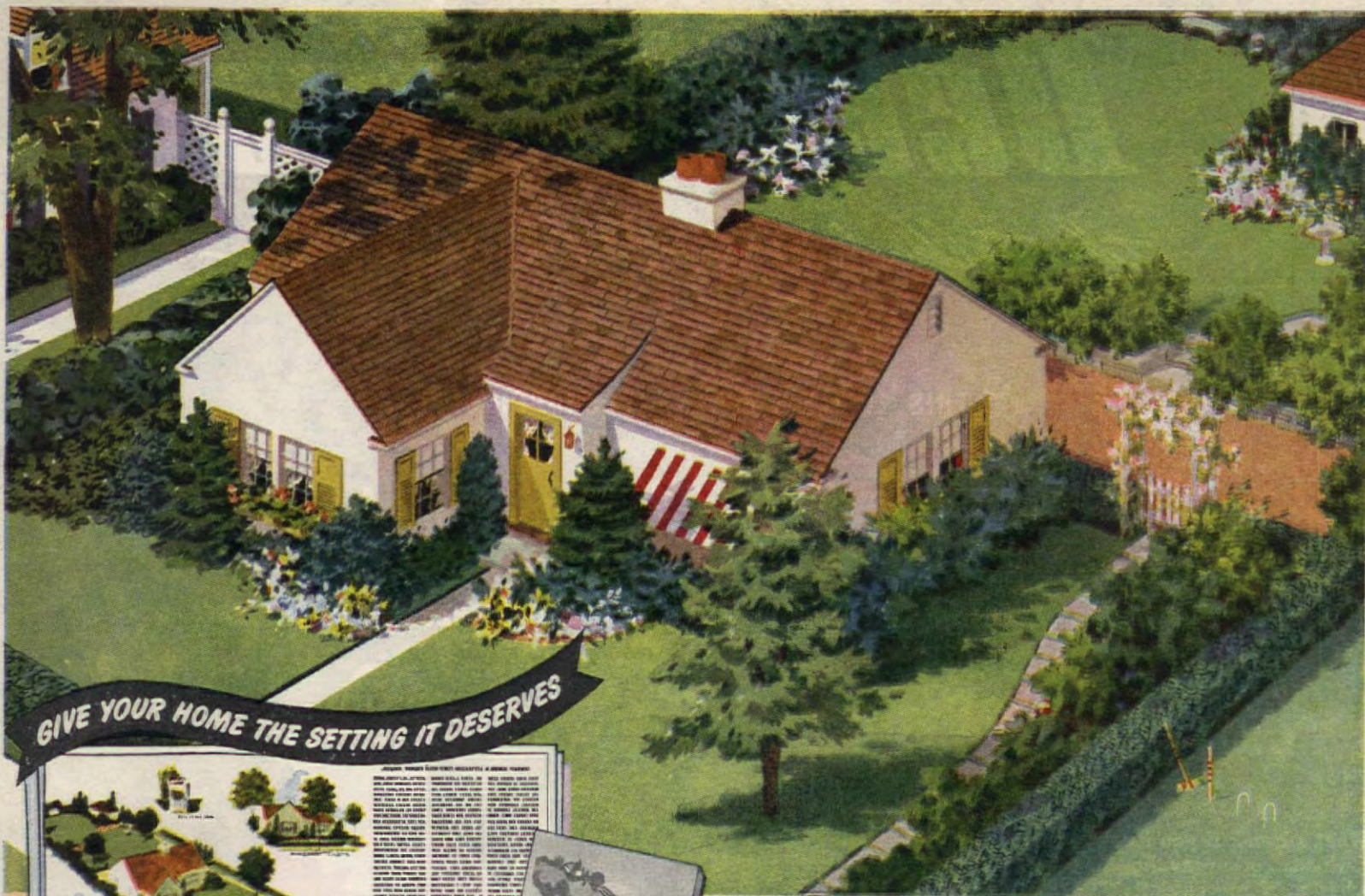
SEND FOR FREE COLOR CATALOG



Eclipse
THE WORLD'S BEST LAWN MOWER

Some already have been shipped to your dealer, and more will be. Naturally a 4-year backlog means that some people will have to wait. Production, however, has been increased enormously and you can depend on your Eclipse Franchise Dealer filling your order as soon as possible. The Eclipse Lawn Mower Co., Prophetstown, Ill.

HAND AND POWER MODELS



From the drawing board of a well-known landscape architect . . .

VIGORO BEAUTY PLANS FOR YOUR HOME!

GIVEN WITH A 100 LB. BAG OF VIGORO

Complete set of basic Vigoro Beauty Plans—over 30 planting arrangements and ideas, like one at left, illustrated in color for small, medium and large sized homes. Plans give detailed planting suggestions, names of plants, trees and shrubs used for each botanical zone; how to build and maintain a lawn and other valuable hints. (Sheets 16 1/4 x 24") Get yours with a 100 lb. bag of Vigoro at your dealer's. Edition limited.

A lovelier, more attractive landscape! Start now with a VIGORO Beauty Plan!

Here's a chance for you to give your home the setting you've always dreamed about . . . striking arrangements of shrubs, trees and colorful flowers on a carpet of velvety green grass . . . a professionally planned landscape.

Start now with a Vigoro Beauty Plan. Designed especially for the small home by a well-known landscape architect, these practical, easy-to-follow plans can help you add thrilling new beauty to your home.

Get these plans—choose the one best suited for your property and follow through. You'll be delighted at how much more attractive, more impressive your home looks!

And when you're planting be sure your growing things get the nourishment they must have. That's important. You see, your soil may lack one or more of the essential food elements plants require. And a deficiency of just one element affects growth.

Vigoro is a complete plant food—a scientifically balanced diet of essential food elements growing things require from the soil. Spring rains soak all these beauty-producing elements down to the roots where they go to work at once . . . giving plants complete nourishment. Your grass comes up velvety smooth, deep-green and so thick it helps choke out weeds! Flowers bloom more beautifully, are better able to resist diseases!

Feed everything you grow Vigoro, complete plant food.



Look at the difference Vigoro makes! This photograph dramatically illustrates the growing power of Vigoro. Grass in the triangle was fed Vigoro, the rest left unfed. Look what happened in just two weeks!



Here's how Vigoro adds humus to the soil! Sections of properly fed and unfed grass from adjoining plots. Grass that gets the benefit of Vigoro's food elements develops extensive root systems. Each year, as new growth takes place, part of the old roots decay—humus is formed in the soil where it belongs—rich, dark, fertile!



A product of Swift & Company

Deepfreeze

TRADE-MARK REG. U. S. PAT. OFF.

the talked-about home freezer



THIS LITTLE LADY WENT SHOPPING

This little lady stayed home!

(She "shopped" from her Deepfreeze home freezer)

What a break if you have children in the home, or an invalid—to shop only when most convenient!

What a break for your budget to shop when prices are right and quality is rightest!

Come what may—you eat—and handsomely—with more food and more kinds of food in your home than you ever had before—all at lower cost and with less time in the kitchen.

The monotony of leftovers is banished. The unexpected guest is welcome.

As you probably know, Deepfreeze is the leader in home freezers, with more units in happy operation than any other make. It's "family size" (holds 322 pounds of food in its more than 9 cubic feet, with not an inch wasted). It costs little to run. Its rounded lines are beautiful—and practical. And don't forget. It opens at the top—cold can't spill out.

If you don't know the name of nearest Deepfreeze dealer, write us direct.



The cold goes round and round

Food is "wrapped" in a blanket of zero cold. No food is farther than 9 inches from the all-surrounding source of cold. Defrosting just twice a year.



GREENS...The Year 'round

Richard H. Phillips

GREENS from the garden, fresh, succulent, and vitamin-filled, can be enjoyed practically every month of the year. By judiciously selecting the proper kinds and planting them at the proper times, in suitable soil, you can have something ready for use early in the spring, throughout the hot summer months, and during all but the coldest winter months in the North. It is even possible to "put up" several kinds of greens in the pressure cooker, if you are determined to leave no stone unturned in making sure that your family will have plenty of the right kind of food on the table at all times. However, canning these "leafy green vegetables," as the nutrition people call them in listing the things we ought to eat, is quite a job, and by the time a few jars have been tightly filled with the cooked leaves, which shrink greatly in the process, you will wonder whatever became of that forty foot row you harvested!

Even if you are inclined to discount the urgency and advisability of maintaining a real garden of a variety of vegetables (though we hope you won't be), the ornamental quality of many of the greens, or "potherbs" as they used to be called, would justify their use. They can be planted not only along the edges of a little vegetable patch or a bed of flowers grown for cutting, where they will add a lot to its appearance, but also here and there among the annuals, perennials, and smaller shrubs in the borders for the sake of their attractive variety in both texture and color of foliage. Furthermore, some of these plants are so definitely ornamental that they have been accepted into the select circle of flower arrangement materials. The gardener who grows them as food crops may, therefore, have to compete with the arrangement enthusiasts in his family



This row of perpetual-spinach (or, correctly, spinach-beet), shown here in early summer, yielded more than thirty harvests between then and the last cutting, made in late fall



The closely related Swiss chard, both this white type and the red (rhubarb) strain is a many purpose crop. The top-of-the-page picture is a close-up of the hardy and decorative kale

Photographs by U. S. Bureau of Plant Industry, W. Atlee Burpee Co.

CHANGE FROM STORM SASH
TO SCREENS *in Seconds*
THIS NEW, EASY WAY!



Panels just s-l-i-d-e in and out when you have 'ORANGE' ALL-ALUMINUM combination screens and storm windows

Suppose you could change from the fuel-saving comfort of storm windows to the protection of summer screens and *do every window in your house* in an hour or less! And suppose you could do it without a single stuck sash or loose screen moulding—without climbing ladders or banging things up trying to shove old-fashioned, unwieldy windows or screens out from inside. Well, you *can* when the home you own or the home you're planning is equipped with amazingly light, easy-to-handle 'Orange' All-Aluminum All-Weather windows.

Yes, in one combination unit you have both screens and storm sash! Plus all the advantages of smart, narrow-edged, permanent All-Aluminum frames. They're rust-proof—stain-proof—warp-proof. No more painting—no more repairing—no more back-breaking drudgery. 'Orange' All-Aluminum All-Weather windows take all the grief out of Spring and Fall *for good*. See them at your dealer's or send the coupon for a free descriptive booklet. And be sure you get 'Orange', the patented All-Aluminum All-Weather combination window.

'Orange'
All-Aluminum
All-Weather Windows

The Orange Screen Company
Maplewood, N. J.
Gentlemen: Without obligation, please send illustrated booklet about the 'Orange' All-Aluminum All-Weather Window.
(Please Print)

Name.....
Address.....
City, State.....
County.....
I own my home ☐ I am planning to build ☐

Pat. applied for



Of course you're planning a garden this season! How could you possibly get along without those wonderful garden-fresh vegetables and beautiful flowers.

Better plan now to plant Ferry's Seeds again this year. They'll help you get best and surest results.

For 90 years Ferry-Morse have kept before them one ideal—better vegetable and flower seeds. Their long range program of scientific seed breeding has resulted in the introduction of 279 vegetable and

flower varieties. Everything possible has been and is being done to produce seeds which will germinate well and, even more important, come true to type.

You'll find a wide assortment of Ferry's Seeds, both vegetables and flowers, in the familiar display at your favorite dealer's.

Remember, you can have a better garden with Ferry's Seeds.

FERRY-MORSE SEED CO.

DETROIT 31 SAN FRANCISCO 24

PLANT *Ferry's* **SEEDS**



"THE OLD DIRT DOBBER" gives valuable gardening advice—Saturdays, 9:15 A.M.—E.S.T.—All C.B.S. Stations

Scott's SEED & TURF BUILDER
make lawns of sparkling beauty

Now is the time to try this proven combination—then watch your lawn develop into a rich, green carpet. You'll thrill at the results. A FREE 2-YEAR SUBSCRIPTION to LAWN CARE provides the "know-how" to achieve Scott lawn perfection. It's yours for the asking... no obligation.

O. M. *Scott* & SONS CO.
57 Spring St., Marysville, Ohio

THE FINE ENGLISH DINNERWARE

Spode
HAZEL DELL

Even though you may not be able to buy your complete service of Spode dinnerware now, this is the time to select your pattern. Booklet 19 will help you. Write for it today.

Wholesale Distributors
COPELAND & THOMPSON, INC.
206 FIFTH AVENUE, NEW YORK 10, N.Y.

HAZEL DELL
A colorful hand-painted garland



The true spinach is definitely a cool weather plant. This variety is the well-known Bloomsdale Long Standing



Mustard greens carry on after hot weather rules out spinach. Good for salads cooking and arrangements



Tampala from China, has green and red forms. Young leaves from plants grown quickly make tender herbs



New Zealand-spinach thrives in the heat and leaves tender that can be put time after time all summer long

or immediate neighborhood to see who gets the biggest share of the most perfect of the interestingly curled, crimped, and ruffled harvest.

THE soil for all kinds of greens should be retentive of moisture, but also well drained. It should be rich in humus or organic matter to give it those qualities, and also rich in nitrogen, the food element that promotes the growth of leaf, stem, and other tissue. Even though you dig under manure or compost in preparing the ground and then make the customary application of a complete plant food just before or at planting

IF DOGS HAD DENTISTS,
THEY'D SAY "CHEW!"



Dogs need to chew—for chewing a hard, crunchy food like Milk-Bone helps develop their teeth and gums, helps keep mouths clean. That's why so many folks feed their dogs hearty, wholesome Milk-Bone—it exercises mouths while providing dependable nourishment.

Milk-Bone contains nutrients your dog needs: Vitamins A, B₁, B₂, D, E... Meat Meal... Fish Liver Oil... Whole Wheat Flour... Minerals... Milk.



NATIONAL BISCUIT COMPANY

National Biscuit Co., Dept. G-3
444 W. 15th St., New York 11, N.Y.

FREE SAMPLE

Send me FREE Milk-Bone Biscuit. Also Booklet: "How to Care for and Feed Your Dog." (Please print. Paste coupon on penny postcard if you wish.)

Name

Address

City and State

HAUCK FLAME GUN KILLS WEEDS

2000°F controlled heat quickly, easily destroys weeds, roots, brush, poison ivy, wild morning glory, Canada thistle, other unwanted growths. Many uses: splitting rocks, burning stumps, sterilizing poultry houses, burns kerosene. Does the work of 4 men. Safe, easy to use, 10 day trial. Satisfaction guaranteed. Free catalog.

HAUCK MFG. CO.
111 Tenth St., Brooklyn 15, N.Y.

VAUGHAN'S
GARDENING ILLUSTRATED
THE MOST BEAUTIFUL SEED CATALOG

Pick flowers for your peace garden from 2250 annuals and perennials (many unobtainable during war), roses, etc., 250 pictured in full color. Also luxury vegetables; new weed killers. 110 pages. 52 in full color. Catalog FREE on request.

SPECIAL—Annual Sweet William. Brilliant flowers equal to biennial varieties which bloom only 2nd year. Flowers early 1st year from seed, lives over winter to bloom again. Seed with catalog, 10c.

VAUGHAN'S SEED STORE, Dept. 133
10 W. Randolph, Chicago 1 • 47 Barclay, N.Y.C.

WATERLILIES

A pool if possible—or a tub—will let you need to grow Waterlilies. In any garden large or small, they are tops for beauty and fragrance. Send now for our FREE catalog of Waterlilies, water plants, and fancy fish.

THREE SPRINGS FISHERIES

536 N. Main Rd., Lilypond, Md.
411 N. 7th Ave., Suite 713, Dept. 536, St. Louis, Mo.
333 N. Michigan Ave., Dept. 536, Chicago, Ill.



It opens your eyes and helps you sleep

It's a book . . . a study . . . a plan . . . for you and your family and home.

It's an analysis of what you should do to protect your home, income and savings from the whims of nature and man.

More than anything else . . . it's an eye opener and a means of finding peace of mind.

Because men and women spend good money every year on fire and casualty insurance . . . protection for all they have . . . *The Man with The Plan* offers an important service that helps to make that investment sound.

He gladly analyzes your present insurance. He studies every policy and measures your protection to your needs. Then he gives you a plan . . . a complete, compact, personal analysis that lists and explains all your fire and casualty insurance and offers many helpful suggestions for improving your protection.

Once you get this plan you see at a glance what you have and what you need. You see if you are spending too much or too little on insurance. You learn about all the newest kinds of policies . . . particularly our new Family Insurance Policy which greatly simplifies entire insurance programs.

Yes, with this plan you can buy better insurance easier. You can

go far towards finding freedom from worry over financial loss. You can go to bed each night and sleep with less trouble or disturbing worry.

Ask *The Man with The Plan*, your local Employers' Group Agent, to prepare a plan for you. If you want to know where to find him, simply write to us.

LISTEN to Cedric Foster and the news brought to you by *The Man with The Plan*, Sunday, over a coast-to-coast hook-up. Consult your radio page for time and station.



The Employers' Group

SURETYSHIP • INSURANCE

Fidelity, Surety, Fire, Inland Marine, Casualty, Aircraft

THE EMPLOYERS' LIABILITY ASSURANCE CORP., LTD.
THE EMPLOYERS' FIRE INSURANCE CO.
AMERICAN EMPLOYERS' INSURANCE CO.

One Liberty Square, Boston 7, Mass.



THE EMPLOYERS' GROUP MAN IS THE MAN WITH THE PLAN



Every week or so
use **Powder-ene** where
rugs soil quickest



SPRINKLE ON



BRUSH IN



VACUUM OFF

Clean parts of your rugs

● Be proud of the ever-fresh beauty of your rugs. Keep them clean and bright this so-easy way. Care for them as usual, but once a week or so Powder-ene the parts where grime collects—at the front door, in front and rear halls, at the fireplace, at the kitchen entrance to dining room, around the dining table.

1. Just sprinkle Powder-ene Rug Cleaner on the surface. 2. Brush it into the pile. Let it stand an hour or longer. 3. Remove the dirt-saturated Powder-ene with vacuum cleaner.

Powder-ene cannot harm any rug, including light colors. It does not leave rings nor cause shrinking, mildew, matting, fading nor removal of twist. Get Powder-ene in bright blue, shaker-top cans at department, furniture, hardware and other stores.

THE THREE LITTLE WOMEN
OUR TRADE-MARK SINCE 1941

Patents 2,344,268 and 2,344,247



VON SCHRADER MANUFACTURING COMPANY • RACINE • WISCONSIN • U • S • A •

time, these rations can well be supplemented during the growing season with an occasional light sprinkle of nitrate of soda or other highly nitrogenous, quickly available material along the rows, or a slightly heavier side dressing of nitrogen-rich poultry manure. Any such growth accelerator should at once be cultivated into the upper inch or so of soil. Then the row should be well watered to dissolve the plant food and make it available. Crops so encouraged will grow steadily and without check, mature quickly, and be tender and succulent. But for that very reason they will be less resistant to drought, frost, and other hardships. So don't make late summer applications of these concentrated foods around plantings that are intended to survive the winter for extra early yields in the spring. Give them instead a light feeding as soon as the frost goes out of the ground. In applying quick-acting nitrogenous fertilizers, always keep them off the foliage or the crowns of the plants to avoid burning them.

Greens like plenty of lime, too, being intolerant of acid soils. This can be applied as ground raw limestone on freshly dug soil in fall or spring or, in the form of hydrated lime, shortly before planting. In either case, rake it in well before you plant.

Here are some suggestions as to the different kinds of greens you can sow, and when, so as to have a long season of production and an interesting, palatable, and inviting variety; the figures in parenthesis show the approximate number of days required by the different sorts to grow from seed to usable maturity:

| Sow in— | For use in— |
|----------------|--|
| Early spring — | Spring and early summer: Spinach, Bloomsdale (48); Cress; Beet greens; Corn salad; Mustard (40); Collards |
| Midspring — | Summer and fall: Perpetual-spinach (50); New Zealand-spinach (70); Swiss chard (60) |
| Spring — | Flavoring other less sprightly greens: Sorrel (60) |
| Early August — | Late fall and early winter: Scotch kale (55); Chinese-cabbage (85); Cress |
| Mid-August — | Late fall and next spring: Spinach, Savoy (35) and Old Dominion (40); Dandelion; Turnip greens and Collards (65), in South |

For spring use, Bloomsdale Long Standing spinach is probably the most popular, being a quick growing sort, productive, and attractive in appearance, with glossy, crinkled leaves; also it remains in the "rosette" stage for a long time before going to seed or "bolting" as gardeners say. Of the two types of cultivated or garden cress (as distinguished from water cress which really needs a stream or other situation with plenty of clean, fresh water), the kind called

sow **SALZER'S** seeds

for greater yield, faster growing vegetables and flowers. 1946 Big FREE Catalog lists everything for farm and garden. Prize Winning Glads, Dahlias, Zinnias, Tomatoes, Plants, Shrubs, Fruit and Ornamental Trees. All seeds 3-way tested—99% plus pure. Two BIG Seed offers: OFFER No. 1—selected top-quality varieties. 3 Pkg. Radishes, 2 Pkgs. each Beans, Beets, Carrots; 1 Pkg. each Cabbage, Corn, Cucumber, Lettuce, Muskmelon, Watermelon, Onion, Peas, Tomatoes, Turnips. ALL 19 Packages for \$1.00 Postpaid. OFFER No. 2—FLOWER ASST. ASTERS, CALENDULA, MARI-GOLD, ZINNIA, and BACHELOR BUTTONS, 50c value for only 25c Postpaid. Write today for BIG FREE CATALOG.

