Summer 35¢

THE AMERICAN HOME

PROPERTY OF THE LIBRARY
JUL 7 1964
UNIVERSITY OF NORTH CAROLINA AT GREENSBORO

Portable picnics are more fun

Add color for easy summer decorating

Great houses from East and West

How to keep alive the memories of a happy summer

Cool cool drinks

A dramatic new idea in vinyl floors: Montina Corlon, by Armstrong

Montina Corlon is unique. It's made of stone-like chips of vinyl set in a deep translucent vinyl base.

Each chip is veined with rich, natural colors.

Montina Corlon has unusual texture. It looks pebbly, feels nubbly.

It makes an almost seamless floor (comes in long, wide rolls).

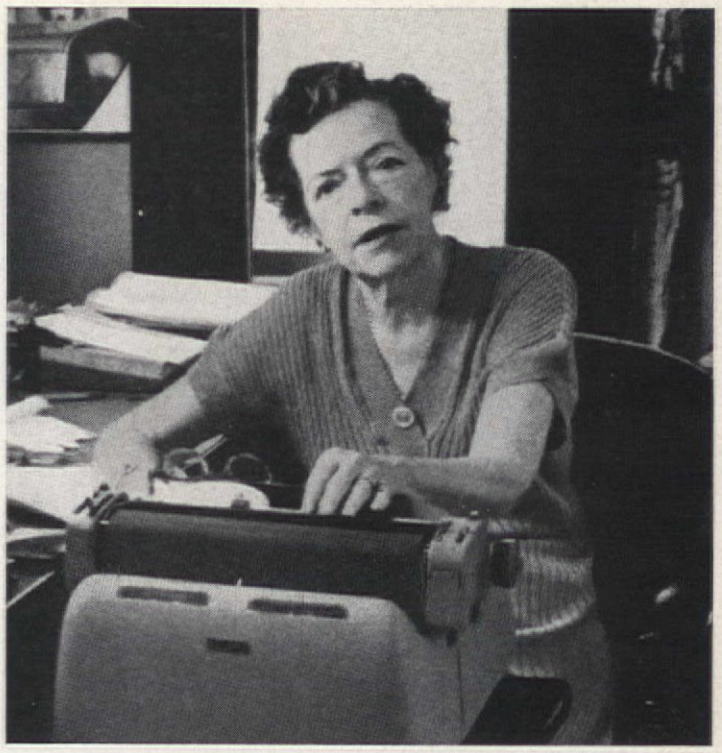
It can be used anywhere in the home—even in most downstairs playrooms, directly over concrete.

Send for a free sample of Montina and a folder of its colors.*

*Armstrong, 6407 Pine Street, Lancaster, Pennsylvania. In Canada, Dept. 74-B, Box 919, Montreal, P.Q. Floor shown: style 86710. Montina and Corlon are registered trademarks of Armstrong Cork Co. Floor design copyrighted by Armstrong.

Montina Corlon is one of the famous Armstrong VINYL FLOORS

It's a shame more women don't take up writing



Although she has brought up four children, America's most popular woman novelist has managed to write more than 70 books, including many best-sellers. Now she offers some encouraging advice to women who want to get more out of life

By Faith Baldwin

I think it's very unfortunate that many women with real writing talent bury it under a mountain of dishes.

Actually, writing is one of the ideal professions for women. You don't have to go to an office, you don't have to be away with half your mind on your household . . . wondering, if it rains, did you close the windows? And for the woman who is tied down to her home, writing provides a wonderful means of emotional release and self-expression, to say nothing of the extra income it can bring.

Why, then, don't more women write? It certainly can't be for lack of material. There are many things that *only* a woman can write about with the knowledge that comes of firsthand experience.

Perhaps that's why – unlike many other professions – the welcome mat is really out for women in the writing field. Here, we have something special to offer – our own point of view. Take the best-seller, *Please Don't Eat the Daisies.* No man could have written that book!

Don't say, "I don't have time"

Saying you "could write" if you "had time" is no excuse. The fact is that I've had a house to run for most of my life. I was lucky in that I had some help with the housework and the children, but there are always the "days off" and also unexpected illnesses. I think I've spent more time in hospital waiting rooms than almost anyone else.

Even without the responsibilities of a home, starting my career wouldn't have been easy. It's hard to learn to write well enough to be published when you're working all alone.

I've often wished that when I was in my twenties I had had access to a professional writer who would have been honest with me. As it was, I learned through rejections and rewriting – the trial and error method.

After I had become established, I began to wonder if there wasn't an easier way. Wouldn't beginning writers have a better chance of making good, and serve a shorter apprenticeship, if they could get training in their own homes by well-known, successful writers?

A new kind of writing school is born

Two years ago such an opportunity became available – for the first time – to people who want to write.

I was invited to join with eleven other authors to start the Famous Writers School. Our aim was to help qualified men and women develop their skill, talent and craftsmanship . . . and to pass on to them our own secrets of achieving commercial success and recognition.

We started by writing down all the techniques of successful writing that we'd learned the hard way, and organizing them into a set of textbooks and writing assignments. Then we worked out a system for giving every student, through home-study, the many hours of individual guidance and criticism that every developing writer needs.

We patterned our teaching methods after those of our parent organization, the Famous Artists Schools, which has trained thousands of men and women for successful art careers.

Photo by Philippe Halsman

They started the Famous Writers School: seated (l. to r.), Bennett Cerf, Faith Baldwin, Bergen Evans, Bruce Catton, Mignon G. Eberhart, John Caples, J. D. Ratcliff; standing, Mark Wiseman, Max Shulman, Rudolf Flesch, Red Smith, Rod Serling.

You are a class of one

Every instructor is a working professional writer who has himself met and solved the problem of writing for publication many times.

When you complete an assignment and mail it to our School, one of these writer-instructors spends up to two hours analyzing your work. He blue-pencils improvements right on your manuscript, just as my editors often do. Then he sends it back to you with a long letter of detailed comment and specific recommendations on how to improve your writing.

The assignments are simple at the start and gradually become more challenging. You learn step-by-step. After you get the basic principles, you move on to more specialized training in the field of your choice: Fiction Writing, Non-Fiction Writing, Advertising or Business Writing.

Because we twelve who started the School have very definite ideas about the teaching of writing, we regularly take time out from our own work to visit the School and confer with the instructors.

And we've recently found another way to help the students. Our School now publishes the *Famous Writers Magazine,* as a showcase for student work. It also features articles by the twelve of us who started the School, by the instructors, and by other writers and editors.

Students already selling work

Our School is less than three years old. Its first students are not due to graduate until the end of this year. Yet students have already sold their work to more than 60 different magazines and newspapers including *The Reader's Digest, Christian Science Monitor, True, Redbook, Los Angeles Times, Washington Star, Better Homes & Gardens, Parents' Magazine* and many others.

Have you the urge to write? If so, get busy! It's a wonderful feeling to see your own name in print. And that first check, no matter what the size, is one of the big thrills of a lifetime.

But the greatest reward you'll get from writing professionally is something much less tangible . . . the feeling of communicating with your readers. If only one sentence you write opens a door for one other human being . . . makes him see with your eyes and understand with your mind and heart, you'll gain a sense of fulfillment that no other work in the world can bring you.

Writing Aptitude Test offered

Faith Baldwin and the other Famous Writers have designed a revealing Aptitude Test. The coupon will bring you a copy, plus a brochure describing the School, its courses and teaching methods.

When you complete and return the Test, it will be graded without charge by a member of our instruction staff. If you do well on the Test – or offer other evidence of writing aptitude – you may enroll for professional training by the School. You are, however, under absolutely no obligation to do so.

Famous Writers School
Dept. 6501, Westport, Connecticut

I am interested in finding out whether I have writing aptitude worth developing. Please mail me, without obligation, the Famous Writers Aptitude Test and descriptive brochure.

Mr.
Mrs. ..... Age.....
Miss (please print)

Street.....

City..... Zone.....

County..... State.....

The School is accredited by the Accrediting Commission of the National Home Study Council.

Surround yourself with phones! Colorful, convenient extensions that will save time and steps and stairs throughout your home. They're easy to order, too. Just call our Business Office or ask your telephone man.

Bell Telephone System

Serving you

THE AMERICAN
HOME
A Curtis Publication SUMMER (JULY–AUGUST) 1964 / VOL. LXVII. NO. 6

THE CURTIS PUBLISHING COMPANY

MATTHEW J. CULLIGAN
Chairman and President
CLAY BLAIR JR.
Editor-in-Chief
MARVIN D. KANTOR
Chairman, Magazine Division

AMERICAN HOME
HUBBARD H. COBB
Editor
HELEN DE MOTTE
Managing Editor
ALVIN GROSSMAN
Art Director
LESLIE R. FORESTER
Copy Director
ROBERT W. HOUSEMAN
Decorating Editor
VIRGINIA T. HABEEB
Food and Home Equipment Editor
ALAN C. BORG
Building Editor
THEODORE A. WESTON
Garden Editor
DOROTHY L. BRIGHTBILL
Home Projects Editor
ANN MC LAUGHLIN
Market Place Editor
NANCY CARPENTER GRAY
Pacific Coast Editor
ROBERT LOFGREN
Editor-at-Large
FERDINAND D'ESPOSITO
Production Coordinator
HELEN T. WALSH
Assistant to the Managing Editor

ASSOCIATES
Joseph Taveroni/Art
Priscilla Clapp/Decorating
Frances M. Crawford/Food
Doreen H. Engle/Equipment

ASSISTANTS
Lietta Dwork
Dorothy B. Humanitzki
Evanthia Kondonellis
Jane O'Keefe
Renee B. Prowitt
Marcia Spires

JOHN L. COLLINS
Publisher

OUR COVER: What a way to go—on a picnic! Story on page 70. Photographer: Irwin Horowitz.

SPECIAL SUMMER FEATURES

24 A Summer to Remember
26 And Make it Count
32 Help Yourself to One-Day Holidays
37 Pick Up and Go!
38 Pack a Happy Vacation Sack
40 Listen to These Lovely Sounds of Summer
42 Safety for Family Sailors
45 The "Totable" Library—10 for Less Than $10
46 Water Etiquette
114 How to Remember the Things You Do This Summer

GENERAL FEATURES

6 Give Me Ants, Lots of Ants
12 Books & Booklets
16 Take a Second Look at Those Community Health Proposals
18 Beauty Is Just a B-zzz-zzz Away!
21 Listen Here: Vacation With Music: Take Console Sound in a Suitcase
23 Canine U: Dog School—It's Harder on the Owners Than the Dogs
131 Shopping Information
137 Market Place

HOMES AND MAINTENANCE

49 East or West
50 The Charm of an Authentic 18th-Century Colonial in a Three-Year-Old Home in the East
52 A Handsome Adobe Hacienda in the West
106 Home Maintenance Clinic
128 Hot on the Trail of Room Air Conditioners
135 New House for Old

DECORATING

54 Designed by Craftsmen
58 Add a Splash of Color
64 Color Gives Character to a Tract House
66 Color Does Wonders for an Older House
110 Vacation Shopping for Decorating Treasures
118 Be Eclectic About Wall Decorations
132 Slip Cover Care

FOODS, KITCHENS, & MANAGEMENT

68 The Fruits of Summer—Enjoy Them While You May!
70 Have Picnic—Will Travel
72 Serve Up a Quick Thirst Quencher
98 Skillet Suppers for Campers
100 Cook it on the Grill
130 3 Handy Appliances

GARDENING

4 Beauty and the Good Life Outdoors
8 Beat a Path to a Pretty Front Garden
112 Prize Roses for Your 1965 Garden
124 Pressed-Flower Art

HOME PROJECTS

10 Make a Chest for Your Treasures
131 Treasure Chests Kit Order Form

CURTIS EDITORIAL BOARD
WILLIAM E. BUCKLEY, HUBBARD H. COBB, WILLIAM A. EMERSON JR., OTTO FRIEDRICH, L. RUST HILLS, ASGER JERRILD, FREDERICK J. MOFFITT, NORMAN RITTER, DON A. SCHANCHE, CASKIE STINNETT, DAVIS THOMAS, HANK WALKER, FRANK ZACHARY.

ALAN R. ECKLUND, General Sales Manager
NEW YORK, 300 Park Ave., J. Wesley Silk, New York Sales Manager
EASTERN SALES MANAGER, Independence Square, Philadelphia, Gordon E. Fagerlund
PHILADELPHIA, Independence Square, Peter J. Moore./**ATLANTA,** 805 Peachtree Street
BOSTON, Statler Office Bldg., Joseph J. Arcisz./**CLEVELAND,** National City Bank Bldg., James L. Bidwell
DETROIT, Fisher Bldg., Douglas T. Horst
WESTERN SALES MANAGER, Prudential Plaza, Chicago, Robert G. Meeks
CHICAGO, Prudential Plaza, Robert G. Meeks./**MINNEAPOLIS,** Baker Bldg., Richard J. Micheels
PACIFIC COAST SALES MANAGER, 235 Montgomery Street, San Francisco, Joseph M. Enright
SAN FRANCISCO, 235 Montgomery Street, L. H. Sanford Heckinger./**LOS ANGELES,** 3540 Wilshire Blvd.
CALIFORNIA AMERICAN HOME, 235 Montgomery Street, San Francisco, James L. Potts
Carroll I. Johnson, Manager of Research · Arthur G. Illjes, Manager of Advertising Services
James A. Shellenberger, Promotion and Public Relations Director

© 1964 The Curtis Publishing Company, Philadelphia, Pa. 19105. All rights reserved. Title reg. U.S. Patent Office. Published monthly except Summer (July–August) and Winter (January–February) issues: ten issues per year. Second-class postage paid at Philadelphia, Pa., and at additional mailing offices. Authorized as second-class mail by the Post Office Department, Ottawa, Canada, and for payment of postage in cash. Executive and advertising offices, **The American Home,** 300 Park Ave., New York, N.Y. 10022. Editorial offices, **The American Home,** 666 Fifth Ave., New York, N.Y. 10019. All mail concerning subscriptions should be addressed to **The American Home,** Subscription Service, Phila., Pa. 19105. **SUBSCRIPTION PRICES:** U.S. and Possessions, 1 yr., $3; 2 yrs., $5; 3 yrs., $7. Canada and Pan-American countries add 50 cents per year. All other countries add $1 per year. **UNCONDITIONAL GUARANTY:** We agree, upon request direct from subscribers to **The American Home,** Independence Square, Phila., Pa. 19105, to refund the full amount paid for any copies not previously mailed. **THE CURTIS PUBLISHING COMPANY,** Matthew J. Culligan, Chairman and President; J. M. Clifford, Executive Vice Pres.; Mary Curtis Zimbalist, Sr. Vice Pres.; Cary W. Bok, Sr. Vice Pres.; Clay Blair Jr., Sr. Vice Pres.; L. Philip Ewald, Sr. Vice Pres.; Marvin D. Kantor, Sr. Vice Pres.; Leon J. Marks, Sr. Vice Pres.; G. B. McCombs, Sr. Vice Pres.; John Miles, Sr. Vice Pres.; Calvin A. Nichols, Treasurer; Gloria L. Swett, Secretary; John L. Collins, Vice Pres. and Publisher of **The American Home.** The Company also publishes The Saturday Evening Post, Ladies' Home Journal, Holiday and Jack and Jill. **CHANGE OF ADDRESS:** If you plan to move, please notify our subscription department, **The American Home,** Subscription Service, Phila., Pa. 19105, at least six weeks in advance of your move. Send new and old address and, if possible, label from a recent copy.

POSTMASTER: Send Form 3579 to Subscription Service, The American Home, Philadelphia, Pennsylvania 19105.

DEAR READER:

Word reaches us from a usually unreliable source concerning the suburban family that drained the water out of their free-form swimming pool and erected a surplus Army tent over it to provide storage space for the assorted clutter that no longer could be packed into the house or garage.

We doubt this situation is quite the way it was reported to us but it certainly points out that storage is an astonishingly acute problem for most families today. We sometimes feel that our designers and builders are not aware of just how affluent people are today and that part of the price of an affluent society is an unbelievable number of possessions. In fact, we might even go so far as to say that even if a family is not particularly affluent, it will still continue to acquire possessions at an alarming rate.

It seems to us that adequate storage is more than just a problem of the individual family. It is truly a national problem and unless some solution is found as to where to put the things we buy, families might stop buying and that could seriously disrupt our whole economy. Adequate storage for family possessions is also essential for the future of our American antiques industry. Much depends on whether a $1.35 mail-order, hand-operated coffee grinder, for example, will be allowed to age quietly in an attic or barn for 40 to 50 years. How else will its value increase 10 to 20 times so that it can some day be miraculously transformed into a table lamp, a base for an occasional table, or a container for creeping vines? Unless we can start storing away some of the possessions that are part of our daily life today, there will be no antiques for our grandchildren and this would be a very sorry state of affairs indeed.

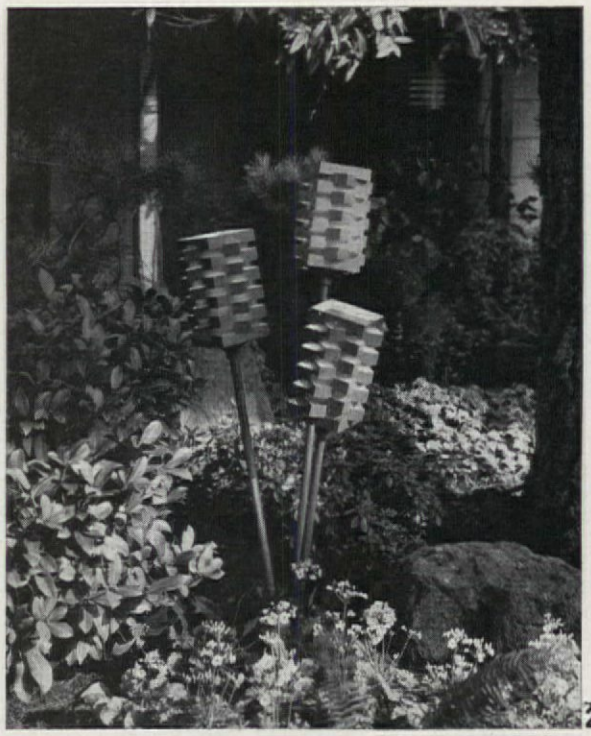
We hope both major political parties in this country will consider this problem of storage when they form their party platforms. Perhaps they can develop some practical solution that won't involve any increase in taxes.

THE EDITOR

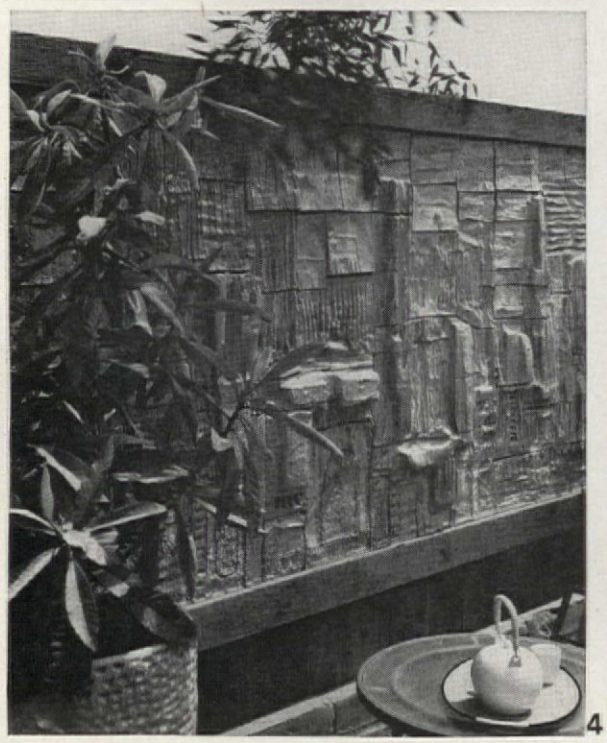
If your garden is a lovely one but lacks a touch of distinction, don't overlook handsome garden accessories and furnishings like these to give it a final fillip. **1.** Summer outdoor living will be undeniably brighter with these sparkling antique raindrop glass globes. Easily installed on a patio wall, brackets are brass, finished in charcoal baked enamel. **2.** Twilight shadows won't dim the beauty of your roses or other ornamentals with this gay, offbeat bouquet of lights to glimmer in the dusk and evening hours. **3.** Clay fashioned into a handsome thumb-pot cachepot in brown and white glaze is certain to draw attention to itself—especially if it holds an attractive plant of New Zealand flax. **4.** Clay comes into its own as a functional patio adornment, worked with wit and sophistication into this glazed high relief of a "Cityscape." **5.** Don't forgo the romantic glow of candlelight this summer. It's at home on the most modern of patios in these avant-garde lanterns. Candles come with the fixtures. The hanging lantern is 26 inches high, the standing one, 27 inches. **6.** A charming group of stools and table straight from Alice-in-Wonderland adds a whimsical touch to your garden. The tops are glazed in brightly colored floral abstracts.

BEAUTY AND THE GOOD LIFE OUTDOORS

1


2

3


4

5

6

Horst Ahlberg Shopping Information, page 131

PARENTS, TEACHERS, AND TOTS ACROSS THE LAND ARE SAYING:

Thank You, Dr. Seuss!

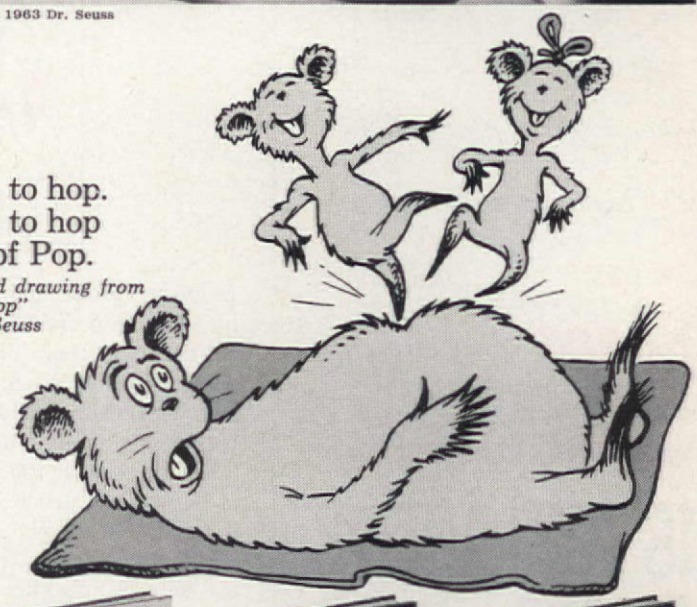
"Hop on Pop" © 1963 Dr. Seuss

For Giving Us Books That Even Beginners Can Read All By Themselves

Must books written simply enough for beginning readers necessarily be dull? It was always assumed so . . . until the beloved DR. SEUSS created "The Cat in the Hat." The kids loved it, and parents and teachers were thrilled to see their children reading joyously and unaided. Now the idea has been expanded by Dr. Seuss and other gifted writers and artists into a whole program of irresistible BEGINNER BOOKS.

To introduce you and your child to the

Beginning Readers' Program



Excerpt and drawing from "Hop on Pop" ©1963 Dr. Seuss

WE INVITE YOU TO ACCEPT

These 3 Beginner Books

including the delightful new

DR. SEUSS Best Seller, "HOP ON POP"

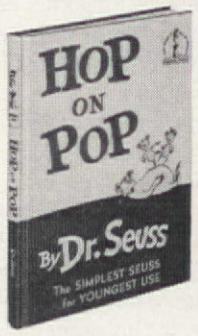
the "simplest Seuss for youngest use"

The #1 Children's Best Seller for 1963—*The New York Times*

for $1.49 WITH TRIAL ENROLLMENT

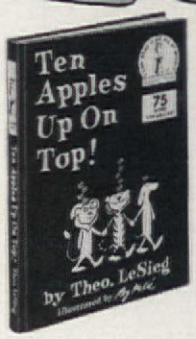
You'll know something special is happening the first time your youngster turns, wide-eyed, from the wonderful cartoon creatures and their hilarious antics to the words that tell the story. Word by word, phrase by phrase, he will follow the print. Excitement grows and grows until the secret can be kept no longer. "Mommy! Daddy! Come and listen. *I can read it myself.*" And so the great adventure begins, moving from page to page, book to book — until the words that were once hard to read become easy — understanding comes more quickly—and vocabulary grows by leaps and bounds. All because he has discovered reading is fun, *when he can do it himself.*

BOOKS OF ADVENTURE, HUMOR, KNOWLEDGE—
WRITTEN IN WORDS HE ALREADY KNOWS OR CAN QUICKLY LEARN



HOP ON POP
by Dr. Seuss

Wonderful nonsense for the youngest readers of all. As The New York Times Book Review says, "Dr. Seuss is bent on removing reading frustrations before they start and he deserves a special fanfare for 'HOP ON POP' . . . Should turn any reading lesson into a ball, especially when the children see the illustrations."



TEN APPLES UP ON TOP!
by Theo. LeSieg
Illustrated by Roy McKie

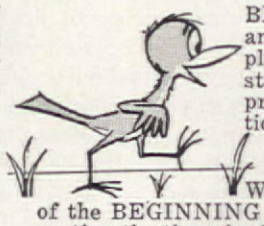
Take ten apples, some extraordinarily dexterous animals, and an author who can toss words around as deftly as a juggler tosses his clubs. The result: a delightful tale told in rhyme — and a vocabulary of just 75 simple words. Wild and wonderful pictures add to the fun.

ARE YOU MY MOTHER?
by P. D. Eastman

An odd young bird hatches out of his egg and into a series of feather-raising adventures. At the brink of disaster, fate smiles (and your tot will laugh with pleasure and relief) as our hero is rescued by a snorting steam shovel. All this in funny pictures and a vocabulary of 100 simple words!

The importance of the BEGINNING READERS' PROGRAM goes far beyond the glorious illustrations and fascinating stories. Each book makes reading more fun, and easier than ever, because it is written in 50 to 275 basic words your child has already learned, or can quickly pick up. All are written and illustrated by gifted writers and artists who know where a child's heart is. There's a story on whales, the tale of a city boy who becomes a cowboy, a little girl who flew an airplane . . . even a trip to the moon. No wonder TV and comic books soon step aside!

BEGINNER BOOKS are durably designed to live with a small child. Printed in at least three bright colors and in large readable type, they're just long enough for a child's attention span. As a member, your child will receive a BEGINNER BOOK every month and you will be billed only $1.49 plus a small mailing charge, instead of the publisher's catalog price of $1.95. After four selections, you may cancel any time.



Our Introductory Trial Offer

We invite you to prove the benefits of the BEGINNING READERS' PROGRAM by accepting the three books shown here — a $5.85 value at the publisher's catalog price — for $1.49. Even this small investment in your child's reading and school progress carries no risk.

Ten days' trial must convince you that the program will stimulate his appetite for reading, or you may return the three introductory books and owe nothing. If we prove our point, have you ever seen a greater bargain? Fill out and return the coupon now, to

THE BEGINNING READERS' PROGRAM
A Division of Grolier Enterprises Inc.
845 Third Avenue, New York, N. Y. 10022

MAIL COUPON TODAY

THE BEGINNING READERS' PROGRAM, Dept. D-3
A Division of Grolier Enterprises Inc.
845 Third Avenue, New York, N. Y. 10022

Please enroll my child in the BEGINNING READERS' PROGRAM and send him at once the three BEGINNER BOOKS pictured here, for which you will bill me only $1.49 plus a small mailing charge. If not delighted, I may return these books within 10 days and owe nothing. Otherwise, each month thereafter, you will send my child another BEGINNER BOOK for which I will pay only $1.49 plus a small mailing charge (instead of the publisher's catalog price of $1.95). I may cancel this enrollment any time after purchasing four monthly selections.

Child's Name _____ Age _____
(please print)

Parent's Name _____

Address _____

City _____ State _____ Zip Code # _____

Canadian residents please send coupon to Beginning Readers' Programme, A Division of The Grolier Society Ltd., 2847 Danforth Ave., Toronto 13, Ont. 42R

One of the most unique products in the world.

STOPS RUST! *Snaps rusty metal back to life. Features specially-processed fish oil vehicle. Beautifies as it protects rusty chairs tools ...railings fences... cars bikes ...pipes playground equipment fixtures ...and more than* **101** *other items!*

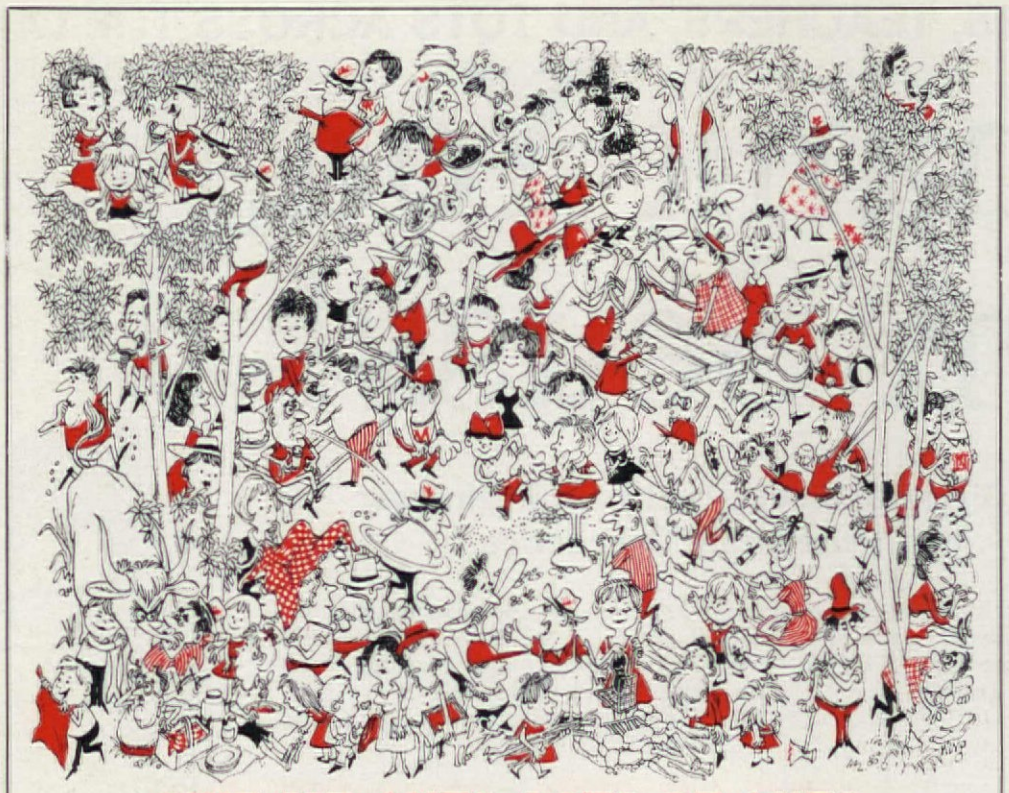
18 ATTRACTIVE COLORS

FREE!

"101 RUST-STOPPING TIPS"

From air conditioners, refrigerators, and cars to gutters and downspouts—this handy 40-page booklet is packed with facts and tips! Request your free copy, today.

RUST-OLEUM CORPORATION
2335 Oakton Street · Evanston, Illinois



GIVE ME ANTS, LOTS OF ANTS

In the good old days the only trouble with picnics was ants. But in good old suburbia these days, the trouble with picnics is people. If I have to have something crawling all over my picnic give me ants anytime.

To me, one of the sweet essentials of a picnic is privacy. I don't want somebody's elbow in my potato salad, somebody's transistor in my ear, somebody's kids in my hair, and everybody's garbage gently bobbling around my fly-bitten ankles.

I don't want a loaf of bread, a jug of wine, and *thousands* beside me in the wilderness.

Whenever I go on a picnic I want scenery, greenery, peace, and quiet—just us and the kids and the catsup bottle under God's blue sky.

What I have in mind, I guess, is a lovely, lolling, languid setting out of Watteau. Or a gay *déjeuner sur l'herbe* out of Manet or Monet. Heck, I'd even settle for a small frolic out of a cigarette ad. Where, oh where on suburban earth do they find all those exquisite, picturesque settings? They must rent them by the hour.

Because in suburbia every little picnicky patch of green *belongs* to somebody. Every little grassy dell, daisy-dotted meadow, and brookside bank is in somebody else's back yard. You can't just pack up all your cares and cole slaw and soar off into the wild green yonder. You'd jolly well better know where you're going or you'll end up back in your own back yard with shattered illusions and soggy sandwiches.

It seems like picnics are like everything else in life that's fun—if not immoral, at least fattening or illegal.

Show me a tree in suburbia without a nasty little sign on it saying "No Trespassing. Violators Will Be Prosecuted." Can't you just hear the yelping dogs on your trail? Then there are the out-and-out anti-ant-lover signs: "No Picnicking Allowed." You've probably noticed that every absolutely marvelously perfect spot for a picnic has one. I can't get mad at the authorities. That's how they keep their Shangri-Las so absolutely marvelously perfect. But I'm still left holding the picnic basket.

You know, suburbia must be awfully hard on lovers too. Suburbia is for old settled married folks with mortgages and patios.

Picnicking isn't everybody's dish, I know. Everybody wasn't born with a plastic spoon in his mouth. But I can always think of a better, more illegal place to eat than in the comfort and convenience of my own kitchen. Unfortunately, the children are old enough now to read and spot a blue uniform, so there's no more smuggling sandwiches in the carriage down to the duck pond—no more discreet nibbling of cookies on the rocks jutting out into the shimmering blue Sound. Children must be taught that one little hairsplitting picnicker can upset the whole fabric of the law on which our fair land is founded. But suburbia makes it difficult for picnickers to go straight.

Finding someone to picnic *with* is a problem today. There aren't many housewives left who'll drop dishes and diapers at the drop of a hamper. I've only known one. Before you can say Jack-in-the-pulpit, she's over the fence, dripping with egg salad, and I bless her impulsive picnickian soul.

But egg salad isn't the answer to all my dreams. I'm a fool for the elegant picnic. I'd love to strew the ground with silver, crystal, and my snowiest damask and feast on cold breast of chicken, hot buns, and champagne. But who's going to carry all that stuff from Parking Lot K to Picnic Area 5? Besides, what would the neighboring picnickers think? So far my one stab at elegance has been an anonymous thermos of herbed-up Vichyssoise.

I've sampled several slices of suburbia and it's always the same problem—all packed up and no place to go, except where everybody else is going. To be sure, some public parks and beaches are better, i.e. lonelier, than others. And if you stick to picnics in early May and late October, the world is your cloister. But for the most part (forgive me if I don't reveal the exceptions), summertime picnicking in a state, county, or town picnic area is like picnicking in Macy's window. Or on the city dump. Or at a progressive elementary-school playground during recess.

The suburban picnic is sick, sick, sick. And it's our children who are suffering. At least we grownups have our memories—and our tailgate picnics at the football game.

True, suburbia is still big enough to hide two small boys and a bag of peanut butter sandwiches. But the family picnic is vanishing fast. No wonder Daddy refuses to venture any farther than his back-yard grill. No wonder America's fastest-growing "picnic" is a 15c hamburger in a parking lot under the spreading golden arches or what-have-you. Who wants to drive for miles to pay good money to eat on a dirty table in a teeming, screaming pleasure land filled with people, flies, and overflowing garbage cans?

But I discourage hard. When tomorrow bounces in like a bright, blue balloon, I know I'll be the first to say, "Let's have a picnic!" The trouble is I'll be the first and only. Even Sean (age 10) and Cindy (age 8) are too suburbanized to pop their pajama buttons with glee. Instead they'll cock a suspicious eyebrow and cautiously ask *"Where?"* And they've got me.

JEANNE LAMB O'NEILL

How much should you pay for a good toilet?

$53.90†?

This will buy you the famous Cadet* by American-Standard, so smartly styled that it will still look modern and new when you make your last mortgage payment. And it will still function like new, too. The Cadet is a reverse trap toilet with siphon jet flushing action. This sounds complicated, but it really isn't. "Reverse trap" simply means that the water runs out of the bowl *at the rear,* away from you. With the trapway at the rear, the bowl and water area are both larger, making the Cadet more sanitary in use, and cleaning easier. The siphon jet action makes flushing even more positive, thorough and quiet. In the tank, there's the exclusive flushing mechanism by American-Standard. It does away with running-water waste and handle jiggling. Don't settle for less than the Cadet in any home you buy or any bathroom you remodel or add.

$65.35†?

Why spend more? Well, let's see. The Elongated Cadet* by American-Standard has the same efficient reverse trap, with siphon jet flushing action, as the Cadet. It comes in the same seven fashion colors, as well as white (white is slightly lower-priced in all models). It has the same smart styling and the same exclusive flushing mechanism that is so simply, yet so precisely, designed that you may never have to lift the tank lid again. What you pay extra for is the extra-long bowl. Because the bowl is elongated, it holds more water. Even more of the bowl area is under water. So it stays even cleaner and more sanitary in use. The elongated seat is more comfortable, too. You'll appreciate the way the unique design keeps the American-Standard Elongated Cadet "company-neat" all the time, even when there are young boys in the family!

$88.30†?

Are you extravagant to consider the Glenwall* by American-Standard? Not at all! Not when you consider the lifetime of cleaning convenience it offers you. You never have to clean *around* the toilet pedestal, because the Glenwall doesn't have one. You never have to bend and scrub! Instead, you mop *under* the toilet in a jiffy, standing up! Or you can carpet the floor right up to the wall, without chopping up the carpet. This is the first *economy-priced* off-the-floor toilet. Yet it has a reverse trap and the same quiet, dependable siphon jet flushing action. And the same exclusive flushing mechanism. And it's handsome, too. Install the off-the-floor Glenwall, and your bathroom will still look modern years from now. And you'll always be thankful you spent a little more for a Glenwall, so you don't have to clean *around* a toilet.

†MANUFACTURER'S SUGGESTED CONSUMER PRICE, IN COLOR. INSTALLATION AND SEATS NOT INCLUDED. CHURCH SEATS, IN COLOR, START AT ABOUT $5.00.

*TRADEMARKS AR&SS CORP.

For more information, see your American-Standard plumbing contractor in the Yellow Pages under "plumbing fixtures" or "plumbing supplies," or mail coupon.

AMERICAN-STANDARD
Box 2, Midtown Station, New York, N.Y. 10018,
Dept. PA-764

Please send your new booklet, "New Fashion Ideas for Bathrooms." I enclose 10¢ to cover mailing. I am modernizing_____. I am building_____.

Name_____

Address_____

City_____ State_____

County_____ Code No._____

In Canada, send to American-Standard Products, Ltd., 1201 Dupont Street, Toronto 4, Canada.

American-Standard and Standard* are trademarks of American Radiator & Standard Sanitary Corporation

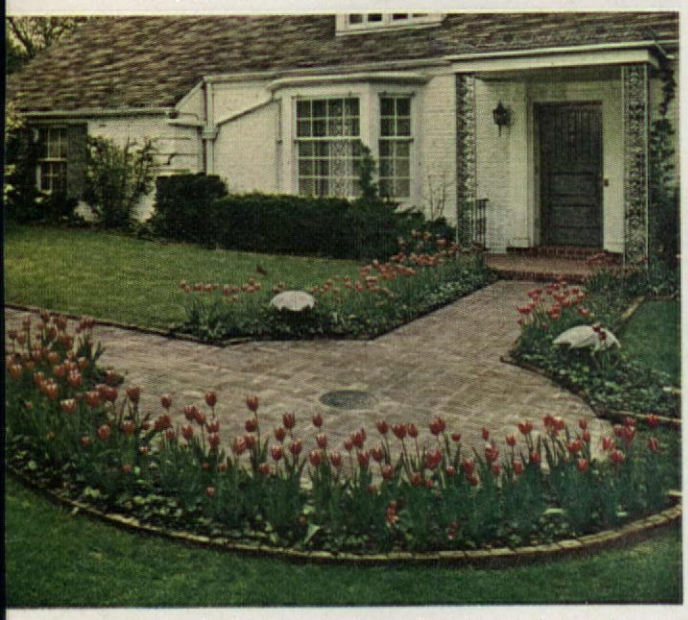
American-Standard
PLUMBING AND HEATING DIVISION

BEAT A PATH TO A PRETTY FRONT GARDEN

Does the entrance planting at your home live up to its promise? Summer is entertaining time, and time to see to it that the approach to your doorway *invites* and *welcomes* your guests and family. If you have a broad, easy-to-tread-on walkway leading to your door, you need only complement it with a beautiful backdrop of plants. Remember that your purpose is to frame, not to overpower or conceal, so choose permanent shrubs and trees that will not grow out of bounds; set them off with perennials, annuals, and bulbs that will provide color accents throughout the growing season.

The home of Mr. and Mrs. Thomas B. Steel in Lafayette, California, nestles in this gracious entrance garden of pansies, phlox, petunias.

Ernest Braun



In the approach to their home shown directly above, Mr. and Mrs. Eli Strassner of St. Louis, Missouri, have edged the brick walk with brilliant tulips. A yew hedge runs in front of the house. Landscape architect was Edith Mason.

Warren Reynolds

A well-placed garden lamp casts a welcoming glow over junipers, geraniums, and other plants, and illuminates the walk at the Clarence Bros home, Excelsior, Minnesota.

The charming home of Mr. and Mrs. Will E. Pratt, Pebble Beach, California, called for the impeccably simple front planting we show at left. It features an ice plant groundcover. The walk consists of sunken redwood rounds.

Exotic touch for any room in your home! Textured floor in bedroom/bath is new Kentile® Bamboo Solid Vinyl. Size: 4" x 36". Color: Tawny Bamboo accented by 3 colors of Vinyl Feature Strip. Wall Base: Russet KenCove® Vinyl.

KENTILE
VINYL FLOORS

A bamboo floor in the bedroom? Look again! It's new Kentile Bamboo Solid Vinyl Tile. This easy-cleaning, greaseproof vinyl floor has a surface that's wonderfully warm and textured. It's long wearing, comfortable underfoot...and spiked-heel dents won't show. Expensive? Bamboo's low price is the nicest surprise of all! Your Kentile Dealer? See the Yellow Pages under "Floors."

MAKE A CHEST FOR YOUR TREASURES

hese old-fashioned round-top chests are the kind your great-grandmother cherished. Ours are a beautifully proportioned 1964 version made of sturdy, smooth plywood that's all cut out, ready for you to assemble. We've left the decorating up to you but have included instructions in the kit for the ideas we show. Chests are covered with fur, paint, paper, fabric, and vinyl. (These and the decorative hardware are not included.)

The large chest measures 15¼x28x15½" and is priced at $12.98. Use it to store blankets, sweaters, linens, records—or as a hope chest. Small chest is 6½x12x6½", priced at $7.98. It's perfect for handkerchiefs, stationery, bulky jewelry, gloves, small kitchen tools, and games.

Kit contains precut wood parts, nails, glue, sandpaper, hinges, chain; instructions for assembling and covering chests shown.

More ideas and ORDER FORM ON PAGE 131.

Rudy Muller

Newest Admiral Duplex (35¾″ wide) fits in your old refrigerator space

NEVER BEFORE! AN 18.8 CU. FT. STAND-UP FREEZER-REFRIGERATOR

For the big family with a small kitchen

For the first time . . . a side-by-side Freezer and Refrigerator with an 18.8 cu. ft. capacity . . . in one beautiful cabinet just 35¾″ wide!

The Duplex 19's unique stand-up design and new, foamed-in Thinwall Insulation save valuable space inside and outside . . . nearly double the storage capacity of your present refrigerator space!

At left: the spacious 246 lb. freezer is just 64 3/16″ high . . . lets you reach right in without squatting, stooping or stretching.

At right: the expansive 11.8 cu. ft. refrigerator holds gallon milk bottles, big hams, bulky packages . . . lets you help yourself without hunting.

Shop just once a week for the big family. Enjoy a convenient automatic ice maker* . . . and automatic defrosting in both the freezer and refrigerator.*

See the Duplex 19 now . . . in Copper Bronze, Shell Pink, Citron Yellow, Turquoise and White.

Admiral® Duplex® 19

Newest thin-wall freezer refrigerator

MARK OF QUALITY THROUGHOUT THE WORLD

Model shown, ND 1949. *Ice maker and no-defrost freezer, optional extra. Specifications subject to change without notice. Admiral, Chicago. Canadian Admiral, Port Credit, Ontario

Beauty-low cost-easy care

you get them all with Marbletone by Masonite

This beautiful fireplace wall is the new Marbletone by Masonite—an embossed panel so like true marble you have to touch it to make sure.

Marbletone, too, is perfect for accent walls, hallways, ceilings and recreation areas.

The wall at the left of the fireplace is Royalcote Teak, one of the many wood-grained Royalcote finishes which also include Walnut, Cherry, Pecan, Elm, Oak—every one charming as well as practical.

Easy care, low upkeep? Factory-finished hardboard panels by Masonite are *tough*—resist denting and abrasion, with sealed surfaces that wipe clean with a damp cloth, stay fresh-looking for years. Application is easy, too—big 4′ wide panels go up quickly. See your Masonite dealer now—and mail the coupon for our colorful decorator idea book.

MASONITE

shows the way!

Masonite, Marbletone and Royalcote are registered trademarks of Masonite Corporation

Masonite Corporation
Dept. AH-7
Box 777
Chicago 90, Illinois

☐ Please send me your idea booklet, "New Fashions in Home Decor." I enclose 10¢.

Name_____

Address_____

City_____ Zone____ County_____ State_____

BOOKS &

GARDENING AND COOKING ON TERRACE AND PATIO will delight lovers of outdoor living. It is written for the ever-increasing numbers who cook, garden, and entertain—practically live—on their terraces. The gardening section includes information on growing flowers in pots, planter boxes, and hanging baskets; growing herbs and vegetables; and gardening under artificial light. The outdoor cooking chapters give instructions on use of grills, tips on charcoal broiling, and many tempting outdoor recipes. *By Dorothy Childs Hoger, 192 pages. New York, Doubleday & Co., $3.95.*

THE ART OF FLOWER ARRANGING, a beautifully illustrated studio (8½x10″) book, will be treasured not only by flower arrangers, but by all who love flowers. With sections on containers, equipment, materials, lessons on technique, a color chart, and unusual ideas for many Oriental and other types of floral designs, this book in itself is a complete course in flower arrangement. *By Norman De Kalb Edwards, with photographs by Alean and John Miller, 192 pages. New York, The Viking Press, $10.*

CRUISING FUN FOR THE FAMILY covers just about everything a powerboat owner should know for the safety and enjoyment of his passengers. Boating talk ranges from choosing and equipping a boat to maintenance and winter storage. Illustrated instructions on navigation and piloting in fog and heavy weather are especially helpful. There are also sections on water sports, hobbies, entertaining aboard your boat and some recipes for easy cooking in the galley. *By John B. Owens, 300 pages. New York, Harper & Row, $5.95.*

BONSAI FOR AMERICANS is a guide to the art of growing miniature potted trees, a hobby borrowed from the Japanese which has been fast gaining popularity here. It has all the information that is needed to create and care for many types of bonsai, including *mame* (mah-may), which is miniature bonsai (under seven inches tall). The author also disproves the notion that it takes almost a lifetime to grow a fine specimen. *By George F. Hull, 246 pages. New York, Doubleday & Co., $5.95.*

These books may be ordered through your local bookstore.

BOOKLETS

SWEET-MOMENT DESSERTS are coming your way in this colorful booklet from the General Foods Kitchens. It has some of the most luscious desserts you've ever seen in its 44 pages—recipes for pies, parfaits, puddings, and soufflés, many of them refreshingly cool for the hot summer days. Whip up Frozen Lemon Fruit Pudding or Cranberry Sauce Parfait for that sweet moment. *Send 25c to Sweet-Moment Desserts, P.O. Box 1306, Kankakee, Illinois.*

ROSES, all about them and how to grow them, is a new booklet that will be a great help to gardeners. Written by Mark M. Taylor, a contributor to *The American Home*, some of the rose topics covered are history and classes, selection, culture, propagation, container planting, landscaping, cutting, exhibiting, pests and diseases, and All America Rose Selections. *Send 40c to T.F.H. Books, P.O. Box 33-AH, Jersey City, New Jersey 07302.*

16 SPARETIME PROJECTS THAT ARE FUN TO DO WITH SAKRETE CONCRETE AND MORTAR MIXES is a guide to economical home improvements. It includes step-by-step instructions on how to build planters, decorative block walls, flower bed edging, patio floors, seating walls, steps, and walks. Other projects include repairing walls, sidewalks, and black-top surfaces. *Free from Dept. AH, Sakrete, Inc., P.O. Box 1, St. Bernard, Cincinnati, Ohio 45217.*

IDEAS FOR EASIER HOMEMAKING tells how to do tedious, time-consuming chores easier and faster. Booklet includes information on the benefits of a home water softener; suggestions for floor, window, kitchen utensil, and appliance care; tips on washing the dog (even if he's encountered a skunk!); laundering aids; how-to's for removing carpet stains; and many other helpful around-the-house cleaning ideas. *Free from Dept. AH, Bruner Corporation, Division of Calgon Corp., 4767 N. 32nd Street, Milwaukee, Wisconsin 53202.*

FREEZING FOODS AT HOME is a booklet packed with suggestions to help you make the most enjoyable, efficient use of your food freezer. Its 80 pages include a plan for good freezer management and instructions for packaging, freezing, thawing, cooking, and serving everything from meat to eggs. There is an easy-to-follow storage timetable, freezing calendar, a meat chart with recommended cooking methods, and a menu and recipe section. *Send 25c to Dept. AH, Oxboro Heath Co., P.O. Box 7097, Highland Station, Minneapolis, Minnesota 55411.* *(continued on page 132)*

PLEASE ACCEPT WITH OUR COMPLIMENTS, THIS

"Christmas Money" Coupon Card

(FACING THIS PAGE)

GOOD FOR

1 $2.75 Worth of Greeting Cards for only 25¢

for Christmas and All Occasions

(SEND NO MONEY NOW!)

AND YOU ALSO GET

2 New Christmas samples, on approval, and full details on how to earn, in your spare time, $50 to $250 between now and Christmas!

JUST IMAGINE! The valuable Coupon Card attached to this page is good for the Giant $2.75, 98-piece Assortment of Christmas and All Occasion Greeting Cards — for only 25¢ to help cover packing and mailing costs (which will be billed to you *later*). In addition, this Card will also bring details on how you can earn $50 to $250 in your spare time between now and Christmas!

Why do we make this Special Introductory Offer? Because we want you to see how easy and pleasant it is to earn "Christmas Money" with our wonderful "Extra Money" Plan. No experience needed!

Just SHOW these beautiful cards to friends and neighbors. *They* get real bargains. And *you* make up to 60¢ on every box they order — even more on certain gift and novelty items. Soon you have $50 to $250 to spend as you please!

To help you get started, *with* your giant assortment of cards we will also send you several other popular assortments *on approval*. If friends don't snap up these bargains, send them back at our expense and pay nothing!

Mail The Coupon Card at Left NOW — WITHOUT Money!

Mail valuable postpaid "Christmas Money" Coupon Card at left now. The big $2.75 Giant Assortment of cards will be yours to KEEP whether or not you do anything further about the "Extra Money" Plan!

And how you'll love using this Giant Assortment! Picking out the "just right" card to send to each friend on each occasion is really fun. It's the same sort of pleasure your *friends* will get, too, if you decide you do want to make "Christmas Money" by showing them your other assortments. But that will be up to you. NOW — while we can send you this beautiful big 98-piece assortment at such an amazing saving, mail Coupon Card *today*. If Coupon Card has been detached, write direct, enclosing 25¢, to *HARRY DOEHLA CO., Studio A17, Nashua, New Hampshire.*

Burns?

Help heal the hurt with new First Aid Cream—the long-lasting antiseptic that helps fight infection, soothe the hurt, promote healing. Every minor skin break, from scrapes to scratches, from cuts to bites, needs Johnson & Johnson First Aid Cream.

Johnson & Johnson

TAKE A SECOND LOOK AT THOSE NEW COMMUNITY HEALTH PROPOSALS

STANLEY SCHULER

Next time someone suggests your community hospital be enlarged or that your town needs a rehabilitation center because people have to drive 10 miles to Next Town for treatment, don't leap to hasty agreement.

If you do you may discover that you have run up the cost you pay for medical treatment without reaping real benefits in return.

You may even wind up getting less good care than you receive right now.

This may be hard to believe. It is commonly assumed today that no community is complete and up-to-date unless it has a fine complement of health facilities and services. As a result, the pressure to establish these and to keep them equal to the facilities in nearby towns is enormous.

Many top health authorities, however, feel that nothing could be more nonsensical, if not downright inimical to our own best interests.

What kind of health facilities are communities trying to develop?

Mainly new, larger, or better short-term general hospitals because in the past couple of decades the hospital has become the center of medical life in every town. But there are also growing demands for more specialized facilities and services, such as psychiatric clinics for old and young, nursing homes for the aged and chronically ill, centers for the rehabilitation of the disabled, occupational-therapy services for the mentally retarded, home care services for those people who are not well enough to be on their feet but not sick enough to be in an institution, and so on.

Doesn't every community need facilities like these?

In almost every community there are individuals who need them; but what the community as a whole needs depends on its size and location and the make-up of the population. For instance, a big central city undoubtedly needs all types of health facilities whereas a small, nearby suburban community may not need any.

But doesn't every modern community, large or small, need at least a well-equipped general hospital?

No. Generally speaking, a community needs a hospital of its own only if it does not have ready access to an existing hospital of ample size and with the necessary equipment and staff for treatment of our more common ailments.

What do you mean by "ready access"?

One authority believes that in metropolitan areas everyone should be within 30 minutes of a general hospital. Actually, only a small percentage of hospital cases are emergencies. Furthermore, a Chicago Medical Society study indicates that even emergency patients are not greatly harmed if they are not delivered to a hospital within split seconds.

Just what are the reasons that would justify a nearby hospital?

Your town might be well advised to add or improve hospital facilities for any of the following reasons:

1. There is a legitimate, unfilled community demand for treatment in a short-term hospital. Ideally, there should be 4.5 hospital beds for each 1000 people.
2. The existing hospital needs to be modernized. A nation-wide study made several years ago indicated that we should spend $3,600,000,000 for modernization or replacement of obsolete hospital facilities without adding new hospital beds.
3. The existing hospital is not accredited—it does not meet the minimum standards set by the Joint Commission on Accreditation of Hospitals. To be sure, this may not be as serious as it seems at first glance. For one thing, small hospitals are not eligible for Joint Commission accreditation. For another thing, if a study made in Michigan is indicative, most of the larger hospitals which are not accredited fall only slightly below the required standards. However, if any community hospital of more than 25 beds consistently fails to secure accreditation, it should be considered with a skeptical eye.
4. The existing hospital is guilty of dangerous practices or outright malpractice. This, admittedly, is unusual. The hospitals involved are generally small and privately owned (proprietary hospitals). But in southern California the situation has sometimes been alarming enough to force some chambers of commerce to issue warnings to incoming residents to avoid certain so-called hospitals.
5. The existing hospital is too small to meet modern requirements for care. The small hospital which won a loyal following in its community because of the warm, sympathetic friendliness its personnel exuded cannot qualify as an adequate medical institution for that reason alone. "In order to give more economical, higher-quality care, to support the specialized services needed today, and to do the necessary education and training of hospital personnel and young doctors," says Dr. Jack C. Haldeman, former assistant surgeon general of the United States and now president of the Hospital Review and Planning Council of Southern New York, "We in this area feel that no new hospital should have less than 200 beds."

Other hospital-planning organizations set a somewhat lower figure, but all agree that large hospitals give better care than small, and that it is preferable to have one large hospital serving several communities in an area than for each community to have its own small hospital.

Aren't there other good reasons for building a new community hospital or improving an old one? For instance, aren't property values higher in a community with a good hospital?

Certainly a more or less isolated town which has a hospital has a better chance of attracting new industry—and thus improving its economy—than an equally isolated town that does not have a hospital. But there is no evidence that in metropolitan areas a town's property values are affected by the existence or nonexistence of a hospital.

But don't doctors do a better job if they have a hospital in which they can maintain a practice.

Yes. But the fact is that with few exceptions most doctors who have occasions to use hospitals are already affiliated with some hospital. This even includes many doctors who live in sparsely settled areas.

Well, isn't it true that the better the hospital, the better a doctor can treat you? In *(continued on page 102)*

HOW TO BEAT THE HEAT ONCE AND FOR ALL

There's a man close by who can do more to help you beat the heat than anyone else in town. He is your Carrier Air Conditioning Dealer and all you have to do is call him.

When you do, he will come over and survey your home carefully. Then he can tell you the best way to air condition your house—and the cost. Give him a go-ahead, and he will install the equipment expertly.

There are many reasons why your Carrier Dealer is the man to call. For one thing, Carrier started the air conditioning industry and over the years developed the most complete line of equipment available.

This equipment is lower in price today than ever before and is backed by fine service. For Carrier and its dealers maintain the most experienced service organization in the business. And the largest—more than 12,000 men strong.

There is more Carrier air conditioning serving more people in more places throughout the world than any other make.

Because of all this, your Carrier Dealer has great confidence in the job he will do for you. Enough confidence to certify in writing the temperature and humidity conditions that will prevail in your home.

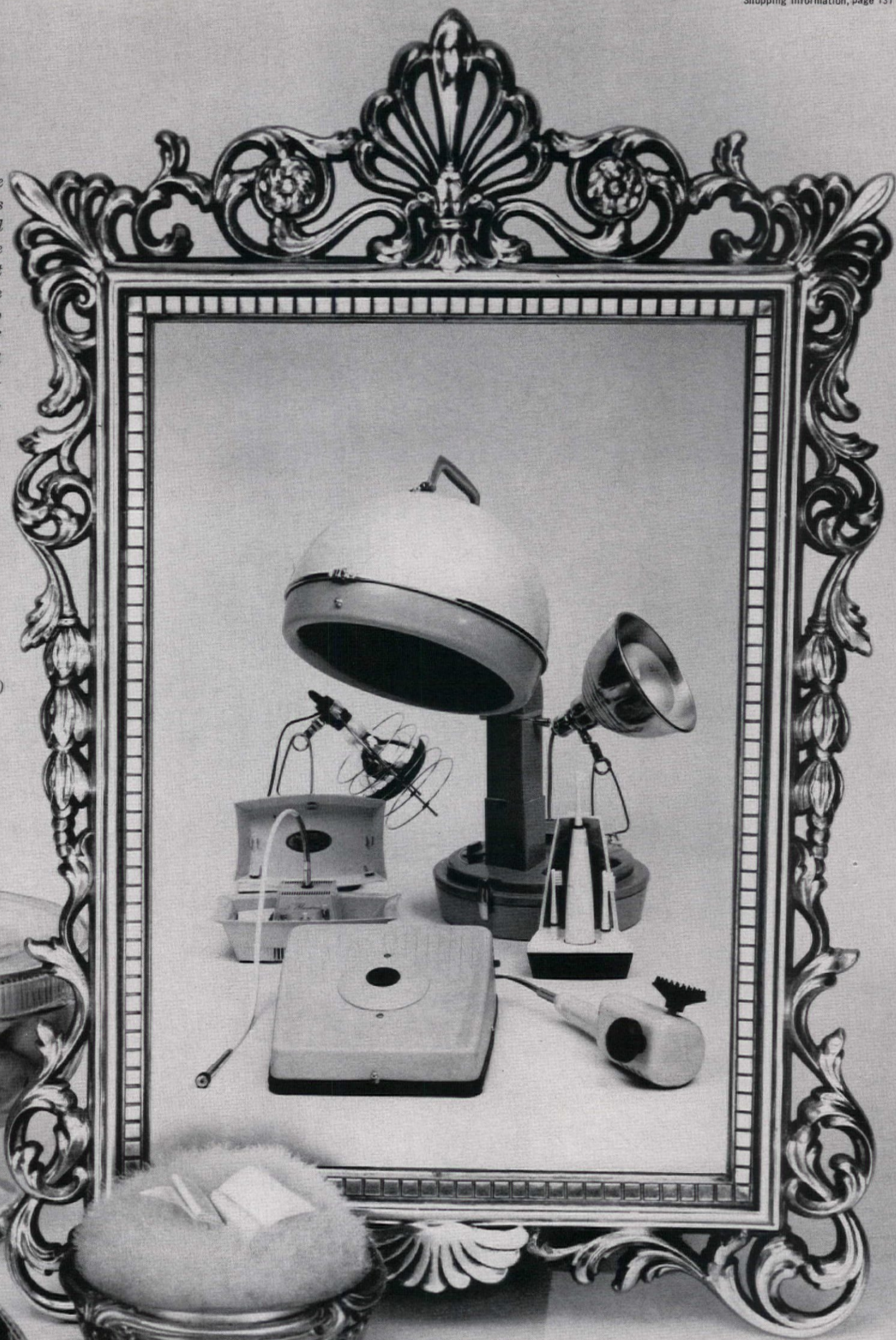
To beat the heat once and for all, call your Carrier Dealer. He is listed in the Yellow Pages.

Carrier *Air Conditioning Company*

Rudy Muller
Shopping Information, page 131

Nobody has to tell you about the wonder of household appliances like dishwashers, ranges, and vacuum cleaners. But how are you fixed for appliances that keep the housewife (not the house) in the pink? Did you know that there is a whole new world of fascinating appliances designed just to make you beautiful—easily, professionally, right in your own home?

No excuse now for ragged cuticles, straggly hair, aching muscles, or housewife pallor. Enter the age of push-button pulchritude. Enter the automatic masseuse, the electric manicurist (not to mention pedicurist), the flick-of-a-switch hairdresser. Without setting foot outside the house you can have all the comforts and soul-soothing coddling of a beauty *(continued on page 126)*



BEAUTY IS JUST A B-ZZZ-ZZZ AWAY!

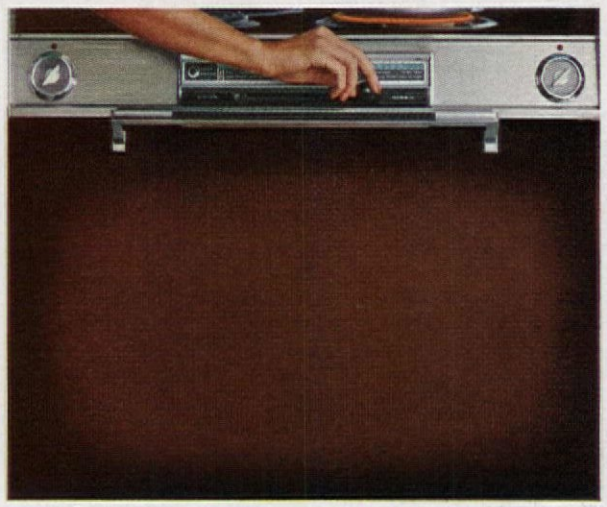
JOSEPHINE, TV'S LADY PLUMBER, SAYS:

"Compare cleansers. Comet removes both food stains and potmarks better than any other leading cleanser"

"What a difference! Other cleansers have problems with both food stains and potmarks. But not Comet. It gets out both kinds of stains best. Know why that is? Because only Comet has Chlorinol, the best cleaning, bleaching and disinfecting stuff in any cleanser. Even if you think you've got the world's worst stains, don't give up the sink! Get Comet and make it white as china. Comet cleans deep —bleaches right through old dried food stains, makes pesky, scratchy potmarks disappear. Comet removes those stains best—and you can't be any better than that!"

New Americana® by General Electric features P-7, the oven that cleans itself electrically.

Don't touch this dirty oven...



just set dials, latch the door...

it cleans itself electrically.

There isn't, there can't possibly be, a more exciting range in the whole world today.

For now the fabulous Americana has P-7 in the master oven!

No, those pictures are no trick. You don't use any cleanser. No liquids, no pastes, no fumes, no nothing. Just turn two dials to "CLEAN," set timer, latch door. The same electricity that cooks for you cleans this oven completely. All that's left of crusted-on pie juices, cheese spillings, roast drippings is a trace of fine white ash on the oven floor!

No range ever deserved such a feature more. The Americana's smart built-in look, 2-level exhaust system, 2 full ovens, rotisserie, Sensi-Temp® cooktop unit, push-button controls, and a host of other extras in its compact 30″ width, make it ideal for your new kitchen. And because it's electric, it means *flameless cooking*.

Only your General Electric dealer has the Americana. Only he can show you the P-7 oven—on the Americana and on two other models. Look him up today, in your Yellow Pages.

GENERAL ELECTRIC

RALPH FREAS

LISTEN HERE

Vacation with music: take console sound in a suitcase

With summer's arrival, the dedicated high-fidelitarian undergoes his annual agony. Shall he suffer a week or more away from his carefully assembled music system? Can he brave the tinny output from the public address system at Camp Citronella, the lo-fi squawk from the car radio, or the piercing blast of a portable phonograph with its "giant" three-inch loud-speakers? How shall he endure the pallid fare five transistors deliver through a thin wire that, vinelike, climbs upward from a shirt-pocket radio to a plastic plug in his ear? Short of dismantling his audio array and packing it alongside tennis racket, swim trunks, and sun-tan lotion, what can he do? What can anyone with a taste for well-reproduced music do?

Several manufacturers have applied themselves to this problem and the results are, happily, very satisfying. Among portable phonographs, you'll find the Model 11 from KLH Laboratories. Styled like airplane luggage, the Model 11 resembles a console phonograph in sound. It's a remarkable performer, expensive ($199) for a portable, but worth every penny.

The description, "console sound," is no ad copywriter's superlative. Full, rich, and clear, the sound of the KLH 11 belies its appearance. This is particularly true of its miniature loud-speakers. They attach to each end of the "suitcase" while being transported; detached, they can be positioned anywhere for maximum stereo effect.

Their bass reproduction is impressive. Ordinarily, good bass is the product of a large speaker cone, aided by a good-sized baffle or enclosure. The substantial bass from the KLH 11 results from a small but pliant, long-throw cone with an assist from its amplifier. The amplifier is designed to boost the low end of the sound spectrum where small speakers are customarily weak.

The KLH 11 offers a bonus of program flexibility; it provides inputs for stereo-FM tuner or tape recorder.

KLH pioneered the quality portable phonograph and Pilot Radio Corporation followed suit with its Model XKE-1000. Like the KLH 11, Pilot's portable uses the Garrard automatic turntable and Pickering cartridge to deliver a signal to a transistorized 15-watt amplifier. It drives a pair of speaker systems, each of which contains 6½-inch woofers and 3½-inch tweeters. During transportation the speakers form a lid for the luggage-type carrying case. Price tagged at $199.50, the XKE-1000 is built to accept an AM-FM-Stereo tuner in a special "well" for that purpose. The tuner is optional at $99.50. Without the tuner, the XKE-1000 tips the scales at 25 pounds.

If you prefer to leave your favorite records at home, and be satisfied with whatever broadcasters choose to fill the air, there are a few superb radios on the market.

One portable radio worth considering is Dynaco's. A Danish import, this AM-FM-shortwave unit has a 12-transistor circuit and a large (for a portable) 5x7-inch loud-speaker. As an accessory, Dynaco offers a rack to hold the unit beneath the dashboard of your car. For FM reception on the road, you'll need an outside antenna. The Dynaco radio provides a special plug-in connection to receive the antenna lead. Dynaco is priced at $149.

Another contender among quality portable radios comes from Sony. Designated the TFM-116A and costing $99.95, Sony's radio provides AM, FM, and marine reception. Sony stresses what it calls "snap tuning." This feature "holds" the station and will be appreciated most by FM listeners who find drifting signals a nuisance. An earphone is provided for private listening; leather carrying case is optional.

