AMERICAN HOME

September 35c

FOR AMERICA'S YOUNG HOMEMAKERS

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AMERICAN HOME

SEPTEMBER 1966

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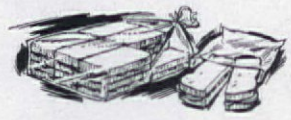
A fresh look at lunches!

by James Beard

America's foremost cook-author

A thoughtful mother bestows her creative flair on the most everyday fare. Why sink into sameness with the rush of sandwich making?

If bread is the body, filling is the soul. Change spreads in simple ways. I never let a slice be served with plain butter or margarine. Add a bit of seasoned salt, pimento, tarragon, mustard or horseradish.



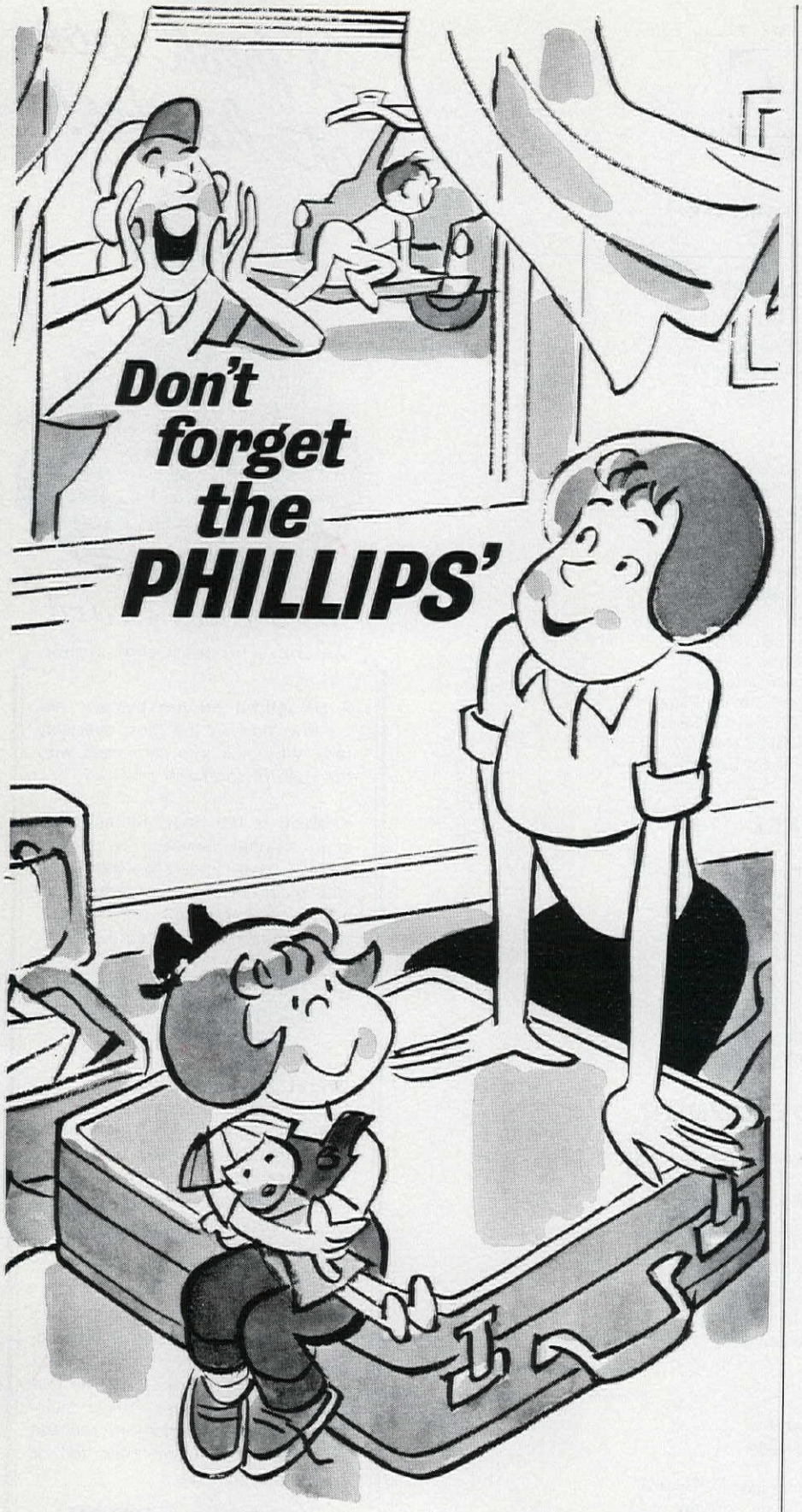
Bright home managers let the freezer organize lunch. Instead of one sandwich at a time, you make several; wrap in sandwich-size Baggies®, and deposit them by the dozen in the bigger Baggies plastic bags. Individual sandwiches, removed as needed, thaw out fresh between morn and noon.

Several thin slices of meat taste better than one big slice! Of course, the best way to keep all meat juicy and fresh from a roast to the last leftover is in Baggies. These moistureproof helpers hold in redness and freshness longer than foil or clingy plastic wrap.

Hero Baggies? That's what the Food Wrap and Jumbo sizes are. Made to order for two or more split loaves crammed with salami, ham, sliced cheese, onions, tomatoes, pickles.

Try tuna with pineapple and celery. Good cooking to you.

James Beard



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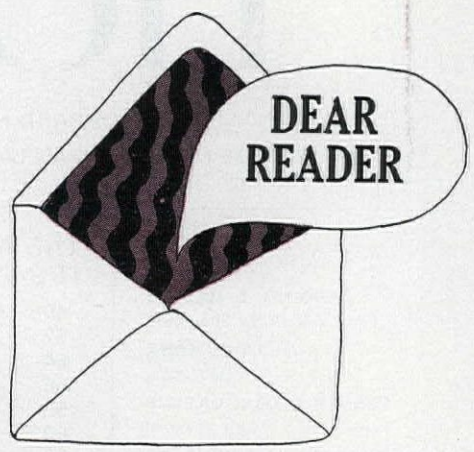

About a year ago—it sometimes seems more like ten—we started working on this issue of American Home. Many of us took a rather dim view of what the future might have in store. We had a pretty strong feeling that it was going to be a drab, mass-happy, object-oriented, and totally impersonal future—planned only by scientists and sociologists and administered in sugar-coated pills by busy little bureaucrats. But when we started our research and learned a little more, we found it was not going to be this way at all—not unless we wanted it to be.

There are hundreds of thousands of futures in this next third of the century. There will be hundreds of thousands of choices to make, combinations to decide upon, paths to take, and drum beats to follow. It is up to you and me to select the path and the drum we prefer. We have already worked out some of the paths we plan to follow in the years ahead.