JOHN A. SALZER SEED CO.
Box 20 M
La Crosse, Wisc.



CACTUS PLANTS
FROM SEED
ALL KINDS AND FORMS
50 Seeds 10¢
Curious odd looking strange species of plants; thrive anywhere with little care. Flowers of exquisite beauty and fragrance. Send for 50 Seed and Condon's Big Victory Garden and Nursery Catalog, or Postal for Catalog Only.
FREE
Box 13
CONDON BROS. SEEDSMEN ROCKFORD, ILLINOIS

Send for your **FREE copy**
HENDERSON'S
1946 SEED CATALOG
PETER HENDERSON & CO. Dept. 35-M
35 Cortlandt Street, New York 7, N.Y.

SCARFF'S **FINE FRUITS**
for the HOME GARDEN
Berry Plants and Fruit Trees
Better Varieties for Home and Commercial Planting. Bristol Black Raspberry, highest quality and most widely adapted; Marcy Red, Marlene Purple, largest fruits of all Rasp. Delicious Blueberries; large as grapes; Thornless Boysenberries; Large Red Lake Currants and Poorman Gooseberries. Apricots, Nectarines and other Fruit Trees. Free Catalog Full of Cultural tips. Send today.
W. N. SCARFF'S SONS, Box 29, New Carlisle, Ohio

Send **Today** for **KUNDERD'S**
Catalog for 1946
Lists and describes famous Kunderd Prize-winning Gladioli. Other plants, too! Send now!
KUNDERD GLADIOLUS FARMS
936 Lincoln Way, Goshen, Ind.

FREE! **AMERICA'S Most Beautiful**
NURSERY and SEED BOOK!
JUST OUT. New 1946 edition of the book hundreds of thousands use every year to plan their gardens. Newest, choicest flowers, shrubs, roses, vines, trees, fruit, seeds, etc. in rich natural colors. First quality guaranteed stock from America's largest direct-to-you nurserymen. Write for your FREE copy now!
INTER-STATE NURSERIES
1136 E Street Hamburg Iowa

ROTO-ETTE
TRADE MARK
**THE ALL-PURPOSE
POWER GARDENER**

TILLS
TAKES BACKACHE OUT OF SMALL ACREAGE FARMS, GARDENS, GROUNDS

MOWS
ROTO-ETTE turns back-breaking, time-consuming tasks into simple chores. Light weight, compact, quiet-running, easily controlled. Women and children use it effortlessly. Completely mechanizes the hard jobs; tills, cultivates, mows, plows snow.

HAULS
Uses Rototillage, revolving tine principle; makes 5 to 6-inch deep, finely pulverized seed-bed ready for planting, in one operation. Unsurpassed for cultivating or power mowing. Hauls triple barrow loads up 20% grade. Write for literature and name of nearest dealer.

ROTOTILLER, INC., Troy, N.Y., Dept. F

Learn LANDSCAPE GARDENING

FOR PLEASURE OR PROFIT
• TO START YOUR OWN BUSINESS
• TO IMPROVE YOUR PROPERTY

A thorough interesting and constructive home training for both those who wish to become LANDSCAPERS, DESIGNERS and GARDENERS, and those who wish to learn for their OWN USE AND PLEASURE.

EMPLOYMENT OPPORTUNITIES
An uncrowded field. Healthful out of door work for both men and women. Prepare now.

Send for FREE Information
National Landscape Institute
Dept. H-3, 756 So. Broadway, L. A. 14, Calif.

A thing of beauty now he hails...
And skips extraneous details.

TORO
POWER MOWERS

TORO MANUFACTURING CORP. MINNEAPOLIS, MINNESOTA

PEACE ONLY ALL-AMERICA ROSE SELECTION

For 1946—and other fine roses and hardy Chrysanthemums, in full color, in our FREE STAR ROSE CATALOG. WRITE TODAY.

THE CONARD-PYLE CO.
American Introdurers of Peace
R. Pyle, Pres., West Grove 252, Pa.

PICNIC STOVE and TRASH BURNER

Tree stump of durable reinforced Haydite concrete with grill, charcoal pan, grate. Burns trash safely.

Only \$29.45
Freight prepaid east of Rockies
For descriptive circular write to
W. O. JOHNSON CO. Omaha 6, Neb.

CLEMATIS

Graceful climbing vine for arbor or trellis. Our Clematis booklet is FREE—send for it!

JAMES I. GEORGE & SON
Box M, Fairport, N. Y.

AMERICA'S FAVORITE ROSES

Offered in our 1946 COLOR ILLUSTRATED CATALOG

Willis NURSERIES
H-22, OTTAWA, KANS.

FREE CATALOG ILLUSTRATED IN COLOR

pepper-grass can be grown in either spring or fall; it does not like hot weather. Upland cress, though hardy, is usually handled as a fall crop. Beet greens can be grown from successive sowings started as soon as the soil can be worked and continued through until August; usually they are the thinnings of rows that are expected to mature, pulled while less than five inches high and before the roots have attained the size of marbles. But for an extra early crop, try this: As soon as the soil is in shape, cut the little roots from beet greens bought at the store and plant them, using a trowel or dibber to get the tap root straight down; they will start quickly and be ready a week or two ahead of those grown from seed. Wood ashes, which are rich in potash, are a fine supplemental fertilizer for beets.

Corn salad is sometimes described as insipid, but it is easy to grow and may help fill the demand for something green early in the spring. Mustard is better known in the South (where it is often grown as a winter crop) than in the North where it can be sown either in very early spring or in midsummer. There are several types differing in the shape, size, and curliness of their leaves, but all are quite resistant to heat. They are also decorative in appearance, but they should be harvested before any flowers appear, not only because the greens become progressively "hotter" as they grow older, but also because, if allowed to go to seed, they can be responsible for a serious weed problem. The very young leaves are good for flavoring salads as well as for cooking purposes.

Among the other useful greens that the gardener will want to try from time to time is kale, with Scotch Curled and Siberian two of the best varieties. Kale is so hardy it can be left in the garden until the first snowfall; in fact, a touch of frost tenderizes the stalwart, dark green, beautifully curled leaves. As they tend to be tough and stringy if allowed to get old, the middle of August is a good time to make a main crop sowing. This is another subject that is especially good for flower arrangements because the compact, decorative foliage stands up so well.

An interesting new-old vegetable is tampala, grown and eaten for centuries in the Far East, but introduced in this country only within the last few years. Related to the amaranths of the flower garden, it makes an upright plant a foot or two high with many side branches from which tender young shoots or the individual leaves are picked to be cooked like spinach. There are two varieties, one with light green foliage, the other darker in color with reddish splashes. Being a warm weather crop, tampala should not be planted until the weather is settled in spring.

In the North, if more dandelions are wanted than can be gathered from lawn and roadside, they are usually started from seed in the spring, thinned to about eight inches, culti-

ARE IGNORANCE AND FALSE MODESTY *Wrecking Your Marriage?*

Every wife should know these
Intimate Physical Facts!



There comes a time in many married women's lives when their husbands start showing an insufferable indifference. And yet the wife often has no one but herself to blame. False modesty has kept her from consulting her Doctor. Or she very foolishly has followed old-fashioned and wrong advice of friends.

Too many married women still do not realize how important douching often is to intimate feminine cleanliness, charm, health and marriage happiness. And what's more important—they may not know about this newer, scientific method of douching with — ZONITE!

No other type liquid antiseptic tested is
SO POWERFUL yet SO HARMLESS

No modern, well-informed woman would think of using weak, home-made solutions of salt, soda or vinegar for the douche. These DO NOT and CAN NOT give the needed germicidal and deodorizing action of ZONITE.

No other type liquid antiseptic for, the douche of all those tested is so POWERFUL yet SO SAFE to delicate tissues.

ZONITE positively contains no carbolic acid or bichloride of mercury; no creosote. ZONITE is non-poisonous, non-irritating, non-burning. Despite its great strength—you can use it as directed as often as you wish without risk of injury.

Zonite principle discovered by
famous Surgeon and Chemist

ZONITE actually destroys and removes odor-causing waste substances. Helps guard against infection. It's so powerfully effective no germs of any kind tested have ever been found that it will not kill on contact. You know it's not always possible to contact all the germs in the tract BUT YOU CAN BE SURE that ZONITE immediately kills every reachable germ and keeps them from multiplying.

Buy ZONITE today. Any drugstore.

Zonite
FOR NEWER
feminine hygiene

FREE!

For frank discussion of intimate physical facts—mail this coupon to Zonite Products, Dept. AH-36, 370 Lexington Ave., New York 17, N. Y., and receive enlightening FREE booklet edited by several eminent Gynecologists.

Name _____
Address _____
City _____ State _____



TRANSPLANTONE

Transplantone helps flower and vegetable seedlings to recover fast from the shock of being transplanted. This means earlier, larger crops of tomatoes; firmer heads on cabbage, cauliflower, and lettuce; surer, better growth on shrubs and flower seedlings, particularly dahlias, roses, and delphinium.

3-oz. can (18 teaspoonfuls) \$1.00

For trees and shrubs mix 1 teaspoonful with 1 gallon of water. For seedlings mix 1 teaspoonful with 10 gallons of water.

ASK YOUR DEALER OR CLIP THIS COUPON

AMERICAN CHEMICAL PAINT CO.
AH-3, Ambler, Pa.

Enclosed find \$1. Please send a 3-oz. can of Transplantone.

Name _____
Street _____
City & State _____

Burpee's Fancy Leaf CALADIUM

Gorgeous variegated reds, greens, white. No two alike; unique as house plants; effective in garden shade. Start early; order now. 3 Bulbs 25c; 15 for \$1., postpaid. Burpee's Seed Catalog FREE. W. Atlee Burpee Co. 322 Burpee Bldg., Philadelphia 32, Pa. (or) 322 Burpee Bldg., Clinton, Iowa

WATER LILIES

Beautiful New Catalog Now Ready FREE. Profusely illustrated in natural colors. Helpful directions. Everything for the Water Garden. Write for FREE copy today. (Canada 15 cents) WM TRICKER INC. 6301 Brookside Ave., Saddle River, N.J. 6318 Rainbow Terrace, Independence, Ohio

Mows and Trims Lawns



In One Simple Easy Operation 8 1/2 Lbs. Save Time and Labor with a MONTAMOWER. New model. New type metal handle has special device to adjust cutting height. Drive shaft now mounted on free rolling, factory lubricated, and sealed ball bearings. No tired backs or aching arms. 8 1/2 lbs. of live precision made mechanism that first gathers, dandelions, spike grass and weeds. No noise or clatter. As modern and efficient as your electric razor. Cuts right up to walls, fences, trees or posts; leaves no fringes to be trimmed by hand. Cutters are self-sharpening. Built to last many years. Many thousands in use. Sold direct from factory. Costs little. Write at once for guarantee information and literature. MONTAMOWER DISTRIBUTING CO. 931 KEELER BLDG. GRAND RAPIDS 2, MICHIGAN

GLADIOLUS 4 famous introductions from CALIFORNIA



Free Catalog Superb New Varieties with very tall graceful spikes and extra large blooms. Germain's Giant Red. Spectacular new red Gladiolus. Large blooms well spaced. Torchlight. Brilliant orange scarlet. Outstanding variety. 6 to 8 blooms open at time. Santa Fe. Brilliant yellow, orange and scarlet. Petals crested and frilled, almost double. Bridesmaid. Sensational cut flower, sheerest pink with apricot base. In addition to one bulb each of these novelties, 1 Doz. of Germain's New Hybrid Gladiolus. Mixture of sensational new colors, direct from our Trial and Breeding grounds. All only \$2.00 postpaid. Free Catalog in Natural color. Gorgeous new Roses, Giant Carnations, New Violets, Giant Dahlias, new conservatory specimen plants—newest Bulb Specialties, choicest Flower Seeds.

GERMAIN'S

625 So. Hill Street, Dept. 22 Los Angeles 21, California. Please send me: ☐ FREE Catalog in full color ☐ 1 ea. 4 Novelties listed above, plus 1 Doz. New Hybrids, \$2 postpaid. NAME _____ ADDRESS _____ California's Leading Seed & Nurserymen Since 1871

New Colorful Chrysanthemum

producing hundreds of flowers the first year. Write for FREE CATALOG. STERN'S NURSERIES, Dept. A, Geneva, N.Y.



BIRD HOUSES BY DODSON. Designed by America's foremost bird authority—a model to attract every desirable song bird. Quality built, exclusive features. Add charm to your garden. Befriend birds and they will rid your premises of insects. One Martin destroys 2,000 mosquitoes a day. Send for Free Catalog or 10c for 32-page book "Your Bird Friends—How to Win Them." JOSEPH H. DODSON CO. 850 Harrison Avenue Kankakee, Illinois

EARLY SPRING FLOWERS

ALL HARDY — For IMMEDIATE BLOOM. In rock gardens, borders and shady locations. Dodecatheon Meadia—(Shooting Star)—May Mertensia Virginia—(Blue-bells)—April Phlox Divaricata—(Sweet-Williams)—April Trillium Erectum—(Purple Trillium)—April 8 for \$1.00; 40 for \$4.50—Postpaid. FREE CATALOG. Hardy perennials, wild flowers & ferns. LOUNSBERRY GARDENS OAKFORD, ILLINOIS

New Handy Plant Tie



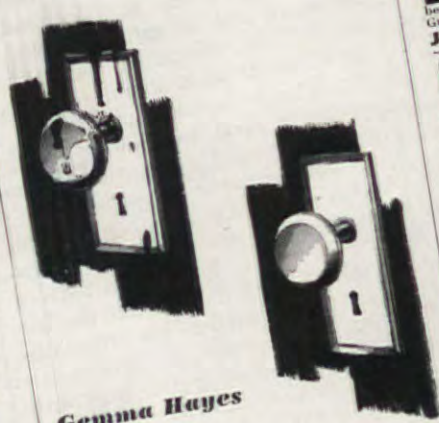
TWIST OF THE WRIST GIVES PERMANENT SUPPORT. Say "goodbye" to unsightly twine and raffia, to needless work with shears. TWIST-EMS—strong dark-green invisible tapes with wire reinforcing—protect stems, permanently support annuals, perennials, vines, shrubs and vegetables. Grand for flower arrangement. Millions used by successful nurserymen, professional and amateur gardeners. Box of 125, 8 inch size, 25c. at Your Garden Supply Dealer 'TWIST-EMS' GERMAIN'S, Germaico Products Div. Los Angeles 21

vated all summer and mulched over winter, to be harvested early the next season. Where the winters are mild, a fall-sown crop can be harvested the following spring. Two boards placed over a row in the form of an inverted V will blanch the plants and make them less bitter and more tender. Speaking of southern greens, if you never have tried collards, why don't you? They are a sort of loose growing kale, easy to raise for summer or late fall use. The leaves are most toothsome when young and tender, and those with experience say that to really appreciate them fully, you should cook them with a piece of ham or "side meat."

Swiss chard is, perhaps, too familiar to need much attention. But unless you prepare the tender white stalks like asparagus, with a white or hollandaise sauce, in addition to using the leaves as greens, you have missed one of the most appealing features of the plant. Always cut carefully break off the outer leaves one at a time, and a plant will keep on bearing all summer long.

And finally, pusley, or purslane, as it is usually called in weed manuals. Yes, this pernicious invader of gardens, with its radiating, succulent reddish stems bearing small, round, fleshy leaves, makes an excellent herb with a faintly acid flavor that is distinctive and pleasing. Probably the seed is not offered, and there is no need to give directions for its culture. However, the next time you pull a lot of it from between the rows, don't throw it on the compost heap, but cook some and try it.

KNOB PROTECTION



Gemma Hayes

TAKE your brush in hand, inveterate painters! But heed this "stormwarning!" Don't stare regretfully at spattered doorknobs when the job is done; don't spend hours trying to scrape paint off with razor blades, or rubbing it off with turpentine. Cover the doorknobs with petroleum jelly. When you are through painting, wipe the knobs off with a clean cloth, and they're no trouble at all!

GROW JUNG'S FINE "WAYAHEAD" Earliest Tomato. Big Red Fruit ripening as early as July 4. Regular price 15c packet, but to introduce Jung's Quality seeds we will send you a trial packet of this tomato, Giant Carrot, Cream Lettuce and Earliest Radish, also a packet each of our Giant Zinnias and Double Larkspur to beautify your garden. All 6 packets for 10c; in Canada 20c. A Premium Coupon sent with each collection, also our beautiful free catalog of bargains in seeds, plants, hybrid corn, viand cats. J. W. JUNG SEED CO. Dept. 16, Randolph, Wisconsin

NEWEST SUPER-MUMS from UNIVERSITIES OF MINN. & CHICAGO. Gorgeous blooms early August to October. Thrilling new introductions. Big, bold Maroon 'N' Gold, striking 4 in. glowing deep red; HEARTFIRE, 3 1/2 in. carmine brilliant AUTUMN SONG, 3 1/2 in. hardy rose blooms. Dozens of other new, hardy garden MUMS. Newest Flowers, Fruits and Vegetables in Big New Seed Annual. Write today. FARMER SEED & NURSERY CO. FAIRBULT, MINN. 36 4th ST.

10 BLUE SPRUCE TREES POSTPAID. River add 25c. Free illustrated price list of small evergreen trees. ANTED TO LIVE. WESTERN MAINE FOREST NURSERY Dept. AH-36, Fryeburg, Maine

SPECIAL OFFER. Colorado Blue Spruce, 4 yr. transplanted 3 to 6 in. call — only \$1 postpaid. 22 only \$2 postpaid! Another bargain: 40 Evergreens \$3 postpaid; all 4 year transplanted, 4" to 10" tall. Ten each American Arborvitae, Red Pine, Scotch Pine, White Spruce, all 40 for \$3. (West of Mississippi \$4.) Free illustrated price list of ALL TREES GUARANTEED TO LIVE.

CARNATIONS. From Seed... SPECIAL OFFER. 100 SEED, CHOICEST MIXED COLORS 10c. Send 10 cents today for this Special Offer and I will include my Offer Annual Seed and 76th Annual Seed and Nursery Catalog absolutely FREE. R.H. SHUMWAY SEEDSMAN, Box 302, Rockford, Ill.

GOLDEN ROSE OF CHINA. and other beautiful roses. Write for FREE CATALOG. STERN'S NURSERIES, Dept. A, Geneva, N.Y.

GET KEITH'S NEW BERRY BOOK. Plant Keith's Cultivated Blueberries—grow anywhere—bear this year. Amazing size, yield, flavor. Also Thornless Boysenberries, other berries, fruits, trees, shrubs. Low Prices. FREE Book tells how to grow. Write. KEITH PLANT NURSERY, Box 160, Sawyer, Michigan

Everbearing Raspberries. and other berry plants which will fruit this summer. Write for FREE CATALOG. STERN'S NURSERIES, Dept. A, Geneva, N.Y.

Rokely BERRY PLANTS—FRUIT TREES. New, better varieties. Strawberries, Raspberries, Blackberries, Boysenberries, Blueberries, Grapes, Asparagus, Rhubarb, Tree Fruits, Shrubs. Guaranteed stock. 35th year. FREE 1946 Catalog. J.N. ROKELY & SON, Box 9, Bridgman, Michigan

GOLDEN MUSCAT GRAPES. A wonderful grape. Clusters of immense size, up to 2 lbs. Write for FREE CATALOG. STERN'S NURSERIES, Dept. A, Geneva, N.Y.

Grow XMAS TREES. We grow 14 million trees a year. Write for special Xmas tree bulletin, planting stock, price list. MUSSEY FORESTS, Inc., Indiana, Penna.

Learn to be a LANDSCAPE ARCHITECT. Home study course can be completed in 8-12 months. Hundreds of successful landscapers now manage own businesses. 29th yr. Free booklet. American Landscape School, 6325 Grand Avenue, Des Moines, Iowa.

DOUBLE FRENCH LILACS. and other lovely shrubs, trees and flowering vines. Write for FREE CATALOG. STERN'S NURSERIES, Dept. A, Geneva, N.Y.

PEACH TREES 20¢. Apples, plums, cherries, nuts, berries, etc. Grapes 10¢. Evergreens, shrubs, shade trees low as 25c. Catalog Free. TENN. NURSERY CO., Box 18 CLEVELAND, TENN.

COLORADO BLUE SPRUCE 20¢. 5 year old transplanted, healthy trees, 4 to 8 in. size, sent POSTPAID, at planting time—20 for \$3.00. Folder on Forest, Xmas Trees, ornamentals, FREE. MUSSEY FORESTS, Inc., Indiana, Penna.