Tape recorders have a dual use for vacationers. They produce respectable sound and also permit the collection of sonic snapshots of a trip. But the primary use of a tape recorder, in the context of this column, is providing a musical backdrop to relaxation wherever you are. And a satisfactory way of doing so is to plop a recorded tape onto a portable tape recorder.

The term portable needs some qualification. It has been applied to so-called portables by the dozens. They earn the name mostly because they come in luggage-type carrying cases. They are not self-powered, however, and require standard house current. Too, their portability often presupposes husky biceps on the owner since they may *(continued on page 132)*

In this package...Chef put

7 herbs and spices
4 plump tomatoes
2 pungent onions
2 cloves of garlic
And a big chunk of Parmesan cheese

All these fine foods are combined in a generations-old spaghetti sauce recipe. Chef Boy-Ar-Dee brought the recipe to this country more than fifty years ago from his Italian birthplace—*Castelnuovo Val Tibone.*

This glorious spaghetti sauce is quick-dried by a special process and brought to you with the freshness sealed in.

You add water and simmer. The result is spaghetti sauce as fine or finer than any you've ever tasted. Far fresher-tasting than other prepared sauces.

It tastes so fresh and good because you make it fresh. Make it Chef Boy-Ar-Dee® Spaghetti Sauce tonight.

7 summer short cuts
How many do you know?

Nothing wraps up work like a strong, absorbent ScotTowel

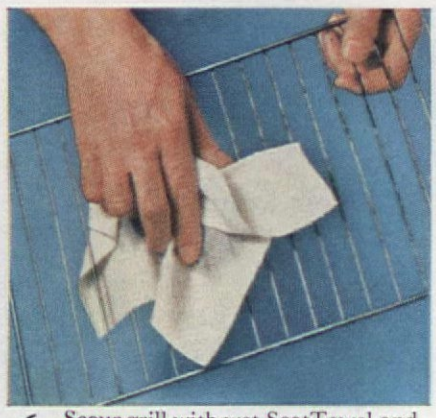
1. Take roll of soft ScotTowels to beach. Use to remove sand, suntan oil. Dry hands, faces. No stains on beach towels.

2. Strong even when wet, ScotTowels scrub a greasy bake dish under water, yet won't break, shred or tear.

3. ScotTowels are super-absorbent. Soak up 5 times their weight in water. Mop spills faster. Drain food better.

4. Keep flowers fresh going home in damp, absorbent ScotTowel. Cut stems on ScotTowel. No leafy clutter.

5. Create melon boat on big thirsty ScotTowel. Cut out "meat" in chunks, seed on strong ScotTowel. Drain berries, pit cherries, pare peaches, scoop out cantaloupe balls on ScotTowel. Pile fruit in shell. Parings pick up neat and tidy.



6. Scour grill with wet ScotTowel and cleanser. Strong ScotTowels last through toughest jobs. No cloths to wash.

7. ScotTowel Holders in your summer cottage keep ScotTowels handy for wash-ups. Cut down towel laundry.

ScotTowels are built to take to the water...

that's why they do all these jobs so well

ScotTowels are built to handle wet jobs. So super-absorbent they soak up five times their weight in water. So strong they *stay* strong even when wet. And they're soft, too. That's why they do more jobs more efficiently, from scouring pans to drying hands. No wonder more women use ScotTowels. Get the Regular or Big Roll today.

SCOTT MAKES IT BETTER FOR YOU

DOG SCHOOL—IT'S HARDER ON THE OWNERS THAN THE DOGS

Like a drill sergeant, she stood before us, head erect, hands on hips, legs planted slightly apart.

"You all have very sloppy sits," she barked loudly.

It being the next to last session of the eight-week-long dog obedience school at the Recreation Center in Burlingame, California, we 15 adults shuffled our tired feet.

We stared at the floor, hung our heads, were terribly ashamed. For the teacher, of course, was quite right. The dogs couldn't have cared less. They scratched and yawned and wagged their tails.

We gathered them up and slunk on home, resolving to do much better at the next lesson.

There are times when you're going through dog obedience school, a part-social, part-educational fad very big currently in California, when you wonder if it isn't all just a farce.

Like the little boy on our block who, watching me being pulled along on a six-foot-long leash by my dog, one day taunted, "My father says dog school is for the birds!"

And then you reflect and appreciate what a long way you've come since that first ragged line-up.

Half of us, then, had our dogs' choke collars on wrong. We walked up each other's heels, had rear-end collisions, struggled madly to restrain wild chases, and the barking and yelping were something fierce.

At the end of that first school hour of working Thurber, our clown of a big, black poodle, my husband was in a cold sweat.

"Never lose your temper!" commanded the teacher as she handed out typed instructions so that we could practice at home between classes. "The whole secret of obedience," she declared, "is repeat—and repeat—and repeat. Or it isn't going to work."

On that cheery note, she released us until seven nights later.

When next we met, there was great improvement. Mike, the boxer, no longer snarled—he just grimaced. Bonnie, the cocker, had not only lost her timidity, she was a downright flirt. By the end of that session we had our pets heeling and sitting and standing as still as statues. (Well, almost as still . . . you can't expect miracles.)

The third week it was "sta-a-a-a-a-a-a-yyyyy," strictest lesson to date. If they disobeyed (which they did, all right), we were told to smack them briskly beneath the chin.

When they did it correctly, the order was "Praise your dog!" and some of us went overboard.

"Mother's good girl!" shrieked the lady to our left, snatching up her fluffy, brown toy poodle and tossing her way up over her head, just like a human baby.

Never, during school, did we adults learn each other's names. Roll call was always addressed to the dogs. At first, it was tempting to snicker when the teacher called "Princess" and a deep male voice answered "Here." But soon that seemed quite natural.

When we talked to each other it was dog-to-dog, so to speak. We learned that Sassy, the schnauzer, was in school "because he's so mean and we thought exposure to other dogs would make him behave better"; that Jambon, a miniature poodle, had been entered "to help her get over her shyness"; while Gretchen, a shepherd, was there just because her owner thought "it would be nice if she made some new friends."

Only one person in class had intentions of showing her dog. Of all people to have such high hopes, it was the "Mother's good girl!" lady.

There's a mysterious lingo to dog training. The dogs seemed to take to it naturally. We adults would get a little mixed up.

For instance, "Heel off!" and "Finish heel!" appear similar but mean two different things. With one, you walk, stop, and praise—with the other, your dog circles, struts up beside you, and sits. You feel like a dummy when everyone does it right except you. Especially when the class can see that the dog's not at fault . . . you are.

The last lesson taught was "Down—sta-a-a-a-a-a-yyyyyy"—and after a few awkward skirmishes, the dogs took to this one just fine. A dandy excuse for a snooze.

Finally, and it seemed much, much too soon, came that terrible, nerve-racking night—graduation.

And one by one, we faced the ordeal of performing in public alone. It's a panicky feeling when the realization strikes you that you're dealing with a creature with a mind of its own.

Thurber, for instance, made his entrance like a bloodhound—nose to the floor, scenting out all kinds of interesting smells. Came a command, he just grinned. We came within a point of flunking.

Somehow, I've a feeling that this is just the beginning! LEE TYLER

Married women are sharing this secret

. . . the new, easier, surer protection for those most intimate marriage problems

What a blessing to be able to trust in the wonderful *germicidal protection* Norforms can give you. Norforms have a highly perfected new formula that releases antiseptic and germicidal ingredients with long-lasting action. The exclusive new base melts at body temperature, forming a powerful protective film that *guards* (but will not harm) the delicate tissues.

And Norforms' *deodorant protection* has been tested in a hospital clinic and found to be more effective than anything it had ever used. Norforms *eliminate* (rather than cover up) embarrassing odors, yet have no "medicine" or "disinfectant" odor themselves.

And what *convenience!* These small feminine suppositories are so easy to use. Just insert—no apparatus, mixing or measuring. They're greaseless and they keep in any climate.

Available in packages of 6, 12 and 24. Also available in Canada.

Tested by doctors . . .
trusted by women . . .
proved in hospital clinics

FREE ***informative Norforms booklet***
Just mail this coupon to Dept. AH 47-8
Norwich Pharmacal Co., Norwich, N.Y.
Please send me the new Norforms booklet, in a plain envelope.

Name_____ (PLEASE PRINT)
Street_____
City_____ Zone____ State____

What good things happen when Le Sueur® mushrooms and aluminum foil get together over charcoal?

You get delicious foil-broiled mushrooms and a 50¢ refund.

Sizzling over hot, glowing coals and topped with succulent Le Sueur mushrooms—this is how steak was meant to be enjoyed! And to acquaint you with these plump flavorful mushrooms, here's a special offer. Just send 2 Le Sueur mushroom labels, along with the end flap from any brand of aluminum foil, to GREEN GIANT CO., Box LS320, Le Sueur, Minnesota, and we'll send you 50¢.

FOIL-BROILED MUSHROOMS

2 jars (2½ oz.) or 1 jar (4½ oz.) Le Sueur mushrooms
Aluminum foil
1 tablespoon butter
2 tablespoons chopped parsley
½ teaspoon onion salt

Drain liquid from mushrooms. Tear off a piece of aluminum foil large enough to wrap mushrooms securely. Place mushrooms in center of foil. Add butter and sprinkle with parsley and onion salt. Wrap foil around mushrooms to make a package. Cook over hot coals or under broiler for 15 minutes. Serve over steaks, chops or chicken. Makes 4 servings. Variations: substitute ⅛ teaspoon garlic powder or ½ teaspoon oregano or ½ teaspoon basil for the onion salt.

© Green Giant Company

A SUMMER TO REMEMBER

Summer is a sunny deceiver! Those lovely, long, lazy days stretch out ahead, seemingly forever. Clocks are time tellers, not tyrants. And what you don't do today will certainly wait for tomorrow—or still another tomorrow. You have weeks ahead . . . time to take stock of the house, what you may want to do to brighten it in the fall . . . time to read the books you've missed, to have delightful picnics, parties outdoors . . . time to take short drives to nearby parks and historical spots you want the children to see, time to go off on a two-week vacation—all of you together. Wonderful to contemplate, isn't it? Careful—or you'll still be contemplating when that sudden Tuesday after Labor Day arrives.

Summer is *not* long and timeless. These weeks are speed demons and they are filled only with what you put into them. Great summers don't usually just happen; you must make them happen.

Your starting point is the calendar and this issue of our magazine. (We have several blueprints to help you build this fabulous summer.) You're going on a picnic with that wonderful take-with-you food on page 70? When? Mark down the date on the calendar and if you're asking other people, start calling now. You're going to do some reading? What time of day are you planning to use and how often? You're going to take some of those one-day vacations to nearby places? What dates will you save for them? This isn't regimentation; it's exchanging dreaming for planning and action. It's a concrete step to a richer, more refreshing summer.

The second step is not concrete. It's a state of mind, not a recipe, not a plan, not a chart. The wonderfully memorable summer (like everything wonderfully memorable) demands *awareness,* the conscious, keener use of our abilities to enjoy. It's *seeing* the world around us, not merely looking at it; it's savoring food, not just chewing and swallowing; it's pausing to express our pleasure in being with friends, in a sudden glimpse of landscape. It's living each minute, each hour, vividly aware of the satisfactions they hold. It takes a little effort, a little practice, this cultivation of awareness. Once you have it, you'll have more than this summer to remember.

This then is our two-step plan for the weeks ahead . . . the recognition that summer is longer when it is filled to the brim . . . that summer is lovelier when you really live it!

OF ALL LEADING NATIONAL BRANDS

only Mazola® Corn Oil gives you these 4 benefits

THAT MODERN HOMEMAKERS DEMAND

1 **100% pure golden Corn oil.** Mazola is not a blend of oils; it contains no cottonseed oil, no soybean oil, no safflower oil. Every drop of Mazola is pure corn oil which needs no artificial preservatives to protect its golden lightness, its golden goodness.

2 **Most effective of all leading brands in cutting down saturated fats.** Mazola provides active polyunsaturates. This means you can cut down your family's saturated fat intake by using Mazola instead of the more saturated fats and oils.

3 **Fries light... golden... delicious.** Mazola has its own delicate flavor which enhances the good taste of the foods you fry. Chicken, sea food, French fries—all turn out golden crisp outside... tender and juicy inside . . . these are Mazola's wonderful qualities.

4 **No greasy, heavy taste... so easy to digest.** Modern cooks take pride in serving meals both delicious and digestible. They are the women who won't settle for less than pure golden-light Mazola Corn Oil... to them it's the most precious of vegetable oils.

NEW "FLAVOR-SEAL" VEGETABLE RECIPE

TRY THIS DELICIOUS NEW "FLAVOR-SEAL" WAY TO COOK VEGETABLES

Measure 1 tablespoon MAZOLA Corn Oil into skillet or saucepan. Add seasonings and 1 package (10 oz.) frozen vegetables or 3 cups (about 1 lb.) prepared fresh vegetables, washed, drained, not dried.

Cover tightly. Cook on medium to low heat until just tender (8-12 minutes). Time varies with type and tenderness of vegetables.

During cooking, shake or move pan several times to prevent sticking. For starchy or stalky vegetables, add up to 3 tablespoons water. For frozen vegetables, turn frozen block frequently during first part of cooking, to thaw and break up.

AND MAKE IT COUNT

If you're a happy sun worshipper who lies out there by the hour—

If you're a relaxed chaise-sitter who likes nothing better than just sitting—

If you're the social soul who finds the greatest rest and recreation in visiting back and forth with your neighbors—

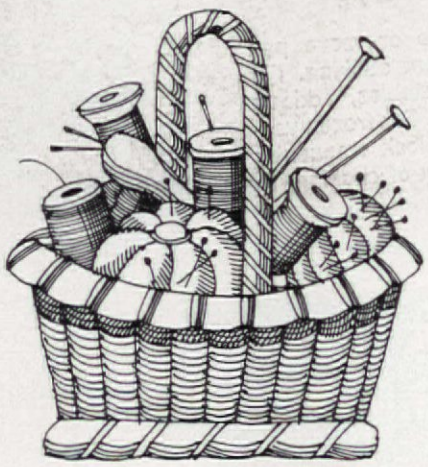
Feel no need to excuse yourself but read no further. This is not for you!

We're speaking now to the would-be doers, the restless ones who are a bit embarrassed because they *don't* enjoy doing nothing pleasantly.

Summer is just the right time span to do *something*. Specifically to acquire the basics of a whole new skill that you'll enjoy using and improving long after the hot weather has gone. Let's explore a few of those skills, the tools they require, and how you go about learning them. We may even touch on the rewards—though they are rather self-evident.

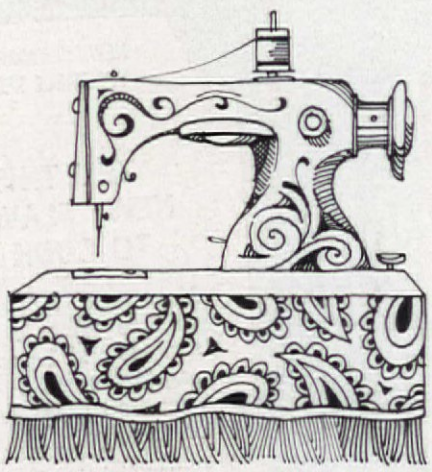
SEWING

A nonsewer is apt to regard this skill as a heaven-sent talent, too technical, complex, and tedious for the average (herself) mortal. And so she stays away from one of the most relaxing, money saving, and creative



home arts. You may have spent dreary hours in elementary school doing some required fine seams. (We spent a year making aprons we didn't want. Not even the whiter-than-white detergent could get them clean after those months in our grubby young hands.) You may detest replacing buttons, mending and fixing the broken slip strap, the missing garter. All of that—and you may still be a latent Dior or Chanel.

"Out of several thousand women in my years of sewing classes, I can remember fewer than ten who didn't turn out a pretty dress in our eight lessons," said a young, attractive Singer Sewing School instructor. So much for the heaven-sent talent bit!



Modern sewing is no more technical, complex, or tedious than modern cooking. With the help of a good book on the subject—and we'll mention a few further along—a good machine and the good sense to go slowly, one step at a time, any man or woman can learn to sew in leisure summer hours. Men? The greatest dressmakers are men, virile, attractive males. With some of the fascinating advances of today's machines . . . disks, levers, and whatnot that do everything from mending to monogramming, the man in your life may well enjoy at least some experimental sewing.

There are several schools of thought on the subject of sewing machines for beginners. One holds that it's unnecessary to buy a machine until you're sure you're going to master the skill. Maybe. If you take a sewing course at the YW or the local Singer Center, you can use the machines there during your lesson time.

Another viewpoint is to buy the least expensive machine until your skills are fair to middling; a valid theory, particularly if there is a budget problem. The third school of thought recommends buying the very best, most modern machine you can afford. That happens to be our belief for several reasons.

1. You'll sew better, quicker, and easier on a new, modern machine. Today's machines are marvelously engineered to remove any element of drudgery from sewing.

2. You'll sew oftener during your learning period if you have the machine at home. And if it's one of the latest models, you'll find it hard to stay away from!

3. There's a pride of ownership, a fascination in the machine itself that makes sewing more enjoyable from the first time you try it.

4. We're *that* sure that once you begin to sew, you'll go on sewing and sewing, so why wait?

What will you start to sew? It depends on where you learn and what you want to make. Most sewing courses start on a dress because that's what most women want to learn to make. But if you're teaching yourself, you may want to start with something for the house. There are excellent books to guide you here—which we will also mention later.

Can you really learn to sew in a few weeks? Indeed you can. Some of your maiden efforts may not look as professional as you might like. But that is usually because the novice rushes things, doesn't follow instructions step by step, doesn't take enough time to do each step correctly. If you start now, you will have a new skill by fall. If you're like most women, you will also have discovered a creative outlet that may be even more important than the many dollars your sewing will save you.

TYPING

We try to keep the frenzy of the fanatic out of our voice when we talk about typing. But it's only fair to warn you that we think typing should be started at about the same grade that reading and writing begin. Apart from engraved invitations, replies to same, and letters of condolence, there is nothing written that isn't easier to read and easier (in a very short time) to write, than the typewritten sheet.

You'll find your correspondence goes twice as fast when you have learned touch typing. You may also find you will share more of your husband's world because it's a fair bet he'll call on you some evenings and weekends to type some of his overflow office material. (Of course you can avoid this by keeping your new skill a secret, but sooner or later he's going to find the typewriter and ask a few questions.)

What about that typewriter? Today's portables are so efficient and so attractive you won't want to hide yours . . . except from very young fingers. You can rent a machine while you're learning, or buy an elderly second-hand one, but why? There are portables in several price ranges and you'll find your learning time goes much faster on a modern

machine of your very own. Try several in the store before you buy. You don't need to know how to type to discover which has the easiest touch for your hands, and other advantages you prefer. You may even find that the electric portables, obviously quite a bit more expensive, suit you best. We think that (continued)

* * * *FREE* *"RHAPSODY IN BLUE" RECORD TO INTRODUCE...*

"*The Treasury of the World's Most Honored Musical Favorites*"

Conducted and Selected by
MISHEL PIASTRO

SAVE 50% BY ACTING NOW.

Twelve magnificent 12 inch pure vinyl records in an elegant library case . . . available only through this limited offer at a savings of more than 50% of what you might ordinarily expect to pay...produced for the Longines Symphonette Recording Society in your choice of Hi-Fi or Stereo.

BRILLIANT "LIVING SOUND"

The award-winning Longines Symphonette is The World's Most Honored Concert Ensemble—each member a musician of virtuoso caliber and, under the direction of Mishel Piastro, their talents are blended to bring you an outstanding musical experience equal to 8 full one hour concerts!

"Living Sound," the exclusive Longines Symphonette recording and broadcasting technique, is so true to life it actually enhances the "fidelity power" of inexpensive record players . . . brings out the full audio limits of the finest high-fidelity or stereo equipment.

So fine are the performances, so superb the quality, you'd expect to pay as much as $59.76 (even more for stereo) in retail stores. But because of this exclusive, direct-to-you offer, you save at least 50% of that price!

This is a partial list of the more than 150 selections

Adagio (Sleeping Beauty Ballet)
America the Beautiful
Ave Maria
Ay, Ay, Ay
The Bartered Bride
Blue Danube Waltz
Cagliostro Waltz
The Caissons Go Rolling Along
Clair de Lune
Fascination
Finale-First Act (Aida)
Fingal's Cave
Flower Song (Carmen)
Grand Fantasie (Lohengrin)
H.M.S. Pinafore (Selections)
Hungarian Dance #6
I Love You (Je t'aime)
La Forza del Destino Overture
La Paloma
Mademoiselle Modiste (Selections)
Magic Flute Overture
The Mikado (Selections)
Moonlight Sonata (First Movement)
None But The Lonely Heart
Overture to Romeo & Juliet
Pas De Charactere
Polonaise
Prologue (Pagliacci)
Rigoletto (Selections)
Scherzo-Eroica Symphony
Stars & Stripes Forever
The Swan
Interrupted Reverie

SEND NO MONEY! TEN DAY FREE TRIAL!

You are invited to play every one of the 150 selections again and again in your own home on any 33⅓ RPM record player. Thrill to prize-winning performances recreated in all the true-to-life splendor of the concert hall for ten days as the guest of the Longines Symphonette.

Then you must be delighted in every respect or you may return the Treasury and owe nothing! Or, send just $5 a month until the full price of $19.95 (only $2 more for Stereo) plus shipping and handling is paid. LIMITED OFFER! You must act promptly to avoid disappointment—mail the coupon reservation *today* for your FREE ten-day listener's trial!

Just mail the coupon. The Treasury of "The World's Most Honored Musical Favorites" will be sent you promptly to play again and again (all 150 selections on 12 pure vinyl records) as our guest.

KEEP FREE RECORD!

12 deluxe records in life-time library case—gold stamped and in full color—full cross-index by composer and title. 150 selections in all! And you get FREE "Rhapsody in Blue" record just for listening in the privacy of your own home.

$19.95 *(Just $2.00 more for Stereo)*

SEND NO MONEY—own the Treasury and send just $5 a month until the full price plus modest shipping and handling charge is paid.

The rare honor . . . "VIRTUOSO ORCHESTRA"

In practical terms, "Virtuoso Orchestra" means a group of superb musicians who play together to produce music of rare beauty and outstanding precision.

Precision is the key. Each member of The Longines Symphonette is qualified as an outstanding soloist—and is, in fact, a soloist with the orchestra. They have welded a medium through which Mishel Piastro can create magnificent musical effects—exhort them to triumphant heights with an *Aida* excerpt, persuade them to unfold the rich, full sentiment inherent in a Saint-Saens composition — and do so with brilliance and consummate skill. Little wonder The Longines Symphonette is loved by millions.

Mail Postage-Paid Card or Coupon Below to Get Your FREE "Rhapsody In Blue" Record Album!

THE LONGINES SYMPHONETTE—LONGINES-WITTNAUER BUILDING, NEW YORK 36, N. Y. Dept. R91-019

CHECK ONE
☐ High-fidelity edition. ☐ Stereo edition. Just $2.00 more for complete set.

Rush my "Treasury" to play for 10 days. If I am not completely satisfied, I shall return the "Treasury" or, remit just $5 a month until $19.95 (Stereo $21.95) plus shipping and handling is paid. I keep my FREE "Rhapsody in Blue" Record Album even if I return the 12-record Treasury! N. Y. City residents add 4%

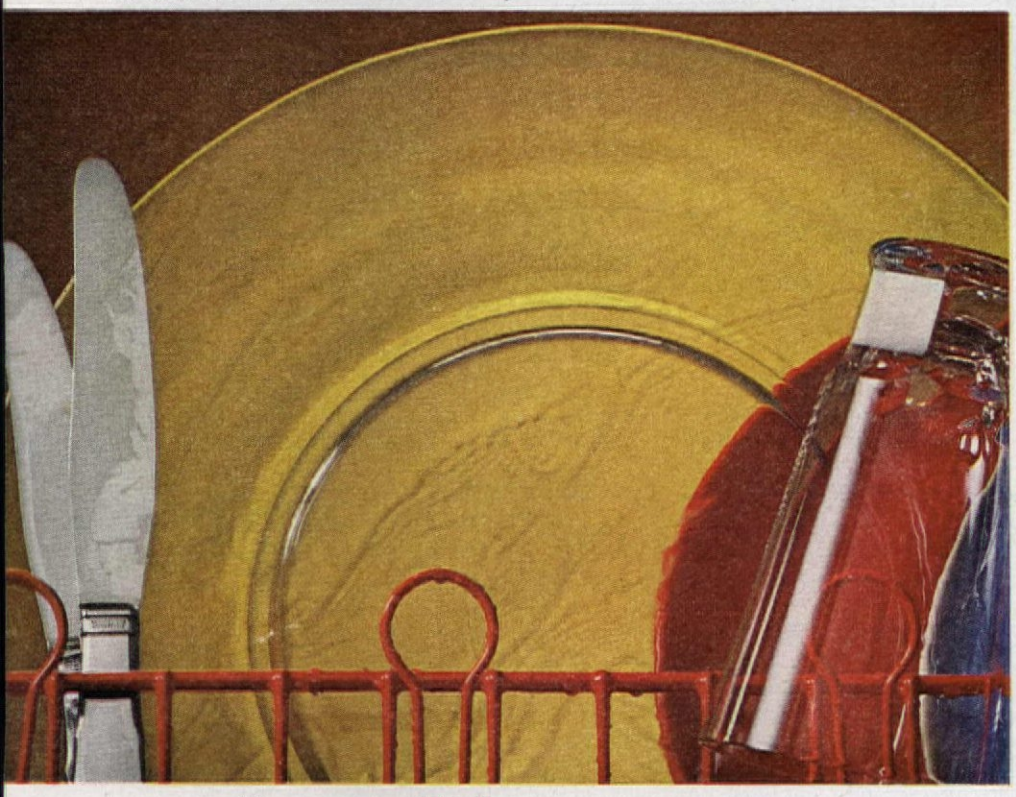
Name.....
(PLEASE PRINT)
Address.....
City.....Zone.....State.....

☐ SAVE! Enclose $19.95 (Stereo $21.95). We pay all shipping and handling charges—MONEY REFUNDED if you are not delighted.

Dishwasher detergent giving you spots? Look!

WATER DROPS—See what happens when even clean water is sprayed on dishes. Drops form, and as dishes dry, these water drops turn into ugly spots and streaks.

CASCADE—Because of Cascade's "sheeting action," water slides off, drops don't form. Cascade with Chlorosheen does it—and only Cascade has Chlorosheen!



Cascade's amazing "sheeting action" eliminates drops that spot!

Nothing beats Cascade at getting dishes clean. Cascade's remarkable "sheeting action" even eliminates drops that cause ugly spots. Water ripples off in clear-rinsing sheets. Dishes, glassware and silver come from your dishwasher sparkling and spotless. No towel touch-ups!

Nothing safer for china patterns. The makers of Castleton, Flintridge, Franciscan, and Syracuse china—through the American Fine China Guild—verify Cascade's unsurpassed safety to patterns. Every leading dishwasher maker recommends Cascade, too. So do women everywhere: they've made it America's favorite!

Give your dishwasher the best—Cascade—it's got "sheeting action"

(continued)

every home should have a typewriter; if there are several children of school age, it can probably use even more than one.

What about lessons? Again, you can go to school at the Y or a regular business school, but there are excellent books, records, and charts that you can use most effectively to teach yourself at home. One optimistically called "Touch Typing in Ten Days" is available (for $3.95) if you buy a particular machine. With a concentrated hour or so a day, you'll be touch typing smoothly and accurately, if not rapidly, very soon.

FLOWER ARRANGING

What better time to learn a little of this gracious art than summer, when the pretty ingredients are at their peak? We've heard a few of our friends decry "learning how to arrange flowers." Their contention is that flowers are lovely enough and don't need any special art to make them more attractive. We've also seen flowers in those friends' homes. Flowers, like anything else that has shape and color, can be composed to make them far lovelier.

If you belong to a garden club you have probably taken a few lessons in this old, old art. But again, a good book and the right tools are excellent home teachers. The tools begin, naturally enough, with flowers. But before you cut, pick, or buy them, check your supply of vases, frogs, and bowls. An expert arranger can make almost any container "work"

but he is smart enough not to try. (He again? Some of our best florists are men; in many flower-arrangement contests, men score high.)

With several containers, a sharp pair of scissors, and flowers, you're ready to go to work. That is, if you've decided on what effect you're trying to achieve. We think that the first step might better be leisurely browsing through a good book on the subject, learning the principles, then picking out the easiest arrangement that appeals to you.

We discovered that one of our biggest problems in arranging was in trying to go too fast. Take enough time to try for an effect, step back, evaluate it—and start over if you haven't quite made it. Time consuming? In a pleasant way, yes. But after a few sessions with different flowers (and remember, you don't need *many* flowers), you'll find the short cuts, the kinds of arrangements that do the most for the flowers and also for your home.

A SPORT

You name it. Then learn it. It could be golf, tennis, swimming, scuba diving. In which cases, take lessons from a pro, a pro who is qualified and paid to teach you correctly. Or it could be snorkeling, badminton table tennis, bowling. Those you can

safely learn by doing. The requisites for the latter are (1) the ability to swim, calm water, a snorkel mask, tube, and flippers; (2) space, a badminton set, and a partner; (3) a ping-pong table and set, and a partner; (4) nearby air-conditioned bowling alleys and a partner.

We won't belabor the values of learning and using an active sport—a new one, if you don't already have one. The more time at tennis, et al, the less time doing waist bends and toe touching!

Suggested Self-Help Books

SEWING: *Fashion Sewing by the Bishop Method.* Lippincott. $2.75.

Singer Sewing Book by Mary Brooks Picken. Grosset & Dunlap. Over 250 pages, big illustrations. $4.95.

Sewing Made Easy by Mary Lynch and Dorothy Sara. Garden City. 380 pages, not too legible but full of helpful detail. $3.95.

Singer Home Decoration Sewing Book, a complete reference guide to sewing home decorations. $3.95.

TYPING: *Typing Made Simple* by Nathan Levine (The Made Simple Books). Excellent guide for self teaching by an instructor in the New York City evening-school system. $1.45.

Touch Typewriting by John C. Evans (Barnes & Noble) correctly subtitled A Complete Course for Self Instruction. Old-fashioned photos don't hurt effectiveness of approach. $1.

FLOWER ARRANGING: In addition to *The Art of Flower Arranging,* mentioned in our "Books & Booklets," there's *The Rockwells' New Complete Book of Flower Arrangement* by F. F. Rockwell and his wife, Esther C. Grayson. Doubleday. 92 pictures in full color, more than 150 photographs and diagrams. *The* book on the subject. $5.95. THE END

Look what's between you and noise now... Celotex Quiet Conditioned Living

Total Quiet Conditioning is something brand-new. It's a *friendly* combination of noise "blotter" and noise "barrier"—to protect your peace and quiet, without interfering with family fun or activities.

Quiet Conditioned Living begins with acoustical ceilings by Celotex. They absorb—"blot up"—up to 70% of noise that strikes them. They're easy to install, in old homes or new, and wonderfully *decorative*. Ask your building materials dealer to show you the new trend-setting Celotex patterns.

In new homes today, your builder can Quiet Condition *walls and floors*, too. Advanced building systems—using Soundstop* Board, Celo-Rok® Gypsum Wallboard, pre-finished Woodgrain Hardboard Paneling, and other Celotex® products—greatly reduce room-to-room noise. More outdoor noise is *kept* outside.

When you buy, build or remodel, be sure to Quiet Condition your home the Celotex way. Your family will appreciate the extra comfort and privacy, the wonderful comfort of Quiet. *TRADEMARK

Another idea for Better Living from CELOTEX

THE CELOTEX CORPORATION, 120 SOUTH LA SALLE ST., CHICAGO. Subsidiaries: The South Coast Corporation . . . Crawford Door Company . . . Big Horn Gypsum Company . . . O. P. Grani, Inc. . . . Canadian Celotex Cweco Industries Limited (Canada) . . . Celotex Limited (England). Affiliate: South Shore Oil and Development Company

Two delicious ways to dress up a summer menu ...with Lipton Onion Soup

Lipton California Dip: One envelope Lipton Onion Soup Mix, one pint sour cream, one stir with a fork. You'll be surrounded by men with potato chips. Charcoaled Onion Burgers: One envelope Lipton Onion Soup Mix, 2 lbs. ground chuck, 1/2 cup water. Make 8 patties and grill. Watch these burgers do a disappearing act.

HELP YOURSELF TO ONE-DAY HOLIDAYS

The Frenchman is a past master of the art of one-day holidaying. If he's country bound he starts off in his Renault or Peugeot, surrounded by his family, with an ample basket of bread, cheese, charcuterie, and wine, folding chairs and table. You see him on the road early Sunday morning. You glimpse whole families through the trees along the roadside as they stop to rest, to eat, to sit, and watch the world go by. Later in the day, those and other families are gaily running through Roman ruins or raptly walking through old chateaux. And in the twilight you may see all of them going home, their cars often overflowing with the wild flowers they have picked during the day.

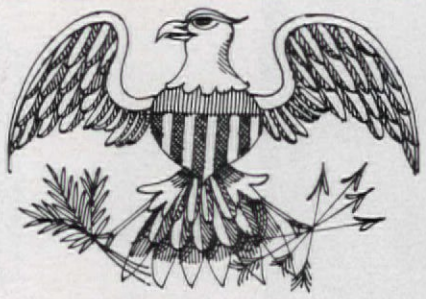
They are just as adroit at the one-day holiday in the city of Paris. When you see them in the Tuileries, grown men and little boys sailing boats, in the Parc Monceau playing sidewalk games with their children, in the Luxembourg Gardens, the Bois, they have the same gala mood, a complete detachment from their working life. These are people who know how to pack a week of pleasure into a few short hours.

We wonder if it mightn't have been a little like that in this country back in our horse-and-carriage days . . . when the whole family piled in behind Dobbin for a day's outing that had to include a long standstill for Dobbin to rest. Today all too often, it's the ride itself that's the occasion, not the walking in the fields, the sitting, looking, the leisurely lunch.

This summer we're planning to try the French mood, even if the actual trips are in our shiny, fast auto. Want to join us on a few eight- or nine-hour vacations? The actual places will be different for each of us, but they'll be the same *kinds* of places, the same mood for the day.

BACK INTO HISTORY

You may have to call your newspaper or even your Chamber of Commerce to find a picturesque past in or near your home. But it's there. It may be as famous as Monticello or Mount Vernon (and then you'd know it without asking)! It could be a Boscobel near New York City; the Hermitage near Nashville; the Lincoln Village, a restoration 20 miles from Springfield, Illinois; the Pony Express Stables in St. Joseph, Missouri; The Old Settler's Memorial Cabin in Gage Park in Topeka, Kansas; the Santa Barbara Mission in California. Every state, every city has an interesting history-steeped spot near at hand.



Take the family, a whole day, a delicious lunch, and time. Take time to really see the place you're visiting, time to absorb its mood and meaning. Let the children browse and ask questions of the usually present guide or guard. Put the place in its proper niche in history, go back there yourself for a brief hour or two—and you'll have a real one-day holiday!

LET'S BE AMUSED

At least once in a summer how about a day at an old-fashioned or new-fashioned amusement park? While we like the imagination and imagery of a Disneyland, the pseudo-Americana of Freedomland, they're all essentially the same. Carnival, charivari, call it any slighting name . . . there is nothing else quite like the hullabaloo of roller coasters, squeals, merry-go-rounds with calliope music, Ferris wheels, "airplane" rides, popcorn, and cotton candy that are the heart of any amusement park.

The best way to enjoy every minute of it begins with a well-planned picnic lunch (not the hot dogs and

(continued)

To market, to market (without leaving home)

Our new Space King Twins (the matching refrigerator and freezer you see above) put weeks and weeks of meals right at your fingertips. Together they give you a dazzling 25.2 cubic feet of storage in only 60″ of space. Hold enough to equal as many as 12 trips to the market. You can shop to your heart's content right from their roomy shelves (and save money in the bargain by buying in quantity).

The Space King refrigerator alone holds 20% more fresh food than refrigerator-freezers of comparable size. And the exclusive *Cold Injector* system pushes cold air evenly throughout the refrigerator — does away with unsightly coils in the fresh food section. There are loads and loads of extra storage space for fresh foods in the door.

Separate giant freezer holds a hefty 440 pounds. New Fast-Freeze Shelves provide contact freezing. The porcelain enamel interior is easy to clean. Only Westinghouse offers you a freezer and a matching refrigerator for less than the cost of many single combination units.

Be sure to see the new Space King Twins soon. They're available now at your Westinghouse dealer's store. Each can be bought separately. Buy them both and you've got yourself a supermarket.

You can be sure if it's Westinghouse

Imaginative ideas to glamorize your home at low cost. Designs for gardens, pools and patios. Send 25c for 16-page color booklet or call your local awning dealer.

CANVAS AWNING INSTITUTE, INC
NATIONAL COTTON COUNCIL
P. O. BOX 12287-D, Memphis, Tennessee 38112
Enclosed is 25c for canvas idea booklet

Name_____
Address_____
City_____ State_____ Code_____

COTTON . . . THE FIBER YOU CAN TRUST

Septic Tank-Cesspool Owners

RID-X Can Save You Hundreds of Dollars!

Whether your home is new or old, you *can* have a costly, messy back-up in your septic tank or cesspool. *RID-X*® works to keep your sewage system operating smoothly. Helps prevent messy back-ups and foul odors. *RID-X* can save you HUNDREDS of dollars on digging, pumping, landscaping!

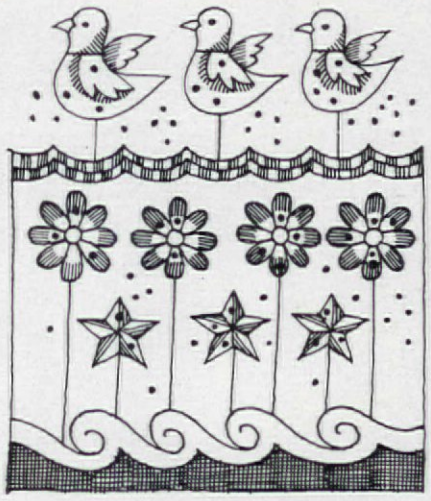
EASY TO USE—just pour in toilet bowl and flush. That's all. *RID-X* can't harm porcelain, metal pipes.

NEW FOIL PACKAGE
with Handy Pour Spout!

FREE BOOK: 16 Fact-Filled Pages on the Care and Maintenance of Septic Tanks, Cesspools. Send 10¢ for postage, handling to: Rid-X, P.O. Box 224, White Plains, N.Y.

(continued)

other fare sold on the grounds)! After an early arrival at the park, the first order of the day is to find a quiet spread-out spot on the outskirts of the soon seething scene. Set this up for rest, retreat, quiet family games, each alternating with short visits to the fun house and other exciting attractions. A "watchdog" has to take turns sitting at the family spot and that requires setting up a timetable of activities. Then, any small child firmly held by the hand, begin to be



amused! Each family has its own tempo as well as its own favorite and unfavorite rides, but the surest way to enjoy the day is to spend more time at the family base than in the heart of the park. The youngsters who'll have the happiest memories of the day will be those who did *not* go on all the rides or on any one *all* the times they wanted. Home in time for a light supper is a good day's end.

DAY WITH A VIEW

There may be some place in the flat lands of America where there isn't a view. We haven't found it in our travels. Just remember that views don't have to be from soaringly high places (though we confess to a dreamlike memory of Seattle's environs as seen from the Needle at dusk and into the night). A little knoll overlooking a field of flowering potato vines, a small hill that looks down on a lake, a grassy bank beside a river or rushing stream—each of these is as lovely in its own way as the Skyline Drive, Storm King Highway, San Jacinto, or the Golden Gate.

Never more than a few miles away from your home, there's a Day With a View waiting for you to find and enjoy. And this is the day to emulate the French. Take everything along for stretched-out creature comfort. Take folding beach chairs or foam mats with headrests or blankets and pillows. Remember some books, a deck of cards, a few magazines, and a wide-mouth vacuum jug full of ice cubes. Be sure there are enough drinks and real glasses perhaps insulated. Pack a portable broiler and a tender steak or a tenderized London Broil. Add anything else that spells a special creature comfort, like a tiny radio, Camembert and crackers, red ripe tomatoes, and crusty French bread, binoculars or eye shields for shut-eye time. Pick a spot where, by the slight exertion of raising a head from its pillow, one can see a restful, delightful view.

If children are along on this Day With a View, bring a busy kit for them; fill it with crayons, paper, puzzles, a favorite doll, a book or two. And if there's an inch of space left in the car after all that gear, add an old-fashioned ice cream freezer with its necessary adjuncts. That last will make it the perfect day.

How long has it been since you went exploring? Did you ever bicycle at leisure in the country, turning into any shady lane that took your fancy? How exciting it was to discover a lovely spot by a brook or an old deserted farmhouse! Why not take a country bike ride this summer—you

may be lucky and find a wonderful picnic spot!

BUT WHEN WERE YOU THERE?

Within thirty miles of most of us there is one or more of the following: A city- or state-maintained botanical garden that is a work of art and beauty, a boat ride, a zoo, an aquarium or marineland, a beautiful park, a bird sanctuary, historic and handsome churches and homes open to visitors, a planetarium, a big airport, a Chinatown, a skyline or water's edge drive, a port or boat yard where one can go aboard to visit a ship, observation towers that offer vast panoramic views, a church or community bazaar, public beaches or swimming pools or both, public tennis courts and golf courses. They're there for us to use; we pay for them!

It's a wonderful country, filled with spots for one-day holidays. This summer we're going to enjoy more of it—yes, as much as that knowing Frenchman enjoys his!

In a matter of minutes, you're enjoying an Italian tradition

As distinctive as the colisseum . . . Chef Boy-Ar-Dee Dinners are the ones with authentic sauce, made from an old Italian recipe by a real Italian chef.

The sauce is the secret in making the traditional Italian spaghetti dinner a favorite everywhere. So I make my sauce the old Italian way, hand-stirred and simmered till the flavor is as smooth as the texture.

You can cook up a dinner as authentically Italian as any you'd eat in Rome. And because the home-style Italian meat sauce is all made, you can have a piping hot Italian dinner on the table in twelve minutes.

See how fast all my Italian dinners cook up. Try the Meat Ball Dinner: over a pound of sauce and 8 big beef meat balls. Try the Mushroom Dinner, too. They're thriftier than you could make yourself.

And as you listen to compliments on your Italian cooking, let it be our secret that you did it the convenient Chef Boy-Ar-Dee way.

Hector Boiardi, Chef

Chef Boy-Ar-Dee® Spaghetti Dinners

Corvair Monza Convertible

It has a twinkle in its eye

It flirts with you, that's what it does. But its come-hither looks aren't the only attraction. Corvair's got a practical side that makes as much sense to women as it does to mechanically minded men.

For instance, the engine's air-cooled so there's no radiator to add water to or buy antifreeze for. No hoses to check, tighten or replace. And you won't spend time or money getting brakes adjusted. They adjust themselves. Just nothing much for you to do but enjoy driving like you probably never have before.

The peppery standard engine's got almost 19% more horsepower this year. Its location in back puts extra weight on your rear wheels, gives them a surer grip on mud, ice and snow. And the easy-to-park size and easy steering make even downtown driving more relaxing.

In fact, this is the kind of car it's a pleasure just to *think* about driving. Why not do just that—all the way down to your dealer's? . . . Chevrolet Division of General Motors, Detroit, Michigan.

CORVAIR MONZA

CHEVROLET

Chevrolet • Chevelle • Chevy II • Corvair • Corvette
THE GREAT HIGHWAY PERFORMERS

Swedowsky & Weiss

There was a time when going on a picnic meant leaving many of the creature comforts and amenities at home. You settled for a blanket on the ground, a block of ice in the old washtub, and odd pieces of cracked china from the attic. Times, of course, have changed. Each year a new crop of picnicking paraphernalia appears on the market—each and every item designed to outdo last year's. Above, you see a sampling—to make your next picnic more fun than ever.

1. Willow "weekend chair" has storage space under seat for carrying pillows, blankets, or extra sweaters. Backrest folds even with seat for easy handling. About $13.50 from Rheta Cole.

2. Lightweight clamp-on umbrella can be attached to tables, chair backs, boats, or carriages. Washable checkerboard top in green and white or yellow and white. By Macon Umbrella Corp. for about $6.

3. Washable, portable folding table is made of brown rattan woven on an iron frame. 15x15x22". Approximately $16 from Ross Havers.

4. New Skotch-O-Matic jug. Press the bulb and presto, the spout serves the drink. Two-gallon jug holds either hot or cold beverages. About $12.20 from Hamilton-Skotch.

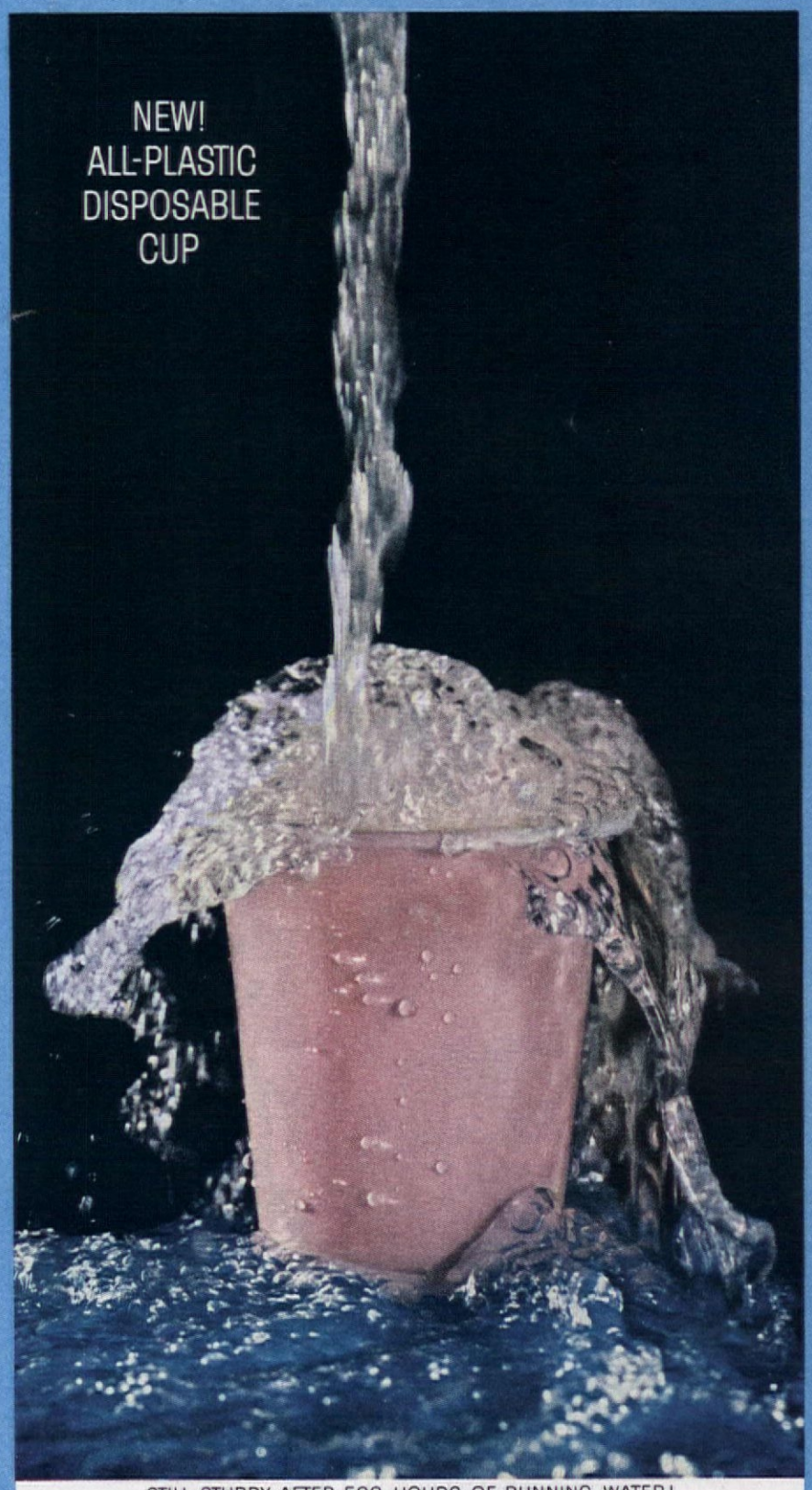
5. "Provincial Wheat" flatware, is a stylized wheat design in yellow and blue on white melamine. The 24-piece set about $14.98. By Washington Forge.

6. Paper tablecloth, napkins, cups, and plates in a gingham pattern come in yellow, pink, or green on white. Tablecloth, 54x96", is 39¢. Cups, plates, and napkins are 29¢ per package. By C. A. Reed Co.

7. Compartmented willow picnic basket has spaces for carrying bottles, salads, or individual lunches. About $9.50 from Rheta Cole.

8. Stainless steel "Royal Chef" charcoal grill is great for covered cooking, or preparing food for small or large groups. When cover is tilted backward, second grill can be used for cooking larger quantities. Cover locks securely and has handle for carrying. About $24.95 from Chattanooga Royal Company.

9. Airtight and watertight plastic containers are excellent for picnics and for home storage. The 50-ounce "Handolier" has an opening in the lid for pouring your favorite juice. About $1.19. "Econo canister" is ideal for storing and serving large quantities of food. About $2.79. "Jumbo canister" for carrying beverages in ice. About $2.89. Carrying handles to fit, from 29¢ to 59¢. All made by Tupperware.



STILL STURDY AFTER 500 HOURS OF RUNNING WATER!

New Scott Plastic Cups

No cardboard taste
...can't get soggy!
This plastic cup
at "toss-away" prices
makes paper cups
strictly old-fashioned!

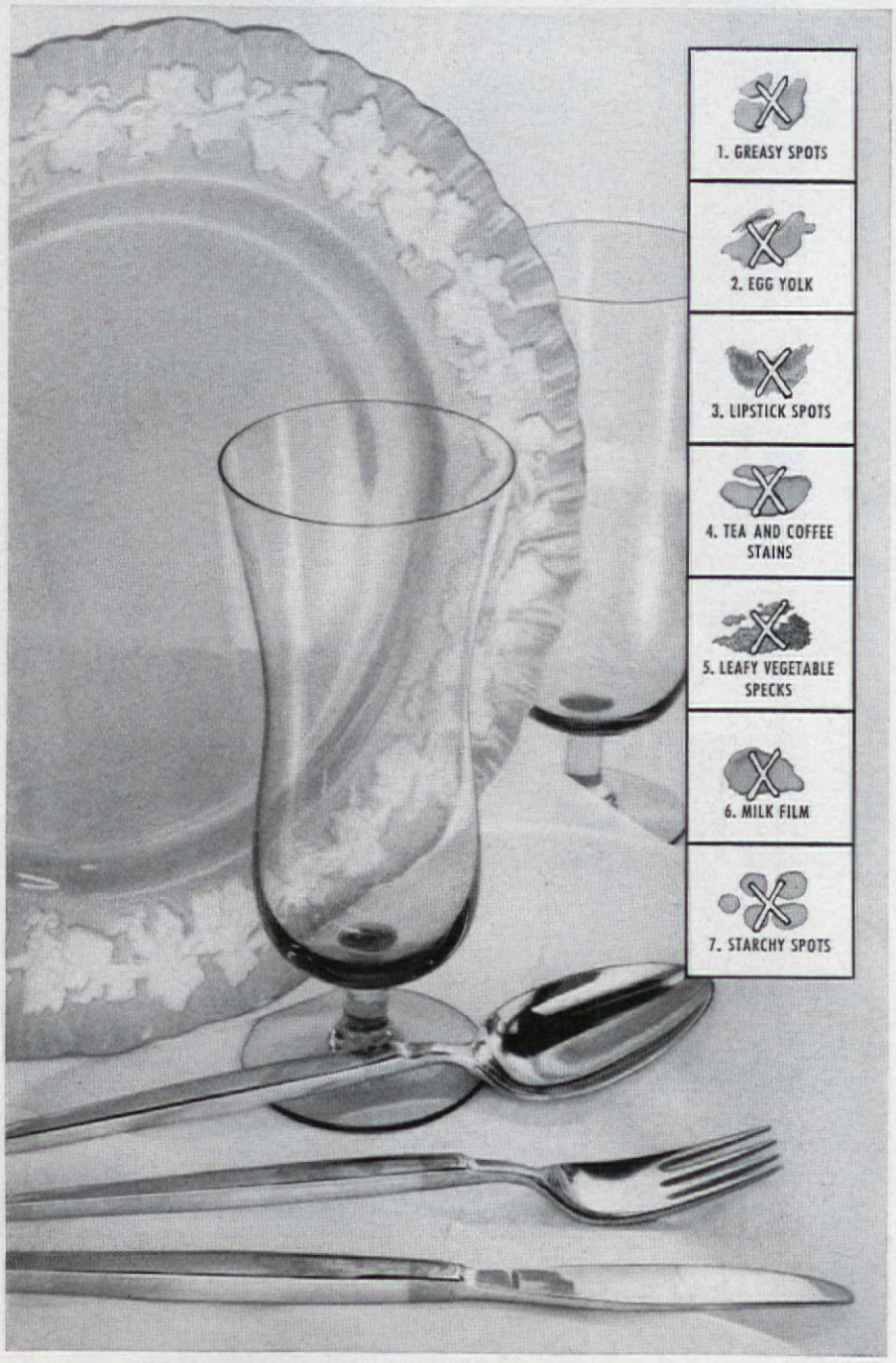
Look for Insulated
Scott Plastic Cups, too.

SCOTT MAKES IT BETTER FOR YOU

See! Dishwasher *all*

not only ends water spots...but

dissolves 7 of the most stubborn spots



Guarantees spot-free washing,

the most spot-free glasses, silver, dishes any dishwasher can wash—or your money back!

New Dishwasher ***all's*** super-penetrating solution gets in and under spots, lifts them off and floats them away. Your dishes come out sparkling clean—even after being stacked for hours in your dishwasher. And Dishwasher ***all*** is recommended by every leading dishwasher manufacturer. Get new Dishwasher ***all***—you'll like its new bright color, new fresh fragrance!

Dishwasher ***all*** is recommended completely safe for finest china by American Fine China Guild.

PACK A HAPPY VACATION SACK

It must have happened to you. It certainly has to us. There we were, all settled in our home-away-from-home, our suit cases all unpacked, and the night falling. We were about to bathe or bathe the young when we discovered

.....one very small cake of soap, or
.....none, in the bathroom.
.....not a washcloth in the place.
.....Junior beginning to sniffle.
.....a headache coming on.

And that's just the start of the comfort calls, almost always, at a time when all the stores are closed.

After years and miles of traveling, solo and with family or friends, we learned to pack and *keep packed*, checked before each trip, what our family calls "happy sacks." They are plastic, more or less waterproof, replaceable bags that contain all the things we take for granted until we are far from home and need them very badly indeed!

One includes medicine and its kinsfolk. One houses cosmetics and related stuff for male, female, and small fry. The last is a heterogeneous collection of plain creature comforts such as Dan'l Boone never had.

MEDICINE SACK

1. Any regularly prescribed medicine for every member of the family such as vitamins, special eye drops, supplementary foods or treatments for chronic conditions. Count the days, the dosage, and take enough.
2. Your favorite mild pain reliever such as aspirin, buffered or plain.
3. Antihistamines if there is a hay-fever or cold-susceptible one among you who has found these effective.
4. Any personally proven and doctor-approved remedy for an apt-to-occur ailment such as diarrhea or its reverse, easily upset digestion, etc.
5. A surface antiseptic.
6. A surface pain reliever for the burns inflicted by campfire, barbecue, or overexposure to sun.

All, including a box of bandages, will go in one small plastic bag.

COSMETIC SACK

The cosmetic happy sack will probably be a *large* plastic sack. Since it has to hold things for both sexes and a wide divergence of temperamental needs, it can't be a compact thing—except you can buy small sizes of everything, if space is that much of a problem. Because we like to keep our happy sacks from one trip to another, we take big sizes. The first items could go in medicine sack.

1. Toothbrushes and tooth paste
2. Mouth wash and dental floss
3. Shampoo in a tube
4. Shaving cream ditto
5. After-shave lotion
6. Razors for both sexes
7. Fresh blades if not electric
8. Emery boards or metal file
9. Small, sharp scissors
10. Cleansing cream and freshener
11. Moisturizing cream and powder
12. Lipstick and lip brush
13. Eye make-up, if used by someone
14. Two or three large cakes of soap
15. Nail polish and polish remover
16. Hand cream or lotion
17. Sun-tan lotion or cream
18. Cologne
19. Hairbrushes, combs, brilliantine

And if that list looks formidable, just remember it costs less to fill at home than in a resort store!

CREATURE-COMFORT SACK

Last of our happy sacks is our creature-comfort group. And here is where a little time and note taking will make this sack a source of vacation bliss. Ours may be quite individual in some areas, but it's rather general for the most part.

1. Nail brush
2. Cleansing tissues (lots of them!)
3. Washcloths
4. Cotton-tipped sticks
5. Small cotton balls
6. Paper napkins (yes!)
7. Plastic bottle of liquid laundry soap or box of powdered same.
8. Plastic bags for wet items
9. Small baby pillow
10. A "hot rod," inexpensive little electric gadget for heating water to make coffee or bouillon in minutes.
11. Powdered coffee and bouillon.
12. At least one small favorite toy for each little traveller.

Sounds like a lot to pack? All three happy sacks take very little room indeed and the convenience of having these essential items with you will allow you that much more time for having a wonderful holiday.

Meet your friends at the Coca-Cola Tower at the World's Fair

COPYRIGHT © 1964, THE COCA-COLA COMPANY. "COCA-COLA" AND "COKE" ARE REGISTERED TRADE-MARKS WHICH IDENTIFY ONLY THE PRODUCT OF THE COCA-COLA COMPANY.

You'll go better refreshed. Coca-Cola, cold and crisp...gives that special zing...refreshes best.

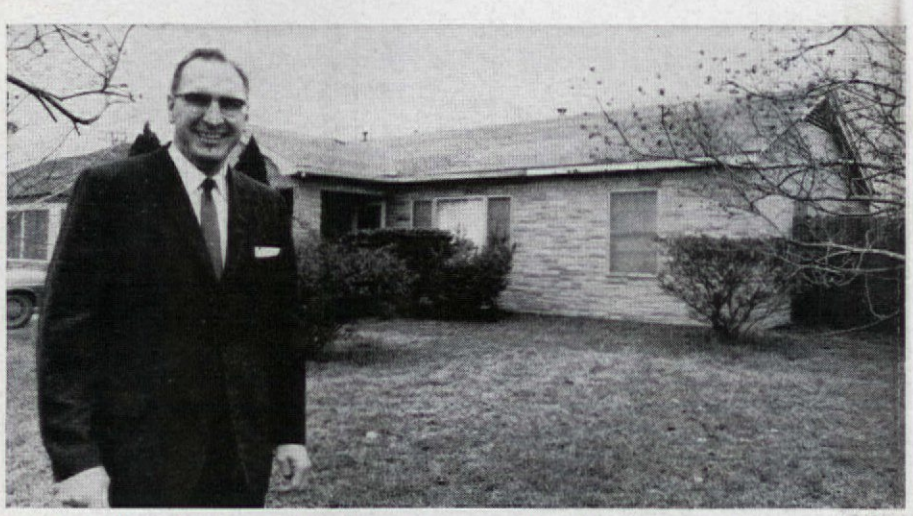
things go better with Coke

TRADE MARK

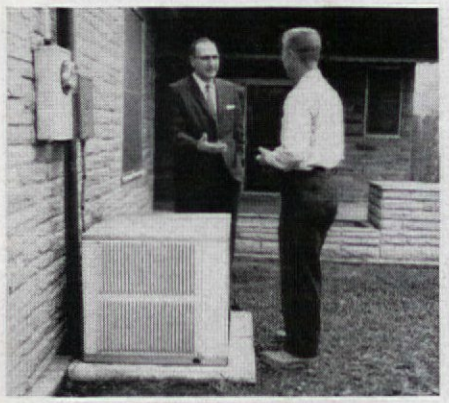
Drink Coca-Cola TRADE-MARK

"It took just $850 and two days to air condition my entire home."

Mr. Clarence Tresler of Houston, Texas tells how easy and economical it is to enjoy the benefits of General Electric Central Air Conditioning.



"Many folks think that air conditioning a house takes lots of money and means your home is all torn up," says Mr. Tresler. "Actually, if you have forced-air heat like we do, the job can be simple and inexpensive." The Treslers' home, at 3707 Broch Street in Houston, has five rooms, with two bedrooms, and 1450 sq. ft. of living space.



"I'm in the refrigeration business," Mr. Tresler adds. "So when it came to central air conditioning, I chose General Electric, because it's reliable. In three years, our 2½-ton system hasn't needed one service call."

And from Mrs. Tresler, in her attractive paneled kitchen: "I practically never used to bake in the summer until we got G-E air conditioning. Now, I think nothing of it —even when it's hot and humid outside."

Mr. Tresler: "Two of the biggest things we've found about G.E. are even temperatures and operating economy. Our electric bills have averaged $25 a month. The air conditioning cost as low as $12 a month."

Mrs. Tresler: "My drapes and everything else stay cleaner. I only have to have the drapes cleaned maybe once a year. And I only have to do a thorough house cleaning every two weeks, at the most."

If you have forced-air heat, you, too, can enjoy G-E Central Air Conditioning at a very modest cost. Call your G-E dealer for a free survey and installation estimate, with no obligation. He'll also explain how you can finance the job on easy terms. He's listed in the Yellow Pages under "Air Conditioning Equipment."

GENERAL ELECTRIC

LISTEN TO THESE LOVELY SOUNDS OF SUMMER

Here's a baker's half-dozen records that have captured the many moods, the magic warmth of midsummer. Drifting out through the open window or spinning on the patio portable these records are delightful listening for a sunlit day. They are lovely in the evening, moonlit or dark. And when summer is over, they're musical memories to play all the year.

Are they classical or popular? Don't try to classify them. They're easy on the ears from the first playing. You'll like them even more on further acquaintance. None requires that silent concert hall listening, though all are worthy of it. In short, play as the summer mood inspires you.

Incidental Music to a Midsummer Night's Dream by Mendelssohn as played by The Boston Symphony, Erich Leinsdorf conducting (RCA Victor), is sweet yet haunting—an enchanting bow to the season and Mr. Shakespeare's 400th birthday. Of course you'll recognize the Wedding March, but here, even it has a fantasy quality. One great essayist, William Hoglett said of this music, it's "like wandering in a grove by moonlight"—an apt description we won't try to top.

La Mer and Nocturnes by Debussy have been recorded often and well, but we like the recent interpretations by the Philharmonia Orchestra, led by Carlo Maria Giulini (Angel). The first side, *La Mer*, is the sound of the sea in its many moods. Debussy calls the first of three parts "From Dawn to Noon at Sea"; one can almost see and feel the coolness of early morning rising to the heat of high noon on the water.

The Pines of Rome and The Fountains of Rome by Respighi are reasonably contemporary, but they are not "modern." They are program music of an older school. And not since Toscanini conducted them with all of his Italian fire have we heard such a *Roman* performance as Eugene Ormandy and the Philadelphia Orchestra give on this brand new release (Columbia).

Greensleeves is the title of a new Morton Gould album (RCA Victor). In addition to that immortal English folk song is "Variations on a Theme" by Tallis, an awesome title for some of the least formidable of music! The second side has "English Folksong Suite" and "London Suite" by the contemporary Eric Coates. The grouping is a happy one; the choice of Morton Gould conducting is equally so. The record won't send you dancing on the Village Green or wandering through Hyde Park only because neither is close at hand. But you will be humming along, even swaying to tunes that might have been piped by an English shepherd boy.

The next two albums are musicals of a few years back. We group them together only because they *are* musicals. One concerns itself with the mythical Scottish town of *Brigadoon*; the other with the Siamese splendor of *The King and I*. They do have one great common denominator—they sound just as fresh and fine today as they did when they bowed.

Brigadoon, with the original Broadway cast, stars David Brooks and Marion Bell (RCA Victor). The record has been electronically reprocessed for stereo and sounds simply great with "The Heather on the Hill," "Come to Me Bend to Me," and "Almost Like Being in Love."

The new recording of *The King and I* is from The Music Theatre of Lincoln Center, with Risë Stevens singing Anna and Frank Poretta as the King. And surely you haven't tired of songs like "Hello Young Lovers," "Getting to Know You," and "Whistle A Happy Tune."

Finally on our Sounds of Summer list is just about any record of Julian Bream. This young man, an expert on the fiendishly difficult classic guitar, is a musical magician in the sounds he creates on that instrument. Listen to him, solo, on *Popular Classics for Spanish Guitar*. You have probably never heard any of the pieces, but they are so filled with beauty that you'll find it hard to believe they're new to your ears or that a single man with a single, stringed instrument could produce them. Or listen to *The Julian Bream Consort—An Evening of Elizabethan Music* where, with a few other artists playing on old instruments, Mr. Bream re-creates another age—and makes the most determined modernist feel a part of it! Just listen . . .

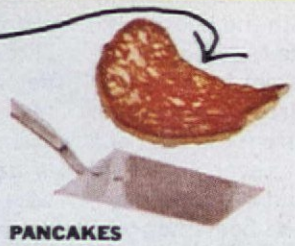
...look on the back of your Bisquick box!

Easier than most pancake mixes. You don't add shortening.

Only Bisquick makes a cake like this. Mix it in 2 minutes.

Bisquick

It's your shortcut to homemade...because we've already measured and blended six basic ingredients for you. Here are my favorite recipes.
Betty Crocker



PANCAKES

2 cups Bisquick 1⅔ cups milk
1 egg

Beat smooth with rotary beater. Grease griddle if necessary. Turn when bubbles appear. *Makes about 18.* Use 2 cups milk for thinner pancakes.

Easier than scratch. Ready in half an hour.

COFFEE CAKE

2 cups Bisquick ¾ cup milk
2 tbsp. sugar 1 egg

Heat oven to 400°. Mix ingredients. Beat vigorously half min. Spread into greased 9" round pan. Sprinkle with mixture of ⅓ cup brown sugar, ⅓ cup Bisquick, ¼ cup cold butter, ½ tsp. cinnamon blended with fork until crumbly. Bake *20 to 25 min.*

For richer batter add 2 tbsp. more sugar, 2 tbsp. melted shortening or vegetable oil.

MUFFINS

Mix ingredients as for Coffee Cake. Fill greased med. muffin pans ⅔ full. Bake *15 min. Makes 12.*

Bisquick muffins too.

Why buy a special mix?

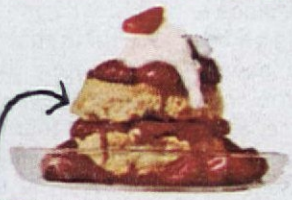
VELVET CRUMB CAKE

1⅓ cups Bisquick 1 tsp. vanilla
¾ cup sugar 1 egg
3 tbsp. shortening ¾ cup milk*

Heat oven to 350°. Grease and flour 8" square or 9" round pan. Mix ¼ cup of the milk with other ingredients. Beat 1 min. med. speed on mixer or vigorously by hand. Stir in rest of milk; beat ½ min. Pour in pan. Bake *35 to 40 min.* While warm, cover with topping.

