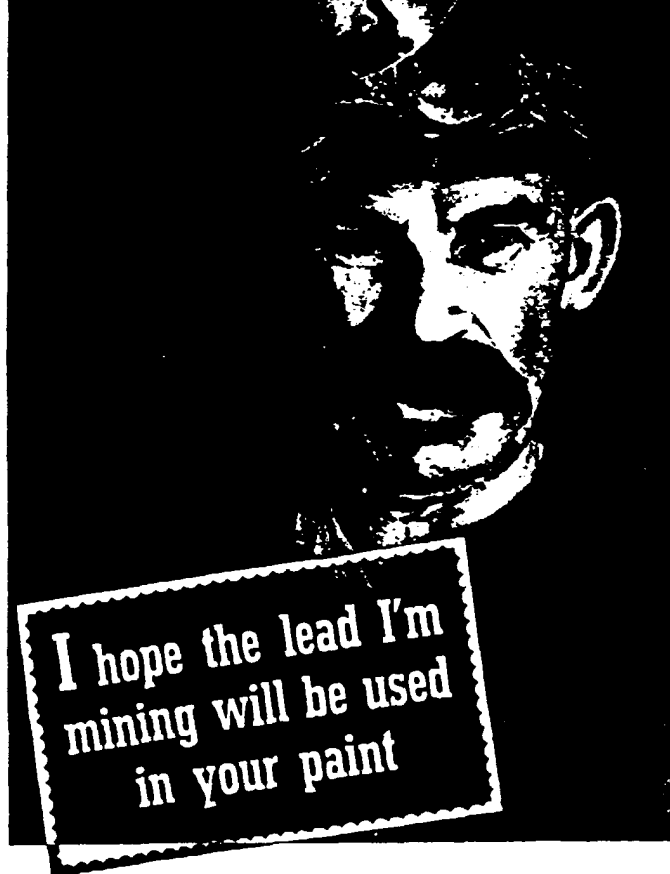




LEAD is a metal that handles a lot of tough jobs. You know that.

You know how it stands up against time and weather.

Well, paint has to stand up against such punishment too.

So it's only natural that good paint is made from lead.

And that's a fact. "White lead" is what they call it. It isn't the metal of course. But white lead is made straight from the pure metal, lead.

You can't use any other metal for making paint and get the same result.

White lead puts a tough, elastic coat on your house that sure can take it.

That's not just my idea. You can find out the same thing from any painter who knows his business. Most of them won't paint their own houses with anything else. It's gospel truth that you're money ahead when you paint with white lead.

"What to expect from white lead paint" is the name of a book you ought to have if you're thinking of painting. Write for your copy today.

LEAD INDUSTRIES ASSOCIATION
420 Lexington Avenue,
New York, N. Y.



A good painter knows dozens of things that go to make up a good painting job. For instance, to be sure your windows are waterproof, he checks them over, applies new white lead putty where needed to exclude weather and make a smooth, even surface over which to paint.



ARE decorators snooty? Are these folk who suggest your color schemes and fabrics and such a people apart—with ideas that float among the clouds?

Or are they just ordinary humans—who know your decorating and furnishing problems and keep their feet on the ground in helping you solve them?

In next month's *BH&G* those questions are answered—with some ideas you can use, to prove the point.

New Lamps: In the next issue, too, come news and pictures of some really delightful lamps for your home. From lighting engineers, decorative-designers have taken the tip—lamps scientifically correct in lighting—and have made them prizewinning furnishings of practical beauty and style. See them, **NEXT ISSUE.**

Styled in California for All U. S.

[Begins on page 80]

under the windows on each side of the lavatory.

The home maintains very distinctly the modern California style. Its big windows open to the outdoors in typical California fashion. Yet it's economically rectangular instead of sprawled out like many of its California kind. It's therefore an economical home for George McLaren, and for you, to build anywhere—Texas or Oregon or Florida or New York. It's also a home for the couple whose offspring are making their own way now, who therefore don't yen for the expense of keeping up a big, boxy, obsolete house.

ANOTEWORTHY economy feature, other than its compactness, is the hip roof, which is a Sampson among roofs because it's a natural arch from all four directions instead of two, as is the gable roof. This hip roof costs less because it eliminates that triangular piece of sidewall on the gable ends.

The exterior of this home is brick, plaster, and wood siding painted cream. There's an eye-soothing symmetry about it—about the apple-green shutters flanking the dining-room windows and repeated on the open porch; the whopping big bay window centered between the two; and the chimney squatting fat and flat on the peak of the roof, again in the exact center. Very nice classical balance. Visualize it with the roof stained gray.

The kitchen is the sort George McLaren's wife has longed for ever since they were married. The wide bay window over the sink lets in

on each side of the sink. On the opposite side of the kitchen close to the dining-room door is the range and beside it is more drawer and cupboard space. And then, for a gay fillip, there are the china shelves indicated on the floor plan just inside the rear kitchen door. These are your showcases for displaying pottery and glass pretties.

In the living-room the beamed ceiling is finished in pure white. Beside the fireplace is a shelf bookcase, the lowest shelves of which are inclosed behind a slab door to conceal games and magazines and what not that sometimes don't look neat if exposed.

We haven't shown the basement but you can excavate as much as it as you like for a heater room, storage, for a laundry, and, if you like, for a rumpus room. The plan takes care of that.

WELL, that's the home California and Architect Leo Bachman offer our hypothetical but still very real George McLaren and family this month. It's a home of his own that gives him the quality, the style, and the mechanical conveniences essential to comfortable, proud living—and gives them at practically the same price he pays now for the privilege of shoveling ashes and poisoning cockroaches in that \$45-a-month house built in 1913.

Now, how much will it cost you?

We've prepared a list of all materials needed to build this house. Using this list, your architect, building-material dealer, or builder will figure the exact cost to you. We can't accurately state that cost here because building costs are higher in some communities than in others. Send 6 cents for this list. Use coupon below. You are in no way obligated.

The list of materials is only one part of *Better Homes & Gardens' Bldcost Service*. If that is right and you decide to build this house, we'll send you the necessary plans, specifications, and contract forms for the nominal price of \$1.00 for one set, \$2.50 for additional sets. For architectural purposes, three sets are necessary for your architect, contractor, and yourself.

BILDCOST *Better Homes & Gardens' Bldcost Service* is a regular feature in the magazine *BETTER HOMES & GARDENS*. No matter where you live—East, West, North, or South—there's a *Bldcost Gardened Home* for you and your family. Send 25 cents for the *Better Homes & Gardens' Book of Bldcost Gardened Home Plans*. It contains descriptions of 400 homes designed by outstanding architects for the construction of all *Bldcost* homes conforming to Federal Housing Administration standards.

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(Please Check)

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☐ Send me your Book of *Bldcost Gardened-Home Plans* and the List of Materials for *Bldcost No. 910*. I inclose 31 cents.

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