THE AMERICAN HOME, MARCH, 1946

"Meet the Missus"

SAYS PETER PUTTER



DOUBLE X She calls it white magic; and she's right! Makes varnish vanish, makes old floors new ... all in one operation. Bleaches as it removes!



SAVABRUSH Her pet cure for "hopeless" paint brushes is to soak 'em overnight. Paint, varnish, shellac disappear; bristles bounce back to life.

"Best Mrs. Fix-it you ever saw! Does a lot of odd jobs 'round the house... all on her own... and does a right smart job of it. The reason? These Schalk Chemical folks have made it right easy. They're specialists in do-it-yourself items for Home Repair. They know all the ins and outs; the little tricks that save big dollars. They tell you what to do and how to do it. And they make it simple as ABC. Great fun, too! Before you know it you're an expert. So, Mr. and Mrs. Handyman, U.S.A., take my tip: ask your dealer for the famous items pictured below and ask me for the free-and-famous folder that tells all. I'll be looking for that coupon!"



WAXOFF She wouldn't think of revarnishing anything before removing the wax with Waxoff. Then the surface won't be "tacky"; varnish will dry.



SCHALK'S CRACK FILLER When that truant tile in bathroom, kitchen, laundry has to be put in its place... here's the quick-and-handly answer!



SCHALK'S CRACK FILLER All she adds to this plastic-powder is water. Won't shrink, crack, crumble. "Handiest thing in the house," says she.



SCHALK'S WOOD PUTTY Cracked picture frame? Wobbly chair? Broken toy? This does it. Contains real wood; is easy to work; stays put!

Wherever paint, hardware, lumber and household supplies are sold the nation over..

DOUBLE X FLOOR CLEANER

SAVABRUSH • WAXOFF

SCHALK'S CRACK FILLER

SCHALK'S WOOD PUTTY



Dear Pete: If your Missus can do it, so can I. Send along your full-color illustrated folder that tells the whole story.

Name _____

Street _____

City _____ State _____

Mail to PETER PUTTER, Schalk Chemical Company, 351 E. Second Street, Los Angeles 12

Are You a Problem Parent to Your Child's Music Teacher?

Ruth Teeple Reid

Drawing by E. E. Schramm

YOUR first answer will probably be, "No, certainly not. How could I be? Just what do you mean? I send Susie to be taught to play the piano, and I feel justified in telling the teacher when I consider she is not pushing Susie fast enough, or when some other child is making faster progress when I know she hasn't any more ability than Susie has. And really, Susie is smart!"

Getting along with the music teacher, or not getting along with her, is probably the cause of most of the high mortality rate among pupils. Pupils seldom have any trouble with their music teachers—parents do very often. When a child likes his teacher, he generally likes his music. Of course, there are exceptions. There may be many reasons for the constantly shifting music classes, teachers report, but a problem parent always seems to head the list. A sad statement, but true.

"Just how am I a problem? I should think that any teacher would be glad to have Susie. She is late sometimes, of course, and once or twice I

have taken her shopping with me when I couldn't go another day, because of bridge club, book club, this or that. I pay my bills, though. Of course, I do object to paying for the lesson Susie forgot, and I do object to the attitude Mrs. Reid takes when Susie is late, and only gets half a lesson. I don't see how I could be a problem. Of course, Mrs. Reid didn't seem to like it when I talked to her at the Elk's picnic about Susie's dislike of practicing; in fact, she just isn't doing any at all these days. I know that I am away a good deal, what with bridge club, lodge meetings, Woman's Guild and all that—but our home is clean and Susie is well dressed, and after all I don't see what our home life has to do with Susie's music. She is supposed to like her music, and to practice it because she likes it. I think she should go to the piano willingly and, when she doesn't, I think Mrs. Reid should do something."

So—just how are you a problem; you have asked, but do you really want to know just what



your child's music teacher thinks about you?

Do you remember the day you called the teacher and made a fuss because Beth and Jimmy played a duet at school, and you wondered why the teacher didn't have Susie play in duets, too? Do you remember the morning you complained because Marilyn was in Book Two, and Susie had *another* Book One? Do you remember the day Susie came home with a note written in her notebook, "Susie was twelve minutes late today"—and you called the teacher and told her Susie couldn't possibly have been *that* late, because you check your time with the radio and "Susie left early and besides, she is not a dawdler."

Do you remember complaining at the bridge club because the children next door have such pretty pieces and Susie seems to have "such dull things?" How often do you call the music teacher and heckle her, because you are sure Susie could make faster progress, that she has *done very little* this year and other children have gone so much farther? Did you go to see the teacher and ask questions about Susie, or did you call her on the phone when you were quite provoked, and tell her just what you thought about everything?

Do you change teachers every year or so because you think someone else can make Susie work harder, or teach her more, or *show her off more often*? Did you know that good teachers everywhere are avoiding the parents and the pupils who have had more than two teachers within

the first four years? Teachers are becoming parent-wise and know that if two teachers haven't been able to teach Susie anything they won't either. So dear parent, if a good teacher does not have room for Susie and keeps her on a waiting list for months, take time and examine your past *parent-teacher* contacts very carefully.

Were you gone every day last week leaving Susie to do her practicing in a lonely house? Are you nearly always away when Susie comes home? Yes, she is willing to practice by herself, once in a while, but the Susies are sociable little girls. They work better if mother or daddy is about.

Do you call the music teacher once in a while just to ask about her or him? Also, to toss in a remark or two about how much he has done for Susie or Jimmy—and how much you and the child are enjoying the music lessons?

Do you visit the lessons once a month, if your child is twelve or less? Do you volunteer suggestions at these visits, or are you a perfect parent and keep still, saving your suggestions and remarks until after the lesson? Or, haven't you the time to visit a lesson once a month? Or, is it because you have turned Susie over to Mrs. Reid, and you expect her to take full responsibility? Teachers will certainly do the work in the studio, but we are human, too, and there is *no* teacher who is such a paragon of virtue that one thirty minute lesson can be stretched to hear the music Junior has practiced for a week, correct past mis-

takes, give instruction on how to avoid future mistakes, outline a new lesson, and provide inspiration for the next week's homework, unaided by at least *one parent*. Fathers, this includes you, too. You pay the bills. Are you getting a return on your investment commensurate with your interest and attention to that investment?

Modern music teachers expect co-operation from parents. Your music teacher is a professional person, with office hours which should be respected even by parents. Ask for an appointment in the teacher's free time, and then be sure that you keep the appointment, just as you would with a doctor or an attorney. If you go for advice and help with your child's problems, you will have a better understanding of the teacher and his plans for your child. But—if you go with a chip on your shoulder, or expecting to argue—don't go. Your teacher avoids arguments, knowing that you have your side of the debate all worked up, even to the rebuttal. Your teacher knows that a parent who loses an argument is an enemy in the making, and avoids them for that reason, too.

Do you expect to pay for the lesson Susie forgot, or missed most of, because she was late, or do you expect the teacher to pay for it? Now—be fair! With collaboration, Susie's teacher can give her a real education. Without it, she can do very little. Working against a brick wall of passivity is most disheartening—it's like fighting against something as light as air.

Do you compare your child's progress and advancement with that of another child? It is unfair to both children, and the teacher. Talent, effort, hand formation, mentality and other contributing factors make comparisons unjust.

Do you always talk privately with the teacher about personal problems? Or do you wait until after a recital and discuss failure to practice, lack of interest, slow progress and other personal problems? You are being unfair to the teacher when you do, you know. You are embarrassing her in public, and she can't forget it. Every pupil is a problem, and problems should always be discussed in private, and kept in strict confidence.

Are you a complaining parent? Some parents are, you know. Since everyone knows that you are a chronic complainer, they don't pay very much attention to you, but the teacher gets tired of the same parent nagging away, week after week. What you say may be perfectly true, but a nagger always goes at the truth the wrong way. Husbands and children may have to put up with it, but teachers have dropped complaining parents before, and in these times are doing it even more.

Do you invite the music teacher to dinner, and then expect to be entertained for the rest of the evening? A famous violin teacher was invited to dinner and was asked to bring his violin for a little music. He replied the first of the following month with a bill for "Services Rendered." The hostess called him up in great indignation intimating that the bill was a joke. Said the violinist to her, "When you did not include my wife in the invitation I knew it was a business engagement, and since my violin does not eat, I billed you for the business engagement." The hostess paid the bill—after consulting her attorney.

Do you entertain the music teacher with the children present—then make cute remarks about how they "hate practicing?" Teachers who have had those experiences are careful about choosing their hosts, and don't invite parent-problems.

Since problem-parents are people who would rather be otherwise if they knew how, reciting the Golden Rule might relieve many unpleasant situations—"Do unto the Music Teacher, as I hope she (or he) will do unto my child."



PROTECTING THE BABY AGAINST

Infectious Diseases



Elizabeth Hibbs

Morris Fishbein, M.D.

**Editor, Journal of
American Medical Association**

WHEN we were very young, our parents often had the belief that certain diseases were sure to affect practically every child and that the child might as well have the disease and get over it. Unfortunately, many children did not get over measles or scarlet fever. In addition to those who died, there were great numbers who were left with partial deafness due to infection of the ears, rheumatic conditions due to secondary infections of the heart or joints, or anemia due to the way in which any infection attacks the blood. We know today that a child need not necessarily have any of the common infectious diseases. Against some, protection is almost absolute.

SMALLPOX. Notwithstanding the fact that the newborn baby often has in his blood some resistance against smallpox, modern physicians are convinced that the baby should be vaccinated against smallpox within the first three months after birth. Smallpox is such a dangerous disease and often so mutilating by the scars that it leaves, that it would be folly to fail to give the child this simple protection when it can be done so easily.

There was a time when the rare human being was the one without the scars of smallpox on his face. Today it is rare indeed to see a person with these scars. If any human being does have smallpox in our modern times, he may credit the infection in most instances to the stupid neglect of his parents in failing to give him the protection that vaccination provides. The vaccination against smallpox involves a few minor scratches on the skin. Usually the arm is used, although occasionally mothers of what they believe will be beautiful daughters want to have the vaccination put in a place where in later years it will not show. Anyone who has seen the modern girl at a bathing

beach knows that this leaves a very small amount of skin area for the desired purpose.

There are a few precautions that public health authorities now have in mind when undertaking vaccination for smallpox. Preferably the young child should not be vaccinated when there are eruptions on the skin elsewhere on the body. With older children vaccination during the winter months is preferable to the summer months because of the danger of contamination or bruising.

When a child is vaccinated, the doctor looks at the place of vaccination three days and nine days afterward to determine when the maximum amount of redness occurred and also to make certain that the vaccination was effective. In many states vaccination is required at periodic intervals of six or seven years to make certain that the child is properly protected. Many parents feel that the child is not exposed to smallpox by contact with enough people from outside the home before he is nine months old and prefer to delay vaccination against smallpox until that age.

DIPHTHERIA. Today we have the means of preventing diphtheria. We can even determine by use of the Schick test whether or not a child is likely to get diphtheria if he is exposed. We have an antitoxin with which we treat diphtheria. Thus the lives of most children are saved even when they become infected. Nevertheless, every child has the right to be protected against diphtheria by modern methods of inoculation with diphtheria toxoid. Diphtheria is usually spread either by contact with a child who has the disease or by contact with a carrier, a person who has the germs but does not have the disease.

The symptoms of diphtheria usually develop first in the throat. Although we can tell from the

appearance in many instances whether or not the condition is diphtheria, certainty lies in taking a culture from the throat and sending it to the health department. By laboratory studies the health department will determine whether the infected throat membrane is caused by the diphtheria germ or by some other organism.

Nowadays children are inoculated almost routinely between the sixth and ninth months of life. Before the sixth month most children carry in their blood enough antibodies or resistant substances to make them immune to diphtheria. Health authorities recommend that the child receive either two doses of the diphtheria toxoid known as the alum-precipitated type or three doses of the fluid diphtheria toxoid at one-month intervals. If the child was not immunized against diphtheria in infancy, he should be immunized some time before six years of age. The child that has been inoculated in infancy should be given an additional dose of toxoid one year later and again just before he enters school and probably again at ten years of age. If every American mother took seriously her responsibility in this regard, we could eliminate diphtheria entirely from the United States in one generation.

MEASLES. When an epidemic of measles breaks out in any community, mothers should take it seriously. Even though today measles is not considered to be a dangerous disease, there are far too many instances in which pneumonia follows measles or in which there is permanent damage to the heart, ears, nose or throat to warrant even the slightest neglect.

Never expose your child to measles purposely. Never permit a child who has been exposed to measles play with other children for at least two

Free

for your child
...this delightful **BOOKLET**
IN COLOR!

More Wonderful than
ALADDIN'S LAMP

PACKED WITH WONDERFUL PICTURES AND READING

Here's a gift of thrilling beauty, entertainment and instruction for your boy or girl. In this fascinating Free, 24-page color illustrated booklet your child will see, in their natural color and brilliance, birds and fishes, ancient religious paintings; pictures of naval heroes, the Indians of South America, 13 centuries of buildings. Wonder stories of electronics, television, streamlined travel, saving lives in submarine disasters—instruct and delight you child—answer his puzzling questions. Mail coupon below for your FREE copy.

This Booklet Contains
Actual "Sampling" Pages From

THE BOOK OF KNOWLEDGE

The great work which answers your child's questions

Fascinating Stepping

Stones to Learning in the 17

Great Departments of The Book of Knowledge

WONDER . . . Answers hundreds of everyday questions that occur to your child.

FAMILIAR THINGS . . . Visits to the great workshops of industry to see how things are made.

THE EARTH . . . Explains the mysteries of land, air, sea and sky.

ANIMAL LIFE . . . Fascinating stories, brilliantly illustrated.

PLANT LIFE . . . The wonderland of flowers, trees, grasses, fruits, vegetables.

OUR OWN LIFE . . . Our bodies and our minds; citizenship and economics.

UNITED STATES . . . Its history, government, industries, ideals.

ALL COUNTRIES . . . Foreign lands and their peoples; a world view.

CANADA . . . Its resources and development.

LITERATURE . . . Great writers, their lives and books.

THE FINE ARTS . . . Painting, sculpture, architecture, music, with 1200 art pictures.

MEN AND WOMEN . . . Lives of famous people in science, art, politics and industry.

POETRY . . . A remarkable collection of favorite poems.

STORIES . . . Hundreds of stories children love.

GOLDEN DEEDS . . . Inspirational tales of heroism.

FAMOUS BOOKS . . . The great classics every child should know.

THINGS TO MAKE AND TO DO . . . Games that teach, puzzles, crafts, hobbies.

WHY is ice slippery?
HOW does television work?
WHAT makes an echo?
COULD a rocket plane reach the moon?

WHAT holds the stars up?
WHY do we dream?
HOW do flowers get their smell?
CAN dogs talk to us?

What is curiosity teaching your boy or girl? Curiosity is the best teacher, so let your children ask as many questions as they like—and be sure they are answered correctly. Discourage curiosity and the bright boy or girl soon becomes indifferent. The precious gift of interest, once lost, may never be regained. Are you staking your child's future on the answers you alone give him?

The parents of more than 3,500,000 boys and girls have placed The Book of Knowledge in the hands of their children—not only for its teeming answers to curious questions, but for specific help in school work, home hobby ideas and pastimes. Especially now when children want more information than ever and grown-ups are extra busy with new responsibilities, The Book of Knowledge fills a vital need in the home.

A picture gallery of the world's knowledge. Because one picture is worth ten thousand words, The Book of Knowledge is overflowing with 15,000 illustrations, 3,400 in brilliant color and gravure: what educators call "visual education in its finest form."

Find out now what this great children's work will do for your boy or girl. Send for your free copy of the beautifully illustrated booklet, "Aladdin's Lamp." Mail convenient coupon today.

YOUR CHILD'S BIG CHANCE

Dr. Lewis M. Terman, international authority on child genius says: "A goodly proportion of the gifted children I have been studying seem to have been brought up on The Book of Knowledge." Mail the convenient coupon for the beautiful free booklet which tells more about The Book of Knowledge.

MAIL THIS COUPON FOR YOUR CHILD'S FREE BOOKLET

THE BOOK OF KNOWLEDGE
2 West 45th Street, N. Y. 19, N. Y.

There are . . . children in my family, ages . . .
You may send me free, and without obligation, the beautiful booklet "Aladdin's Lamp," taken from the latest revision of The Book of Knowledge, the Children's Encyclopedia.

Parent's Name

Address

City

☐ Check here if you own The Book of Knowledge.

Amer. Home—3-46

COOK'S HELPER WANTED



| THE FOOD | THE PROBLEM | THE ANSWER |
|------------|--|--|
| FISH | "How can I give it a livelier taste?" | Easy! For real savoriness serve with garnish of fresh lemon quarters. (To eliminate cooking odor rub fish with lemon juice before baking, broiling or frying.) |
| SALADS | "Why don't my salads taste fresher?" | Simple! Just use fresh lemon juice as sour ingredient in any dressing. (To make mixed greens crisp, add lemon to ice water.) |
| JUICES | "Can't I do something about the flat taste?" | A dash of lemon juice gives that refreshing "zip" that all canned juices need—fresh orange juice, too. Always serve with easy-to-squeeze lemon quarters. |
| DESSERTS | "What can I serve they'll all like?" | Mmmm! For a real sensation—Lemon Meringue Pie! FREE Sunkist Recipe Book gives 10 lemon pie recipes. Sunkist, Sec. 2103, Los Angeles 55, Calif. |
| VEGETABLES | "Same old thing—where's the flavor?" | A little lemon juice, added after cooking, brings out all the fresh flavor of green and root vegetables. For a special flourish try serving with lemon butter. |
| TEA | "How do I add tang to our tea?" | Presto! You can see tea respond to fresh lemon—changing from brown to a clear gold that brings out the real bouquet and flavor. |
| VITAMINS | "We want all the vitamins we can get!" | Lemons are an excellent source of vitamin C—good source of B ₁ , "P". They aid digestion—help alkalize the system. So keep a good supply on hand, always. |



Sunkist Lemons in trademarked tissue wrappers are the finest from 14,500 cooperating California and Arizona citrus growers.

FOR GOOD HEALTH AND GOOD FLAVOR

Sunkist

California Lemons

weeks. Never permit your child to play with another child that may have been exposed to measles to your knowledge within the previous two weeks. Never send your child to school if the child is not well. If you think the child is sick, call a doctor. If you are not sure, keep the child home so you can observe for yourself whether or not he is getting an infectious disease. The child with measles is sick and needs good medical care. Finally, never let a child who has had measles get out of bed until the doctor says the child is fully recovered.

Fortunately we now have several methods of prevention of measles that deserve consideration. One of these is the use of convalescent serum, the clear material taken from the blood of children who have recently recovered from the disease. In our larger cities there are serum centers or blood banks that keep such convalescent serum for use of physicians. A more modern technique is the use of a substance called immune globulin. This is a by-product of the blood that was collected through the blood banks of the American Red Cross and used primarily for the development of blood plasma. The Army and Navy accumulated great quantities of this globulin, which has been found to carry in it the specific protecting substances against measles. The American Red Cross purchased the globulin from the military authorities and now makes it available to city and state health departments so that it may be given to children who require it without charge, except the charge made by the physician for administering it.

WHOOPING COUGH

For many years physicians sought for specific methods which would prevent and control whooping cough, but without success. More recently vaccines have been found which have the power to produce resistance against whooping cough in children who receive the injections. When a vaccine, which represents the bodies of killed germs or viruses, is injected into the body, several weeks are required for the body to develop immunity to the germs or viruses. In the past many doctors inoculated against whooping cough using blood from a person who had recently recovered from the disease. Now the vaccines are preferred.

The timetable for the inoculations should include inoculation of the child against whooping cough during the period from three to six months of age and inoculation against diphtheria simultaneously, or at nine months of age and again at six years if necessary. Finally, there should be inoculation against smallpox when the child reaches one year of age and a booster injection with diphtheria toxoid at the same time. Inoculation against measles with the gamma globulin can be done whenever the doctor considers that desirable. Experiments have already been done with mixtures of inoculations, such as a combined immunization against both whooping

Coughing Colds

Relieve Distress
This Modern Way



✓ **Penetrates**
to upper bronchial tubes with its soothing medicinal vapors.

✓ **Stimulates**
the chest and back surfaces like a nice, warming poultice.

Great Help to Mothers

Best-known home remedy you can use to relieve coughing, congestion in upper bronchial tubes, muscular soreness or tightness due to colds—is to rub Vicks VapoRub on the throat, chest and back. Right away VapoRub's penetrating-stimulating action starts to work—and keeps on working for hours—to bring such wonderful relief. Try it.

VICKS

VAPORUB

MU-COL HYGIENIC CLEANSING

... protects the membranes of nose and throat. MU-COL is effective and soothing. Safe for family medicine shelf.

Write for Free Sample

THE MU-COL CO., Dept. AH-36, Buffalo 3, N.Y.

MINOR REPAIRS

made easy
for WOMEN

Burnt Pot Handles...

Scrape away burnt part. Fill in with PLASTIC WOOD. Mold to original shape. Dries, hardens quickly.