Broiled Topping: Mix 3 tbsp. soft butter, ⅓ cup brown sugar, 2 tbsp. cream, ½ cup coconut, ¼ cup chopped nuts. Spread on baked cake. Put about 3" under broiler until brown, about 3 min.

**Over 3,500 ft. altitude, add 2 tbsp milk. Bake at 375° 25 to 30 min.*



FRUIT SHORTCAKE

2 cups Bisquick 2 tbsp. sugar
¾ cup cream* (if desired)

Heat oven to 450°. Mix ingredients, with fork to soft dough. Beat vigorously 20 strokes. Knead 8 to 10 times on lightly floured board. Roll dough ½" thick. Cut with 3" floured cutter. Bake on ungreased baking sheet *about 10 min.* Split shortcakes: spoon fruit between and over layers. *Makes 6 shortcakes.*

**Or use ½ cup milk plus ¼ cup melted butter.*

Real, old fashioned shortcake. Not spongy or soggy like the ready-made kind.

BISCUITS

2 cups Bisquick ⅔ cup milk

Heat oven to 450° Stir to a soft dough with fork. Beat vigorously 20 strokes until stiff but sticky.

Just add milk for real homemade biscuits.

For Drop Biscuits—spoon onto greased baking sheet. Bake *10 to 15 min. Makes 12 med. size.*

For Rolled Biscuits—roll dough on cloth-covered floured board. Knead 8 to 10 times. Roll ½" thick. Cut with floured cutter. Bake on ungreased baking sheet *10 to 15 min. Makes 12 2" biscuits. For richer biscuits* add ¼ cup soft butter or shortening to Bisquick before milk.

Fast way to make tender, golden crisp waffles.

WAFFLES

2 cups Bisquick 1⅔ cups milk
2 tbsp. melted shortening 1 egg

Beat with rotary beater until smooth. *Makes three 9" waffles.*

Failure-proof, light, tender dumplings.

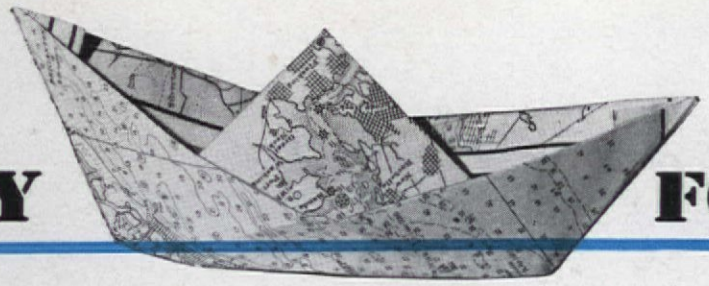
DUMPLINGS

2 cups Bisquick ¾ cup milk

Mix well with fork. Spoon onto boiling stew. Cook over low heat 10 min. uncovered and 10 min. covered. *Makes 10 to 12 dumplings.*

New—Bisquick Cookbook. 275 recipes, hard cover, spiral bound. Send 50 cents to General Mills, Box 29, Minneapolis, Minn. 55460.

GENERAL MILLS

SAFETY  FOR FAMILY SAILORS

Boats and people both float naturally. This happy fact of life makes boating naturally safe to start with, and statistics show that though more people are buying boats every year, boating accidents have not been increasing.

Join the thirty-eight million other Americans taking to the water this summer. You'll have more fun, however, if you take a few precautions and a sea-bag supply of common sense along. Boats seldom get in trouble without people around, so the cause for most accidents seems somewhat obvious.

You start out with a suitable boat—usually the only kind your local dealer stocks—and then fit it out with both required and recommended safety equipment. For motor boats on Federal waters, that means Coast Guard approved life preservers for everyone aboard, running lights if you're going to be out at night, a fire extinguisher of the dry chemical CO_2 or foam type (but not carbon tet, since it's been found to give off dangerous gas), and if your dream boat is longer than 16 feet, a horn or whistle.

Life preservers, as long as they have Coast Guard approval tags, can mean life vests or jackets, cushions, or even 20-inch-diameter life rings—though these are more decorative than useful. Best are vests or jackets. They should be worn by small children, older ones that can't swim, and by smart adults as well when the water gets rough. Youngsters can be told they are dressing up like racing drivers.

Buoyant cushions, because they double as seat cushions on the boat, wear out more quickly and lose their buoyancy as the flotation filling compresses. But they are convenient and meet the letter of the law when they carry the Coast Guard tag and are in good condition. A temptation in an emergency is to slip arms through the side loops and wear one across the back. If an overboard victim is tired from swimming or unconscious, however, the cushion on his back tends to hold his head under water and defeats the purpose of a preserver. A better procedure is to slip a left arm and right leg through the grab loops—and it's well to try out this strange maneuver ahead of time in the water. Better still is to stock up on vests and keep cushions aboard just as extras. But don't carry more preservers on a small boat than the number of passengers it can safely handle. Then you might weaken and overload, a dreadful temptation when ferrying a crowd of friends by small skiff or dinghy. These are the cockleshells most likely to be inadequately equipped and to tip over as well.

The required basics aren't the minimum equipment for safe boating, however. Some states want additional gear aboard, and good boatsmanship dictates at least an anchor and anchor line, mooring lines, scoop or pump for bailing, and a spare paddle aboard small boats. For larger craft that can cruise longer distances, tools and spare parts, a compass, suitable charts, a first-aid kit, fenders, distress flares, and boat hook are essential. And if a trailer will be rolling you along to distant waterways, additional safety equipment as well as new charts may be required. The Boating Industry Association, 307 North Michigan Avenue, Chicago, Illinois, provides excellent handbooks listing state boat and trailer laws for large sections of the country at $1 each.

Electronic-gadget aids have grown so compact that even a rowboat can carry a depth sounder, direction finder, or radio telephone. Some pocket-size transistor radios have a short-wave marine band and, better still, the long-wave airport frequencies where local weather reports are given every half hour. Any small portable is also useful, since it starts crackling with static as an advance warning whenever a severe thunder-squall may be on the way.

Gear and gadgets, of course, can't keep boating safe unless they are coupled with good seamanship. A family can learn about this from free Coast Guard Auxiliary, Red Cross, and U.S. Power Squadron classes, plus the good books available. Best bargain around is called "Recreational Boating Guide CG-340"; it costs 40¢ postpaid, and can be ordered from the Superintendent of Documents, Government Printing Office, Washington 25, D.C. Get one!

A good boat plus proper equipment and instruction is a safe beginning, but the sport seems so simple that beginners—and boatsmen that should know better—sometimes try these dangerous short cuts.

They head offshore without checking the weather and soon a squall may be slopping waves aboard.

They overload a small boat with restless friends, then try to change seats in midstream. Apparently some can't read; many small boats now carry an excellent little plate on which the Outboard Boating Club of America gives the weight the hull can safely carry.

They speed or ski through swimming areas and let youngsters drive without proper instructions about high-speed turns.

Some start up inboard engines without first using that great gasoline-vapor detector—the nose—to be sure there are no fumes in the bilge.

Sailing and power boats alike may capsize on occasion, but then, instead of staying with the boat where they can be spotted, some try the treacherous long swim for shore.

Sometimes a careless passenger will fall overboard from the boat of a skipper who has never practiced picking someone out of the water.

Then there are the boatsmen who think it's just like driving a car, until they find boats don't have brakes.

And there are always the know-it-alls who decide their boat is suitable for far offshore, or they don't need charts for local waters and rip open the hull on some well-known reef.

But worst of all, according to statistics, are the loners. They don't go out in the ocean or brave bad weather or go too fast, as a rule. Instead, they're out fishing and lean far over to net a big one, or stand up suddenly in a tippy boat when they get a bite, or try to hang out over the outboard motor to fix a shear pin. We think that's what they do, but unfortunately they did not tell anyone where they were going or when to look for them, and sometimes they don't get back.

Today the sport is no longer just going out in a boat. Swimming, water skiing, and skin diving have been added and require additional precautions for the family. It's well to keep someone aboard when stopping for a swim. A tide or current can carry swimmers away if the boat is anchored; a good breeze may move the boat too fast for swimmers to follow if it is allowed to drift. Swimming around a boat is also a good time to plan how to get back aboard if you should ever slip overboard accidentally. A looped line placed so that it can always be reached from the water is one way. By carefully avoiding the sharp propeller blades, the plate just above them on an outboard motor can also be used as an emergency step.

Water skiing means speed, which means staying away from all other boats and swimmers. A rear-view mirror for the driver is a big help, and many state laws require a minimum crew of two aboard so that the driver can look ahead while he is steering and the observer can watch the skiers. Pride always goeth before a splash on skis, and taking a spill at high speed can knock the wind out of almost anyone. Professional and exhibition skiers always wear flotation belts and all amateurs should do the same.

Boatsmen are beginning to recognize the red flags with white diagonal stripes flown from buoys and anchored boats. It says skin divers are below and he should steer well away from the area. Safe skin diving, like swimming, skiing, or even boating, is best done by the buddy system with someone along to keep an eye on you. Face mask, flippers, and snorkel tube are usually safe enough for the good swimmer, but once you buckle on self-contained underwater breathing apparatus, which abbreviates to "scuba," you're seeking trouble if you try it without expert instruction and supervised practice first.

Narrowed down to essentials, boat operation might be outlined by these ten basic tips for both safety and peace of mind afloat:

Be sure all passengers can swim or have life preservers handy.

Carry an approved life jacket, vest, or cushion for each person aboard. Children should wear theirs while boating, or playing near the water.

Have aboard all required equipment—approved lights, horn, life preservers, fire extinguisher, spare parts and tools, first-aid kit, anchor and line, bilge pump, compass, and distress flares.

Step into the middle of a small boat and keep all weight low and well balanced. Never stand up suddenly.

Gas up only in the approved manner. Smell the bilge for gas vapor before starting the engine.

Never overload the boat; don't allow horseplay or passengers riding where they may fall overboard.

Don't overpower a craft with too large an engine; go slowly through harbor areas so your wake doesn't disturb other boats.

Threatening weather? Stay in port.

Your boat has adequate flotation so remain with it if it should capsize. The shore may be much farther away than it appears.

Always practice good seamanship and obey the piloting rules of the road. With care and effort, the sport can be kept a safe, healthy one this summer. WM. TAYLOR McKEOWN

©1964 Benjamin Moore & Co.

COLOR MAGIC—AT YOUR FINGER TIPS. It's so easy to live in a world of wonderful color...Regal Wall Satin color...roll it or brush it to beautify your home like magic. Dries quicker than you think. Washes cleaner than you expect. Flows on smoothly, like all Benjamin Moore paints.

Benjamin Moore® paints

New "Mini-Freezer" Refrigerator. It's all refrigerator, except for that handy freezer just big enough for its Flip-Quick Ice Ejector or a few juice cans. For freezer owners, this family Frigidaire refrigerator eliminates duplicated freezer space—gives you more refrigerator space, more conveniences, like its Flowing Cold Meat Tender! Model FCDM-14-64.

FRIGIDAIRE separates them

New Food Freezer. It's all freezer! A giant 400-lb. size. It's like having your own private supermarket always at hand! And it's all Frost-Proof. You never see frost on walls or packages. It has four full-width, full-depth shelves. The door seals magnetically on all four sides to hold in the cold and lower operational cost! Model UFPD-12-64.

Frigidaire matching Food Freezer and "Mini-Freezer" Refrigerator are beauty-styled, function-designed for your home. Want them together? A beautiful match! In different rooms? It's up to you. See the many other freezers and refrigerators at your Frigidaire dealer's. There's sure to be just what you want, at the price you want to pay. Refrigerators with one or two doors, right- or left-hand doors, top or bottom freezers. No wonder people say, "There's just no substitute for the real thing, the original Frigidaire refrigerator and freezer." Products of General Motors.

FRIGIDAIRE

THE "TOTABLE" LIBRARY

10 FOR LESS THAN $10

Do you plan on catching up on some reading during vacation? Did you plan the same thing last year? Never mind! Libraries aren't very movable, vacations cost money, and so do hard-cover best-sellers.

The obvious solution is paperbacks. After all, you can always pick up a few in the station or at the airport or at a corner store as you drive out of town. Can you? We can't. We emerge from that hasty expedition with nothing to read or a few oddities we wonder why we bought.

Confronted with so many titles, such a deluge of type, art work, and blurbs, pressed for time as well, we go into slight shock. And we have finally learned a paperback shopping fact. It is impossible to choose well when you have two factors working against you: hundreds of possible choices and little time.

As a perfect example of the time factor, consider the tote-library we suggest here. It took an hour or two of thinking, two trips of an hour each to pick out thirty tempting titles to appeal to several members of a family, and additional hours of reading to whittle the list down to a very fine ten.

With all of that loving care, not every book on the list will please you. But this can be your basic shopping guide. Take it to a store that has a large selection of paperbacks. And make your visit a day or so before your vacation departure date. Do a little browsing on your own to modify the list to your own special tastes. But hold firmly to it; it's your insurance policy that *this* vacation you'll not only read—but read the books you've been wanting to read.

Your Tote-Library

Travels with Charley, Steinbeck's entertaining, deeply perceptive account of his leisurely trip with his dog to find America. Bantam 75c.

A Shilling for Candles by Josephine Tey, correctly called "mystery writing at its finest." Dell 50c.

The Overloaded Ark by young zoologist Gerald Durrell, an absorbing account of an animal-collecting trip in west Africa. For everyone from six-year-olds to elderly aunts and uncles. Ballantine 50c.

Seven Days in May by Neble and Bailey, contemporary and frightening fiction of an internal plot against our government. Bantam 95c.

Tom Jones by Fielding, and yes, it's as lusty and rollicking as the movie by the same name! Signet 75c.

Franny and Zooey, Salinger's perhaps too introspective portrait of a young brother and sister. But worth reading! Bantam 75c.

The Thurber Carnival or any other of Thurber's delightful collections in paperback Delta $1.75.

The Guns of August, Barbara Tuchman's fact-is-more-fascinating-than-fiction story of World War I's start. Dell 95c.

A Death in the Family, James Agee's profound, revealing, readable "recall" from his childhood. Avon 60c.

The Sand Pebbles by Richard McKenna, a best-seller adventure tale of life aboard a Yangtze River gunboat and love along the shore line. Lots of action! Crest, 95c.

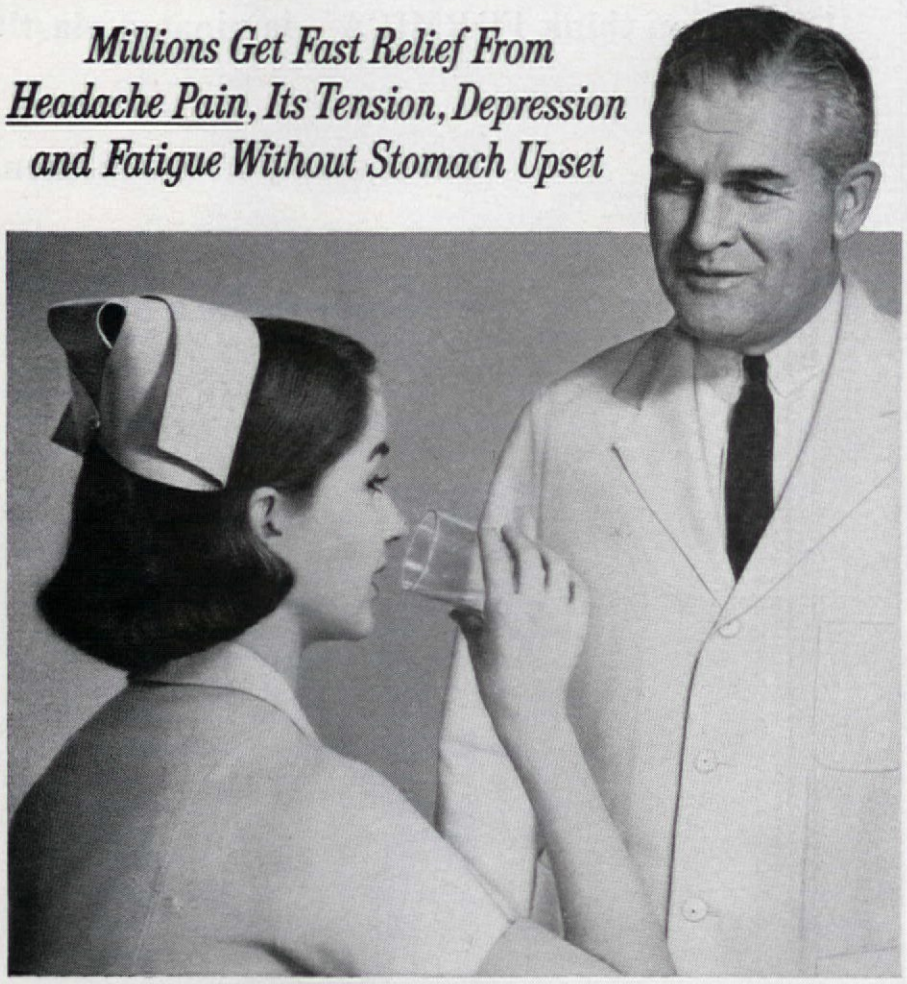
If you think FORMICA® laminated plastic

belongs only in the kitchen,

you're in for a happy . . .

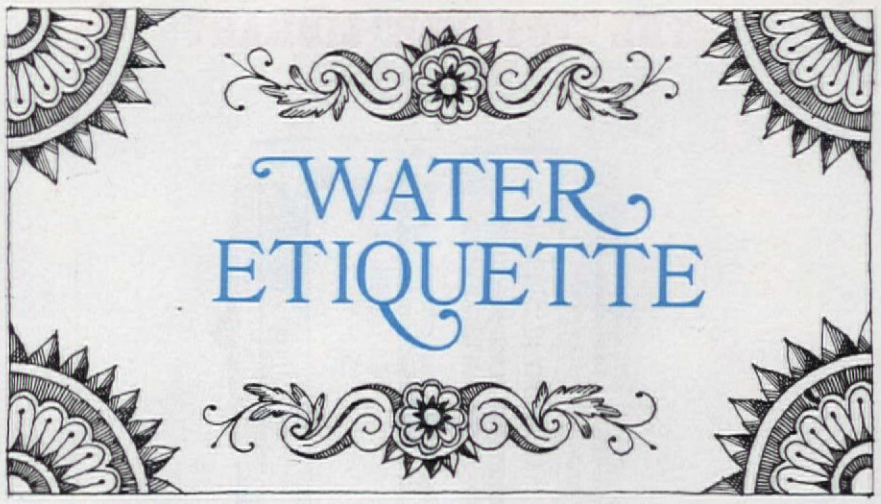
STRONGEST in the PAIN-RELIEVER DOCTORS RECOMMEND MOST

Millions Get Fast Relief From Headache Pain, Its Tension, Depression and Fatigue Without Stomach Upset



Today's Anacin® is strongest in the pain reliever doctors recommend most—contains *more* of this pain reliever than any leading aspirin, buffered aspirin or the 'so-called' extra-strength tablet. No tablet you can buy has the strong yet safe formulation in Anacin. With Anacin, relief comes fast! In *minutes* pain goes. So does its tension, depression and fatigue. And Anacin has such a smooth action—so gentle on the stomach. See if strong yet safe Anacin Tablets do not *work better* for you.

ANACIN



Water is one of the greatest summer facts of life. The pool, beach, lake, or river is the summer replacement for the living room, fireplace, and family room. But for all its carefree mood, life by the water has its own rules and manners . . . often far more important than choosing the right fork, the right stationery.

Since most water etiquette is familiar to us, based on good sense as well as good manners, what transforms quite nice people as they walk from bathhouse to water's edge? Here is our own brief and relatively kind snapshot album of odd creatures (former friends) we have met on the wet playgrounds of summer. Maybe you'll recognize a few . . .

The Splasher. At home (and unwanted) at all types of watersides; loves to splash water on the "wader-inner" before said victim is wet all over; dives in water with splash that covers all and sundry; emerges shaking like an outsized St. Bernard, drenching all within his radius.

The Pusher. Upon seeing someone—anyone—close to the water, he is overcome by an urge to push the unsuspecting one into the drink. If "pushee" is fully clothed, the fun is even funnier. Never asks himself if victim can swim. But can't everyone? Unfortunately not.

The Wrestler. Once in bathing suit, he wants to play rough. The threatened or real tackle, the sudden lifting of someone completely off the ground, the wrestling clasp around the waist or knees, the hammer lock or half nelson are his hallmarks—though it's doubtful if he ever even saw a wrestling match! A nuisance at the beach, a menace where concrete or tile are underfoot.

The Track Star. Particularly fond of pools and poolsides where his wet feet and the wet concrete conspire to make him dangerous to himself and others. Totally unable to walk from place to place, he runs around the pool repeatedly. *Most* of the time he misses furniture and friends. His late-summer costume is often a cast.

The Diner-Swimmer. Scoffs at old-hat ideas like waiting an hour after a meal before plunging in. Often shows no immediate pain as he swims in cold water with a full tummy. Occasionally extremely and audibly ill. Even more occasionally, has a pulmotor for dessert or even worse.

The Absentee Parent. Found at all watering spots but never close to *the* spot where his child or children are playing around or in the water. Complete confidence in child's ability to take care of himself—or in the watchful eyes of other people.

The Optimist. Dives off rocks, banks, boats, or rafts into unfamiliar water. Has never heard of reefs, rocks, tree stumps that may greet him head-on. If luck is with him, he emerges to shout derisively at those who scout before they leap.

The Bottle-Brave One. Harmless pest at a pool, but a danger to himself and others in open water where tides, currents, or surf are present. Seeing through a mist of a few drinks, huge waves are ripples to him, sweeping tides are great fun. Deaf to counsel or warnings until the water brings enough sobriety to make him aware of his plight, then calls for help that endangers the rescuer.

The Loner. Waits till everyone has left the pool or beach. Likes to be alone, and unfortunately usually is when a sudden cramp attacks him.

The Disbeliever. Or maybe the Illiterate. Pays no attention to signs that warn of sharks, Portuguese man-of-wars, or other hostile denizens of the deep.

The Moonlighter. Swims at night, though seldom by moonlight. Whether in pool or open water, he's almost invisible, hence almost impossible to locate and help when trouble strikes. A sudden mouthful and noseful of water, a cramped muscle, an encounter with an unseen rock can permanently correct moonlighting.

The Marathoner. That's his tiny head, barely visible as it bobs up far out in the ocean or lake. That's his wife on the shore, the one with the anxious look. That's the lifeguard's whistle you hear. That's the boat going out to pull him in. That's the man who doesn't know that big bodies of water are no places for long-distance swimming except possibly in the event of a shipwreck.

There they are, a dozen portraits. We're sure there are some—well, not faces, but types here—that are familiar to you. For a summer *you* want to remember happily, how about keeping you and your family out of this How-Not-To album!

SURPRISE!

Regency Vanitory features Classic Cremo Marble top and Butterscotch cabinet.

New Bathroom Vanitory cares as much about beauty as you do!

Nature never made marble like this! That's why it doesn't surprise us to find that even the few people who can afford marble, prefer FORMICA® laminated plastic.

For one thing, FORMICA laminate isn't accident-prone—it won't chip or crack. For another, it isn't porous—won't stain or discolor. Yet, if you should drop an atomizer of your favorite cologne, you'll find that FORMICA laminate will most often absorb the shock itself.

Bathroom vanitories (like the Regency shown above) are a Formica innovation. Even the word is ours. It is a combination vanity and lavatory—a combination in principle as well as practice. Let beauty begin in your bathroom with surprising elegance. Ask for vanitories surfaced with FORMICA laminated plastic.

the surprise of

FORMICA®

products

FORMICA® is our trademark for various products including our brand of laminated plastic. Insist on this identification to avoid imitations.

FORMICA presents The World's Fair House

Colorful, new book of decorating ideas from The FORMICA World's Fair House available for $1.00. Write Formica Corporation, Dept. A-145, Cincinnati 32, Ohio.

Offer good in U.S.A. only.

Why your dentist may recommend Crest at your next checkup

Your dentist would much rather prevent cavities than fill them. So, in addition to the care he gives your family at six-month checkups, he may give advice for daily care at home.

He may show you how to brush. He may say what you should—or shouldn't—eat for fewer cavities. And he may recommend Crest.

If your dentist does recommend Crest, consider it a tribute to your good sense. He realizes that you will use Crest as a part of a good dental program—not as a substitute for it.

As an expert on oral health—and a good friend besides—your dentist stands ready to help you make your dental-health program even better. For your family's sake, why not ask him about Crest at your next checkup?

"Crest has been shown to be an effective decay-preventive dentifrice that can be of significant value when used in a conscientiously applied program of oral hygiene and regular professional care."

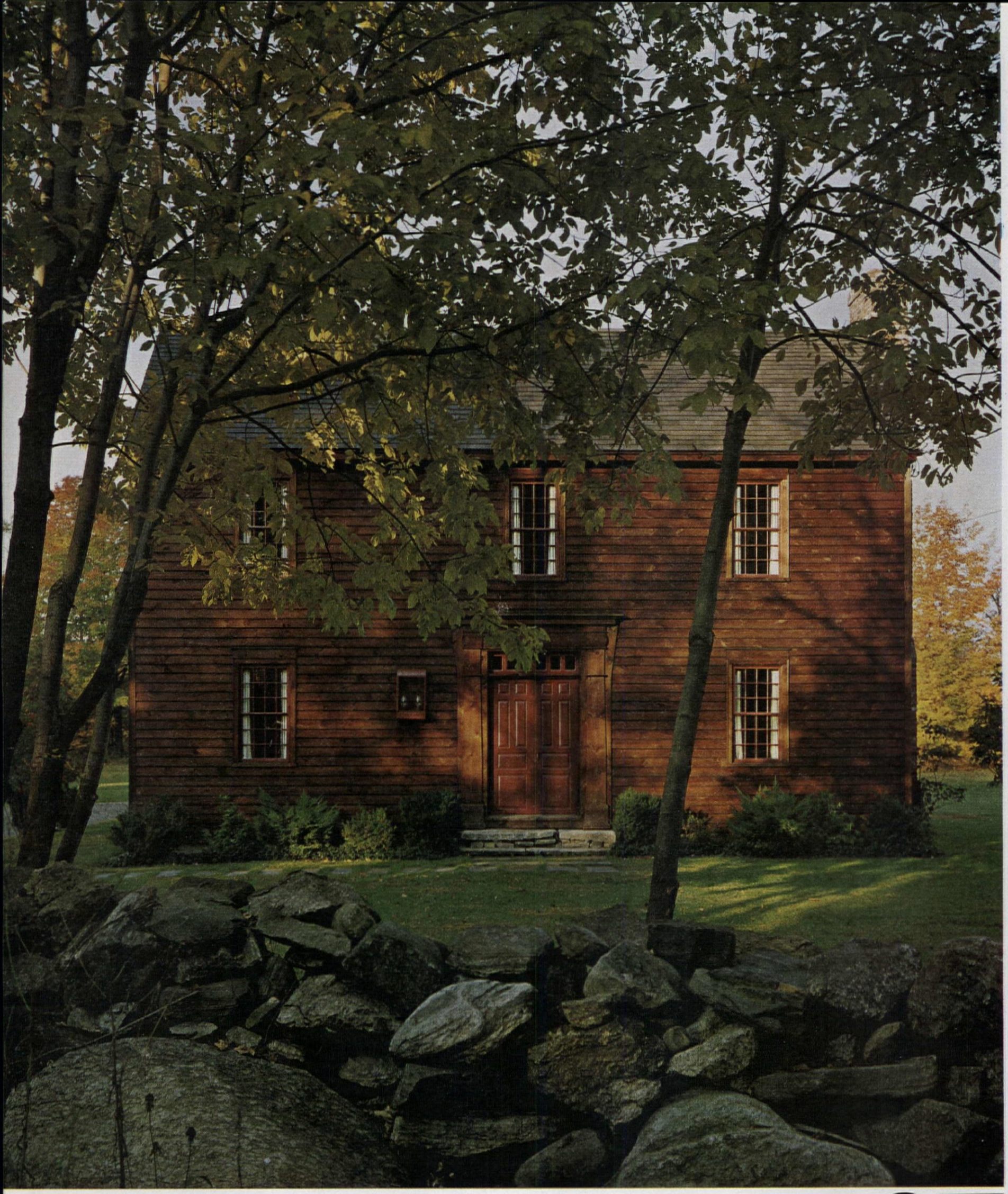
Council on Dental Therapeutics
American Dental Association

©1963, The Procter & Gamble Company

Heading for the Fair? The Golden Gate? Here are some bright ideas to bring back—be your home in the

EAST OR WEST

When you hit the high road this summer, relax, drink in the sights, and steep yourself in this country's history. It's great. But on the homeward trek be sure to pack your suitcase with ideas that will make coming home the most delightful experience of all. If you're building a new house and have your heart set on a traditional home, keep your eyes open. Take a New England back-road tour and learn firsthand the significant details that make a Colonial home truly great. You might find yourself building the house on the very next page. If you're roaming the prairie country, study the dominating features of an authentic ranch. Compare with the beauty you find on page 52. Throughout this issue, you'll find things to look for. Learn what color can do in decorating . . . in an older house in California, a spanking new home on New York's Long Island. And don't overlook the beautiful home furnishings and accessories we present from designer-craftsmen the country over. Our pages are jam-packed with suggestions.



The charm of an authentic 18th-century Colonial in a three-year-old home in the

EAST

Owners: Mr. and Mrs. John Hamrick Designer: Edmund Wolcott Photographer: Lisanti

A good 200-year-old Colonial is hard to find—even in New England. But with a little patience, care, and attention to detail you can build one that would all but defy the experts. This is a home in Connecticut, only three years old, but a faithful copy of the well-known Printing House in Old Deerfield, Massachusetts. As many early building methods were used to produce it as existing building codes would permit. It is rich in details to give it its overall charm and warmth. The narrow siding finished on the lower edge with a half-round molding is authentic. Windows in the front of the house and the double panels for the entry are old materials. The entry moldings are faultless in their design. Note the absence of shutters; this is in keeping with the period.

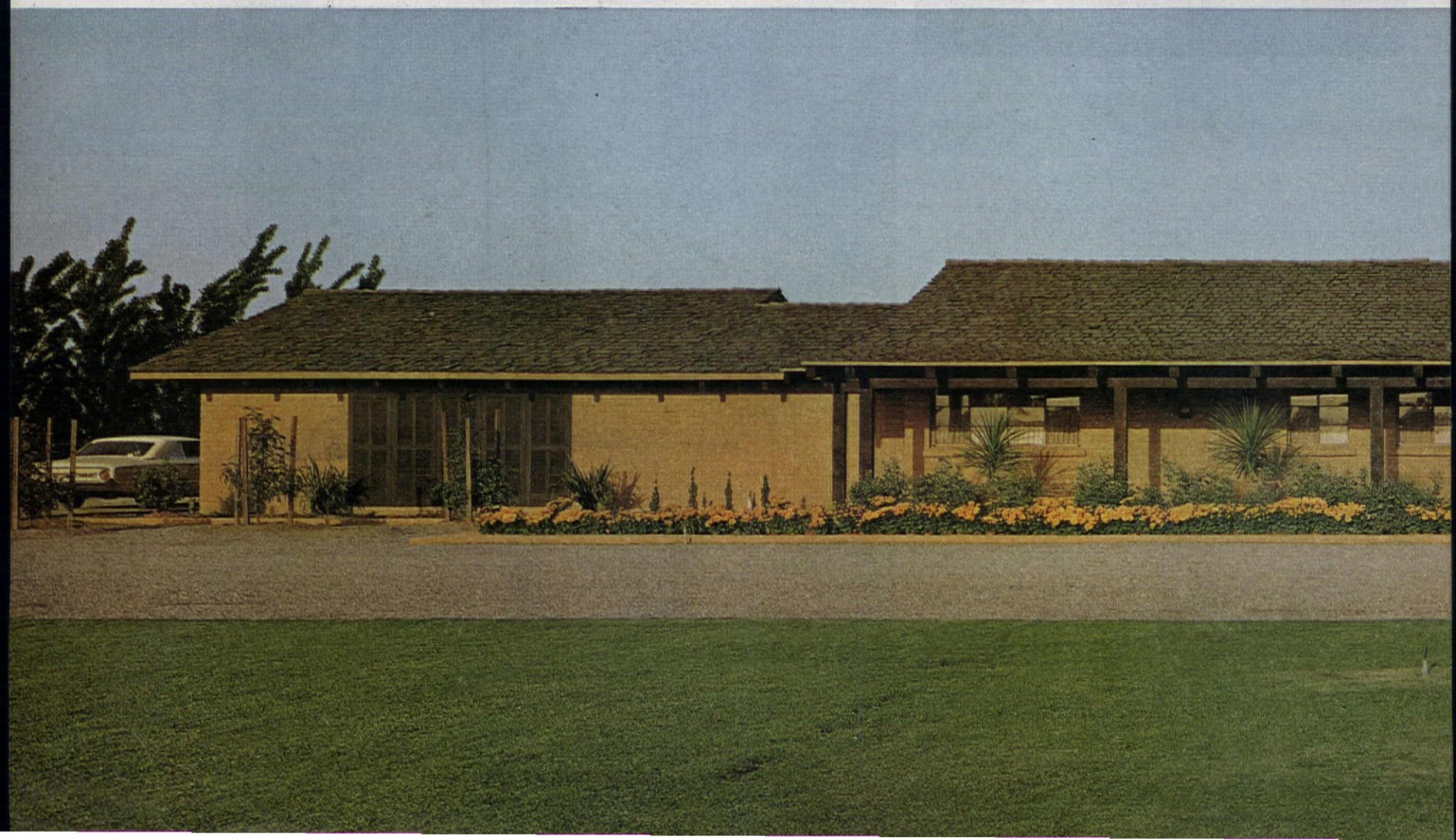
Inside, the same meticulous care has been taken. In the living room the fireplace of old brick is set off by paneling taken from an earlier house. Decorating is simple. The breakfast room is handsome, with its corner cupboard and the many-paned bay window. The kitchen may appear to be old-fashioned, but hidden behind the barn-siding cabinets and under the pine counters are all the modern appliances you'd ever need in the 20th century. In the dining room you can see the basic construction of the lower and upper floors. The rough-hewn 3x6 beams provide support for the two-inch-thick pine ceiling, which is also the flooring for the second floor.

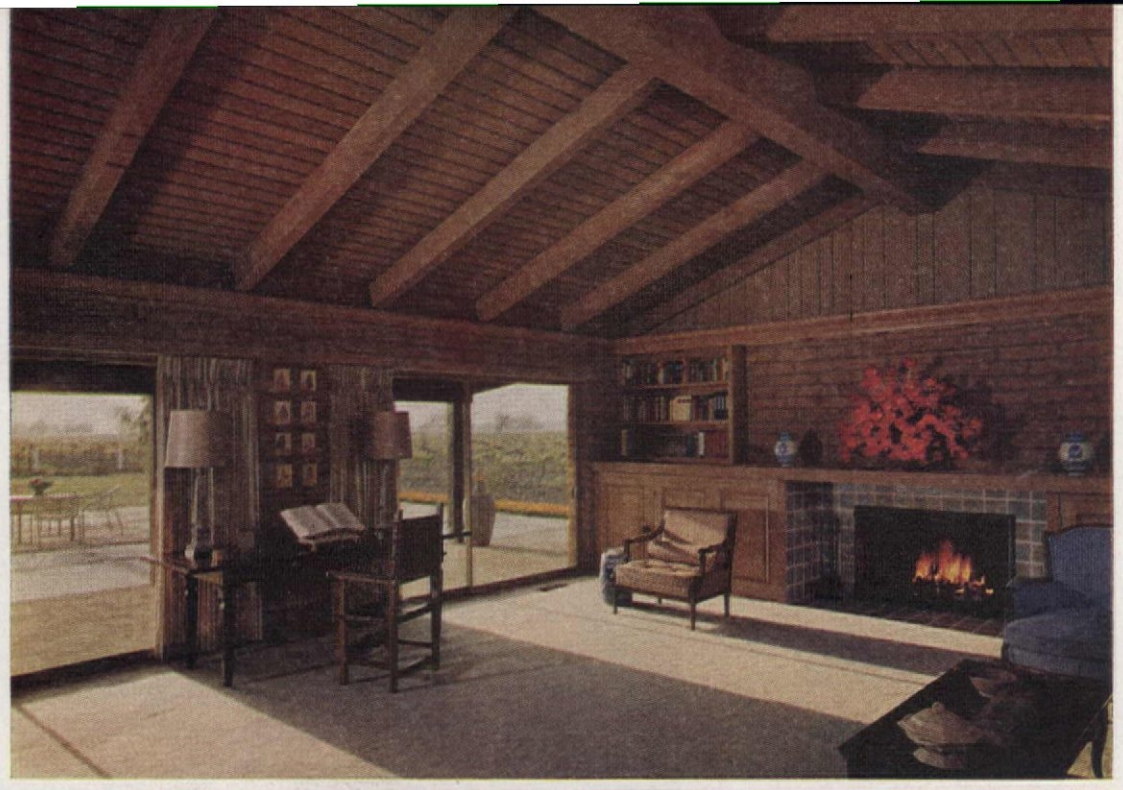
A handsome adobe hacienda in the

WEST

The term "ranch style" has been used so freely that most people think of it merely as a long, low, one-story house. The true Western ranch house has several identifying characteristics worthy of study. It not only has a low roof line and wide, low overhangs, it often follows the contour of the site. Native materials are used in its construction. Most important, a ranch house has wings which shelter the patio.

This custom-built home in Tulare, California, incorporates the best of early ranch-house design. A deep overhang was originally used to protect adobe bricks from winter rains; here it shades the interior from the strong Western





Owners: Mr. and Mrs. Frank Lagomarsino Designer: Harry Hunter, A.I.D. Photographer: Horst Ahlberg

sun and provides a covered place to sit. Sturdy posts and the shake roof they support are both typical of early construction. Often the posts were bound together with leather thongs and the roofs were made of red tile. The patio (far left) is sheltered by the house as was customary in early homes for protection from the wind. Then, as now, the patio was the center of family life. In keeping with the indoor-outdoor way of living, access to the patio from the rooms is important.

The three interior pictures show how the adobe brick forms both outside and inside walls. Timbers in this home were taken from an old winery on the property. Color was achieved by the stain the wine produced over many years. Floors of adobe and sand-mold bricks are left exposed to show off their beauty. The exterior (below) is characteristic in many ways of early California ranch homes. In addition to the post-adobe construction, notice the deep-set windows, double doors, and particularly how the structure hugs the ground so substantially.

"Calliope," a 54x72" hand-hooked wool rug, by Dorothy Liebes, is produced by Bigelow Custom Carpets.

DESIGNED BY CRAFTSMEN

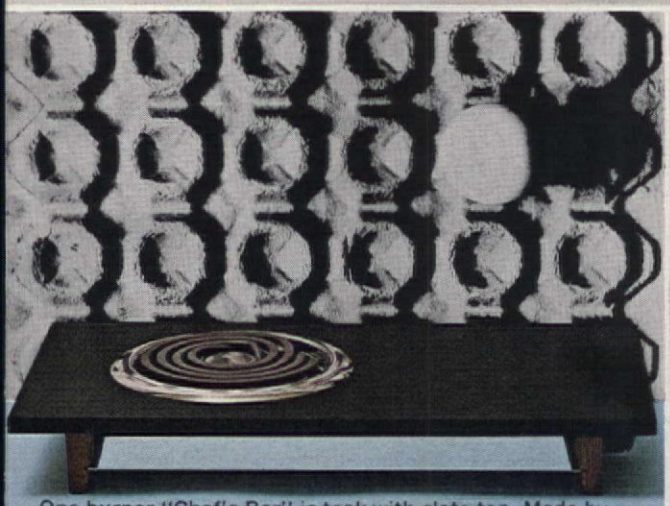
On these pages we take pride in presenting an outstanding group of American contemporary designs by some of the country's leading designer-craftsmen. Fortunately, they have been designed for production—either on a limited basis or on a mass scale. For too long now, the pleasure of owning good, original designs has been limited to those who have the time to seek them out or the money to buy one-of-a-kind treasures. The beautiful home furnishings and accessories shown here represent the work of small studios as well as craftsmen-designed articles that are available through leading manufacturers. They were selected from an exhibit organized by the Museum of Contemporary Crafts in New York City. This exhibit of 186 items will be shown over the next two years in major museums throughout the country. For a preliminary schedule and where to write for future bookings, turn to page 131.

White vinyl plastic lamp shades in striking geometric forms are designed and produced by Curtis Stephens, Jr., La Grange, Georgia.

Swedowsky & Weiss

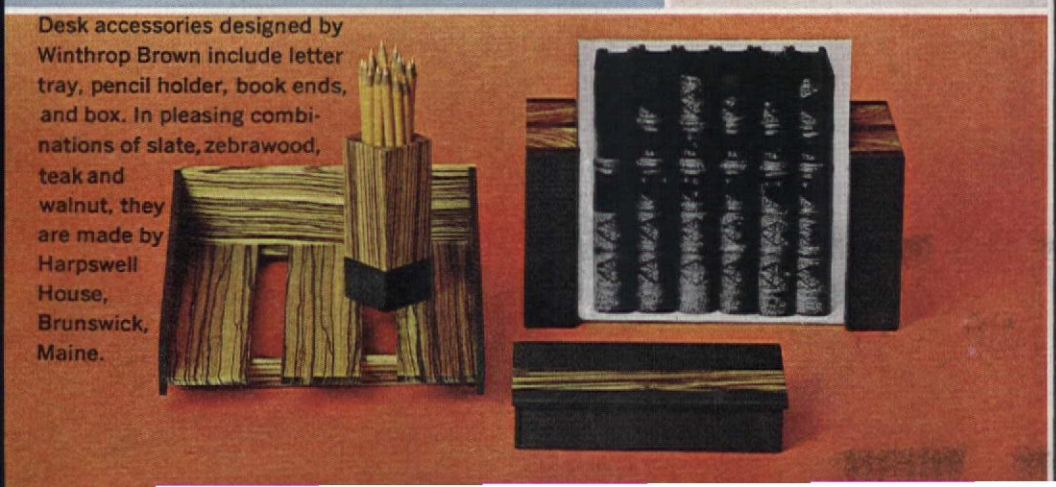
Woven bed throw of deep reds, oranges, and fuchsia is from the looms of Eleen Auvil, Romeo, Michigan.

These graceful, colorful blown-glass vases stand from 4½" to 21" high. Designed by Joel Myers for the Blenko Glass Co., Milton, West Virginia.

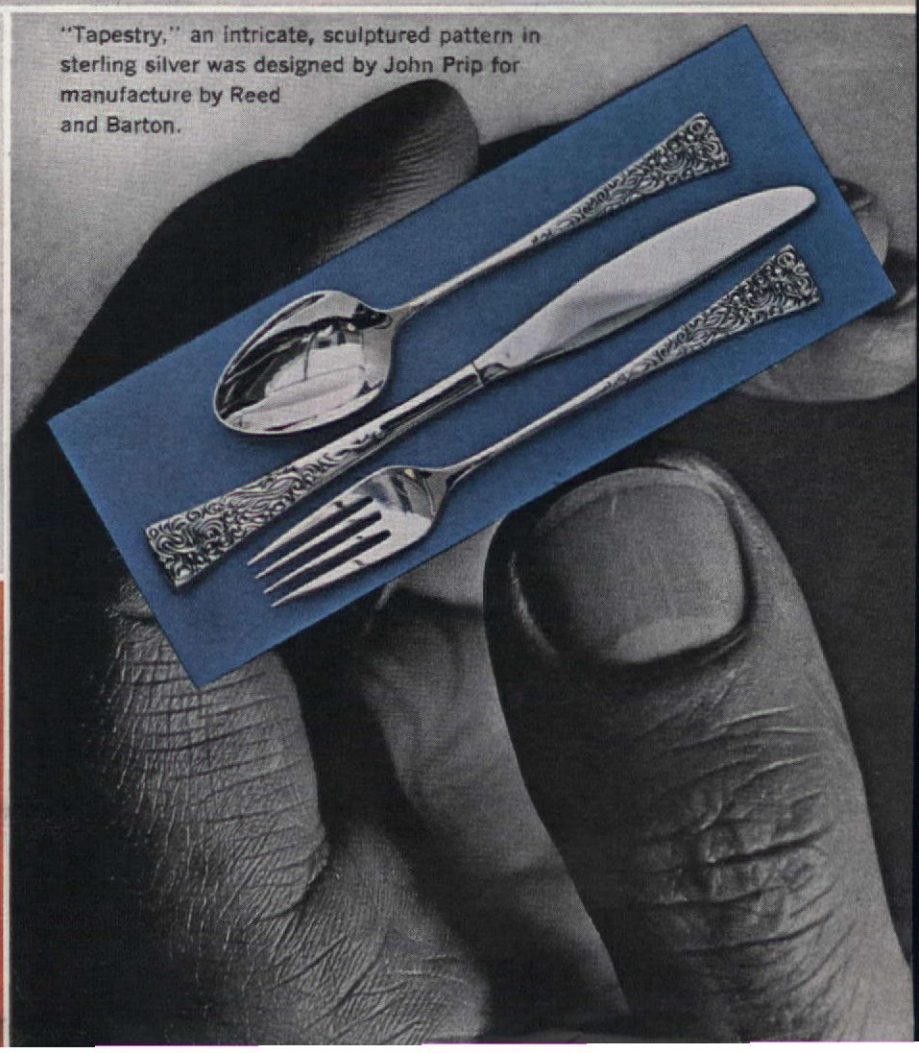


One burner "Chef's Bar" is teak with slate top. Made by Winthrop Brown for Harpswell House, Brunswick, Maine.

Glass bowl and plate by Frances and Michael Higgins for Dearborn Glass Co., Bedford Park, Illinois.

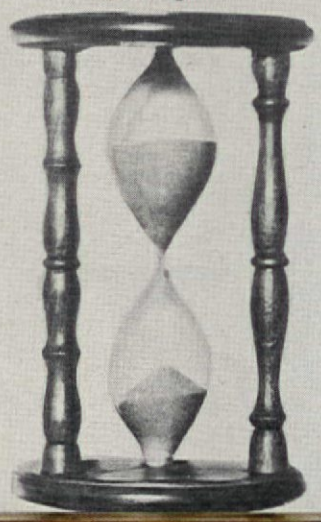


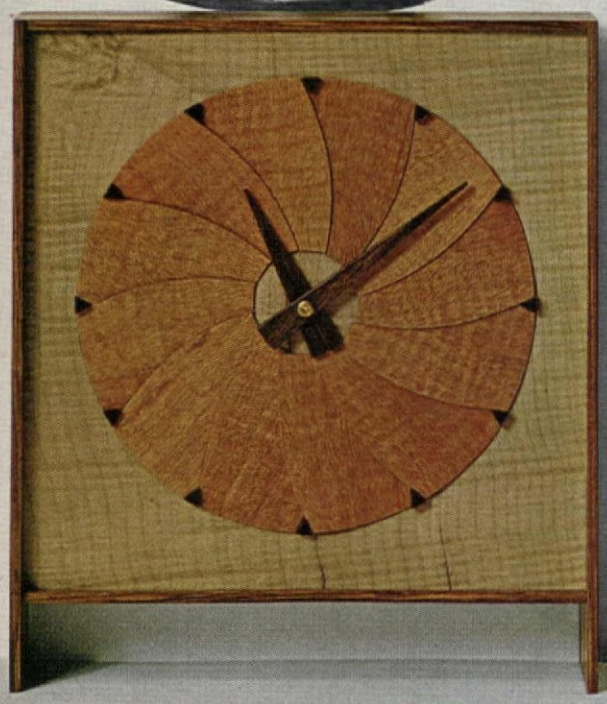
Desk accessories designed by Winthrop Brown include letter tray, pencil holder, book ends, and box. In pleasing combinations of slate, zebrawood, teak and walnut, they are made by Harpswell House, Brunswick, Maine.



"Tapestry," an intricate, sculptured pattern in sterling silver was designed by John Prip for manufacture by Reed and Barton.

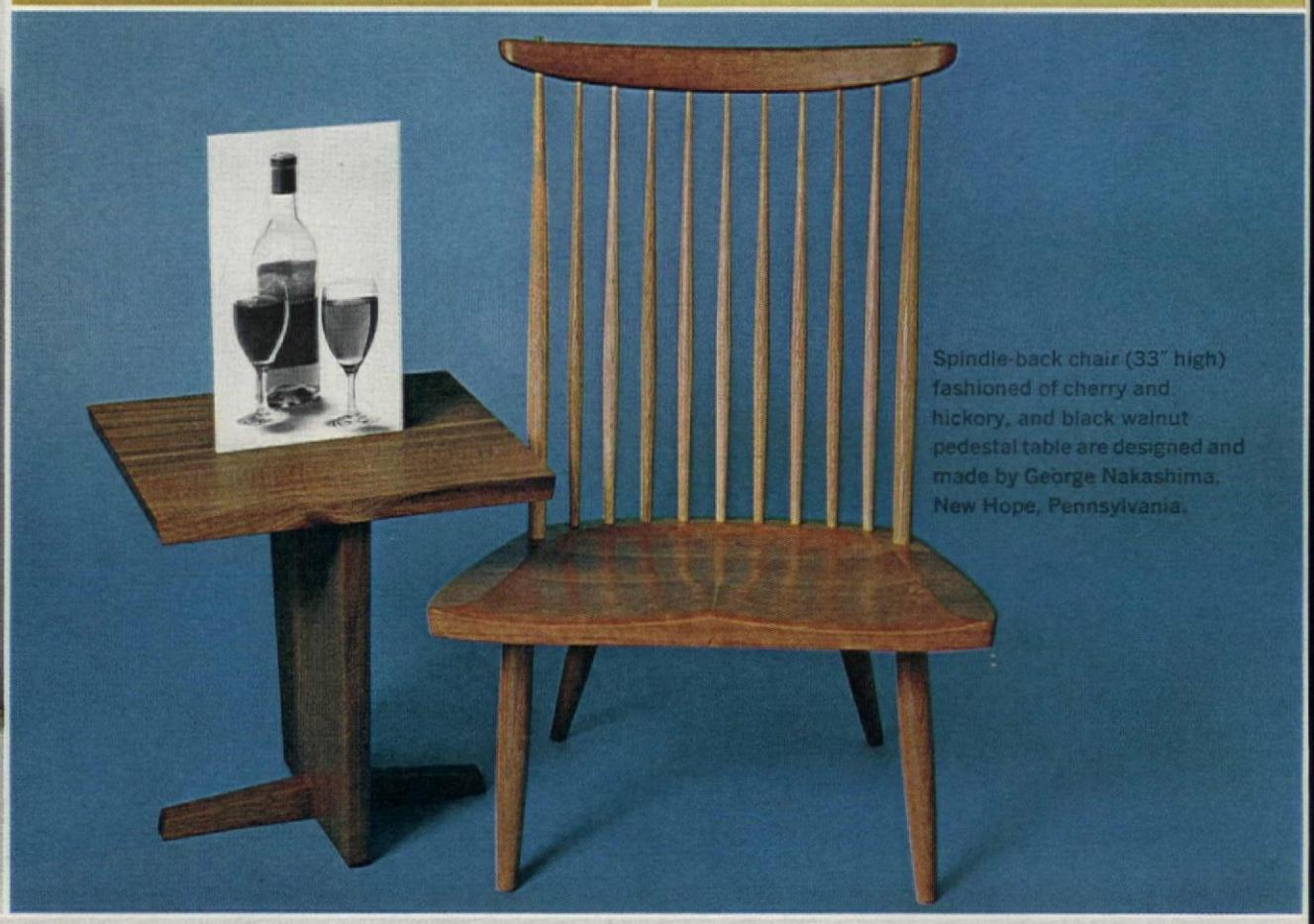
Rosewood, mahogany, and harewood clock stands 10¾″ high. It is made by Jere Osgood.





Rosewood sweater chest lined with camphorwood is by Jere Osgood for America House, New York.

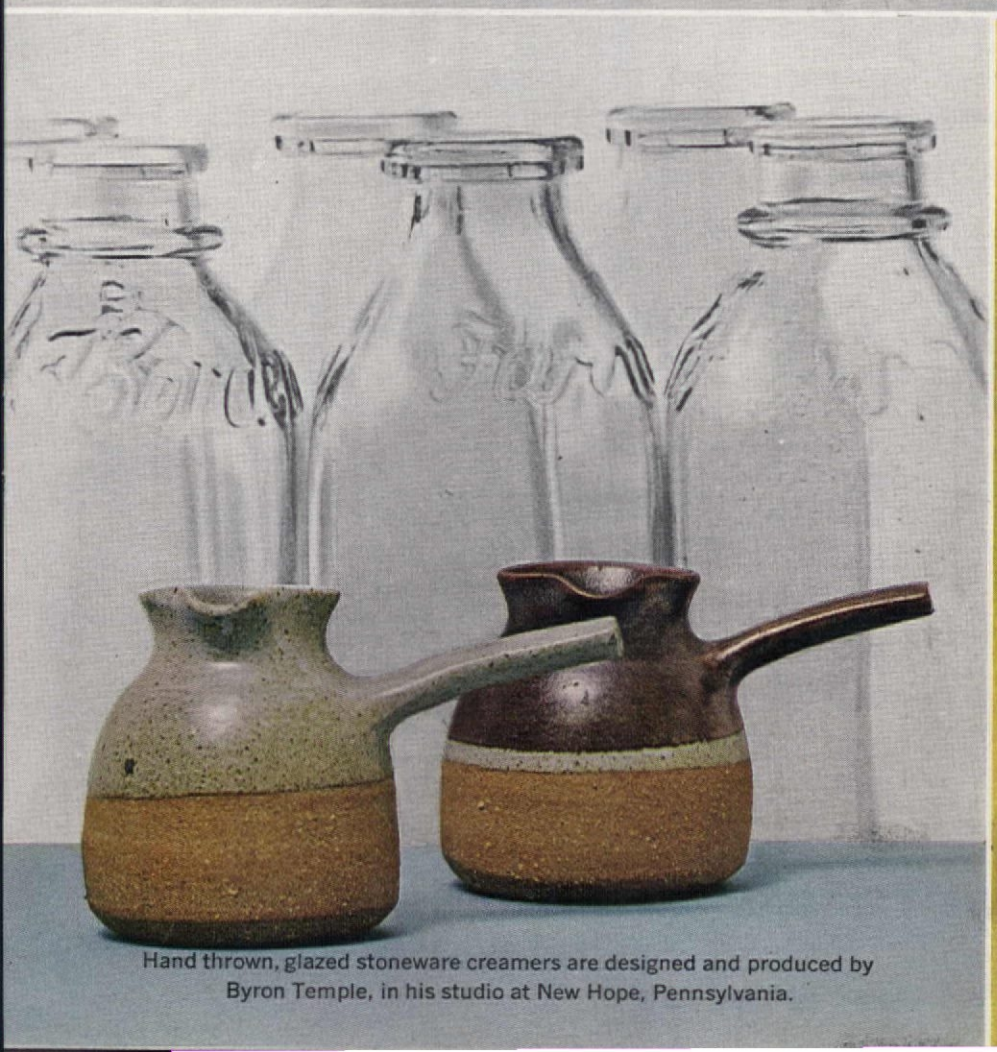
Hanging stoneware bird feeder is designed and produced by Karen Karnes, for Bonniers, New York.



Spindle-back chair (33″ high) fashioned of cherry and hickory, and black walnut pedestal table are designed and made by George Nakashima, New Hope, Pennsylvania.

Glazed ceramic dinnerware, casserole, and vase, designed by Yusuke Aida, are manufactured by the Bennington Potters, Bennington, Vermont.

Glazed ceramic ice bucket (16″ diameter) and footed fruit bowl (9″ high) were designed by Eva Zeisel and are produced for Raymor by Hyalyn Porcelain, Inc., Hickory, North Carolina.



Hand thrown, glazed stoneware creamers are designed and produced by Byron Temple, in his studio at New Hope, Pennsylvania.

Rosewood stool with laced leather top is made by Jere Osgood for America House, New York.

What could be simpler than a string of paper lanterns to bring color to a sunny window? Add plump, tasseled pillows for your lazy-day decorating.

Brilliant summer transformation can be wrought by concentrating plants in one corner. Spray-paint basket planters in startling colors. Matchstick blinds used instead of curtains are trimmed with felt strips applied with a double-face masking tape.

Summer furniture (left) gets the spray-paint treatment and moves inside to the family room. Bookshelves are lined with felt. Yellow black-eyed Susan adds a splashy touch.

Fern green and primrose yellow fabric (right) sparks up a dining corner. Three-paneled screen and chair cushion pick up the bright colors.

Slip cover a headboard with crisp sheeting to match your bed linens—they're much too pretty to hide. Emerald throw is a smashing contrast.

ADD A SPLASH OF COLOR

For easy summer decorating look to color. Color's so quick to come by—so simple to use in little ways for a big effect. And you've the whole outdoors to call on for inspiration! We've one bit of advice to pass on—use color not so much in abundance but with a blast—a brilliant, unexpected accent here, a pleasant shock of pure primary color there. A small concentration of one intense color in a room is often more dramatic than a room awash with color. And where do you find these new jewel tones—the verdant greens, the glowing reds, the dazzling blues, the sunny yellows? They're everywhere! Seek them out in your nearest paint store. Search the basket and gift shops. Visit department stores—they're brimming over with bright, vivid sheets, sun-splashed towels, and flower-spattered fabrics. They're yours to use in countless ways. The ideas here are to pique your imagination—then off you go on a color rampage all your own!

Ernest Silva Shopping Information, page 131

Designed by James Childs Morse, A.I.D., N.S.I.D.

One of the oldest but most effective ways to rejuvenate a tired room is to paint the woodwork. Front door and molding (above) get a beauty treatment of cornflower blue. Tasseled pillow is another eye-catcher. Accents like these give you lots of good decorating for little money.

Simple, one-wall remodeling (left) provides a colorful study area for a teen-ager's bedroom. Bold color scheme of orange and gleaming white is suggested by small geometric print used for the valance, curtains, and chair pads. Valance strip lighting and pole lamps brighten the corner.

Sunny yellow paint in shower stall and linen shelves perks up a pristine bathroom. Added to this for quick and easy color decorating are the terrific terry towels on the shelves; the melon and cinnamon colored rug, almost wall to wall; and the bright daisies on the shower curtain.

Designed by Paul Krauss Photographer: Hans Van Nes

Gold window shade trimmed with braid and fringe, sparkling flower-print slip covers, and emerald pillows bring the freshness of summer to a living room. Contributing to the room's airiness are the uncovered vinyl tile floor and fresh white cloth over mahogany table. Shaped lambrequin at window is plywood.

Photographer: Ernest Silva

Red poppy and daisy wallpaper and bright Venetian blinds are all the decorating needed for a glistening white kitchen. You can well do without curtains when there is such a dramatic contrast between the red blinds and spick-and-span woodwork. High chairs add a dark touch.

Burnt orange and bitter yellow bath towels clipped to shiny rod and tied back with matching face cloths dress up a pantry window. Trellis wallpaper and striped shade give a garden atmosphere.

Stunning red, yellow, orange, and blue mats frame simple prints with great flair. Other brash color notes in this white room are the rug in shades of red from wine to coral, and the orange welting used on the slip covers.

Ernest Silva

Nasturtium yellow and orange wallpaper with painted orange rattan shelf and counter turn the wall of a white kitchen into a bright breakfast nook. In a tiny room like this one, it's the little things that create the big effect.

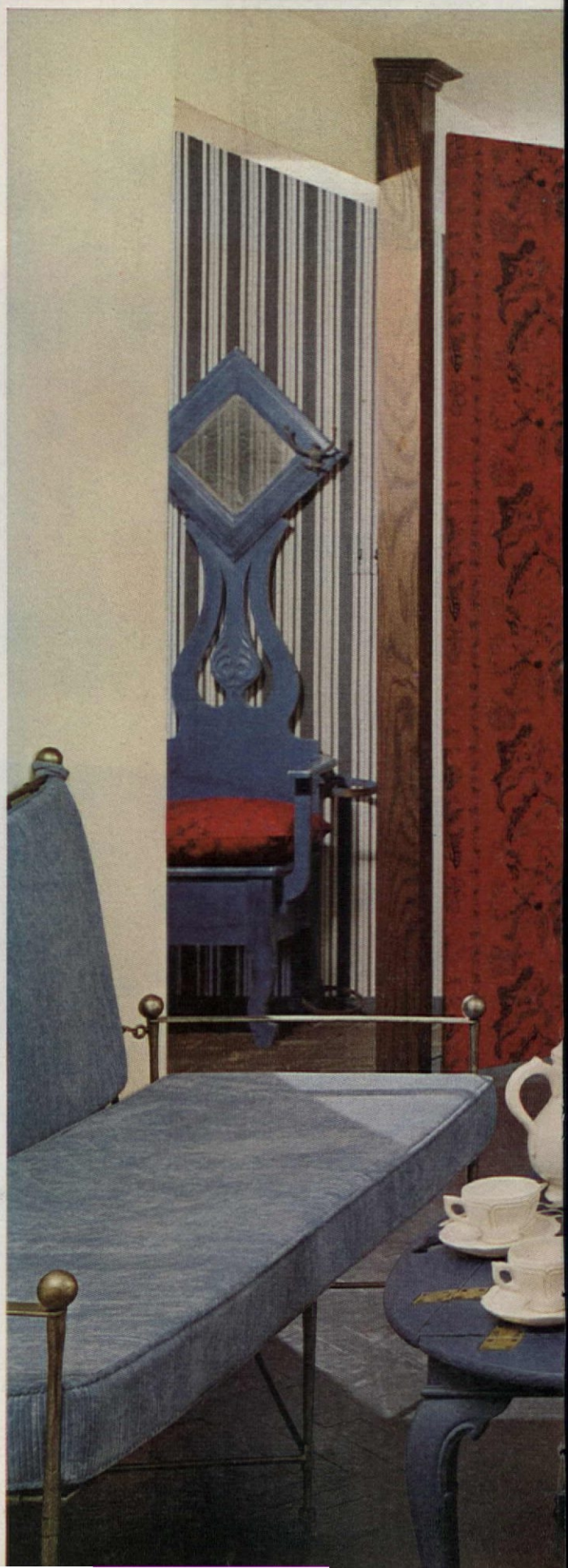
Load a room with flowers! Here an old-fashioned bouquet is displayed on a shiny black lacquer chest and framed by coral molding. One of the simplest, most dramatic ideas for summertime decorating we've seen.

Stained-glass colors of one magnificent tapestry inspire the scheme of this beautiful room. You can adapt this idea with a colorful cotton print, accent rug, or wallpaper.

Festive tier table with green and white checked canopy is a conversation piece in the kitchen. Other unusual decorative ideas are the bright red bentwood chairs, colored enamel tableware, espalier wallpaper, and brick-design floor.

Lighthearted and functional, this stunning blue, red, and white bedroom is just right for the Goldbergs' young daughter. Multipurpose unit completes window wall. Built-in bed alcove is cozy with bookcase and papered ceiling.

Small master bedroom is imaginatively planned with built-in arches dividing sleeping and dressing areas. Dramatic wallpaper and handsome blue wall also emphasize the room's two areas. Batiste floor-to-ceiling draperies conceal two high, small, problem windows.



COLOR GIVES CHARACTER TO A TRACT HOUSE

The bold use of color and unique architectural details have transformed this development house into a highly individual home for Mr. and Mrs. Jerome Goldberg of Merrick, New York. It's hard to believe that the living and dining rooms (above right and opposite) were once one 32x13' area. By dividing it with a handsome, double-faced bookcase flanked by two four-section screens, the Goldbergs achieved the effect of two rooms. The two areas are similar in the use of a striking fabric for the color scheme as well as matching chandeliers. The fabric used on the screens is the same as the upholstered pieces in the living room. The master bedroom is divided architecturally for sleeping and dressing. A rich Mediterranean blue color scheme gives the room distinction.

Living room (left) is seen here with the four-section dividing screen folded back (it's mounted on casters). Stylized contemporary fabric used on upholstery, alcove, and the screens stands out against the white walls. Rug contrasts with the dark, stained floor.

Dining room area (below) becomes a room of its own with the screens drawn. Natural wood posts on walls delineate the division.

Designer: Aronin & Berman Associates, N.S.I.D. Information: Dorothy Rodenburg Photographer: Lisanti

COLOR DOES WONDERS FOR AN OLDER HOUSE

The beauty of color is that it works everywhere. Take, for example, the home of Mr. and Mrs. Philip Paul and their children, Penni and Peter. They live in this bright little house in Lido Isle, Newport Beach, California.

The Pauls found the house last December. It was an older house, rather drab, but ideally located for a family that loves boating and fishing. Dorothy Paul, who is a well-known interior designer in the Los Angeles area, knows the power of color. Within two weeks she had completely refurbished and redecorated the house—in good time for a family Christmas-day dinner.

To brighten the living room, the walls were treated to a fresh coat of white paint and capped with a red-beamed ceiling. The gay linen print used on the furniture gives the room a new, informal personality. The family room features Spanish dining chairs, bleached white. Both bathrooms are styled with exciting vinyl wallpaper designs. Accessories and trim repeat wallpaper colors. The bedrooms are a blend of light and rich colors. The kitchen was also perked up with a little paint and paper. Mrs. Paul says herself, "It's amazing what can be done with wallpaper and paint to restyle an old house."

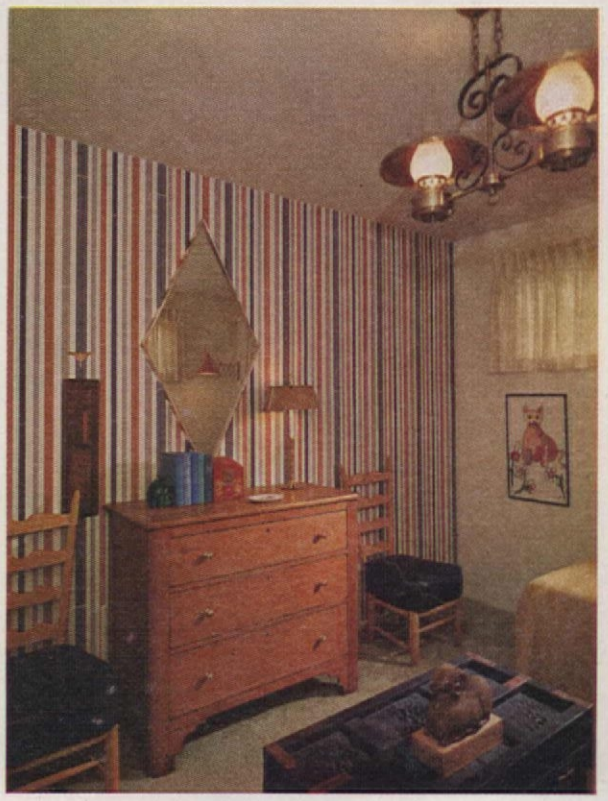
Information: Barbara Lenox Photographer: Horst Ahlberg

Painted black walls, white ceiling, and red beams transform the family room. The Pauls' favorite hobby is expressed in nautical accessories. High, problem window is softened by Roman shade with black and white braid.

Black and white ceiling wallpaper and matching fabric used for shade dress up the compact kitchen. Stained glass from second-hand store makes its own view.

Terra cotta accents neutral background of master bedroom. Striped paper is a clever corner decoration.

