



HOW A MAN OF 40 CAN RETIRE IN 15 YEARS

It makes no difference if your carefully laid plans for saving have been upset during the past few years. It makes no difference if you are worth half as much today as you were then. Now, by following a simple, definite Retirement Income Plan, you can arrange to quit work forever fifteen years from today with a monthly income guaranteed you for life. Not only that, but if you should die before that time, we would pay your wife a monthly income as long as she lives.

ment Income Plan, you can arrange to quit work forever fifteen years from today with a monthly income guaranteed you for life. Not only that, but if you should die before that time, we would pay your wife a monthly income as long as she lives.

\$150 a Month beginning at age 55

Suppose you decide that you want to be able to retire on \$150 a month beginning at age 55 and you qualify for the following Plan. Here is what it provides:

- 1 A check for \$150 when you reach 55 and a check for \$150 every month thereafter as long as you live.
- 2 A life income for your wife if you die before retirement age.
- 3 A monthly disability income for yourself if before age 55, total disability stops your earning power for 6 months or more.

This Retirement Income Plan is guaranteed by the Phoenix Mutual, a company with over half a billion dollars of insurance in force and a record of more than 85 years of public service. If you want to retire some day, and are willing to lay aside a portion of your income every month, you can have freedom from money worries. You can have all the joys of recreation or travel at the time

when every man wants them most. The Plan is not limited to men. Similar plans are available to women. It is not limited to persons of 40. You may be older or younger. The income is not limited to \$150 a month. It can be more or less. And you can retire at any of the following ages that you wish: 55, 60, 65, or 70.

What does it cost? When we know your exact age, how much income you will need, and how soon it should begin, we shall be glad to tell you the cost. In the long run, the Plan will probably cost nothing, because, in most cases, every cent and more comes back to you at retirement age.

Write your date of birth in the coupon below and mail it today. You will receive, by mail and without charge, a copy of the 28-page illustrated booklet shown below. It tells all about the Plan, how to qualify for it, how to use it. Send for your copy now. The coupon is for your convenience.



PHOENIX MUTUAL
Retirement Income Plan
GUARANTEES YOUR FUTURE

Phoenix Mutual Life Insurance Company
442 Elm St., Hartford, Conn.
Please send me, by mail, without obligation, your book describing the PHOENIX MUTUAL RETIREMENT PLAN.

Name _____
Date of Birth _____
Business Address _____
Home Address _____

INDEX TO ADVERTISERS

November, 1940

It is the definite policy of THE AMERICAN HOME to make its advertising pages trustworthy and reliable.