Tube or Can

NO MUSS—NO FUSS

PLASTIC WOOD

• CELLULOSE FIBER FILLER

Vaculator

makes good meals better!

equipped with

DUTCH

CLOTHLESS FILTER

VACULATOR • CHICAGO, 6

"Too late now, Mister!"



...fire insurance that was once enough
won't cover **TODAY'S** cash values

Everything's gone up in price—houses and household furnishings cost half again as much today as 12 years ago.

It's too bad—but it's true—that it takes a *personal* fire to make most people understand what fire insurance really means.

Fire insurance is not just a piece of paper tucked away somewhere . . . not just money paid out every year or so, but *hard, welcome cash at a time when you need it most!*

Today, fire insurance on household contents has been

broadened and at no extra cost. In nearly all states a substantial part of the amount of fire insurance you carry covers your property *outside* your residence; on your luggage while traveling; on your equipment at the golf club; on furnishings at your summer cottage; on your clothing at cleaners and laundries.

But remember this: Your fire insurance will do only part of its job if it hasn't been brought up to date to cover *today's* values.

Before a fire loss strikes your home, talk to your local insurance Agent or Broker. He'll be glad to show you how little it costs for North America's *complete* protection.

Insurance Company of North America, founded 1792, oldest American stock fire and marine insurance company, heads the North America Companies which meet the public demand for practically all types of Fire, Marine, Automobile, Casualty and Accident insurance. Sold only through your own Agent or Broker. North America Agents are listed in local Classified Telephone Directories.



**INSURANCE COMPANY OF
NORTH AMERICA**
COMPANIES, *Philadelphia*

Castlewood.... America's most distinguished tables by Morton



For gracious living, Tables by Morton reflect good taste and hospitality in the home. Inspired styles, woods of intrinsic quality, supremely careful workmanship and flawless

finish are perfectly blended to create tables of matchless beauty. Modern, Traditional and 18th Century styles are shown with pride by all better department and furniture stores.

R. P. Morton Company

666 LAKE SHORE DRIVE • CHICAGO, ILLINOIS



HOWELL
Chromsteel KITCHEN & DINETTE FURNITURE

Here is gay, sparkling furniture that brings new beauty and charm into your kitchen and dinette... it's the kind that stays new looking indefinitely.

From many table designs you can choose the exact Chromsteel* kitchen or dinette set you have been wanting. Some tables have Plastex* tops, in handsome colors that resist chipping, heat and al-

cohol. Others have beautiful natural Birchwood tops. Most tables extend or have leaves that pull out—to provide extra space quickly. Howell tubular chairs to match are really comfortable and practically wear-proof.

Leading furniture and department stores display and sell Howell Chromsteel Furniture. The Howell trade-mark identifies the genuine.

*TRADE-MARK

THE HOWELL CO.
ST. CHARLES, ILLINOIS

Please send name of nearest dealer and full color circular No. AH-101 showing Howell Chromsteel furniture. (6c is enclosed for postage)



Name _____
Street _____
City _____ State _____

cough and diphtheria, and some doctors now use the combined method. There is no reason why some of the inoculations should not be combined into a single injection.

SCARLET FEVER

When an epidemic of scarlet fever occurs in a community, the doctor may decide to give the child protective inoculation against that disease. Most doctors do not immunize against scarlet fever unless there is an epidemic. Incidentally, the sulfonamide drugs have been shown to be potent against the streptococcus scarlet fever.

TETANUS

Tetanus or lockjaw is so serious that most doctors inject the child against tetanus as a matter of routine if he suffers a cutting injury or whenever he is hurt by a fireworks explosion or whenever there is a possibility that any cut has been contaminated with dirt.

TYPHOID AND PARATYPHOID

Today typhoid fever is so rare in the United States that there is no necessity for inoculating a child against typhoid or paratyphoid fever.

OTHER DISEASES

There are still many diseases against which we do not have methods of inoculation. Among these the most serious are infantile paralysis and rheumatic fever. The most frequent is the common cold. The time may come when we will have a specific inoculation against infantile paralysis. Nothing is even reasonably in sight as an inoculation against rheumatic fever. Recently all of the soldiers in our Army were inoculated against influenza with a new vaccine that has been prepared against that condition. Until we know the effects of this tremendous project, it would not be advisable to consider routine inoculation against influenza.

QUESTIONS AND ANSWERS

Question. My little boy has been using his left hand since birth. He is now six years old. Shall I start to teach him to use his right hand?

Answer. A left-handed child should not be taught to use the right hand if his left hand is normal for him. Sometimes difficulties in speech or other actions develop when the normally left-handed child is forced by his parents to be right-handed.

Question. Does buttermilk have more vitamins than whole milk?

Answer. Vitamins in buttermilk are about the same as in whole milk except buttermilk lacks the fat soluble vitamin, known as vitamin A.

Question. Is there any harm in a baby's lying on his stomach?

Answer. There is no harm in having a baby sleep on his stomach if he prefers that posture. Many doctors recommend sleeping on the stomach.

Question. My little boy, 21 months old, has been found to be allergic to chicken feathers. Will he outgrow this allergy as he becomes older?

Answer. Children often outgrow sensitivity to feathers or other sensitivities related to asthma. Put him out of contact with any kind of materials to which he may be sensitive.

For Easier Pruning **Faster Use**
SEYMOUR SMITH'S
"Snap-Cut" PRUNERS
Patented powerful V-Blade-Anvil cutting action means smooth, easy, clean cutting, unmatched by any other pruning tool. No. 119, 8", \$2.25, or No. 118, 6", \$1.39... 10% higher on West Coast. NEW Pruning Handbook by national authority, 25c or free to buyer of a Seymour Smith tool.
SEYMOUR SMITH & SON, Inc.
900V Main St., Oakville, Conn.
SOLD ONLY AT DEALERS

MQ SEWER CARTRIDGES
DESTROY ROOTS CHEMICALLY
KEEP SEWERS OPEN
Box of Six \$1.50
AT HARDWARE STORES OR
\$1.85 BY EXPRESS PREPAID IN U.S.A.
WEINCO INDUSTRIES, 482 JACKSON ST., ST. PAUL, MINN.

SAVOGRAN CRACK FILLER
FILLS-REPAIRS-SEALS-MOLDS
AT PAINT AND HARDWARE STORES Write for Circular L
THE SAVOGRAN COMPANY, BOSTON 10, MASS.

Flash ALL-AMERICA MARIGOLD
For only 5c a trial packet of this sensational Marigold "Flash" and 1946 Garden Guide and Catalog. Ask Your Dealer for BUIST'S Seeds. FREE GARDEN GUIDE Dept. D Phila. 5, Pa.
ROBERT BUIST CO.
SEEDSMEN FOR OVER A CENTURY

Cape Cod Post-Top LAMPS
STILL AVAILABLE—16IN. HIGH—BLACK FINISH—UNDERWRITERS APPROVED—FIT ON 3/4IN. POST. \$11.50 F.O.B. PHILA.
WRITE FOR CATALOG
SPENCER STUDIOS
226 No. 13th ST., PHILA. 7.

GARDENERS! GET THIS BEAUTIFUL AND INSTRUCTIVE BOOK FREE
Amazing Values \$1
10 Spirea V. H. Bridal Wreath 12/18"
Roses, Evergreens, Fruit Trees, Hardy Flowers, Bulbs, Shade Trees, Quality Guaranteed
Est. 1849 **SPRING HILL NURSERIES** Dept. 66, Tipp City, O.

STRAWBERRY PLANTS Senator Dunlap, world's most popular, or Giant Mastodon Everbearing... 100 plants, very special \$3.50, or 25 for \$1. Cash orders prepaid, or sent C.O.D. plus charges. Return at once if not satisfied. FREE for prompt action with \$3.50 orders. 2 Hardy Cushion Mums \$1.00 value. Order now. **OWEN NURSERY**, Dept. 2B1, Bloomington, Ill. Clip this.

Maule's Giant Asters
Crimson, White, Blue, Pink, Purple, Willet-resistant. All 5 15c-pkts. of seeds, 1 of each color, postpaid for 10c. Seed Book free.
Wm. Henry Maule, 103 Maule Bldg., Phila. 32, Pa.
(In the West) 103 Maule Bldg., Clinton, Iowa

For indoor plants and Spring Flowers
Low plant vitality comes between winter and early spring. It's easy to keep all house plants green, lovely, full of blooms if you feed them **Plantabbs**, a rich Plant Food (11-15-20), in tablet form. Of proved worth to flower lovers all over the world.
For Your Garden Flowers Too
25c, 50c, \$1, \$3.50.
Dealers or postpaid Plantabbs Co., Baltimore 1, Md.
Fulton's PLANTABBS

POPULARITY SOMETIMES HAS ITS DRAWBACKS

Popularity can lead to confusion.

You've seen it happen many times . . . a product is the leader in its field—wins quick and wide acceptance by successfully meeting a need—and then finds other products for a similar purpose improperly referred to by the same name.

We do not want this to happen to *Thermopane*.

That's why Libbey-Owens-Ford—having announced this transparent insulating unit to the general public years ago—believes it is timely to emphasize the following:

1. *Thermopane* is a registered trade mark of the Libbey-Owens-Ford Glass Company;
2. Only Libbey-Owens-Ford makes *Thermopane*;
3. Only Libbey-Owens-Ford can call a transparent insulating unit *Thermopane*;
4. Only *Thermopane* has the Bondermetic Seal which bonds the panes of glass into one unit to

guard against dirt and moisture entering the dry air space;

5. The name "*Thermopane*" can and should be used when referring to the L-O-F product;

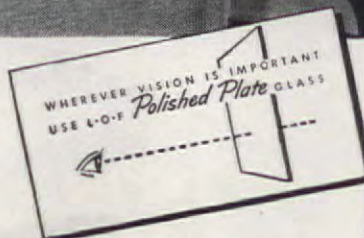
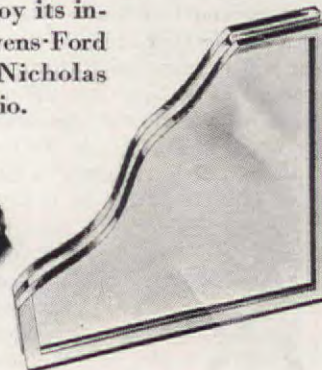
6. The word "*Thermopane*" should never be used when referring to any other brand of multiple-glazing construction.

We make these statements because the function of a trade mark is to unequivocally identify the manufacturer of a product . . . to eliminate the possibility of confusion . . . and to assure that *the customer gets what he orders*.

We believe that our readers and our customers will understand L-O-F's pride in *Thermopane* and our sincere desire to have *Thermopane* continue to enjoy its individuality. Libbey-Owens-Ford Glass Company, 736 Nicholas Building, Toledo 3, Ohio.

Thermopane

REGISTERED U.S. PATENT OFFICE



LIBBEY • OWENS • FORD
a Great Name in **GLASS**

A CAKE FOR EVERY

OCCASION

Julia Bliss Joyner



EVERYONE is cake-hungry now, hungry for the kind of cake that only mother can make at home. During the war we had to be as sweet as we could without our normal supply of sugar, a supply that is still short. At this time the predictions are that there is little likelihood that sugar will be removed from rationing for some time to come. But for many occasions nothing takes the place of cake. By saving a little sugar from the allowance at every possible opportunity and using corn syrup or honey where it is advisable for part of the required amount of sugar, we can splurge a little, though with care. Therefore, we have planned for you six cakes with the accent on utility, beauty and deliciousness. If the cakes are a success, the party will be, too. One of the best ways we know of to insure lasting popularity with your friends is to build your reputation as a marvelous cake-maker. Women will want to know how you do it and men will angle hopefully for samples. We hope you will have more than six occasions for baking these cakes, most of which are simple enough to be your regular stand-bys.

Of course, we have gone *all out* on the wedding cake, for if ever in life we want tenderness, flavor, and beauty in a cake, it is when the daughter of the family is married. This bridal cake is in three tiers, which we are naming here as *true love*, *long life*, and *good luck*.

The next most festive cake is for father's birthday since mother has long since stopped celebrating hers. "If you don't like cake," says father, "there's something wrong with you." And so we hope he will be delighted with this one of the several presents he will probably receive. This is a spicy prune layer cake with a fluffy white frosting and green decoration.

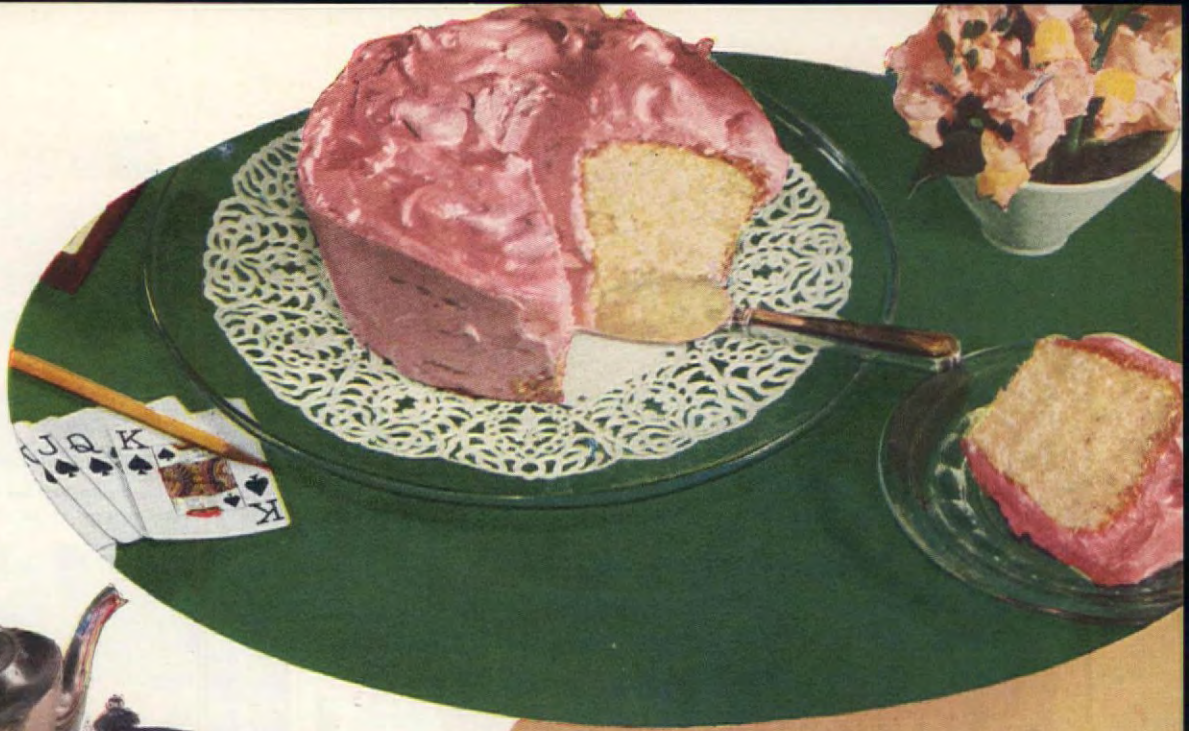
The bridge-dessert cake really puts on party airs. A sponge loaf cake with a strawberry fluff topping, it looks almost too beautiful to eat, but once it is cut everybody will come back for two or three pieces.

The after-school chocolate marble cake is so nourishing that you should keep it on hand to serve when children come in starved and thirsty. Give each one a piece of cake and a glass of milk and both boys and girls will play better and get less tired before bedtime as a result of this little lunch. The irregular marbled pattern of the cake interests children and they are inclined not to eat too rapidly.

And now for another faithful stand-by for the whole family at any time. A cocoa tea roll filled with whipped cream, tinted green . . . very springish and pretty. This is, of course, as good as a mealtime dessert as in the

Photographs by F. M. Demarest
Paper Sculpture, Margaret Jervis





Ready to Serve Meals
FROM THE HOUSE OF QUALITY



Also try:



Chili Con Carne: Secret of the appetizing goodness of this superior Chili Con Carne is the careful blending of beef, beans and mildly spiced true meat sauce. Extra good because of extra meat content!



Egg Noodles and Chicken: A one-dish meal! Savory chicken cubes, white and dark meat—added to fresh, golden egg noodles, rich with chicken broth, make this Derby dish a family favorite.

Ready to Serve
DERBY FOODS



Chili Con Carne • Lamb's Tongues • Beef Tongue • Pigs Feet • Sausage • Frankfurters • Tid-Bits Spaghetti with Meat and Sauce • Lunch Tongue • Egg Noodles and Chicken • Dried Beef Beef Tongue • Chicken Broth • Chicken • Tamales • Chicken à la King • Corned Beef Hash

Also makers of Peter Pan Peanut Butter—it does not stick to the roof of your mouth!

DERBY TAMALES

are filled with fine meat!

Derby Tamales are smooth, golden rolls of wholesome corn meal filled with delicately spiced ground meat. Over this is poured a delicious natural meat sauce. It's the generous meat content plus this wonderful sauce that makes Derby Tamales richer in flavor...richer in protein! A complete main dish for a perfect dinner...six tamales in a jar...each individually wrapped in pure vegetable parchment. Try them today!



Creaming: Blend shortening and sugar with wooden spoon to a fluffy mass



Beating: Beat batter a few strokes at the end to make sure it is smooth



Folding in Egg Whites: Bring batter up over whites repeating until mixed

afternoon with your tea or coffee. Sweetened whipped cream cheese may be used if whipping cream is not available at the time.

In the recipes given here for cakes made with shortening or the "butter type" as they are sometimes called we give the standard or conventional method of mixing. However, there has been a sensational change in cake making and a new labor-saving method developed for mixing cakes of this type. For this new method we have to give thanks to the manufacturers of flours, and shortenings.

Food specialists in the experimental kitchens of these companies have worked out cake making miracles. In one bowl all the ingredients can be mixed completely; the result delicate, light, and heavenly to taste. You will find that the recipes and directions from each manufacturer differ in ingredients and method used but that all are excellent, practical, and so reliable that even an amateur housewife can turn out cakes good enough for any formal occasion.

Look on the packages for these recipes or in recipe booklets which the manufacturer will send you. Do not attempt to use this method for other cake recipes which give the standard method of mixing.

Here are some of the general rules to observe in making cake:



RICH BROWN GRAVY

Before you take gravy off stove, add Lea & Perrins Sauce to taste. Stir in thoroughly. Boil a few seconds. Serve. It's the most smacking-good gravy you ever ladled out! Lea & Perrins gives it fuller flavor!

FREE Recipe Booklet. Write Lea & Perrins, 241 West St., New York 13, N. Y., Dept. 2A.

The favorite for
over a century

LEA & PERRINS
Sauce
THE ORIGINAL WORCESTERSHIRE

No fuss at all!

WHEN YOU USE
DUFF'S



Even the Youngest Cook in the family knows how easy it is to turn out tempting muffins with Duff's Hot Muffin Mix. A bowl, a spoon, a cup of water and Duff's are all you need. And you can count on perfect results every time!

Tasty Tea-Time Muffins

Add 1/2 to 1 cup of shredded coconut, chopped dates, or chocolate bits to batter before baking.



with Duff's
ADD WATER
—that's all!

A PRODUCT OF
AMERICAN HOME FOODS, INC.



Why Frigidaire is America's finest Electric Range!

*Frigidaire—the name that is known best
for keeping foods cold—has won an equally
fine reputation for making foods hot.*

Fast!...Low Cost!...Clean!...Sure Results! . . . Safe! . . . Beautiful! These advantages, in fullest measure, are Frigidaire's contributions to the ease and enjoyment of modern electric cooking. And they are in addition to all the exciting new features, all the outstanding conveniences in Frigidaire's long record for lasting satisfaction, unsurpassed value . . . a record for proved dependability established by Frigidaire appliances in millions of American kitchens.



Only Frigidaire has Radiantube Cooking Units! Heat up fast, save electric current, a speed for every cooking operation. Unique design guards against heat waste, insures maximum contact with cooking utensils. Ruggedly built to give years and years of service. Spill-overs can't hurt them. Lift right out for quick and easy cleaning.

This combination of features makes Frigidaire America's finest electric range. Cook-Master clock control turns heat on and off automatically . . . Thermizer Cooker cooks a complete meal for less than 2 cents . . . oven is largest size available . . . extra-thick insulation keeps heat in, keeps kitchen cool . . . accurate controls assure cook-book results every time . . . broiler is waist-high for extra convenience . . . cabinet is porcelainized inside and out—wipes clean easily.

See the Favorite... See Frigidaire

See your Frigidaire Dealer for proof.

He'll be glad to show you all the advantages that make Frigidaire America's finest electric range. Or write Frigidaire, 708 Amelia St., Dayton 1, Ohio. In Canada, 473 Commercial Road, Leaside 12, Ontario.

FRIGIDAIRE

made only by

GENERAL MOTORS

REFRIGERATORS • RANGES • WATER HEATERS
HOME FREEZERS • KITCHEN CABINETS • WATER COOLERS
COMMERCIAL REFRIGERATION • AIR CONDITIONERS

...and first in the hearts of pie lovers!