For example, we'll want to be able to fly from Chicago to Paris in under two hours. We'll also see to it that there will be woods to walk through in the spring and wide beaches to stroll along when the summer crowds have gone home in the fall. We'll want the most sophisticated kind of climate control in our home but also a fireplace so we can smell logs burning and watch flames dancing. Sure, we'll want an electronic learning center to answer questions for us but we'll also want time for reading books so we'll know the right questions to ask.

As we are currently engaged in remodeling an old and somewhat decrepit house, the idea of having to work only ten hours a week to earn a comfortable living has a very definite appeal. And when and if the house is finished we'll like to take up pottery, write a book, and learn how to bone shad.

If a friendly little computer wants to order our groceries, fine—but we'll still want to pick out fresh fruits and vegetables from the local stands and stroll through the aisles of the supermarkets picking out goodies that strike our fancy. No one in our household will complain if a robot wants to do the housework but it had better not try to rearrange the furniture. This requires the feminine touch and the male muscle.

"The next third of the century—it's going to be great!" That's what we say on our cover and we mean it, but it's going to be up to you and to us to pick our common road and our individual paths to that greatness. We hope this issue will help you find that road and those paths.

HUBBARD COBB
EDITOR

FIRTH "MEADOWLAND" CARPET PILE IS 100% POLYCREST OLEFIN FIBER

Can a woman who married the matinee idol of millions of American women find happiness with a carpet of Polycrest® in the den?

"Whatever happened to Doria Swansong...?" mused Riccardo. He was dreaming of his former leading ladies again. But Marsha didn't mind. He had scads of glamorous women to choose from, but in the end he married her.

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Riccardo interrupted her reveries.

"My darling, come sit next to me on the sofa."

"How come?" she inquired coquettishly.

"I'm starring on the Late Late Late Show," he explained.

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BEHIND THE SCENES OF THIS ISSUE

To find out what will happen to America and Americans in the last third of this century is a monumental task. The idea for this particular issue of *American Home* began a year ago. Our purpose was not to take on the role of the science-fiction writer or the prophet of great world events. Rather it was to give you, our readers, a glimpse of what you might expect in your homes, your way of living, and what you can do to make these the best years of your lives.

To do this we called on the experts. We scoured the countryside from coast to coast. Some of the experts we interviewed and tape recorded. We read speeches and books, did research in libraries. Our information came from engineers, industrial designers, scientists, architects, sociologists, newspaper writers, landscape designers, city planners. We studied the future projects built by the product engineers of many manufacturers—among them, General Electric, Frigidaire, Westinghouse, RCA Whirlpool, Hotpoint, Norge, Kelvinator.

The vast fund of information from the people below and those mentioned elsewhere in the issue helped shape the thinking of our staff of editors.

Special thanks to Mary Anne Guitar, editorial consultant and free-lance writer. She gave invaluable assistance in the research and writing of this issue.

R. Buckminster Fuller, now at the Southern Illinois University, is an engineer, inventor, mathematician, architect, cartographer, philosopher, poet, and designer. He is famous as the originator of the geodesic dome and is much in demand as a lecturer at universities around the globe.

William T. Snaith is president of Raymond Loewy/William Snaith, Inc., the well-known design, research, and planning organization.

William J. Levitt is president of Levitt and Sons, Inc., the firm which brought modern production efficiency to the home-building field. While initially famous for its 17,000-home Levittown on Long Island, the firm now operates in twelve locations in the United States, Puerto Rico, and France and has built over 75,000 homes.

Dr. Herbert Marshall McLuhan is professor of English Literature at the University of Toronto and director of the University of Toronto Centre for Culture and Technology.

Nelson H. Foote, PhD, is a sociologist and manager of consumer and public relations research for General Electric Company.

E. Finley Carter was formerly senior management counselor, Stanford Research Institute.

Rodney Burns is computer systems engineer for Westinghouse Computer Systems Division.

George Nelson, design director of Herman Miller Furniture Company, is a noted architect, industrial designer, and author.

Dr. Glenn T. Seaborg is chairman of the U.S. Atomic Energy Commission.

John R. Platt is author of the forthcoming book *The Step to Man* and is professor of Biophysics and Physics at the University of Chicago.

Dr. Michael Del Duca is manager of natural resources planning and control at International Business Machines. He was formerly chief of biotechnology at the Washington headquarters of the National Aeronautics and Space Agency.

Dr. Carl H. Krieger is president of the Campbell Institute for Food Research.

Dr. Ernest Dichter is head of the Institute for Motivational Research.

Robert Theobald is a socio-economic consultant.

Elizabeth Kassler was formerly curator of architecture at the Museum of Modern Art in New York. She is the author of *Modern Gardens and the Landscape.*

John Gerald, A.I.D., is a well-known New York interior designer.

Peter Murdoch is an inventor and authority on paper and plastic home furnishings.

David Haigh is marketing representative, E.I. duPont de Nemours & Co., Inc.

William Vogt, ScD, is secretary of the Conservation Foundation.

Arthur N. BecVar is manager of Industrial Design Operation, Major Appliance and Hotpoint Division of General Electric.

William R. Mason is president of the Irvine Ranch Company in California which is building a new town and two satellite towns on 88,000 acres for a population of 800,000 people.

Henry Steele Commager is professor of history and American Studies at Amherst College.

Leo Cherne is president of the Research Institute of America.

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RUSSELL BAKER
LOOKS AT THE FUTURE

The noted columnist of the New York Times has some lighthearted remarks about life in the year 2000

For the typical American family, life in the year 2000 will not be much different from life in 1966. Husbands will still be named Jim, wives will still be named Jane, and babies will still be named Little Mark.

Jim, Jane, and Little Mark will still live in suburbs that will still be called Forest Glade. They will no longer be called suburbs, of course. Nor will they be called new towns, as the newer suburbs are today. They will be called new cities.

Jim will still be a commuter, though Forest Glade will be farther from the office than it is now. If, say, Jim works in New York, he will commute from a Forest Glade in Kentucky. Instead of a train or bus, he will travel by SST, the super-supersonic jet airliner, which will carry a thousand expense-account artists from Forest Glade, Kentucky, to New York in 15 minutes.

Several times a year Jim will miss his regular 5:23 p.m. SST, catch the bar jet instead, and arrive home sozzled. When he does, Jane will still give him an earful. In the year 2000, however, Jane will not be able to say, "I spend the day in this dreary house working my fingers to the bone while you're out getting fried on the bar jet!"

To understand why this historic line will be denied Jane, we must look at her day. Rising in the morning, Jane will go to the nourishment suite. There will be no kitchen. In the nourishment suite she will program the family dietary-control computer.

On instructions from the computer, a table-setting module will set the table. Next the electronic chef—actually nothing more than four ghastly tongs that can walk—will place on Jim's, Jane's, and Little Mark's plates a scientifically selected breakfast of low-calorie, low-cholesterol, high-protein, medium-carbohydrate food pills.

After breakfast, while Jim dashes for his SST, the solid-state dishwasher—four more tongs wearing rubber gloves—will wash and store the pill plates, while Jane gets rid of the garbage with her laser garbage-disposal beam.

