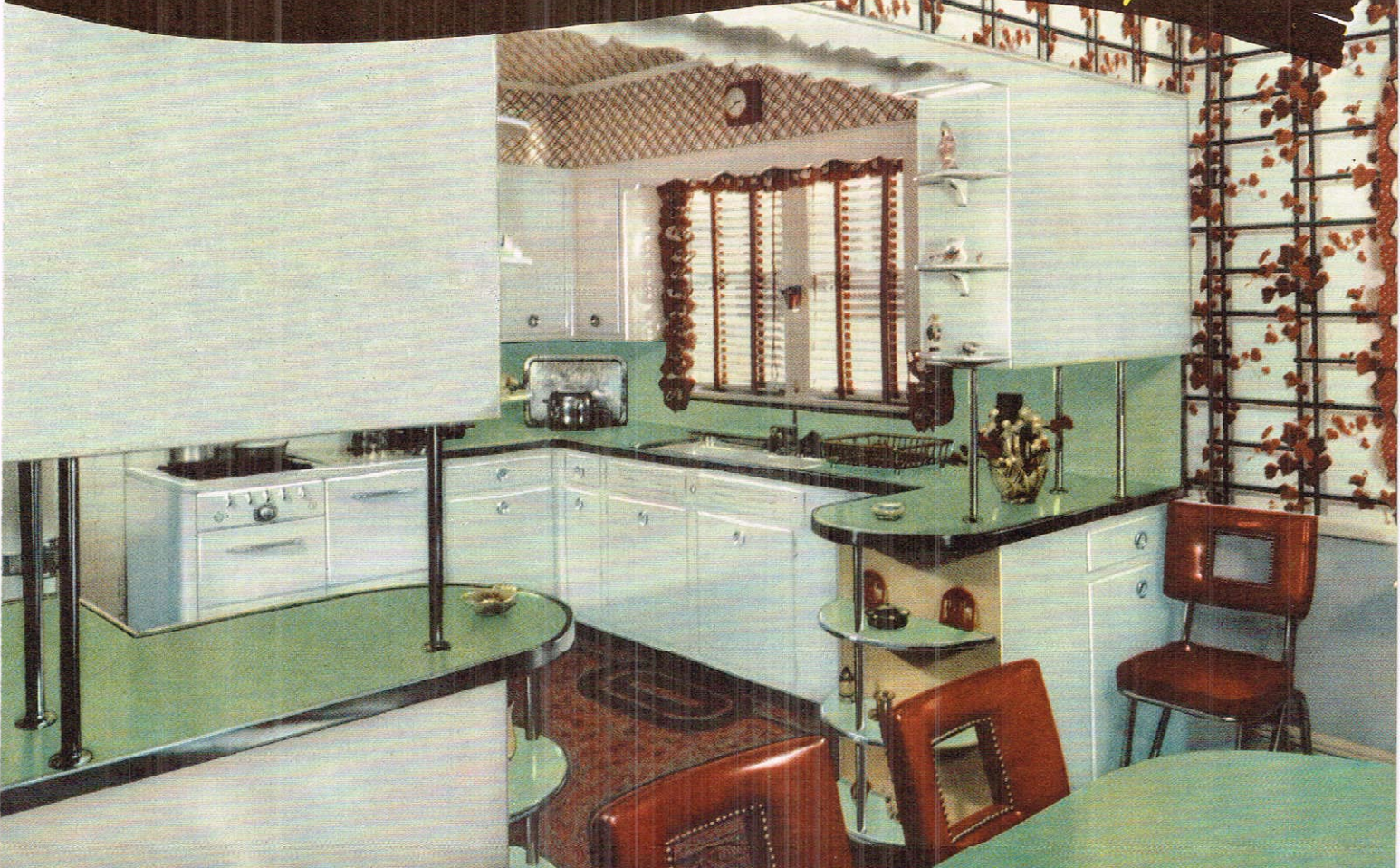




Beauty Bonded  
**FORMICA**  
REG. U. S. PAT. OFF.  
at Home with People  
at Work in Industry

THE STORY OF Beauty Bonded **FORMICA**  
*at Home with People!*

THE QUALITY OF AFFAIRS OF HOME  
Guaranteed by  
Good Housekeeping  
DO NOT BE DECEIVED BY IMITATIONS





# OPEN FORMICA INSPECTION

Mother had a tough week. Dad no sooner started the car for their Sunday afternoon ride than she fell asleep.

In her dreams, the car pulled up in front of a model house.

"Where are we?" she asked.

"This," said her dream tour guide, "is a home where Beauty Bonded Formica makes living more enjoyable for everybody in the family."