Bake 'em big or bake 'em small they will all be juicy, with a rich flavor that only Karo can give. Try baking any or all of these deep-dish pies. They are easy to make, cost very little and do big things to make your family happy.

the KARO KID



DEEP-DISH CHERRY PIE

- | | |
|--------------------------------------|------------------------------------|
| 3 cups pitted sour cherries, drained | 1 tsp. grated lemon rind |
| 2 tbsp. sugar | 1/8 tsp. nutmeg |
| 3 1/2 tbsp. corn starch | 1/4 cup cherry juice |
| 1/4 tsp. salt | 1 tbsp. butter, melted |
| 1/2 tsp. almond extract | 1 1/2 cups Karo, Red or Blue Label |
| 1 tsp. lemon juice | (1/2 recipe pastry) |

Place cherries in 9-inch deep-pie dish. Combine other ingredients as listed; stir until well blended. Pour over cherries.

Cut 9-inch circle from pastry rolled 1/8 inch thick; cut slits, or cherry design, to let steam escape. Bake in hot oven (450° F.) 10 minutes; reduce to moderate (350° F.), bake 35 minutes longer. Serve warm. For 6 individual deep-dish pies, use same filling but one recipe pastry.



©Corn Products Sales Co.



DEEP-DISH PRUNE AND APRICOT PIES

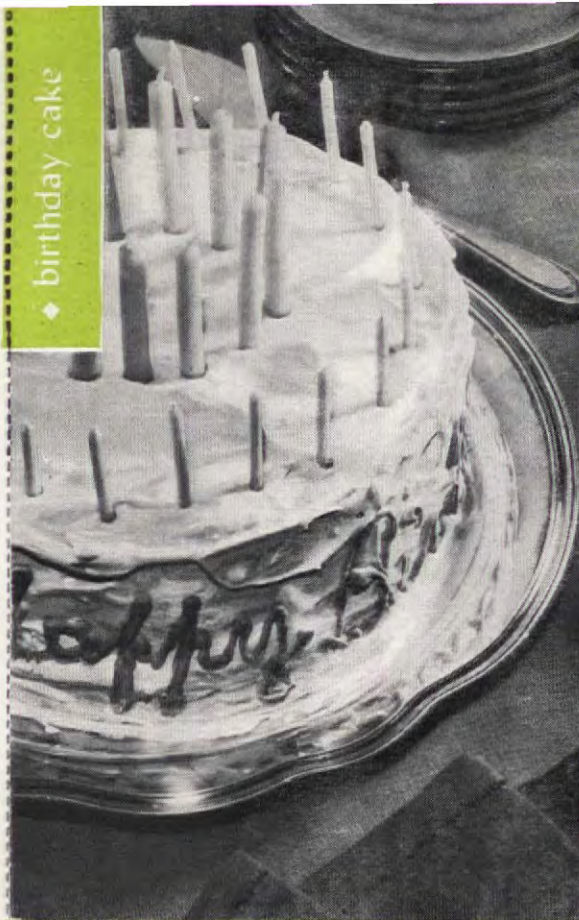
- | | |
|-------------------------------|--|
| 1 1/2 cups cooked prunes | Drain fruit. Pit and halve prunes. Mix with apricots. |
| 1 1/2 cups cooked apricots | Put in 6 individual deep-pie dishes. Combine other ingredients; blend well. Pour equally over fruit. |
| 1 tbsp. corn starch | Roll pastry 1/8 inch thick. Arrange lattice of narrow pastry strips across top. Make rim with one long strip. Bake in hot oven (450° F.) 10 minutes; reduce heat to moderate (350° F.) and bake 35 minutes longer. Serve warm. For one 9-inch deep-dish pie, use same filling but 1/2 recipe pastry. |
| 1/4 tsp. salt | |
| 2 tbsp. lemon juice | |
| 1 tsp. grated lemon rind | |
| 1 1/2 tsp. butter, melted | |
| 1 cup Karo, Red or Blue Label | |
| (1 recipe pastry) | |



DEEP-DISH APPLE PIES

- | | |
|------------------------------------|---|
| 6 medium-sized apples | Peel and core apples. Cut in eighths. Put in 6 individual deep-pie dishes. Combine other ingredients as listed; blend well. Pour equally over apples. |
| 1 tbsp. corn starch | Roll pastry 1/8 inch thick. Cut into six circles, 1/2 inch larger than pie dish. Place over apples. Turn under outer edges. Seal edges. Bake in hot oven (450° F.) 10 minutes; reduce to moderate (350° F.) and bake 35 minutes longer. Serve warm. For 9-inch deep-dish pie, use same filling but 1/2 recipe pastry. |
| 1 tsp. cinnamon | |
| 1/4 tsp. salt | |
| 2 tbsp. sugar | |
| 1 tsp. lemon juice | |
| 1 tsp. grated lemon rind | |
| 3 tbsp. butter, melted | |
| 1 1/2 cups Karo, Red or Blue Label | |
| (1 recipe pastry) | |

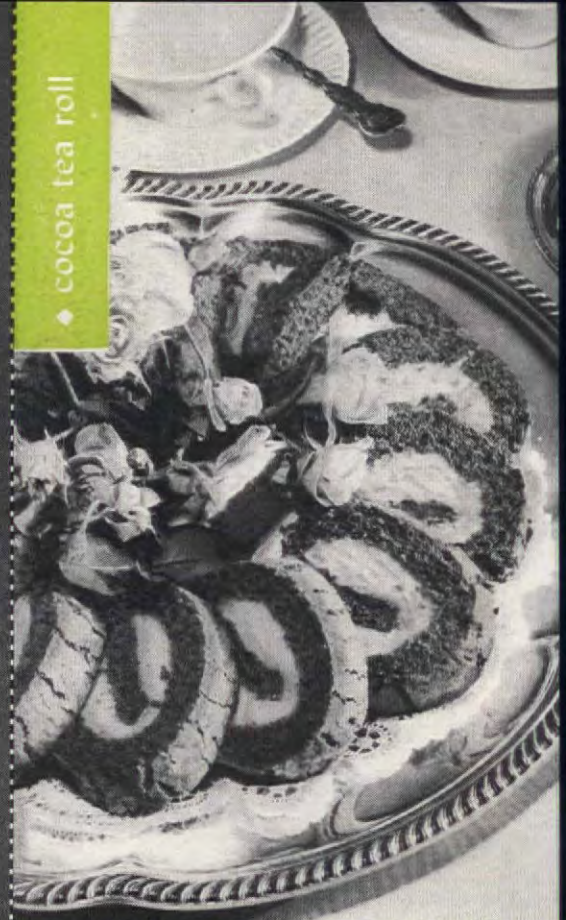
♦ birthday cake



♦ bridge dessert cake



♦ cocoa tea roll



PREPARING TO MAKE THE CAKE—Let shortening, eggs, and milk stand at room temperature for an hour or so before you are ready to mix the cake.

Assemble utensils and remaining ingredients and prepare pans. It is important to use standard measuring cups and spoons and to make accurate level measurements of all the ingredients used.

Sift flour before measuring onto a square of paper. Measure and return to sifter and sift again with the measured baking powder and salt.

Pack shortening firmly into cup and level off with a knife. If a fraction of a cup is needed, pack it until level with fraction mark on the cup.

Preheat the oven before you begin to mix cake.

MIXING THE CAKE—Mash shortening with a wooden spoon until it is softened. Add sugar a little at a time and mash it into the shortening against the side of the bowl with the back of the spoon until the mixture is light and fluffy.

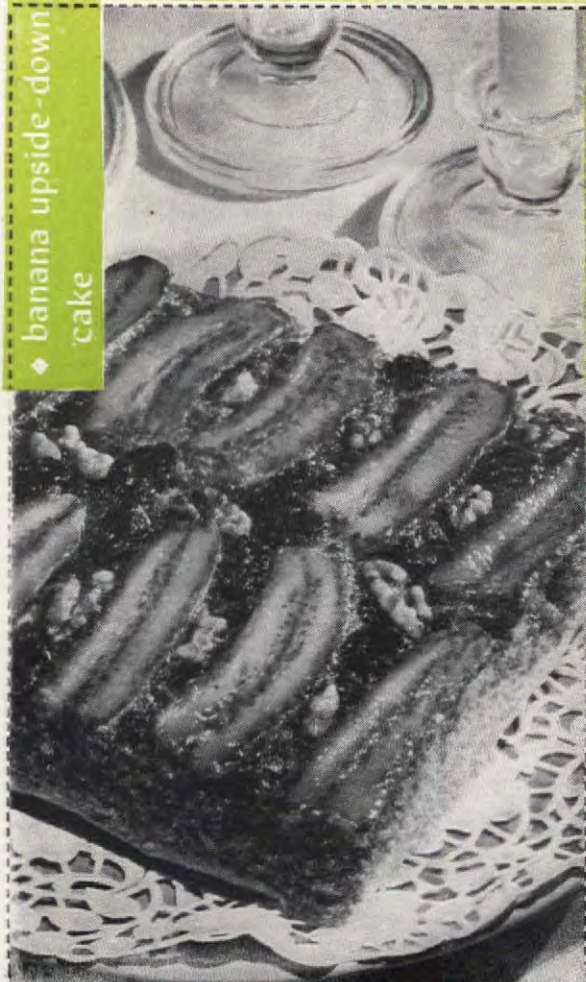
Add eggs beaten until light and blend and beat into the creamed shortening and sugar. If recipe calls for yolks and whites beaten separately, add beaten yolks to sugar and shortening and fold beaten whites in after dry ingredients are added.

Add a little of the dry ingredients to the sugar and shortening before adding any of the liquid to keep creamed mixture from separating. Then add the liquid and the dry ingredients alternately.

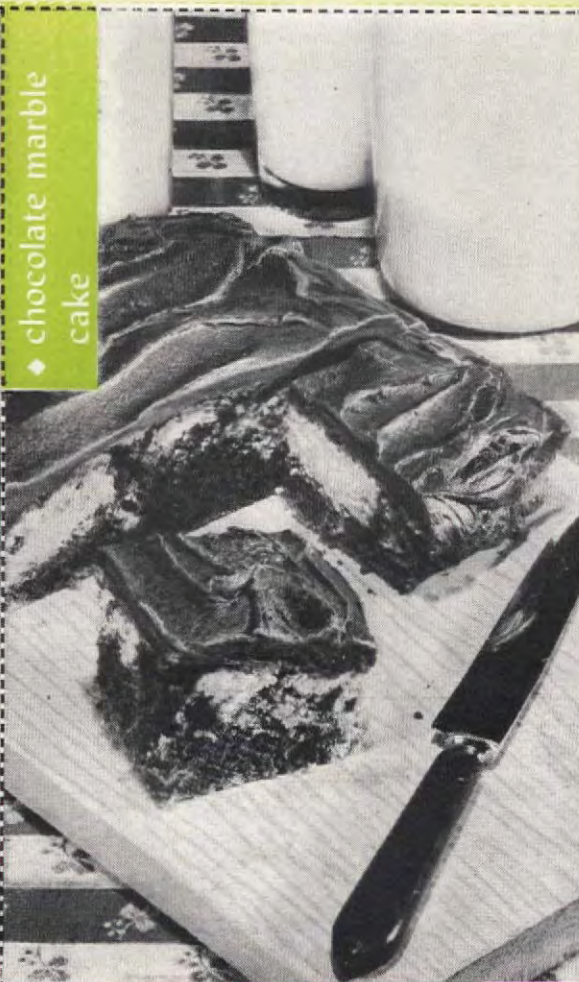
BAKING THE CAKE—Pour batter into pans and spread evenly, pushing it against sides and into corners. Do not rap pan on table to level batter.

Place rack just below the center of the oven so that the top of the cake is about the middle of the oven. Arrange pans on rack so that they are at least two inches from the sides and back of the oven and from each other. When baking three layers, place third layer on another rack two inches above or below the other layers but not directly over another layer. Do not open oven door until minimum time is up. Test for doneness by touching surface of cake lightly with finger. If the surface springs back, the cake is done.

♦ banana upside-down cake



♦ chocolate marble cake



♦ wedding cake



5 cups sifted cake flour
8 tsp. baking powder
1 1/2 tsp. salt
1 1/4 cups shortening
2 3/4 cups sugar

Sift the flour, baking powder and salt together three times. Cream shortening; add the sugar gradually and continue to cream until light and fluffy. Add the egg yolks which have been beaten and mix well. Add dry ingredients alternately with the combined milk and flavors and mix thoroughly. Beat for several strokes to make smooth. Fold in the egg whites which have been beaten stiff but not dry, turn into a well-greased, deep 10-inch round pan and 3 8-inch layer pans. Bake in a moderately hot oven 375°F for 25 minutes or until done. Cut one of the 8-inch layers into 2 4-inch rounds. Put all the layers together pyramid style with corn syrup frosting made as follows: Combine 4 egg whites and 2 cups of corn syrup in the top of a double boiler and stir until well blended. Place over boiling water and cook, beating constantly with a rotary egg beater until frosting stands in peaks. Remove from heat, add 1 1/2 tsp. vanilla flavor and mix well. Decorate cake as illustrated.

** You may use 1 1/2 cups sugar and 1 1/4 cups of corn syrup instead of the 2 3/4 cups of sugar and reduce the milk by 2 tbs. Tested in THE AMERICAN HOME KITCHEN*

Preparation time: 65 min.

1 tbs. sugar
2 tbs. hot water
1/2 tsp. baking soda
1 sq. unsweetened chocolate, melted
1/2 cup shortening
#1 cup sugar

And the 1 tbs. sugar, hot water and soda to chocolate, blend well and cool. Cream the shortening, add the 1 cup sugar gradually and beat until light. Add eggs and continue to cream. Sift the flour with the baking powder and salt and add to the first mixture alternately with the milk, stirring and blending after each addition. Add the vanilla. Beat for a few strokes to make smooth. Remove 1/3 of the batter to another bowl and add the chocolate mixture. Put by tablespoons into a greased 8-inch square pan, alternating light and dark mixtures. Bake in a moderate oven 350°F for 50 minutes or until done. Cool and frost with your favorite chocolate frosting or use the packaged fudge frosting.

** You may use 1/2 cup corn syrup and 1/2 cup sugar instead of the 1 cup of sugar and decrease the milk to 1/2 cup.*

Serves 6-8

410 cal. per serving
Source of vitamins A, B complex
Tested in THE AMERICAN HOME KITCHEN

Preparation time: 70 min.

2 tbs. butter or vitaminized margarine
1/2 cup brown sugar
3 medium bananas (cut in quarters)
Raisins (about 2 tbs.)
Walnut halves
1/4 cup shortening
2/3 cup sugar

Melt butter or margarine, add the brown sugar and stir until well blended. Pat into the bottom of an 8-inch square pan. Arrange bananas, raisins and nuts over this and pat down gently. Cream shortening, add sugar gradually and continue to cream. Add the eggs and beat well. Add the vanilla. Sift together the flour, baking powder and salt and add alternately with the milk, stirring and blending after each addition. Beat for several strokes to make smooth. Pour batter over bananas. Bake in a moderate oven 350°F for 55 minutes or until done. Turn out on platter.

Serves 6

413 cal. per serving
Source of vitamins A, B complex
Tested in THE AMERICAN HOME KITCHEN

◆ wedding cake

6 eggs, separated
1 3/4 cups milk
1 tsp. vanilla flavor
1 1/2 tsp. almond flavor



Cut the paper lining to fit the bottom of pan. Grease pan and lining well with melted fat

◆ chocolate marble cake

2 eggs, beaten
2 cups sifted cake flour
2 tsp. baking powder
1/4 tsp. salt
2/3 cup milk
1 tsp. vanilla

Preparation time: 45 min.

1 cup sifted cake flour
1 tsp. baking powder
1/4 tsp. salt
3 eggs
1 cup sugar
2 tsp. lemon juice
6 tbs. hot milk

Sift flour with the baking powder and salt three times. Beat eggs with a rotary egg beater until thick and light. Add the sugar gradually, beating constantly. Add the lemon juice. Fold in the flour, a small amount at a time. Add the hot milk and stir quickly until thoroughly blended. Turn at once into an ungreased tube pan and bake in a moderate oven 350°F for 35 minutes or until done. Invert pan on a cake rack and let cake hang for 1 hour or until cold. Remove from pan and top with strawberry frosting made as follows: Combine 2 egg whites with 1 cup light corn syrup in the top of a double boiler and stir until well blended. Place over boiling water and cook, beating constantly with a rotary egg beater until frosting stands in peaks (about 9 minutes). Remove from heat, add 1/2 cup sliced frozen or fresh strawberries and beat with the egg beater until mixed.

Serves 6-8

389 cal. per serving
Source of vitamins A, B complex
Tested in THE AMERICAN HOME KITCHEN

◆ banana upside-down cake

2 eggs, beaten
1 tsp. vanilla flavor
1 1/2 cups sifted cake or all-purpose flour
2 tsp. baking powder
1/2 tsp. salt
1/3 cup milk

Preparation time: 50 min.

1/2 cup shortening
#1 cup sugar
2 eggs, beaten
1 tsp. baking soda
1/2 cup sour milk
2 cups sifted all-purpose or cake flour
1 tsp. cream of tartar
1/2 tsp. cloves
1 tsp. cinnamon
1/2 tsp. nutmeg
1 tsp. allspice
1 1/2 cups cooked, chopped prunes

Cream shortening; add the sugar gradually and continue to cream until light. Add the eggs and mix thoroughly. Stir soda into the milk, add to the mixture and mix well. Sift the flour with the cream of tartar and spices. Stir the chopped prunes into the flour. Add to the first mixture and mix. Beat for a few strokes to make smooth. Spread batter into two greased 8-inch layer pans lined with greased wax paper and bake in a moderately hot oven 375°F for 25-30 minutes. Cool. Put layers together and frost cake with corn syrup frosting. (Use half recipe given for wedding cake.) Decorate with green-tinted frosting.

** You may use 1/2 cup corn syrup and 1/2 cup sugar instead of the 1 cup of sugar and reduce the milk by 2 tablespoons.*

Serves 6-8

402 cal. per serving
Source of vitamins A, B complex
Tested in THE AMERICAN HOME KITCHEN



Let butter cakes stand in the pan for five minutes after removing from oven. Loosen sides and turn out on rack to cool



Cool sponge cakes in the pan. Turn pan upside down on a rack and let the cake hang for one hour or until entirely cooled

◆ cocoa tea roll

1/4 tsp. salt
4 eggs
1 tsp. vanilla flavor
Whipped cream or cream cheese

Preparation time: 25 min.

5 tbs. sifted cake flour
3/4 cup sugar
6 tbs. cocoa
1/2 tsp. baking powder

Sift flour once, measure, add 1/4 cup of the sugar, cocoa, baking powder and salt and sift together three times. Place eggs in a deep bowl, add remaining half cup of sugar and beat with a rotary egg beater until thick and light. Add the vanilla. Stir in the flour mixture quickly and mix thoroughly. Turn into a 15x10x1 inch pan which has been greased and lined with greased wax paper. Bake in a moderately hot oven 400°F for 13 minutes or until done. Invert cake on cloth covered with powdered sugar. Remove paper and trim off edges of the cake. Roll cake and cloth up together and place on a rack to cool. When cool, unroll carefully, and spread with whipped cream or cream cheese which has been sweetened to taste and tinted with green coloring. Roll cake up again, leaving end of cake underneath.

Serves 6

378 cal. per serving
Source of vitamins A, B complex
Tested in THE AMERICAN HOME KITCHEN

◆ bridge dessert cake

Preparation time: 45 min.

1 cup sifted cake flour
1 tsp. baking powder
1/4 tsp. salt
3 eggs
1 cup sugar
2 tsp. lemon juice
6 tbs. hot milk

Sift flour with the baking powder and salt three times. Beat eggs with a rotary egg beater until thick and light. Add the sugar gradually, beating constantly. Add the lemon juice. Fold in the flour, a small amount at a time. Add the hot milk and stir quickly until thoroughly blended. Turn at once into an ungreased tube pan and bake in a moderate oven 350°F for 35 minutes or until done. Invert pan on a cake rack and let cake hang for 1 hour or until cold. Remove from pan and top with strawberry frosting made as follows: Combine 2 egg whites with 1 cup light corn syrup in the top of a double boiler and stir until well blended. Place over boiling water and cook, beating constantly with a rotary egg beater until frosting stands in peaks (about 9 minutes). Remove from heat, add 1/2 cup sliced frozen or fresh strawberries and beat with the egg beater until mixed.

Serves 6-8

389 cal. per serving
Source of vitamins A, B complex
Tested in THE AMERICAN HOME KITCHEN

◆ birthday cake

1/2 cup shortening
#1 cup sugar
2 eggs, beaten
1 tsp. baking soda
1/2 cup sour milk
2 cups sifted all-purpose or cake flour
1 tsp. cream of tartar
1/2 tsp. cloves
1 tsp. cinnamon
1/2 tsp. nutmeg
1 tsp. allspice
1 1/2 cups cooked, chopped prunes

Preparation time: 50 min.