Next Jane will program the housecleaning computer. This will send automatic self-propelling vacuum cleaners, scrub mops, dust blotters, and floor waxers scurrying through every room in the house.

On paper it seems idyllic. Unfortunately, in the year 2000, machines will still break down, and when a housecleaning computer goes berserk Jane will have troubles grandmother never dreamed of.

Suppose, for example, that Marge, the neighbor next door, drops in for midmorning coffee. Right in the middle of a good gossip, the housecleaning computer blows a transistor. The floor waxer charges out of the closet, traps Marge in the coffee nook and waxes her from scalp to toenails.

The vacuum cleaner, off on a romp of its own, spots Little Mark crawling under the cocktail table and, programmed to get rid of anything in that sector of the carpet, idiotically sucks him into the bag.

By the time Jane has called the Toddler Rescue Squad, prevailed upon a computer repairman to come look at the machine, and scraped the wax off Marge, her day is ruined. To top it off, the computer repairman—just as repairmen do today—tells her she needs another computer because the old one is on its last legs.

She is so upset by the thought of what Jim will say when

he hears the news—buying a new computer will mean canceling their summer vacation on the moon—that while parking the family helicopter at the supermarket she plows into a roof and smashes two blades.

Naturally, when Jim arrives home glowing with bar-jet joy, Jane cries: "I spend the day computing my fingers to the bone, getting the wax off our neighbors, and fighting with repairmen, and you're out getting fried on the bar jet!"

Jim will do just what he would do today. He will suggest that they go out for a little entertainment. Not to the movies. After all, they have a video chamber at home where they can always watch old Humphrey Bogart movies on the 30-foot screen. (Admittedly, the picture tube is pretty well shot.)

Instead, Jim will take everybody to a drive-in tastie. Remember on their pill diet Jim, Jane, and Little Mark may have figures slender enough for a fashion magazine, but their craving for the taste of food will be intense. To meet this demand, the entertainment industry will have replaced drive-in movies with drive-in tasties.

Jim, Jane, and Little Mark will sit before a huge screen with sensory injectors attached to their taste buds and partake of a double feasture—that is, two shows in which the actors gorge themselves with food whose flavor is transmitted to the audience's taste buds. If Jim and Jane are lucky there will be a Hollywood costume epic featuring a three-hour Roman banquet. On bad nights there will be nothing at the tasties but Chinese productions, which leave them feeling empty before they're halfway home.

Eventually, of course, Jim and Jane will go house hunting. Jim's status cannot be maintained with a failing housecleaning computer and a mere 30-foot TV screen.

House hunting will be the same as it is today. They will look at a magnificent place with a new nuclear heating system, a 57-foot three-dimensional TV screen, disposable interior walls, self-cleaning curtains, automatic baby-sitter, a video interphone in every room, and never-wear aluminum flooring that looks exactly like mahogany.

Jim will love it. Jane will hate it.

"What's wrong with it?" Jim will demand.

"It doesn't have a fireplace," Jane will say.

"This is the 21st century," Jim will say. "Fireplaces went out with the Pilgrims."

And Jane will say, "You just don't understand women."

Jim, just as he would today, will perceive that Jane has entered her antique period. They will buy a house with a fireplace to remind Jane of 1620. When the nourishment computer serves their dinner pills, they will be swallowed by candlelight to remind Jane of the Middle Ages. She will install coach lamps by the entrance to remind her of the 18th century.

One day she will bring home a 1930 icebox and place it in the living room, adorned with a 1947 TV set with a seven-inch screen.

"What's that junk doing in here?" Jim will demand.

"That *junk*," Jane will explain, "cost you $1300."

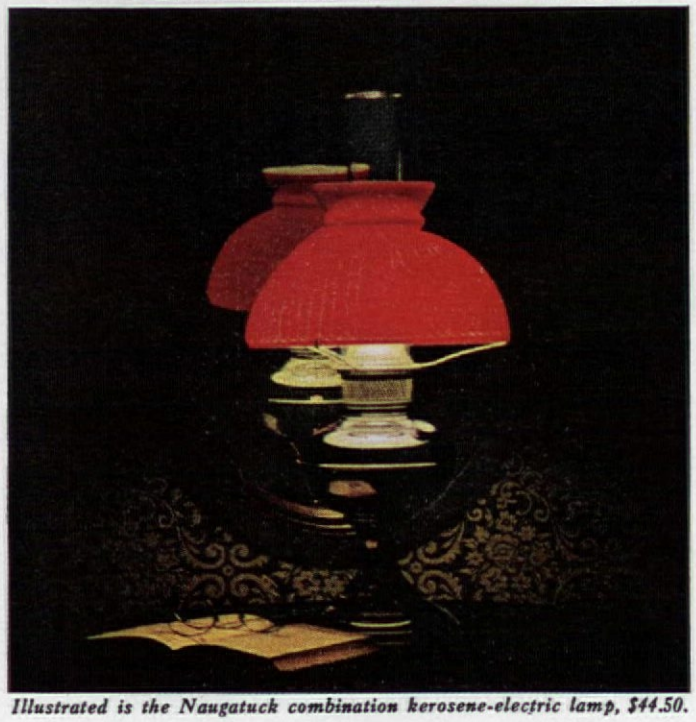
"But why?"

"Those are antiques," Jane will say. "In this world if you want people to think you're somebody you've got to show them you can afford to throw away good money on things that grandmother threw on the junk-pile."

It will be delightful living in the year 2000. Especially if you are the type who thinks 1966 is an improvement on the year 1750.

And no wonder. All the variety she wants. All the flavor she craves. All the vitamins, minerals and protein she's known to need. What more could any cat ask? Except a ball of yarn, maybe. Get her Friskies...from a world leader in nutrition—Carnation.

2 THINGS ARE NEW IN P&A LAMPS. ELECTRICITY. AND THE PRICE.



Illustrated is the Naugatuck combination kerosene-electric lamp, $44.50.

A century ago, you could light a P&A lamp only with kerosene. But we've progressed. Now we make the only early American lamp convertible to kerosene or electricity. If you use electricity and hide the cord, no one will know your P&A lamp is not a genuine Plume & Atwood antique. P&A makes the truly identical reproduction. We use solid brass. We even use the original tooling used at the turn of the century. P&A makes real parlor lamps in three sizes, from $27.50.

P&A SINCE 1869

P&A Lamps are manufactured by the DORSET DIVISION The J. B. Williams Co. Inc., Thomaston, Conn.

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Meaningful modern in the Founders fashion — Patterns Fifteen. Send $2.00 for catalogue library of over three hundred designs, Dept. AH966, FOUNDERS FURNITURE, INC., PLEASANT GARDEN, NORTH CAROLINA.