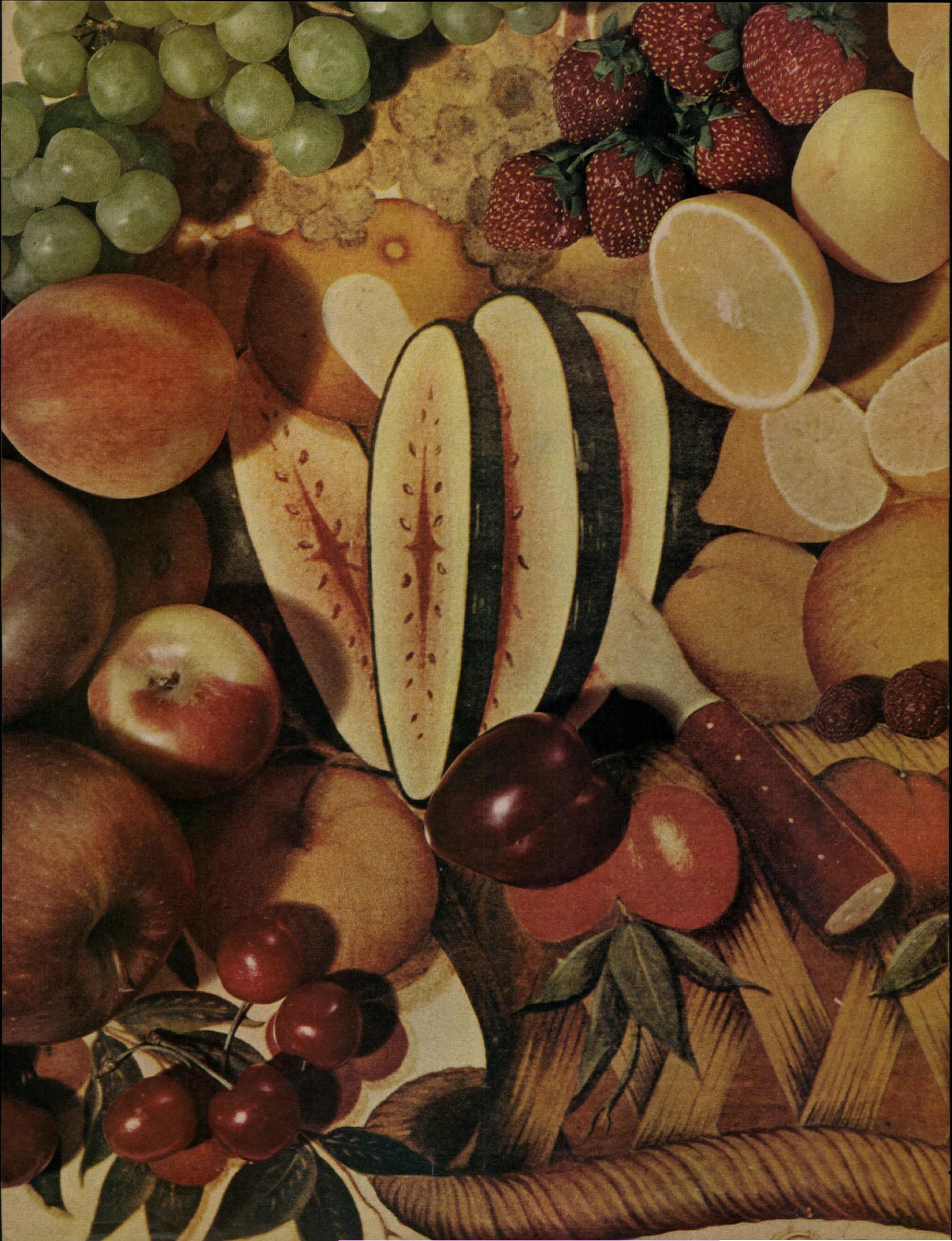
Colorful, practical vinyl wallpaper, mirror under high window, beaded curtain, bright built-in cabinet, and a few decorative accessories style an ordinary bathroom easily and quickly.

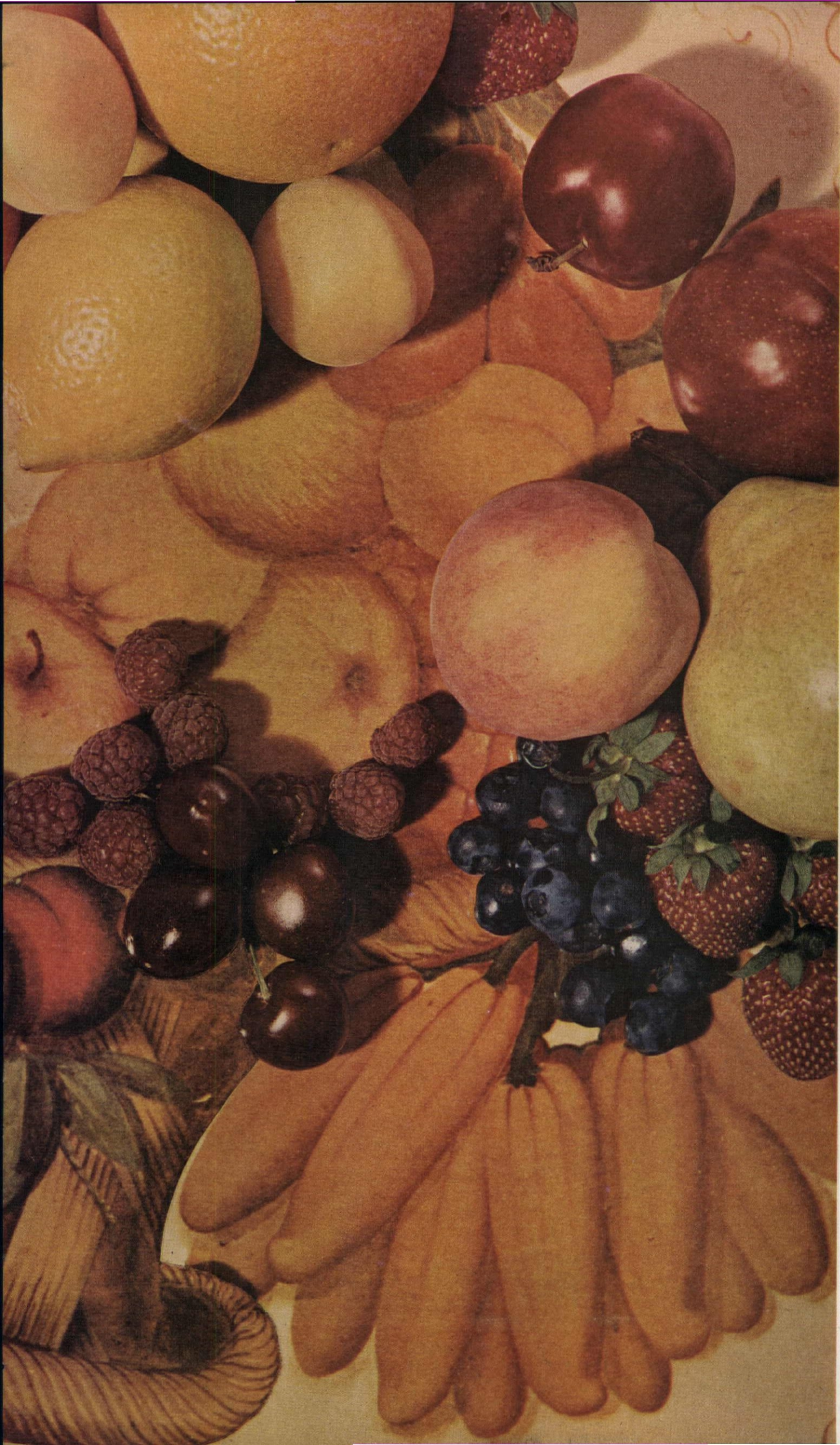


Dramatically striped wallpaper is featured in Penni's room. Well-chosen accessories include diamond-shaped mirror, carved panel (left), and chest-table.

Stylized flowered vinyl paper enhances the old, dark tile. There's a striped cotton shade for decoration; a plain shade for privacy.

Repainted walls and print on furniture completely changed the living room. Painting over sofa is by daughter, Penni. Glass doors open to patio. Roman shade solves drapery problem.





The fruits of summer—enjoy them while you may!

One of summer's brightest, most longed-for pleasures exists in its bountiful crop of fresh fruits and berries. What can compare with the succulent goodness of red, ripe strawberries, the juiciness of downy, pink peaches, the stored-up flavor of plump, fragrant blueberries? Pluck Mother Nature's bounty dewy fresh from the orchard or vine. Harvest them from your supermarket shelves. By all means enjoy them now! Serve them plain—the purists would have it no other way—or dish them up in an infinite variety of pastries, pies, shortcakes, salads, ice creams, and sherbets. We've a stash of recipes beginning on page 77!

Leonard Balish

Irwin Horowitz

HAVE PICNIC— WILL TRAVEL

Our portable picnics have seen their nearest travel agent. They're ready, willing, and able to go—the happiest way to recapture those lazy, carefree picnics of yesterday.

We're all for *not* making a picnic an on-the-spot production. Especially when you can prepare everything at home, transport same to lake, beach, or covered-dish "do." Then there's nothing to do but enjoy the scenery and have fun.

Take, for example, our Glazed Sliced Ham. Presliced and prebaked, then skewered for easy portability, it practically serves itself. Tangy Buttered Roll Kabobs are also skewered to make them easy to pass and serve. The prechilled Cheddar Cheese Macaroni Loaf needs only a knife for the slicing. And what's a picnic without watermelon? Scooped out and filled with luscious fruits, it travels on a bed of cubes in your favorite ice chest.

We've crisp, cool, plastic-wrapped salads that call for a splash of your favorite dressing . . . sandwich ideas with luscious fillings. We also introduce you to the Soup Shake—the coolest, refreshingest way to start a picnic ever.

Why wait? Rev the motor and let's go. Recipes begin on page 90.

Best reason we know to go out in the noonday sun is the thought of coming back to the cool, refreshing drinks you see here. Think cool thoughts for a moment. Tall, tinkling glasses filled to the brim with frosty fruits and juices. Airy, frothy milk shakes in flavors to entice the gods. Soothing, bracing iced teas spiked with sprigs of fresh green mint. Punches, juleps, frappés, fizzes! You name it, you'll find it on our recipe pages. We've drinks for everyone. For the small fry—rich, bubbly sodas topped with whipped cream and a bright red cherry. For the ladies—a discreet Mist O'Lime or an all-out Tutti Frutti Frosted (if you've qualms, serve the latter in lieu of dessert). For tennis-playing husbands—a not-too-sweet Ginger Snapper or a gather-around-the-punch bowl Pineapple Mint Julep. And for weight watchers—a cheery Cherry-O that tickles the palate and laughs at the calories. Shown here from left to right: Tutti Frutti Frosted, Minted Pineapple Cooler, Mocha Frosted, Hawaiian Delight, Mist O'Lime. Worked up a thirst? Then turn to the recipes on page 94 and serve up!

SERVE UP A QUICK THIRST QUENCHER

Irwin Horowitz

Shopping Information, page 131

4-minute way to make supper a picnic:

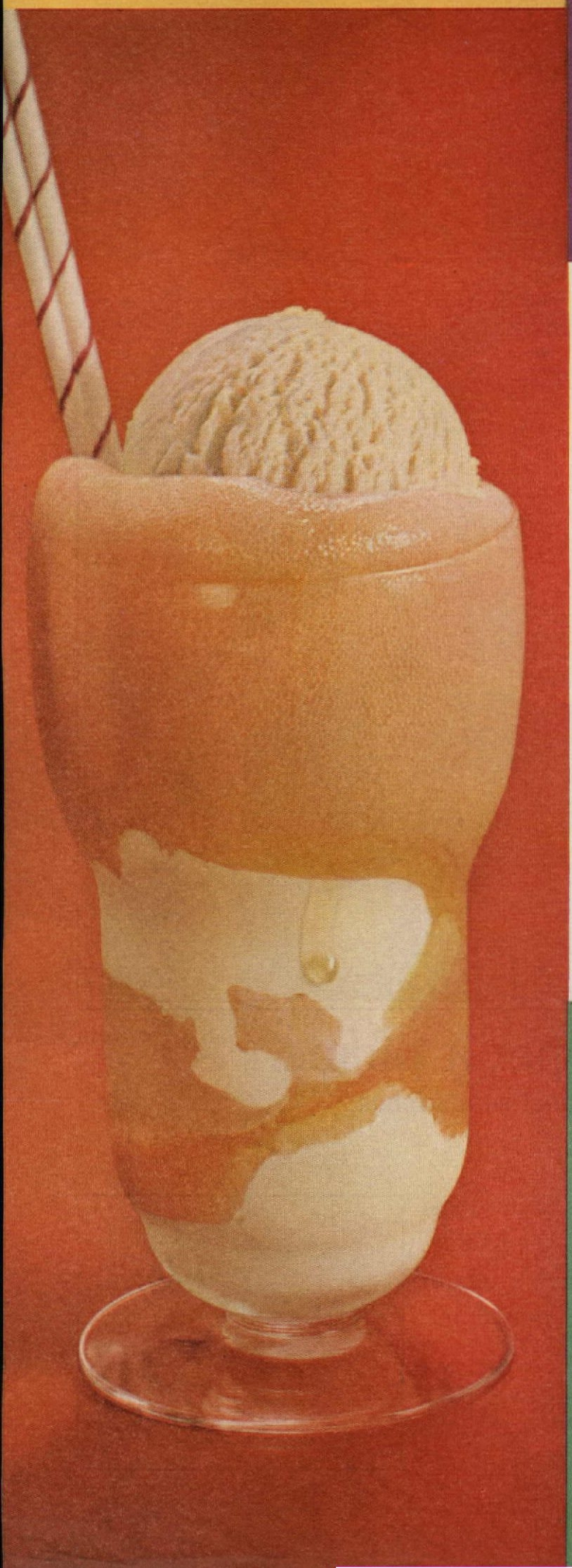
Delicious Tomato Rice Soup with sliced meat sandwiches

It's a picnic to fix as well as to eat... for that wonderful Campbell's Soup heats while you make the sandwiches. And Campbell's Tomato Rice Soup is a hearty, satisfying soup—with bright tomato pieces and fluffy, long-grain rice in rich tomato broth. Adds wholesome nourishment to any meal... as well as instant enjoyment.

They always eat better when you remember the soup

More than 30 kinds

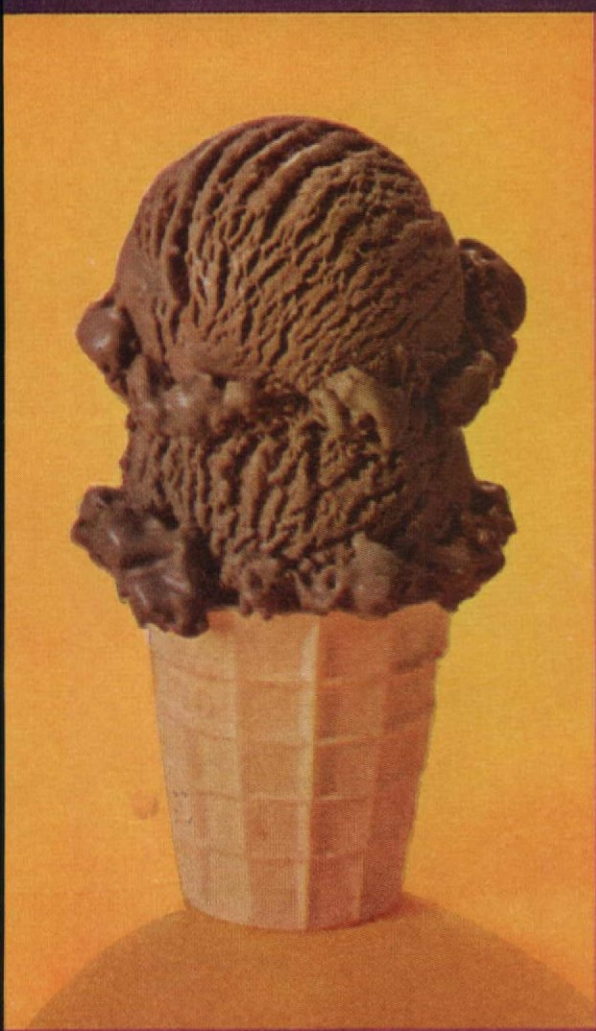
ICE CREAM SCOOPIN' DAYS

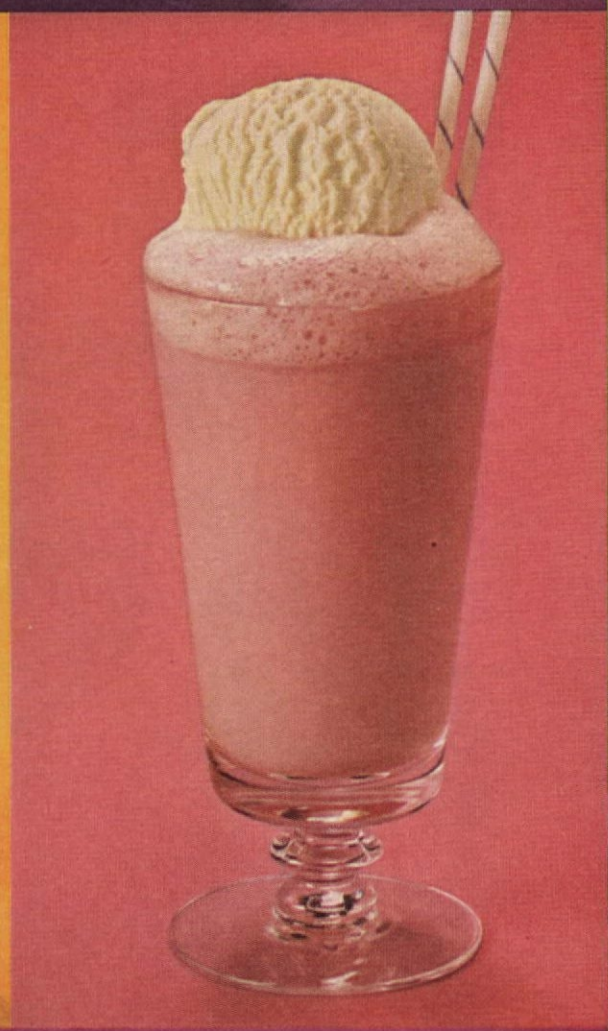


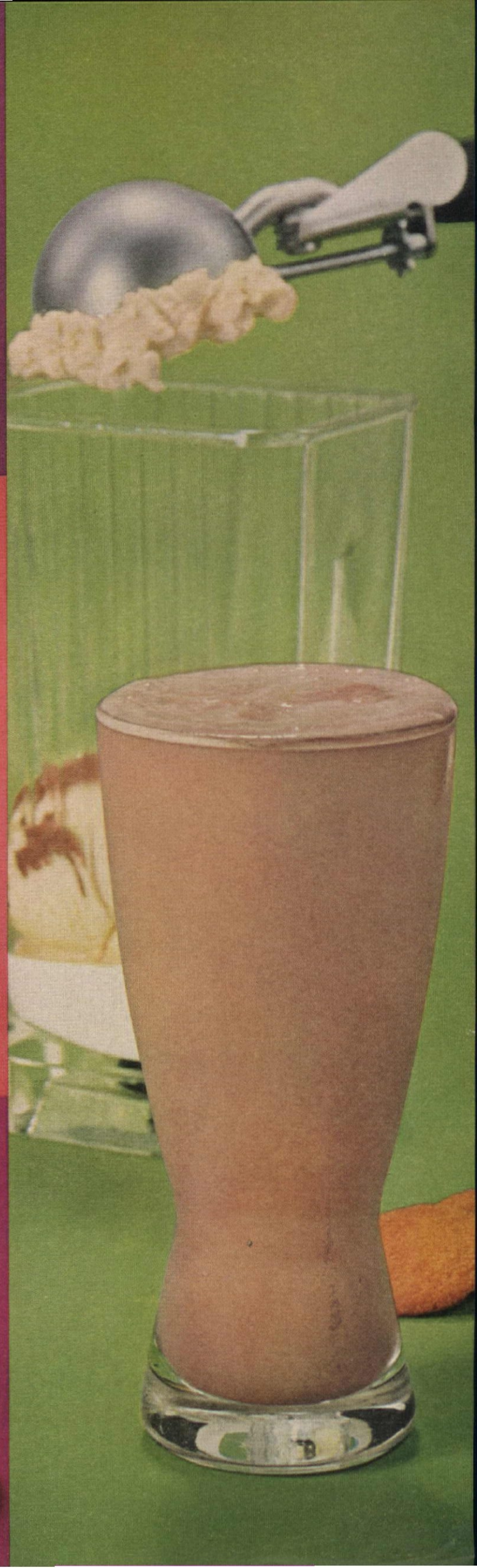
For gallons of fun... scoop it, top it, float it, á la mode it

This summer go on a scoopin' spree! Serve ice cream plain or atop cones, angel cakes or brownies. Dunk it in fruit juice, a chocolate mix or soft drink. Crown it with cranberries, a spray of whipped cream. Dream up a new dish every day. Start scoopin'! Treat your whole family tonight.

a message from dairy farmer members of
american dairy association







ICE CREAM SCOOPIN' DAYS

with a cooling Crush ice cream soda made with

ORANGE Crush® GRAPEFRUIT Crush® STRAWBERRY Crush® GRAPE Crush®

ICE CREAM SCOOPIN' DAYS

GET READY FOR
ICE CREAM SCOOPIN' DAYS
a summer festival of fun ideas with ice cream
BROUGHT TO YOU BY
american dairy association
AMERICAN HOME
AMERICAN HOME MAGAZINE
ORANGE Crush
Gallons of fun ahead for you and your family
STOCK UP YOUR FREEZER NOW!

AMERICAN HOME RECIPES

The Fruits of Summer

(pictured in color on pages 68 and 69)

To line a cake pan: Set the pan on a large piece of wax paper. Trace around the bottom of the pan with the point of a sharp knife or scissors. Cut out the circle and fit it snugly into bottom of the pan.

• STRAWBERRY AND CREAM-CHEESE RING

Preparation time: 25 min.
Chilling time: 3 hrs.

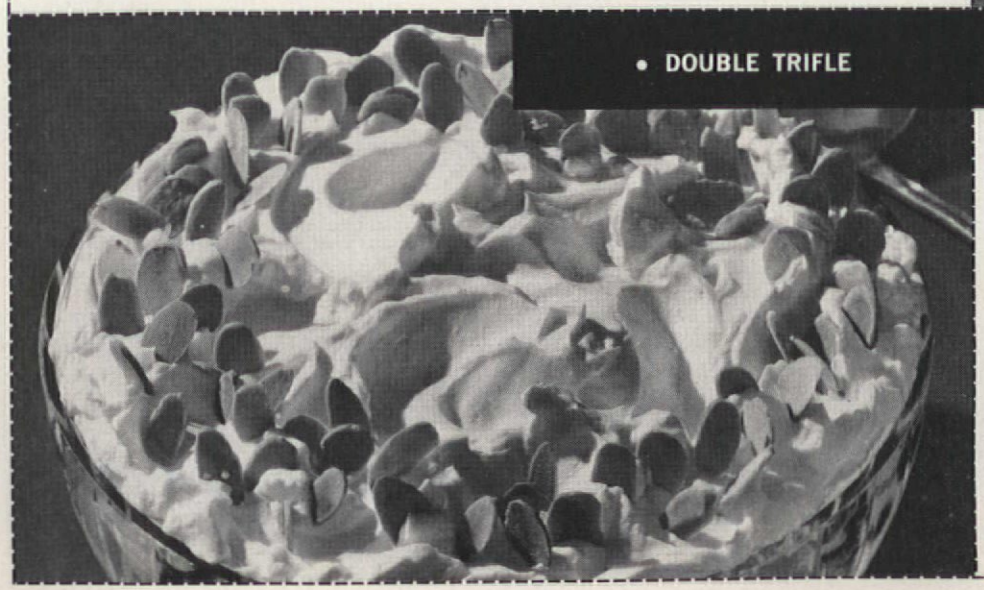
1 qt. strawberries, washed and hulled
½ c. sugar
½ c. port wine
2 pkgs. (8 oz. ea.) cream cheese, softened
½ c. heavy cream
2 tbs. confectioners' sugar
2 tsp. vanilla

Slice 2 cups strawberries leaving other 2 cups whole; add ½ cup sugar and port wine to sliced berries. Let stand at room temperature for at least 1 hour. Do not chill. Beat cream cheese until light. Add cream, confectioners' sugar, and vanilla; continue beating until light and fluffy. Pack into 1-pint ring mold which has been lined with cheesecloth. Chill at least 3 hours. Unmold onto serving plate; fill center with the 2 cups of whole berries. Garnish edge with a few whole strawberries and mint sprigs, if desired. Serve with the sliced strawberries in port wine.

Makes 8 servings.

TESTED IN THE AMERICAN HOME KITCHENS

• MELBA NUT MERINGUES



• DOUBLE TRIFLE

• RASPBERRY AND APRICOT GLACÉ PIE

Preparation time: 30 min.
Chilling time: 1½ hours

2 c. raspberries
1 c. sugar
2 tbs. water
½ tsp. ground ginger
3½ tbs. cornstarch
4 egg yolks
2 c. scalded milk
1 tsp. vanilla
1 baked 9-inch pastry shell
6 apricots peeled, halved, and pitted

Crush 1 cup raspberries; add ¼ cup sugar and water. Set aside. Combine remaining ¾ cup sugar, ginger, and 3 tablespoons cornstarch. Beat egg yolks until thick. Gradually add sugar mixture, beating constantly, until mixture is thick and light. Add scalded milk slowly, stirring briskly. Cook over very low heat, stirring constantly, until smooth and thickened. Remove from heat; let stand 5 minutes. Stir in vanilla. Pour into pastry shell. Chill at least one hour. Strain crushed raspberry mixture through fine sieve, pressing through as much juice as possible. There should be 1 cup. Mix with remaining ½ tablespoon cornstarch. Cook over low heat until mixture is thickened and clear. Arrange apricot halves and remaining 1 cup of raspberries on chilled pie. Spoon thickened raspberry glaze over. Chill at least ½ hour.

Makes one 9-inch pie.

TESTED IN THE AMERICAN HOME KITCHENS

• DOUBLE TRIFLE

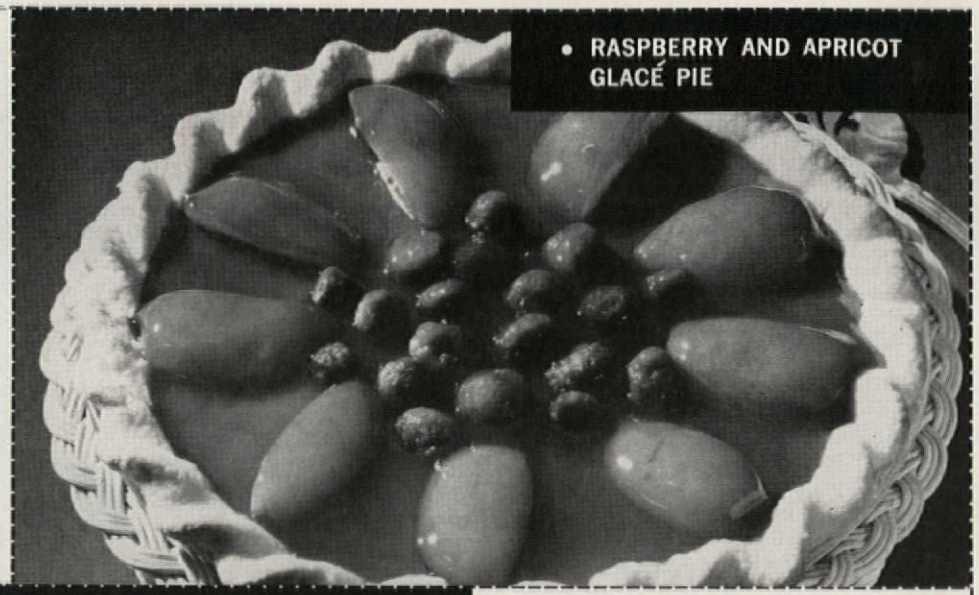
Preparation time: 20 min.
Chilling time: 3-4 hrs.

3 eggs
½ c. sugar
¼ tsp. salt
2 c. milk
1 tsp. almond extract
1 sponge or poundcake layer (8 in.)
¾ c. dry sherry
1 pt. blackberries
6 apricots, sliced
1 lb. Bing cherries, halved and pitted
1 c. heavy cream, whipped
½ c. toasted slivered almonds

Beat eggs, sugar, and salt in top of double boiler. Stir in milk. Cook over hot water, stirring constantly, until mixture coats a spoon. Remove from heat; add almond extract. Cool; chill. Break cake into bite-size pieces; place half in bottom of serving bowl; sprinkle with half the sherry. Combine fruits; arrange half over cake. Pour over half the chilled custard. Repeat layers with remaining cake pieces, fruit, and custard. Chill. Just before serving top with whipped cream and sprinkle with almonds.

Makes 6 to 8 servings.

TESTED IN THE AMERICAN HOME KITCHENS



• RASPBERRY AND APRICOT GLACÉ PIE

• STRAWBERRY AND CREAM-CHEESE RING

• MELBA NUT MERINGUES

Preparation time: 30 min.
Baking time: 1 hr.

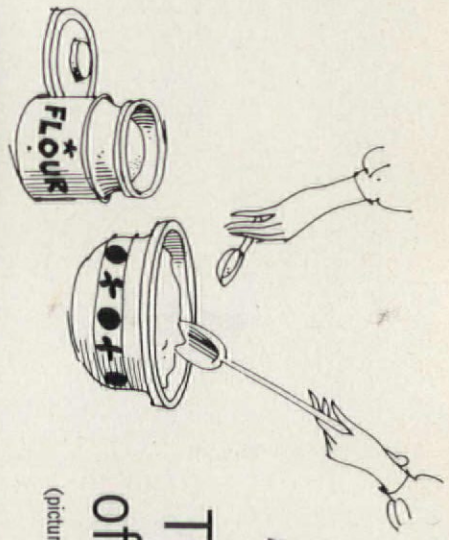
2 egg whites
¼ tsp. cream of tartar
¼ tsp. salt
1 c. sugar
1 tsp. vanilla
¼ c. finely chopped pecans or walnuts
2 c. fresh raspberries, crushed
½ c. water
2 tsp. cornstarch
1 tbs. water
1 tbs. lime juice
2 c. sliced peaches
½ c. brown sugar, firmly packed
1 pt. vanilla ice cream

Set oven at slow (275° F.). Line cooky sheet with heavy brown paper. Beat egg whites, cream of tartar, and salt until foamy. Gradually add ½ cup sugar, beating until sugar is dissolved after each addition. Add vanilla; continue beating until very stiff peaks form when beater is lifted. Stir in nuts. Spoon 6 mounds of meringue onto lined cooky sheet, 3 inches apart. With back of spoon, shape into circles with a slight indentation in center of each. Bake 1 hour. Turn off heat; leave pan in oven with door closed until meringues are cool (about ¾ hour). Remove from paper-lined pan; cool completely on wire racks. Combine remaining ½ cup sugar, crushed raspberries, and ½ cup of water. Let stand at room temperature for at least ½ hour. Press through fine sieve or food mill or whirl in blender at high speed about 1 minute. Blend cornstarch and 1 tablespoon water; stir into raspberry mixture. Cook over medium heat, stirring constantly, until mixture comes to boiling and is thickened. Stir in lime juice; cool. Sprinkle peaches with brown sugar and let stand 10 to 15 minutes. To serve, spoon peaches onto meringue shells, top with a scoop of vanilla ice cream, and spoon raspberry sauce over.

Makes 6 servings.

TESTED IN THE AMERICAN HOME KITCHENS

Cooky dough too soft even after chilling? Work in flour, a tablespoon at a time, until you think it's stiff enough. Bake a test cooky just to be sure the dough is right.

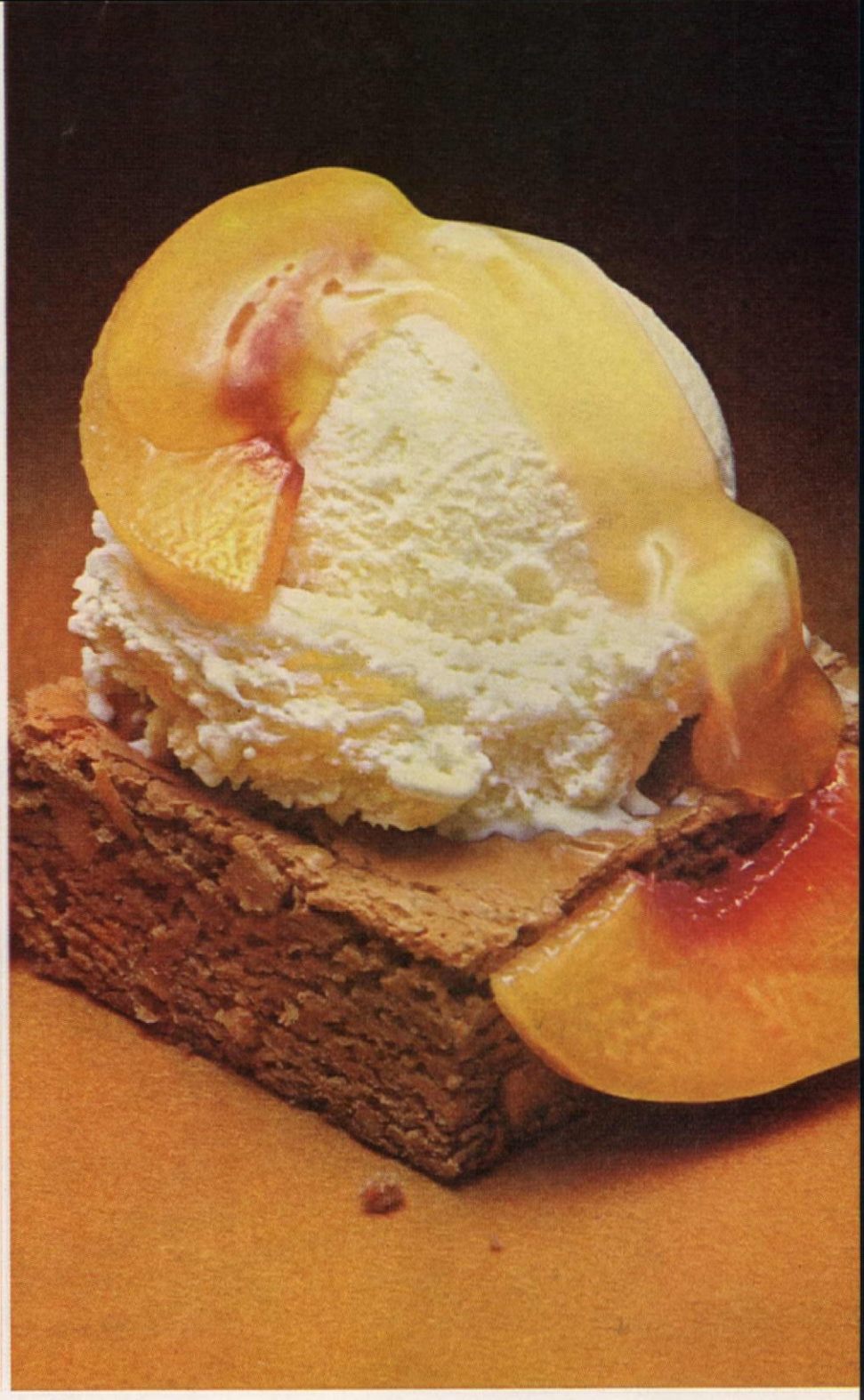


AMERICAN HOME RECIPES

The Fruits of Summer

(pictured in color on pages 68 and 69)

GET READY FOR
ICE CREAM SCOOPIN' DAYS
a summer festival of fun ideas with ice cream
BROUGHT TO YOU BY
american dairy association
AMERICAN HOME
AMERICAN HOME MAGAZINE
Betty Crocker
Gallons of fun ahead for you and your family
STOCK UP YOUR FREEZER NOW!



Betty Crocker Brownies at their sundae best!

GENERAL MILLS

Only Betty Crocker Brownie Mix is made with all Hershey's Cocoa—30 full teaspoons in every box—and that means extra chocolaty goodness for you. Dress up a dark, fudgy Betty Crocker Brownie with a scoop of snow-white ice cream . . . pass the fudge sauce and dig in!

New Butterscotch Brownie Mix is deliciously different and made only by Betty Crocker. Top a bright, chewy square with ice cream and fresh peaches. Going to the store today? Get the makings for both.

NABISCO®

See the cuplet. It is full.
It is hard to spill ice cream out of it.
It is fun. It is made by Nabisco.
Mommy is a good Mommy.

Wider top fills easier,
holds tighter—because
scoop goes in deeper.
No-drip lip,
wider, no-tip base.

© NABISCO 1964

GET READY FOR

ICE CREAM SCOOPIN' DAYS

a summer festival of fun ideas with ice cream

BROUGHT TO YOU BY

american dairy association

AMERICAN HOME

AMERICAN HOME MAGAZINE

NABISCO

Gallons of fun ahead for you and your family

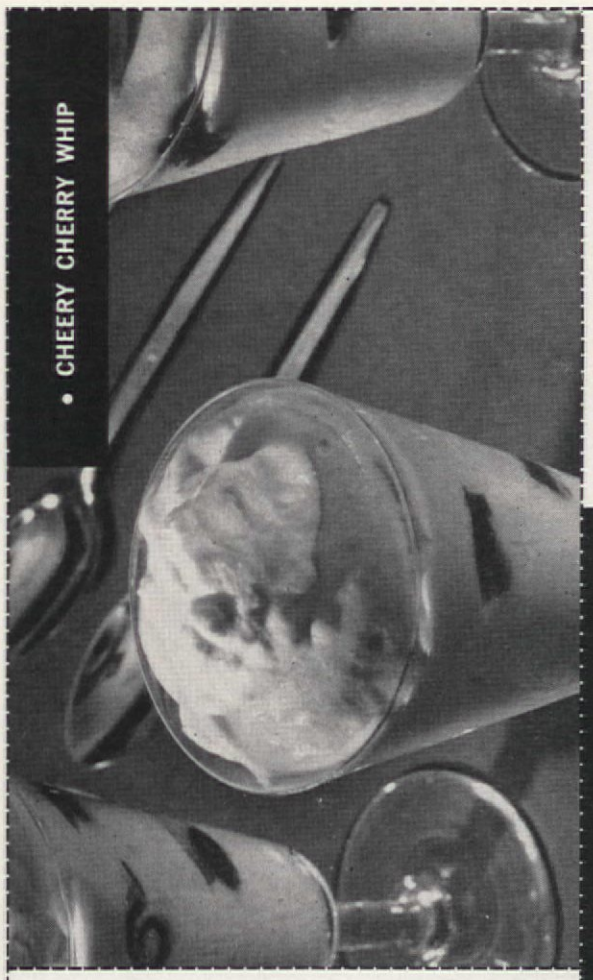
STOCK UP YOUR FREEZER NOW!

AMERICAN HOME RECIPES

The Fruits of Summer

(pictured in color on pages 68 and 69)

Sugar frost your glasses for festive, cool summer drinks. Dip the top of each glass in orange, lemon, or lime juice or water, then in white or colored sugar. Chill until hard.



• CHEERY CHERRY WHIP

Preparation time: 25 min.
Baking time: 30–35 min.

½ pkg. (1 stick) cream-puff mix
1 c. fresh raspberries, slightly crushed
1 tbs. Benedictine
¼ c. sugar
1 c. heavy cream
Confectioners' sugar

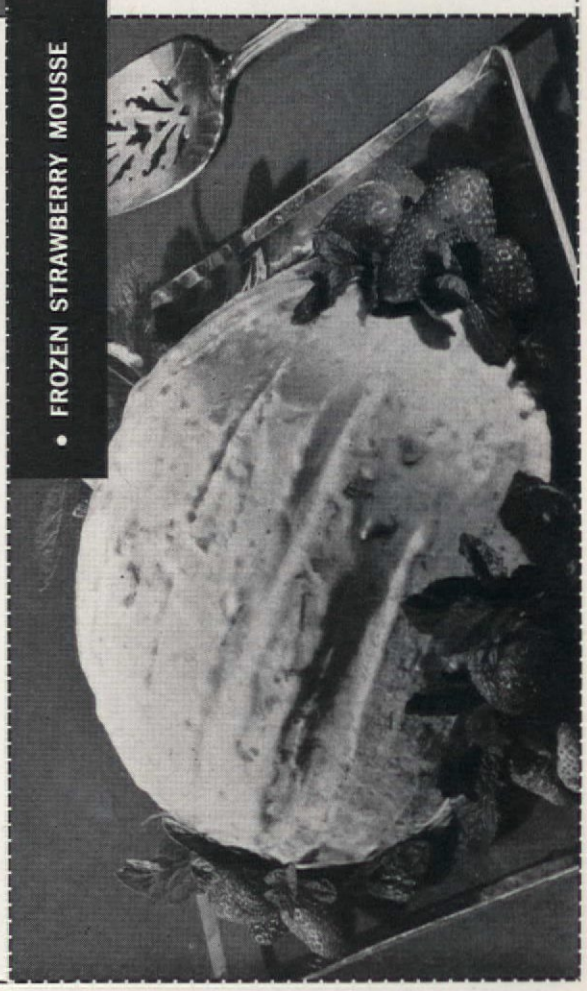
Set oven at hot (425° F.). Prepare cream-puff mix according to package directions. Spoon onto cooky sheet to form an 8-inch circle. Bake 30 to 35 minutes or until golden brown. Transfer to wire cake rack; cool. Split in half crosswise; remove any pieces of soft dough. Combine raspberries, Benedictine, and sugar in bowl. Let stand at room temperature a half hour. Whip cream until stiff; fold in raspberry mixture. Pile onto bottom half of cream-puff ring; set top half of ring on raspberry mixture. Dust with confectioners' sugar.

Makes 6 servings.

For large groups, use 1 package cream-puff mix to make either two 8-inch rings or one 14-inch ring. Double ingredients for raspberry cream.

TESTED IN THE AMERICAN HOME KITCHENS

• RASPBERRY CREAM-PUFF RING



• FROZEN STRAWBERRY MOUSSE

• TANGY FRUIT SOUP

Preparation time: 25 min.
Cooking time: 15 min.

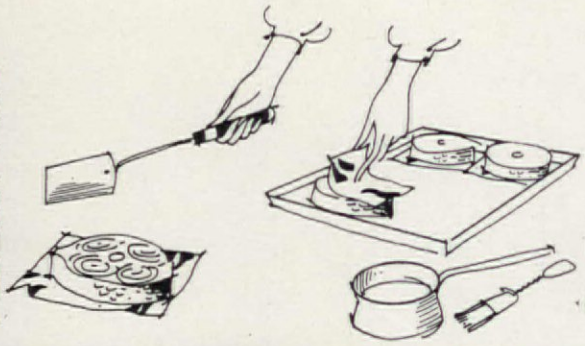
4 c. bottled cranberry juice
1 c. sugar
1 tsp. cinnamon
2 whole cloves
4 tbs. quick-cooking tapioca
6 apricots, halved and pitted
6 peaches, peeled and sliced
6 plums, halved and pitted
1 c. seedless green grapes, halved
1 lemon, thinly sliced
Dairy sour cream

Combine cranberry juice, sugar, cinnamon, cloves, and tapioca. Bring to boiling, stirring constantly. Add fruit; reduce heat; cover; simmer 10 minutes. Serve warm or cold with sour cream.

Makes about 3 quarts.

TESTED IN THE AMERICAN HOME KITCHENS

To avoid breaking fish when turning it, cut a piece of foil a bit larger than the fish. Put directly under the fish. To turn, slip a pancake turner under foil and turn fish and foil. Peel off the foil; brush fish with butter and finish broiling the second side.



AMERICAN HOME RECIPES

The Fruits of Summer

(pictured in color on pages 68 and 69)

• FROZEN STRAWBERRY MOUSSE

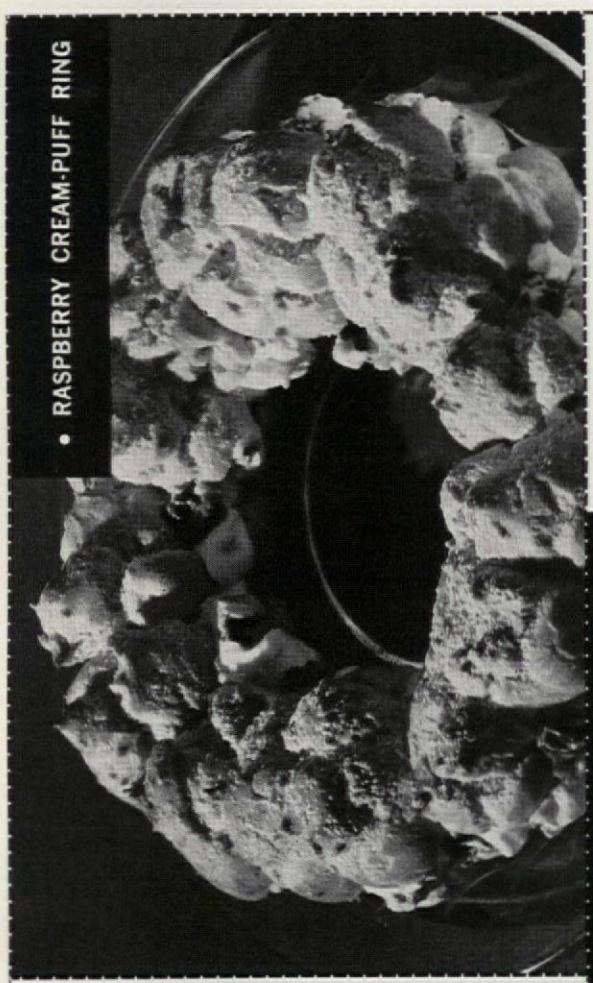
Preparation time: 20 min.
Freezing time: several hrs.

2 c. heavy cream
1 c. sugar
½ tsp. salt
1 qt. strawberries, washed, hulled, and crushed
½ c. chopped, toasted almonds

Whip cream until thickened. Gradually add sugar, beating constantly. Add salt; beat until cream is stiff. Fold in strawberries and almonds. Turn into 2-quart mold. Freeze until firm. Unmold onto serving plate. Garnish with whole strawberries and mint sprigs, if desired.

Makes 6 to 8 servings.

TESTED IN THE AMERICAN HOME KITCHENS



• RASPBERRY CREAM-PUFF RING

Preparation time: 25 min.
Chilling time: several hrs.

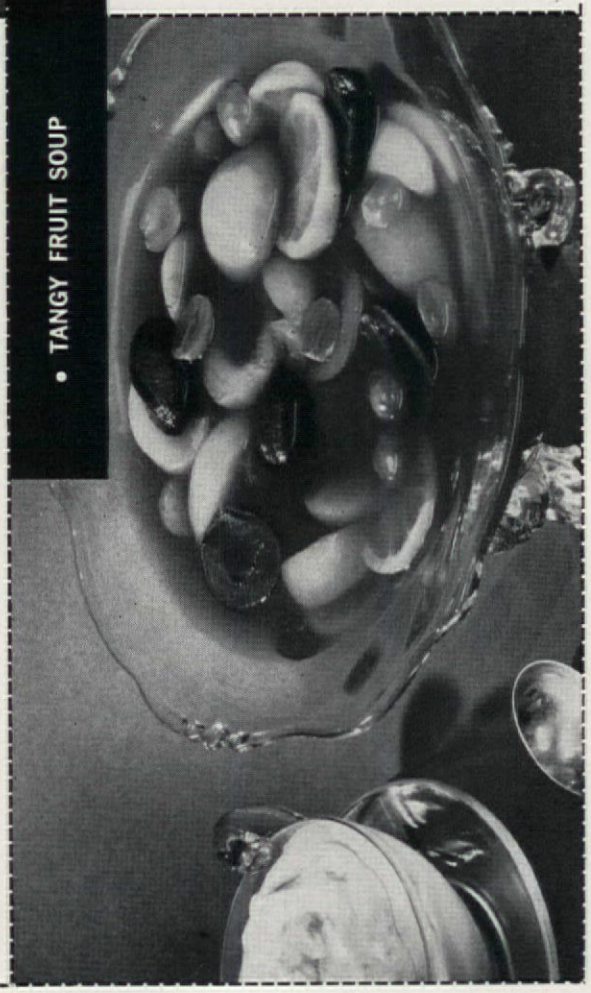
¼ c. maraschino liqueur
2 c. Bing cherries, halved and pitted
1 c. boiling water
1 pkg. (3 oz.) cherry-flavored gelatin
2 egg whites
4 tbs. sugar
1 c. heavy cream, whipped

Pour maraschino liqueur over cherry halves. Let stand at room temperature ½ hour. Drain. Measure liquid; add water if necessary to make ½ cup. Pour boiling water over gelatin; stir until thoroughly dissolved. Add maraschino liqueur. Chill until consistency of thick syrup. Beat egg whites until stiff. Gradually beat in sugar until a stiff glossy meringue forms. Fold in whipped cream. Beat gelatin until it is light and fluffy and will mound when stirred with a spoon. Quickly fold in cream-meringue mixture and cherries. Spoon into sherbet or parfait glasses and chill several hours.

Makes 6 servings.

TESTED IN THE AMERICAN HOME KITCHENS

• TANGY FRUIT SOUP



• CHEERY CHERRY WHIP

GET READY FOR

ICE CREAM SCOOPIN' DAYS

a summer festival of fun ideas with ice cream

BROUGHT TO YOU BY

american dairy association

AMERICAN HOME

AMERICAN HOME MAGAZINE

Ocean Spray

Gallons of fun ahead for you and your family

STOCK UP YOUR FREEZER NOW!

START WITH OCEAN SPRAY CRANBERRY JUICE COCKTAIL . . . THEN GO CREATIVE

A gay, bright trio of ice cream treats! Make a soda that's fun. Start with cranberry juice, then add ice cream and soda or ginger ale. Pop in a pretty straw. Perfect! Or whip up a frothy, frosty cranberry frappe. Blend cranberry juice and ice cream until smooth. Or try cranberry juice over orange sherbert. A fiesta in color, a new holiday taste. Ice cream looks prettier, tastes even better with **Ocean Spray Cranberry Juice Cocktail...world's best mixer.**

Top 'em with the one that's real whipped cream!

Summer days are ice cream scoopin' days. And there's only one way to top your favorite ice cream dessert. Top it with the one that's real whipped cream . . . Reddi-Wip . . . real, fresh, whipped cream — in an instant.

GET READY FOR

ICE CREAM SCOOPIN' DAYS

a summer festival of fun ideas with ice cream

BROUGHT TO YOU BY

american dairy association

AMERICAN HOME

AMERICAN HOME MAGAZINE

Reddi-wip BRAND

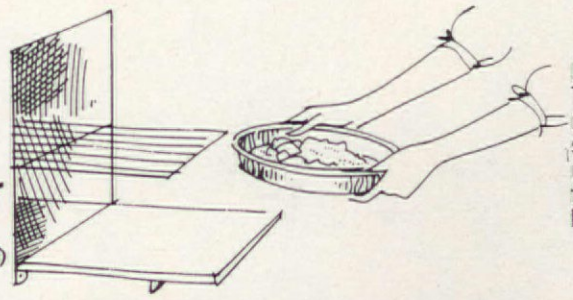
Gallons of fun ahead for you and your family

STOCK UP YOUR FREEZER NOW!

AMERICAN HOME RECIPES

The Fruits of Summer

(pictured in color on pages 68 and 69)



Brown sugar too hard? Take out only what you need and heat it in a shallow pan in a slow oven until soft. Use it at once, for when it cools it will be harder than before.

• FRUITED MELON ALASKA

• PEACH BRANDY BAVARIAN LOAF

Preparation time: 30 min.
Chilling time: 4 hrs.

1 loaf sponge or poundcake
1 envelope unflavored gelatin
½ c. cold water
¼ c. peach brandy
2 egg yolks
½ c. sugar
1 c. heavy cream
3 peaches, peeled, pitted, and diced
Toasted almonds

Hollow out cake loaf leaving a shell 1 inch thick. Soften gelatin in cold water; stir over hot water until gelatin is dissolved. Cool slightly; stir in peach brandy. Beat egg yolks until light; add sugar gradually, beating constantly until thick and very light. Add gelatin mixture; mix well. Chill until it starts to thicken. Whip cream until very thick. Fold into chilled gelatin mixture; add peaches; mix well. Pour into hollow cake shell. Chill at least 4 hours. Just before serving sprinkle top with almonds. (Makes about 1 quart of Bavarian.)

Makes 8 servings.

TESTED IN THE AMERICAN HOME KITCHENS

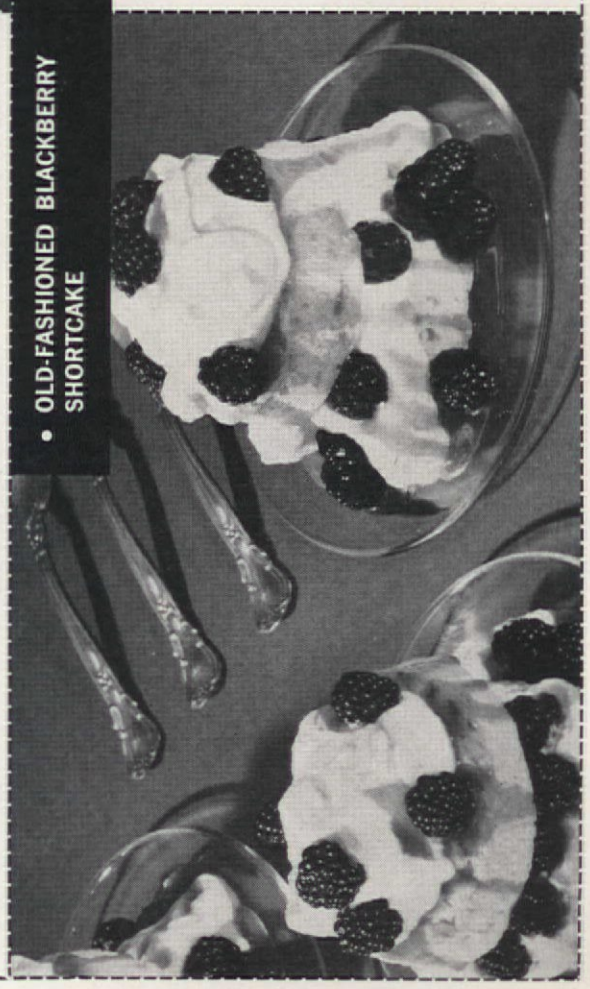
• EASY FRUIT DESSERTS

CREAMY SPIKED APRICOTS: Halve and pit 12 apricots. Place 4 halves in each serving dish. Top with a generous dollop of dairy sour cream; sprinkle with ground nutmeg. Pour a jigger of Grand Marnier over each serving. Makes 6 servings.

FRUIT AND SHERBET PARFAIT: Combine 2 cups washed, hulled, and sliced strawberries; 1 cup diced pineapple; and 2 tablespoons Kirsch in bowl. Let stand at room temperature a half hour. Chill. Stir in 1 tablespoon chopped fresh mint. Alternate layers of fruit and orange sherbet (1 pint) in parfait glasses. Garnish with mint sprigs. Makes 6 servings.

LIME AND HONEYDEW RING: Combine 2 cups washed, hulled, and sliced strawberries and ½ cup sugar in bowl. Let stand at room temperature one half hour. Cut 6 slices honeydew melon; peel and seed. Place a scoop of lime sherbet (you will need 1 pint) on each melon slice. Spoon strawberries over. Serve with lime wedges. Makes 6 servings.

• OLD-FASHIONED BLACKBERRY SHORTCAKE



AMERICAN HOME RECIPES

The Fruits of Summer

(pictured in color on pages 68 and 69)

Have fresh doughnuts anytime. Cool fried, unsugared doughnuts completely. Put in pliofilm bags; freeze. To use, remove from bags, wrap in foil, place on cooky sheet and heat in 350° F. oven 12 to 15 minutes, and sugar them immediately.

• OLD-FASHIONED BLACKBERRY SHORTCAKE

Preparation time: 30 min.
Standing time: ½ hr.

1 qt. blackberries
1¼ c. sugar
2 c. heavy cream
1 tsp. vanilla
6 hot baking-powder biscuits
Butter or margarine

Sprinkle blackberries with ¾ cup sugar; let stand at room temperature for ½ hour. Whip cream until thickened; add remaining ½ cup sugar, and vanilla; continue beating until stiff. Split piping hot biscuits in half; butter bottom half generously. Spoon on cream and blackberries. Top with other half of biscuit; spoon over remaining cream and berries. Serve at once.

Makes 6 servings.

TESTED IN THE AMERICAN HOME KITCHENS

• PEACH BRANDY BAVARIAN LOAF

• EASY FRUIT DESSERTS

GRAPE YOGURT: Combine 2 cups pitted or seedless grapes and 1 pint plain yogurt. Spoon into sherbet glasses. Sprinkle with toasted coconut. Makes 4 servings.

BLUEBERRY TOPPING: Combine 1 pint washed blueberries,1 tablespoon lemon juice, ½ cup sugar, 1 teaspoon vanilla, and 1 pint dairy sour cream. Mix well. Serve over slices of angel food or sponge cake. Makes about 4 cups topping.

• FRUITED MELON ALASKA

Preparation time: 30 min.
Baking time: 2–3 min.

3 cantaloupes
1 c. strawberries, washed, hulled and halved
1 c. blueberries
6 egg whites
½ tsp. salt
1 c. sugar
1 pt. lemon sherbet

Have all fruits ice cold. Cut cantaloupes in half; remove seeds. Scoop out flesh of melon to within half inch of rind. Invert melon shells on cooky sheet lined with paper towels. Allow to drain at least 1 hour in the refrigerator. Drain scooped-out melon flesh; dice enough to make 1 cup. (Use remainder another time.) Mix with strawberries and blueberries. Set oven at very hot (500° F.). Beat egg whites and salt until foamy. Gradually beat in ¾ cup sugar; continue to beat until a very stiff and glossy meringue is formed. Cut a piece of rind off bottom of each cantaloupe half so it will stand straight. Fill hollows with mixed fruits; top with a scoop of lemon sherbet. Quickly spread meringue over all, bringing it out to very edge of melon rind. Sprinkle meringue with remaining ¼ cup sugar. Bake 2 or 3 minutes or until meringue is lightly browned. Serve immediately.

Makes 6 servings.

TESTED IN THE AMERICAN HOME KITCHENS

GET READY FOR
ICE CREAM SCOOPIN' DAYS
a summer festival of fun ideas with ice cream
BROUGHT TO YOU BY
american dairy association
AMERICAN HOME
AMERICAN HOME MAGAZINE
NESTLÉ'S Quik®
Gallons of fun ahead for you and your family
STOCK UP YOUR FREEZER NOW!

Quikshake

Combine in tall glass 1 tblsp. Nestlé's Chocolate Quik and about 1" of milk. Blend in 1 scoop (½ cup) softened vanilla ice cream and fill glass with cold milk. If desired, top with another scoop of ice cream. Thick Quikshake . . . nourishing picker-uppers for summer-slack appetites!

Quiksoda

Place in tall glass 3 heaping tsps. Nestlé's Chocolate Quik. Stir in a small amount of milk. Add a scoop of ice cream and fill glass with chilled soda. Stir quickly till foamy. For extra dazzle, top with whipped cream and a cherry. Nothing gets milk in the kids quicker than Quik!

Nothing cools kids quicker than a Quikshake...unless it's a Quiksoda

NESTLÉ'S MAKES THE VERY BEST CHOCOLATE.

The Fruits of Summer

(pictured in color on pages 68 and 69)

STEWED PEARS WITH MINTED CUSTARD

Preparation time: 20 min./ Cooking time: 25 min.

1½ c. sugar; ¼ tsp. ground cardamom; 2 whole cloves; 1 c. water; 6 pears, peeled, halved, and cored; 3 eggs; ¼ tsp. salt; 2 c. milk; ½ tsp. mint extract.

Combine 1 cup sugar, cardamom, cloves and water. Add pears; bring to boiling. Reduce heat; cover; simmer 10 minutes or until pears are just tender. Remove from heat; remove and discard cloves. Beat eggs, ½ cup sugar, and salt in top of double boiler. Stir in milk. Cook over hot water, stirring constantly, until mixture coats a spoon. Remove from heat; add mint extract. Cool; chill. Serve pears warm or cold with minted custard. Makes 6 servings.

PLUM TART

Preparation time: 20 min./ Baking time: 20–25 min.

Pastry for 2-crust pie* or 1 pkg. pie-crust mix; 2 lbs. plums, pitted and quartered; 1 c. sugar; 1 tsp. cinnamon; ½ c. red currant jelly; 1 tbs. water; whipped cream.

Set oven at hot (425° F.). Prepare pastry as below or pie-crust mix according to package directions. Roll out pastry to fit 10x15x1-inch jellyroll pan. Arrange plums, rounded side down, on pastry. Sprinkle with sugar mixed with cinnamon. Bake 20 to 25 minutes. Heat jelly and water over low heat, stirring constantly, until jelly is melted. Spoon over plums. Cut into squares or rectangles. Serve warm or cold with whipped cream. Makes 8 servings.

*PASTRY FOR 2-CRUST PIE: Sift 2 cups sifted all-purpose flour and ½ teaspoon salt into medium-sized bowl. Cut in ⅔ cup shortening with pastry blender until mixture resembles corn meal. Sprinkle 6 tablespoons cold water, a tablespoon at a time, over surface; stir with fork until all dry particles are moistened and pastry clings together. Shape pastry into ball and roll out on lightly floured surface as directed above.

GOOSEBERRY FOOL

Preparation time: 25 min./ Chilling time: 1–2 hrs.

3 c. gooseberries; ½ c. brown sugar, firmly packed; ½ c. water; 2 c. heavy cream; ½ c. confectioners' sugar.

Wash gooseberries and remove any blossoms and stems. Put into saucepan with brown sugar and water. Bring to boiling; reduce heat; simmer, uncovered, until gooseberries become soft and mushy. Remove from heat; press through sieve or food mill. Chill gooseberry purée. Whip cream until thickened; add confectioners' sugar; continue beating until thick. Fold in chilled gooseberry purée. Pile into sherbet or parfait glasses and chill before serving. Makes 6 servings.

PEAR SALAD

Preparation time: 20 min./ Standing time: ½ hr.

½ c. dairy sour cream; 1 pkg. (3 oz.) cream cheese, softened; ½ c. jellied cranberry sauce; 1 tbs. lime juice; 1 tsp. grated lime rind; 3 pears, peeled, halved, and cored; lettuce; pecan halves.

Combine sour cream, cream cheese, cranberry sauce, lime juice and rind; beat well. Let stand for at least ½ hour to allow flavors to blend. Arrange pear halves on lettuce; top with cheese-cranberry mixture; garnish with pecans. Makes 6 servings.

STRAWBERRY AND RHUBARB BAKE

Preparation time: 20 min./ Baking time: 25 min.

1 lb. rhubarb; 1 pt. strawberries, washed and hulled; 1 tbs. lemon juice; ½ c. sugar; ½ c. flour; ½ c. brown sugar, firmly packed; ½ tsp. salt; ¼ c. butter or margarine; heavy cream.

Cut rhubarb into ½-inch pieces; mix with strawberries. Place in shallow 9-inch baking dish; sprinkle with lemon juice and sugar. Combine flour, brown sugar, and salt. Cut butter or margarine into flour mixture with pastry blender or two knives until it resembles coarse meal. Spoon over fruit in baking dish. Bake in moderate oven (375° F.) 25 minutes. Serve warm or cold with heavy cream. Makes 6 servings.

BLUEBERRY FRITTERS WITH LEMON SAUCE

Preparation time: 20 min./ Cooking time: 20 min.

1¾ c. sifted all-purpose flour; 3 tsp. baking powder; 1 tbs. sugar; ½ tsp. salt; 1 egg, slightly beaten; 1 c. milk; 1 tbs. melted butter or margarine; 2 c. blueberries, washed and dried; shortening or pure vegetable oil; confectioners' sugar; Lemon Sauce.

Sift flour, baking powder, sugar, and salt into medium-sized bowl. Combine egg, milk, and melted butter or margarine. Add to sifted dry ingredients; beat until smooth. Stir in blueberries. Pour shortening or oil to depth of 1 inch in heavy skillet or Dutch oven. Heat to 375° F. Drop batter by tablespoonfuls into hot fat. Fry a few at a time until brown on one side. Turn and brown second side. Remove from fat with slotted spoon; drain on paper towels. Fritters may be kept hot in warm oven while rest are fried. Sprinkle with confectioners' sugar and serve warm with *Lemon Sauce:* Combine ½ cup sugar, 1 tablespoon cornstarch, and ⅛ teaspoon salt in saucepan; stir in 1 cup water. Cook over medium heat, stirring constantly, until mixture comes to a boil. Remove from heat; stir in 2 tablespoons butter or margarine, 1 tablespoon grated lemon rind, and 3 tablespoons lemon juice. Serve warm. Makes 6 servings.

PEACH CRUNCH PIE

Preparation time: 20 min./ Baking time: 40-50 min.

¾ c. sugar; ¼ c. flour; ½ tsp. cinnamon; ¼ tsp. ground nutmeg; ½ tsp. salt; 5 c. sliced, peeled, fresh peaches; 1 tbs. lemon juice; 1 c. sifted all-purpose flour; ½ c. brown sugar, firmly packed; ½ c. butter or margarine; ½ c. chopped pecans; one 9-inch unbaked pastry shell; 2 tbs. butter or margarine.

Mix ¾ cup sugar, ¼ cup flour, cinnamon, nutmeg, and salt. Mix lightly with peaches; stir in lemon juice. Let stand while preparing topping. Combine 1 cup flour, brown sugar, and ½ cup butter or margarine in bowl; mix with fingers until crumbly. Stir in nuts. Turn peach mixture into pastry-lined pie pan. Dot with 2 tablespoons butter or margarine. Sprinkle topping mixture over peaches. Because nuts brown quickly, cut a foil circle to fit top of pie; place on pie. Bake in hot oven (400° F.) 25 minutes. Remove foil; bake 15 minutes longer. Makes one 9-inch pie. THE END

GET READY FOR
ICE CREAM SCOOPIN' DAYS
a
summer festival of fun ideas with ice cream
BROUGHT TO YOU BY
american dairy association
AMERICAN HOME
AMERICAN HOME MAGAZINE
Ocean Spray
Gallons of fun ahead for you and your family
STOCK UP YOUR FREEZER NOW!

New Idea

MAKE ICE CREAM SIMPLY SUPERB. ADD CRANBERRY SAUCE.

What a party look this has!—ice cream topped with Ocean Spray Whole Berry Sauce or with Ocean Spray Jellied Sauce, beaten till smooth. (Blend in a little brown sugar if you wish.) For Cranberries Jubilee, warm a spoonful of brandy and light. Pour over the sundae. Elegant!

GO CREATIVE WITH OCEAN SPRAY CRANBERRIES

CORNUCOPIAS

Not as tricky as they look —merely sliced ham rolled and filled with Ocean Spray Whole Berry Sauce. Add cheese-topped celery and tomatoes for a cold plate.

CRANWICH

Start with toast. Add ham or turkey. Then a slice of Ocean Spray Jellied Sauce. Next cheese. Pop it under broiler till cheese melts. Ocean Spray won't melt!

SALAD

Ocean Spray Whole Berry Sauce, added to your favorite flavored gelatin recipe. (Use half the water called for.) Now you've got a new salad with snap and sparkle!