Cream shortening; add the sugar gradually and continue to cream until light. Add the eggs and mix thoroughly. Stir soda into the milk, add to the mixture and mix well. Sift the flour with the cream of tartar and spices. Stir the chopped prunes into the flour. Add to the first mixture and mix. Beat for a few strokes to make smooth. Spread batter into two greased 8-inch layer pans lined with greased wax paper and bake in a moderately hot oven 375°F for 25-30 minutes. Cool. Put layers together and frost cake with corn syrup frosting. (Use half recipe given for wedding cake.) Decorate with green-tinted frosting.

** You may use 1/2 cup corn syrup and 1/2 cup sugar instead of the 1 cup of sugar and reduce the milk by 2 tablespoons.*

Serves 6-8

402 cal. per serving
Source of vitamins A, B complex
Tested in THE AMERICAN HOME KITCHEN



CAKE CRUMB PUDDING: Put 2 cups milk in the top of a double boiler over boiling water. Add 2 beaten eggs, $2\frac{1}{2}$ cups cake crumbs and $\frac{1}{2}$ cup raisins and cook, stirring constantly until thickened. Serve warm in pudding dishes. Children like it topped with pureed fruit



APPLE SAUCE PUDDING: Fill a deep glass pie dish with apple sauce or pureed fruit. Cover with strips of cake and sprinkle with a mixture of cinnamon and sugar. Place in a hot oven 400° F or under the broiler until cake is toasted. Serve warm with cream or soft custard



ICE CREAM CAKE: Put strips of cake spread with marmalade in freezing tray. Cover with prepared ice cream mix or combine $\frac{3}{4}$ cup light cream, $\frac{1}{2}$ cup of sugar, beaten egg yolk, a dash of salt and $\frac{1}{2}$ tsp. vanilla. Fold in $\frac{1}{2}$ cup cream, whipped, and beaten white. Freeze

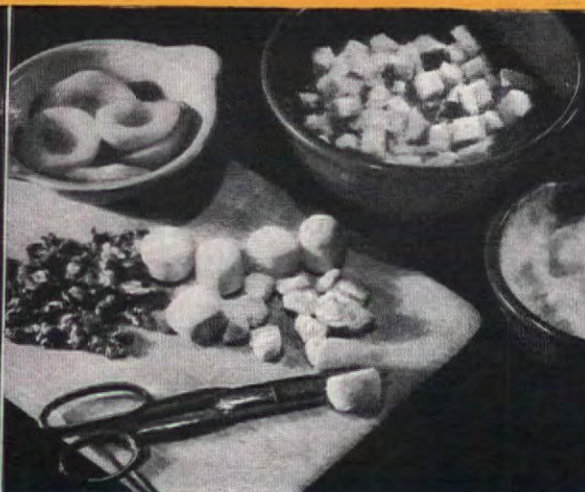
WHEN CAKE "HANGS ON"

TRANSFORM IT INTO
ONE OF THESE SIX
TEMPTING DESSERTS

REFRIGERATOR CAKE: Line mold with cake and fill with this mixture: Combine and heat over hot water $\frac{1}{3}$ cup sugar, $\frac{1}{2}$ squares melted chocolate and $\frac{1}{4}$ cup hot water. Add 1 tbs. gelatin, softened and dissolved, and 3 egg yolks. Cook until thick, cool and fold in the egg white beaten until stiff

SURPRISE PUDDING: Use any kind of leftover cake for this pudding and do not remove the frosting. Cut cake in cubes or break into small pieces and add nuts, fruit and marshmallows cut in pieces. Fold in whipped cream and chill in refrigerator for several hours. Serve plain or with soft custard

CRUMB MERINGUE CUP CAKES: Add $\frac{3}{4}$ cup sugar gradually to the beaten whites of 4 eggs. Fold in $1\frac{1}{3}$ cups cake crumbs, $\frac{2}{3}$ cup chopped nuts and 1 tsp. vanilla. Put in greased custard cups and bake in moderate oven 350° F 20 minutes. Cool and serve with whipped cream or with ice cream



Self-Polishing

Crystal-Clear Charm

for Your Floors



**Gives the Same Long-Lasting
Beauty So Famous for Cars**

Yes, it's true! Your floors really look lovelier when you use Self-Polishing Simoniz. That's because it's crystal-clear! What a shining difference it makes. Fine floor finishes and rich colors "show through" natural and true. Nothing to dim their beauty... just radiant, crystal-clear Self-Polishing Simoniz to accent their charm.

Floor care's no bother now. Really easy and wonderfully fast. Just use a damp cloth and away go dust and dirt... soiled spots and spilled things. See how the finish comes up bright as ever. No scrubbing! No need to apply Self-Polishing Simoniz each time you clean your floors. It lasts so much longer... saves so much work... actually brightens with use.

Seconds to apply... minutes to dry. You don't have to rub or buff your floors to get the crystal-clear charm of Self-Polishing Simoniz. Just spread evenly with cloth or mop applicator... it shines as it dries. And it gives the same brilliant sparkle to floors that makes Simoniz so famous for cars. Discover today... how beautiful and carefree your floors can really be. Use Self-Polishing Simoniz... right away!

THE SIMONIZ COMPANY, CHICAGO 16, ILL.

Recognized for over thirty years as authorities on preservation of fine finishes



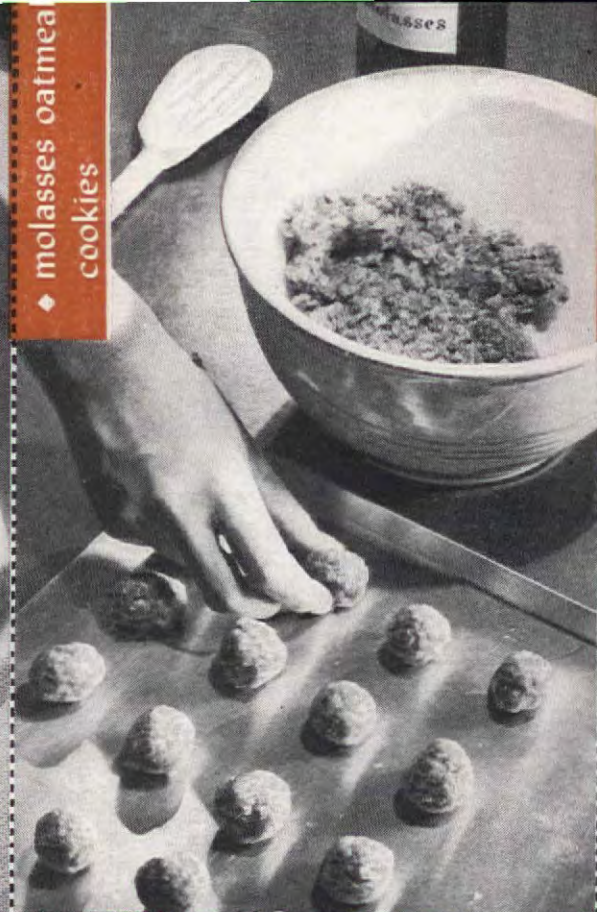
For linoleum, asphalt or rubber tile, or finished wood floors. Sold at grocery, hardware, drug, paint, 5 cents to \$1, auto accessory and department stores.



◆ stuffed meat roll



◆ molasses oatmeal cookies



◆ creole polenta



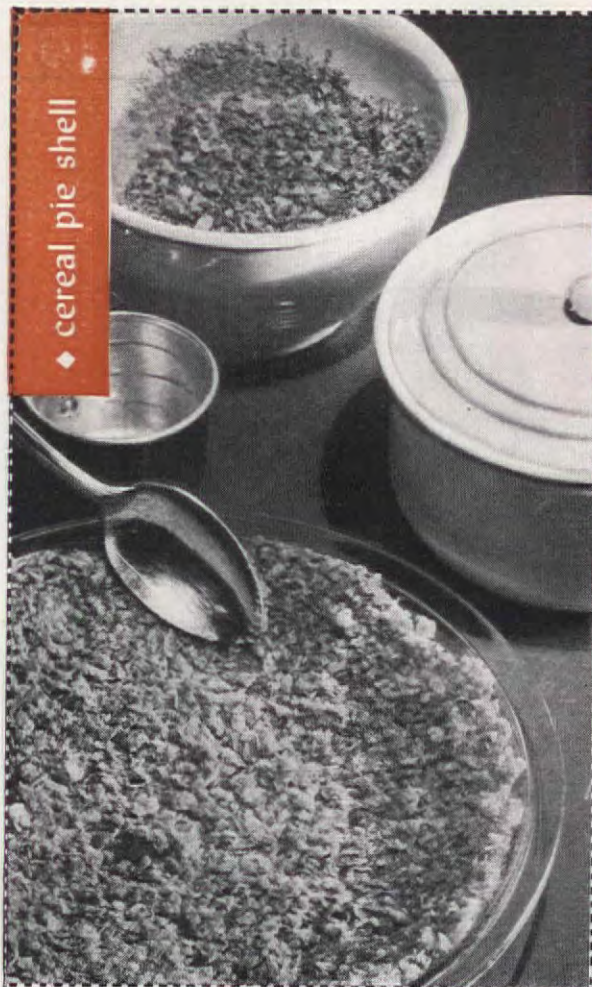
Featuring Cereals

CEREAL is not just a breakfast food. Instead it goes with us completely around the clock breakfast, luncheon, dinner, supper, between meals. And any way we eat cereal it is both good and good for us. We can enjoy it in stuffings, casseroles, puddings, pie shells, confections and cookies. We hope you will lose no time in trying the recipes we have worked out for you here, all of them with the familiar cereals on your pantry shelf.

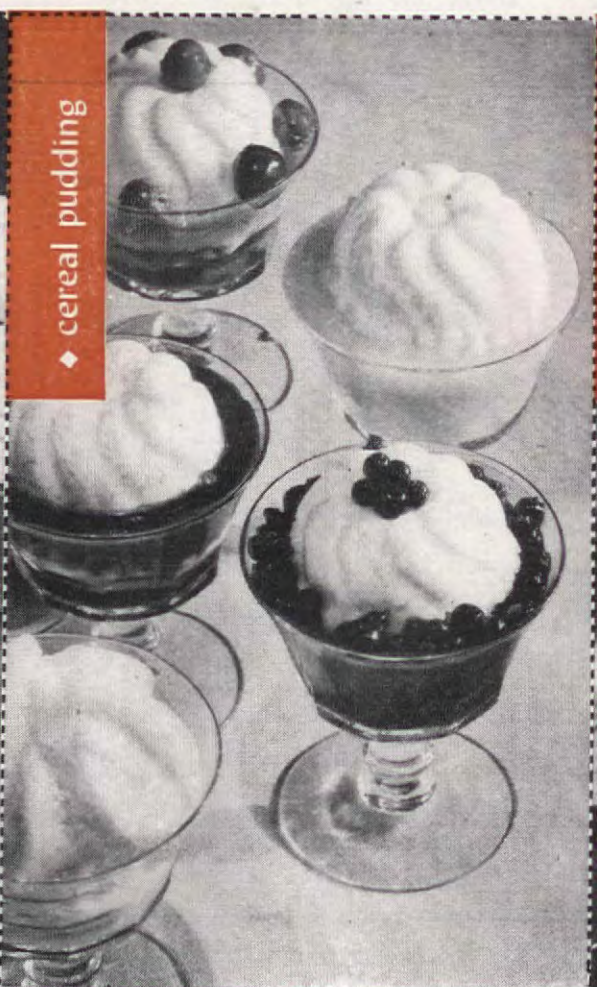
Fish, for instance, with a well-seasoned stuffing of ready-to-eat cereal and bread crumbs is no longer an ordinary portion of Friday's dinner. Any casserole dish, whether containing vegetable or meat, is im-

proved and flattered by a topping of crunchy cereal flakes. And, as many of you know already, pie shells take on a guess-what nuance when made of cereal. Oatmeal cookies and farina pudding are probably old friends to some of you. But have you ever thought of them as cereal? Another friend, homespun and true, is presented here with a lilting Latin name . . . polenta. We all grew up on it as mush but with cheese and creole sauce it speaks with an interesting foreign accent that delights the taste as the name delights the ear. Of course, these recipes are only the beginning of what you can do with cereals as an aid in making substantial everyday cookery interesting.

◆ cereal pie shell



◆ cereal pudding



◆ cereal stuffing



Preparation time: 30 min.
(chill 1 hour)

- 4 cups milk
- 1 tsp. salt
- 1 cup finely ground cereal
- 1 cup grated American cheese
- 1 tsp. Worcestershire sauce
- Flour
- Fat
- 1/4 cup chopped onion
- 1/4 cup chopped celery
- 1/4 cup chopped green pepper
- 1 1/2 cups canned tomatoes
- Salt and pepper

HEAR milk in the top of a double boiler to boiling; add the salt. Gradually pour in the cereal and cook for 3 minutes, stirring constantly. Cover and cook over boiling water for 10 minutes or until cereal is thoroughly cooked. Stir in the cheese and the Worcestershire sauce. Remove from heat, pour into a greased loaf pan and chill thoroughly. Unmold and cut into slices. Roll in flour and fry in fat until a delicate brown. Serve with a creole sauce made as follows: Melt 2 tbs. of fat in a skillet. Add the onion, celery, and green pepper and cook until tender. Add 2 tsp. of flour and stir until well blended. Add the tomatoes and stir until mixture is slightly thickened. Season with salt and pepper to taste.

Serves 6 349 cal. per serving **Source of vitamins A, C, B complex**
Tested in THE AMERICAN HOME KITCHEN

◆ molasses oatmeal cookies

Preparation time: 25 min.

- 1/2 cup sugar
- 3/4 cup shortening, melted
- 4 tbs. molasses
- 1 egg, beaten
- 1 cup sifted, enriched flour
- 3/4 tsp. baking powder
- 1/8 tsp. baking soda
- 1/4 tsp. salt
- 1 tsp. cinnamon
- 1 tsp. ginger
- 1 1/2 cups oatmeal

ADD the sugar to the shortening and mix well. Beat in the molasses and egg. Gradually stir in the flour which has been sifted with the baking powder, soda, salt and spices. Add the oatmeal and mix thoroughly. Roll into small balls about 1 inch in diameter. Place about 2 inches apart on a greased cookie sheet. Bake in a moderately hot oven 375°F for 10 to 12 minutes.

Makes 50 2-inch cookies 56 cal. per cookie **Source of vitamins A, B complex**
Recipe submitted by Mrs. Freeman D. Lohr
Tested in THE AMERICAN HOME KITCHEN

◆ stuffed meat roll

Preparation time: 60 min.

- 1 lb. sausage meat
- 1 lb. chopped veal
- 2/3 cup finely chopped raw apple
- 2 tbs. chopped celery
- 2 tbs. finely chopped onion
- 3/4 cup crushed, shredded cereal
- 1/2 cup soft bread crumbs
- 1/2 tsp. salt

MIX sausage and veal together. Pat into a rectangular piece about 1/2 inch thick on wax paper. Combine apple, celery, onion, cereal, bread crumbs and salt, and mix thoroughly. Spread stuffing over the surface of the meat; roll up like a jelly roll beginning at long side of the rectangle. Bake in a shallow pan in a moderate oven 350°F about 50 minutes or until done. Cut in slices and serve.

Serves 6 515 cal. per serving **Source of vitamin B complex**

Tested in THE AMERICAN HOME KITCHEN



Thickening for soups and sauces: Use finely ground cereal instead of flour



Topping for casserole dishes: Spread the top thickly with cereal flakes



Coating for croquettes: Roll in dry, uncooked cereal or in crushed flakes

◆ cereal stuffing

Preparation time: 55 min.

- 3 lb. fish (bluefish, cod, haddock, etc.)
- 2 cups cereal flakes
- 1 cup soft bread cubes
- 2 tbs. minced onion
- 1/2 cup chopped celery
- 1/3 cup chopped green pepper
- 3/4 tsp. salt
- Dash of pepper
- 1/4 tsp. thyme
- 1/2 tsp. sage
- 3/4 cup canned tomatoes or tomato juice

HAVE fish cleaned and trimmed and if desired the head, tail and backbone may be removed. Rub inside of the fish with salt. Mix together the cereal flakes, bread cubes, onion, celery and green pepper. Season with salt, pepper, thyme and sage. Moisten with the tomatoes or tomato juice. Fill inside of the fish with stuffing and close opening with skewers or toothpicks and lace together with string. Brush the fish with melted fat or oil and if it is the lean type place 2 strips of bacon or salt pork over the top. Bake in a moderate oven 350°F for 35 minutes or until fish is tender.

Serves 6 279 cal. per serving **Source of vitamins A, C, B complex**
Tested in THE AMERICAN HOME KITCHEN

◆ cereal pudding

Preparation time: 30 min.
(chill 1 hour)

- 4 cups milk
- 3/4 tsp. salt
- 1 cup finely ground cereal
- 1/3 cup sugar or corn syrup
- 2 tsp. vanilla

HEAR milk in the top of a double boiler to boiling; add the salt. Gradually pour in the cereal and cook for 3 minutes, stirring constantly. Cover and cook over boiling water for 10 minutes or until cereal is thoroughly cooked. Sweeten with the sugar or corn syrup. Add the vanilla flavor. Pour into individual molds which have been rinsed in cold water. Chill until firm. Unmold and serve with applesauce or chocolate sauce or fruit sauce made as follows: Mix together 1/3 cup sugar, 1 tbs. cornstarch and 1/4 tsp. salt. Gradually stir in 1 cup hot fruit juice, bring to a boil and cook 15 minutes, stirring until smooth, thickened and clear. Remove from the heat and stir in 1 tbs. of butter and, if desired, add 1/2 cup of the fruit. Use peaches, berries, or cherries.

Serves 6 245 cal. per serving **Source of vitamins A, B complex**
Tested in THE AMERICAN HOME KITCHEN

◆ cereal pie shell

Preparation time: 20 min.

- 4 cups cereal flakes
- 1 tbs. flour
- 1/4 cup sugar
- 1/3 cup butter or vitaminized margarine, melted

CRUSH cereal with a rolling pin until fine. Add the flour and sugar to the crushed cereal. Add the melted butter and mix all the ingredients together. Press the mixture on the bottom and sides of a 9-inch pie plate, making the bottom slightly thicker than the sides. Bake in a moderate oven 350°F for 7-10 minutes. Cool. Fill the pie shell with cream, lemon meringue or prepared filling or with fruit and whipped cream or ice cream.

Makes 1 9-inch pie shell **Source of vitamins A, B complex**
Tested in THE AMERICAN HOME KITCHEN



**Be sure the plans for
your home make possible a
Bonus Basement**

The picture above shows the kind of attractive and ingenious layout most prospective home builders are planning as recreation rooms in their new homes. And if you have something of the same sort in mind, we'll tell you how your plans can provide such a room on mighty attractive terms: *plan to heat with Bituminous Coal* when you build or remodel your home. Then you can have a "Bonus Basement"—furnished and paid for in only a few years' time by the substantial savings that come from using this most economical and dependable of all home-heating fuels!

Into the bargain, you'll also find Bituminous Coal gives the steadiest,

most uniform heat. And, when burned in one of the marvelously efficient new stokers, it becomes an "automatic" fuel—even to the point of ash removal! Clean, quiet, odorless, smokeless!

Better than 4 out of every 7 homes in the U. S. heat with coal. Let it work for you, as it does for over 18 million home-owners. And let it also buy you a "Bonus Basement." For information and helpful suggestions, take advantage of the special offer described opposite. Then talk it over with your architect or builder.

BITUMINOUS COAL INSTITUTE
60 East 42nd Street, New York 17, N. Y.

ARCHITECT: FREDERICK W. STRITZEL,
COLUMBUS, OHIO

SPECIAL OFFER! The "Bonus Basement" shown above was modeled from one of 20 architects' plans for an ideal basement of a modest home. All 20 designs—showing basement and upper floor plans—have been reproduced in a helpful and informative book. While the edition lasts, we will send you a copy for the special price of only 10¢ postpaid. Mail your request to the address printed below.

A WORD TO THE WISE! Most houses are now designed to permit the use of Bituminous Coal. Be sure you can have the advantages of this low-cost, dependable fuel in your new home. A little care in planning for coal storage and a chimney flue of normal size will assure that you can enjoy the health, comfort and dependability that only modern coal heat can give you. And it will also assure you of *economical* heating for the life of your house, because this country's 3,000-year coal supply makes certain that shrinking reserves will not force coal prices upward.

FOR ECONOMY, DEPENDABILITY, AND HEALTHFUL HEAT . . . YOU CAN'T BEAT BITUMINOUS COAL



Shamrocks, spuds, and



Evelyne Borst



URE an' it's children of Erin ye are!
An' it's a St. Patrick's Day party
you're havin'! Call it a "Shamrock
Party," using the plant that carries
with it the antiquity of St. Patrick's
Day itself, and send out your invita-
tions on trefoils cut of bright green
paper, and printed with the following:

*It's a bit of green, ye must be wearin'
When it's to our house, ye'll be
comin' March 17.*

And Irish or no, it'll be the best time
ever in honor of the old Eire apostle.