BOOKS & BOOKLETS

NEW BOOKS OF HOME INTEREST

Most cookbooks are designed specifically for the chef of the house. But we've found one the whole family will enjoy. **COOKING PLAIN AND FANCY FOR FAMILY AND FRIENDS** puts the emphasis not only on good cooking (the more than 500 recipes and 90 menus speak for themselves) but on the pleasure the whole family can derive from a mutual appreciation of the culinary arts. The recipes take you from breakfast (the forgotten meal) through dinner and on to picnics. There are chapters, too, on tools for cooking and how to stock a pantry. By Lois and William Katzenbach. $5.95. (Doubleday)

If you enjoy being creative and aren't reticent about trying new ideas, you'll find **NEW USES FOR OLD CANNONBALLS** *And Other Novel Decorative Arrangements* a rewarding little book. The ideas, whimsically illustrated by author David B. Van Dommelen, offer some interesting and provocative solutions to decorating dilemmas. $4.95. (Funk & Wagnalls)

WORDS, WORDS, WORDS, by Mary O'Neill, is a collection of bright poems for children—and one of the loveliest introductions to the world of words we've seen. Beginning with how words started, the poems go on to explain the rules we follow when putting words together. For example, a period is described: "When you come to the end of a written thought, you just sign off with a polka dot." Thought, recollection, memory, hope, happiness, smiles, and frowns are all defined too. This is a beautiful book (with drawings by Judy Piussi-Campbell) to keep in mind for the holidays or as a special September gift for a youngster who's starting school this year. $3.25. (Doubleday)

Autumn is a time when many people again begin to think of decorating and indoor gardening. The **ILLUSTRATED ENCYCLOPEDIA OF HOUSE PLANTS** will help you with both of these popular projects. It's a practical reference guide to more than 200 decorative foliage and flowering plants. The author, Violet Stevenson, gives all the basics about care and suggests plants that are suitable for beginner and experienced enthusiast. $3.95. (D. Van Nostrand Co.)

A handsome gift book for anyone interested in architecture, **PHILIP JOHNSON,** *Architecture 1949–1965,* is filled with exquisite color photographs of Mr. Johnson's work. All his major buildings are included, from the famous "glass house" (the Philip Johnson home) in New Canaan, Connecticut, to the Museum of Modern Art in New York. $15. (Holt, Rinehart, & Winston)

These books may be ordered through your local bookstore.

BOOKLETS YOU CAN SEND FOR

COOKING WITH A SURPRISING DIFFERENCE. Newly married or the mother of four, these recipes (85 of them) are for you. They cover every eating occasion beautifully and with an eye on your budget. You'll love the ingenious disguises for leftovers. Send 25¢ to Dept. AH-6, Carnation Co., Los Angeles, Calif. 90019.

Planning a community or large social dinner? **FEEDING A CROWD,** *How to Take it in Stride,* will be an invaluable helpmate. Recipes, budgeting and organizing tips are geared to feeding 25 or more. Send 50¢ to Dept. WM, General Foods Kitchens, 250 North St., White Plains, N. Y. 10602.

Vexed because of marring stains or scratches on your marble table, mantelpiece, or fireplace? **HOW TO KEEP MARBLE LOVELY** has just what you need—expert solutions! Free from Dept. AH, Marble Institute of America, Pennsylvania Bldg., Washington, D. C. 20004.

HOW TO HELP YOUR CHILD IN SCHOOL outlines what you can do to help your child adjust happily to his education away from home. Send 25¢ to Dept. AH, Public Affairs Committee, Inc., 381 Park Ave. So., New York, N. Y. 10016.

WHAT EVERY WOMAN SHOULD KNOW ABOUT LIFE INSURANCE answers frequently asked questions about this vital subject. Free from Dept. AH, Travelers Women's Information Bureau, Tower Square, Hartford, Conn. 06115.

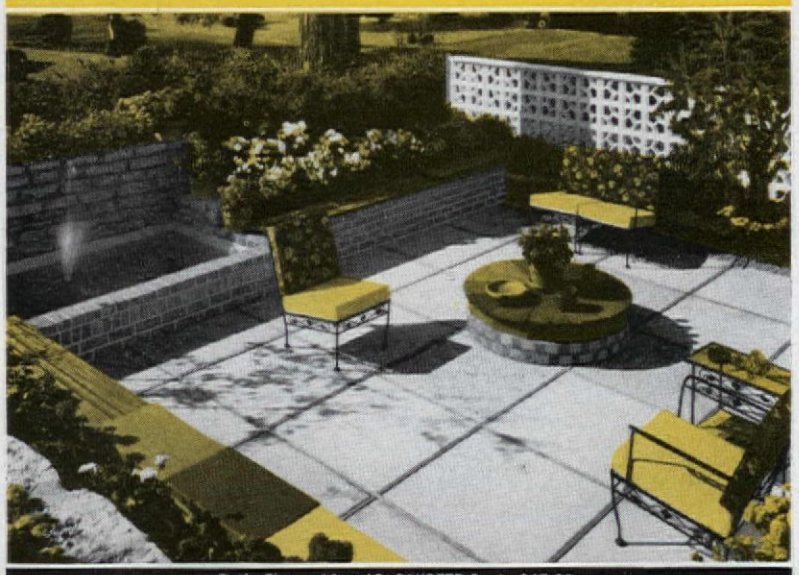
Living room floor features solid vinyl Kentile Colonial Brick. Comes in five true brick colors. Individual 9" x 9" tiles permit quick, easy installation. Interior above by Marvin K. Culbreth, A.I.D. Your Kentile® Dealer? See the Yellow Pages under "Floors."

Looks just like brick–but it's solid vinyl tile!

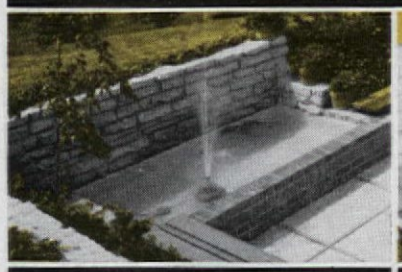
KENTILE
VINYL FLOORS

Now you can have all of brick's bold beauty—with Kentile Colonial Brick! Yet it costs far less in any room, is more comfortable and quiet underfoot, easier to clean. Greaseproof.

See how little it costs to add beauty like this to your home

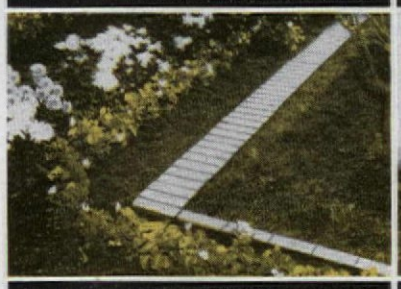


Patio Floor—10′ x 12′ SAKRETE Cost—$45.00

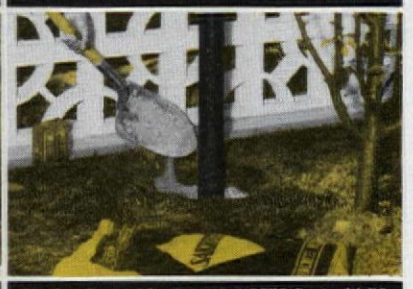


Pool—4′ x 6′ (Inside) SAKRETE Cost—$42.15

Fire Pit—32″ dia. SAKRETE Cost—$9.90



Lawn Edging—20′ Long SAKRETE Cost—$4.95



Setting Post—32″ Deep SAKRETE Cost—$1.70

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Want to add new beauty and enjoyment to your outdoor living area quickly, easily and inexpensively? No problem at all when you use SAKRETE Cement Mixes. Projects like these—planned individually or combined to form a fun-dedicated patio or garden area—are not only inexpensive, but fun to build as well. There's no measuring, laborious mixing, muss or fuss when you use SAKRETE.