AUTOMOTIVE	
Chrysler Corp. (Plymouth Div.)....	109
BUILDING	
Bennett Fireplace Co.....	70
Cambridge Tile Mfg. Co.....	34
Canton Malleable Iron Co.....	33
Carnegie-Illinois Steel Corp., Columbia Steel Co., Tennessee Coal, Iron & Railroad Co. (U. S. Steel Corp. Subsidiaries).....	5
Certain-tyed Products Corp.....	66
Curtis Companies, Inc.....	32
Edison General Electric Appliance Co., Inc.....	84
General Electric Company (Automatic Heating Equipment).....	3
General Electric Sinks.....	97
Heatilator Co.....	33
International Nickel Co., Inc.....	102
Johns-Manville Corp.....	53
Kimberly Clark Corp.....	35
Kohler Company.....	99
Libbey-Owens-Ford Glass Co.....	61
Masonite Corporation.....	33
Permutit Company.....	62
Pittsburgh Plate Glass Co.....	50
Pratt & Lambert, Inc.....	57
Red Cedar Shingle Bureau.....	63
United States Gypsum Co.....	38
United States Steel Corp.....	5
Western Pine Association.....	45
Wood Conversion Company.....	62
Wood for Venetians Assn.....	58
Precision Products Co.....	98
Royal Lace Paper Works.....	102
Scott Paper Company (Tissue).....	107
(Towels).....	85
HOUSE FURNISHINGS	
Chase Brass & Copper Co.....	55, 59
Chatham Manufacturing Co.....	75
Clinton Carpet Company.....	64
Copeland & Thompson, Inc.....	56
Duncan & Miller Glass Co.....	58
Fostoria Glass Company.....	57
Goodman & Son, Julius.....	23
Heywood-Wakefield Co.....	41
Imperial Furniture Co.....	40
Itasca Weavers Guild.....	30
Karagheusian, Inc., A. & M.....	34
Kent-Coffey Mfg. Co.....	30
Knappe & Vogt Mfg. Co.....	41
Nagel Chase Mfg. Co.....	41
National Silver Company.....	59
Owen Silent Spring Co.....	42
Paddy Novelty Company.....	2
Paraffine Companies, Inc.....	23
Quaker Lace Co.....	22
Roseville Pottery, Inc.....	43
Seranton Lace Company.....	56
Seymour Woolen Mills.....	64
Sharpe, Inc.....	27
Simmons Company.....	49
Smith & Sons Carpet Co., Alexander.....	56
Specialty Mfg. Co.....	71
Stearns & Foster Co.....	56
Wool Trading Co.....	22
COMMUNICATIONS	
American Telephone & Telegraph Co. (Bell Telephone System).....	25
(Classified Directories).....	39
ELECTRICAL EQUIPMENT	
Chicago Flexible Shaft Co.....	101
Edison General Electric Appliance Co., Inc.....	84
General Electric Company.....	3
Hamilton Beach Co.....	97
Knapp-Monarch Co.....	83
McGraw Electric Co.....	98
Noblitt-Sparks Industries, Inc.....	103
Premier-Electric Vacuum Cleaner Co.....	102
Rittenhouse Co., Inc., A. E.....	65
Silex Company.....	56
Sith Thomas Clocks.....	96
Warren Telechron Company.....	44
FOODS	
American Meat Institute.....	95
Burnett Company, Joseph.....	101
California Packing Corp. (Del Monte Sliced Pineapple).....	91
Campbell Soup Company.....	15
Church & Dwight Co., Inc.....	104
Coca Cola Company.....	29
Colman's Mustard.....	100
General Mills, Inc.....	92
Heinz Company, H. J.....	7
Knox Gelatine.....	96
Lea & Perrins, Inc.....	104
Nestle's Chocolate.....	88
North Pacific Nut Growers Coop.....	98
Penick & Ford Ltd., Inc.....	97
Quaker Oats Company.....	78
Ralston Purina Company.....	94
Royal Baking Powder.....	100
Swift & Company.....	77
Wisconsin Alumni Research Foundation.....	100
HORTICULTURE	
Burpee Company, W. Atlee.....	66
Clark Gardner Nurseries.....	66
Mackwin Company.....	67
Naughton Farms, Inc.....	67
Swift & Co. (Vigoro Tablets).....	67
HOUSE EQUIPMENT	
Aluminum Cooking Utensil Co.....	81
American Stove Company.....	82
Casein Company of America.....	104
Coppes, Inc.....	101
International Cellulose Products Co. (Kleenex).....	72
K. R. O. Company.....	73
INSURANCE	
American Insurance Group.....	39
Employers' Group.....	17
Home Insurance Company.....	6
Phoenix Mutual Life Insurance Co.....	6
MISCELLANEOUS	
American Landscape School.....	67
Bradley Company, Milton.....	99
Glover Co., Inc., H. Clay.....	65
Holgate Brothers Company.....	22
Kellogg Co., R. W.....	65
Low & Company, Daniel.....	65
Mail-N-Save.....	56
N. Y. School of Interior Decoration.....	22
Parke, Davis & Company.....	58
Roovers Bros., Inc.....	33
Rosierucian Order.....	71
Swift & Company (Pard Dog Food).....	71
MUSICAL INSTRUMENTS	
Century Music Publishing Co.....	22
Lester Piano Mfg. Co., Inc.....	40
RCA Mfg. Co., Inc.....	69
SMOKING MATERIALS	
Chesterfield Cigarettes.....	47
Lucky Strike Cigarettes.....	Back Cover
SOAPS & CLEANSERS	
Bon Ami Company.....	87
Clorox Chemical Co.....	70
Drackett Company (Drano).....	22
(Windex).....	19
Fels & Company.....	20
Hygienic Products Co. (Sani-Flush).....	105
Midway Chemical Co. (Wizard Cleaner, Drain Pipe Opener, Aerowax, Aeromist, Aero Scratch Remover).....	64
Sulbury Laboratory.....	70
Swift & Co. (Sunbrite).....	103
TOILET GOODS & DRUGS	
Hudson Products, Inc.....	67
Kotex.....	4
Lysol.....	21
Mennen Company.....	24
Mentholatum Company.....	66
Pepsodent Antiseptic.....	65
TRAVEL	
San Diego California Club.....	56
Tucson Sunshine Climate Club.....	40