Let green be the predominant color
in your table decorations. For the

centerpiece you can use your prize house plant, or a
grouping of Irish spuds, thoroughly washed, and inter-
sprersed with green leaves. Small, potted shamrock
plants, available at the florists, can serve as attractive,
individual favors at each place setting. The flowerpot
can be covered with white crepe paper and small
green paper shamrocks with guests' names printed in
white ink, pasted on to serve as place cards. If real
shamrocks are not available, you might make corsages
for your feminine guests of lace-paper doilies, parsley
or other greens. Tie together a few sprigs of parsley for
boutonnieres for the male contingent. By writing the
women's names on the paper doilies, and by attaching
a small white card with the gentlemen's names to the
boutonnieres, you will have place cards and favors as
well. Or scrub up small potatoes for favors, cutting out
some small paper shamrocks, printed with guests' names,
and stick into the potatoes with toothpicks.

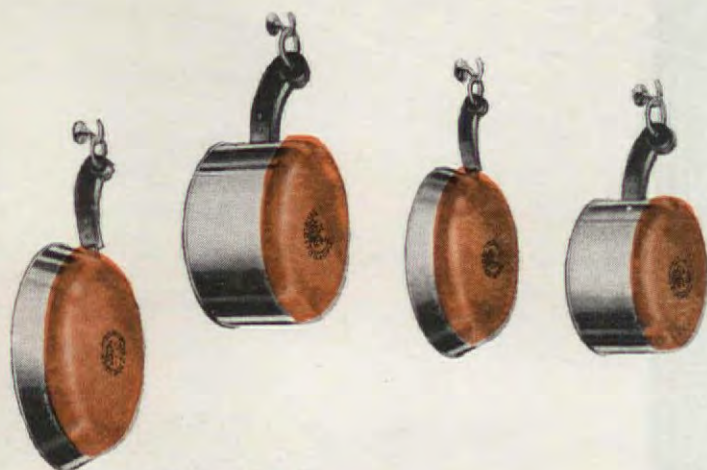
Carry out your table appointments in green and
raffia-tan, using green pottery or green linen; green
table mats or green tumblers; or perhaps figurines,
set off in contrast with raffia-tan of one or the other.

Since it's an Irish party you're havin', it's a lot of
fun the guests will be wantin'. While some activities
will require pre-party arrangements, the following sug-
gestions are given so that you can readily see what
materials will be needed for your "Shamrock Party."

For your initial "mixer" game, and also to divide
your guests into teams for the games to follow during
your party, try "Irish Families." The only supplies you
will need for this game are paper shamrocks for each
guest, on each of which is printed the name of some
Irish family. If you are having twelve guests, you might
have three families: O'Malley, O'Reilly, O'Brien. Each
family will have four members, including a "Pa and
Ma" who exert real family pride. Be sure that each fam-
ily has the same number of little O'Reillys or O'Mal-
leys. Before the Irish family name, each guest will

irish caprice

Table arrangement and
accessories by Carole Stupell
Photograph by F. M. Demarest



• Now that Revere Ware is on sale again, women understand why lucky pre-war owners of these kitchen jewels guarded them so jealously. Cooking the Revere "waterless" way is so simple, so easy. It preserves the natural food values. It saves fuel because you use the lowest possible heat. It saves money by cutting down food spoilage and shrinkage. It greatly lessens kitchen heat and odors. These beautiful, easy-to-clean cooking utensils are on sale at your favorite department or hardware store. Whatever your budget, you'll find Revere copper-clad stainless steel ware economical because it's a lifetime purchase.

Revere Ware
COPPER CLAD
STAINLESS STEEL

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

write his own first name. Then each family will have a corner of the room which they will call home. In these family corners, set up card tables on which you have placed paste, green crepe paper, pencil, crayons, pins, scissors, and some sheets of stiff white paper. Each family will then dress up as becomes an O'Brien or O'Malley. Green paper bow ties, white toppers, green sashes, green bobby socks—all sorts of things will evolve, and the ice will be swiftly broken!

For the relay "Hot Irish Spud," you will need a clean potato and a whistle. The players form a circle, the host standing in the center gives the signal to start. The players then send the "Hot Irish Spud" around the circle and try not to be caught with it when the whistle is blown. If caught, he must pay a forfeit. First time caught, he must cross the right foot over the left foot and keep it crossed; the second time, he must cross two fingers of the right hand; the third time, cross two fingers of the left hand and keep them crossed during the rest of the game. The hot spud is then sent around the circle by this player.

Would ye be thinkin' the O'Briens would like the O'Malleys to be a beatin' them? Then it's wrong ye are, for family pride'll be riding high in the relay they'll be playin' next. This one is called "Takin' Shamrocks to Market." Supply a green paper shamrock, approximately 9" by 12" to each team. Players line up in relay formation. The first player in each team is "Pa" who has the shamrock. On the signal "Go," the leader of each team places the shamrock on his head, and starts for a chair or milk bottle placed at the other end of the room. As he goes around it and comes back to his line, he hands the shamrock to "Ma," who places it on her head and starts down the line, "Pa" going to the end of the line in turn. As "Ma" returns she hands the shamrock to the next member of her family, and so on. The first family getting its shamrock to market wins. If the shamrock falls off on the way down, the player must start over; if it falls off on the way back, he must go back to the goal and start from there.

By this time your guests will be glad for a chance at a brain-teaser and a rest. Supply each guest with a slip of paper made into forty squares. Place the letters of an eight-letter word like Shamrock across the top. On the side, place any five categories like authors, trees, cars, cities, or sports. The object is to fill in the squares with words beginning with the initials on top belonging to the categories named, and to try to get words that no one else will have. The score reads as follows: one person has word, 10 points; two, 5 points; three, 4 points; four, 3 points; five persons, 2 points; over five persons, no points.

Try charades, singing Irish songs and, of course, be sure to serve plenty of refreshments, and your guests will leave saying, "Shure 'tis glad I've been, here at your very fine house."



Something mighty good is coming your way... when it's made with Derby Barbecue Sauce. Here's a man's flavor that wise wives use to make good food better, ordinary food exciting! No wonder famous hotels buy it by the gallon. If you're a good cook now, Derby Barbecue Sauce will make you a genius. Send for Free Recipe Book.



Derby Barbecue Sauce

Steak Sauce... Barbecue Sauce... Worcestershire Sauce... Hot Sauce

GLASER, CRANDELL CO., Chicago 8, Dept. F3

FIRST AID FOR CLEVER COOKS

SCOTT WATER PUMP

DRAINS Washing Machines, Tubs, Cellars, Etc.



Special price \$2.50 F.O.B. (3 lbs.)

SCOTT PUMP CO.; Dept. 12, Rochester, N. Y.
3 TIMES FASTER THAN SYPHON!

SAVE on your WATER SOFTENER

Get this Free Book and see how much money you can save by our direct-from-factory plan. Remember—"Nothing beats perfection" when it comes to saving housework, time, soap, fuel and costly plumbing repairs.

PERFECTION WATER SOFTENERS & FILTERS

—are fully guaranteed. You have 30 days' trial while you enjoy all the benefits of Perfection Soft Water in your own home. Then if you are not fully satisfied, we cheerfully refund your money and pay freight both ways. You can't lose—but how you can SAVE the Perfection way. Send for Free Water Softener Book and direct-from-factory prices today.

PERFECTION SOFTENER CO. WILMETTE ILLINOIS

P.S. Look for the trademark on the copper bottom



I'm a housewife again...



Sam Levitt

but... with a difference!

Mabel-Ruth Jackson

THERE was a time, in pre-war days, when I took the business of running a house as a very matter-of-fact affair, a business where, if an accident occurred, it just occurred, period. It was too bad, of course, but if it had happened what could one do about it? I suppose I knew, too, that the majority of accidents occur in the home. But today I know that *ninety per cent* of all accidents are preventable. And I know it with an awakened respect for accident prevention, whatever the scene for daily labor. Can you conduct the functions of housekeeping with rigid safety rules to avoid injuries to yourself and your family? I say you can!

What brought me to face the elimination of accident risks in homes with what you might call almost an exaggerated regard for safety? Months of work in a defense plant during the war proved in this respect to be an enlightening experience. Here we were required to take a Safety Program where we were taught how to guard against possible factory accidents. Most of the hazards, listed in our "Safety Program" came under the heading of housekeeping—industrial housekeeping, to be sure. But suddenly I realized that almost all hazardous conditions found

in an industrial plant which cause serious accidents are *identical* with those you find in your own home!

Most accidents, our instructor told us, happen as a result of *faulty* housekeeping. Good housekeeping means keeping things not only clean but in order. There must be strict adherence to the ever-timely rule, "a place for everything and everything in its place." Always, except when in actual use, tools and materials must be kept in truly systematic arrangement. It is appalling to learn how many hazards, and thereby accidents, are created by neglect and disorder.

Seventy fatalities a day, according to statistics, are caused by falls. And nearly half of all falls can be traced *solely* to improper housekeeping.

Check your own home, your own daily routine for the following hazards that can cause dangerous slipping and result in serious falls.

Liquids spilled on floors and not immediately wiped dry. An easily remedied hazard, it is not difficult while hurrying with dinner to slip on spilled milk or other liquid, cause fractures, a broken arm or leg.

Floor covering with unrepaired tears or holes. An easy and perilous trap for the unwary or one in haste. Keep your rugs and carpets in good

Little Broadway Actress

DIANE WOODS

says "Here's the reason milk makes a big hit with me!"



DIANE WOODS, in the cast of "Song of Norway," New York stage success.

Diane's joined up with that fast-growing young set—Bosco's "public"! She's found out nothing makes milk taste so "yummy" as delicious chocolate-flavored Bosco. And Diane drinks *lots* of Bosco-and-milk—for eight shows a week keep her stepping! Bosco will make milk a "big hit" with your children, too—so get some soon!

Bosco adds Iron and Vitamin D, too!

Yes, Bosco is more than a chocolate-flavored syrup to turn milk to "glamour stuff" for your youngster! Just four teaspoons in the "daily quart" supply both the Iron and Vitamin D a normal child must get *every day*. Because Bosco is a syrup, it takes only a jiffy to mix... blends *smoothly* with milk. Bosco is economical, too! Treat your child to Bosco!

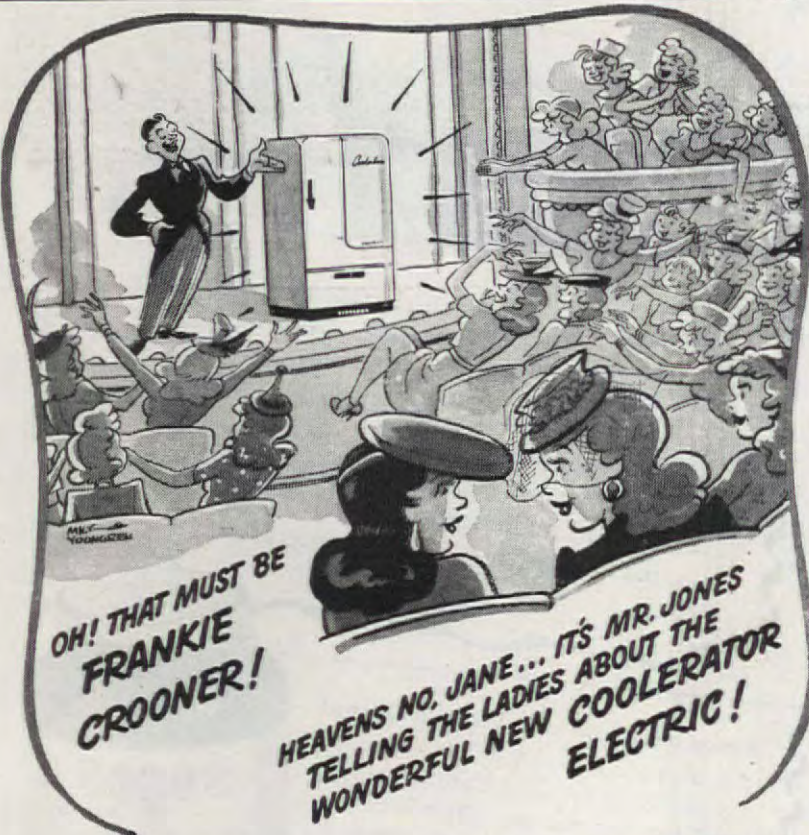


Today's Bosco is the same high quality product as ever. You may not find it at your grocer's at all times due to sugar shortage, but when you do—what a satisfaction to know you're getting the best!

A MODERN CONVENIENCE for EVERY kitchen



SWING-A-WAY CAN OPENER



The streamlined New Coolerator Electric really wins raves from women who want the best in electric refrigeration! One look at this big, new refrigerator with the 40-lb. Frozen Food Locker and you'll see why this is the refrigerator millions of women waited for! If your dealer hasn't received his New Coolerators yet, please be patient—it won't be long!

The Coolerator Company
Duluth 1, Minn.

Coolerator



condition, well repaired at all times.

Splintered or uneven wooden floors. A dangerous hazard in your home.

Stairways with poor lighting or faulty treads. Most of us can supply specific examples of accidents caused by stairway hazards, particularly dangerous when high heels are worn or when treads are faulty. Be sure that stair rugs are firmly tacked down. Do not keep a rug at the head or foot of the stairs. Real safety guards are dual light switches at both head and foot. Outdoor stairways are hazardous under inclement weather conditions. Remove ice and snow, or scatter sand or salt over them during snowy weather for safety against falls.

Hanging objects that are not securely fastened. A picture or mirror on a loose nail or with a worn cord, cornices, lighting fixtures, or hanging ivy pots should be watched.

Heavy objects too near the edge of a shelf or chest of drawers. Easily knocked over, heavy objects should be placed well back on shelf or chest.

Working instruments not put away after use. A broom, vacuum cleaner or mop left in the middle of the floor, or leaning against the wall in a passageway can be a serious thing. Someone coming along in a hurry, not anticipating finding anything out of place, can easily trip, with serious injuries the unhappy result.

Handling material the wrong way. This includes lifting and laying down of articles, raising, pulling and push-

ing. The correct way to handle heavy articles is to let the strong leg muscles bear the brunt instead of the much weaker back muscles. Face the object, keep the back straight, and bend the knees. Carry light objects on the hip, heavier ones on the shoulder. A woman should not attempt to carry anything heavier than twenty-five pounds. Of course, you can't very well weigh everything first, but you ought to be able to judge if an object is too heavy for you to carry—and not by lifting it and straining your back! Size it up before you try to carry it. Also look for nails, slivers, or anything else that might cause injury. Get out of the habit of carrying things in front of you, obscuring your view. Look to see if the way is clear.

The kitchen can be dangerous. In fact, the kitchen is said to be the most dangerous room in the house. Children should be kept away from the stove while you are preparing meals. If the stove has an open flame, it should be a foot or foot and a half from the window; if it isn't, tie back the curtains securely. The floor and other combustible surfaces within that distance of wood-burning stoves should be insulated. Above all, do not start fire with gasoline or kerosene. Light gas ovens or broilers, standing to one side, and keep both doors open. When lifting the lid of a kettle, lift the far side first, to allow steam to escape away from the face. Turn pan-handles in to avoid upsetting. Keep



Your woolens—sweaters, blankets, baby things — all deserve WOOLFOAM'S gentle care. Made for washing wools only, it keeps them soft and fluffy — really clean! Colors remain bright; delicate fibres stay alive. Contains no soap, oil or fat.

THRIFTY! EASY-TO-USE!

Wash 16 sweaters with one box

of WOOLFOAM! Saves your woolens and money, too. Sold at Department, Drug, and Grocery stores. Buy your box of WOOLFOAM today!

25¢

Large Economy Size 50¢

Guaranteed by Good Housekeeping

Made for Wool by a Wool Firm
WOOLFOAM CORP., NEW YORK 11, N.Y.



matches, ammonia, and other injurious liquids out of children's reach. If you are cooking with deep fat, thoroughly dry the food to be cooked—water causes the grease to spatter.

The bathroom is also the scene of many home accidents. A rubber mat placed in the tub will prevent slipping, or a solid metal grip on the wall for support will keep bad falls at a minimum. Light switches beyond the reach of basin or tub will prevent electrical shocks incurred when hands are wet. All bottles in the medicine chest should be clearly labeled, and the light should always be turned on before taking medicine. Used razor blades should be discarded in a closed container out of children's reach. The basement is equally dangerous. Laundry floors should be kept as dry as possible, and all electrical appliances disconnected when not in use. Touching an electrical conductor while standing on a damp floor could be fatal—provide rubbers or duck boards to keep your feet dry. Furnace and pipes should be well away from the wall, and surfaces within a foot and a half of either well insulated.

Undue haste is often hazardous. Less caution generally accompanies hurry. Wait until tomorrow if you haven't time to do a thing properly.

There are other hazardous conditions which demand attention. Lack of cleanliness is a terrific hazard. We all know this, but are we sufficiently aware of it? What about cracked or

chipped dishes we hesitate to throw out? They are unsafe, too.

Smoking in bed, heating pads kept on all night, are the cause of many severe burns. Electric cords in disrepair, or in obvious locations where they can cause tripping, should be carefully avoided. Firearms should be kept unloaded and locked up. And flues, pipes, chimneys, and wiring should be inspected regularly.

Blown fuses are a major cause of shock. All fuses should be labeled on a chart pasted on the fuse box door; this will determine what fuse is blown. Be certain to pull the switch before installing a new fuse, and never put a penny in as a substitute.

Then there are the fire hazards. Three things cause a fire—fuel, oxygen and temperature. Fuel covers everything that can burn. And fire can start without the presence of a spark. Oiled mops or rags not stored in tin containers are potentially dangerous. Accumulated scrap or waste, as everyone knows, is a risky source for untold conflagrations. The contents of an ash tray dumped into a wastebasket can smoulder for hours and then burst into flame.

Using gasoline for cleaning is a risky business if care is not taken. Don't think there is no danger because you are using it in a cold room. Gasoline vapors will travel 300 feet. If a careless person should toss a lighted cigarette 300 feet away from your vessel of gasoline, the vapors



DOUBLE BOILER
1½ Qt. 2.25
2 Qt. 2.50

COMBINATION PAN
3 Qt. 2.25

PERCOLATOR
1½ Qt. 1.65
2 Qt. 1.85

LAYER CAKE PAN
9½ Dia. .50

COVERED POT
4 Qt. 1.75
6 Qt. 2.15

TEA KETTLE
5 Qt. 3.75

SAUCE PAN
1 Qt. .65
2 Qt. .85
3 Qt. 1.00

MIRRO-MATIC PRESSURE PAN
4 Qt. 12.95

Prices slightly higher in west

MIRRO FOR GREATER COOKING EFFICIENCY

- HEATS QUICKLY
- CLEANS EASILY
- HEATS EVENLY
- FRIENDLY TO FOODS
- LASTS EXTRA LONG
- BLENDS WELL WITH ANY COLOR SCHEME

Famous MIRRO, The Finest Aluminum, is available at your local hardware, department or housefurnishing store.

MIRRO

THE FINEST ALUMINUM

ALUMINUM GOODS MANUFACTURING COMPANY, MANITOWOC, WIS.
WORLD'S LARGEST MANUFACTURER OF ALUMINUM COOKING UTENSILS

"S-a-a-y! Thursday's my turn to entertain at bridge!"

"Ob, Oh! Bill's invited company for next Sunday!"

"Goodness me! What'll I pack for their school lunch today?"

Pabst-ett's cheddar cheese flavor will please 'em all!

Mealtime worries fade into thin air when you have delicious Pabst-ett on hand. It's a cheese food of 100 uses—spreads, melts, slices, toasts to perfection. Enjoy Pabst-ett's tempting, golden cheddar cheese flavor in sandwiches, rich tasty sauces and cooked dishes. Highly nourishing... easily digested. Get Pabst-ett today—it'll be your pantry pal. Phenix Pabst-ett Company, Chicago.

OTHER PHENIX PRODUCTS
Phenix Bouillon Cubes
Phenix Processed Cheeses
Phenix Cream Spreads (7 varieties)

PABST-ETT—the delicious cheddar cheese food!



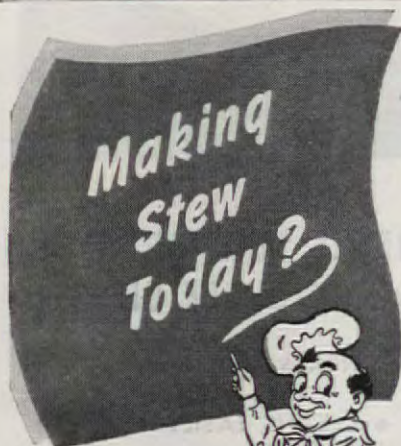
PEARL-WICK hampers

The best-looking Pearl-Wick Hampers since 1941 are waiting for you—with lovely, gleaming "plastic pearl" lids... chrome-trim handles... in color-true pastels. One in the nursery will teach your child the tidy way to store soiled things until washday.

Pearl-Wick Hampers make for better housekeeping, too. Their Self-Ventilating open weave prevents offensive odor and mildewing dampness by letting air flow through.