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DECORATING NEWSLETTER

The huge, golden globe gyrating slowly on jets of water *was* real—so what could we do but stop and investigate even if it did mean getting off the New Jersey Turnpike at Exit 8A? What we discovered was Rossmoor Leisure World in Cranbury, New Jersey. This new cooperative-ownership town offers its residents—people over 52—many conveniences that the young homemaker will also find extremely useful. One example is the **compartmented bath:** the toilet is discreetly screened from the tub by a tiled wall; and a handsome washer-dryer pair, tucked away in its own niche, is color-coordinated to tiles and fixtures. Practical and hygienic are the **French hand showers** in every bathroom. They clamp securely at usual shower height, unclamp for washing out the tub or hair washing and rinsing. Another good idea: **new positions** for electric light switches and outlets. The switches are about 28 inches above the floor which is lower than normal. Outlets are conveniently high for no-stoop plugging in.

The first whiff of fall is usually accompanied by a longing for more formality—and why not? A whole summer's worth of cookouts is enough. For fall festivities try one of the new Fiberglas Beta tablecloths by Owens-Corning. They can be handwashed in mild detergent suds and they don't need ironing. What's more, they come in a wide array of weaves, patterns, and colors. Sizes range from 52-inch square to 62x108 inches. Prices start at $4.

Any first-grader lucky enough to get a set of Fieldcrest's new Teach Me, Read Me coordinated bed and bath ensembles will be one up on his classmates. One of the four designs available is called Friends You Can Count On, which includes the turtle who had cold feet . . . the bear who began to snore . . . the tiger who turned out the light. Who wouldn't learn to read just to find out what it's all about? For circus buffs there's the Runaway Ronnie. A time-telling clock motif is called It's About Time, and then there's Sweet Dreams. Each of these designs is whimsically executed to catch a child's imagination, teach him to read, and be colorfully decorative in his bath or bedroom. Sheets and pillowcases are about $6 to $8, bath towels about $2. Coordinated bath rugs, bedspreads, and blankets are also available.

We fell in love with Odom and Associates' new woodland do-it-yourself mural—not only because it offers the nerve-cooling therapy of snipping out pretty paper pictures, but because the trees, flowers, and animals are so appealing. Our favorites are the happy-go-lucky bear, the woodchuck couple, and a very superior owl perched in one of the trees. You combine the cutouts to make a mural to fit your own nursery wall space. It takes about three hours of cutting time, uses rubber cement, and costs $4 for the complete mural.

Vera D. Hahn

WHY DO SOME YOUNGSTERS SHOW MORE PROMISE THAN OTHERS?

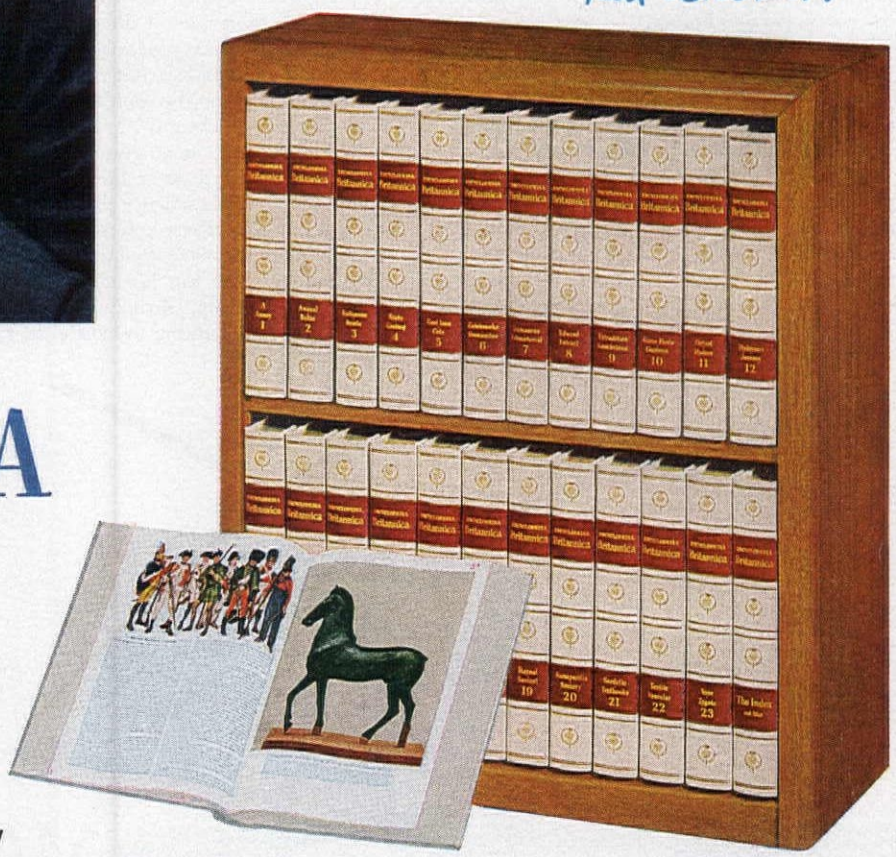
by Red Skelton

Ever notice how little children watch the world? Those big, bright eyes, so eager to see everything. Some children stay that way—eager and alert—all their young lives. They show "promise" that is often fulfilled.

I've seen a lot of them come up in show business. And, with a very large assist from Georgia, I've helped raise our daughter, Valentina.

Not that we feel she's brighter than her friends. But we have taken the time to listen to her questions and we try to find the answers. And when it comes to finding answers, I'd have to say nothing has more of the right answers in it than our Encyclopaedia Britannica. It has answers to questions that I never thought would come up. If you really want to give your children a good start on life, get Britannica.

Red Skelton



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Carpeting a laundry room, basement or even an outdoor terrace isn't as ridiculous as it sounds.

We've got a new carpet you can put in the most ridiculous places in your home.

Indoor places, outdoor places, places you've never dreamed of putting carpet before.

Because this is Suburbia: a carpet you've never dreamed could exist. It can be put absolutely anyplace. The following is a recent list of "anyplaces." However, new uses for it are constantly being invented by our customers. (The back of station wagons, patios, porches, halls, garages, summer homes, carports, boats, gamerooms, attics, stairways, basements, kitchens, pantries, closets, bathrooms, gazebos, even around pools.)