DIPS

Beat Ocean Spray Jellied Sauce till smooth. Then add horseradish or curry powder or ginger to taste. Pass the fried chicken and let the guests dip in! They will!

JUICE

Ocean Spray Cranberry Juice Cocktail — the tangy new drink. Try it straight— or mix it with ginger ale or orange juice or any number of fruit juices. It's great!

OCEAN SPRAY

MAKES FOOD MORE FESTIVE

CHILLED CLAM AND CELERY SOUP SHAKE

2 cans (10½ oz. ea.) cream of celery soup; 1 bottle (7 oz.) clam juice; 1 c. dairy sour cream; 2 tsp. grated onion.

Combine all ingredients in plastic shaker. Shake to blend well. Chill thoroughly. Makes 6 servings.

CHILLED CREAMED CHICKEN CURRY SOUP

2 cans (10½ oz. ea.) cream of chicken soup; 1 tsp. curry powder; 2 tsp. dried parsley flakes; 2 tsp. snipped chives; 1½ c. milk.

Combine all ingredients in plastic shaker. Shake to blend well. Chill thoroughly. Makes 6 servings.

CUCUMBER VICHYSSOISE

1 can (10½ oz.) frozen condensed cream of potato soup; 1 c. milk; ½ c. dairy sour cream; ⅛ tsp. salt; 2 dashes hot pepper sauce; 1 tbs. snipped chives; ½ c. grated or finely diced, peeled cucumber.

Combine soup and milk in medium-sized saucepan. Heat slowly, stirring frequently, until well blended. Pour mixture into electric blender. Blend at high speed for 15 seconds or until smooth. (Or press through a sieve.) Add remaining ingredients. Pour into a plastic shaker and chill. Makes 4 servings.

GAZPACHO (CHILLED TOMATO SOUP)

2 cans (10½ oz. ea.) tomato soup; 2 c. water; 2 dashes hot pepper sauce; 1 tsp. Worcestershire sauce; 2 tsp. snipped chives; ½ c. finely minced green pepper

Combine soup and water in saucepan; place over medium heat; stir until well blended. Cool. Pour into plastic shaker; add pepper sauce, Worcestershire, chives, and green pepper. Chill. Shake well before serving. Makes 6 servings.

TANGY BUTTERED-ROLL KEBOBS

½ c. butter or margarine; 1 tsp. prepared horseradish; 2 tsp. grated Parmesan cheese; ¼ tsp. hot pepper sauce; 1 pkg. brown 'n' serve seeded rolls; lettuce or romaine leaves.

Soften butter or margarine in small bowl. Stir in horseradish, cheese, and pepper sauce. Prepare rolls according to package directions. Split warm rolls; spread with butter mixture; tuck in lettuce or romaine leaves. Spear on skewers for easy carrying and serving. Makes about ½ cup tangy butter.

CHEDDAR CHEESE MACARONI LOAF

4 pkgs. (4 oz. ea.) shredded Cheddar cheese (4 c.); 1 tbs. grated onion; ¼ tsp. hot pepper sauce; ¼ tsp. dry mustard; ¼ c. mayonnaise or salad dressing; 3 c. hot, cooked macaroni, well drained; ½ c. diced celery; ½ c. diced green pepper; ⅓ c. diced pimiento; 2 tbs. finely chopped onion; 2 tbs. chopped stuffed green olives; ½ c. mayonnaise or salad dressing.

Line 9x5x3-inch loaf pan with foil. Blend 3 packages Cheddar cheese, grated onion, hot pepper sauce, dry mustard, and ¼ cup mayonnaise or salad dressing. Pack mixture firmly onto bottom and along sides of prepared pan. Chill while preparing macaroni stuffing. Stir 1 package Cheddar cheese into macaroni in a large bowl; stir until cheese is melted. Add remaining ingredients; blend well; cool. Pack mixture into cheese-lined pan. Chill overnight. Remove from pan. Invert loaf onto serving board. Peel off foil. Slice. Makes 8 to 10 servings.

ROMAINE SALAD ROLL-UPS

½ c. cottage cheese; ¼ c. finely chopped salami; ½ tsp. snipped chives; 1 tsp. bottled grated horseradish; ½ tsp. prepared mustard; ¼ tsp. salt; 6 large, sturdy romaine leaves.

Blend together cottage cheese, salami, chives, horseradish, mustard, and salt. Cut away stem end of romaine, leaving pliable leafy portion. Spread each leaf with cottage-cheese mixture and roll up cornucopia fashion. Secure with wooden pick. If desired, garnish with bits of pimiento. Makes 6 servings.

DOUBLE DEVILED EGGS

6 chilled hard-cooked eggs, shelled; 2 tbs. canned deviled ham; ½ tsp. snipped chives; 2 tbs. mayonnaise or salad dressing; ½ tsp. salt; ¼ tsp. pepper; ¼ tsp. grated lemon rind.

Cut eggs in half lengthwise; remove yolks. Sieve yolks into a bowl. Stir in remaining ingredients; blend well. Mound yolk mixture into egg-white halves. Chill. Makes 6 servings.

CARROT AND PINEAPPLE SLAW

⅔ c. mayonnaise or salad dressing; ⅔ c. dairy sour cream; 1 tsp. grated onion; 1 tbs. lemon juice; ½ tsp. salt; 1 tsp. sugar; 1 can (13½ oz.) pineapple chunks, well drained; 1 c. coarsely shredded carrots; 2 c. shredded cabbage; ⅓ c. slivered, toasted almonds.

Blend together mayonnaise or salad dressing, sour cream, onion, lemon juice, salt, and sugar. Combine pineapple, carrot, cabbage, and almonds in large bowl. Add mayonnaise mixture; toss well. Chill. Makes 6 servings.

SWEET AND SOUR BAKED BEAN SALAD

3 tbs. chili sauce; ¼ c. bottled French dressing; ½ tsp. salt; ⅛ tsp. pepper; 2 cans (1 lb. 4 oz. ea.) baked beans in tomato sauce, well drained; ⅓ c. sweet pickle relish; ½ c. thinly sliced green onions, tops and all; 2 c. finely diced celery.

Blend together chili sauce, French dressing, salt, and pepper. Combine beans, pickle relish, green onions, and celery in a large bowl. Pour dressing over; toss well. Chill. Carry in a plastic container with tight-fitting cover. Garnish with tomato wedges, if desired. Makes 6 servings.

CRISP COOKED VEGETABLE SALAD

2 large carrots, pared and cut into ¾-inch chunks; 1 pkg. (10 oz.) frozen cauliflower; 1 pkg. (10 oz.) frozen broccoli spears; 1 can (1 lb.) whole green beans; 1 can (7 oz.) artichoke hearts; 1 medium-sized onion, thinly sliced; 1 canned pimiento, cut into thin strips; 1 tbs. chopped parsley; ⅔ c. French dressing.

Cook carrots in boiling salted water 7 minutes or until almost fork tender; drain. Cook cauliflower and broccoli together, 5 minutes less than package directs; drain. Vegetables should be crisp. Drain green beans and artichokes. Arrange vegetables in shallow plastic container or disposable foil pie pan. Sprinkle with onion rings, pimiento *(continued)*

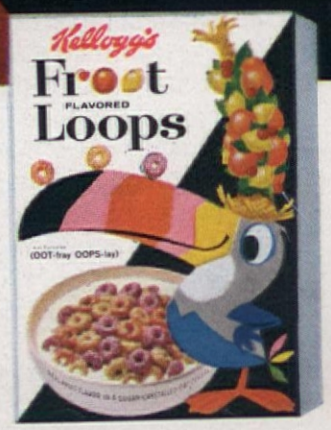
GET READY FOR
ICE CREAM SCOOPIN' DAYS
a summer festival of fun ideas with ice cream
BROUGHT TO YOU BY
american dairy association
AMERICAN HOME
AMERICAN HOME MAGAZINE
Kellogg's Froot Flavored Loops
Gallons of fun ahead for you and your family
STOCK UP YOUR FREEZER NOW!

Make a Froot Loops "Fundae"

crunchy on top
ice-creamy
underneath

©1964 by Kellogg Company

Ice cream is colorful as a three-ring circus when you spangle it with Froot Loops. Kellogg's puts real orange, lemon, and cherry flavors into these crispy little cereal circles made from oats . . . then sparkles each one with big crunchy crystals of sugar so they taste like fruit, and go "crunch" to boot! Sprinkle 'em on generously and turn an everyday dessert into a party.



Kellogg's Froot FLAVORED Loops

(continued)

strips, and parsley. Pour dressing over. Cover and chill. At packing-up time, baste vegetables with dressing in the pan. Makes 6 servings. You can substitute almost any vegetables from your pantry shelf or freezer stock for those above. For instance, you might use canned mushrooms for the artichokes, frozen green beans for canned beans, frozen asparagus spears for the broccoli.

PENNSYLVANIA-DUTCH SANDWICH

4 slices boiled ham; 4 slices pkg. Swiss cheese; ½ tsp. caraway seeds; ¼ c. mayonnaise or salad dressing; ½ c. well-drained sauerkraut; 10–12 slices rye bread; 3 tbs. soft butter or margarine.

Cut ham and cheese into julienne strips. Blend together caraway seeds and mayonnaise or salad dressing. Add ham and cheese; stir to coat all pieces well. Stir in sauerkraut. Spread bread with butter or margarine. Spread half of bread slices with ham-cheese mixture. Top with remaining bread slices. Wrap each sandwich securely in foil or plastic wrap; refrigerate until pack-up time. Makes 5 or 6 sandwiches.

CHILE CON CARNE BURGERS

1 can (15½ oz.) chile con carne; 1 c. (4 oz. pkg.) shredded Cheddar cheese; 1 tbs. grated onion; 1 tsp. chili powder; ½ tsp. salt; ½ tsp. prepared mustard; 1 c. diced celery; 8 hamburger buns.

Combine chile con carne and cheese in saucepan. Heat slowly, stirring until cheese is melted. Stir in onion, chili powder, salt, and mustard. Cool. Add celery; mix well. Split buns; fill with mixture. Makes 8 burgers.

CHEESE CHIPPED BEEF SANDWICH SPREAD

1 jar (5 oz.) chipped beef; ½ c. chili sauce; 2 tsp. minced onion; 1 pkg. (4 oz.) grated Cheddar cheese; 3 tbs. melted butter or margarine; 1 egg yolk, beaten.

Snip beef into small bits. Combine chili sauce, onion, and cheese in saucepan. Heat slowly, stirring constantly, until cheese melts. Remove from heat; stir in chipped beef bits, melted butter or margarine, and egg yolk. Blend well. Chill mixture. Sufficient for 8 to 10 sandwiches.

PRESSED CHICKEN

2 broiler-fryers (3 lbs. ea.) cut in quarters; 6 c. boiling water; 3 tsp. salt; 2 large bay leaves; 4 stalks celery, coarsely cut; ½ green pepper, coarsely diced; 3 tbs. lemon juice; 4 stuffed green olives, sliced; 6 to 8 pimiento strips; ⅓ c. diced green pepper; ⅓ c. diced pimiento.

Combine chicken, boiling water, salt, bay leaves, celery, diced green pepper, and lemon juice in large kettle. Bring to boiling; reduce heat; cover; simmer 45 minutes or until chicken is very tender. Remove chicken from broth; cool; remove meat from bones; discard skin. Return bones to broth in kettle; simmer 45 minutes. Strain and measure broth; add water, if necessary, to make 2 cups liquid. Pour just enough broth into a 9x5x3-inch loaf pan to coat bottom. Arrange olive slices and pimiento strips over bottom of the pan. Chill. Dice chicken into a large bowl. Blend in diced green pepper and pimiento. Stir in remaining broth. Taste; add salt if necessary. Spoon mixture into prepared pan. Press chicken with the back of a spoon until the liquid comes to the surface of the loaf. Chill overnight. To unmold, dip loaf pan quickly in and out of warm water. Invert onto platter; lift off pan. Slice. Makes 10 to 12 servings.

GLAZED SLICED HAM

1 canned ham (11–13 lbs.); 1 tsp. grated orange rind; 2 tbs. orange juice; ¼ c. butter or margarine; 1 c. brown sugar, firmly packed; ½ c. dark corn syrup; whole cloves.

Have butcher slice ham ¼-inch thick, stack it back in place, and tie it securely. Set oven at slow (325° F.). Combine orange rind, orange juice, butter or margarine, brown sugar, and corn syrup in saucepan. Bring to boiling, stirring constantly. Simmer until mixture drips in thick, heavy drops from a spoon. Insert cloves into surface of ham. Drizzle brown-sugar mixture over ham. Bake 1 hour, basting occasionally with remaining glaze. Cool. Insert 2 long skewers through ham slices. Wrap in foil to carry. To serve, remove string and slide slices off skewers. Makes 20 servings.

CRISP OVEN-FRIED CHICKEN

1 broiler-fryer (3½ lbs.), cut in serving-size pieces; 3 tbs. flour; 3 tbs. yellow corn meal; 1½ tsp. salt; ¼ tsp. pepper; 1½ tsp. dried rosemary leaves, crushed; ¼ tsp. paprika; ¼ c. evaporated milk; fat for frying.

Wash chicken; dry well on paper towels. Combine flour, corn meal, salt, pepper, rosemary and paprika in shallow pan; blend well. Pour milk into second shallow pan. Dip chicken pieces in milk; roll in flour mixture, coating well. Set oven at moderate (350° F.). Heat fat in large skillet. Fry chicken in hot fat, browning lightly. Remove to shallow roasting pan. Bake 40 to 45 minutes, or until chicken is golden brown, tender, and crisp. Makes 4 servings.

DEVILED RIBS

2–2½ lbs. meaty spareribs; 1 tbs. prepared mustard; 3 tbs. chili sauce; ⅛ tsp. powdered garlic; ¼ tsp. hot pepper sauce; ¼ c. flour; 1½ tsp. salt; ¼ tsp. pepper; ½ tsp. dried thyme; 3 tbs. melted shortening.

Have butcher cut long, unsplit ribs into individual rib portions (there should be 12). Blend together mustard, chili sauce, garlic powder, and hot pepper sauce. Spread mixture evenly on all sides of ribs. Combine flour, salt, pepper, and thyme. Dredge ribs in flour mixture, coating evenly. Heat shortening in skillet; brown ribs lightly in hot fat, turning to brown all sides. Heat oven to moderate (350° F.). Put ribs in shallow roasting pan. Bake, uncovered, 1 hour, or until crisp and brown. Makes 6 servings.

FRUIT-FILLED WATERMELON

½ medium-sized watermelon (crosswise cut); 1 cantaloupe; 1 honeydew melon; seedless grapes; 1 c. sliced, fresh strawberries; mint sprigs.

Cut a thin slice from end of watermelon so it stands without tipping. Cut edge of melon in saw-tooth design with sharp knife. Scoop out center with melon-ball scoop, leaving about an inch. Cut cantaloupe and honeydew melons in half. Remove seeds; scoop out with melon-ball scoop. Fill the watermelon half with melon balls. Decorate with grapes, strawberries, and mint. Chill. Wrap in plastic wrap or foil. To carry, set in ice in chest or cooler. Makes 10 servings.

GET READY FOR

ICE CREAM SCOOPIN' DAYS

a summer festival of fun ideas with ice cream

BROUGHT TO YOU BY

american dairy association

AMERICAN HOME

AMERICAN HOME MAGAZINE

Betty Crocker

Gallons of fun ahead for you and your family

STOCK UP YOUR FREEZER NOW!

GENERAL MILLS

Even the hole in the middle is better in a Betty Crocker Angel Food Cake. Better because it's deeper and holds more ice cream scoops. Deeper because it bakes up higher, lighter. So easy because there's no folding in by hand. Your mixer does all the work.

How to give hot dogs a new twist

Betty Crocker Au Gratin Potatoes

Nothing new about tonight's hot dogs? Wait until you serve them with delicious Betty Crocker Au Gratin Potatoes! Easy, too—they're ready for the oven in three minutes, everything is in the box, and there's real Cheddar cheese in the sauce. Try 'em soon!

GENERAL MILLS

Thirst Quenchers

(pictured in color on page 72)

TANGY TANGERINE-GRAPE COOLER

1 can (6 oz.) frozen tangerine juice, thawed; 1 can (6 oz.) frozen grape juice, thawed; ½ c. lemon juice; 2½ c. water; ice; 4 bottles (7 oz. ea.) ginger ale, chilled.

Combine tangerine juice, grape juice, lemon juice, and water; chill. Just before serving pour over block of ice in punch bowl or over ice cubes in large pitcher; add ginger ale; stir lightly. Makes 1¾ quarts.

HAWAIIAN DELIGHT

1 can (6 oz.) undiluted frozen orange-pineapple concentrate, thawed; 1 can (6 oz.) undiluted frozen lemonade concentrate, thawed; ¼ c. lime juice; 1 pt. lemon sherbet; 2 bottles (28 oz. ea.) club soda, chilled.

Mix orange-pineapple concentrate, lemonade concentrate, and lime juice. Divide mixture among 6 tall glasses; add a scoop of lemon sherbet to each. Fill glasses with chilled club soda. Top each with a baby orchid or small flower from your garden, if desired. Serve with straws. Makes 6 servings.

PINEAPPLE MINT JULEP

6 sprigs fresh mint; 2 tbs. sugar; ½ c. lemon juice; 1 can (46 oz.) pineapple juice; ice; 4 bottles (7 oz. ea.) lemon-lime carbonated beverage; pineapple spears; fresh mint sprigs.

Combine mint and sugar; bruise or crush mint with spoon. Add lemon juice and pineapple juice. Chill mixture for 1 hour or until mint flavor has permeated the mixture; strain. Just before serving, pour over ice in punch bowl; add carbonated beverage. Garnish punch cups or glasses with pineapple spears and sprigs of fresh mint. Makes about 2½ quarts.

TEA PUNCH

2 c. boiling water; 6 tea bags; 2½ c. cold water; 1 can (6 oz.) undiluted frozen lemonade concentrate, thawed; 1 can (6 oz.) undiluted frozen pineapple juice concentrate, thawed; ½ c. grenadine; 2 bottles (7 oz. ea.) ginger ale.

Pour boiling water over tea bags; brew 4 to 5 minutes; remove tea bags. Combine tea, cold water, lemonade, pineapple juice, and grenadine; chill. Just before serving add ginger ale. Makes 2 quarts.

APPLE BLOSSOM PUNCH

4 c. apple juice; ½ c. lemon juice; 2 c. apricot nectar; ¼ c. grenadine; block of ice; 4 bottles (7 oz. ea.) ginger ale; 1 pt. lemon sherbet (optional).

Combine apple juice, lemon juice, apricot nectar, and grenadine; chill. Just before serving, pour over ice in punch bowl; add ginger ale. Float scoops of lemon sherbet on surface. Makes about 2½ quarts.

TUTTI FRUTTI FROSTED

1 can (8 oz.) sliced peaches, drained and chopped; ½ c. chopped maraschino cherries; 1 pt. peach or vanilla ice cream; ½ c. maraschino cherry juice; 1 qt. milk.

Combine peaches and maraschino cherries. Alternate spoonfuls of mixture with scoops of ice cream in 4 tall glasses. Mix cherry juice and milk; pour over ice cream in glasses. Top with stemmed maraschino cherry, if desired. Makes 4 servings.

STRAWBERRY SODA

⅓ c. frozen strawberries, thawed; ¼ c. milk; 3 scoops strawberry ice cream; 2 bottles (7 oz. ea.) club soda, chilled; whipped cream.

Shake or blend strawberries, milk, and 1 scoop strawberry ice cream. Pour mixture into 2 tall glasses. Add 1 scoop strawberry ice cream to each glass; fill two thirds full with chilled club soda; stir; fill to top with club soda. Garnish with whipped cream. Makes 2 servings.

HONEY ORANGE FIZZ

2 egg whites; ¼ c. honey; 1 c. water; 2 c. orange juice; ½ c. lemon juice; 3 c. crushed ice; orange slices; fresh mint sprigs.

Beat egg whites and honey until mixture is peaked and shiny. Add water, orange juice, and lemon juice; blend or shake well. Pour mixture over crushed ice in 4 tall glasses. Garnish with orange slices and mint sprigs. Makes 4 servings.

MIST O'LIME

¼ c. undiluted frozen limeade concentrate; 1 tbs. lemon juice; 3 tbs. white corn syrup; few drops green food coloring (optional); 2 c. crushed ice.

Whirl limeade concentrate, lemon juice, corn syrup, and food coloring in blender 30 seconds. Add ice ½ cup at a time; whirl until mixture is as thick as soft sherbet and there are no bits of crushed ice left. Stop blender occasionally to stir ingredients with rubber scraper. Spoon into 2 sherbet or champagne glasses; serve at once or place in freezer for 30 minutes. If freezing longer than 30 minutes, remove from freezer 20 minutes before serving and allow to soften in refrigerator. Serve with short straws. Garnish with perfect whole strawberry, if desired. Makes 2 servings.

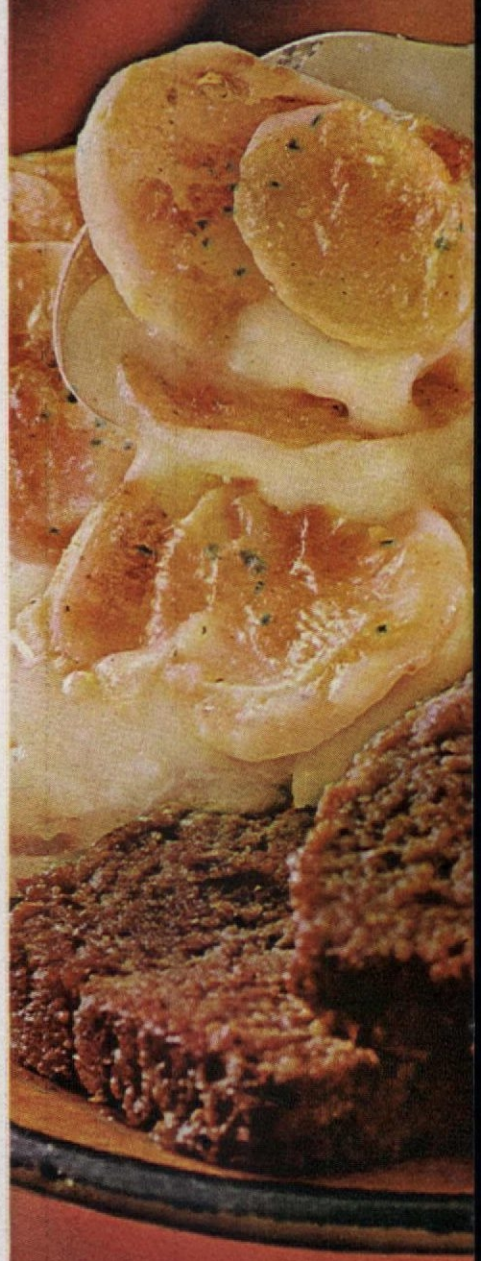
MOCHA FROSTED

2 tbs. chocolate syrup; 1 c. milk; 2 scoops coffee ice cream.

Combine chocolate syrup, milk, and 1 scoop coffee ice cream. Shake vigorously in shaker or screw-top jar or whirl in blender. Pour into tall glass; top with remaining scoop of coffee ice cream. Garnish with whipped cream and grated chocolate, if desired. Makes 1 serving.

(continued)

How to make meat loaf think it's steak



Betty Crocker Scalloped Potatoes

It's amazing how "just meat loaf" perks up when you serve it with savory scalloped potatoes from Betty Crocker. They're easy, too – everything's in the package and ready for the oven in three minutes. Serve them soon. How about tonight?

GENERAL MILLS

"I wish I could afford an oven that's quick and easy to clean."

NEW–from Hotpoint!

A range with Teflon®-coated slide-out oven walls—under $270

Fastest, easiest, most economical way to clean an oven ever invented!

The walls and floor of this oven slide right out for no strain, stand-up cleaning. And the walls are coated with non-stick Du Pont Teflon, so even stuck-on spatters wash off at the sink with soap and water.

You can get these exclusive Hotpoint features now in this new electric range model RB360-E—and it actually costs less than you'd pay for many "scrape-and-scour" models. See your nearest Hotpoint dealer soon!

Hotpoint FIRST WITH THE FEATURES WOMEN WANT MOST

Hotpoint appliances are backed by a written 90-Day Replacement Guarantee of Satisfaction in addition to the standard product warranty. Hotpoint: A Division of General Electric Company • Chicago, Illinois 60644

New way to cook out!

Corn Stuffed Green Peppers

3 med. green peppers
1/4 cup chopped green pepper
2 tbsp. chopped pimento
Karo All-Purpose Syrup
Salt and pepper
1 (10-oz.) pkg. frozen corn, partially thawed
Mazola® margarine
Reynolds Wrap (Heavy Duty)

Cut green peppers in half crosswise; remove seeds and membrane. Place each half on square of Heavy Duty Reynolds Wrap large enough to wrap around it. Fill with corn, chopped green pepper and pimento. Salt, pepper, dot with margarine. Pour 1 to 2 tbsp. Karo All-Purpose Syrup over each. Wrap, sealing foil with double fold. Grill or broil 4 to 5 inches from heat about 45 minutes. Serves 6. Grill tomato halves with onion slices same way about 30 minutes.

Spicy Barbecue Sauce for 'Burgers

1/3 cup Mazola® corn oil
1 med. onion, chopped
1/2 cup Karo All-Purpose Syrup
1/2 cup ketchup, 1/2 cup water
1/3 cup vinegar
2 tbsp. prepared mustard
2 tbsp. Worcestershire sauce
2 tsp. salt, 1/2 tsp. pepper

Heat corn oil in skillet. Add onion, cook over low heat, stir frequently, until tender. Add other ingredients. Simmer 15 minutes, stir occasionally. Makes 2-1/2 cups. Spread on burgers and grill outdoors (or in kitchen).

The new way to cook is with Karo®!

Karo Syrup adds a wholesome kind of sweetness that's easy to digest because it supplies DEXTROSE, a quick energy sugar. Karo adds delicious new flavor, texture, and makes everyday dishes more appealing. When your recipe calls for corn syrup, it means Karo... for cooking, baking and table use.

Better cook-outs with Reynolds Wrap

Heavy Duty Reynolds Wrap under the fire reflects and spreads heat to cook faster over the whole grid. Vegetables in foil packets cook at grid edge. In addition, clean-up's a cinch. Just bundle ashes and drippings in the Reynolds Wrap ... oven-tempered for flexible strength.

(continued)

GINGER SNAPPER

2 sprigs of fresh mint; 2 tbs. sugar; 2 tbs. lime juice; ice cubes; 1 bottle (10 oz.) ginger beer, chilled; mint sprigs.

Bruise mint with spoon in tall glass; add sugar and lime juice. Add ice cubes; fill glass with ginger beer; garnish with fluff of mint sprigs. Makes 1 serving.

STRAWBERRY MILK SHAKE

1 tbs. strawberry-flavored-drink powder; 1 c. ice water; ¼ c. instant nonfat dry milk; 2 tbs. sliced strawberries; 1 tbs. sugar; 1 whole, sugared strawberry.

Shake or mix strawberry powder, water, instant dry milk, sliced strawberries, and sugar. Pour into tall glass; press whole strawberry over rim of glass. Makes 1 serving.

FROSTED CHOCOLATE MALTED

1 tbs. chocolate-malted-milk-drink powder; 1 c. milk; 2 tbs. light cream; 1 scoop chocolate ice cream.

Shake or blend chocolate-malted-milk powder, milk, and cream. Put scoop of ice cream into tall glass; pour chocolate mixture over. Makes 1 serving.

CHOCOLATE NOG

1 egg; 1 tsp. vanilla; 1 c. chocolate-flavored-milk drink; miniature marshmallows.

Beat egg and vanilla until foamy; add milk; pour into tall glass. Garnish with marshmallows. Makes 1 serving.

ORANGE-LEMON SHAKE

3 tbs. undiluted frozen orange juice concentrate, thawed; 1 tsp. lemon juice; 1 c. milk; 1 scoop orange sherbet.

Combine all ingredients in screw-top jar, shaker, or blender; shake well or whirl until thoroughly blended. Makes 1 serving.

BLACK AND WHITE SODA

2 tbs. chocolate syrup; ¼ c. milk; 1 scoop vanilla ice cream; 1 tsp. vanilla; 1 bottle (7 oz.) club soda, chilled; 1 or 2 scoops vanilla ice cream; whipped cream; maraschino cherry.

Combine chocolate syrup, milk, 1 scoop vanilla ice cream, and vanilla in tall glass. Stir vigorously with spoon to blend. Fill glass two-thirds full with club soda; stir. Add 1 or 2 more scoops of ice cream; fill glass with club soda. Garnish with whipped cream and cherry. Makes 1 serving.

BANANA MILK SHAKE

1 medium-sized banana, peeled; 2 tbs. light cream; ⅓ c. instant nonfat dry milk; ¾ c. ice water; 2 tbs. sugar; 1 tsp. vanilla; whipped cream; nutmeg.

Mash banana or whirl in blender. Add cream, dry milk, ice water, sugar, and vanilla. Shake in large screw-top jar or shaker, or whirl in blender 30 seconds. Pour into tall glass. Garnish with whipped cream and a dash of nutmeg. Makes 1 serving.

THREE-FRUIT PUNCH

1 bottle (1 pt.) cranberry juice cocktail; 2 cans (12 oz. ea.) peach nectar; ¼ c. lime juice; 2 bottles (7 oz. ea.) ginger ale; ice ring.

Combine cranberry juice, peach nectar, and lime juice; chill. Just before serving add ginger ale. Pour over ice ring in bowl. Garnish with limes, if desired. Makes about 2 quarts.

MOCHA COFFEE

1 tbs. instant coffee; 1 tbs. chocolate syrup; 1 c. milk; cracked ice.

Blend coffee, chocolate syrup, and milk; pour over cracked ice in tall glass. Makes 1 serving.

FOR CALORIE COUNTERS

CHERRY-O: Pour 2 tbs. lime juice over ice cubes in tall glass. Fill glass with cherry-flavored low-calorie carbonated beverage. Add a few drops of liquid sweetener; garnish with fresh cherries, if desired. Makes 1 serving.

ORANGE VELVET: Combine 1 c. fresh orange juice, 2 tbs. lemon juice, and 2 drops liquid sweetener. Freeze until mushy. Fold in 1 stiffly beaten egg white. Freeze until almost firm. Pile mixture into 2 sherbet or champagne glasses. Serve with short straws. Makes 2 servings.

MINTED PINEAPPLE COOLER: Dip rim of tall glass in lemon juice, then in sugar; let dry. Combine 1 c. pineapple juice and ¼ tsp. mint extract. Pour over cracked ice in glass. Fill with low-calorie ginger ale. Garnish with orange-peel ribbon and fluff of mint. Makes 1 serving.

CHOCOLATE SHAKE: Combine 1 c. skimmed milk with 1 tbs. chocolate syrup; shake well. Pour into tall glass. Makes 1 serving.

MINTED ICE TEA: 6 sprigs fresh mint; 3 c. boiling water; 2 to 3 tbs. instant tea; 1 qt. cold water; ½ c. lemon juice; ice; low-calorie sweetener; lemon slices.

Bruise mint with spoon; add boiling water and tea. Stir in cold water. Chill. Add lemon juice. Pour over ice in pitcher. Add sweetener to taste. Garnish with lemon slices. Makes 2 quarts.

QUICKIE COOLERS

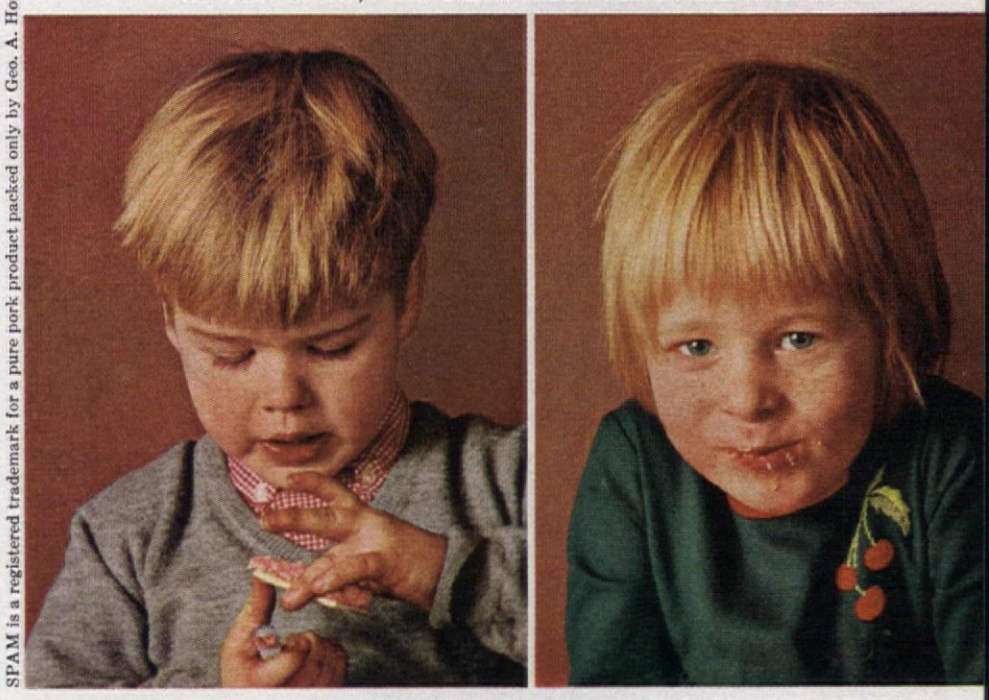
BROWN COW: Add a scoop of vanilla ice cream to a tall glass of chilled root beer.

LIME RICKEY: Combine 2 tbs. frozen limeade concentrate with 1 bottle (7 oz.) chilled club soda.

CITRUS COOLER: Add a scoop of lemon or orange sherbet to a glass of chilled orange carbonated drink. THE END

KIDS ALL OVER AMERICA ARE EATING UP NEW SPAM SPREAD

NOT TOO SPICY, NOT OILY... JUST TEMPTING AND TANGY



WITH THE SPECIAL FLAVOR AND ALL-MEAT GOODNESS OF SPAM

SPAM is a registered trademark for a pure pork product packed only by Geo. A. Hormel & Co., Austin, Minn., U.S.A.

P.S. MAKES TEMPTING SANDWICHES, SNACKS AND CANAPES FOR GROWNUPS, TOO!

BE ORIGINAL WITH BARBECUES

and Lea & Perrins... the original Worcestershire

Perk up barbecued steaks with Hot Steak Sauce. Combine ½ cup butter, ¼ cup minced onions, 2 Tbsp. Lea & Perrins, 3 Tbsp. catsup, ¼ tsp. dry mustard, ½ tsp. salt. Heat to boiling point and use to brush steak every few minutes.

FREE: New 48-page Cookbook. 100 ways to be original, using the same fine Lea & Perrins you'll find on the tables and in the kitchens of fine restaurants . . . the only one with the original and authentic Worcestershire flavor. For Cookbook, write Lea & Perrins, Box AH, Fair Lawn, New Jersey.

LEA & PERRINS

New treat idea! Looks like a bone, chews like a bone, comes in six different flavors!

Put a little variety in your dog's life with nutritious, bone-shaped Flavor Snacks. Great as treats or rewards, they come in six flavors: meat, milk, liver, vegetable, bone and cheese. Over 100 assorted biscuits in each one pound package. Woof! Woof! **Milk-Bone Brand Flavor Snacks!**

SKILLET SUPPERS FOR CAMPERS

Camping by a lake or stream can make appetites enormous. Cooking is a challenge with only a few utensils—but cook with imagination. Use your skillet for one-dish meals as you would a casserole. The following skillet suppers are hearty, filling, but easy to prepare. They use canned and packaged food plus a few herbs; the combinations can be varied in dozens of ways.

SKILLET TUNA-POTATO SCALLOP

Preparation time: 10 min.
Cooking time: 25–30 min.

- ¼ c. butter or margarine
- 1 qt. (4 c.) water
- 3 c. milk
- 2 tbs. instant minced onion
- 1 tsp. basil
- 2 pkgs. (5⅜ oz. ea.) scalloped potatoes
- 2 cans (7 oz. ea.) tuna, drained
- 1 can (1 lb.) peas, drained

Heat butter or margarine, water, milk, onion, and basil until simmering in 10-inch skillet. Stir in potatoes (and envelope of seasoning mix if brand you're using has one). Cover; simmer 20 minutes. Break up tuna. Add to skillet; add peas. Cover; heat 5 to 10 minutes longer. Makes 6 servings.
Variation: Use one of these in place of the tuna: 1 can corned beef; 1½ cups cooked, cubed ham, veal, pork, or beef; or 2 cans salmon or shrimp.

TAMALE PIE

Preparation time: 15 min.
Cooking time: 35 min.

- 1½ lbs. ground beef
- ¼ c. pure vegetable oil
- ⅓ c. dried shredded onions
- 3 tbs. dried green pepper flakes
- ¾ c. water
- 1 can (12 oz.) whole-kernel corn, drained
- 2 cans (8 oz. ea.) tomato sauce
- 1 can (4 oz.) pitted ripe olives, drained and sliced
- 2 c. water
- 1½ tsp. salt
- ¼ tsp. pepper
- 2–3 tsp. chili powder
- 1–2 tbs. Worcestershire sauce
- 1 pkg. (10 oz.) corn-bread mix in plastic bag
- 1 pkg. (4 oz.) grated Cheddar cheese

Brown beef in hot oil in 12-inch skillet, breaking up with fork as it cooks. Soak onion and green pepper in ¾ cup water; add to beef; cook 5 minutes. Add corn, tomato sauce, olives, 2 cups water, salt, pepper, chili powder, and Worcestershire. Cover; simmer 15 minutes. Prepare corn bread as directed; spoon over meat mixture; sprinkle with cheese. Cook 10 minutes uncovered; cover, cook 10 minutes longer. Makes 6 servings.

SURPRISE CORNED BEEF HASH

Preparation time: 10 min.
Cooking time: 30–35 min.

- 3 tbs. instant minced onion
- 3 tbs. water
- 3 cans (1 lb. ea.) corned beef hash
- 1½ tsp. bacon drippings, oil, or shortening
- 6 eggs

Soak onion in water 5 minutes; mix with hash. Heat bacon drippings in 10-inch skillet. Make a layer of half the corned beef hash in skillet. Cover; cook 10 minutes over low heat. Remove cover; with back of large spoon make 6 indentations in corned beef. Break an egg into each nest. Spread remaining corned beef hash carefully over top. Cover; cook 20 to 25 minutes longer or until eggs are done. Makes 6 servings.

BACKWOODS BEANS

Preparation time: 15 min.
Cooking time: 15 min.

- 1 lb. frankfurters
- 2 tbs. pure vegetable oil
- 3 cans (1 lb. ea.) pork and beans
- 3 tbs. dried green pepper flakes
- ¼ c. instant minced onions
- ½ c. catsup
- 1 tbs. prepared mustard
- ¼ tsp. liquid smoke (optional)

Cut frankfurters crosswise in thirds. Brown in hot oil in 12-inch skillet. Stir in remaining ingredients; mix well. Cover; simmer 15 minutes. Makes 6 servings.

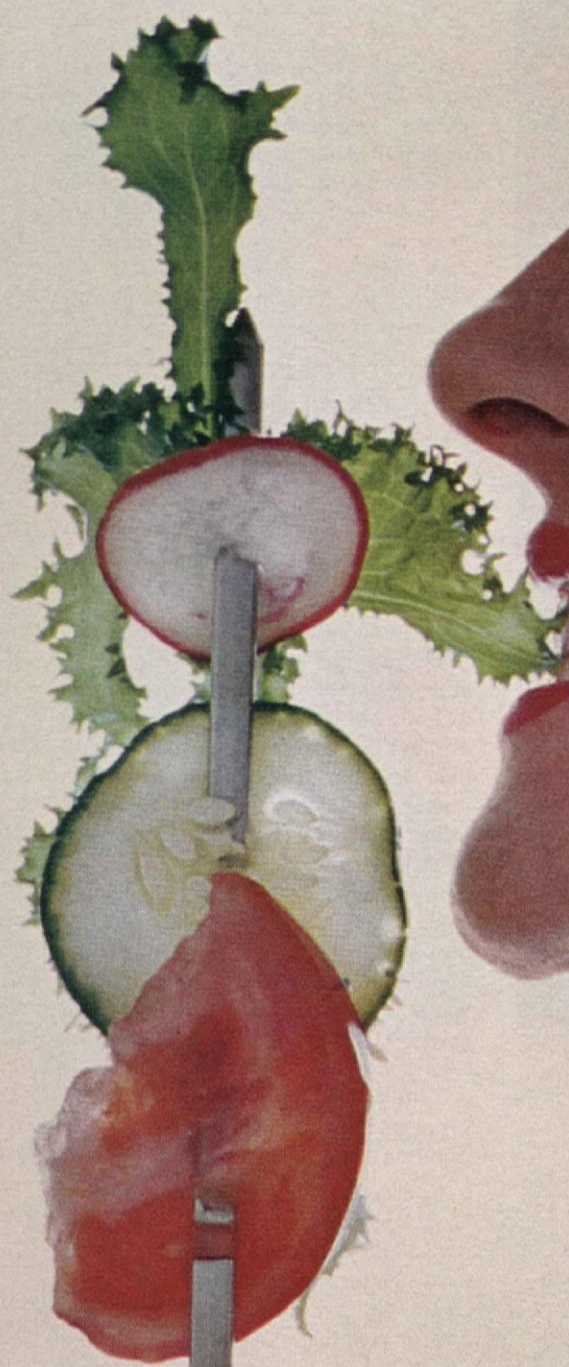
QUICK SKILLET SUPPER

Preparation time: 10 min.
Cooking time: 15 min.

- ¼ c. dried chopped onions
- ¼ c. water
- 3 cans (1 lb. ea.) beef ravioli
- 2 cans (1 lb. ea.) meat balls
- 1 can (3–4 oz.) sliced mushrooms
- 1 can (1 lb.) cut green beans, drained

Soak onions in water. Combine with remaining ingredients in 12-inch skillet. Cover; simmer 15 minutes. Makes 6 servings.

I'm in love with a sassy Italian.



Wish-Bone Italian is robust.
Uninhibited.
More Italian-y than other Italian dressings I've known.
And Wish-Bone Italian is gentle, too.
Wish-Bone garlic is tender with a sassy touch.
Wish-Bone peppers are young. Mild.
(Old peppers bite. Burn. For people who aren't so fussy.)

Wish-Bone vinegar is smooth. Pungent. Mellowed by beechwood chips.
Wish-Bone oregano is lively. Kept fresh and cool until the moment it's used.

No one but Wish-Bone woos me with all these special attentions.
Which, of course, is why I love the sassy Italian best. Wish-Bone.

Wish-Bone Italian • DeLuxe French • Monaco French • Russian • Cheese • Low Calorie Italian and French-Style.

Slim and trim yourself with salads made extra tasty with Heinz Vinegars

You get more enjoyment on fewer calories when you serve yourself crisp Pretty Figure Salads perked up with sparkling Heinz Vinegars.

Heinz Vinegars are mellowed in wood — just as fine wine is mellowed — so they have an exceptionally smooth taste and aroma that bring out the subtle, hidden flavors of your salad ingredients as no other vinegars can.

Use only finer, mellower Heinz Vinegars in your salads. They reward your taste as you *help yourself to a prettier figure.*

Rainbow Salad

(Illustrated above) In large bowl, combine 1 cup each of the following: shredded cabbage, chopped green pepper, grated carrots, sliced celery, chopped lettuce, tomato chunks, cooked peas, grated American cheese. Add ½ cup each of chopped cucumber and sliced onion, separated into rings. Add 1 tsp. sugar, ½ tsp. salt, ⅛ tsp. pepper to ½ cup Heinz Wine Vinegar. Pour over salad mixture. Toss lightly. Chill. Makes 6 to 8 satisfying servings.

Heinz Wine Vinegar is made with Carignane Burgundy Grapes for superior bouquet and flavor. Other Heinz decanter vinegars include Tarragon and Salad.

COOK IT ON THE GRILL

Vary your outdoor cooking to make each barbecue a new adventure in eating. Try barbecuing a turkey, for example—that irresistible flavor can be achieved in no other way. For the juiciest steak ever, cook it with a hard crust of salt—it seals the juices in. Any of the recipes given below will make your next barbecue not only different but memorable!

GRILLED FRESH SALMON

Preparation time: 10 min.
Cooking time: 20–25 min.

½ c. melted butter or margarine
⅓ c. lemon juice
1 large clove of garlic, sliced
1 salmon (5–7 lbs.)

Combine butter or margarine, lemon juice, and garlic. Remove head, tail, and backbone of salmon. Cut salmon in half making 2 filets. Place salmon in oiled flat wire broiling basket with long handle. Brush flesh side with butter sauce. Grill flesh side about 10 minutes or until lightly brown, brushing with sauce occasionally. Turn salmon; brush side with sauce; place a piece of foil loosely on top. Continue broiling 10 to 15 minutes or until just done. Throw garlic chips on charcoal last 5 minutes to get full benefit of garlic. Makes 6 to 8 servings.

GRILLED TARRAGON CHICKEN

Preparation time: 10 min.
Cooking time: 35–40 min.

½ c. melted butter or margarine
¾–1 tsp. dried tarragon
1 clove of garlic, mashed
3 broiler-fryers (2¼ lbs. ea.) split in half with backbone removed

Combine butter or margarine, tarragon, and garlic; simmer 3 minutes. Brush chicken with sauce; place on grill, bone side down. Grill about 20 minutes; turn and grill skin side 15 to 20 minutes. Brush with sauce several times while grilling. Makes 6 servings.

SALT STEAK

Preparation time: 15 min.
Cooking time: 50 min.

5 c. coarse kosher salt
1½ c. water
Sirloin steak, 2½-inches thick

Mix salt and enough water to make a paste. Spread a layer half an inch thick on each side of steak. Place a wet paper towel on top of salt. Grill over hot coals about 25 minutes on each side for rare, longer for medium. Test by making a small cut in the center of the steak. Knock off salt crust and slice. Makes 5 or 6 servings. Do not use a steak less than 2 inches thick or steak will be salty. Cook for about 20 minutes on each side for rare for a 2-inch steak.

BARBECUED TURKEY

Preparation time: 15 min.
Marinating time: 4 hrs.
Cooking time: 45 min.

1 c. dry white wine or ¼ c. white wine vinegar
¼ c. pure vegetable oil
2 tbs. butter or margarine
½ c. finely chopped onion
⅓ c. chopped green pepper
1 clove of garlic, mashed
1 tsp. salt
¼ tsp. pepper
½ tsp. oregano
½ tsp. basil
5–8 lb. baby turkey

Combine wine or vinegar, oil, butter or margarine, onion, green pepper, garlic, salt, pepper, oregano, and basil in saucepan. Simmer 10 minutes. Cut up turkey into 10 serving pieces (cut breast into 4 pieces); do not use back. Pour marinade over turkey in glass, pottery, or plastic bowl. Marinate 4 hours, basting occasionally. Remove turkey pieces; strain marinade. Place turkey on grill, bone side down. Grill about 25 minutes; baste with marinade while broiling. Turn; place a piece of foil loosely over top. Grill about 20 minutes. While grilling, sprinkle charcoal several times with a little water so turkey broils and steams and stays moist. Makes 5 or 6 servings.

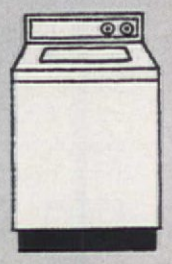
GRILLED STEAK ITALIANO

Preparation time: 15 min.
Marinating time: 4–6 hrs.
Cooking time: 10–16 min.

1 c. dry red wine or ¼ c. red wine vinegar
1 c. pure vegetable oil
1 clove of garlic, mashed
1 bay leaf
1 tsp. mixed Italian seasonings
½ c. finely chopped onion
2 lbs. round steak, cut 1 inch thick
1 can (1 lb.) onions, drained
1 lb. medium-sized mushrooms

Combine wine or vinegar, oil, garlic, bay leaf, Italian seasonings, and onion in glass, pottery, or plastic bowl. Cut steak into ½-inch strips; place in marinade. Marinate 4 to 6 hours. Weave steak strips on skewers alternately with onions and mushrooms. Brush onions and mushrooms with oil. Grill 5 to 8 minutes on each side, brushing with marinade occasionally. Makes 6 servings. Refrigerate remaining marinade to use again.

NOW DASH GIVES YOU CLEANER WASH THAN A $50 TUNE-UP FOR YOUR AUTOMATIC WASHER

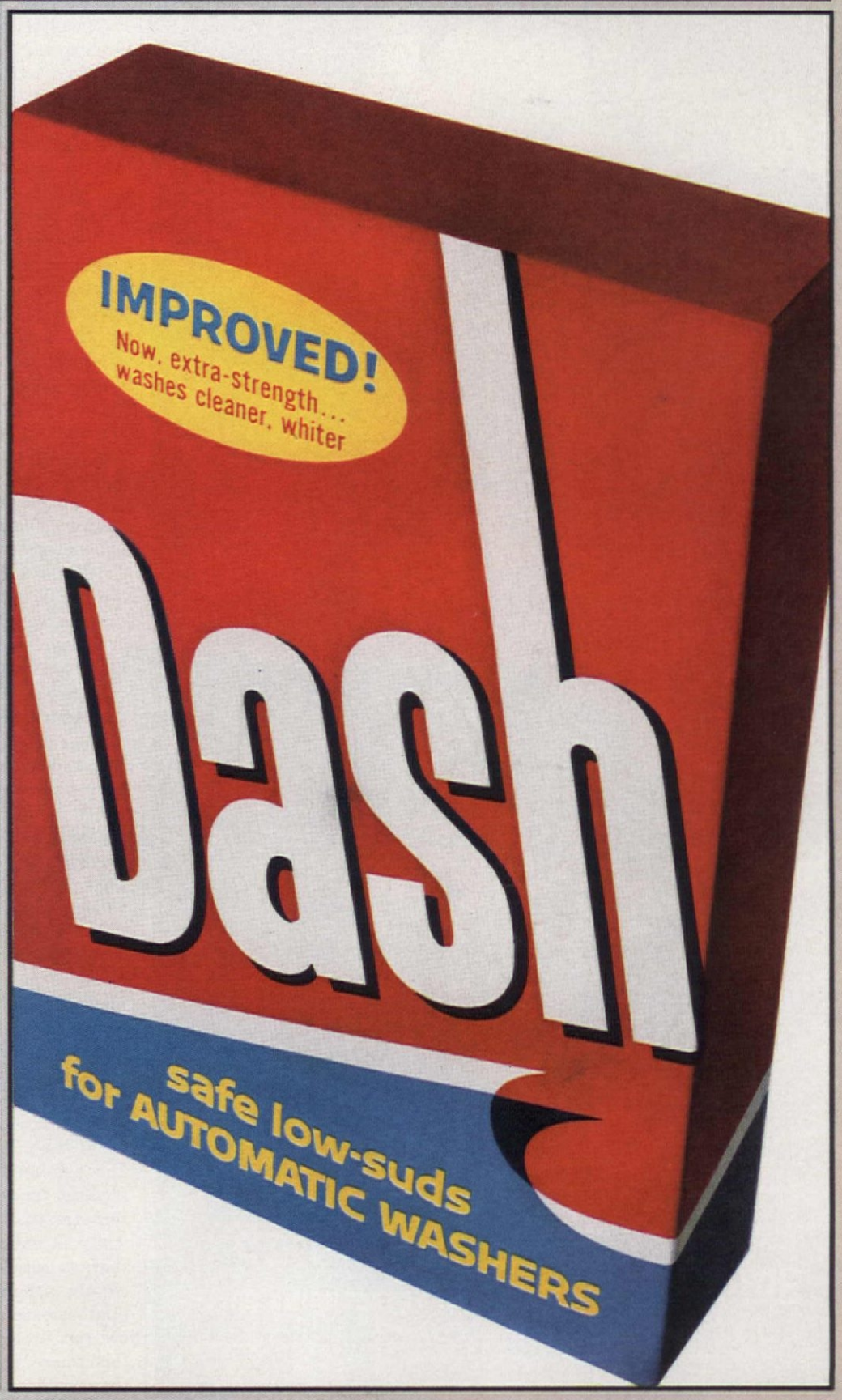


If you're not getting enough cleaning from your detergent—no matter what it is, no matter how good it is—change to Dash and follow the simple directions on the package.

You'll get a cleaner wash than even a $50 tune-up could give you with any other detergent.

You know how much a $50 tune-up could do for your washer! So when Dash can do even more for your wash, that's news. And that's the big detergent news today.

New extra-strength Dash gets your clothes cleaner than giving your automatic a $50 tune-up.



Community Health

(continued from page 16)

other words, isn't one of the main reasons for building new hospitals or for installing new equipment in old hospitals the fact that such things enable doctors to give you more satisfactory treatment?

The answer is a qualified yes.

You'll get better care if the hospital has the nurses, technicians, etc., to back up the doctors in their use of the new facilities and equipment. But unfortunately, such people are in very short supply today. As a result, when an area that can justify only one hospital builds two, the professionals are often spread so thin that the quality of care provided in the area is actually reduced.

The second thing necessary to ensure better care is that the doctors themselves are capable of using the new facilities and equipment. Many are not; but they are not always deterred by this. One distinguished surgeon has said that half of his practice consists of correcting the bad results of surgery undertaken by doctors who were tempted to use their local hospital's new equipment before they knew how.

But let's assume that hospital staffing and medical competence are not problems. What is wrong with building a new or better hospital which may not really be needed but which everybody in town wants anyway?

It increases the cost of hospital care, which in the past ten years has already jumped from about $18 a day to $37 a day.

Hospitals and hospital equipment are expensive. It not only costs $25,000 to establish a single new hospital bed, but it also costs $10,000 a year thereafter to maintain that bed if it is occupied or about $6000 a year if it is not occupied. The apparatus required to do open-heart surgery in a hospital costs over $100,000, and ten highly trained persons are needed to run it.

From these figures it is obvious that unnecessary duplication of hospital facilities must be avoided. Otherwise, as the president of the Associated Hospital Service of New York recently pointed out in asking for a legislative directive that public need be established before new hospital facilities are built, the cost of hospital services for all purchasers—private patients, state and local governments, insurance companies, and Blue Cross subscribers—will continue to rise.

What about other types of health facilities? Which of these can the average community justify today?

Every community should have access to many kinds of more or less specialized health services, such as psychiatric clinics. But not every community needs its own.

For example, one of the busiest and best-supported facilities in my area is the Rehabilitation Center of Southern Fairfield County, Connecticut. It occupies two modern buildings complete with thousands of dollars of therapy equipment. Last year it provided medical, psychological, social, or vocational services to 517 disabled persons from five towns. The cost was about $240,000. Had any one of the towns tried to provide equivalent treatment for its own citizens, the cost—which would have been only a little less—could not have been justified by the number of people served.

On the other hand, a great many U.S. communities have a real need for facilities and services for the long-term treatment and care of the chronically ill and aged. The shortage of these is critical. Consequently, many elderly people are not getting adequate treatment while many others are put in short-term general hospitals where they get more care than they really need at a price they find difficult to pay.

Here again, however, it is unwise for a community to jump to conclusions about the health care it should provide for its citizens. Careful study and planning are called for.

How should a community go about planning what it needs in the way of hospital and other health facilities?

Your aim should be to provide essential health facilities of the highest quality at the lowest possible cost.

To attain this goal you must first do two things:

1. Think of the facilities and services you need not as individual operations but as a coordinated system of operations (just as your public schools are in a coordinated system).
2. Consider not just your own immediate community but communities around you.

For example, suppose that you live in one of a cluster of small suburban towns outside a large city. The health facilities in your immediate area are inadequate. Question: Should Town A, which has wealth but doesn't have a hospital, build a new 100-bed hospital to fill the area's needs for beds, or should the fine old hospital in Town B be expanded? Question: If the hospital in Town B is expanded, should it put in a cobalt unit when there are already two city hospitals with cobalt units? Question: Is there need in the area for a separate rehabilitation clinic or should the rehabilitation facilities in Town C's hospital be expanded? Question: Should each town have its own visiting-nurse service or should a single coordinated home-care service be established? Question: Do the towns need a psychiatric clinic for children when a very good clinic already exists in another suburban cluster that is nearby?

Admittedly, planning on an areawide basis is difficult. It demands that you take a broader, more objective view of your health needs than communities formerly did. It demands also that you subordinate your own personal or community interests to the greater interests of the entire area.

Says the foreword of a useful Public Health Service booklet entitled "Areawide Planning for Hospitals and Related Health Facilities":

"Any such planning effort requires the support of the community-at-large and the full co-operation of hospitals and related health facilities to help develop and to conform to the overall plan. This coordinated effort is necessary since the providers and users of health services are inherently interdependent. The public depends upon the facility for its services; the facility depends upon the public for financial support. The extent of this support is reflected in the quality of care the facility will be able to offer.

"Furthermore, since the quality of care and utilization patterns of one facility affect other facilities within the same area, it is necessary that interrelationships be developed wherever possible so that maximum use will be made of all facilities. Only as a result of united effort will it be possible to make the most *(continued)*

This is Tarni-Shield!

It's the first silver cleaner that also prevents tarnish!

In fact, Tarni-Shield will keep your silver spotless and shining 5 to 6 times *longer* than any ordinary silver polish. Only Tarni-Shield makes this promise!

AT JEWELRY AND DEPARTMENT STORES

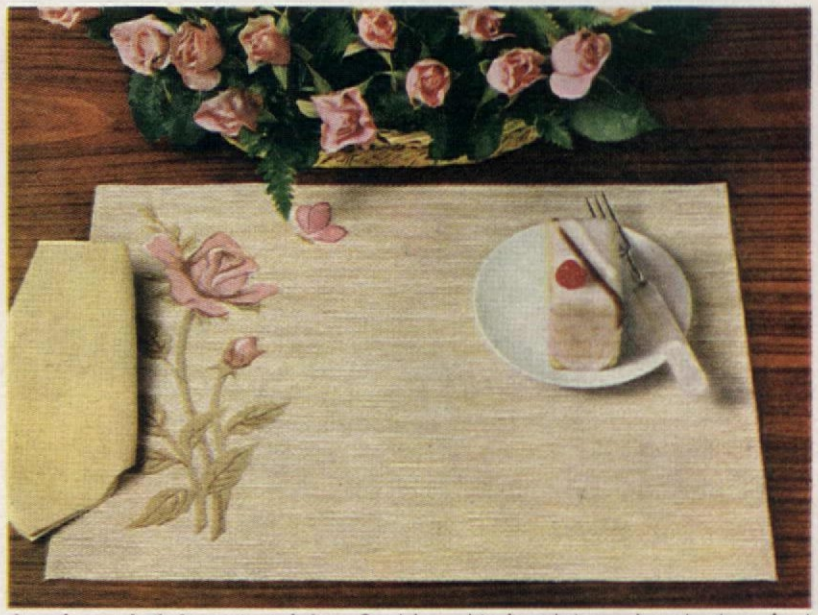
Good Housekeeping

3M MINNESOTA MINING & MANUFACTURING CO.

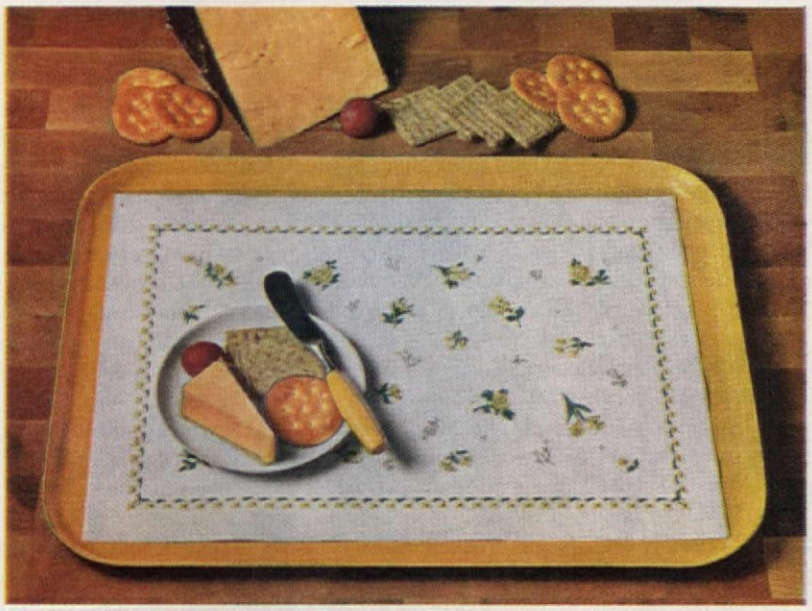
New Scott Family Placemats

So much like cloth it's hard to believe they're disposable!

Most practical placemat ever for kids. Drinks up spills. Just use 'em and toss 'em away. New Scott Plastic Cups are great for youngsters too.

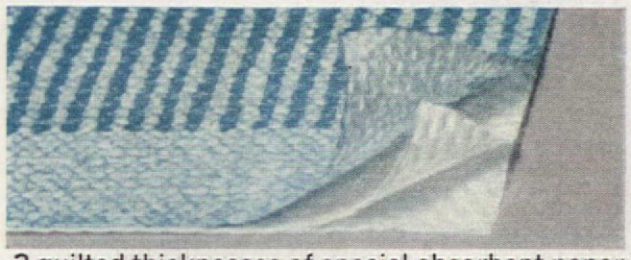


Lovely as cloth for entertaining. Cushioned to insulate and protect against scratches. A variety of colors to coordinate with Scott Family Napkins.



Perfect for informal living. Great for TV snacks and "drop in" guests. They are always fresh and handy—no wiping, no washing, no ironing.

Beautiful designs and colors. These thrifty new Scott paper placemats dress up any table. Look for them wherever Scott products are sold.



3 quilted thicknesses of special absorbent paper

Thrifty enough to use every day!

SCOTT MAKES IT BETTER FOR YOU

49 PROOF • © 1962 SCHENLEY IMPORT CO., NEW YORK, N. Y.

CHERRY HEERING

Jubilee

For a quick, simple but delightful dessert, pour luscious Cherry Heering over vanilla ice-cream. Garnish with Bing cherry. A delicious creation!

the difference between eating and dining

A Mother Knows...

It was heartbreaking to see what ticks and fleas were doing to my children (and me, too). Itching and scratching all day. Even worse, a mother knows the real danger—*each* bite might result in worms, parasites and other diseases that these pests carry.

We tried everything. Nothing really worked, until that wonderful day my Human got us HILO®DIP®. What a *difference!* Just a quick rinse with HILO DIP after our regular bath and ticks, fleas and lice were *gone*!

Take the advice of a mother who knows...get HILO DIP today!

HiLo A pet's best friend for over 25 years.

HILO PRODUCTS, 375 Park Ave. 3309, New York 22, N.Y.

"Look for the special **American Home** order card bound between pages 64 and 65 of this issue!"

"Adjustable Flow"

Hygeia's important exclusive difference!

No two babies feed the same. And *your* baby will feed differently from day to day as its moods and growth change. That's why Hygeia's exclusive *variable* speed of feed is so important. And you'll appreciate Hygeia's easiest-to-fill-and-clean bottle. Widest mouth. Won't leak. Do what's best for *your* baby. Send 25¢ for a sample nurser to Ball Brothers Company, Muncie, Indiana, Dept. H7

HYGEIA NATURAL NURSERS © 1964, B.B. CO.

Callouses Pain, Burning, Soreness?

Relief Starts in Seconds!

No waiting for action when you use soothing, cushioning, *Super-Soft* Dr. Scholl's Zino-pads! *Nerve-deep* relief starts in seconds. Used at first sign of soreness, callouses are stopped *before* they can develop. The separate *Medications* included remove callouses one of the quickest ways known to medical science! At Drug, Dept., 5-10¢ Stores.

Dr Scholl's Zino-pads

(continued) judicious use of the health dollars available."

Can people with different aims and from different communities work together well enough to set up and carry out a good areawide plan for hospital and other health facilities?

There are, of course, problems.

One is that the planning group does not have any real policing authority. It can cause a bit of trouble for nonconforming health organizations that need outside financial support; but that's about all.

Another problem is that the world of medicine—including doctors and laymen—is split into factions. Each of these has its own particular goals. For example, people who are especially interested in cancer, mental retardation, or some other particular problem naturally tend to overemphasize this interest. Hospital boards tend to feel that all community health facilities should be centered in the hospital. Doctors also want to build up the hospital's facilities because that enables them to center their practice in the hospital and thus save time in treating patients. This, in turn, enables them to serve more people and make more money.

Getting these different, autonomous interests to work together is not easy. It can be done smoothly, however, if the majority of members of your planning group are lay representatives of the general public.

But what control does the public have over the health organizations that may exist in a community?

The boards of most community health organizations are not responsible to the public except morally. In the past many of them were not even *responsive* to the public. But today, the Blue Cross, which is in effect the largest customer of hospitals, exercises considerable influence over hospitals in behalf of the public. In addition, the attitude of all health organizations toward the public is changing quite rapidly.

Consider the Stamford, Connecticut, Hospital, a 69-year-old, 308-bed voluntary (nonprofit) hospital. It was once rather tightly controlled by a few wealthy, civic-minded people. Now it is headed by a 99-man board of incorporators—a cross section of the city's population—and under this an almost equally representative board of directors. As a result the hospital is intimately aware of community needs and demands and is keeping pace with them better than ever before.

For example, it is currently undertaking a major expansion program to add the beds needed by a fast-growing population and also to expand and improve essential hospital services and training programs.

Three years ago, because of quadrupled public use, the emergency room and staff were enlarged (even though most emergency service today is not really of an urgent nature and usually loses money).

Also three years ago, at a cost of $160,000, the hospital installed the first cobalt machine between New York City and New Haven. "Our studies showed the area needed one and could support it," Edgar Geibel, hospital administrator, says. "This turned out to be right. However, the machine is still not being used to its full capacity."

Are any communities planning their health facilities on an areawide basis?

This kind of planning is being done in a number of major metropolitan areas. For the most part, however, the planning groups are concerned only with hospitals and directly related health facilities.

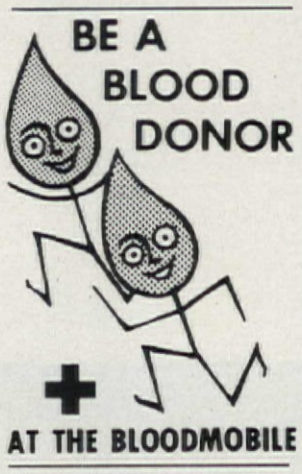
Are they accomplishing what they set out to do?

To a large extent, yes. For example, in Columbus, Ohio, the planning group is given credit for helping the hospitals—which is to say, the community—to save millions of dollars in expanding and renovating their health facilities. Today, as a result of this effort, the city is within two per cent of meeting its current need for hospital beds.