PEARL-WICK CORP., Long Island City 2, N. Y.

Beautifully designed for bedroom, nursery, bath and kitchen. Get one to match each room plan.



VITALOX

makes any stew better! Adds the rich, delicious flavor of fine beef and vegetable spices!



Free ROTO-ROOTER CORP.
Dept. 263, Des Moines 14, Iowa

FREE! Please send me Free Sewer and Drain Handbook.

Name

Address

City State

could burst into flame. If gasoline is spilled on any part of your body, don't rub it away—the friction might cause it to ignite. Wash it off with soap and water. One gallon of gasoline weighing a fraction less than eight pounds has the same explosive value as 175 pounds of dynamite!

It is extremely hazardous to be without a fire extinguisher when one lives out of reach of the fire department. And even if one lives in town, fire can gain quite a headway before help arrives. Keep at least one extinguisher on hand, and filled!

There are five types of extinguishers but some do not put out all fires. Your best choice is either one filled with carbon tetrachloride or with carbon dioxide. Be sure your extinguisher is in good condition and filled. Know exactly where it is and how to use it before any fire occurs, so you won't have to waste time reading directions at some critical moment. All members of your family, in fact, should be primed with this knowledge, including the children.

Last of all, there is the matter of responsibility regarding hazards. In industrial plants green tickets are used as part of the Safety Program. A green ticket attached to any equipment means it is not in good condition and must be repaired before it can be used again. The person using it when it becomes unsafe is the one responsible for attaching the green ticket. Why couldn't we housewives adopt this practice in our own families? Children brought up to recognize and accept their responsibility for care in preventing hazards, by reporting them, will be extra good members of society. Incidentally, the use of green tickets would intrigue them enormously, in addition to being an invaluable aid in the process of their safety education.

Most of us, as housekeepers, are vaguely aware of these potential hazards but they become much more definite and menacing when we look them straight in the face. Then we're more apt to decide to do something about it. Let's not say, "Oh, I can't be bothered! I haven't time." What about the time you'd lose if you were laid up with a broken leg? It could happen to you, couldn't it?

Back to the cherished role of housewife, let's take care in our homes; let's apply the excellent safety rules formulated by the industrial plants to our own personal living!

ARE YOU GOING TO MOVE?

If you wait until you actually move before advising us or the Post Office, copies of THE AMERICAN HOME will continue to go to your former address and the Post Office will notify you to send postage to have the magazine forwarded. Because of scarcity of copies we cannot duplicate copies to new address.

Please notify us at least thirty days before you move, telling us the date you will move and be sure to tell us your old address as well as the new address. If you can send us the label from an old copy it will help.

The American Home Magazine
55 Fifth Avenue, New York 3, N. Y.



You will find Aristocraft Decorative Appointments impressive and appealing in design... outstanding in fine craftsmanship. Popularly priced, the line includes trays, book ends, wall plaques, figurines, pin-up sets, etc. Remember the name: Aristocraft! See these giftware favorites at your dealer's...

Multi Products, Inc., Chicago 8, Illinois



PUT A SUPER-SHIELD ON YOUR ROOF!

COOLITE
Liquid Aluminum Roof Coating

Lengthens roof-life! Reflects up to 80% of Sun's destructive rays! Thus, in summer, it cools interiors! In winter, resists rain, snow, freeze! At point, lumber, hardware, dep't stores. Write for folder F-3.

Another famous Paraffine "Home-Saver" Guaranteed by World's Oldest Makers of Asphalt Paints and Asphalt Roofings

THE PARAFFINE COMPANIES, INC.
295 Fifth Ave., New York 16

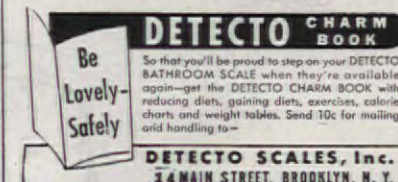
Why Use a Cloth?

Safeway
BRUSH-TOP

SPOT REMOVER

BRUSHES SPOTS AWAY

SAFEMAN CHEMICAL CO. - CLEVELAND, OHIO



DETECTO SCALES, Inc.
24 MAIN STREET, BROOKLYN, N. Y.



CALLOUSES

INSTANT RELIEF
SPEEDY REMOVAL

You'll quickly forget you have callouses, burning or tenderness on bottom of your feet when you use soothing, cushioning Dr. Scholl's Zino-pads. Separate Medications are included for speedily removing callouses. Get a box today. Cost but a trifle.



Dr. Scholl's Zino-pads



Worth reaching for!

**THE QUALITY RICE
IN THE
BLUE AND YELLOW PACKAGE**

What a pleasant surprise to see that wonderful quality WonderRice again! And what a delight to open the handy spout and see those plump, sparkling clean, whole grains come pouring forth. But remember, WonderRice standards are high, and housewives who appreciate quality quickly exhaust grocers' supplies. So look for WonderRice—it's worth reaching for.

WALTON RICE MILL, INC., STUTTGART, ARK.

**WALTON'S
Wonder
Rice**



REMEMBER ME?

I'm "THE CHORE GIRL"—the handy, knitted, copper pot-cleaning ball. I'll be back when copper's available. Watch for me!

METAL TEXTILE CORPORATION, Orange, N. J., U. S. A.

**Mortite
PLASTIC TAPE
PLUGGER-UPPER**

Plugs holes in and around screens, casements, roofs, sinks, tubs, baseboards. Stops rattles. Keeps out dust, dirt, insects. For all caulking.

Easy to Apply—Just press into place with fingers. A roll covers about 80 ft. At hardware, paint, dept. stores and lumberyards.

FREE BOOKLET
J. W. MORTELL CO.
524 Burch St. Kankakee, Ill.

\$1.25

Higher cost of
Rubber & Canada

**THERE'S
NO OIL**

**Just like
3-IN-ONE**

**INSIST ON
3-IN-ONE**

For over 50 years
the accepted house-
hold oil in America.
... Sold everywhere.



Guaranteed by
Good Housekeeping
Association
NOT AN ADVERTISING TRICK

3-IN-ONE Oil



We're Always

Ready to Help!

HAVE you been dreaming during the past four years about that new house you are going to build or, perhaps, about your present home and how you would like to improve it? Our Architectural Department is ready to supply professional advice to help you avoid future pitfalls. We will go over your plans carefully and criticize them for you. We cannot supply working drawings, but will offer helpful suggestions toward attaining your goal. Please supply as much information as you can. Draw your plans to scale, that is, let $\frac{1}{4}$ inch equal each foot, and show exactly where the windows and doors are placed and give their dimensions if it is a remodeling job. Our fee for this service is **\$1.00**. Any minor building problems will still be answered for the usual stamped, addressed envelope. Address Dept. A.

PERHAPS you are hoping to do some redecorating this spring—our trained staff of experienced decorators is prepared to help you solve whatever decorating dilemmas confront you. Write us in detail what you wish to do with your room and include a floor plan of the room drawn to scale: $\frac{1}{4}$ inch equals one foot. List the furniture you plan to use, and in return we'll send you a floor plan, showing furniture arrangement, plus color schemes. The fee is **\$1.00** per room. Minor questions will still be answered for the usual stamped envelope. Address Dept. D.

WHAT a pleasant season for parties and so much to celebrate! Our Party Department is prepared to plan a special party for you. Just write and tell us the kind of party you wish to give, how many guests you expect, date, time, and place, description of your table appointments, and entertainment your guests prefer. Suggestions will then be sent you for room and table decorations, centerpiece and favors. All this for **50¢** a party. Address Dept. E.

Send all problems, requests,
and remittance to:

(Please do not send stamps)

American Home (Indicate Dept.)

444 Madison Ave., New York 22, N. Y.

**NOW—more
ScotTowels than
ever before!**



Save Time!

Drain bacon, flour fish and peel vegetables on ScotTowels. Then—in just one motion—you throw away both towel and scraps!



Save Bother!

Use ScotTowels to wipe up spills and clean grease from frying pan. No stained towels and dishrags to scrub out and boil!



Save Towels!

Use ScotTowels to dry pots and pans... you won't have so many dishtowels in the wash!

HAPPY NEWS! Larger quantities of ScotTowels are now being rushed to dealers. Far more are being made than ever before.

So start now to make fuller use of these wonderful "Thirsty Fibre" towels that you don't have to wash!

ScotTowels save wear and tear on good linens. And the whole family will enjoy a clean, fresh towel each time they wash their hands!

In the kitchen, ScotTowels make a dozen daily chores easier, cleaner, faster—at a cost of only 7¢ a week. 150 to a roll. Sealed against dust and handling. Scott Paper Co., Chester, Pa.



**Made
Strong
to Work
Hard!**

Trade Marks "ScotTowels" and "Thirsty Fibre" Reg. U. S. Pat. Off.

Flint Roast Slicer... assures firm even slices of meat or fowl. \$2



Win his heart
all over again...
provide these
super sharp
FLINT blades
along with
the meat!

Flint Ham Slicer... carving experts prize its rounded tip, perfect balance. \$1.75



Flint Hollow Ground Cutlery is a man's idea of what a good knife should be... handsome, easy to handle, and with an edge (the famous Flint edge!) that glides through roast or fowl as if it were butter. Men who have used Flint Slicers at the table... women who know the joy of Flint blades in the kitchen... won't be without them. There's a Flint Knife for each purpose... made of special chrome vanadium cutlery steel... hollow ground to have and hold a razor's sharpness. At all good stores.



EKCO PRODUCTS COMPANY
CHICAGO

Flint Steak Slicer... slips through a sirloin as if it were butter. \$1.75



FLINT
HOLLOW GROUND
CUTLERY

Send 10c for this new book on carving by film star Edward Arnold



"Flint" is a registered trademark of Ekco Products Company

EKCO PRODUCTS COMPANY
Box No. 830C, Chicago 90

Send your illustrated book "Edward Arnold Shows You How to Carve Meats and Poultry." I am enclosing 10c in coin.

Name.....
Address.....
City..... Zone..... State.....



DREAM HOME PORTFOLIO.....35¢

How often have you said, "Wish I'd saved one?" about pictures and plans for your dream home... ideas for adding a future wing... remodeling an outmoded kitchen? There's no time like the present to start collecting the wealth of ideas on these problems which will come to you in your AMERICAN HOME during the year. To simplify this, we have designed a Dream Home Portfolio consisting of two colorful, rigid covers the size of our magazine page, 10 manila index sheets, 10 linen tabs, and a bright red shoestring to tie all together. The price of this portfolio is 35¢.

"MAKE YOUR CHURCH BAZAAR
A HUGE SUCCESS".....25¢

Planning a bazaar for your church or favorite charity in the spring? You'll find our new booklet of invaluable help for it tells how to organize and run a bazaar to make it a financial success. Pattern suggestions for best-selling knitted, crocheted, and embroidered items, and popular recipes for food sales. 20 pages... 8 of them in full color.

CANNING CLINIC #163.....25¢

Not too early to start planning your canning. Gives many favorite recipes for pickles and relishes, directions for home dehydrating and brining.

HOME STORAGE OF YOUR FOOD
CROPS #165.....20¢

Tells what crops can be stored, gives the basic rules for storing them, and the modern methods of storage plus construction data.

VITAMIN HEALTH PARADE #103....6¢

Why you need an adequate supply of vitamins in the daily diet and how you can get it. Outlined in brief.

For items above send order and remittance (no stamps, please) to:
The American Home

55 Fifth Avenue, New York 3, N. Y.

SORRY THAT WE'RE LATE!

Labor disputes at the plant which prints The American Home have caused a serious slowdown in its production. This has delayed your copy in reaching you. We hope that a settlement will have been made by the time you read this, but whether it is or not there probably will be a delay in your receiving the magazine for the next few issues. As we are in no way involved in the controversy we hope you will be patient with us.

THE AMERICAN HOME



Make it a death sentence

It's criminal, Boss, the way worms have been stealing my energy and making me thin and dull and dragged out. Let's make those gangsters pay the penalty! Sergeant's SURE SHOT Capsules will clean out my worms... fast. They're safe to give and easy to take. They work to kill just as Sergeant's Puppy Capsules did when I was a pup.

How about us going down to the drug or pet store right now, Boss? We can get the Sergeant's dog medicines we need, and I can get rid of this let-down feeling.



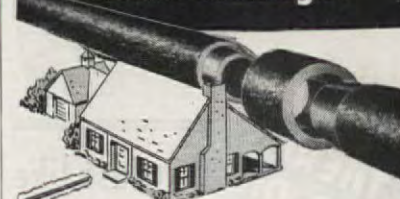
Check up on the symptoms of worms, and other ailments, with the helpful new Sergeant's Dog Book. Your favorite drug or pet store has it for you FREE. Ask for it. Or write Sergeant's, Richmond 20, Va.

**Sergeant's
WORM MEDICINES**

Go'way worms
Jerry



**DON'T WORRY
about drainage!**



ORANGEBURG PIPE stays trouble-free—lasts a lifetime! TAPERWELD* JOINTS need no cement. The modern pipe for house-to-sewer and other non-pressure outside uses. Use PERFORATED type for septic tank filter beds, sub-soil drainage. See your plumbing contractor or building material dealer. Or mail coupon.
*Reg. U. S. Pat. Off.

THE FIBRE CONDUIT COMPANY
ORANGEBURG, N. Y. (AH-3-46)
Send circular on ORANGEBURG PIPE. Also name of nearest dealer.
Name.....
Address.....

ORANGEBURG THE ROOT-PROOF PIPE
REG. U. S. PAT. OFFICE

CLEAN UP - PAINT UP - FIX UP *with*

SHERWIN-WILLIAMS

PAINTS



Meet your home's best friends!

1. YOUR SHERWIN-WILLIAMS DEALER—he knows paint inside-out! See him for color schemes, samples of paint colors. He'll gladly recommend . . .
2. A RELIABLE LOCAL PAINTER—an expert! Trust him to give you finest workmanship at a fair price.



FOR EXTERIORS!



New Savings, New Protection for Your Home with New SHERWIN-WILLIAMS HOUSE PAINT!

America's favorite house paint—now better than ever—thanks to wartime paint research! The coating—smoother, firmer, tougher, and with new fume and mildew resisting qualities . . . your paint job stays beautiful longer, gives more pro-

tection, saves costly repairs. Colors—smarter, richer, more permanent. Economy—painters choose Sherwin-Williams House Paint—its easy application, greater spreading and covering powers save time, labor—and paint!

AMAZINGLY WASHABLE!



FOR WALLS, WOODWORK
The New SEMI-LUSTRE

Wash this satin-smooth finish again and again. Sturdy Semi-Lustre stands up beautifully! Dirt rolls off so easily—Semi-Lustre is a dream come true for walls, ceilings in kitchen and bath . . . for woodwork everywhere! Available in fresh, lovely pastels and pure white.

ONE COAT ENAMEL!



FOR WALLS, FURNITURE
The New ENAMELOID

Brighten up—inside and out—with sparkling new all-purpose Enameloid! One easy-brushing coat of this high-gloss enamel gives gleaming new beauty to walls, ceilings in kitchen, bath . . . to woodwork, furniture, toys, autos. Dries in a few hours. Provides protection that lasts!

RIGHT OVER WALLPAPER!



FOR WALLS, CEILINGS
Kem-Tone
THE NEW MIRACLE WALL FINISH

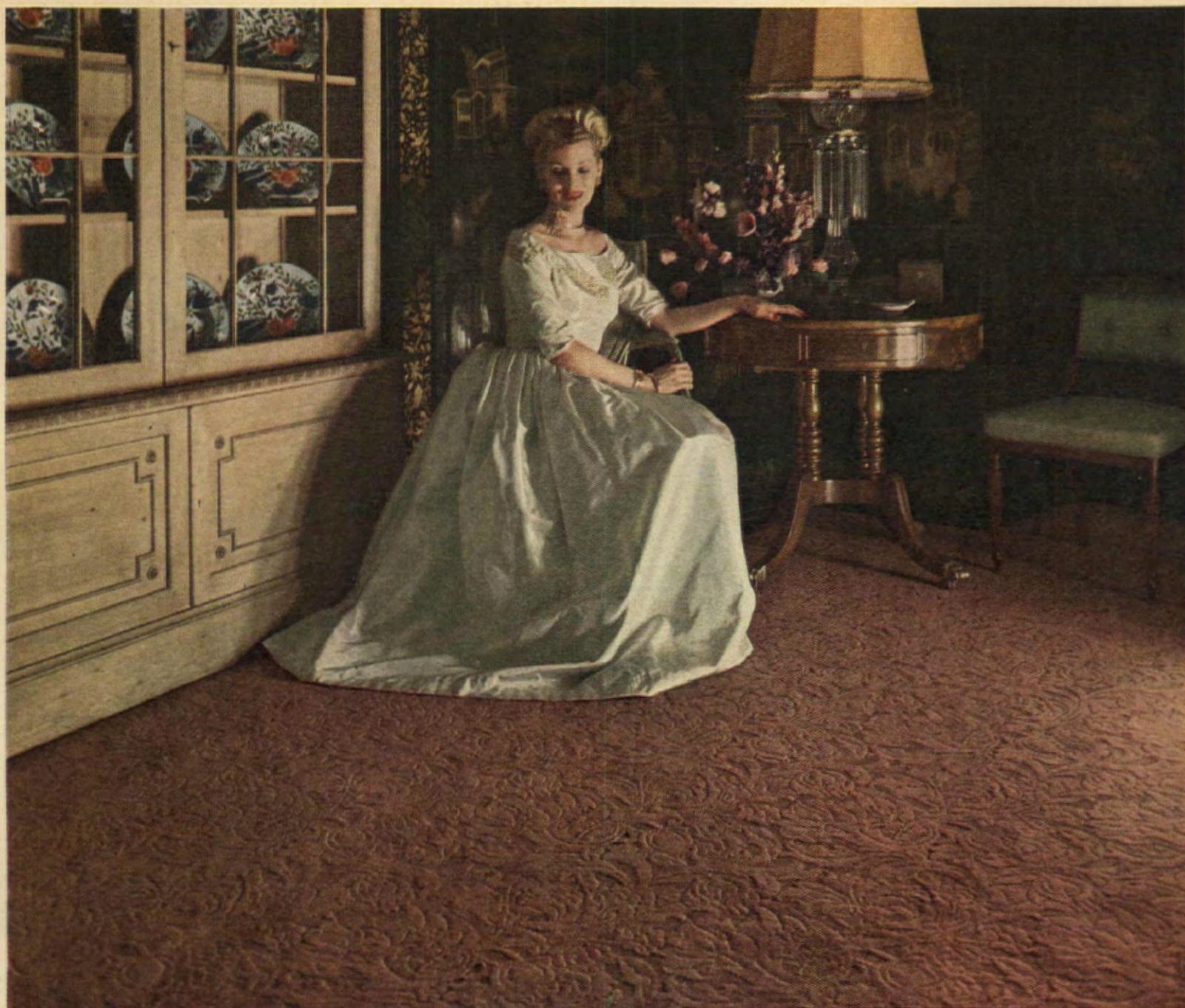
Roll or brush new wartime-improved Kem-Tone over painted walls and ceilings, wallboard, wallpaper! It goes on easily, quickly! One coat usually covers . . . dries in one hour . . . leaves no "painty" odor . . . washes beautifully. Soft, smart colors make any room lovelier!

LASTING LUSTRE!



FOR FLOORS, FURNITURE
3 Great LIN-X Home Brighteners

LIN-X SELF-POLISHING WAX for any interior surface. Non-slip, water resistant! 98¢ qt., 59¢ pt. LIN-X CLEAR GLOSS for floors, linoleum, woodwork. Resists grease, alcohol! \$1.70 qt., 95¢ pt. LIN-X CREAM POLISH for furniture. Banishes fingerprints, leaves bone-dry finish! 69¢ pt.



Furniture by Edward Garratt, Inc. Gown by Henri Bendel

Illustrated: Gulistan Renaissance Carpeting, woven by our patented process. Approximately \$12.50 per sq. yd. As yet available only in limited quantities.

Sculptured! Picture a room carpeted, perhaps wall-to-wall, in one perfect color. But color *plus*—the closely woven pile sculptured by Gulistan. As your eye travels, you sense the lovely play of light and shadow carved in the texture. *Renaissance* gives you a feeling of new delight each time you set foot in the room! Nice to know, too, that the sculptured weave helps to conceal footmarks. In the fine quality you expect of Gulistan, and styled in unusual decorator shades. Watch for other original creations from the Gulistan looms—exciting new ideas that will transform your rooms with fresh beauty!

Gulistan Fabrics include many other grades from \$5.95 per sq. yd. up. In Basic Home Furnishings Colors, co-ordinated with fabrics, paints and wallpapers. Quantities limited at present.

"Carpet makes it Home"

GULISTAN

RUGS AND CARPETS

ALL FABRICS MADE ON POWER LOOMS IN U. S. A. BY A. & M. KARACHEUSIAN, INC. HEAD OFFICE: 295 FIFTH AVENUE, NEW YORK 16, N. Y.