Remember how good farm chicken soup tasted?



That new Country-style Chicken Soup of Heinz makes a body start remembering. You step back—through the years—into a farm kitchen you'll never forget. There's a cuckoo clock on the wall, a rocker by the window. And Aunt Liza saying, "Reckon you wouldn't be mad, young feller, if we cook up a kettle of chicken soup..."



Aunt Liza never had a written-down "recept". She just put the chicken into a big iron pot along with an onion, a little "bokay" of home-dried herbs and pinches of spice from a sweet-smelling wood cabinet. You never knew what these spices were, but their blending is something your taste remembers all these years.



Hour after hour the kettle murmured over the fire—bubbles rising and breaking away. As the gold of broth deepened, your hunger grew! And every once in a while you put wood in the stove... partly to press Aunt Liza... but mostly for an excuse to get your face close to that tempting aura of savory richness.



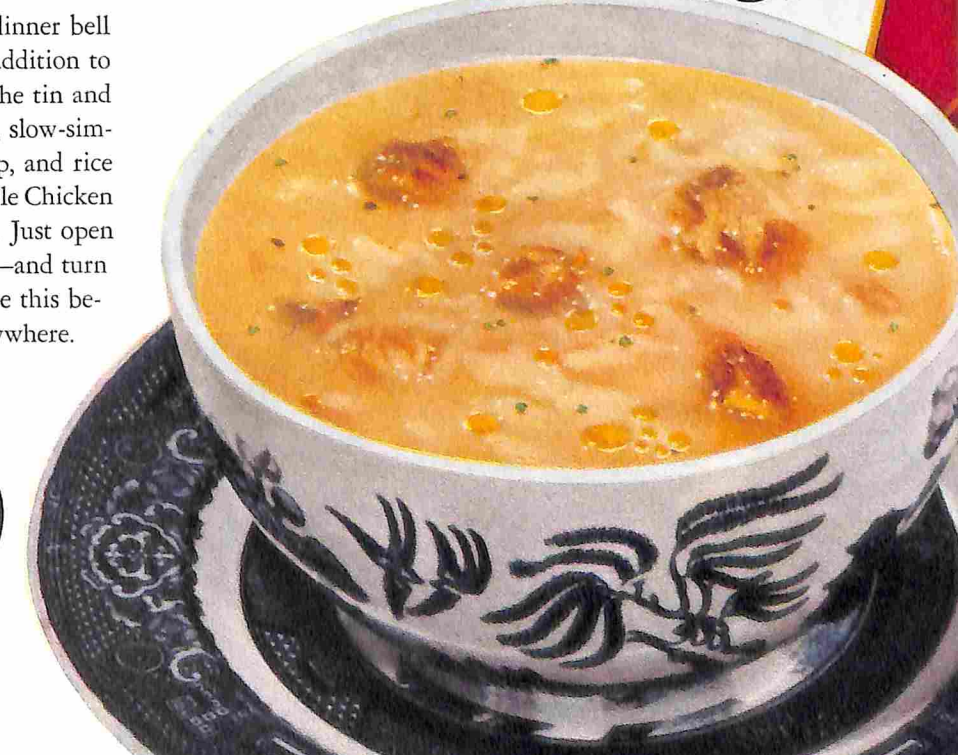
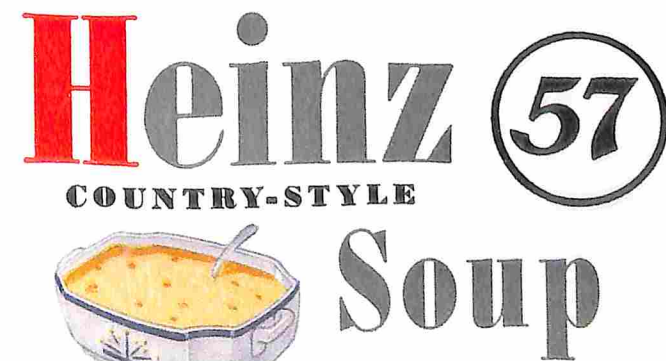
Just as she was setting the table for supper, Aunt Liza suddenly remembered that old Mrs. Higgins—her nearest neighbor—was ill. So she ladled the soup into a Mason jar, and with a "Land sakes, don't drop it", sent you hustling down the lane in the gathering dusk. A faint, fragrant aroma escaped from the lid...