A pretty smart lady up in Amsterdam, New York even rolled one out in front of her house last winter and "prevented her sidewalk from becoming a slidewalk."

How can carpet possibly survive in all these crazy places?

Mostly because Suburbia's surface is 100% Marvess™ olefin fiber. So it doesn't do all the things you'd expect carpet to do if you left it outdoors. It doesn't absorb dirt and you can just hose it clean.

Because Marvess also won't absorb water. It's easy to mop up even buckets of it.

(We're thinking about your laundry room now.)

It also resists fading by the sun. Because the color isn't just a dye, it's actually part of the fiber. (There are eight bright, cheery colors to choose from.)

Man may not have conquered the elements, but Suburbia has. You can lay it down without fear of mildewing, curling, shrinking or any other nasty thing. It has no padding to buckle, in fact, you don't even have to nail it down. Just glue it once and that's it.

A 6′ x 10′ laundry room costs less than $40 to carpet with Suburbia. So for a lot less than the cost of a mediocre tile floor, you can enjoy the luxury of having wall-to-wall carpet in some absolutely ridiculous places.

This is only one in a series of ads that Mohawk Carpet is running with the following purpose in mind: we plan to take over your house. With practical carpets for the family room. Wildly luxurious carpets for the living room. An ingenious idea for the kitchen. The ultimate solution for your dining room. Bathroom carpets. Bedroom carpets.

We've gathered many of these ideas and put them together in an exciting little booklet. It's yours for the asking at your Mohawk dealer. If you don't know who he is, write to: Mohawk Carpet, 295 Fifth Ave., N.Y. 10016.

By Mary Feeley

KEEPING FAMILY RECORDS

One of the most valuable *collections* you own, regardless of your financial status, is that conglomeration of papers, cards, booklets, and legal forms called "family documents."

These can range from birth certificates to tax returns to warranties on household appliances.

Don't underrate this collection. It's important to keep records of the family's personal and business affairs and to keep them in an orderly way. Otherwise, you may someday find yourself paying a price in frustration, time, money.

Readily available records can protect you if other people with whom you do business make a mistake in *their* records. You may need, unexpectedly, to show legal proof of some transaction. Or maybe you'll want to get a passport in short order and need to put your hands on your birth certificate in a hurry. In the future, you may need to produce education records or service in the Armed Forces.

It's also worthwhile to have certain family documents photostated so that you can keep copies in two different files. For example, it can be a laborious process to get affidavits of birth if the original legal record (birth certificate) is lost or destroyed.

Set up a two-step filing system for family documents in a home office and in a bank safe deposit box. For your home office, devote a desk drawer to several manila envelopes or use a plain metal file box. Tell the family where it is.

A simple system of filing papers can be handled with four large envelopes labeled: personal records, insurance policies, real estate, and financial. Under personal records, for example, you can file marriage, birth, and death certificates, health records, social security numbers, education records, Armed Forces records, information on family burial plots. In the envelope marked financial you would file copies of signed wills, bank statements, copies of notes and loan agreements, contracts, etc.

In addition, keep these records in your home office: canceled checks, bankbooks, warranties on appliances and equipment, sales slips for major purchases, income tax returns, employment records.

List all valuable papers you own and where they can be found if they're not in the home file. Include on the list papers you keep in your safe deposit box. At the bank you will want to keep a duplicate copy of this list.

Also, every family should keep what can be called a "crisis book" in the home office.

This important book can be a dimestore composition book. Its purpose is to inform and guide someone who may have to handle a family emergency in case you aren't able to. It should contain a list of persons to notify in an emergency: names, addresses, and phone numbers of your doctor, next of kin, children's school (if any), local relatives, and friends. List also business associates to call, your company or employer, lawyer, insurance agent.

It's a good idea, too, to note in this crisis book exactly where the home file of records is kept and in what bank is the safe deposit box.

While we're on the subject of family records—what about the family "negotiables"? In addition to cash and investments, negotiables can include any item that can be quickly converted into ready money, such as cameras, stamps, guns, musical instruments, glass or china collections, boats, trailers, farm equipment, machine tools, books, antiques, furs, jewelry.

Keep a list of such negotiables in your home office file—even though the possibility of converting any of your possessions into cash may seem remote at this point. Life sometimes surprises us.

Keep all your family records up to date. This won't involve much time or trouble since many of your records will remain as is, forever. But those which need a check from time to time could be education records, mortgage payment records, loan payments, changes in wills, health records, employment changes, names and addresses of people to call in an emergency.

Mary Feeley is Consultant for Personal Money Management for the Union Dime Savings Bank, New York City, and author of Associated Press's syndicated column "Live Within Your Income."

"How we retired in 15 years with a guaranteed income for life"

"Jane and I are still landlubbers at heart, but we'll get used to this boating life. There are lots of things we're getting used to these days—such as sleeping late, waking up to sunshine every day and doing the things we enjoy most. Best of all, we're getting used to *not* worrying about money!

"Sounds like paradise? Well, almost. We've just retired, financially free and independent, with an income guaranteed for the rest of our lives.

"I've got to give Jane credit for it all.

"It was back in '50, on my fortieth birthday. We had some friends over for a little celebration. There was lots of joking and fun about my hitting the forty mark. Chuck Russell presented me with a cane and remarked, 'Well, *old* man, you'll be needing this soon!'

"It was good for a laugh at the time, but a few nights later, as Jane and I sat reading, his remark ran through my mind, and this time it wasn't very funny. I began to imagine what it would be like to be old and helpless—dependent upon charity; I wondered what would happen to Jane if I died first; I worried about the day when I'd have to quit working and my income would stop.

"All of a sudden, Jane looked over and interrupted my brooding. 'Everyone gets to be forty, you know. It's not the end of the world.' I have to admit that Jane always could read my mind!

"'It's not the forty that bothers me,' I told her. 'It's the twenty or thirty years still ahead of us. Someday we're going to have to retire, whether we want to or not. And I guess it's high time we started doing something about it.'

"She really surprised me. 'I already have!' She showed me an advertisement in Life magazine. It told about Phoenix Mutual Retirement Income Plans. I noticed that the coupon was missing. 'I mailed it this morning!' she announced proudly. Reading my mind again!

"A few days later a booklet arrived in the mail. It described Phoenix Mutual Retirement Income Plans—a means of saving and investing for the future, plus immediate life insurance protection for Jane if anything happened to me. It sounded like just what we needed, so I applied for a plan of my own.

"From that day forward, we never worried about growing old. Fifteen years go by pretty fast. But we haven't minded these fifteen years at all. In fact, life really begins at fifty-five!"

Send for free booklet

This story is typical. You, too, can plan to have a guaranteed income for life—beginning at age 55, 60, 65 or older. Send the coupon and you will receive by mail, and without charge, a booklet which tells about Phoenix Mutual Plans. Similar plans are available for women and for Employee Pension Programs. Send for your free copy right now.