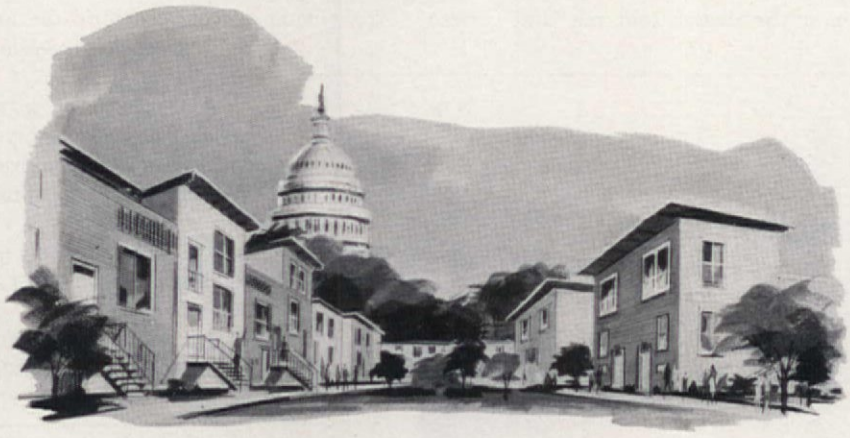
Or consider a few of the less dramatic but nonetheless important things which the hospital planning council serving New York City and nine surrounding New York counties did last year: Drew up basic criteria for establishing the need for hospital construction in the area. Concluded a study of hospital needs in a section of Nassau County and advised against the building of a new general hospital. Supported proposals to establish a community blood center in New York City. Advised the Hospital for Joint Diseases in Manhattan not to establish an obstetrical service since ten other hospitals in the vicinity already furnished such services and six of them could easily increase obstetrical admissions. Corroborated the need for replacing and expanding a small hospital in Orange County. Initiated studies of the hospital requirements of Staten Island and the Bronx.

Is this all an areawide planning group can do—advise, study, support, and the like?

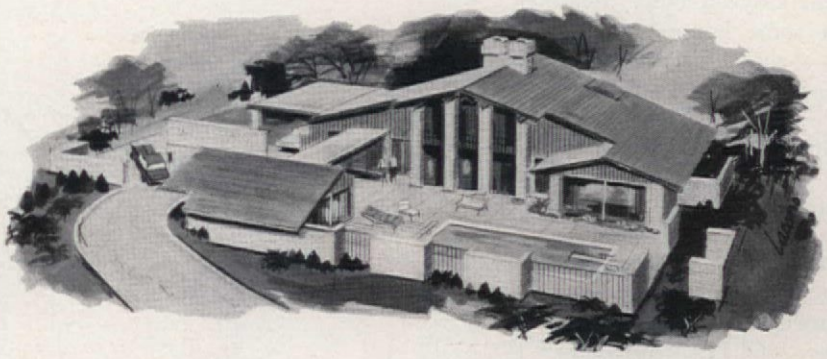
Areawide planning groups are essentially advisory organizations. They should remain that way. But even in that somewhat limited capacity, a well-constructed, well-run planning group is your best bet for securing the health facilities your community needs at a price you can afford. THE END



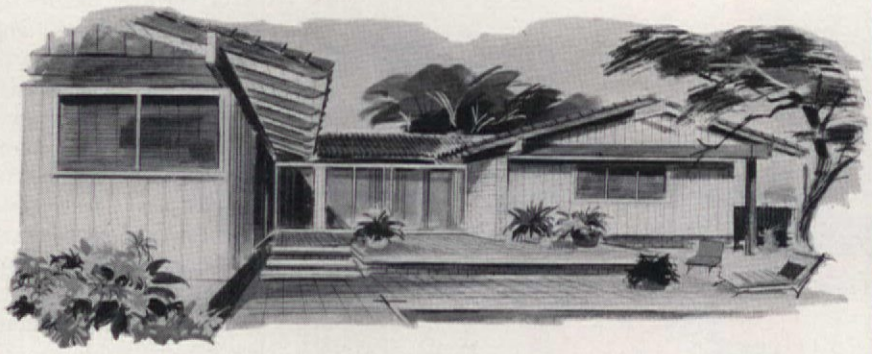
GAS...energy of the future...is providing a new concept of comfortable living today



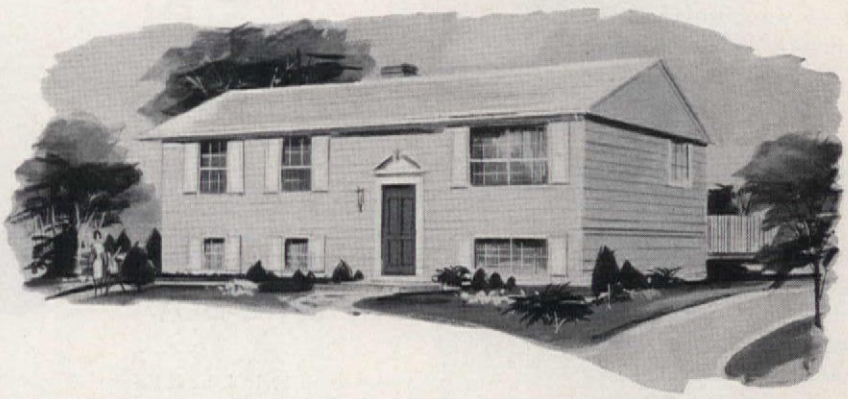
Washington apartments. All comfortable along the Potomac! Town Houses at Capitol Park Towers—air-conditioned by Gas. Heating and cooling by Gas makes any climate delightful.



Houston luxury home. Fabulous "House of Ideas"—world's first to produce total household energy from Gas. Forward looking builders plan ahead and stay ahead with Gas.



California development. Weather indoors at Laguna Niguel is always perfect. All houses have Gas heating and cooling, because Gas is most dependable and economical for both jobs.



Manufactured home innovation. All the "growing space" in this Award model by National Homes will be air-conditioned by Gas. Gas heating and cooling comfort expands as the house does!

In new homes all across America, modern Gas is revolutionizing people's ideas of how to live comfortably and conveniently. Whether in the most expensive custom built homes or manufactured homes skillfully planned for the greatest economy, whole communities of well designed houses, or huge multiple-family projects—you will find some of the most exciting things about them are provided by Gas.

Take the delightful year 'round Gas air-conditioning that is a feature of all the buildings pictured above. A touch of a dial brings clean, filtered circulating fresh-air to every room, always air-conditioned to the desired temperature whatever the weather.

Millions of Americans already know how well Gas does all the other big jobs in a home. Gas dryers dry clothes faster, yet they are gentle as can be. Gas water heaters heat more water faster for less money. The exciting new high-style Gas ranges built to Gold Star standards, cook faster, cooler, cleaner and are fascinatingly automatic, too.

Have you kept up with the latest concepts in modern living developed by Gas Research? If you'd like to see them demonstrated, or find out about the new commercial and industrial applications of Gas, call or stop in and have a talk with the experts at your Gas Company.

This advertisement sponsored by the following

GAS EQUIPMENT MANUFACTURERS

suppliers to the Gas Industry:

AMERICAN METER CO. • MUELLER CO.
ROCKWELL MANUFACTURING CO. • THE SPRAGUE METER CO., A Textron division

in co-operation with The American Gas Association, Inc.

VISIT THE GAS PAVILION AT THE NEW YORK WORLD'S FAIR, 1964/1965

Live modern for less with...

GAS

HOME MAINTENANCE CLINIC

Keeping a home healthy is an all-year-round job. For some home owners it's a snap, for others a difficult chore—the difference lies in *know-how*. If a simple home-maintenance or -repair job has you stumped, take advantage of our free advisory service. Address your question to: Home Maintenance Clinic, *The American Home*, 666 Fifth Avenue, New York, N.Y. 10019; enclose a self-addressed stamped envelope. In reply (allow 3 to 4 weeks), you will get an expert's advice free-of-charge and your question may appear in this column.

Q—I want to cover my concrete basement floor with wood flooring. Can you tell me how to do it? —Mrs. L.P., Michigan.

A—First you need furring strips—1x2s are cheaper and serve the purpose, although 2x4s add more rigidity. Begin by laying one of these strips the length of the room flat against a wall. Then lay the rest of them so the center of each strip is exactly 16 inches from those on either side of it.

To fasten the strips to the floor use both epoxy cement and concrete nails. These will give firmness and prevent vibration. Coat the strips and the floor area where the strips will lie with the cement.

Let the strips adhere (to the floor) several hours. Then drive concrete nails through them into the floor every eight inches. If you have trouble driving the nails into the concrete, predrill holes with an electric drill fitted with a cadmium-tipped bit. Drill through the wooden strip and into the concrete so the bit just cuts through the surface.

After the strips are firmly in place, nail in a subfloor. This can be panels of ¼-inch plywood. When nailing, keep in mind that the strips are 16 inches apart, center to center.

We suggest laying the plywood on strips instead of directly on the floor for several reasons. The space between the floor and the concrete will give the finished floor a "warmer" feeling. In addition, it reduces your labor. Can you imagine coating an entire floor and the plywood panels with epoxy cement? Finally, any moisture seeping through the concrete won't get a chance to rot the plywood subfloor.

If you have a wet, concrete floor to begin with, I wouldn't install a wood floor on it unless you first coat the concrete with waterproof mastic. There is no problem with a dry cellar. If you wish, you can leave the subfloor as is and cover it with carpeting. Or you can buy oak flooring strips and lay them on top of the plywood. Flooring is tongue-in-groove slats that are nailed to the plywood with finishing nails. The nails are driven in just above the board's tongues and won't show.

Q—In the April issue of *The American Home* in the article "Stop That Costly Drip," this statement was made: "One recent innovation is the single-handle faucet which controls both hot and cold water. This consists of a complex gear and pin arrangement that makes repairs difficult. Only an experienced plumber should work on this type."

This upset me because I just had a new one-handle control installed and the dealer told me that it was practically maintenance-free—that if it starts to drip, all I need do is remove the cartridge and replace it with a new one. He said I would *not* need a plumber. Please comment. —R.F.G., Maryland.

A—Apparently, a failure to mention the timing aspects of one-handle faucet development has led to a misunderstanding. Immediately, though, let's state that your new one-handle faucet control is what the dealer stated and if it should leak you can replace the cartridge yourself.

As you know, the article was concerned primarily with the common washer-type faucet, which is still the most widely used. However, it was felt that mention had to be made of the single-handle faucet.

The article referred to those developed eight or nine years ago. These older types did possess gears and pins. Although they are also quite trouble-free, if any complications do arise they require professional help to repair.

The statement in the article did not apply to the newer-type cartridge one-handle faucet controls. It's most unlikely that any of these would begin to drip so soon after installation. And if they did, as we mentioned before, they could be repaired easily by the home owner.

Q—How can I remove fingerprints and smudges from dark mahogany and cherry furniture?—Mrs. W.A.S., Pennsylvania.

A—You can try two methods to get rid of the marks. The first is less drastic and should be tried first. However, before trying either method, wash the furniture with a detergent and warm water and let it dry thoroughly.

Buy a furniture-rubbing compound with a medium grit. Rub it lightly onto the furniture. If the marks are fairly recent, the compound will remove them.

If the compound should leave a highlight on the dark wood, a piece of steel wool wiped gently on the surface will eliminate it.

If the compound doesn't work, mix one part of alcohol to three parts of turpentine. Dampen (don't soak) a cloth and rub the area lightly and quickly until the liquid completely dries or evaporates.

After the smudges are removed, polish the furniture.

Q—We have the chance to get a terrific buy on a house. However, the concrete basement floor has many hair-line cracks. There is also evidence that a sealer has been used. The owner admits that the basement had been flooded because of sewers backing up during heavy rains. He assures us, though, that a flood-control system has been installed. Would you advise us to buy?—L.Z., Illinois.

A—The only advice is to be sure of everything. You are faced with two problems—cracks in the cellar floor and flooding. One has nothing to do with the other although one could have aggravated the other.

Styled in such good taste

for more Comfortable living

RECLINA-ROCKER®

by LA-Z-BOY®

Want to rock, look at TV, or just nap away the cares of a tiring day? La-Z-Boy's Reclina-Rocker satisfies your every relaxing mood.

Your furniture dealer will take pride in showing you this truly magical chair with its 21 beautiful styles. See him today or write for FREE color literature.

Rocking TV Viewing Full Bed Reclining

The All-in-One Magical Chair®

LA-Z-BOY CHAIR CO.
DEPT. AH, MONROE, MICH.

LA-Z-BOY Lifetime Warranty on all mechanisms

Please send me Free color folder on the Reclina-Rocker.

NAME _____

ADDRESS _____

CITY _____ STATE _____

The cracks suggest that a good concrete mixture was not used. Usually, cracks of this nature indicate that too much sand was used. It's highly likely that the cracking condition appeared when the cellar flooded, since the water could have broken down the mixture. Water will not affect a good concrete mix. Depending upon just how weak that mixture is, you might eventually have to rip out the entire floor and install a new one.

To make sure that a flood-control system has been installed in the area, call the city engineer. While you're at it, ask him to recommend a reputable contractor whom you can consult about these basement problems.

Let the contractor survey the basement (and the rest of the house, too, since you'll be paying for this service) to make sure that the cellar isn't flooding because of poor drainage or perhaps because of seepage from an underground stream. Based on what he says, you can judge for yourself whether the "buy" isn't a disguise to unload a houseful of troubles.

Q—I have an asbestos tile floor in my kitchen and wish to change to vinyl. Can I lay the vinyl directly on the asbestos or must I first remove the asbestos?—A.F., Minnesota.

A—I wouldn't recommend laying tile on top of tile. Unevenness in the old tile might soon begin to show through and if the old tiles started to loosen, the new tiles might come up.

Trying to rip out an old tile floor is, to put it mildly, a tough job. Depending on the strength of adhesion of the tiles to the subfloor, you might have to heat the tile thoroughly with a blowtorch to pull them off.

The best method is to first nail each panel of the old asbestos tile directly to the subfloor. Then lay ¼-inch hardboard directly on top of the old tile and nail it firmly to the floor. In effect, you're installing a new subfloor. Now, you can lay the vinyl tile floor and be sure that the job will be a permanent one.

Q—The paint on the overhanging eaves of our house is peeling off in large sheets. The house was painted last October and the same paint was used for this trim as for the rest of the house, which is cedar shakes. Does this indicate a moisture problem?—Mrs. C.G., Maryland.

A—It indicates that the wrong paint was used. The trim, including the overhanging eaves, is not like the cedar shakes. Shakes are a soft, porous wood. The trim wood is harder and nonporous.

The painter probably used a shingle and shake paint which was fine for the cedar wood but not "hard" enough to penetrate the nonporous trim. As a result, the paint lies on the surface, subjected to temperature variation, which leads to cracking and peeling. A trim paint should have been used. This is a hard-gloss enamel, unaffected by temperature.

Your one alternative now is to scrape off the peeling paint (down to bare wood, if possible), buy some trim paint, and redo the affected areas.

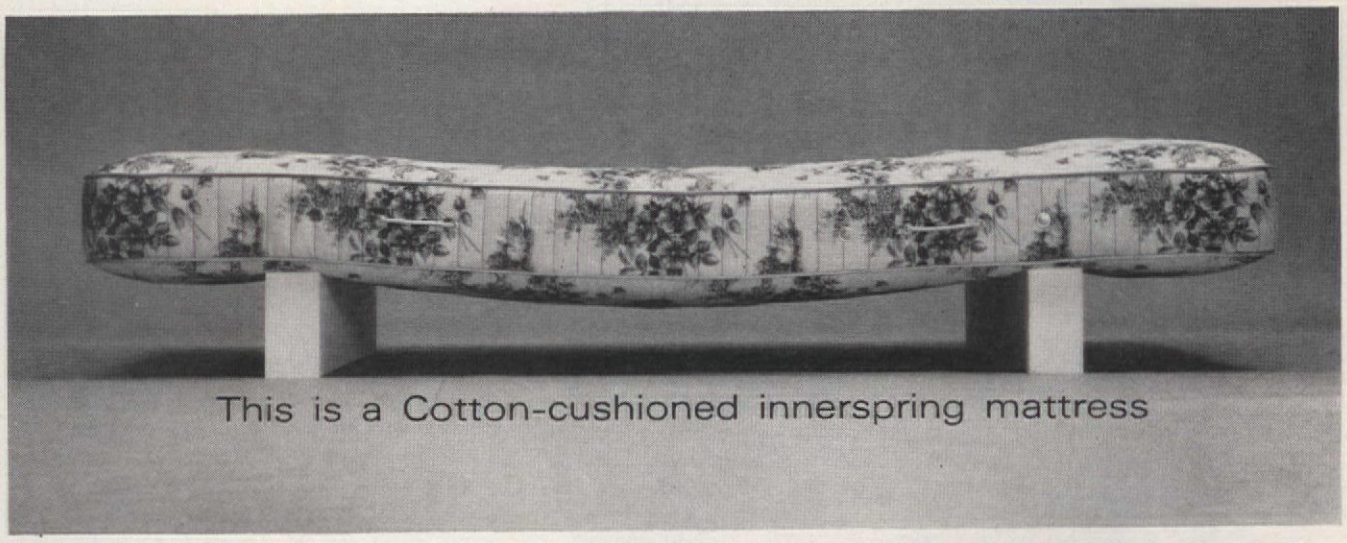
Q—We're renovating a newly purchased home and find that the musty odor in the house is unbearable. The odor definitely comes from the crawl space beneath. Do you have any suggestion for fumigation?—Mrs. W.P.E., Washington.

A—Fumigation may help temporarily but the source of the problem, which sounds like inadequate ventilation in the crawl space, has to be eliminated.

The method suggested here may take several days but it will work. First, open up that crawl space by taking down any enclosing barrier. Set up an electric fan and keep it running. This will air out the crawl space. Turn on vent fans and open windows to air out the house.

Once the musty odor is gone, make sure that the crawl space receives plenty of ventilation. If at all possible, put a vapor barrier over the crawl space floor to reduce the moisture level. THE END

It's easy to see why a Cotton-cushioned innerspring mattress supports you better



This is a Cotton-cushioned innerspring mattress

This is a foam mattress

You'll rest better on the cool, resilient comfort of Cotton and springs

A Cotton-cushioned mattress is more than a pad. It is engineered to support your body so that your muscles relax in complete comfort. You sleep *on* a Cotton-cushioned innerspring mattress, not *in* it. And you sleep cooler on Cotton, too. Air moves through Cotton cushioning to conduct heat away from your body, keep you fresh and comfortable without constantly shifting positions. A Cotton-cushioned mattress is the best investment you can make for years of comfortable sleeping.

COTTON...THE FIBER YOU CAN TRUST National Cotton Council and National Cotton Batting Institute, Memphis, Tenn.

WRITE FOR FREE COLOR CARD. THE LOWE BROTHERS COMPANY, DAYTON 2, OHIO.

IF YOU CAN READ, YOU CAN COOK...

Well, maybe! At college I acquired a bachelor's degree and a bachelor, but I couldn't cook. I wasn't worried. My sorority sisters showered me with dainty aprons and potholders shaped like tulips and teapots. I also had a goodly supply of cookbooks and I could read. Obviously all I had to do was follow instructions. Ah innocence!

What no bride realizes in her dream world is that culinary instructions are in code and need an interpreter. A knowledge of foreign languages will help and 40/40 vision. Then if you have an IQ of about 280, you can learn to cook, hold your man, and live happily ever after.

One of the basics for brides as student cooks is learning how to get into the supplies. Don't tell me to "pull tab" or "tear along perforation" unless there is one. Orders to "open other end" bring out the worst in me. Can-opening keys frequently go off course (or the coil breaks). You may need pliers to get the lid off the baking-powder tin (relax! it won't blow up in your face). A twist-off lid won't twist off until you appeal to your mate, who will do it with ease because you've already loosened it. While it sounds simple to "cut off corner to form pouring spout," you'd better set your sugar bag and canister in the bathtub before you start pouring. Don't be deceived about easy entry into plastic and foil envelopes that casually advise "rip here." Swallow your pride and use scissors. And don't be too jubilant when you discover frozen vegetables that you "cook in this flavor-tight pouch." The hooker is that "after cooking, tear here to open." Ha! You're risking at least a second-degree burn.

Brides face other disillusionments. An instant mix takes appreciatively more than an instant. You either use electricity to beat two minutes at medium speed (watch the second hand) or use energy to beat vigorously 300 strokes (very exhausting, and if the phone rings you lose count). You have to concentrate too because sometimes the result is supposed to be smooth and sometimes it has to be slightly lumpy. And be sure to read the instructions on dinner preparations early in the day because it's discouraging to remove a tasty morsel from the freezer at 5 P.M., and find that it has to thaw at room temperature for three hours.

For a noncook, a recipe is harder to fathom than Mona Lisa's smile. I'm not sure whether reference is to the product or the cook when I'm told to "stir until melted," "beat until stiff," "soak until soggy." Sometimes when the instructions are simply "beat it," I'm tempted to do just that.

Certain terms still puzzle me:

"Cook until done." (*That's* a real big help!)

A "rounded" teaspoon. (Did you ever see one that wasn't?)

"Bring to a full boil." (Full of what?)

"Stuff with your favorite dressing." (I should say not! I'm a cook, but not a kook.)

"Fold in." (Like sheets?)

"Brown the meat . . . Bread the chops... Cream butter and sugar...." (How? How? How?)

Then there's the question of quantities. How much is a pinch, a fair portion, a dab, or a dash? (They're all roughly a smidgen.) It's impossible to estimate butter the size of an egg. Surely you aren't expected to measure it in an empty shell? Or the size of a walnut; does this mean with or without its shell? And speaking of quantities, don't believe all you read. I've yet to get more than 26 cookies from a recipe that promises four dozen. Equally frustrating are instructions that vary the quantities according to the altitude. If you don't know how high you are above sea level, you're in trouble.

If your failures make you wonder if this marriage can be saved, you should learn how to operate the labor-saving devices with which your love nest is equipped. After about eight months of my husband's coaching I could set the oven timer all by myself. I went out the next afternoon, carefree as a spinster, with the oven set at 350° to go on at three o'clock and off at five. But I'd forgotten to put in the roast.

I substituted wieners brought to a full boil, cooked until done, and served with a smidgen of cheese.

PEGGY CAMERON KING

lollipops stick.

this door never will!

It won't take temper or tugging to open this door. It'll always open easily, swing wide and handsome.

The secret of this lasting quality is pre-seasoned wood in the framework of the home.

Pre-seasoned wood is wood that is seasoned before it's nailed into your home.

When first sawn, wood is saturated with natural moisture. As it dries, or "seasons", it shrinks and changes shape. If it dries after it's in your home, this uncontrolled and uneven drying can cause problems like sticking doors, cracks in the walls and squeaky floors.

You can prevent this with pre-seasoned lumber from the member mills of the Western Wood Products Association. WWPA pre-seasoned lumber is carefully seasoned at the mill and "locked" into shape before it goes into your home.

This fine lumber is available for every use in your home. So, when you build, buy or remodel, insist upon pre-seasoned Western Wood Products.

Build or buy a new home of pre-seasoned WWPA wood now

WESTERN WOOD PRODUCTS ASSOCIATION

IDAHO WHITE PINE ■ PONDEROSA PINE ■ SUGAR PINE
LARCH ■ WHITE FIR ■ DOUGLAS FIR ■ WESTERN RED CEDAR
LODGEPOLE PINE ■ ENGELMANN SPRUCE ■ SITKA SPRUCE
WESTERN HEMLOCK ■ INCENSE CEDAR

MADE ★ IN ★ U.S.A.

LOUISE SLOANE

VACATION SHOPPING FOR DECORATING TREASURES

Never before have Americans traveled so much, so often, so far. What can you bring home from your vacation that will be a tangible—and permanent—reminder of your travels? Pictures, of course—snapshots, slides, films—as multitudinous as your own degree of camera-fiendery dictates. And you can bring your quota of home souvenirs.

The French word "souvenir" means literally "to remember." It's a pretty word and a great idea because precious vacation experiences have a sad way of slipping from our memories when we have returned to our everyday, busy lives. Unfortunately, though, both the word and its meaning have lost much of their desirable connotations. "Souvenirs" have come to mean trinkets and trifles, meaningless knickknacks that too often shudder their way right into the trash basket once you get them home and try to find a spot where they seem to belong.

Something about the gay atmosphere of vacation time apparently suspends one's ordinarily good buying judgment. The excitement of being in a strange place, the unaccustomed leisure, the need to seize the moments that go so fast, and above all, the inviting displays of objects that look new, tempting, and irresistible—all contribute to your misplaced enthusiasm for purchases that are suddenly question marks after they are unpacked!

Don't let it happen! Don't let yourself come home with the gimcrack baubles that seemed, at the time, to say "Here is where I was and this will remind me." Do give yourself the rewards of finding things that will make a genuine contribution to your home as well as to your memories. One way to accomplish this is to take with you a mental image of your own rooms, your own home surroundings, your own way of living, as a prime framework for your buying. Such an image will reliably restrain you from settling for the ultimately useless. Take with you, too, a conscious readiness to explore—along with a listening ear, an open eye, and an aware mind. Seek out the truly regional—the things you won't find where you live—the things that actually say "I was there." Ignore the obvious—the key ring, the ash tray, the painted pillow, the barometer—all factory-stamped with their spurious scenic messages.

Treat yourself to the very special fun of shopping as a pastime. Make the most of the lovely, pressureless strolling and looking, unburdened by a "must" list of household staples and deadlines; the privilege of having your husband present (in a receptive vacation buying mood) for conferences and decisions; the stimulus of an unfamiliar store where even the familiar looks newly interesting.

Let's talk first about shopping in a place new to you in our own country. It is certainly true that we have the most dynamic distribution system in the world, and that you can walk into any dime store, furniture store, or department store in the United States and find the very same merchandise that is in your own store in your own town. But as homogenized as our American life has become, there are nonetheless regional differences, dictated by climate, occupation, and the originating countries of our melting-pot population. One of the expressions of these differences is a matter of emphasis. For example, if you live in a cold climate and are visiting in one that has many more months of hot weather, you will find a much, much larger assortment of outdoor merchandise than your own stores carry once a year. Conversely, if you have left a hot climate for the lakes and mountains of a cooler region, look for the products that result from long, cold winters. Here is where you can stock the larder with homemade jams, jellies, relishes put up in the old-time careful way, deliciously made with fresh home-grown produce, in necessarily limited batches.

You'll find differences, too, if you look for them, in the special tools of a community's trades. In the hardware stores of a fishing town you can luxuriate among nets and baskets, corks and cords, to be translated, with a bit of imagination, into decorative additions to your home. Wherever our country has pockets of settlers from Europe, much old-country tradition still prevails, reflected in stores and markets, offering you the opportunity to experience the aura of a foreign culture without even leaving America. Look for the influence of the Dutch, the Swedish, the Italian, and the Polish.

In our mass-producing, mass-distributing country there is also the hardy and flourishing custom of the small local producer. Wherever you vacation, you will find things locally manufactured in small quantities for nearby selling; things that will never get to your own part of the country and are therefore quite special. These may be furniture, accessories, textiles; they may be handmade or machine made; but they are exclusive to the vicinity and native to your new horizon. Seek them out and you may find a treasure!

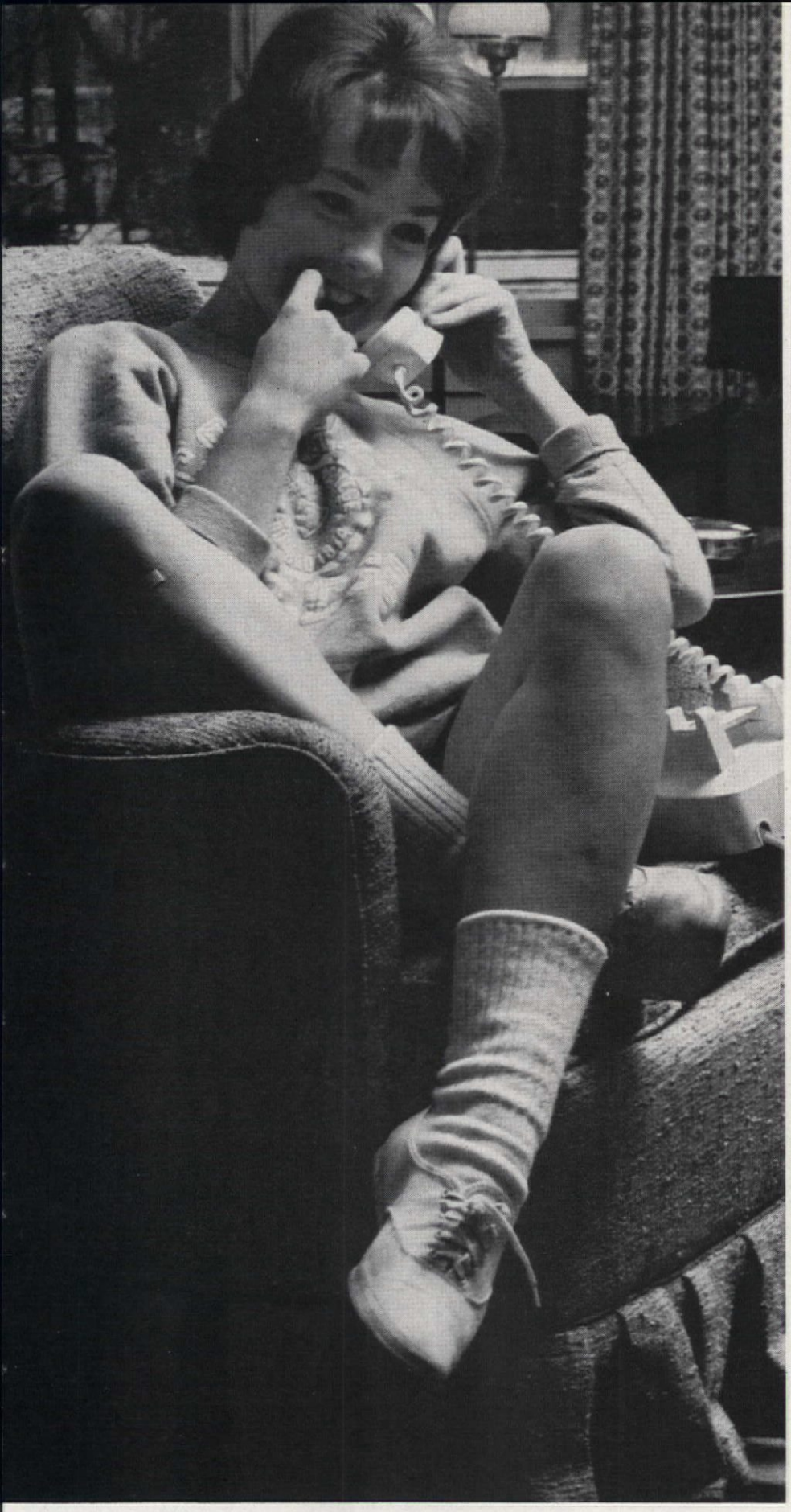
Most exciting of all is the chance to shop in foreign lands. Here, too, there will be temptations that can turn to disappointments if your buying yardstick gets muddied by the dazzle of distance. Never do you feel that "the world is so full of a number of things" as you do when you're on the streets of European cities. In Rome, in Venice, in Mexico City, in Athens, in Paris, the cornucopia of "things" seems to overflow. Shop windows are filled to the farthest corner. Goods are piled on the streets, in the open, stacked in stalls, laid out to dazzle you with their very muchness! It is not a bit easy to be selective!

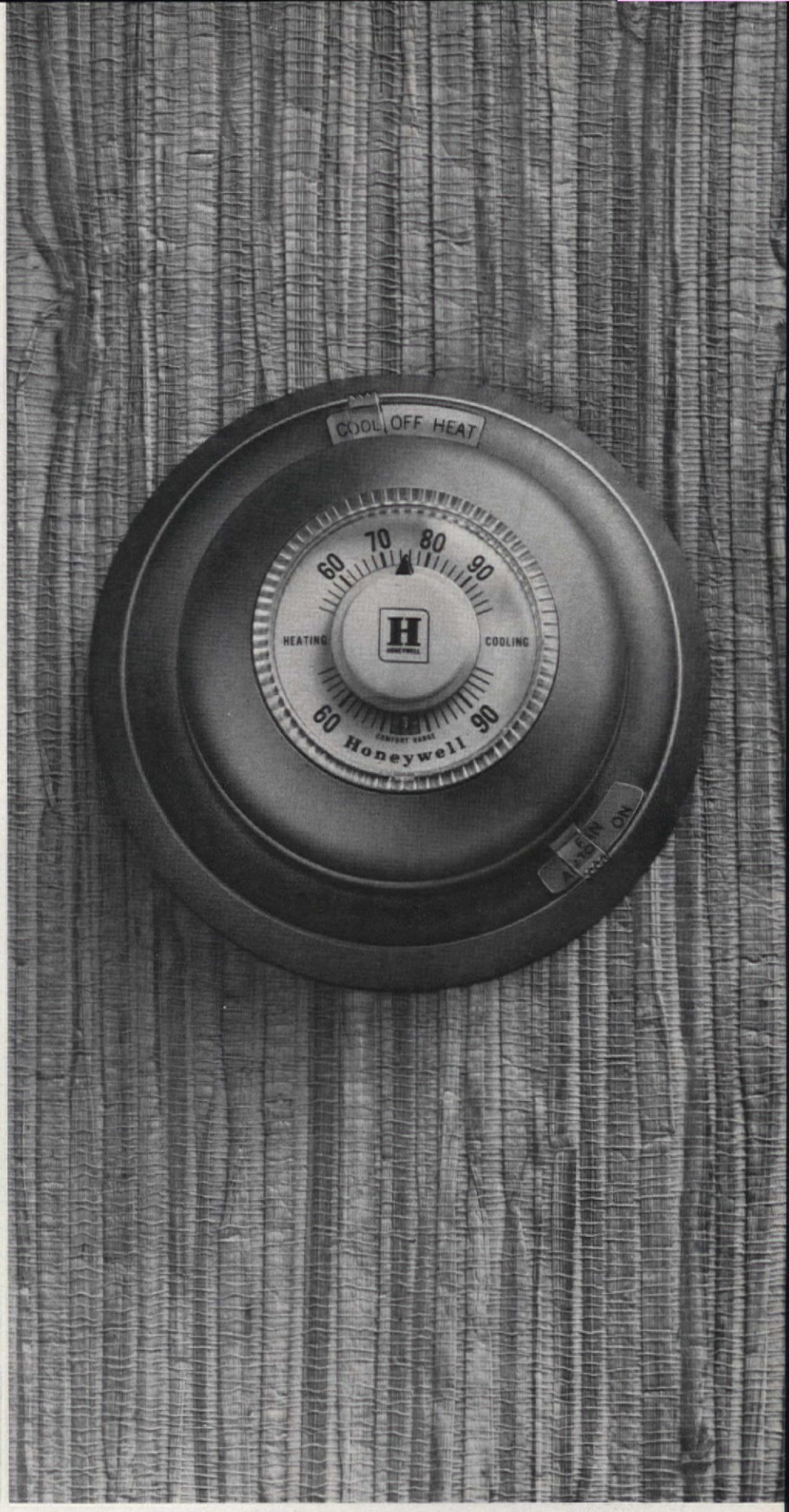
However, even as far away as Africa and Japan, rumors of our American willingness to buy without really thinking have perverted native art from the spontaneous to the contrived. Touristy bits and pieces, specious and shoddy, are, alas, as invitingly set forth to lure you in the Old World as in the New. The brief time that most of us have in one place, precludes much thoughtful evaluating or the hours to dig for real flavor in out-of-the-way shops. *(continued)*

Ladore by Haviland

Elegant china you fervently fancy dries glistening bright with Calgonite®

Haviland recommends it





In truly modern homes you'll find...

. . . familiar scenes such as these. A teen-ager who's always talking on the telephone, and a Honeywell heating/cooling thermostat. This versatile thermostat controls heating comfort in the winter, air conditioning comfort in summer. We've designed our thermostats, like the heating/cooling model above, to stay free from trouble. It's reliable and accurate. Its handsome decorator cover snaps off so you can paint it to match your wall. It has a unique picture window dial, large numerals and separate temperature and setting scales, making it easier to read, easier to use.

But don't be fooled. A Honeywell Thermostat on your wall doesn't mean you have Honeywell controls on your heating or cooling plant. Check to be sure you get all-Honeywell controls if you buy or build a home or replace your present system. Nothing performs as well as a *matched* control system. And, a complete Honeywell control system needn't cost one cent extra.

Want to know more about home comfort? Send for "How to get the most out of your heating or cooling dollar." It's a valuable 48 page booklet. Just 50c. Write:
Honeywell, Dept. AH7-43, Minneapolis, Minn. 55408

Honeywell

Easiest way to rid your home of pests

Call Bruce-Terminix

If you've fought household pests with continual spraying you know how frustrating and costly amateur pest control can be. Our economical home service plan usually costs less than do-it-yourself methods, and results are guaranteed! Look in your phone book and call Terminix (or Bruce-Terminix). Our local company also offers complete protection against costly termite damage. Phone for skilled termite inspection of your property or write Terminix Division, E. L. Bruce Co., Box 397-H, Memphis 1, Tenn.

BRUCE TERMINIX®

NATIONWIDE, LOCALLY OWNED TERMITE PROTECTION AND PEST CONTROL SERVICE

(continued)

But, oh, how you will thank yourself for your discrimination when the magnificent hand-woven drapery yardage from Sweden (for which you passed up those darling miniature mementos) arrives to decorate with unique splendor your living room windows. Or when you arrange flowers in the one exquisite bowl (like nothing that even a knowledgeable American store buyer ever discovered) that you yourself chose so pleasurably one early morning in Florence. You will never miss the manufactured, imitation "pre-Columbian" figurines you said "no, thank you" to in Mexico, when you serve your new recipe for cold Gaspacho soup in the shapely, colorful hand-thrown pottery bowls you found at the Mercado, the huge, stall-filled public market where the Mexicans themselves buy their own household wares. And the pseudo-Classic Greek gimcracks that *might* have reminded you of that glorious country will never have to go forlornly in a drawer if you successfully ignored them for a marvelously shaggy Flokati rug, an inventively hand-carved little chair from the island of Skiros.

Of course you will visit historical places in Europe. Sadly, even some of these august sites have fallen prey to the commercial interests. Stratford-on-Avon will sell you crummy, little crockery salt shakers in the form of Ann Hathaway's house. London will sell you its Tower and its Bow Bells cheaply hollowed out to hold little plants. By-pass these meretricious come-ons, and inquire at the museums about the remarkable prints, postcards, and sculpture reproductions now available. For pennies you can buy the most exquisitely careful copies, executed under the demanding eyes of museum authorities, correct to the last detail of proportion and spirit of the museum's proud originals.

When you are vacation shopping, budget is beside the point, not because you have all the money in the world, but because values are so much more than monetary. Practically, the U.S. Government's recent duty-free limitation will remind you to evaluate a "bargain" in terms of its additional duty costs, its packing and shipping charges. Practically, too, you may want to take advantage of a one-time place and moment to make the giant splurge and buy your first original painting or a rare and costly antique. But it is not necessarily the bought treasure that will give lasting pleasure. It may be driftwood or pebbles from a distant shore; a bit of carefully transported moss from the woods; an excitingly beautiful rock picked up on a far hill—these, too, can enter your home as sensitive reminders of your vacation mood. And a gay, small piece of honest craft that may have been your least expensive purchase in our own or a foreign land, can crystallize your memories and enrich your home if it relates in truth to you or to the place you visited. THE END

LIVING with wood sliding doors

that look and feel like *good living*. Their wood frames can be finished or painted to match any color scheme. Wood frames eliminate winter condensation, too. And, PELLA Sliding Doors are exceptionally weathertight. Screens close automatically. Also available in Canada.

Pella®

WOOD SLIDING GLASS DOORS

THIS COUPON ANSWERED WITHIN 24 HOURS
ROLSCREEN CO., Dept. PC-86, Pella, Iowa
Please send color pictures of PELLA WOOD SLIDING GLASS DOORS.

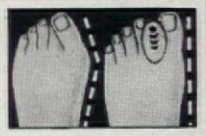
NAME

ADDRESS

CITY & ZONE STATE

PELLA MAKES QUALITY WOOD WINDOWS, WOOD FOLDING DOORS AND PARTITIONS, WOOD SLIDING GLASS DOORS AND ROLSCREENS

CROOKED TOES?



This highly effective device of soft, flexible rubber—Dr. Scholl's TOE-FLEX — tends to gradually straighten crooked or overlapping toes by exerting an even outward pressure. Worn invisibly. Very comfortable. Sizes: Small, Medium, Large. Only 75¢ each.

Dr Scholl's TOE-FLEX

WHEN YOU CHANGE YOUR ADDRESS—Please report both new and old addresses directly to The AMERICAN HOME Magazine five weeks before the change is to take effect. Copies that we address to your old address will not be delivered by the P.O. unless you pay them extra postage. **The AMERICAN HOME, Independence Square, Philadelphia, Penna. 19105**

Stretch the time between paint jobs

DAP®
ARCHITECTURAL GRADE
CAULKING

Here's a quality caulk for longer lasting sealing jobs in exterior cracks and joints... around window and door frames. Seals out air, water, dirt, insects. Stops heat loss. Sold at leading paint, hardware, building supply stores.

DAP INC., DEPT.AC, DAYTON 31, OHIO
SUBSIDIARY OF Plough, Inc.

PRIZE ROSES FOR YOUR 1965 GARDEN

What are the best red and pink roses to plant in your garden this fall or next spring? Here's an up-to-the-minute answer: the All-America Rose Selections winners for 1965! They're a deep red hybrid tea variety called 'Mister Lincoln' and a coral pink floribunda named 'Camelot.' Both have been test grown for two years in All-America trial gardens across the country and both will be available for warm-climate planting this fall or cold-climate planting next spring.

'Mister Lincoln' has large, characteristically well-formed hybrid tea blooms, carried singly on long, heavy stems. The plant is upright growing and relatively tall.

'Camelot' has typical grandiflora blooms, well shaped and usually borne in clusters, though sometimes singly. It makes a characteristically tall, vigorous grandiflora plant.

Both roses were originated by Herbert Swim, California hybridizer of 15 All-America award winners.

Large, richly fragrant, deep velvety red blooms won the All-America award for hybrid tea rose 'Mister Lincoln.'

Luminous coral pink flowers, with two, three, or more to a stem, will reward you for planting grandiflora 'Camelot.'

Oak Floors are for always

You've never heard of an Oak Floor replaced because of wear. Or because it didn't harmonize with new furnishings. Or because it went out of style. Oak Floors will last the life of your home and keep their warm, natural wood beauty with so little care. The subtle coloring and distinctive wood grain complement all colors and patterns of fabrics and furniture. And the style of an Oak Floor is never dated . . . always correct for a bride's first home or the most elegant contemporary residence. Choose Oak Floors for your new home and you'll be pleased for always, too. Write for free color booklet with floor ideas you can use in your new or remodeled home.

N·O·F·M·A OAK FLOORS

National Oak Flooring Manufacturers' Association,
814 Sterick Building, Memphis 3, Tennessee.

HOW TO REMEMBER THE THINGS YOU DO THIS SUMMER

Some of the most pleasant reminders of a happy summer are those that you've found—an exquisitely formed sea shell, a most uncommon stone by the lake, something you've stumbled over on the forest floor.

Usually such things are brought back and stashed away in the attic or the dark recesses of a toy chest—or even worse, left behind.

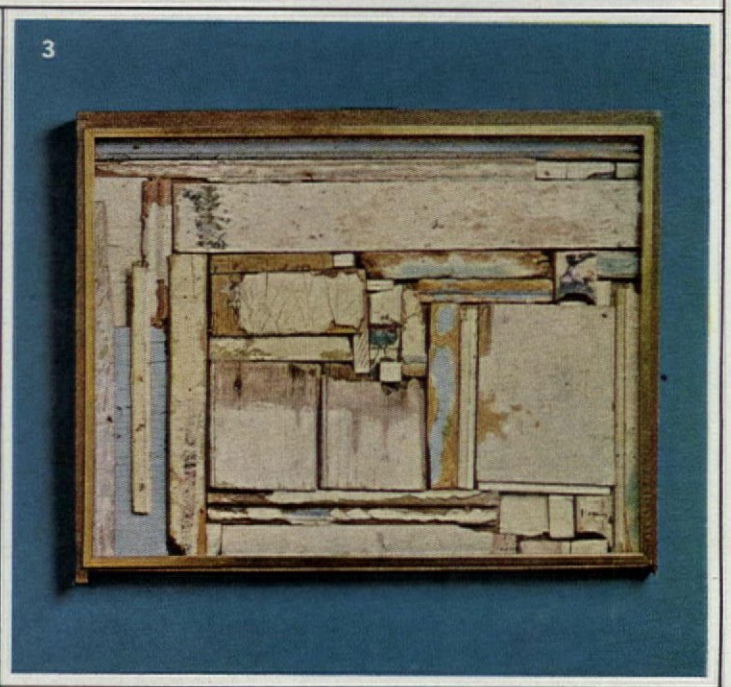
We're all for keeping summer's foundlings—not just for sentiment's sake. These delightful objects can also be easily transformed into highly decorative accessories for your home. Here are a few ideas worth trying:

1

1. SAND SCULPTURE. Take an object with a relief surface which you would like to cast in plaster of Paris. (We used a clock pendulum but you might try large coins or the hands of your children.) Press the object into slightly damp sand (you'll need a shallow container if you're doing it indoors) and make a good impression. Mix plaster of Paris to the consistency of heavy cream and very gently pour over the sand starting at the outer edges. Let plaster dry completely. Trim outer edges by breaking with fingers; color plaster if you wish.

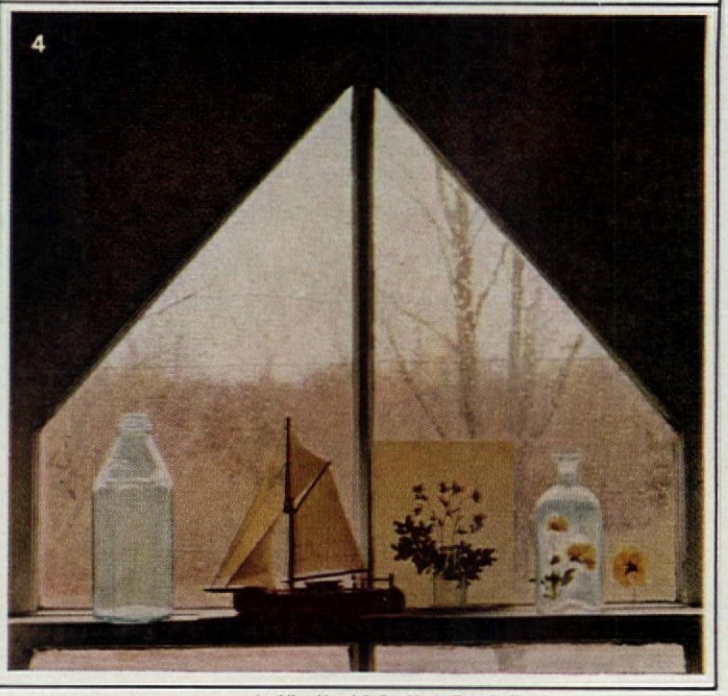
2

2. PRESSED-FLOWER ART. These are dried with the silica gel technique and mounted as flower portraits or as herbarium specimens. For illustrations and information on the materials to take with you and how to use them, turn to page 124.



3

3. DRIFTWOOD COLLAGE. Collect odd pieces of driftwood, leaving the surfaces in their natural state. Make your arrangement on a table top first. If pieces need to be shortened to complete a rectangle, break them gently so the ends retain the rough natural texture. Mount pieces one by one on any surface that will take headless nails or glue (ours was mounted in a shallow drawer found on the beach). Frame, if desired.



4

4. BOTTLE COLLECTION. Comb the beach for interesting bottles—don't overlook those that have been exposed to wind and sand and have a pitted surface. Fill bottles with artificial flowers.

(continued)

Allen Vogel-1, 3. Maris/Ezra Stoller Assoc.-2. Stan Young-4.

"If suddenly I were running things at Hotpoint, I'd put Improved Tide in every new washer to give customers the cleanest, freshest washes possible."

That's a good reason why Hotpoint does put Tide inside.

"What *else* can we possibly do to give our customers the cleanest, freshest washes possible?"

That's what the Hotpoint people asked themselves after they built their new 1964 model, the best of a long line of great Hotpoints. Beautifully designed, marvelously automatic, it handles loads up to 14 pounds. These bigger washloads make easier washdays for you.

And Hotpoint goes one step further. They pack a box of Improved Tide in every new washer. That's how they help make *extra* sure you get the cleanest washes possible—and with the freshness only Improved Tide can deliver.

25 leading washer makers pack Improved Tide in every new top-loading washer.

Tide samples, and this ad, supplied by Tide pursuant to agreement with appliance manufacturer.

(continued)

5. POP BOTTLE ART. Fill a soda or maraschino-cherry bottle with plaster of Paris that has the consistency of heavy cream (or half fill a bottle as we did in the arrangement at the far left). While still wet insert dry or artificial flowers. When completely dry, score the bottle with a glass cutter in a number of places and gently tap with a hammer until bottle pieces separate from the plaster.

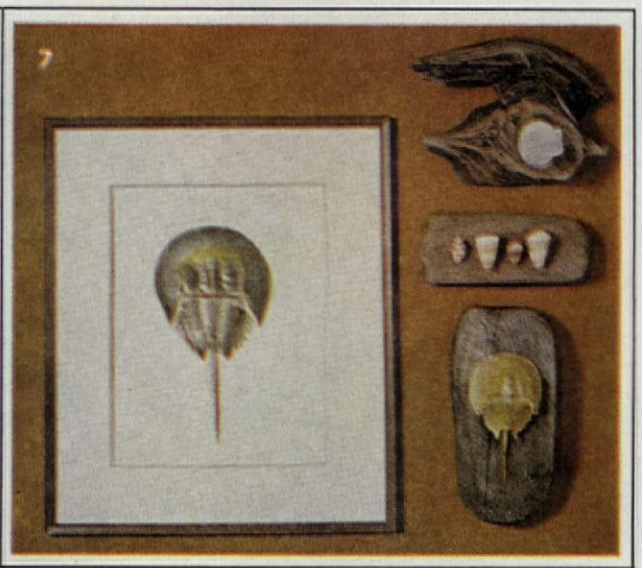
6. FOREST FANTASY. If you're roaming through the woodlands, pick up an assortment of milkweed pods, tree fungus, birch bark, millet, etc., and mount on a piece of weathered barn siding with glue. Spray with a clear plastic spray to preserve.

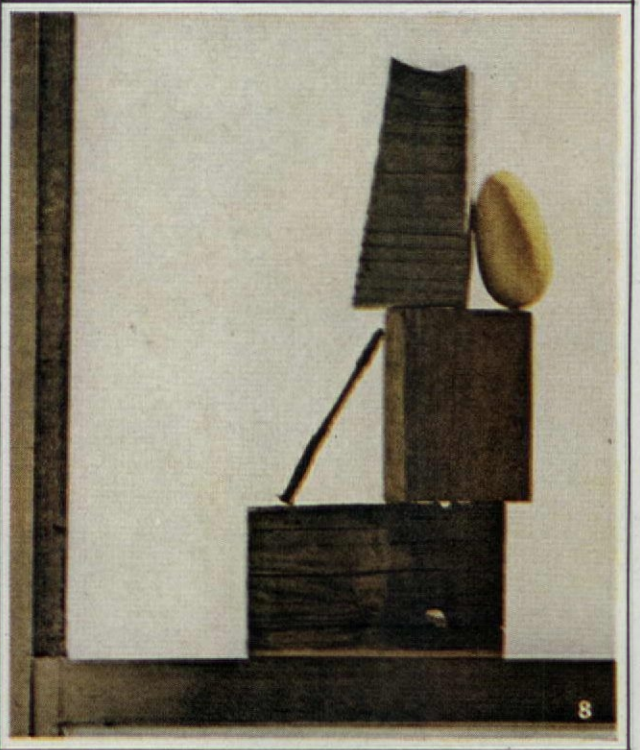
7. GIFTS FROM THE SEA. If you're beachcombing, find some interesting shells or a dried horseshoe crab and mount on pieces of driftwood. For an intriguing wall arrangement hang them next to an appropriate print as we have.

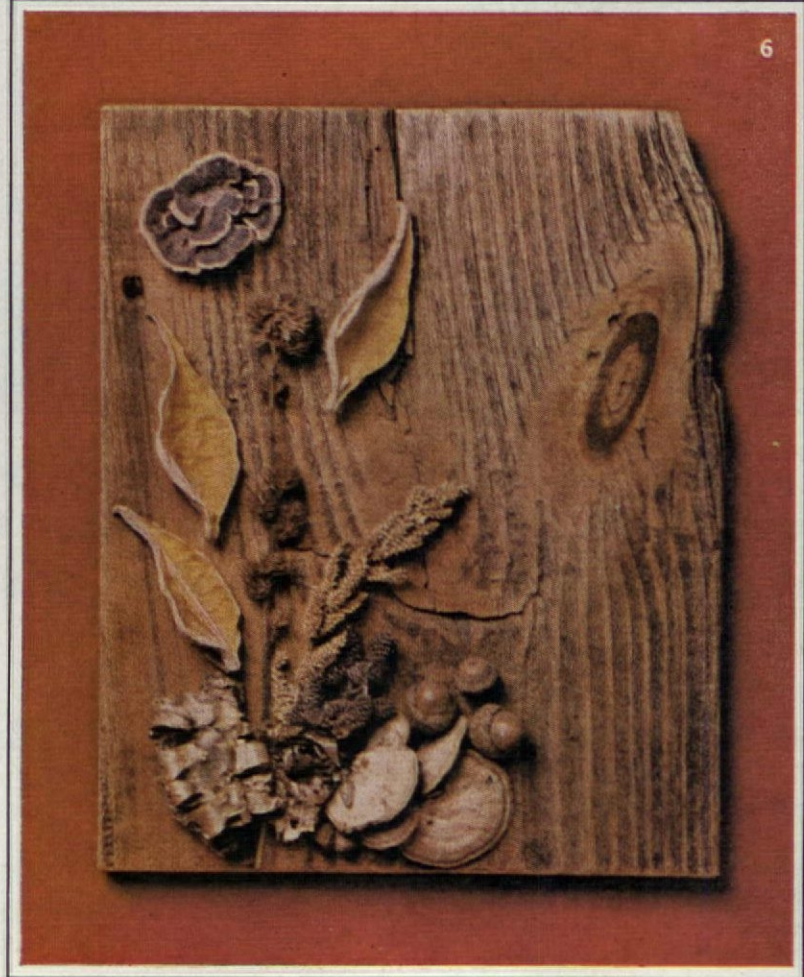
8. INSTANT BEACH SCULPTURE. If you run across unusually shaped objects—such as driftwood, beach pebbles, blocks of wood, stones, pieces of iron, etc.—experiment with them and make a small-sized sculpture. If you like what you've done, attach the pieces permanently with glue or nails.

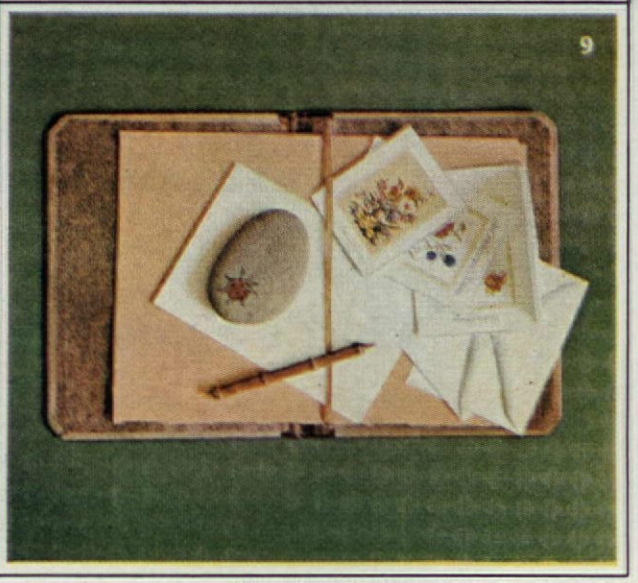
9. STONE PAPERWEIGHT. What to do with a unique or oddly shaped stone that's too beautiful to leave behind? Use it as a paperweight. For an added bit of summer realism, paint a ladybug, frog, or fish, or some other summertime creature on top. Turn the whole family loose and start a collection!

5


7


8


6


9

Photographers: Allen Vogel—5, 6, 7. Stan Young—8, 9.

...and Andersen Windows will cost you less to own!

...they cut fuel bills 15% or more. It's true. You can save 15% or more on heating and air-conditioning costs in a home with Andersen Windows.

It's the way they are made . . . up to six times more weathertight than ordinary windows. Extra snug to seal out heat or cold for the life of your home.

...they're precision-built for lifetime operating ease. Open and close any Andersen Window. See how easy it is? Almost like having power steering. No sticking. No binding. No bothersome maintenance. Nothing but comfort and convenience today and 40 years from now.

...they can spare you the expense and bother of storm windows. All 7 beautiful styles, in more than 600 sizes, are available with welded insulating glass. Eliminates the need for storm windows forever . . . without sacrificing fuel savings. Gives two fewer glass surfaces to clean.

...they add to the value of your home. Andersen Windows offer the ageless beauty of rich, warm wood. Wood that creates an air of inviting charm . . . a lasting welcome that pays off in *increased resale value* should you sell your home. Wood that's treated for permanent protection from termites and decay.

Get a demonstration at your Andersen lumber dealer or distributor. See how Andersen Windows cost you less to own.

Windows shown: Andersen Casement Windows #W2N4 with welded insulating glass—Twindow® or Thermopane®.

When you buy or build your home, look for the Andersen name on the window. It's a good sign of quality throughout the house.

FREE! WINDOW BEAUTY IDEAS

Send today for Andersen's colorfully illustrated Window Beauty folder. It's packed with window ideas and also a complete description of the Andersen Window line.

☐ I plan to build. ☐ I plan to remodel a_____.

Mr.
Mrs. _____

Address _____

City _____ Zone _____ State _____

Andersen Corporation • Bayport, Minnesota AH-74

Andersen Windowalls ... *America's Most Wanted Windows*

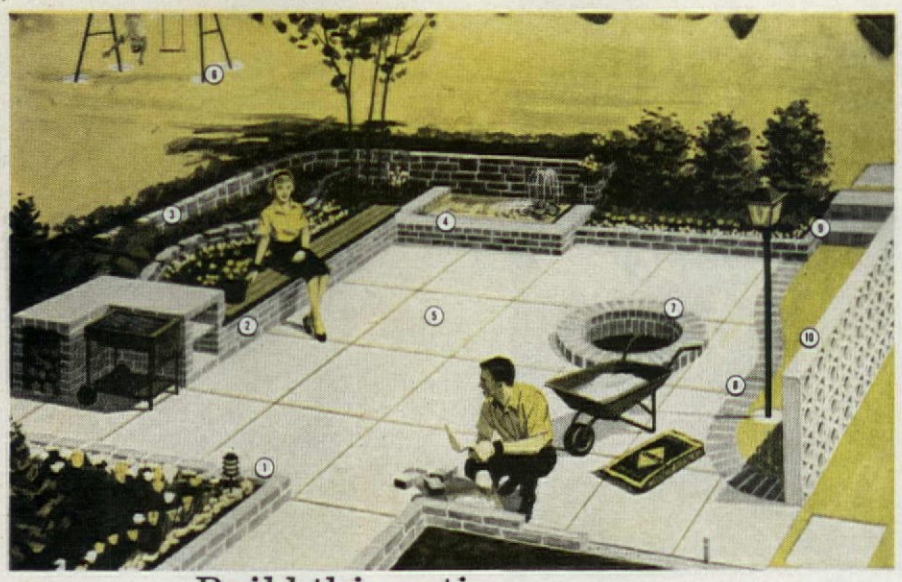
TRADEMARK OF ANDERSEN CORPORATION

W. E. CHASE
BOUNTY!
LIGHT ARTILLERY!
WANTED 25 YOUNG MEN
histoire
DU TOUR DE
FRANCE
EXECUTE
PAR LES FAIENCERIES DE
CHOISY LE ROI
CREIL MONTEREAU
CAR
FOLLOWING
The
NNE

Rudy Muller

BE ECLECTIC ABOUT WALL DECORATIONS* From the wide assortment of ironworks, wood carvings, and old signs we've seen hanging on walls, we've concluded there's no limit to the possibilities for decorating broad wall areas in homes today. Two schools of thought on wall décor are: the important single decorative piece around which an entire room can be built, or a mélange of oddments that tend to give you more reason to go "junking" or, if you're more advanced, "antiquing." Junking is more fun, undoubtedly, and gives a room the lively feeling of never being finished. The assortment shown here, photographed at "Collage," in New York City, has the necessary mysterious element that makes you wonder which is original, which reproduction. For a small clue, man and boy primitive is an outright fake! The bear tavern sign is original. Our advice is to go into wall decorating with no preconceived ideas at all, but strain your imagination to conjure up your own intriguing wall arrangements.

*MEANS: KEEP AN OPEN MIND ABOUT WHAT TO PUT ON YOUR WALLS. REALIZE THAT YOU CAN USE ALMOST ANYTHING EFFECTIVELY.



Build this patio *(or any part of it)* with SAKRETE® at low cost

You can build a beautiful patio or garden area like this, yourself, a step at a time by using SAKRETE Cement Mixes and have a lot of fun doing it. Costly? Not at all! For example, SAKRETE for a 12′ x 15′ patio floor costs less than $75! With SAKRETE, planters, pools, and dozens of other lawn and garden beautifying projects can be built individually, easily and inexpensively.

Everyone knows that repairs are easily and economically made with SAKRETE Products and many people know of their advantages in building as well. Laboratory tests prove SAKRETE to have up to twice the strength of concrete or mortar ordinarily required. They store indefinitely until you add water. At approved dealers everywhere.

SAKRETE®
concrete and mortar mixes

FREE Plan Booklet — Easy-to-follow instructions on patio and cement repair projects. See your dealer or write Sakrete, Inc., Dept AM, Box 1, St. Bernard, Cincinnati, Ohio 45217.

SAKRETE IS A MEMBER OF THE BRAND NAMES FOUNDATION

SAKRETE IS A REGISTERED TRADE MARK OF SAKRETE, INC. © 1964
Sold throughout the United States and in Ontario, Canada.

Ignore the weather!

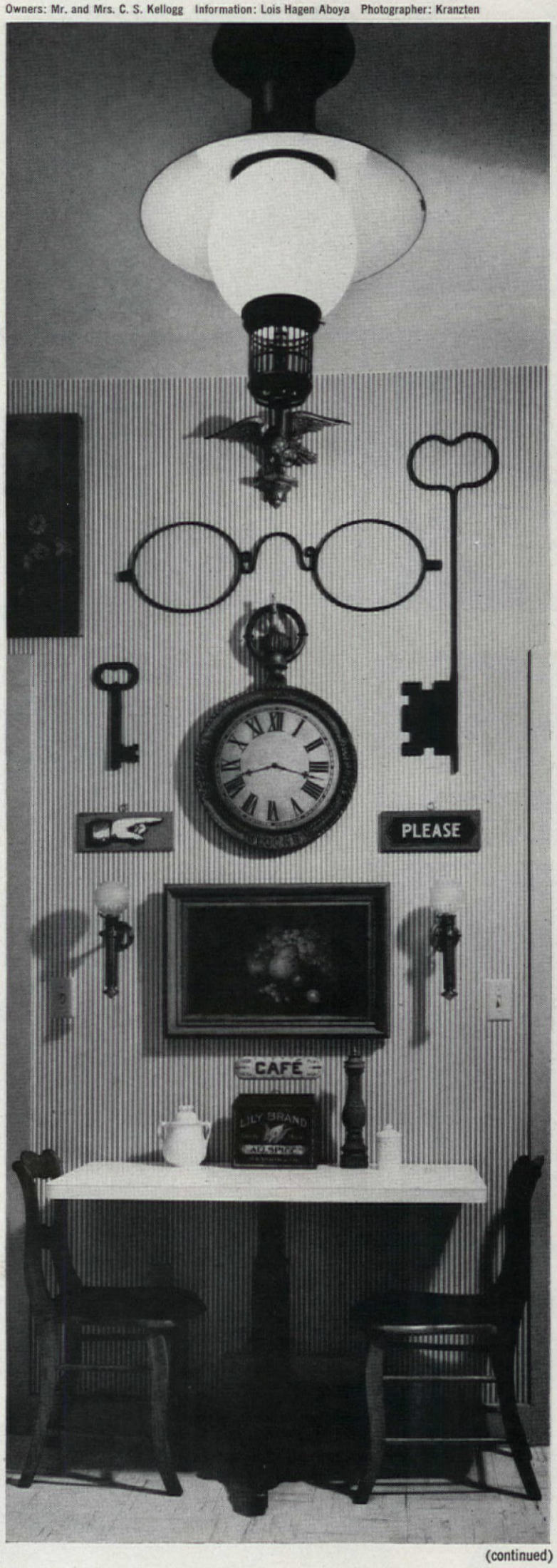
Comfort condition your home with "Flexalum" Aluminum Awnings. Keep you cool in summer. Provide protection in any weather. And so beautiful. Make sure you get quality. Always ask for "Flexalum" door canopies, patio covers, venetian blinds, siding. For the name of your "Flexalum" dealer, write: "Flexalum Quality," Bridgeport Brass Co., 30 Grand St., Bridgeport, Conn.

COMFORT CONDITIONING BY *Flexalum*®

(continued)

Objects from various places were used to decorate one wall in this kitchen. Keys, watch, and spectacles are old shop signs. Two candle-burning ship's lamps flank a primitive painting. Eagle is from the top of old mirror.

Owners: Mr. and Mrs. C. S. Kellogg Information: Lois Hagen Aboya Photographer: Kranzten



(continued)

PONTIAC MOTOR DIVISION • GENERAL MOTORS CORPORATION

If you think all those people are picking Pontiac this year just for its looks, you'd better get inside and turn one on.

All our cars start out with the same Good Thing. We call it Wide-Track. If it's a Bonneville like the one above, we lay on a 123-inch long-long wheelbase that turns rough roads into replicas of Easy Street. We apply 303 horsepower's worth of Trophy V-8 (we aren't called The Performance Makers for nothing). We surround you with the Pontiac look, Bonneville style. And then fill in the picture with a color-coordinated interior so richly fitted it brings tears to our cost accountant's eyes. At this point it's ready to move (with a capital M). And start gathering admiring looks from people who really ought to get inside and turn one on . . .

'64 WIDE-TRACK PONTIAC

MODEL WA-1250Y.

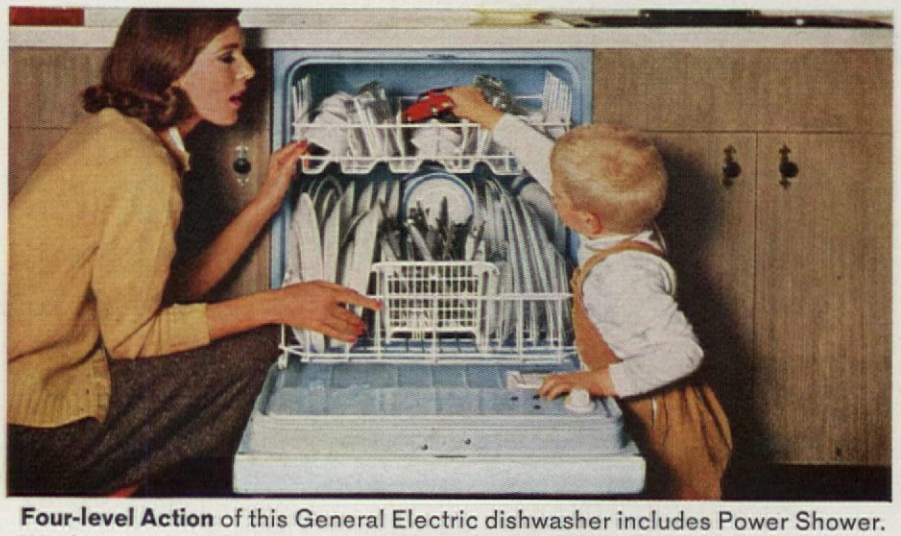
Only the G-E big capacity washer has Mini-Basket for "handwashables"

This is a washer for all your washables. Large wash basket gets big 12-lb. family loads truly clean. And MINI-BASKET® takes care of lacy slips, blouses, sweaters—all the "handwashables" you never dared machine-wash before.