At long last Aunt Liza brought on the soup—the like of which you never knew again till Heinz came along with its Country-style Chicken Soup. If you knew chicken soup from your farm days—try Heinz—and remember. If you were a city child with none of the rural benefits, try it—and you won't forget.



THERE'S FLAVOR that brings folks a-running when the dinner bell announces Heinz Country-style Chicken Soup—latest addition to the list of Heinz twenty-three home-style favorites. Open the tin and see those golden eddies of chicken butter floating on clear, slow-simmered broth. There's plenty of tender chicken in this soup, and rice perfectly cooked so that every grain stands apart. Country-style Chicken Soup (like all Heinz Soups) is finished—all ready to serve. Just open a tin and heat the contents. Take a whopping big spoonful—and turn back the clock many a year. Never has there been soup like this before in tins—anywhere. Already in stock at grocers—everywhere.



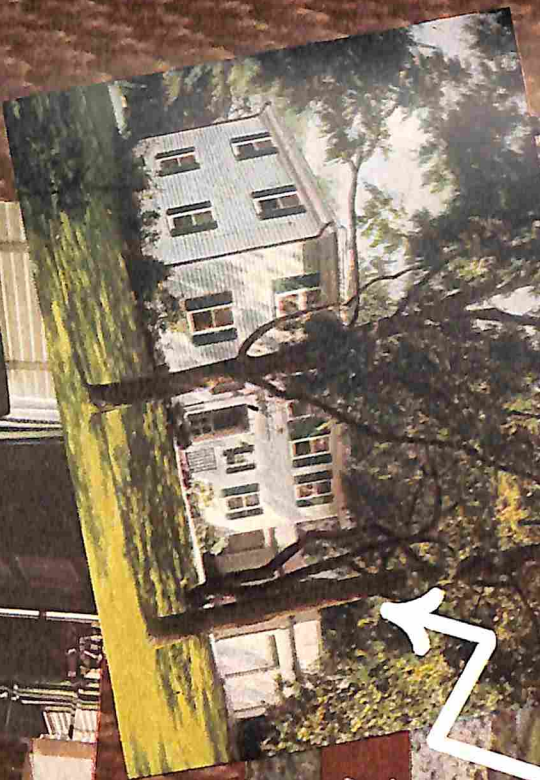
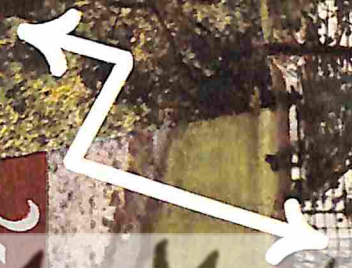
The American Home



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NOVEMBER 1940

"Company" Dinners en Casserole!

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