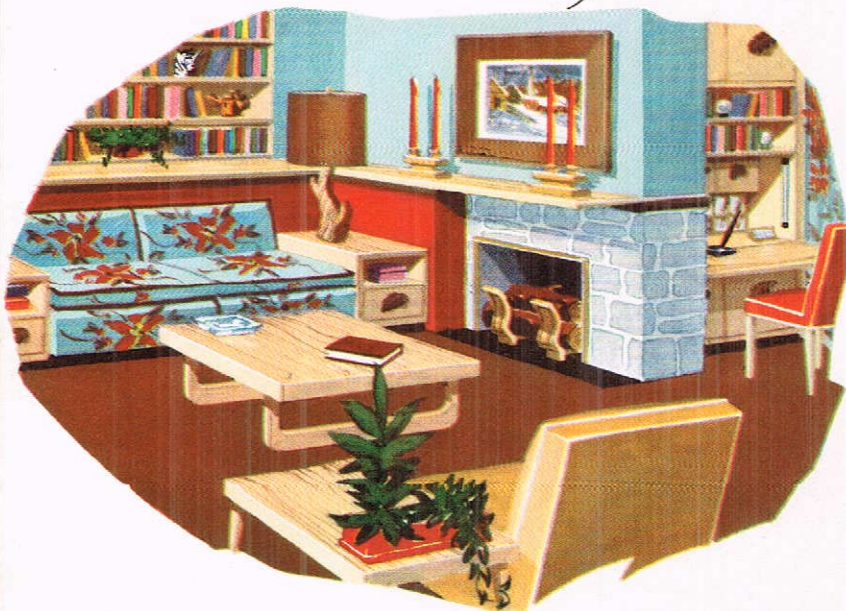
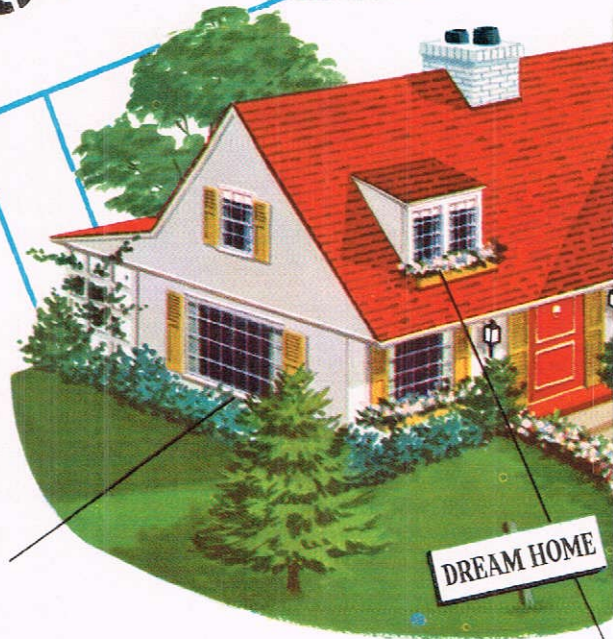
"Formica?" she questioned. "What is this Formica?"

"Formica," her guide replied, "is a tough, colorful plastic laminate. It is the ideal surfacing material. Here, for example, in the living room, you'll find it on the top surface of the writing desk, the coffee and occasional tables, and the entire mantelpiece."

"Why?" Mother asked.

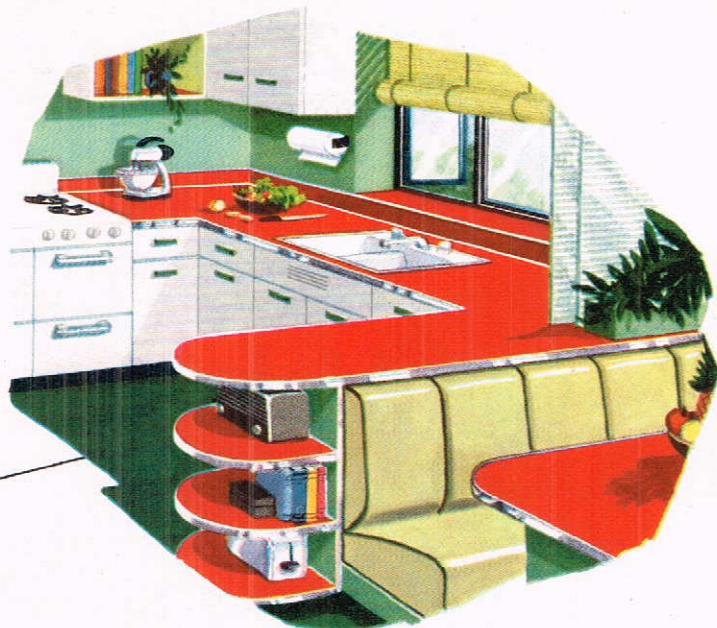
"The obvious reasons are Formica's great beauty and color possibilities. But here are other advantages every bit as important: Formica never needs to be painted or re-finished. It is unharmed by spilled drinks. Its smooth, hard surface cleans with a damp cloth. Treatment that would scratch or mar most surfaces never fazes Formica. You know Formica is the material that has been used on many beautiful bar tops and restaurant table tops for more than a quarter of a century.