MINI-BASKET fits neatly onto the Activator® inside the washer. It is part of the MINI-WASH® system, which has separate speeds and controls. Gentle washing action for delicate things, normal action for little leftover loads of regular laundry. And it uses about one-fourth the water the big basket does.

General Electric's Filter Flo® System makes everything come out fresh and clean. In both baskets, lint-fuzz is trapped in the filter, not on your clothes. See this remarkable washer now at your General Electric dealer's.

Sleep cool with the "Thinette" bedroom air conditioner, $119.95*. No other G-E air conditioner at such a low price. And you can install the 67-pound "Thinette" yourself . . . in minutes! Especially designed to cool quietly, the "Thinette" is perfect for bedrooms.



Four-level Action of this General Electric dishwasher includes Power Shower. Washes down, up, all around. Flushaway Drain liquefies soft food particles, eliminating hand-rinsing and scraping. No screens to clean, either. Washes and dries 15 table-settings (NEMA standards). Model SD 400Y.

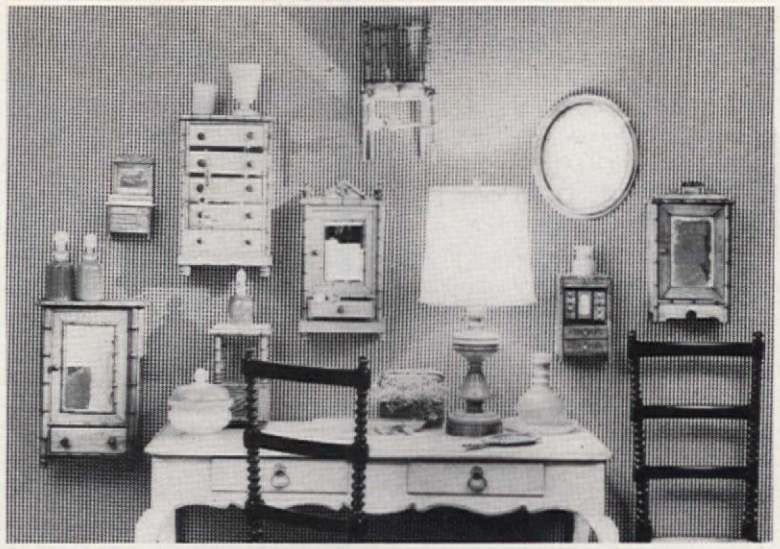
VISIT G-E PROGRESSLAND AT THE NEW YORK WORLD'S FAIR— A WALT DISNEY PRODUCTION

GENERAL ELECTRIC

*MODEL RP204A—4,000 B.T.U.'S. MINIMUM FAIR TRADE PRICE WHERE APPLICABLE

(continued)

Designer: Arthur Burke, N.S.I.D. Photographer: Lisanti



An assortment of antique chests, mirror, and miniature furniture were fastened to wall above a dressing table. Jewelry, perfume, and handkerchiefs are stored in the drawers. Little chair seat is used as pincushion.

Owners: Mr. and Mrs. C. E. Dicken Photographer: Warren Reynolds

Your favorite hobby might make an outstanding wall treatment. Here a collection of Oriental plaques, carvings, and a figurine have been placed on a dining room wall to be seen and admired by guests and collector.

Owners: Mr. and Mrs. Samuel Derman Designer: Arthur Burke, N.S.I.D. Photographer: Lisanti

Four old prints, individually framed, gain importance by being grouped together on a large panel covered in ticking and framed with red-and-white braid trim. Small sconces add charm and light to the collection.

Yes, even lipstick spots

At last! A dishwasher detergent that really does both!
(1) cleans difficult food stains (2) ends water spots

You need a dishwasher detergent that does more than stop water spots. Now it's here!

No matter what the stain—dried-in grease, sticky chocolate, gooey syrup, filmed-in milk, stubborn tea stains, dried-up egg—even lipstick spots—now you can have glasses, silver, dishes, pots that are cleaner, brighter than any other dishwasher detergent can make them—and without water spotting.

Electrasol's even-flow formula *cleans without clinging.* This is due to an extraordinary wetting agent that makes water "wetter" so it cleans even the most difficult stains—then rolls right off your dishes. Will not spot, film or streak...no matter how hard the water...no matter what make your dishwasher. No wonder Electrasol is recommended by every leading dishwasher manufacturer.

ELECTRASOL for dishwashers

By the world's largest maker of dishwasher detergents

Send stamped, self-addressed envelope for your FREE 12-page colorful booklet, "How to Make the Most of Your Electric Dishwasher" Write to Electrasol, Dept. 31-S, P.O. Box 1225, Grand Central Post Office, New York 17, New York.

MONEY FOR YOURSELF... YOUR ORGANIZATION

Show wonderful new Original deluxe personal Christmas greetings. Over 80 thrilling new EXCLUSIVE designs — master-crafted on the finest of printing papers — rich water color printings, special foil inlays and a host of other fine features you'll find only in Original cards.

Fine Writing Papers — A most distinguished background for all social correspondence. An unusual collection in heavy demand throughout the year. 50 Sheets, envelopes from $4.50. For samples check box in coupon.

EARN EASILY
$500 - $1000

You or your organization can earn easily $500-$1000 even more. It's fun — It's easy. Send today for a sample kit — all you need to start earning money. A Free book on fund raising is available on request.

SEND FOR SAMPLES TODAY
EXCLUSIVE DEALERSHIPS AVAILABLE

ORIGINAL GREETING CARDS, INC.
621 East Highland Drive
Rochester, New York 14610
Gentlemen: Please send me Deluxe Sample Kit.
☐ Personalized Stationery Samples
☐ Check here if organization and give name.
If I decide not to accept your offer, I will return the kits at your expense.
Name.....
Address.....
City.....Zone.....State.....

Creators and Publishers of Griffin Originals, the Ultimate in Fine Personal Christmas Cards and Stationery

JENNIE JUNE

Old Fashioned China Doll KIT: Decorated china head, arms, legs, patterns for body and clothes. 15" $4.00 pp. FREE CATALOG: dolls, accessories, patterns.

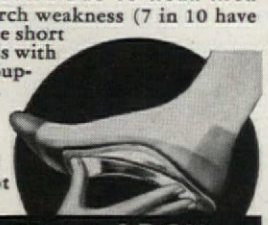
Doll repair service.

MARK FARMER COMPANY
Box 598-A7
El Cerrito, California

FEET HURT?

Foot, Leg Pains Often Due To Weak Arch

If yours is a foot arch weakness (7 in 10 have it), the way to make short work of that pain is with Dr. Scholl's Arch Supports and exercise. Cost as little as $2.00 a pair. At selected Shoe, Dept. Stores and Dr. Scholl's Foot Comfort® Shops.



Dr Scholl's ARCH SUPPORTS

BOWLING SHOES

THESE gunsmoke bowling shoes of soft glove-tanned leather can easily be yours. Send us two 2-year *Saturday Evening Post* subscriptions at $10.95 each or four 1-year *Holiday* subscriptions at $5.95 each. All subscriptions must be sold outside your own home at the full price. Both new and renewals count, but not your personal or personal gift subscriptions.

Write subscribers' names and addresses on plain paper and mail with your own name and address and full remittance. You'll receive a gift certificate with which to claim your shoes.

Offer good in continental U.S. only, until October 31, 1964. Sorry, no bowling shoes may be sold for cash.

CURTIS CIRCULATION COMPANY
234 Independence Square, Philadelphia, Penna. 19105

BOYS . . .

NEED A BIKE?

This dandy deluxe bicycle is just one of hundreds of prizes you can earn selling copies of **The Saturday Evening Post.** Build a route of customers among your friends in your own neighborhood. A few hours per week will earn cash and prizes for you. Fill out the coupon below and mail today.

CURTIS CIRCULATION CO.
1232 INDEPENDENCE SQUARE
PHILADELPHIA, PENNA. 19105

Name_____**Age**____

Street_____

City_____**State**_____

ALVA D. B. MARSH

PRESSED-FLOWER ART

One lovely way of expressing yourself this summer is by "painting" beautiful portraits with pressed flowers (see page 114). You'll need silica gel ("Flower-Dri") to dry the plants, sheets of blotting paper, cleansing tissue, cellophone tape, and mat board.

Start with simple subjects such as pansies and ferns—flowers and leaves that lie flat and are not bulky or crushed when pressed. They can be pressed intact, without removing the foliage or stems. Press the stem of the anemone flower separately.

More difficult are the trumpet blooms—lilies, daffodils, and digitalis. Multipetal blooms (roses, peonies, and tuberous begonias) must be taken apart and pressed petal by petal and the flower reassembled after it's been pressed and dried. Don't allow petals to touch while drying or they'll spot and turn brown. Digitalis and delphinium blooms should be thinned so that the flowers aren't crushed. Press material of uniform thickness together—thin petals on one sheet, heavier foliage on one, stems on another.

Sprinkle a thin layer (about 2 tablespoons) of silica gel over a sheet of blotting paper just large enough to hold the specimens. Cover with a double sheet of cleansing tissue and arrange the plant materials on it the way you want them to look when dry. Make graceful curves in stems, ferns, and foliage. Cover the specimens with another sheet of tissue, sprinkle another thin layer of "Flower-Dri" over the tissue, and cover with another sheet of blotting paper. Seal the edges with tape and weight down uniformly. Don't disturb for about three or four days. After this period, inspection will not disturb the drying process. If you find the tissue moist, replace with fresh tissue and reseal the edges. When specimens are thoroughly dry, mount and frame them artistically.

Heather, Queen Anne's lace, grasses, and most ferns will dry completely in a few days. Anemones, tulips, and pansies take a week to dry. Tuberous begonias, African violet foliage, and fleshy-stemmed plants require at least ten days. A plant is usually dry when it no longer feels cool to the touch. Split fleshy stems lengthwise before pressing to hasten drying.

To mount, arrange the plant materials on a mat board without glue at first, until you achieve the effect you want. Mark lightly with pencil where the items are to go and then remove them. A light dab of rubber cement here and there will keep the plants in place. Once framed, the glass will help hold them also. Paste a paper covering on the back of the frame to keep out dust and moisture.

Maris/Ezra Stoller Associates

In the illustration to the left are assembled all the materials for a pressed-flower portrait, including silica gel, tape, tissue, mat board, blotting paper.

Below left, plant parts are arranged on a sheet of tissue over a layer of silica gel. Cover with another piece of tissue and sprinkle with more of the chemical.

In the final step (above), pressed and dried heather, ferns, and anemones are arranged in a charming design on mat board and pasted carefully in place.

The price of the new Hammond L-143 Spinet Organ is $1070., bench extra. Other Hammond Organs start at $995. All prices f.o.b. factory, subject to change without notice.

Hammond Organ's newest design is 200 years old

This is the very first Hammond Organ styled in Early American: the new L-143 Spinet.

Both the wood and the finish are cherry. Both were carefully chosen for their pleasing warmth and glow.

Notice the turned octagonal legs. A formal touch. The formal touch found only in the most elegant colonial homes.

Notice, too, the unique wooden spindle music rack insert. Another insert is also available. An eagle with an antique finish on a field of black.

Inside this gracious instrument, of course, all is 20th Century Hammond.

There is Hammond's precision Tone-Wheel sound system so you'll never have to tune this organ.

There are Hammond's Harmonic Drawbars to give this organ the unique, vibrant Hammond voice. The voice all the other organs wish they had. And to give it the simulated voices of almost any brass, reed or string instrument.

There is Hammond's exclusive Touch-Response Percussion so you can bring in percussive punctuation on any note, phrase or passage.

Everything is here that has made Hammond Organ the most beautifully voiced, the most thrilling — the most wanted organ in the world.

Everything, except you . . . at this moment.

Hammond Organ Company
4207 W. Diversey Ave., Chicago, Illinois 60639

Please send exciting, new folder, "The Wonders of the Hammond Organ" fully describing outstanding features of the Hammond Organ. Enclose, also, free decorating-idea booklet: "Beauty Is The Sum of Differences."

Name .....

Address .....

City ..... State .....

©1964, HAMMOND ORGAN COMPANY AH 7-64

See the Hammond Organ in the House Of Good Taste at the New York World's Fair.

THE ONE AND ONLY

HAMMOND ORGAN

MUSIC'S MOST GLORIOUS VOICE
ALSO MAKERS OF THE HAMMOND PIANO

SUPER STEAK!

Add zest! Brush with beefy B-V!

Steak never had it so good. B-V adds hearty beef flavor—makes any cut of steak beefier, better. Adds zing to burgers and roasts, too. Try it! Beef up flavor with B-V!

NEW! LIQUID B-V OR TRADITIONAL B-V PASTE.

Wilson & Co., Inc., Chicago, Ill.

Science Shrinks Hemorrhoids New Way Without Surgery Stops Itching—Relieves Pain

Only Preparation H Contains New Healing Substance That Now Makes it Possible to Shrink Hemorrhoids Without Surgery.

A world-famous research institute has found a new healing substance with the astonishing ability to shrink hemorrhoids without surgery. It relieves itching and pain *in minutes* and speeds up healing of the injured, inflamed tissues.

In one hemorrhoid case after another, "very striking improvement" was reported and verified by a doctor's observations. And most amazing of all – this improvement was maintained over a period of many months!

In fact, results were so thorough, that sufferers were able to make such statements as "Piles have ceased to be a problem." And among these sufferers, were a wide variety of hemorrhoid conditions, some of 10 to 20 years' standing.

All this was accomplished without the use of narcotics, astringents or anesthetics of any kind. The secret is the new healing substance (Bio-Dyne®) which quickly helps heal injured cells and stimulates regrowth of healthy tissue again. It is offered in *ointment* or *suppository* form called Preparation H®.

In addition to actually shrinking hemorrhoids without surgery, Preparation H lubricates and makes elimination less painful. It helps prevent infection which is a principal cause of hemorrhoids. Just ask for Preparation H Ointment or Preparation H Suppositories (easier to use away from home). Any drug counter.

HYPONeX® Soluble PLANT FOOD Complete

Grows Better Plants in Soil, Sand or Water

Preferred by millions of users for over 20 years. Simply dissolve and water your house plants, garden flowers, vegetables, shrubs and lawn. Clean! Odorless! Feeds instantly. If dealer can't supply, send $1 for 10-oz. can, postpaid. Makes 60 gallons.

HYDROPONIC CHEMICAL CO., Copley 21, Ohio, U.S.A.

"Look for the special **American Home** order card bound between pages 64 and 65 of this issue!"

FEET HURT? Cut Your Own Cushioning Foot Plaster To Right Size, Shape For Fast Relief!

GET EXTRA PROTECTION WHEREVER FEET HURT!

To ease discomfort of shoes that pinch or rub, just cushion your feet with Dr. Scholl's Kurotex foot plaster. Thicker, softer, more protective than ordinary moleskin—yet costs no more. It's easy to cut Kurotex to right size, shape for full protection. Gives fast, comforting relief for corns, callouses, bunions, blisters. Water-repellent. 19¢, 40¢, 50¢. At all stores.

Dr Scholl's KUROTEX A Superior Moleskin

Beauty Is Just a B-zzz-zzz Away!

(continued from page 18)

salon. Let dad have his batteries of AC-DC gadgets downstairs in his workshop—start collecting your own "power tools" upstairs in the bedroom, bath, or dressing room.

If you aren't familiar with electric beauty appliances, you'll be surprised at the bang-up job they do. They can make you feel and look like a million—and *keep* you looking and feeling that way—for a fraction of the cost of a fancy salon course. Just like your beloved major household appliances, they're great timesavers too. And who can measure the psychological lift of a "beauty break" in the middle of your busy day?

Another nice thing about these automatic groomers—they're shareable. When dad limps home tired from an exhausting round of tennis or golf, let him take a turn with the body massager. With a salon-type hair dryer or a manicure machine in the house, the girls in the family will get the beauty habit early. And even Junior might get the message with an electric shoeshiner around.

Don't forget, they're packable too. Vacation time is a perfect time to get acquainted with your new appliance.

Here is a run-down on some of the most popular appliances that are readily available in the stores. You may find others we've missed. Nothing would surprise us—not since one of our editors confided that she's the proud owner of an electric face maker-upper. It's imported from France and comes with more attachments than your vacuum cleaner—for foundation, for rouge, for powder, and even a No. 8 relax-buffer, to make you feel vivacious and irresistible. Her appliance-oriented daughter kids about mother's "electric face polisher," but don't think she doesn't borrow it every chance she gets!

Items 1 through 7 are pictured on page 18:

1. Portable Massager. Nothing slows you down faster than aching muscles, whether from a house-cleaning binge or an unaccustomed game of tennis. A quick massage with a small portable massager will put you right back in shape. It's handy also for facial or scalp massages. You might want to try a pillow type or bench type.

2. Heat Lamp. Here's more blissful relief for painful kinks—an appliance that when needed, offers penetrating heat to tired or sore muscles.

3. Sun Lamp. Why not keep your own Florida sunshine on tap all year round? Boast a winter-cruise tan without leaving home or keep your summer tan even and pretty whatever the weather. Caution: check with your physician before using. Some people have skin which should never be exposed to the sun or a sun lamp.

4. Foot Massager. Don't let tired feet spoil your fun at the Fair or make you shuffle around the house in funny, old slippers. An invigorating massage will keep you on your toes. There are pillow models available, models which incorporate heat and even one with a foot-bath, water-massage attachment.

5. Hair Dryer. You don't have to make washing your hair an all-day occupation. You don't have to go to market with your hair in rollers. Get a portable salon-type dryer and give yourself a glamorous new do in a jiffy. There are many other types, including nonportable salon dryers, bonnet dryers in small carrying cases, and dryers with manicure attachments.

6. Toothbrush. Give your gums a tingling massage while shining up your smile electrically. Cordless, rechargeable models come with separate brushes for the whole family. Some are also electric or battery-operated. Travel models are available in handy carrying cases.

7. Manicure Set. Hands are a woman's most revealing feature say many beauty experts. Maybe all you need is this electric helper to keep your hands and nails in professional trim. Manicure features of the appliance include cuticle lifter, shaper, brush, buffer, callus eraser, and nail dryer.

8. Curling Iron. For quick touch ups in humid weather, a modern version of the old curling iron can't be beat. But it is very important to follow directions carefully.

9. Exercise Machine. Some weight problems can't be dieted away and dieters need exercise for good muscle tone. An exerciser like this at your finger tips will help keep extra inches away from your door—no will power needed, just electricity. Its massage action firms, tones, and stimulates the figure from head to toe.

10. Shavers. Need we remind you that shorts and bathing suits make sleek, smooth legs a must? Isn't it time you had your own sleek, smooth, ladylike shaver and left dad's alone? By the way, there are handsome, new, rechargeable models for him.

11. Hair Clippers. Nothing grows faster than a little boy's hair but you can set up a barber shop right at home with this set—and whisk away your own unruly neck hairs to boot.

12. Shoeshiner. Remember what a dirty job shoeshining used to be? No matter how careful you were your hands got stained—and Junior invariably ended up with more polish on himself than on his oxfords. There's no muss or fuss with an electric shoeshiner. It's quick, neat, and puts a sparkle on your shoes.

13. Heating Pad. Here's the answer to countless aches and pains. Unlike the old-fashioned hot-water bottle, you can control the temperature—and it looks much prettier too.

14. Lighted Mirror. Apply your make-up or tweeze a brow with your reflection circled in light. A definite help for close-up grooming.

Other personal aids, electrical appliances that you might wish to include in your own *salon de beauté* are a sinus mask, vaporizer, whirlpool bath, or steam bath. THE END

This woman has it soft

Think with me.

Think about taking a shower.

Turn on the warm water of your imagination and let it shower you.

Think about bubbles.

Billions of soft bubbles making happy shampoo clouds in your hair.

Think about your hair—left soft, bright and manageable. Your skin is a soft touch, too.

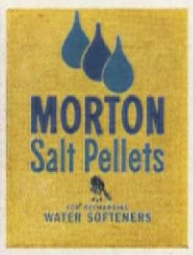
Now dry yourself.

Feel your pretty towel soft against you.

And, while you think of dressing in your bright, soft clothes, remember all these soft wash-and-wear facts can be made from hard water turned soft by the new water softener your husband is going to buy you, tomorrow.

Why be hard on yourself and your family another day?

Morton Salt Pellets—for recharging water softeners. Recommended by leading softener appliance manufacturers.



Hot on the trail of room **AIR CONDITIONERS**

Now that hot and humid weather is here again, all those room air conditioners in the ads look mighty inviting. But, before you rush down to the store to buy one, remember that the purchase of an air conditioner should be given as much consideration as any major appliance. To do this you must know something about them.

WHAT DO THEY DO?

In addition to their cooling powers, air conditioners dehumidify, clean, and circulate air. With most units, when the cooling cycle is shut off, the blower or fan system can be used to ventilate, exhaust smoke and odors, or bring in outside air. Some room units even have a reverse cycle or a heating element which supplies heat in chilly weather.

HOW TO CHOOSE THE CORRECT SIZE

First of all you must understand the cooling capacity. This is rated in British Thermal Units (B.T.U.). A unit rated at 6000 B.T.U. would be capable of removing 6000 B.T.U.'s per hour. The higher the B.T.U. rating the greater the cooling capacity.

It would be only natural to think that the bigger the air conditioner the more service you will get from it. But this is not necessarily true. It is extremely important that the unit be the correct size for the room. One too large will satisfy the cooling needs quickly and shut off before it has had a chance to remove humidity from the air. One too small will not provide the cooling you desire.

To choose the size that is correct for your particular use you must give the following information to the dealer:

1. Square footage of the room or area to be cooled.
2. Number and size of windows. Indicate those which receive afternoon sun.
3. Whether roof or ceiling above area to be air conditioned is insulated.
4. Whether outside walls are insulated.
5. The size of floor area and what's beneath it.
6. Number of people in the family or who will be using the room.
7. If this is not a room where doors will be shut, indicate number of doors continuously open or archways between cooled and uncooled areas.
8. Trees and foliage shading the area to be air conditioned.

ELECTRICAL CAPACITY

The next important thing to consider is the electrical capacity of your home and the unit you wish to buy. Room air conditioners operate on 115-, 230-, or 208-volt alternating current.

A 230- or 208-volt unit will need a similar service from the street to the house. A 115-volt unit will operate on any volt service. 208-volt services are usually found only in apartments. If you have an electric range, you have either a 230- or 208-volt service.

Next consider the amperage. The size amperage coming into the house and the number of major appliances you have are important factors in choosing the correct unit.

In most cases, requirements for installation and wiring depend on the amperage drawn by the conditioner. It might be possible to plug in a 115-volt unit to a 115-volt, 15-ampere household circuit provided other electrical items already connected to that circuit, and likely to be in use at the same time as the air conditioner, do not exceed the circuit's capacity, thus causing fuses or breakers to blow. It is preferred, however, to have a separate circuit serving no other electrical devices so that there will be no danger of overloading wires or fuses. Many electrical codes require this for 115-volt models using more than 7.5 amps.

If the present wiring from the street into your home is not adequate to carry an air conditioner, it can be quite expensive to have a larger service put in. Also bear in mind when you are determining the location of the unit that the longer the distance from the panel board to the unit outlet the more expensive the wiring.

Another point to consider is whether the fuse box or panel board has any unused circuits. If there is no circuit available, you may have to have a new panel board installed at considerable cost.

Your power company or your electrician can be most helpful in advising you on the type of unit you will need to conform to the wiring in your home and the local electrical codes. They can also tell you approximately how much it will cost for any necessary new wiring.

HOW CAN YOU BE SURE THE RATINGS ARE ACCURATE?

If a unit bears a NEMA Certification Seal and/or is listed in the Certification Directory, the cooling capacity, the amperes, and the watts have been verified and are certified accurate to within industry-recognized tolerances by the National Electrical Manufacturers Association. If a unit does not bear the NEMA label, be sure that it is made by a reputable manufacturer who is willing to guarantee his product.

TYPES TO LOOK FOR

After you have decided on the cooling and electrical capacities you need in an air conditioner, you will find

LET A PACIFIC SHEET BE YOUR MAGIC CARPET TO

STOCK UP ON BEAUTIFUL PACIFIC SHEETS AT AUGUST WHITE SALE SAVINGS NOW!

Look at the exciting *news* in Pacific Sheets! Exotic prints designed in Paris for Pacific. Pacific Stripes in lovely percale or muslin, in new deep colors with matching borders. All Pacific Contour® sheets have the famous Custom-Ex stretch corners that make bed making as easy as child's play! Other beautiful Pacific patterns, whites and pastels, also sale priced during August.

GREAT SAVINGS—PLUS ENTRY BLANKS AT THESE AND OTHER LEADING STORES:

Abilene ....Thornton's
Arlington ....Kann's
Baton Rouge ....Goudchaux's
Cheltenham ....Gimbels Budget Store
Cincinnati ....Pogues Budget Basement
Cleveland ....The Halle Bros. Co.
Dallas ....Sanger Harris
Grand Rapids ....Wurzburg's
Great Northeast, Pa....Gimbels Budget Store
Hartford, Conn....Brown Thomson's
Houston....Foley's Basement Store
Indianapolis....Ayres' Downstairs Store & Glendale
Jamaica, N.Y.
B. Gertz, Inc. Downstairs Store & Branches
Moorestown, N.J....Gimbels Budget Store
Newark....Bamberger's Budget Store & Branches
New York City....Sterns & Branches
Oklahoma City....John A. Brown Co. Basement Store
Philadelphia....Gimbels Budget Store
Pittsburgh....Gimbels Downstairs Store & Branches
St. Louis
Stix, Baer & Fuller Budget Store & River Roads
St. Paul....The Emporium
Upper Darby....Gimbels Budget Store
Washington, D.C....Kann's

many units from which to choose. There are types which fit into the upper window sash, into the lower sash, in a casement window, or an awning window. Portable models can be wheeled from room to room and inserted in the window.

Each unit has special features. Some have furniture-type cabinets, others have changeable decorator panels. There are a number of fan speeds and cooling controls. Adjustable grills direct the flow of air.

HELP THE AIR CONDITIONER TO FUNCTION PROPERLY

Windows and doors should be as carefully weatherstripped for air conditioning as for heating. If a great volume of hot air leaks in through door and window cracks, an air conditioner could be unsuccessful in removing excess humidity and heat.

Since glass transmits heat, the unit, if possible, should be installed in a window that seldom receives the sun, or at best, receives the sun during the cooler morning hours. Windows on the sunny side of the room should have blinds or draperies. You could also leave in storm panels in combination storm windows to reduce heat transfer. However, the air flow from a room unit should, of course, never be obstructed.

Insulation is as essential to good cooling as to good heating. Just as it prevents inside heat from penetrating through walls and other crevices in the winter, so does it prevent outside heat from entering an air-conditioned room in the summer.

THROUGH-THE-WALL UNITS

Many people dislike mounting a room air conditioner in a window. It robs the room of sunlight and view and makes window decoration difficult. Also, units of large capacity are not designed for window placement. In these cases the air conditioner can be mounted through a wall. There are units made especially for this or a regular window unit can be used. It is not advisable to install one of these yourself unless you are very handy with tools and are familiar with the structure of your house. You could run into a pipe or electric cable.

PROTECTION AND MAINTENANCE

Once your unit is installed, you will want to protect it not only from rain and snow, but also from direct sunlight. Tests have proved that shading a unit from the sun can significantly increase its efficiency.

There are awnings for this made of heavy canvas coated with vinyl plastic and with no side curtains to interfere with air moving through the unit.

Plastic covers are also available to protect the casing when the unit is not in use. Such covers are put on in the fall and removed in the spring.

The importance of cleaning or replacing filters in an air conditioner cannot be overemphasized. Once a unit is installed, this, together with a few drops of oil on the fan motor bearings once a year, is probably the only maintenance task you'll have.

Most filters can be washed in solvents or detergent and warm water and reused. The manufacturer's instructions for cleaning and care of filters should be followed carefully.

The filter's job is to eliminate dust, lint, and pollen from the cooled air. When you clean or throw away a filter, you eliminate this foreign matter. Under normal conditions, a filter should be cleaned at least once every season. In areas where there is a great concentration of dust or pollen, it's usually necessary to change or clean filters more often. Bedrooms load filters with lint and might require more frequent filter changing and cleaning than other rooms.

A clogged filter reduces cooling capacity and could cause ice to form on the air conditioner's cooling coils.

If you have the type of unit that slides out of the cabinet, vacuum dust and dirt from the condenser and evaporator coils every so often. Always pull the plug from the wall outlet before doing this. The booklet accompanying every air conditioner should be checked for specific maintenance instructions.

No one who isn't familiar with the principles and composition of refrigeration units should go poking around inside an air conditioner. If your unit suddenly malfunctions, turn it off, pull the plug, and call a reputable air-conditioning serviceman. This may be your dealer, especially if your unit is within the warranty period or the local service outlet for the manufacturer.

On the subject of warranties—when you buy the unit make sure you get a guarantee covering the entire unit for at least the first year and the sealed refrigeration system for at least four years more (most air conditioners now carry this guarantee). Some warranties, though, may not explicitly include labor charges. Check this important detail with the dealer.

B.T.U.—British Thermal Unit—the quantity of heat required to raise the temperature of one pound of water 1 degree Fahrenheit.

Cooling Capacity, B.T.U./hr—The quantity of heat in B.T.U.'s a room air conditioner is capable of removing from a room in one hour's time.

Amp. (ampere)—The unit of electric current strength. The quantity of current flowing through the air conditioner.

Watt—The unit of electric power or the rate at which electric energy is consumed.

Volt—The unit of electric pressure. The pressure needed to move the electric current through the air conditioner. THE END

EXOTIC PACIFIC VACATIONLANDS

WIN THE

'DISCOVER THE PACIFIC'

SWEEPSTAKES

AND FLY PAN AM TO

TAHITI·HONG KONG·FIJI·TOKYO·SYDNEY·MANILA·HAWAII

3 wonderful weeks for 2, expenses paid • Second prize! 2 weeks for 2 in fascinating HAWAII

Other prizes: 50 TREASURE CHESTS FULL OF TREASURES FROM THE PACIFIC. 250 ADDITIONAL PRIZES

You're on your way to the most unforgettable experience of your life when you win the "Discover the Pacific" Sweepstakes.

Imagine winging along the route that Marco Polo took...via Pan Am Jet Clipper...enjoying glorious days, exciting evenings...3 thrilling weeks of never-ceasing wonders!

You'll ride a rickshaw in Hong Kong...explore the fabulous pleasure of Tahiti...loll on the sands of Waikiki...marvel at the doll-like beauty of Japan...tour Manila, Sydney, Fiji...watch the gorgeous pageant of the Pacific unfold before your very eyes.

Or you may win a fabulous 14 day fling in Hawaii...hundreds of other exotic, exciting, extraordinary prizes! Hand-carved chests of fragrant wood, crammed with treasures from the four corners of the Pacific...colorful illustrated armchair-travel books..."Round the World with Famous Authors".

HERE'S ALL YOU DO! Just get an official entry blank at the nearest store that sells Pacific sheets. Follow the easy directions. Fill in and mail.

ENTER OFTEN! THE MORE ENTRIES YOU SEND—THE MORE CHANCES YOU HAVE TO WIN! Free entry blanks are waiting for you, now, at stores listed here and wherever Pacific sheets are sold.

Offer good in U.S.A. and void in Wisconsin and wherever else prohibited by law. New Jersey residents only may obtain entry blanks by writing Pacific Mills, 1430 Broadway, New York 18, N.Y. Hurry! Sweepstakes closes October 15, 1964.

ROUTE OF "DISCOVER THE PACIFIC" SWEEPSTAKES VACATION

Be a Mermaid

Tampax® internal sanitary protection lets you swim any time of the month. You can't feel it, and it's completely invisible when in place. You hardly know you're wearing it.

Aren't you lucky a doctor invented Tampax?

Tampax Incorporated, Palmer, Mass.

Invented by a doctor—now used by millions of women

3 HANDY APPLIANCES

POPCORN POPPERS

are great. You don't have to rely on the vendors at the circus, carnival, or movie theater when the urge hits you for salty, buttered popcorn if you're the proud owner of an electric popcorn popper.

Popcorn poppers are made of aluminum, have heatproof handles, with a glass or aluminum lid. The heating element is in the bottom. No shaking or stirring is necessary. Merely place cooking oil or vegetable oil (do not use butter or margarine) in the popper, add corn, and cover. Some have a signal light to indicate when the popcorn is ready. To keep corn warm, you can leave the popper plugged in until you are ready to serve.

To clean, wash the bowl thoroughly in hot, soapy water. Do not immerse unless indicated in the directions. Should brown grease marks appear inside, scour with a fine steel soap pad or use a commercial cleanser for removing burned-on grease. After cleaning, rinse, wipe the outside with a damp cloth, and dry.

And remember, it's not just the children who love a crunchy popcorn snack. Fill a bowl and the whole family will devour it. Flavor popcorn with cheese or spices (garlic or onion salt) and serve it as a before-dinner treat with a cool drink. Use it instead of croutons to garnish soup or a salad.

The corn popper can also be used to heat soups or as a small warming appliance for rolls.

For a children's party use your favorite recipe for white or vanilla popcorn balls. Shape the corn into snowmen or little people. Decorate with raisins and paper hats appropriate for the occasion.

Try this idea for serving hors d'oeuvres. Use popcorn balls as holders for toothpicks on which you have olives, pickles, or cubes of cheese.

For adult parties try this delicious recipe:

CHEESY POPCORN

2 qts. popcorn
½ c. butter or margarine
¾ tsp. salt
½ c. finely grated Parmesan or sharp Cheddar cheese

Spread popcorn on a cooky sheet. Keep hot and crisp in the oven at low temperature. Melt butter or margarine and add salt. Pour the butter over the corn, sprinkle with cheese, and stir until each kernel is coated.

WAFFLE BAKERS

for an old-fashioned treat. According to Louis P. DeGouy in *The Gold Cookbook*, waffles were unintentionally invented in 1204 when Sir Giles Whimple mistakenly sat upon an oatcake while dressed in a suit of chain armor. Things have changed considerably since then but the waffle still remains a delectable treat.

Today's waffle irons are no knights in shining armor. They are usually square or rectangular—finished in chromium with cast aluminum grids. Most have automatic controls to give the degree of brownness desired. Many waffle bakers have reversible grids and can be used as a grill or sandwich toaster. One model has an additional set of grids for making hors d'oeuvres.

Before using a new waffle baker for the first time, be sure to follow the manufacturer's instructions for preheating. This will prevent sticking. Brush grids with unsalted fat. Close lid and heat to a fairly high temperature. Bake one waffle and discard. If sticking occurs, you let the baker become too hot or not hot enough, lifted the lid before the waffle was baked, or you didn't use enough shortening.

To clean, disconnect the appliance and while it's still warm, wipe grids with dry cloth or paper towels to remove grease. This should be all that is necessary unless the grids are stained or sticky. In that case either wash or soak them in a mild detergent and hot water; then scrub with a bristle brush. Rinse carefully. If scouring powder is used, be sure to rinse grids as even a small amount of cleanser on the grids will cause sticking.

Wash outside of baker with warm, sudsy water. Polish with a soft cloth.

Serve waffles plain with butter, syrup, honey, sugar, or jelly. Dress them up by adding fruit or nuts. Or serve them with creamed chicken or fish. Leftovers can be frozen.

For a luncheon treat try:

FRENCH-TOAST WAFFLES

4 slices bread
2 eggs
¼ c. milk
1 tbs. pure vegetable oil
¼ tsp. salt

Trim crusts from bread. Mix eggs, milk, vegetable oil, and salt. Dip bread into mixture and place one piece on each section of waffle iron. Close and bake till brown. Serve with butter and maple syrup or honey.

ICE CRUSHERS

are a smashing success. The joy of owning an automatic ice crusher is that you can, at a moment's notice, transform a tray of cubes into a mound of glistening, crushed ice. Crushed ice gets things cooler faster, keeps them flavorful, and makes many foods and drinks look more festive.

Crushing ice has always been a bore and a chore. You either hand-cranked a wall crusher or smashed the ice in a dish towel or canvas bag with a hammer or mallet. (It's all pretty rough on the dish towels.)

Today you can buy ice-crusher attachments for a wide variety of blenders or you can choose separate electric or rechargeable battery-operated units. Some models come with a gauge which gives you a choice of textures.

To operate an ice crusher you merely place one, two, or three cubes in the crusher (depending on manufacturer's instructions). If there is a lid or plunger, hold it firmly in place to prevent spattering. The crushed ice will be deposited in a drawer in some models or in a plastic bag secured around the mouth of the crusher in others. A plastic bag is easier to handle than a bowl when you're storing crushed ice in the freezer.

For safety's sake we suggest you do not permit children to play with the appliance, that you keep your fingers out of the crusher, never poke anything into the mechanism, and always unplug the unit when not in use.

Most ice crushers are made of heavy plastic and can be cleaned with a damp cloth and mild soap or detergent. Never use hot water or an abrasive cleanser.

Here are a few ways you may want to use crushed ice in your home.

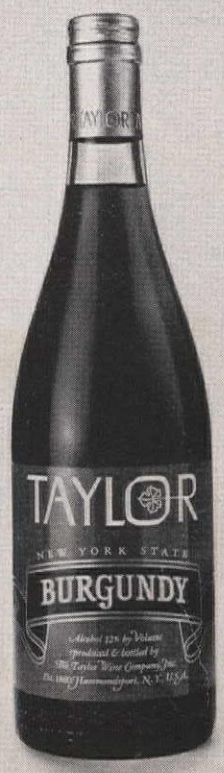
1. Crushed ice can help preserve and restore corsages or cut flowers.
2. Use crushed ice rather than cubes for a more pliable ice pack.
3. To make a pretty and useful setting for a punch bowl, freeze colored cubes, using vegetable coloring. Crush cubes. Press the ice firmly in a mold to accommodate the diameter of a punch bowl. When ready to use, loosen ice by wiping mold with a hot cloth.

Crushed ice also enhances the appearance of cocktails or cooling summer drinks; is appealing as a bed for juice, fruit, seafood appetizers; and can be used to chill molded salads and desserts in a hurry.

It's a Taylor wine...and you'll love it! Where's everyone? They're outside barbecuing! And what better time to enjoy the real red wine flavor of this brilliant New York State Burgundy—in the cooking and in the glass! Delightful with ice as a cooler, too. / Ask your wine merchant for new Taylor cooler recipe folder and other helpful booklets on wine enjoyment.

See the Taylor Wine Exhibit in the New York State Pavilion at the New York World's Fair. Informative exhibit of grape growing, wine making, and wine enjoyment.

©The Taylor Wine Company, Inc., Hammondsport, N.Y.—producers of Wines, Champagnes, Vermouths



mom, what'll i do now?

It's not so much a question as it is a call for help. When they're aged 4 to 10, they become bored quickly, need new worlds to conquer every half hour.

Oh, to have the time and patience to channel their energies and develop them along constructive lines!

We propose a yearly subscription to *JACK and JILL*, a magazine *just* for boys and girls from four-to-ten. It's a magazine of big and little adventures, animated with sparkling words and pictures, full of things to color and cut out, puzzles and games, stories of fact, fiction and fancy . . . and specifically designed to capture that amazing little mind . . . to coax him into learning to think, reason and read whether he knows it or not!

That's quite a month-ful. And our editors like to think they do it every issue. Surely you *must* know a youngster worth the investment of 33 cents a month. One who wants his own name on a magazine that comes in the mail. Write down the name on coupon provided and mail to *JACK and JILL* today.

$3.95 . . . That's exactly all it costs for a whole year.

JACK & JILL

JACK and JILL, DEPT. T-981
INDEPENDENCE SQUARE, PHILA., PA. 19105

Please enter subscription for _____ *year(s).*
send to: _____
street _____
city _____ *state* _____ *zip code* _____
sign my gift card _____
☐ *bill me* ☐ *payment enclosed*
order sent by: _____
street _____
city _____ *state* _____ *zip code* _____

Prices for **JACK and JILL** *Subscriptions* (U.S. and Canada)
1 YR. $3.95 2 YRS. $6.95 3 YRS. $9.95
Each Additional Year $3

WITH LOVE . . . FROM THE MAILMAN

BEEF UP THE BURGERS & FRANKS

Summer wouldn't be summer without hot dogs and hamburgers served piping hot from the outdoor grill. But we're all for some variations on a theme—to make these year-round favorites something extra special. Try one or all of these recipes the next time you head for the back yard!

BURGER IN A BLANKET

Preparation time: 25 min.
Baking time: 30–35 min.

1 lb. ground chuck
½ c. chopped onion
1 small clove of garlic, crushed
¼ tsp. anise seed
1 tsp. salt
Dash of pepper
1 egg, slightly beaten
½ c. grated Parmesan cheese
½ c. grated Swiss cheese
2½ c. sifted all-purpose flour
2½ tsp. salt
4 tbs. shortening
7–8 tbs. ice water

Combine beef, onion, garlic, anise seed, salt, pepper, egg, and cheeses; mix well. Shape into 10 patties. Sift flour and salt into mixing bowl; cut in shortening until size of peas. Add water gradually; mix until dough clings together. Roll out half of dough at a time to ⅛-inch thickness. Cut ten 5-inch circles from each half of dough. Place meat patties on half the circles of dough; moisten edges of dough. Place second circle of dough on top; seal edges; prick top with tines of fork. Place on cooky sheet. Bake in hot oven (400° F.) 30 to 35 minutes. Makes 10.

MEAT LOAF HAMBURGERS

Preparation time: 15 min.
Baking time: 15 min.

2 eggs, beaten
½ c. catsup
⅓ c. milk
2 tsp. salt
¼ tsp. pepper
¾ c. chopped onion
1 tbs. Worcestershire sauce
2 c. soft bread crumbs
2 lbs. ground lean chuck

Combine eggs, catsup, milk, salt, pepper, onion, Worcestershire, and bread crumbs. Mix well. Add beef; mix lightly. Shape into 10 patties; place in shallow pan. Bake in moderate oven (375° F.) 15 minutes or hamburgers may be broiled. Makes 10 hamburgers.

HAMBURGER HERO

Preparation time: 15 min.

Hero roll
3 thin, grilled hamburgers
Slices of green pepper or hot pepper
Slices of onion
Provolone cheese, sliced
Sliced salami
Slices of tomato
Shredded lettuce
French dressing

Split roll lengthwise. Place hamburgers on bottom half. Arrange pepper, onion, cheese, and salami on hamburgers. Top with tomato slices and lettuce; drizzle with French dressing. Top with other half of roll. Makes 1.

SUPPER SALAD

Preparation time: 20 min.
Chilling time: several hrs.

1 c. mayonnaise or salad dressing
½ c. thinly sliced green onions
½ c. chopped dill pickle or pickle relish
1½ tsp. salt
⅛ tsp. pepper
1 tbs. vinegar
3 c. cooked rice
1 c. cooked peas or cut green beans
1 c. sliced celery
6 frankfurters, cooked and sliced
1 c. cubed Cheddar cheese
¼ c. diced pimiento

Combine mayonnaise or salad dressing, onion, pickle or pickle relish, salt, pepper, and vinegar; mix well. Stir in remaining ingredients. Chill several hours. Makes 6 servings.

HAWAIIAN KEBOBS

Preparation time: 15 min.
Cooking time: 5-7 min.

1 c. brown sugar, firmly packed
½ c. cider vinegar
2 tbs. prepared mustard
1 c. pineapple juice
18 1″ squares of green pepper
8 frankfurters, cut in thirds
12 medium-sized mushrooms
Pineapple chunks (from 13½ oz. can)

Combine brown sugar, vinegar, and mustard. Simmer 3 minutes. Add pineapple juice. Parboil green pepper for 1 minute. Thread frankfurter pieces, green pepper squares, mushrooms, and pineapple chunks on 6 skewers. Brush with sweet sour sauce. Broil—basting frequently. Turn to cook all sides. Makes 6 servings.

Truly...a jewel of an ice cream!

Prestige French Ice Cream . . . distinctively Sealtest . . . a delight to the most discerning palate. A luxurious blend of pure cream, golden egg yolks and rare flavorings, each spoonful of Sealtest Prestige French Ice Cream is a flawless example of the ice cream maker's art. No wonder Sealtest displays each elegant flavor of Prestige French Ice Cream in a sparkling plastic container. *It's the ice cream that shows its good taste—and yours.*

Sealtest
PRESTIGE
FRENCH
ICE CREAM

THE JOYS OF AN ELECTRIC CAN OPENER

How many cans do you open each day? One, two, sometimes as many as half a dozen? Multiply the energy you exert twisting, turning, yanking, and cranking on each can by 365 days a year. While doing so, give careful consideration to the purchase of an electric can opener. It's really one of the handiest appliances on the market.

Electric can openers range in price from $10 up depending on the style and extra features you choose. They are available in many kitchen coordinated colors such as yellow, aqua, pink, white, and wood tones.

Extra features may include a bottle opener or built-in knife sharpener. One model is part of an electric clock, another has a built-in timer. Another model resembles the portable mixer. It is held in the hand to open cans; has attachments for sharpening knives, whipping cream, mixing drinks, and mashing potatoes. Some portable mixers have attachments for automatically opening cans.

Here are five good reasons why we think an electric can opener is an important addition to the items in your kitchen inventory.

1. *Portable and lightweight.* Electric can openers are easy to carry and can be plugged into any 115–120 volt outlet. Depending on the model, you can attach them to the wall (at least 12 inches above counter to leave room for larger cans) or use them on the counter top (place at edge of counter for large cans unless a stand is provided). Many have a self-contained storage area for the cord.

2. *Easy to operate.* Simply place the lip of the can between the cutting wheel and the feed wheel (makes can turn automatically), lock in place (some lock automatically), and press the start bar, lever, or button. Many stop automatically when the can is open.

3. *Fast.* The cutting wheel severs the tops from round, square, or oval cans in seconds—opens large and small cans with a touch of the finger.

4. *Removes lids automatically.* The magnetic lid holder grasps the lid and holds it free of the can until you remove it and throw it away.

5. *Clean and safe.* This smooth method of opening prevents splashing and spills. The can edges are cut clean, leaving no jagged edges.

To clean your electric can opener merely wipe with a damp cloth each time you use it—never submerge in water. Occasionally you will have to unscrew the cutting and drive wheel and scrub carefully with a stiff brush. Watch to see that none of these small parts is misplaced during the cleaning process.

One word of caution: An electric can opener is an appliance not a toy. Keep out of reach of children.

Now that we've pointed out the many conveniences of a can opener, why not try one? Open your cans electrically and try some of these canned-food tips:

For a new taste treat add a quarter teaspoon of curry powder to the next salad you make from a can of tuna.

For a change-of-pace vegetable course, mix a can of small onions and a can of baby carrots. Heat and serve.

To make gravy a little different, rich, and delicious, add a can of condensed cream of celery soup.

For a quick sauce over baked custard, spoon one or two teaspoons of canned fruit over each serving.

For a quick dip, add a seven- or eight-ounce can of drained clams to an eight-ounce package of cream cheese. Save juice. Add a half teaspoon each of chives, Worcestershire sauce, and lemon juice. Mix, adding as much juice as necessary to make mixture soft and smooth.

Modern. Dynamic. Years ahead. That's the revolutionary new siding on the House of Good Taste at the '64-'65 N.Y. World's Fair.

It's new BIRD SOLID VINYL SIDING

and you can have it on your home now!

New Bird Solid Vinyl Siding won't dent, peel, blister, corrode, split or warp . . . won't show scratches because the color goes all the way through! So, no more house painting.

Your home can be maintenance-free whether you're buying new or fixing up old. Bird Solid Vinyl Siding applies easily over most existing sidewalls and is ideal for new homes.

See Bird Solid Vinyl Siding at the '64-'65 New York World's Fair. It was chosen by famous architect Royal Barry Wills Associates for the House of Good Taste Exhibit. Hurricane-proof Bird Wind Seal® Shingles were chosen, too.

Check these added advantages of Bird Solid Vinyl Siding: • Saves hundreds of dollars in painting costs over the years • Lasts a lifetime • Safe: won't conduct lightning or electricity or support fire • Hailstones and little boys won't hurt it • Keeps home warmer in winter, cooler in summer—cuts heating bills • Cleans itself in a rainstorm. Blocks out street noise to make home quieter • Beautifies any home and increases its value.

BIRD SOLID VINYL SIDING

NOT A PAINT, NOT A COATING, NOT A VENEER; JUST 100% SOLID, LASTING VINYL.

Send for FREE brochure.

Bird & Son, inc., Box AH7, E. Walpole, Mass.

Please send me more information on new Bird Solid Vinyl Siding.

I'm tired of painting my present home ☐

I'm thinking of building a new home ☐

Name_____

Street_____

City_____

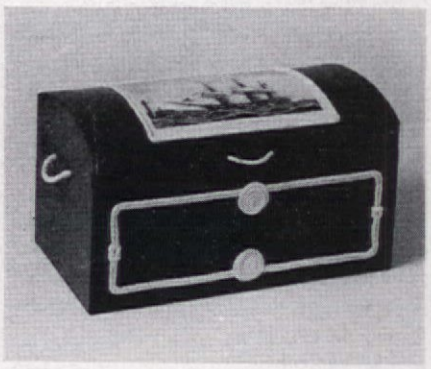
County_____ State_____

Treasure Chests

(pictured in color on page 10)

Other ideas for covering our chests would be to use wallpaper, straw matting, or caning by the yard. For summertime indoors, cover a chest with a decoupage of flowers cut from colored illustrations. Relive your vacation trip! Cover a chest with travel posters or road maps. Paint a chest bright red or black; stencil for an antique look. Or paint one with trompe l'oeil panels. You might even trim a chest with old, iron hardware for an "authentic" pirate's chest.

Shown below are two more ideas for covering chests; instructions for these are also included in kit.



Upholstery cable cord outlines shipprint decoration and creates interesting panel effect on the front of chest. Cord was also used for the handles.

India print covering, generally sold for bedspreads, is available in many department stores. We trimmed this covering with a pliable black leather.

ORDER FORM

Fill out coupon, enclosing personal check or money order (no stamps, please). New York City residents add 4 per cent sales tax.

Please allow 4 weeks for handling and mailing.

THE AMERICAN HOME MAGAZINE, Dept. AWS, P.O. Box 76, New York, N.Y. 10046

Please send me the following item(s) for which I enclose $_____.

Each kit includes precut wood parts and necessary items to assemble. Does not include decorative coverings or decorative hardware. Price of kit includes postage.

__Large Chest (15¼x28x15½") AWS-115, $12.98

__Small Chest (6½x12x6½"). AWS-116, $7.98

__Color Catalogue of best selling American Home kits .25¢

_____ Please print name

_____ Print address

City State Zip Code

Add-a-room IDEAS

NEW 36-page book shows how to find "room for improvement" with plywood.

Cramped for space? Need a family room? Bedroom or bath? This valuable booklet tells you how to add a single room or a whole new wing to almost any house. Practical, good-looking designs call for straightforward construction for a quality job at lowest cost. Includes before and after pictures; floor plans; tips on materials, decorating, wiring, plumbing, financing. (Offer good USA only.)

Send 10c for ADD-A-ROOM IDEA BOOK. Dept. AH AMERICAN PLYWOOD ASSN., Tacoma, Wash. 98401

AMERICAN PLYWOOD ASSOCIATION

The new name for Douglas Fir Plywood Association
Quality-tested by the Division For Product Approval

OPPORTUNITY

IF YOU want extra money and have free time to put to use, this is for you! Spend your spare time taking orders for magazine subscriptions—and earning generous commissions.

Just send us your name and address on a postal. In return, we will send you our offer with starting supplies. From then on, YOU are the boss! Subscription work of this type can be carried on right from your own home. As an independent representative, you may work whenever it is most convenient for you.

Information and supplies are sent at no obligation to you. Write that postal today.

CURTIS CIRCULATION COMPANY
233 Independence Square, Phila., Pa. 19105

Giant-Size Fruit From STARK DWARFS

Imagine! Bushels of delicious, giant-size fruit from Stark DWARF trees no bigger than a lilac bush. A riot of blossoms in the spring! Beautiful all year with fruit crops often at 2 years. Plant up to 9 DWARF trees—*Apple, Peach, Pear*—in a plot 20 feet square right in your own back yard.

Write for Stark Fruit Tree and Landscape

CATALOG FREE

Shows dozens of U. S. Patented Leaders in Standard and Dwarf Fruit Trees. Also famous Stark Ornamentals, Roses, Shrubs, etc. Write today for FREE Catalog.

MAKE EXTRA MONEY
Ask for FREE Sales OUTFIT—shows how to make extra money taking orders in spare time.

STARK BRO'S Box 275 LOUISIANA, MISSOURI

STARK BRO'S NURSERIES, Box 275 LOUISIANA, MISSOURI
Rush 1965 Edition of Stark COLOR CATALOG...FREE!

Name.....

Address.....

P.O.....Zone....State.....

☐ CHECK HERE for Free Money-Making Outfit.

"Designed by Craftsmen" Exhibit

(pictured in color on pages 54–57)

The exhibit of the designed-by-craftsmen furnishings and accessories you see on pages 54–57 will appear in major museums around the country from September, 1964, through September, 1966. Under the auspices of the American Federation of Arts, the preliminary bookings at closing date of *The American Home* magazine are:

Flint, Michigan, September 5th to 26th, at the Flint Institute of Arts, De Waters Art Center.

Ann Arbor, Michigan, October 10th to 31st, at the Museum of Art, University of Michigan.

Lincoln, Massachusetts, November 14th to December 5th, at The De Cordova & Dana Museum.

Rochester, New York, April 3rd to 24th, 1965, at the Rochester Memorial Art Gallery.

For further information about bookings, write American Federation of Arts, 41 East 65th Street, New York, N.Y. 10021.

SHOPPING INFORMATION

BEAUTY AND THE GOOD LIFE OUTDOORS
Page 4: Light globes, light cluster—Prescolite. Thumb pot, "Cityscape," stools and table—Hans Sumpf. Hanging and standing lanterns—Architectural Pottery.

MAKE A CHEST FOR YOUR TREASURES
Page 10: Hardware on Chinese chest—Charles Gracie. Bronze vinyl—General Tire & Rubber Co.

BEAUTY IS JUST A B-ZZZ-ZZZ AWAY
Page 18: Hair dryer—Schick. Foot massager, portable massager—Oster. Sun lamp—Westinghouse. Heat lamp—General Electric. Toothbrush—Presto. Manicure—Dominion.

ADD A SPLASH OF COLOR
Page 58: Flooring—Amtico. **Page 59** (top left): Furniture—Molla, Inc. "Zaria" drapery fabric—Jack Lenor Larsen. Lazyback pillows—Nettle Creek. Flooring—Amtico. (Top right): Baskets—Bonniers. "Antique white" brick flooring—Sandura. (Center): Shade, tablecloth fabric—Jofa. Flooring—Amtico. (Bottom): "Starchecks" headboard, pillowcases, sheets—Springmaid. Green throw—Einiger Mills. Sunburst—Arts & Flowers. Telephone—Bell. **Page 60:** "Palm Beach" fabric with Scotchgard finish—Bloomcraft. **Page 61** (top left): Furniture, accessories—Spanish Trading Center. Lazyback pillow—Nettle Creek. Flooring—Amtico. (Top right): Chair and sofa fabric—Everfast. Sofa—State Upholstery. Side chair—Traditional Reproductions. Lamp—Lang & Williams. "Travertine" flooring—Amtico. Shade—Window Shade Assoc. Trim—Conso. (Lower left): Bench—Molla. "Sunburst" shower curtains—Kleinert's. Towel—Martex. Rug—J. P. Stevens. Bull's head—Spanish Trading Center. (Right): Blind—Venetian Blind Institute. Chair—Otto Gerdau Co. Blender—Iona. Flooring—Amtico. **Page 62** (top left): Towels—Fieldcrest. "Trelliage" wallpaper—Louis Bowen. Shade—Window Shade Assoc. Drapery hardware—Kirsch. Counter stool—House of Italian Handicrafts. (Right): Rug—Wunda Weve. Coffee table—Woodard & Sons. Lighter—Ronson. Flooring—Amtico. Lamp, pitcher—Bonniers. (Bottom left): Chest—Ficks Reed. White dish—Bonniers. (Right): "1810" International Silver. Table mats, napkins—Drulane. Coffee pot—Dansk. **Page 63:** Chairs, ottomans, side tables—Selig. Tapestry designed by Russel Cowles—executed in France by Aubusson. Large brass table—antique.

COLOR GIVES CHARACTER TO A TRACT HOUSE
Pages 64, 65: Sofa fabric—Schumacher. All wall coverings—Stockwell.

COLOR DOES WONDERS FOR AN OLDER HOUSE
Page 66: (Left): Bedspread, wall fabric—Eaglesham. Rug—Cabin Craft. (Top center): Dishwasher—Chambers. Table—Willow & Reed. Flooring—Armstrong Cork. (Bottom center): Wallpaper—Karl Mann. **Page 67:** Rug—Cabin Craft.

SERVE UP A QUICK THIRST QUENCHER!
Page 72: Glasses—Georg Jensen. Tennis racquet—Abercrombie & Fitch.

THUNDEROUS SILENCE

As each one to
his room has fled,
The quiet is delicious;
And this was all I ever said,
"Who wants to do the
dishes?" Allison Bruce

Window ideas

Before you build, buy or remodel, send for this helpful booklet. Shows how to *eliminate* screen and storm window chores . . . achieve *exciting* decorative window effects . . . why PELLA WOOD WINDOWS are your *best protection* against winter cold and summer heat. Send for your FREE COPY.

THIS COUPON ANSWERED IN 24 HOURS

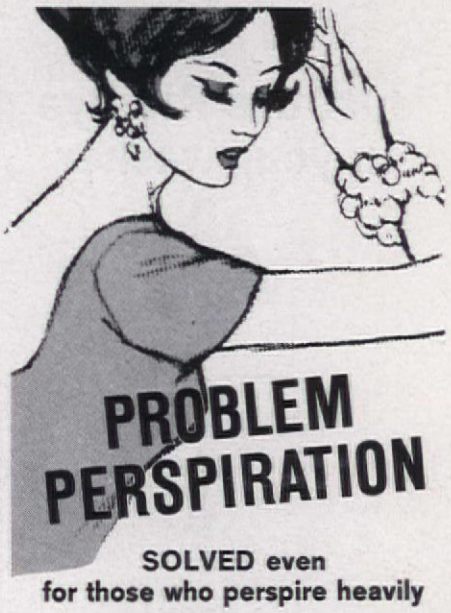
ROLSCREEN COMPANY, Dept. PC-87, PELLA, IOWA
Please send free book, "New Ideas With Pella Windows."

NAME

ADDRESS

CITY & ZONE STATE

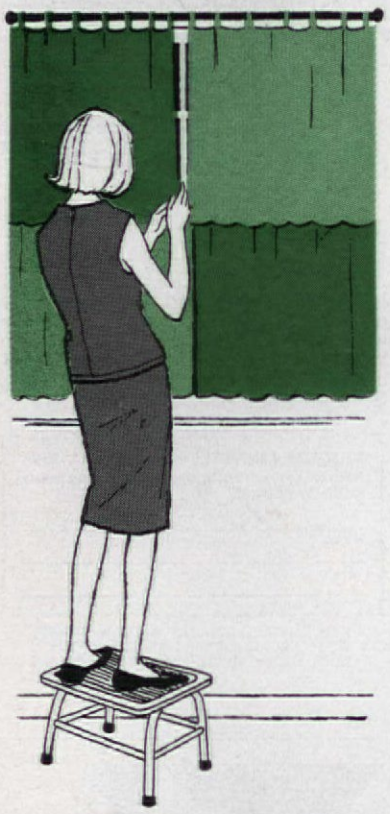
PELLA MAKES QUALITY WOOD WINDOWS, WOOD FOLDING DOORS AND PARTITIONS, WOOD SLIDING GLASS DOORS AND ROLSCREENS



SOLVED even for those who perspire heavily

A new anti-perspirant that really works! Solves underarm problems for many who had despaired of effective help. MITCHUM ANTI-PERSPIRANT keeps underarms absolutely dry for thousands of grateful users. Positive action *coupled with complete gentleness to normal skin and clothing* is made possible by new type of formula produced by a trustworthy 50-year-old laboratory. 90-day supply. $3.00 plus tax. At leading drug and toiletry counters. Remember—it stops excessive perspiration—for many users keeps underarms absolutely dry.

How to be a smart window dresser!



Just use RIT dye in your washer

(or basin)

It's easy!

America's largest selling home dye.

Dyeing with RIT® is fast, fun, almost foolproof!

SLIP COVER CARE

Because slip covers are subjected to a great deal of soil, their usefulness is limited unless they are made of washable fabrics. Fortunately, washable yardage and ready-mades are available in every price range.

It is important that welting, cording, zipper tapes, other trim, and stitching thread are as washable as the material itself.

Before laundering, be sure to read the manufacturer's instructions concerning treatment of special finishes and washing and drying care.

If in doubt about a fabric's washability, test it first—using as large a piece as possible. Snip the sample from a hidden seam or use leftover material from custom or homemade covers. Wash. Note any indications of excessive shrinkage or fading.

If slip covers are used to replace worn upholstery, you can pretreat the fabric while on the furniture and replace the slip covers while damp. However, if your slip covers are used just to change the decorating scheme, be careful not to damage fine upholstery by getting it damp.

To freshen covers right on the furniture between regular launderings, use one of the commercial upholstery cleaners or whip up some thick "dry" suds and swab this over soiled spots with a sponge or cloth. Then work the lather in, using circular motions and rotating out from the spots to prevent a ring. Rinse as you work by wiping the surface with a clean, damp cloth.

General laundering should begin with pretreatment. Use a whisk broom or vacuum cleaner to remove dust and lint, especially from seams. Next, apply thick suds (or a concentrate of liquid laundry detergent) to soiled sections and let this soak into the fabric for several minutes. Then rub the spots lightly and wash.

Before washing close all zippers and fastenings. For thorough cleaning do not overload the washer. Wash dark colors alone—never mix a load. If covers are extremely soiled, rinse and repeat the washing cycle.

In an automatic dryer, by following manufacturer's instructions for controlled heat, you'll have wrinkle-free slip covers. If you do not have a dryer, hang slip covers over parallel clothesline to distribute their weight evenly and prevent sagging and stretching. Stretch all lines of stitching. Shake velveteen or corduroy to fluff the nap.

To eliminate ironing, replace laundered covers on furniture while slightly damp. Smooth the surfaces flat with your palms and pull seams and pleats into place. Allow to dry thoroughly and your slip covers will look crisp and fresh.

Listen Here

(continued from page 21)

weigh between 25 and 50 pounds. Our interest is in the transistorized, battery-operated units that can tape a bird's song, a park concert, or the brrippp of an Alfa-Romeo—without being plugged into an electrical outlet.

You'll not find an acceptable portable tape recorder for under $100. Between $100 and $200 there are a number of fine-quality, battery-operated portables. Concertone's 400 "Cosmopolitan," for example, is a nicely styled unit at $197.50. It weighs less than 10 pounds and swings easily from the shoulder on a leather strap.

Freeman Electronics has a pair of battery-operated portables: the Model 550 at $139.95 and the 660 at $159.95. Norelco has an eight-pounder at $129.95, the "Continental 100." Better quality is available at a higher price. Consider Sony/Superscope's 801-A at $250 or Usher's 4000 at $399.95.

At that price, the Usher model must be considered a major investment and bears a closer look. Just what will $400 buy? Well, the recording range, which is to say the frequency response, is as wide as many much larger machines. The manufacturer claims a reasonably even response of from 40 to 20,000 cycles per second. And the other specifications are equally fine. At its slowest recording speed, it's capable of eight hours of recording. It also has a built-in battery charger.

Our concern till now has been with the highest quality of recorded sound in a take-along unit. Let's leave the subject of quality and consider a pair of music reproducers that, while the sound may not be the greatest, have other virtues. We refer to a pair of battery-operated, portable phonographs, new offerings from the phonograph division of Mercury Records. They're worth mentioning because they are unique and fill a specific need. Six flashlight batteries take care of their power needs. They're lightweight, the larger weighs eight pounds; the smaller, four and three-quarters. They cost only $59.95 and $39.95. Both play all popular speeds of records.

Most of the battery-operated portables of all types are gifts of the Transistor Age we've recently entered. Transistors take over the function of the familiar vacuum tubes, are as sturdy as they are small. But the factor that points to their increasing use in portable devices is their low drain on power sources. This, combined with new dry-cell batteries—some of them no bigger than a nickel—opens new vistas of portability. The day may not be too far off for the fidelitarian who accepts no compromises. He may be able to pack the highest fidelity next to his mosquito netting and tote wide-frequency sound into the most remote outpost.

