

... and even if high heels and fancy clothes don't belong in her down-toearth wardrobe ...

Mrs. Edward Normand of Lakeside, Oregon, is just as fussy as any city gal about the niceties of living.

The Normands live up in Coos County, in a cabin surrounded by tall timbers and rhododendrons. And for a rugged life like that, she writes, you've "just got to have good things."

Good sheets, for instance.

Now it's only to be expected that her tall, outdoorsy husband, to quote Mrs. Normand:

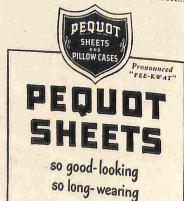
"... sleeps like a log, and requires sheets that are strong, durable, and long enough to tuck 'way under each end of the mattress."

Nor is it surprising that "this logger's wife demands daintiness along with sturdiness."

So what sheets are the answer to her two-point prayer? Pequots, and no others! Because, quoting again: "They are dignified as a Douglas Fir, strong as Paul Bunyan's Blue Ox, and durable as my blue jeans and woolen shirts. They give dignity and gra-ciousness to the simplicity of my life."

We couldn't have said it better ourselves. Dignified, dainty, durable and gracious...smooth, close-woven, snowy-white muslin sheets! If that's the kind of sheets you like, ask for Pequots. They're America's most popular sheets.

Pequot Mills, Salem, Massachusetts.



In this Issue

DECEMBER, 1947	Vol. XXXIX, No.	1
Cover Design by Alice Daly, photograph by L. C. Beringer See page 12		
Special Monthly Feature Our Christmas Package for You. Our Collection of Ideas for Gifts to		26
Every Member of the Family for C Arts and Crafts	Christmas of 1947 · · ·	32
"Shoot" Now for Next Christmas	H. A. von Behr 	24 26 30
Children		
They Can Be Good for Each Other "But I Do Want a Doll's House" Secrets and S'prises There Is a Santa! You Love Your Child, But	 Frances Hartsook Marion Lowndes Rhoda W. Bacmeister Theodora Van De Mark Anne Barnard 	40 62 72 78 76
necolatila		
Our Christmas Package for You . Our Collection of Ideas for Gifts to		26
Every Member of the Family for C Just Like Peas in a Pod? Nonsense!	hristmas of 1947	32 44
Everybody's Tree	Paul V. D. Hoysradt Hal H. Harrison	16 54 60
"All-Round" Birdhouses Bulldozer—Spare That Tree! From Tree to Trellis A Different Kind of Christmas Box	· · · Maria Moravsky	64
IIIIIII ann Maintanana	Elizabeth Russell Mack	69
American Homes The Home of Mr. and Mrs. Barney Foods, Parties, Housekeesing	· C / .	42
Foods, Parties, Housekeeping	Crawford . Eugenia White	
Make Room for Supper Menus Filling the Tureen Recipes	Esther Foley	80 83 84
Fruit and Fragrance	84, 86, 88	96
Plum Pudding About the Picturesque Pomegranate Start Your Christmas Entertaining with a Lucia Foot	• • • • • • • • •	85 87 90
A Christmas Space Co.	. Dorothy Gladys Spicer	92
Connecticut Vis I to the Table	Henri Warren	102
Give Her Something Practical, Too Inspirational	· · · Harold W. Steck · · · Edith Ramsay	10 ⁵ 10 ⁸
Letters	Kumsey	
The Story of Our Cover Everybody's Tree Books		12
Christmas in Our Town-	Paul V. D. Hoysradt	16 20
"Shoot" Now for Next Christmas Think Before You Give	• Maybelle Manning • . H. A. von Behr	23 24
MARION M. MAYER, Managing Editor MARY E. MONTE LIAM J. HENNESCH	· Helen Houston Boileau	31 di
MARY E. MONZE, Decoration Editor WILLIAM J. HENNESSEY, Architectural et E. L. D. SEYMOUR Horticultural		

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