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By Jeanne Lamb O'Neill

THE PAINTERS ARE COMING, HOORAY, HOORAY

It's time to paint up and paper up, and thank heavens I married a do-it-somebody-elser. Doing-it-yourself may be cheaper, but having the painters in is much more fun.

Did I say fun? All those characters in coveralls climbing up your walls, all those closets to empty out, all those color charts to sweat over, all that chaos and confusion—that's fun? I'll admit it doesn't sound like fun. I know most people look forward to the coming of the painters like the coming of the seven-year locusts. And I'm no different. I agonize for weeks before the painters are due. I make up desperate excuses why we can't get painted this week or the other. Once the date is set, I'm convinced it's the end of the world—of course I can't go to a luncheon on the 17th or have my hair done on the 20th—the painters are coming.

But having the painters in is like having 20 people for dinner. You hope they all come down with Asian flu the day before—but once they get there, you can't bear to see them leave. You're a bundle of nerves before and a bag of bones after—but in between, whoopee!

In the first place, painters aren't the noisy, clumsy pains-in-the-neck you might think. Painters are dreamboats. They're the most serene, philosophical, imperturbable people in the world. You'd swear they all studied Zen along with the other tricks of their trade. I imagine it takes years to develop the "painter's personality"—long, painful years of having to adjust to a thousand different ladies-of-the-house with a thousand different temperaments. But it's ineffably soothing to know that, however rattled you may be, nothing can faze your painters. It's ever so comforting in the midst of all your upturned furniture and inside-out closets to have cool, clear heads all around. And it helps to have a philosopher at the helm when you suddenly decide—after the second coat—that the yellow of the living room walls is a teensy bit too green and what you really want is *dirty* lemon ice.

It's amazing how invisible professional painters are. When your husband paints the house, you know he's there, all right. But professional painters melt into the walls like chameleons—not because they're all splattered with paint (painters are very neat and tidy) but because they're so efficient. If you want to pretend they're not there, that's fine with them. They won't bother you if you don't bother them.

But I like to bother my painters, thank you. For one thing, it's educational. Every professional painter is an amateur something else. Maybe one is a horticulturist who can tell me how to root my geranium cuttings and what kind of ilex to put in by the porch. Maybe one is an ornithologist who can tell me the name of the little yellow bird with the striped tail and a black smudge on its brow. I'm sure we'd be richer if we did the painting ourselves, but I'd be a lot dumber about horse racing, mutual funds, hot rods, chamber music, hay fever, and the piccolo. What's more, I pick up dozens of little professional painting secrets to pass on to my do-it-yourself friends.

For another thing, it pays to be chums with your painters. Painters are as gallant as the day is long and having them around is like suddenly acquiring a devoted staff of twelve. Who else would know that Sean's other sneaker is under the chair by the piano? Who else would come down to listen to the funny scratching noise in the dryer—and heroically remove two dying field mice while you cower in the corner? Who else could fix the sliding door that hasn't slid in six months and get the kitchen fan to purr like a kitten instead of clatter like a broken windmill? If nothing else, painters are a dandy built-in answering service.

But mostly it's fun to get painted because painters are fun. I don't mean that they're always doing funny things with paint pails or turning cart wheels on the scaffolding. They're just pleasant to have around with their sunny dispositions, happy humming, and gentle whistling. You become attached to the cheery slap-slap of their brushes and the merry glide of their rollers. You even get fond of the smell of their paint. Before you know it, the strangers you dreaded having barge into the house are practically part of the family. You wonder how you ever got the children off to school without them. There's Coonie running

after Cindy with her lunchbox. There's Brownie in the doorway reminding Sean it's stamp day. And if the children get a merry send-off, Mommy does even better—wouldn't you love an all-male cheering section every time you tripped out of the house in your ladies'-luncheon best?

Of course, getting painted isn't all fun and games. You have to leap out of bed at dawn and pretend your eyes are open just like the painters'. You have to nag everybody about touching the walls. You have to live like gypsies. And you have to make decisions, decisions—do you want the blue in the bedroom more Williamsburg or more Alice? Do you want matching woodwork in all the rooms, even the kitchen? Do you want the nails for the pictures in or out? Do you want the foyer to match the living room or the dining room? Do you want the kitchen put back together or a good excuse to eat out tonight? This is one time when even the dearest painter will desert you. Painters never have opinions. They've learned, the hard way, not to. The best you can hope for is a sign of approval after you've made the decision and the paint's all dry. You can be sure you've made a magnificent choice, though, if a painter says the thrilling words, "That's a nice color, ma'am."