Books & Booklets

(continued from page 12)

THE NEW YORK TIMES ELECTION HANDBOOK 1964 is designed to help you keep abreast of the proceedings of the Presidential election. An objective report by a political team from *The Times*, it clarifies the facts of candidates, issues, and party strategy. It also includes state-by-state political charts, national election maps, and convention scoring tables. Valuable information for every voter, presented in a clear-cut, easy-to-understand format. *Edited by Harold Faber. 189 pages. New York, McGraw Hill. Available in paperback, 95c, and hardcover, $3.95.*

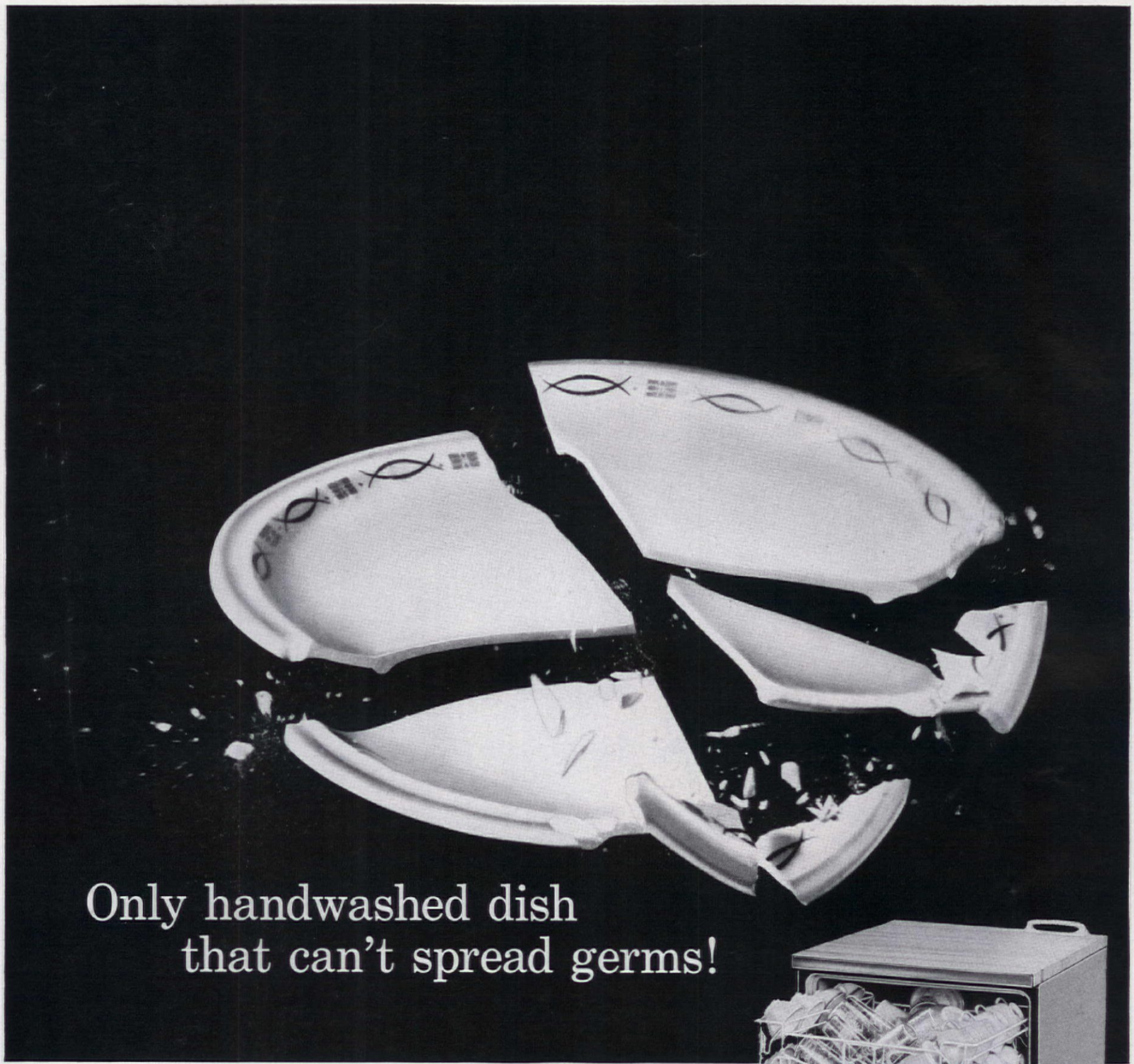
THE MAGIC OF SPICES can turn a plain-Jane dish into a mouth-watering masterpiece. This booklet contains over 200 short recipes and food-spicing suggestions. Treat your family to Imperial Crab Casserole, Mustard Baked Eggs, Santa Fe Chili, or Herbed Fried Chicken! A Pick-a-Spice Chart and an Add-a-Spice Chart suggest uses for spices and give quick ways to vary your favorite recipes. *Send 25c to Dept. AH, American Spice Trade Association, 76 Beaver Street, New York, N. Y. 10005.*

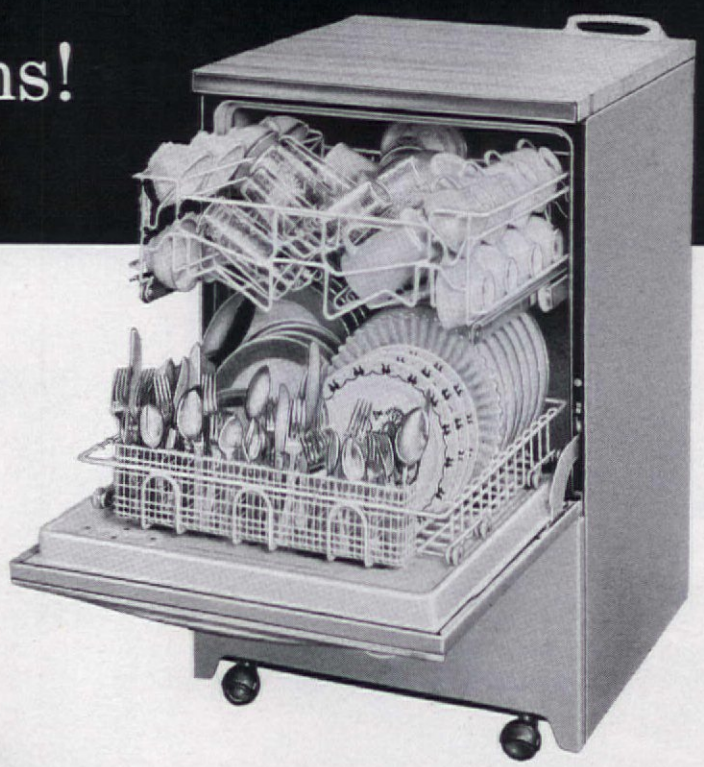
GEL IT! for quick summer refreshment. Along with dieting tips and information on preparing and serving gelatin, this booklet includes recipes for pies, cakes, sherbets, party snacks, salads, and main-dish casseroles—all made with gelatin. Try Cranberry-Orange Relish, Five-Minute Berry Cream Pie, Applesauce Whip, Perfection Salad, or any of the other delectable recipes on these pages. *Free from Box AH, Knox Gelatin, Inc., Johnstown, N. Y. 12095.*

CORRECTION

In the March 1964 issue in an article on electric heat it was incorrectly stated that "over the past 10 years the average costs of fuel oil and gas have risen over 40 per cent. . . ." The Bureau of Labor Statistics reports that over the past 10 years the cost of fuel oil has increased about 14 per cent, and gas for heating purposes has increased about 30 per cent.

The original incorrect figure was used in context with the statement that the cost of electricity for heating has actually come down during this same period. This is true in many areas but, of course, such facts and figures by themselves do not necessarily reflect the *comparable* costs of heating a house. This will vary widely due to such factors as climate, construction, and the relative local costs of the various fuels. As the article indicated, competent professional advice is suggested before deciding on the merits of one fuel over another for your particular purpose and location.





A Frigidaire Dishmobile gets dishes much cleaner, more sanitary than handwashing.

It's truly a wise investment in healthy, happy living! A Dishmobile can expose your dishes to germ-killing hot water. It scrubs them with Swirling Water Action. Dries them at high temperatures, too. Dishes come out sparkling clean . . . untouched by germ-carrying dish-rags and towels.

Big capacity usually means once-a-day dishwashing. Think of the time you'll have for nicer things! Frigidaire Dishmobiles feature easy front-loading, functional maplewood chopping block tops, four delightful colors and white.

A Frigidaire Dishmobile can help stop germs from spreading through your family. Can you think of a better investment in good family health? Or a finer gift any time of year? Dependable Frigidaire service everywhere.
Frigidaire Division, General Motors Corporation, Dayton, Ohio.

SANITIZE YOUR DISHES

FRIGIDAIRE
DISHWASHER

Season a room with the spice-brown warmth of new persimmon

Room Design by Marvin Culbreth, N.S.I.D.

paneling

— it won't pucker your purse. It may smack of extravagance, but tasteful new Charter® persimmon paneling can be yours at moderate cost. Only $69.00 for a 12′ x 8′ wall. There's a casual elegance to this native American wood. It's accented with natural beauty marks —random flecks of brown and ebony, the nuggets of dark heartwood where the tree's branches once grew.

And it's finished to a silky luster by Weldwood's 18-step process — like a hand-rubbed fine furniture finish. For your most formal room, or your own private preserve, add a pinch of persimmon. Or consider walnut, pecan, Gothic oak, or any of more than 100 Weldwood® panelings (as low as $25.00 for a 12′ x 8′ wall). Look for the Weldwood name on the back of every panel.

Want to browse through a complete assortment of beautiful wood paneling and get the best advice on installation? Just stop in at one of the dealer's displaying the Weldwood Headquarters sign shown below. Or visit one of our 157 showrooms. In the U. S: United States Plywood. In Canada: Weldwood of Canada Ltd.

HEADQUARTERS FOR

WELDWOOD®

PRODUCTS

Come see us at the New York World's Fair— Better Living Building.

United States Plywood, Dept. AH 7-64
Box 61, New York 46, N. Y.

Please send me illustrated booklet, "Ideas For More Beautiful Homes." I enclose 25¢.

Name .....

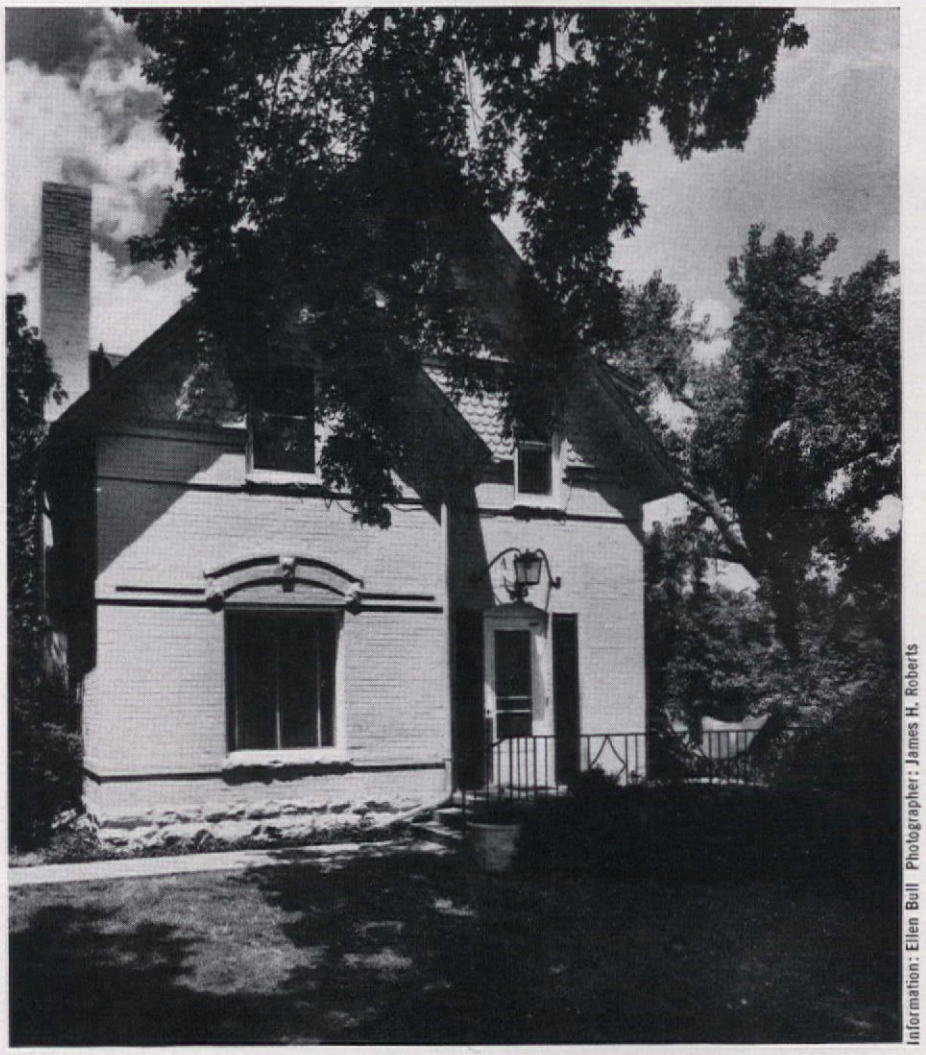
Address .....

City ..... State ..... Zip Code .....

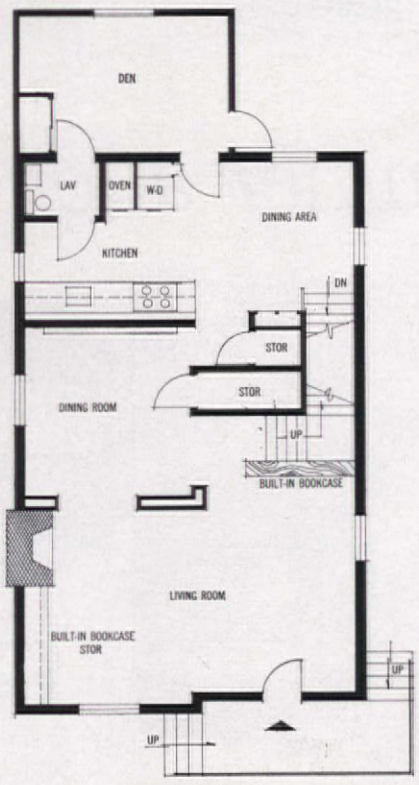
When bought, the house was dark, burdened with a porch too large for the narrow façade. Also the lot was bare, open to the street, in effect making the new owners feel housebound.

NEW HOUSE FOR OLD

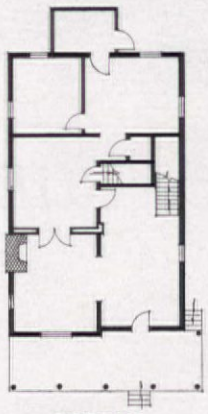
This house, typical of thousands built fifty years ago, had outgrown its vogue but not its usefulness for the young couple who bought it for their growing family. It was dilapidated but had possibilities. They removed the porch and built a smaller one in scale with the house. Shutters were installed beside the narrow door to give it width. The brick was painted gray, the shutters red. Shrubs were planted to screen the garden and a flagstone terrace was installed beside a nearby stream. The interior was rearranged and a family room built in the basement to give the house a new lease on life.



Information: Ellen Bull Photographer: James H. Roberts



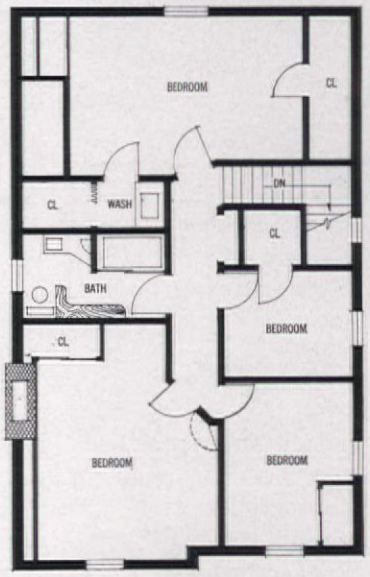
AFTER



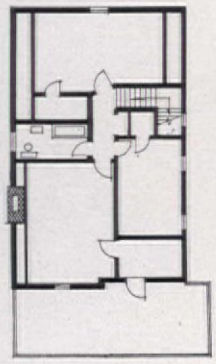
BEFORE

N

FIRST-FLOOR PLAN



AFTER



BEFORE

N

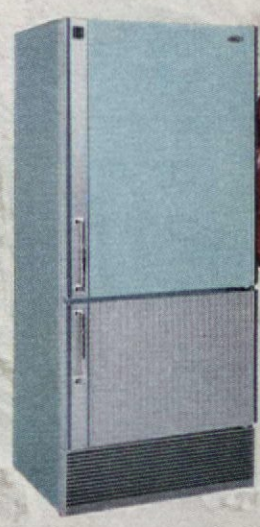
SECOND-FLOOR PLAN

On the first floor, partitions were removed to enlarge the living room and open up the dining room. Kitchen was remodeled and the old back porch became a den-guest room. Upstairs, partitions were moved to add a bedroom, and the bathroom was modernized.

Open the door all you like. Philco "Instant Cold" refrigerators shrug off heat, chill food fast, run less–No Frost, too.

A lasting value - summer after summer.

Open the door as much as you like . . . 25, 50, even 75 times a day. Every time you open your refrigerator door, the cold spills out, the temperature inside goes up. Especially on hot summer days. When the door closes, your refrigerator has a lot of catching up to do. That's why Philco developed "Instant Cold." It brings back refrigerator temperatures to an ideal level quickly. Runs so little, so quiet and free from care, you hardly give it a thought. Foods get the protection they need. Ice cubes freeze fast. And the 17RM48 above has a big 16.7 cu. ft. of space in a trim, sleek 30" of width. The freezer holds 165 lbs. And you never defrost refrigerator or freezer. There's a happy extra, too . . . your choice of five fresh colors . . . at no extra cost.



PHILCO LASTING VALUE

FAMOUS FOR QUALITY THE WORLD OVER

PHILCO®

A SUBSIDIARY OF *Ford Motor Company*

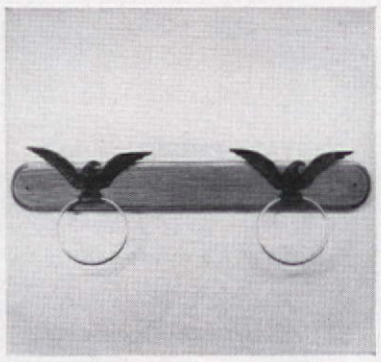
Television Radios Stereo Phonographs Home Laundry Refrigerators Ranges Air Conditioners

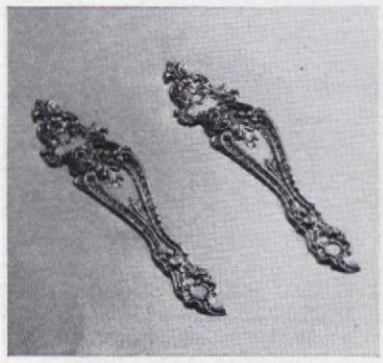
SHOP
YOUR

AMERICAN HOME MARKET PLACE

ANN Mc LAUGHLIN

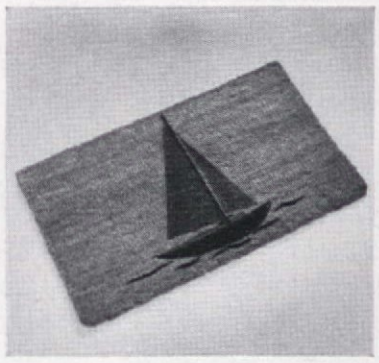
DESIGNED TO HANG almost anywhere in the house is this rack. Use it in a country kitchen, an entrance hall, or in a paneled bathroom to hold scarves, sweaters, or towels. Beautifully grained pine, finished in a mellow tone, is used for the cross bar. Eagles are black wrought iron, large rings are brass. 22x5". $7.45. Meadowbrook, AH7, 2268 Bellmore Ave., Bellmore, N.Y.





THE BEST PULL to use on louvered closet doors or on the doors of a chest with louvered panels is an elegantly graceful baroque one made of cast metal finished in gold plate. These come with gold-plated screws for attaching. The effect of a pair on chest or closet is highly decorative. Pull is 5½x1¼". $1.50 the pair. Vernon Specialties, Dept. AH7, 30 Evans St., New Rochelle, N.Y.

CLEVER TANDEM for a tall, frosted drink and a long spoon. This coaster set is made of pressed glass and is an excellent reproduction of the Cape Cod star design. Permanently attached to the coaster is a clear glass rectangle to hold an iced-tea spoon. Get several sets for hostess and shower gifts! $3.95 for 4 coasters. Artisan Galleries, AH7, 2100 No. Haskell, Dallas, Tex.



RED SAILS and a black hull make charming nautical decoration on a natural color coco-fiber door mat imported from India. 23x13x1", it is the perfect choice for outside or inside a doorway. The wiry fibers remove sand, mud, and gravel from shoes and boots. Give one to a boat-owning friend or a beach-house hostess. $3.85. Order from The Added Touch, AH7, Bryn Mawr, Pa.

EN GARDE! Provide dueling swords for spearing the appetizers at your next cocktail party. These attractive small picks (3" long) are imported from Spain. Made of metal finished in brass, they have handles decorated with bright enamel. A set of 12 picks and a matching metal holder is $5.88 ppd. Order from Palley's, Department AH7, 2263 East Vernon Avenue, Los Angeles, Calif.

RISE AND SHINE. No arduous polishing is needed to keep these lovely buttons bright. Made of brass finished in *23K gold*, the jewel-like buttons are ideal for your cashmere cardigans. $5.95 for nine. Or get a set to sew on a man's blazer. The four large ones are used at the closing; the six small ones are for the sleeves. $7.95 for 10. Medford, Dept. AH7, 752 Fulton, Farmingdale, N.Y.

TAKE IT EASY on hot summer days by serving food in the Freeze and Heat bowls. Individual portions of leftover or freshly prepared food can be stored in the freezer, heated in the oven, and served at the table in a colorful metallic 8-ounce bowl which comes with an airtight translucent plastic lid. Set of 7 bowls and lids is $1. From Sunset House, 71 Sunset Bldg., Beverly Hills, Calif.

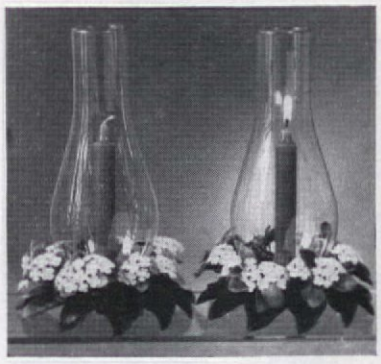


TABLE TALK will be mellow and guests glamorous at the terrace table bedecked with candles and flowers. A pair of candleholders topped with clear glass chimneys and rimmed with garlands of plastic leaves and flowers is worth considering. The flowers come in all white or in assorted pastels. 10" high. $5.95 the pair. From Jenifer House, Dept. AH7, Great Barrington, Mass.

FOR ALFRESCO MEALS use a gay-as-a-festival, soft plastic cover for the table and two matching foam-filled cushions for the benches. Gay red, bright green, or sunny yellow, each striped with white, contributes a carnival atmosphere to the simplest meal. Cloth will fit any table up to 6 feet. Cushions have snug elastic grips. $6.95. Miles Kimball, 126 Bond St., Oshkosh, Wis.

GOING TO CAMP? If you plan to send youngsters away for the summer or to school next fall, be sure to mark their clothes with their name. Get the iron-on tape which comes permanently imprinted with name or initials and there will be no argument about which belongs to whom. Box of 50 tapes is $1.25. Old Pueblo Trader, Department AH7, South Country Club Road, Tucson, Ariz.

Order merchandise from the Market Place by sending your check or money order to the company mentioned. Unless otherwise stated, the postage is included in the price. Anything that is not personalized may be returned within seven days for a full refund.

FURNISHED IN EARLY AMERICAN?

Send 25c For Our Big Handbook-Catalogue "900 Pictures Of Basic Items For Furnishing An Early American Home"

Everything in Early American from furniture to pewter — 900 unusual items assembled in one large, fascinating fully-illustrated catalogue, all available by mail at modest prices from historic Sturbridge, where artisans still ply the old crafts. Our town is the home of the celebrated "Old Sturbridge Village", a reconstructed New England museum — community of a century and a half ago. Our workshop has both made and collected over 2500 reproductions.

SPECIAL — This handbook-catalogue contains an exclusive full-length article by Mary E. Monze, former Decorating Editor of "American Home," on "Color and Contrast in Decorating"; plus special authoritative articles on Pewter, Ironstone, an outline of Early-Style Chairs.

Tables, dry sinks, chairs, beds, chests, desks, benches. Lamps, lanterns, signs, cupolas, weathervanes. Pewter, ironstone, old-pattern glass, picture bottles. Racks, mirrors, books. Andirons, fire tools. Handmade hardware, furniture brasses, finishing supplies. Everything in faithful reproductions, from Sturbridge, center for authentic Early American.

S.W. Hundreds of Gifts with an Early American Flavor.

STURBRIDGE YANKEE WORKSHOP
the Nation's Center for Early American

484 Brimfield Turnpike, Sturbridge, Mass.
50,000 people a year visit our Shop

COMPLETE OR IN EASY KIT

FIVE WAY PAPER RACK

Dispenses Paper Towels, Foil, Waxed Paper, Plastic Wrap, Tissues

Here's the only really complete paper dispenser we've ever seen. It stores five different kitchen aids in separate compartments—tears them straight—holds ends of rolls securely, conveniently, ready for the next use. A delightful "country kitchen" wall decoration, as well as a mighty practical and efficient rack. Finely hand crafted of solid knotty pine, in polished honey pine or maple finish. 18½" H. 13½" W. **$13.95** Postpaid.

IN EASY KIT Complete, prefitted, drilled, sanded, ready to assemble and finish. Simple directions included. Only **$8.85** Postpaid.

LARGE NEW FREE CATALOG—700 PIECES of Finished and Kit Furniture in Friendly Pine.

Include Your Zip No.
Immediate Delivery.
Money-Back Guarantee.

YIELD HOUSE
Dept. A7-4, No. Conway, N. H. 03860

NEW! Federal Eagle
BATHROOM ACCESSORIES

If you favor the Early American motif in home decor, you may carry it right through to the bathroom with the help of these distinctive, majestically poised American Bald Eagle accessories.

Eagle Towel Bar
16" Brass Rod, permanently mounted on two 4¾" Black Eagles.....$3.98

Eagle Tissue Holder
Maple finish wooden roller, mounted on two 4¾" Black Eagles.....$3.98

Eagle Towel Ring
Colonial black finished Eagle 4¾" tall. 4" diameter brass ring.....$1.98

Eagle Glass & Toothbrush Holder
Slots for 4 brushes.....$1.98

Eagle Wall Hook
with 3" brass hook for towels, robes & gowns.....$1.50

Eagle 4"
Soap Dish.....$1.98

SEND 10¢ for BATHROOM EARLY AMERICAN CATALOGUE, VISIT OUR EARLY AMERICAN SHOWROOM

MEDFORD PRODUCTS
752 Fulton St., Dept. AH-7, Farmingdale, N.Y.

KERNEL KUTTER

Strips kernels off corn with ONE STROKE! Perfect for deep-freezing, cold packing, cooking, creaming. Slip KUTTER over small end of corn and one single downstroke snips off every kernel down entire length. Does not crush kernels. Fits all corn. Stainless steel. 10" long.

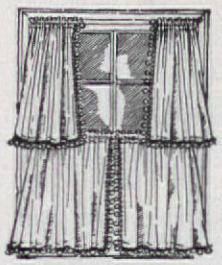
Each, $1.98 ppd.

Send check or M.O.—Money Back Guarantee.

SPENCER GIFTS D-39 Spencer Bldg. Atlantic City, N. J.

CURTAIN CHARM

WITH BALL FRINGE ON UNBLEACHED MUSLIN



30", 25", 30", 36", 40" long **3.00**
(2 pair to window 6.00)
45", 54", 63", 72" long **4.50**
81", 90" long **6.00**
all types 80" wide per pair
Matching Valance 9"x80" **1.50**
All Prices Postpaid

For years clever New England housewives have made these charming UNBLEACHED MUSLIN curtains for every room in the house. Now you can buy them direct with all the orignal simplicity, warmth and hand-made look. Practical, long-wearing, these unusually attractive curtains of off-white muslin with matching color ball fringe retain their crisp appearance with a minimum of care. Also available in bleached white muslin for $1 more per pair. Valance. 50 more. *Satisfaction guaranteed. No COD's please. Send check or money order. Write for illustrated brochure showing other curtains, dust ruffles and pillow shams in bleached and unbleached muslin as well as the burlap, floral prints calico ruffles, organdy, Osnaburg, and bedspread fringe.*

COUNTRY CURTAINS
STOCKBRIDGE, MASS. DEPT. 61

WALK ON AIR MOCCASINS! Light, bouncy foam crepe soles, choice leather. Over 223 sizes in stock. Guaranteed! Red, White, Smoke, Taffytan, Black. Women's full & half sizes 3 to 13, AAAAAA to EEE. $6.98 postpaid. COD's accepted.

MOCCASIN-CRAFT 65-AK Mulberry St., Lynn, Mass.

OUTDOOR GARDEN POOL $3.98

Beautify your garden with this exciting, one-piece sunken garden pool for sparkling goldfish and delicate water lilies. Molded of one water tight piece of aqua colored Polypropolen. Needs no plumbing. This easily installed, lightweight portable pool is sensational when surrounded by flowers, shrubs or garden plants. Use singly or in groups for aquatic display. Artistically kidney shaped, ideal garden size (3'5" x 2'3" x 8" deep at ground level), has recessed water lily pot to hold 1 to 3 bulbs. $3.98 complete or 2 for $7.65. Water Lily Bulb (Nymphaea Odorata) free with each pool. If C.O.D. postage extra. Cash orders add 50c shipped ppd. Be satisfied on inspection or return in 10 days for purchase price refund. From:

MICHIGAN BULB CO.
Dept. BP-1402 Grand Rapids Michigan 49502

SUMMER SPECIAL

Baby's First Shoes BRONZE PLATED IN SOLID METAL

Only $3.99 a pair

COMMENDED by PARENTS' MAGAZINE

Limited time only! Baby's precious shoes gorgeously plated in SOLID METAL for only $3.99 pair. Don't confuse this offer of genuine lifetime BRONZE-PLATING with painted imitations. 100% Money-back guarantee. Also all-metal Portrait Stands (shown above), ashtrays, bookends, TV lamps at great savings. Thrillingly beautiful. The perfect Gift for Dad or Grandparents. SEND NO MONEY! Rush name and address today for full details, money-saving certificate and handy mailing sack. WRITE TODAY!

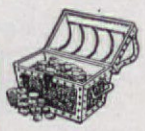
AMERICAN BRONZING CO.
Box 6504-D Bexley, Ohio

CLEAR THE AIR by burning a sweet-scented candle which comes in a clear glass cup. It burns for 20 hours and, as it subtly scents the room, adds decorative color to a table or stand. It is available in magnolia, bayberry, lemon, pine, red rose, jessamine, strawberry, and apple blossom. 60c each; $3.50 for 6. Carolina Soap and Candle Makers, AH7, Southern Pines, N.C.

STATE-PROUD people will like the 10" diameter service plate decorated with historic sketches. Made of white ceramic with designs in color, it is a conversation piece. The Connecticut plate has 15 sketches among which are mountain laurel, the state flower, and the Coast Guard Academy at New London. $3 for any State plate. Croydon, AH7, 805 Lexington Ave., N.Y.

GARDEN FANTASY. To add gaiety and light to outdoor parties, use pineapple torches made of polyethylene plastic. The realistic-looking fruit is attached to a 6-foot steel post finished in black. Base of pineapple will hold one and a half quarts of lighting fuel. Top of the fruit is anchored by chain. $4.98 complete. Order from Foster House, AH7, 6523 No. Galena, Peoria, Ill.

The Original
TREASURE GOLD



For Decorating and Restoring Gold Leaf

The finest non-tarnishing wax gilt available. Ideal for decorating or antiquing picture frames, figurines, furniture, lamps — virtually any surface. Apply with finger; buff immediately to a permanent lustre finish. Jar (1¼ oz. net wt.) covers 10 to 12 medium frames. $2 ppd.; satisfaction guaranteed.

TREASURE GOLD, Dept. AH-7, P.O. Box 7187, Louisville, Ky.

2 FT. TALL NURSERY WALL DECORATIONS

Now you can decorate your nursery, playroom or bar the way you've wanted to. These giant impish full color circus animals are the cutest ever. They come complete with all the trimmings: yards and yards of candy striped tent poles and canopies, 8 cuddly 2 foot tall circus animals, lots of stars, balls and circles all in exciting full color plus illustrated decorating instructions and paste.

Complete set only $3.98 plus .32 postage.

The Small Fry Shop
Box 76303-A, Los Angeles 5, Calif.

EXQUISITELY DETAILED CLASSIC
For Garden, Patio or Interior Decor

STONE CUPID

$19.95 **Indoor or Outdoor Beautifully Sculpted** Composition Stone Cherubs Selling Nationally at $125. Handcrafted by Italian trained artisans, solid steel reinforced, finished with the timeless beauty of weathered Pompeian stone.

F.O.B. L.A. **Almost 3 Feet Tall**

Special low, low shipping rates. About 31 cents per hundred miles. Shipping charges collect.

All packing, crating and insurance **FREE**

GUARANTEED SAFE ARRIVAL.
SEND CHECK OR MONEY ORDER.

VATICAN STONE SHOP, Dept. AH
7703 Melrose Ave., Los Angeles 46, Calif.

TALL MEN ONLY!

SHIRTS

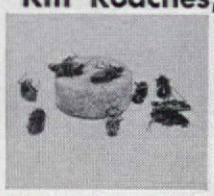
EXTRA LONG SLEEVES! BODIES CUT 4" LONGER!

Shirts, sweaters, slacks, jackets, raincoats, sox — other apparel — all in Big or Tall Men's sizes! Shoes size 10 to 16, widths AAA to EEE! By mail only.

SEND FOR FREE CATALOG

KING-SIZE, INC. 6604 Forest St. Brockton, Mass.

Kill Roaches, Waterbugs!



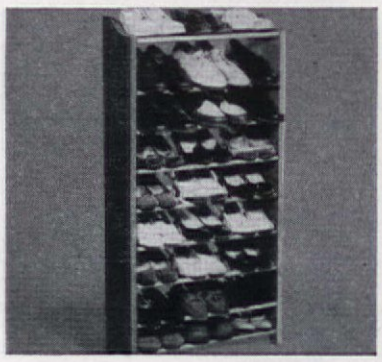
Here's the odorless, sanitary way to kill those embarrassing household pests. Just place moistened roach cake in kitchen, bathroom closets, on shelves, etc. Attracts roaches to feed; they die on the spot. One cake lasts for months! Includes plastic dish. Satisfaction guaranteed or your money back. Roach Cake, 79c each; 4 for $2.98. Ppd. Walter Drake, 407-29 Drake Bldg., Colorado Springs, Colorado.

STAMP COLLECTION *FREE!*

115 STAMPS from all 5 continents incl. Airmails. Dead Countries. Pictorials, etc. FREE to introduce our U.S. and Foreign Approvals. For postage and handling, send 10c to

GLOBUS STAMP CO., INC.
276 Park Avenue South New York, N.Y. 10010 Dept. 444

SPICE IS NICE on the shelf which hangs near the work counter. For an Early American kitchen, a maple-finished bracket, designed to hold a standard-size roll of paper towels, is gracefully scrolled and fitted with a shelf which will hold an array of spices, several small figurines, or a plant. 5x7½x19". $3.49. Order from Miles Kimball, Dept. AH7, 126 Bond Street, Oshkosh, Wisconsin.



ALL LINED UP and neat as a pin, the shoes which pose such a problem in every closet. The free-standing shoe rack made of knotty pine has nine shelves which will hold 27 pairs of women's shoes or 22 pairs of men's. Finished in maple or mellow pine, rack can also be hung from a closet wall or door. 22x46x8½". $16.95. Unfinished: $13.95. Yield House, AH7, North Conway, N.H.

FROSTED CHOCOLATE? Keep the youngsters happy this summer and, incidentally, save money by giving them their own soda bar. Equip it with "drugstore" glasses which come with removable metal holders. Professional in size, the glasses hold 14 ounces; holders come in chrome or brass finish. Set of four, $5.64. Here's How Co., Inc., AH7, 15 West 26th St., New York, N.Y.

WRITE FOR NEW CATALOG

Over 200 authentic reproductions. Send 50c in coin. (No stamps.)

Hepplewhite Tables

23" wide, 14" deep, 24" tall

Exact reproductions of original set of 1790. Made of finest solid mahogany with natural brown finish. Especially good for entertaining or TV snacks. Ideal as end tables. $65 per set. Shipping charges collect. No C.O.D.'s.

Newcomb's Reproductions
Hillsboro Road Durham, N. C.

GARDEN MARKER

A thoughtfully different gift every gardener will cherish. A gift that will be appreciated now and always. Cast aluminum plaque with raised letters. Finished in black with letters hand painted in gold or white. Measures 9" x 14", stands 24" high. Send us your gift list. We mail your gift promptly and will enclose gift card for you.

$7.50 ppd.

This distinctive plaque is now available with a gardener's prayer verse and many other favorite verses. Send 10c for booklet of special plaques and other beautiful gifts for the gardener.

MOULTRIE MFG. CO., DEPT. AH, MOULTRIE, GA.

SAVE 50%

Order direct from us and pay Factory prices only. We do not sell through dealers. Exclusive models of Crystal Chandeliers, Sconces and Candelabra influenced by Ante-Bellum Elegance. In business over 25 yrs. Satisfaction guaranteed. We pay shipping charges in U.S.A. From $30 up. Free catalogue.

KING'S CHANDELIER CO.
Dept. A-67, Leaksville, N.C.
Zip Code 27288

new! **BICYCLE RACK**

holds any bicycle upright!

Now... a way to keep bicycles from tipping over in garages or next to the house. Trains children to keep bikes off of driveway and out of car area in garage. Here's a chrome plated rack that can be mounted to the wall or used on the floor or ground. Made to hold bicycles of all sizes upright... helps end carelessness in putting bikes away. Saves garage space. Two sizes.

No. 51-A—Single Rack, 20½" wide; 15" high..ppd., **$4.50**

No. 51-B—Double Rack, 36½" wide, 15" high..ppd., **$7.98**

ALSTO COMPANY, Dept. A-7, 1384 Hird Avenue, Cleveland, Ohio 44107

SPECIAL OFFER $2.50

GET ACQUAINTED OFFER! Because we want you as a future Catalog customer, we make you this low price offer.

IMPORTED SILVER BUTTER SHELL

An enhancing addition for any table, these Sheffield silver butter servers from England always add the touch of elegance that help make each dinner a success and you a perfect hostess. Crafted in fine silverplate with crystal insert and matching 5¾" Knife 4¾" diam. also ideal for serving jams or relish.

Complete 3 piece set $2.50
Money back guarantee if not delighted.
EXCEPTIONAL VALUE
Mailed gift wrapped-postpaid-tax incl.
FREE! Send for 56 Page-1964 Gift Catalog

***Croydon* SILVERMART, LTD.**
805 Lexington Ave. (Dept. AH 764), N. Y. C. 21
Visit Our Gift Store bet. 62 & 63 Sts. TE 8-9250

5½"x 6" **1.25** ppd.

BOWLER'S VERSE TRIVET

A trivet for the family who enjoys bowling. Cast metal, colorfully hand decorated. White and red bowling pin, white verse on black background. Wonderful to hang on kitchen wall, den or use under hot dishes. For any decor. It reads "A bowler's prayer Dear Lord I have but one request and shall not ask for more, that I before I'm laid to rest might bowl a perfect score." Only **$1.25** ppd., two for $2.25 ppd. *Send Check or M. O. Satisfaction Guaranteed*

CRESCENT HOUSE
135-A47 Central Park Rd., Plainview L.I., N.Y.

MAILBOX MARKER fits any mailbox—install in a minute

Style M **$1.95** postpaid

THE PERFECT PERSONAL GIFT
DAY-n-NIGHT Markers

- **White reflector-beaded letters — easy to read DAY-n-NIGHT**
- **Rustproof, lifetime aluminum — miracle enamel finish**
- **Permanent embossed lettering raised in solid plates — same on both sides**
- **Reinforced laminated plates — any wording up to 17 letters and numbers on name plate; 6 on number plate**
- **Aluminum or black frame — add $1.00 for black frame**

FREE COLOR! Please specify your choice of Antique Copper, Colonial Red, Pine Green or Jet Black background

Scrolled Mailbox Marker Style MS $2.95 postpaid

Name & Number Mailbox Marker Style NM $3.95 postpaid

Name & Number Post-n-Wall Marker Style NB $4.95 postpaid

Name & Number Lawn Marker Style NL $4.95 postpaid

SATISFACTION GUARANTEED OR YOUR MONEY BACK

You help friends find your home — help the mailman and delivery men — when you have a **DAY-n-NIGHT** Marker! And they're perfect for gifts because they're personal! **DAY-n-NIGHT** Markers are treated with the same material that makes highway signs shine in headlights. **Shipped to friends postpaid, with gift card.**

MAKE MONEY for your club, church or yourself — WRITE TODAY for FREE information — start at once!

HOW TO ORDER:

WORDING

STYLE

FRAME ☐ Aluminum ☐ Black (add $1.00)

BACKGROUND COLOR ☐ Black ☐ Copper ☐ Red ☐ Green

FAST SERVICE —WE SHIP IN 48 HOURS!

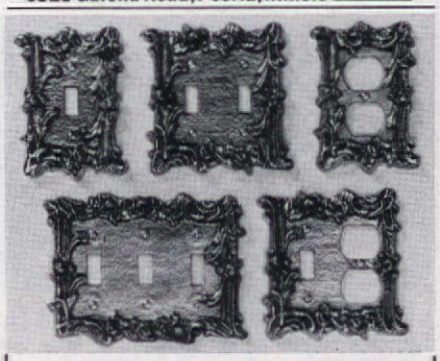
Ship to: _____
Street _____
City _____ State _____ Zip Code _____
☐ Remittance Enclosed; Ship Postpaid
☐ Ship C.O.D.; I will pay postage and C.O.D. fees

Spear ENGINEERING COMPANY
403-2 Spear Building Colorado Springs, Colorado 80907
SATISFACTION GUARANTEED OR YOUR MONEY BACK

Hong Kong imports! Set of **4** for **$1.50**

Place wobbly paper plates on these holders woven of smart Hong Kong rattan. Even plates piled high with goodies stay firm 'til the last bite is eaten! Rinse, use over and over. 9½" diam. Fine for cookouts, patio suppers. Set of 4. Set $1.50. 3 sets $3.98. Plus 35¢ ship. **Dept. 407**

Foster House Write for FREE Gift Catalog
6523 Galena Road, Peoria, Illinois



GOLDEN BRASS SWITCH PLATES

add elegance to your walls. Gleaming brass plated metal is polished and lacquered to eliminate tarnish. Opulent French antique raised design is perfect for every room in your house. Eliminates finger marks. Easy to use mounting screws included.

Single (3" x 5")	**$1.00 each; 3 for $2.98.**
Double (4½" x 5")	**$1.50 each; 3 for $3.98.**
Twin Outlet (3" x 5")	**$1.50 each.**
Triple (6½" x 5")	**$2.98 each.**
Combination Plate (5" x 5")	**$1.98 each.**

We pay postage.

LILLIAN VERNON, Dept. AH 84, 30 Evans Street New Rochelle, N. Y.

111 STAMPS FOR ONLY **10¢**
INCLUDING MONACO COMMEMORATIVES

Yes, only 10¢ brings you the fabulous MONACO issues shown here—*plus* "1912 Antique Auto" and huge Geo. Washington pictorial. You also get *Australia* Antarctic Explorers, *Formosa* Ancient Fortress, *Angola* Coat-of-Arms diamond-shape and many more. Grand total—111 exciting stamps from all over the globe—all different, all genuine. Midget Encyclopedia of Stamp Collecting also included if you act now. Everything is yours for only 10¢, postpaid, to introduce our Bargain Approvals. Satisfaction guaranteed.

Send 10¢ today. Ask for Lot LC-23
ZENITH CO., 31 Willoughby St., B'klyn, N.Y. 11201

HAND WOVEN WELCOME MATS

imported from Portugal

Extend a gracious welcome with these beautiful doormats, hand woven of long wearing esparto fiber. So attractive, they're wonderful as wall decorations . . . and so practical, they're reversible for double life! Delightful gifts for any occasion, they measure 30" × 18". **$6.50** ppd.

HORSE DESIGN: Outline of horse in black—striking contrast to the natural background.

DUCK DESIGN: Black, green, orange and yellow against a natural background.

Not shown: Big red LOBSTER, black CAT or black DOG . . . each against a natural background.

Jenifer House *Send 10c for new catalogue.*
New Marlboro Stage, Dept. A-7
GREAT BARRINGTON, MASS.

500 PRINTED NAME & ADDRESS **LABELS—50¢**

Rich Gold Trim — Free Plastic Box

Start using the new ZIP code numbers on your return address labels. ANY name, address and ZIP code beautifully printed in black on crisp white gummed paper with rich gold trim. Up to 4 lines. 2" long. Set of 500 labels in plastic gift box, just 50c. postpaid. Fast service. Money-back guarantee. If you don't know the correct Zip code number, just add 10c per set and we will look it up for any address. Same fast service. **Send for free catalog.**

Walter Drake & Sons Send for Free Catalogue
407-3 Drake Bldg.
Colorado Springs, Colo. 80901

Raphael Soyer
WSA Collection

STUDY ART In Spare Time

DO you like to doodle or sketch? Try famous WSA's *new* homestudy Course in Art. In spare time learn drawing, painting, Advertising art, illustrating, cartooning, fashion, TV art—only $6 a month! Get TWO big art outfits ($25 value) without extra charge! Send name and address for FREE BOOK. *No obligation; no salesman.* WASHINGTON SCHOOL OF ART, Studio 687, Port Washington, L.I., New York. *Estab. 1914: Licensed, N. Y. State Educa. Dept.* Accredited Member National Home Study Council.

Name _____
Address _____
City _____ Zone _____ State _____

AMAZING MUSIC DISCOVERY

Has You Playing Real Music The Very First Time You Try!

If you have always wanted to play music, yet hesitated to learn because "it takes too long" or "costs too much"—here's good news! Modern home study Course shows you how to actually play your favorite instrument the very first time you try, for pennies a day! No previous training needed. No boring exercises. Start right off playing delightful little pieces. Soon play ALL your favorite songs. Over 1,250,000 people since 1898 have taken up piano, guitar, accordion, organ, etc. this easy way.

SEND FOR FREE BOOK

36 pages. No obligation; no salesman will call. Mail ad today! U. S. SCHOOL OF MUSIC, Studio 1796, Port Washington, L.I., N.Y. 11050 (Licensed, N.Y. State Educa. Dept.)

Print Name_____

Address_____

City_____ Zone____ State____

BARGAIN FROM LONDON

102 DIFFERENT BRITISH COLONIALS +23 DIFFERENT GT. BRITAIN—ALL 24¢

Valuable "Export Parcel" includes Gt. Britain 1841 Queen Victoria imperforate (3rd stamp ever issued). Range of G.B. issues of 6 monarchs with high value 2/6, 5/-Queen Elizabeth. PLUS 102 different British Colonials. World War I "Tax"; 60 year old Cape Good Hope, many others. Total 125 all different stamps; all G.B. & Colonies. Regularly $1.54—Export price only 24c to introduce bargain overseas approvals.

FREE if you act now—42 stamp-size portraits of Kings & Queens of England since William the Conqueror.

IMPORT DIRECT. SAVE 20-50%. Buy direct—where dealers buy. Exciting selections, low prices this easy 14-day approval way.

SEND 24¢ IN UNUSED U. S. STAMPS (NO COINS) SATISFACTION GUARANTEED. ASK FOR LOT YY-4

BROADWAY APPROVALS, LTD.
50 Denmark Hill, London S.E. 5, England

The French Provincial CLASSIC SEAT

Sophisticated distinctive couch. Ideal for French Provincial enthusiasts, complements Early American and accents Contemporary. Enhances appearance of any bathroom, any decor. Of molded wood, jointless, seamless (one piece construction). Has wipe-clean finish. Larger, wider and heavier seat and cover fits all units. Matching hinges. Finished in choice of beautiful soft antique gold, antique white, black, blue, green, pink, yellow, white. Cane center is natural, lid is solid. Only $10.95 ppd.

only **$10.95** ppd.

Send Check or M. O.—Satisfaction Guaranteed.

CRESCENT HOUSE | 135 Central Park Rd. A-74 Plainview, L. I., N. Y.

NOW! COLOR THAT REALLY LASTS ON CONCRETE

KEMIKO

PERMANENT CONCRETE STAIN

Kemiko is the permanent concrete color stain that will not crack, chip or peel. Easy to apply. Ideal for walks, porches, patios, pool decks and driveways. Available in decorator colors as beautiful and permanent as the Grand Canyon itself. Kemiko has been the choice of leading architects for 30 years.

FREE COLOR BROCHURE

Ideas for color conditioning your concrete—indoors and out.

ROHLOFF & COMPANY - Dept. 3A
918 N. Western, Hollywood 29, Cal.

• Colonial Pine Furniture • Spice Racks • Early Colored Glass • Hand Blown Bottles • Bells • Pewter • Copper Pots and Kettles • Dinnerware • China • Sconces • Hanging Lamps • Clocks • Early Thumb Latches • HL and Strap Hinges • Outdoor Colonial Lanterns • Chandeliers • Pine Spoon Racks • Boot Scrapers • Weathervanes • Andirons • Fire Tools • Shelves • Trivets • Candle Holders • Snuffers • Plant Brackets • Hooks • Switch Plates • Barometers • And everything else you ever heard of!

Old Guilford Forge
78 Broad Street, Guilford, Conn.
N. Y. Retail Store: Purdy Station, N.Y.

SEND 25¢ FOR ILLUSTRATED CATALOG

America's Favorite Pattern . . .

BLUE ONION

ELECTRIFIED BREWMASTER—Centuries old favorite pattern adorns this wonderful 4-cup brewmaster! Fully guaranteed heating element brings water to rapid boil. Complete with cord. **$3.50**

CERAMIC MUGS—Fill out your Meissen collection, pretty up your table. Adds a delectable flavor to coffee, soup or milk. Set of 6 only **$3.95**

MATCHING TABLE MATS—Blue Onion pattern on white foam rubber back place mats 16½" x 10½". Set of 8, **$8.95**. Set of 4, **$4.95**

All prices postpaid.

Write for FREE catalog.

SETH and JED
Dept. A-7 New Marlborough, Mass.

NON-SWIMMERS SWIM INSTANTLY

Yes, now, you too can swim like a fish the easy, safe way — FAST — and join the water fun. New, unique, 4 oz. device, 1/25" thin, worn HIDDEN under reg. bathing suit or swim trunks, floats you at ease, with little effort, is comfortable all day. No more fear of deep water, adjust, buoyancy makes anyone unsinkable. Poor swimmers look like champions, nonswimmers swim quickly and easily. Order your original, invisible "SWIM-EZY"® today, lasts for years. Made in U.S. pats. pend. Send only $7.95 ppd. plus 32c tax in Calif. 10 day trial guar. STATE WAIST SIZE and SEX. Airmail add 42c. Beware of poor imitations. SWIM-EZY Mfr., 2245 N. Lake Ave., Dept. A-364, Altadena, Calif. 91001.

WORKS 365 DAYS EVERY YEAR

ELECTRIC BUG KILLER with Safety NIGHT LIGHT

Only **$4.95** ea.
2 for $9.00 ppd.

Simply plug in . . . scientifically designed—it keeps home or business bug-free year 'round.

Guaranteed to kill flies, mosquitoes, spiders, ants, roaches, moths, fleas, flying vermin, wasps, etc. No sprays, no odor. Insects do not contact unit. One unit serves average home. Plug into standard 110-120 volt outlet. Etched brass finish fits any decor. Fully guaranteed.

ORDER TODAY **ANDREA J. ENTERPRISES**
P. O. Box 5744, Dept. AE
Sherman Oaks, Calif.

FAVORITE CASTING, the classic horse head hand-wrought in black-finished iron. 6" high, graceful in design, it can be used as a doorstop, a book end, or as an ornament. Sold in pairs, each head weighs two pounds and the base is fitted with a padded felt lining to prevent marring wood surfaces. $3.98 the pair. Order from Crescent House, 135-AHH, Central Park Road, Plainview, N.Y.

A COOL TRICK for summer is to spray on heavenly scented talcum. The soft-as-silk powder comes in an aerosol can and is applied like toilet water. A delightful conceit of Carolina Soap and Candle Makers, it comes in their famous colonial scents: lemon verbena, magnolia, sandalwood, and lavender. $1.25 for 3-ounce can. Carolina Soap and Candle, AH7, Southern Pines, N.C.

BEWARE THE DOG that might damage your foundation plantings, vegetable garden, or prize flower borders. The easy and humane way to keep him away from expensive planting is with Repel-O-Sticks. These pads on pointed stakes are saturated with a harmless chemical dogs detest. Set of 6 sticks and a supply of chemical is $1. Sudbury Laboratory, Box 2186, Sudbury, Mass.

Send for your **New Forslund Catalog...50¢**

New, big and colorful! 124 pages filled with Quaint American Furniture and all the nice things that go with it—so many exclusive with Forslund—many made in our own little Grand Rapids manufactory. Our first new big catalog in four years!

Carl Forslund
(Father and Three Sons)
Dept. AH, 122 E. Fulton St.
Grand Rapids, Michigan

REDUCE $2.50

NOW . . . Trim your waistline and figure. Shed unsightly pounds and inches the sure easy way. No dieting, no exercising. SURE TRIM wear slims you while you work or sleep. Can be worn comfortably under clothing without detection.

Panties—for waist & hips $2.50
Knee Pants—for waist to knee $2.95
Chemise—for bust to thigh $3.95

Send measurements with check or money order.

ORDER FROM: GRAHAM ENTERPRISES
Dept. 14 P.O. Box 7219, Los Angeles 22, Calif.

NEW AUTOMATIC HAIR REMOVER

SAFELY REMOVES UNWANTED HAIR FOREVER!

PERMA TWEEZ—revolutionary new home electrolysis invention granted U.S. patents! **ONLY** automatic instrument with special patented safety feature that will destroy hair root **without** puncturing skin! Remove unwanted face, body hairs **permanently** with easy-to-use "tweezer-like" **PERMA TWEEZ**! Positive results without complicated controls or wires. $14.95 ppd. Send check or M. O. 14 day **money back guarantee.**

GENERAL MEDICAL CO., Dept. A-9
7906 Santa Monica Blvd. Hollywood 46, Calif.

Fire Dept. App'd

BURN TRASH SAFELY OUTDOORS

Burn household and yard refuse safely outdoors in any weather without watching. Scientific draft design ends neighbor annoyances of sooty fly ash, smoke, smell. Will burn damp, green material to fine ash. Made of aluminum bonded to steel. World's finest. Sent postpaid with money back guarantee. Add $2.00 W. of Denver.

2 bu. cap. **$14.95**
3 bu. cap. **$18.95**
6—10—15—20 bu. sizes available.

ALSTO CO., Dept. AH-8, 1384 Hird Ave., Cleveland, Ohio 44107

Colorful Plexiglas
WREN HOUSES

Bright, cheery home for feathered guests! Permanent colors; decorative indoors or out. Weather-proof Plexiglas; white walls; red, orange, yellow, green or blue roof.

Wren House only **$5.95** POST PAID

Add $2.00 for Handy Bracket, complete with chains, screws.

ALLIED PLASTICS OF MINNEAPOLIS
112 Glenwood Ave. • Minneapolis, Minn. 55403

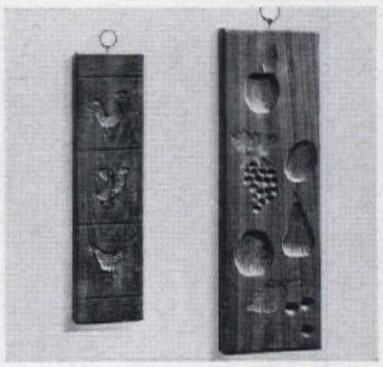
PHOTO BARGAINS

ONLY **1.00** YOUR CHOICE

2—8x10 ENLARGEMENTS
or
4—5x7 ENLARGEMENTS
or
25 WALLET SIZE PHOTOS
plus FREE 5 x 7 Enl.
or 3—5x7 ENLARGEMENTS
plus FREE 12 Wallet Photos

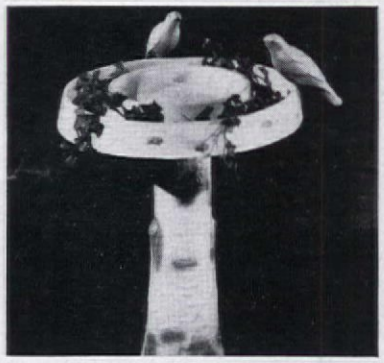
Lovely reproductions on finest double weight portrait paper. Send any snapshot, photo or neg. (returned). Add 25c per selection for postage and handling. Any enlargement hand-colored in oil, 50c extra. State color of eyes, hair, clothes.

QUALITY VALUES, Dept. 109-B, New Rochelle, N. Y. 10804



FOR SHOW AND PLACE, here are solid walnut cooky molds copied from an antique pair. Show them off on the wall of a country kitchen but by all means put them, filled with delicious batter, in the oven too. They are designed for use with a tasteless, waterproof finish. $8.55 for large mold (16x5"); $6.70 for smaller one (13x3"). Carl Forslund, AH7, Grand Rapids, Mich.

FORE! A lady on the links can look pretty as a peach when she carries make-up in a kangaroo purse looped to her belt. And if she enjoys a cigarette, she can keep a pack together with her lighter in the attached pouch. Both are made of durable duck framed in gold-finished brass. Choice of colors: red, white, or blue. $2.50. From Seth & Jed, Department AH7, New Marlborough, Mass.



REFRESH THE WARBLERS with a fountain of cool water every day and bird songs will be your reward. Made of sturdy plastic which resembles birch bark, the fountain will act as a birdbath and planter too. Easy to fill with water from the garden hose, it is 19" in diameter and 26" high. Fill rim with tiny plants. $6.48. From Foster House, AH7, 6523 No. Galena, Peoria, Ill.

Carolina Heavenly Sachets

Cake Sachets

Long lasting combination of Three Sachet Cakes
SAC-- 3B: Magnolia, Lemon Verbena, Lavender.
SAC-- 3A: Bayberry, Potpourri, Sandalwood.
$1.00 per box. 6 for $5.75

Aerosol Sachets

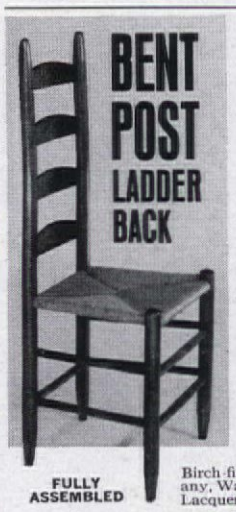
Convenient Aerosol package for room and clothing. Available in: Bayberry, Magnolia, Lemon Verbena, Lilac, Sandalwood, Potpourri, Lavender, Holly Berry, Carolina Berry, Carolina Gardens, Violet and Wilde Strawberry. $1.75 each. 3 for $5.00.

Free catalogue - PRICES POSTPAID, U.S.A. add 25c for West Coast

Jack and Jane Hicks

The Carolina Soap & Candle Makers

Southern Pines, North Carolina



NOW! Jeff Elliot proudly presents a distinctive ladder back chair with classically simple Shaker styling that includes slightly bent back posts for complete seating comfort. It is expertly hand-crafted of selected solid hardwood with lock-joint construction to assure an ever-tight fit . . . the fibre rush seat is hand-woven in the traditional 4-point pattern. A solidly made, classically styled ladder back to be enjoyed for generations.
Seat 17½" high; 17½" w. x 14" d.; height 42"

Minimum order two 10% discount on six

For matching Arm Chair add $4.00 to prices below.

DIRECT FROM OUR WORKSHOP TO YOU

Unfinished ash, smoothly sanded, ready to paint, stain, wax or oil **$8.95**
Natural finished ash (blonde) **9.95**
Birch finished in Maple, Mahogany, Walnut, Cherry, Pine or Black Lacquer **12.45**

Prompt shipment. Express charges collect. Send check or money order. Satisfaction guaranteed.

Jeff Elliot Craftsmen
Dept. A74, STATESVILLE, NORTH CAROLINA

CURRIER and IVES WALL QUARTET
$3.49
plus 35c shipping

4 country scenes! Everyone different

Lovely wall grouping! Early Americana scenes printed in striking colors on white mats. Mounted on thick Vermont-finished pine. Brass rings for hanging. Size 4½x5" ea. 4 in set.

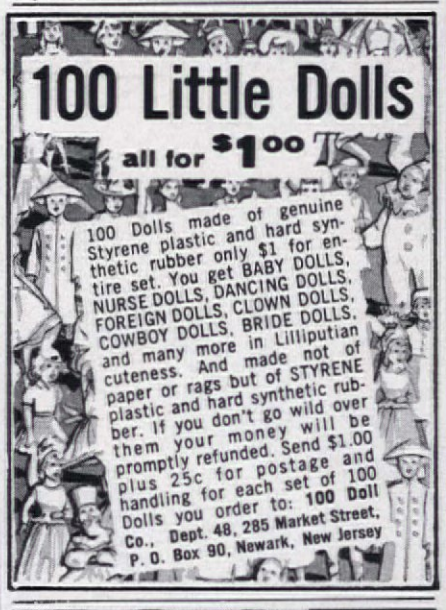
Helen Gallagher
Dept. 407—6523 Galena Rd., Peoria, Illinois

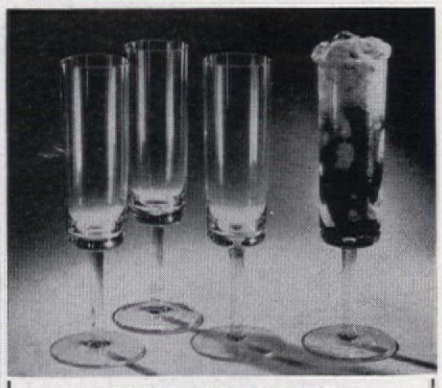
Write for FREE Sale Gift Catalog

ALUMINUM SIDING

Do-It-Yourself Kit for covering homes with aluminum siding. Each kit contains aluminum siding panels, accessories, tools, and a large, illustrated Instruction Manual. Choice of four styles, 49 color combinations and 14 sizes to please the most discriminating tastes in decor. Shipped direct from the "Heart of America" in double-thick, wood reinforced crates. Samples, details, and prices free.

ALUMINUM INDUSTRIES
DEPT. H-74 KANSAS CITY 11, MISSOURI





SLIM PARFAITS

You'll find dozens of uses for these elegant glasses. For party parfaits, creme de menthe frappe, or for short stemmed daffodils on a breakfast tray. Hand-blown, imported from Europe, a slim 8" tall.

Set of 4 . . . . . $3.95

PLUS 35c POSTAGE EACH SET

Pa. Res. Add 5% Sales Tax. Sorry No COD's

THE ADDED TOUCH, Dept. AH, Bryn Mawr, Pa.

"The Californian"

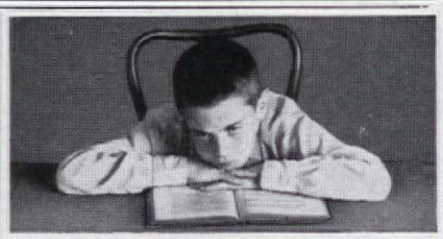
FORMICA *patio* TABLE

$5.95*
(2 for $11.50)

Ideal for patio, porch, family room, play room. Weatherproof, alcohol proof, cigarette burn proof, stain resistant. Available in marble design, wood grain, gold-flecked white, beige, turquoise. Black or white wrought iron legs with rubber tips. 18" dia., 20" high. Sturdy construction supports 200 lbs. Buy direct from manufacturer. (Also available in coffee table size, 21"x32"x16" high, $8.95 express collect.)

**Please add 50c per table for shipping.*

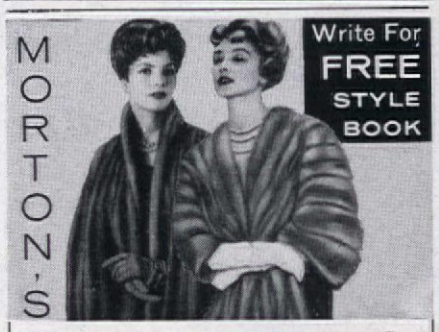
ALL-MICA, INC.
110 Perry Lane
P. O. Box 299 • Tempe, Arizona



If Your Child is a Poor Reader

See how *The Sound Way to Easy Reading* can help him to read and spell better in a few weeks. New home-tutoring course *drills* your child in phonics with records and cards. Easy to use. University tests and parents' reports show children gain up to *full year's grade* in reading skill in 6 weeks. Write today for your free illustrated folder and low price.

Bremner-Davis Phonics, Dept. Z-A, Wilmette, Ill.



YOUR OLD FUR INTO CAPE, STOLE OR JACKET $24.95

MORTON'S bond Fur Experts remodel your old fur coat, jacket, cape or stole to glamorous new fashion, only $24.95. Includes new lining, interlining, monogram, cleaning, glazing. Written guarantee.

MORTON'S, World's Largest Fur Restyling Specialist Offers Largest Selection, Over 40 styles.

Styling praised by Harper's Bazaar, Glamour, others. Send no money! Just mail old fur, state dress size. Pay postman only when your thrilling new fashion reaches you.

Or Write For NEW FREE STYLE BOOK

MORTON'S, Dept. 21-G, Washington 4, D.C.

RUSH REPLY. Get this spectacular FREE collection of 100 different stamps — new issues, new countries, pictorials, commemoratives, multicolors — from the world over. Get new issues shown PLUS colorful Greenland, Thailand, Singapore, Maldive, many others. Weird animals, strange birds, fierce natives. Send today for this valuable FREE collection, other stamp offers for approval. Enclose 10¢ handling.

GARCELON STAMP CO., Dept. 8AHX, Calais, Maine

Rush FREE 100 Worldwide Stamps, approvals, other offers. Enclosed 10¢ for handling. (PLEASE PRINT)

. . . . . .

. . . . . .

22" High Garden Marker Sign

Decorative Garden marker, multicolored, raised verse, cast aluminum, plaque 6"x6", overall length with stake 22" long. Reads: "The Kiss of the Sun For Pardon, The Song of the Birds For Mirth, One is Nearer God's Heart in a Garden, than Anywhere Else on Earth." Ready to sink into, and decorate your garden, lawn, flower bed.

Send Check or M. O.— Satisfaction Guar.

ONLY **$2.98** ppd.
2 for 5.50 ppd.

CRESCENT HOUSE
135 Central Park Rd. AM7
Plainview, L. I., N.Y.

1000 Name & Address Labels $1
ANY 3 DIFFERENT ORDERS $2 ppd.

Sensational bargain! Your name and address handsomely printed on 1000 finest quality gummed labels. Padded—packed with **FREE,** useful Plastic **GIFT BOX.** Use them on stationery, checks, books, cards, records, etc. *Beautifully printed* on finest quality gummed paper—*1000 only $1.* **SPECIAL—SAVE MONEY! ANY 3 DIFFERENT ORDERS $2.** Makes an ideal gift. *Satisfaction guaranteed* or your money back.

TIME-SAVER LABELS
701 Jasperson Bldg., Culver City 1, California.

I want a chandelier over the bed

and a whole set of Prelude

Even if I have no other light in the house, I must have a wild chandelier, cut crystals blazing. And Prelude, the highly romantic sterling. To have heavenly Sunday brunches in bed. (We can't supply a chandelier. But we can offer Prelude, the flower of Romantic sterling design—tiny trailing garlands carved on a slender fluted shaft.) 3-piece place setting, $23.75. The Bride's Set, 44-piece service for 8 with a walnut chest, only $310.00. (Open stock costs $375.00. You save $65.00.)

International Sterling

Made by The International Silver Company, Meriden, Conn. Prices incl. Fed. Tax.

Only General Electric refrigerators have a roll-out freezer.

The freezer is a huge drawer. On special nylon wheels. It rolls the frozen food out to you. You don't squat (no deep knee bends). You don't hunt or grope.

To find something in this freezer compartment, just use your eyes.

You just spot what you want, pick it out.

G.E.'s exclusive Roll-Out Freezer, as shown, has three sliding sections. Two deep baskets for big bulky items, for regular frozen-food packages. And a fingertip-level tray which contains a frozen-juice rack and the ultimate in ice service—General Electric's remarkable Self-Filling Ice Tray. It refills itself when you close the freezer drawer.

Another reason you just use your eyes to find things in the Roll-Out Freezer is that packages don't get covered with frost. Or stuck together. Labels remain clearly visible.

With dependable Frost-Guard, there's no frost, and that means no defrosting . . . ever.

The exclusive Roll-Out Freezer is available on six G-E refrigerators. The Spacemaker illustrated here is 18.8-cu.ft., almost twice as much room inside as an old G-E 10-cu. ft. model (1948-1952), yet takes no more kitchen space. See your G-E dealer today.

GENERAL ELECTRIC

Salem softness freshens your taste

with the smoothest flavor in cigarettes today

Modern filter plus · rich tobacco taste · smoothed with menthol · softened with fresh air

Step into the wonderful world of Salem

© 1964 R. J. Reynolds Tobacco Company, Winston-Salem, N. C.