"In the bedroom, too, the furniture tops are all Formica. Here, as in the living room, it looks just like any fine wood, but it has all the plus features of this amazing material. Night tables and dresser tops never need protective glass plates.





"Of course, the kitchen is probably the place where Formica gets its toughest workout. Formica's resistance to boiling water, fruit acids and cleaning alkalies makes it ideal for your work surfaces on cabinet tops and around the sink. It makes excellent wall panels, too. The window sill is another example of how Formica combines beauty with utility. And let's not overlook the built-in Formica dinette table . . . so practical, so colorful, so easy to clean and keep clean!



"Now for the bathroom," said the guide, opening another door. "That cheerful unit with the wash basin is a Formica Vanity. It offers the biggest improvement in design and beauty since bathrooms moved indoors. A colorful vanity and lavatory, all in one compact unit. And the walls are Formica, too—Formica Beautyboard!"



When Dad pulled up gently to the curb in front of the old homestead, Mother was still sleeping soundly. But dreams that make as much sense as this one have a way of coming true. Drop in to see your Formica fabricator. You'll meet, face to face, the man who can make your dreams come true with Beauty Bonded Formica!

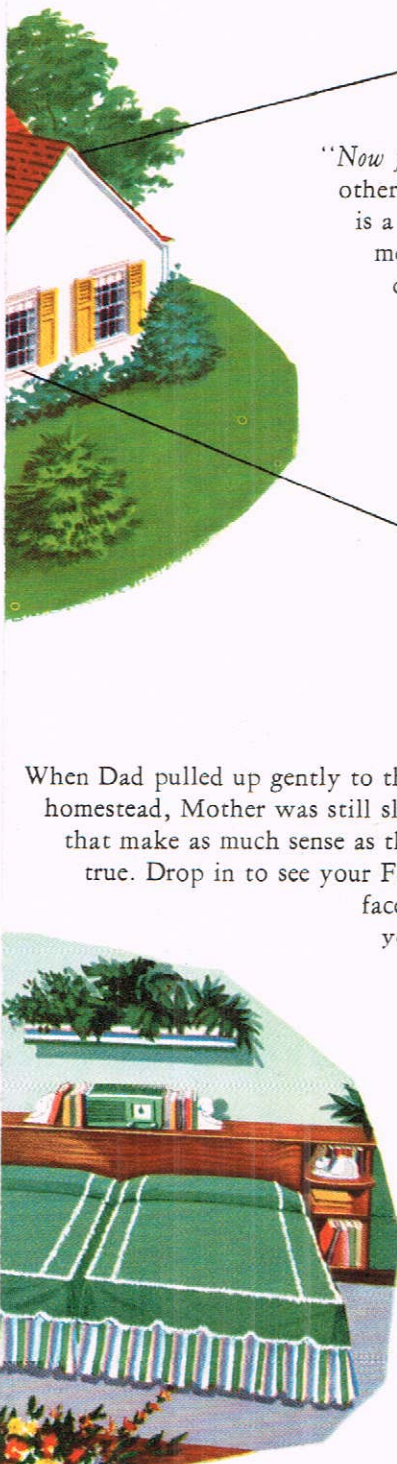
New 16 MM color sound movie, "Living with Formica" pictures uses and how it is made. Available now for group showings. Write for film.

"Just as good" is a fable . . . Look for the label.  
Insist on genuine Beauty Bonded Formica.



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# YOUR "Inside" STORY OF BATHROOMS FOR 1950

or "A Century of Progress . . ."

Years ago in farm or city, bathrooms were quaint but seldom pretty. When first they moved the things inside it was still a room we were glad to hide.



Small



wonder the bathroom labeled "before" was kept behind a tight closed door. But the "after" pictures the very same room, when Formica's color has banished the gloom



From the sparkling beautiful Vanitory\* to the smooth warm walls, Formica's cheerful colors offer the truly livable bathroom of your dreams.

Formica's hard non-porous surface cleans with the swish of a damp cloth . . . no rough mortar lines to catch and hold dirt and germs. Formica is unharmed by household acids, alkalis, alcohol, or boiling water.

Formica is the same rugged, beautiful material that has brightened so many million American homes on sinks, kitchen cabinet tops, and dinette tables.

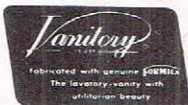
It's easy to have Formica surfaces in your home.

There is a Formica fabricator near you who will design or build to your specifications, Vanitories, kitchen cabinet tops, or built-in furniture. Your local carpenter or building contractor can easily and quickly install Formica walls and fixtures. Ask for Formica topped dinettes and other furniture at your favorite store.

Send today for your free copy of "What's New in the Bathroom". It's brimming over with colorful bathroom design ideas. Write Formica, 4657 Spring Grove Avenue Cincinnati, Ohio.



"Just as good" is a fable. Look for the label. Insist on genuine Beauty Bonded Formica.



\*This label may be used only on combination lavatory vanities surfaced with genuine Beauty Bonded Formica. The Vanitory offers greater work surface around the wash bowl as well as a colorful dressing table.