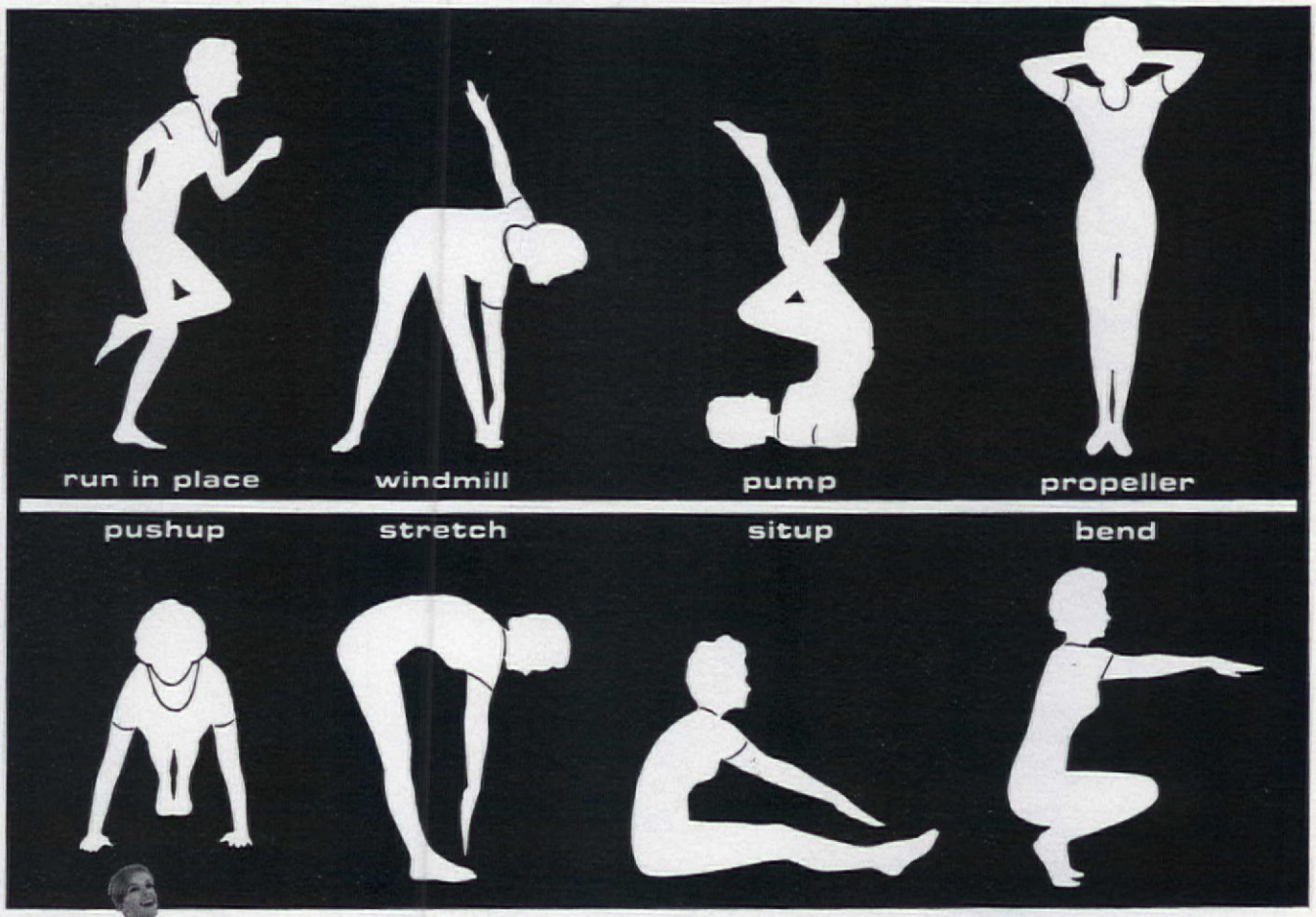
If you've never had a crew of painters paint your whole blooming house from stem to stern, I can tell you that the hardest part is the first part. It may be annoying to have your husband take two weeks to paint the dining room, but at least he isn't getting umpteen dollars an hour for it. After your painters have been there for one day, you'll be convinced that you'll have them around till Christmas—at umpteen dollars per hour. So far as you can see, the only thing they know how to do lickety-split is quit. But there's no use nagging or sulking. Your only recourse is to have faith—beautiful, simple, blind faith. Believe that they know what they're doing (and so does their foreman). You'll soon get on to their ways. Actually, preparing takes twice as long as painting and they'll probably zoom out days earlier than you dreamed. You'll soon realize that they're not going to start in the room you have all ready for them—and *stay* there until you ready another. At the same time they're first-coating the living room, they'll be preparing the ceiling in the kitchen, filling the holes in the bathroom, and spackling the cracks in the bedroom.

Incidentally, I'd rather have painters inside than outside any day. You never know where outside-painters are—which window they'll pop up in next. You always know where inside-painters are—right there, everywhere, all over the house. Besides, you can't establish the same rapport with a man whose left foot is dangling outside your window that you can with a man whose left foot is dangling over the eggs you're trying to scramble for breakfast.

Some people, including many painters, think the best time to get your house painted is while you're away—far, far away. You escape all the muddle and mess, and they escape *you*. It sounds ideal, but I wouldn't dream of it. The truth is the best time to get your house painted is the day *after* your vacation. If you're due back late Sunday night, have the painters arrive bright and early Monday morning—it's the surest way I know to avoid post-holiday letdown. Whoosh, you're swept from one mad whirl right into another. You're happy and rested and ready for anything. Best of all, you can't possibly tackle unpacked suitcases, dirty laundry, and piled-up dust—they're all buried under the painter's big, blessed, all-covering drop cloth. **I don't know how painters** feel about the people whose houses they paint. I don't know whether they notice what you eat for breakfast or how long you talk on the phone, how prettily you arrange petunias, or how messy your closets are. I don't know whether they, too, feel like part of the family and shed a little tear when the party's over. But I know how this family feels. I know that we haven't seen painter Slim in five years but, come September, every year, we still wonder how his hay fever is.

Luckily, our painters goofed last time. They missed a spot. I ought to haul them back indignantly this very day, but I don't think I will. I think I'll save them for a rainy day—some day when I've got a field mouse in my dryer or bugs on my euonymus or a date to go out in my ladies'-luncheon best.

Why does the President's Council On Physical Fitness recommend all this?



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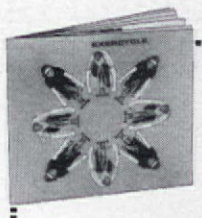

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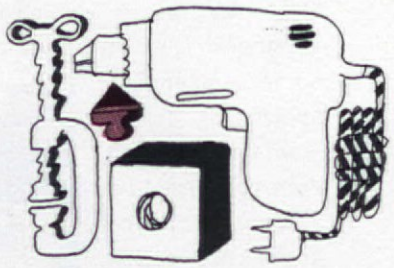
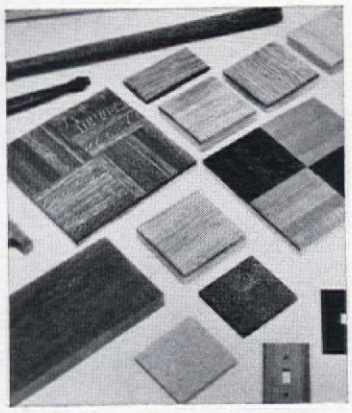
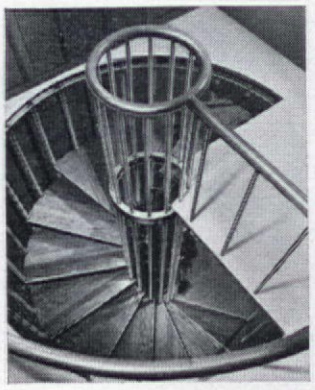


NEW PRODUCTS

Wood enters the atomic age: By impregnating ordinary wood with colored plastic, then bombarding with radiation, the American Novawood Corp., of Lynchburg, Va., produces flooring and wall panels that are extremely resistant to wear, weather, dimensional changes, insects, decay, etc. Requires no protective surface coating.

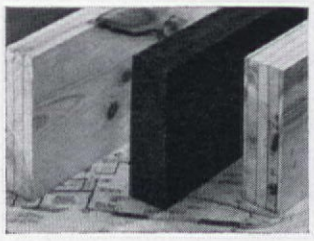


Admirers of contemporary architecture will like Spira-Stairs, a suspended spiral staircase unit that is completely independent of any wall structure. May be ordered with spiral direction running either clockwise or counterclockwise. The treads are of oak, and are supported by gold-anodized aluminum tubes. Prices start at $495. Pease Woodwork, Hamilton, Ohio.



Epoxy "putty" makes simple repairs in pipes, joints, or tanks in both water- and gas-pipe systems. Consists of two components, which you knead together in your hand, then apply with finger or thumb. Plumber Seal is made by Atlas Chemicals & Minerals Division of Electric Storage Battery, Mertztown, Pa. Costs 98¢.

Heavy structural wood beams are made by laminating thinner pieces together. They are stronger than solid beams and won't crack or twist. Potlatch, San Francisco.



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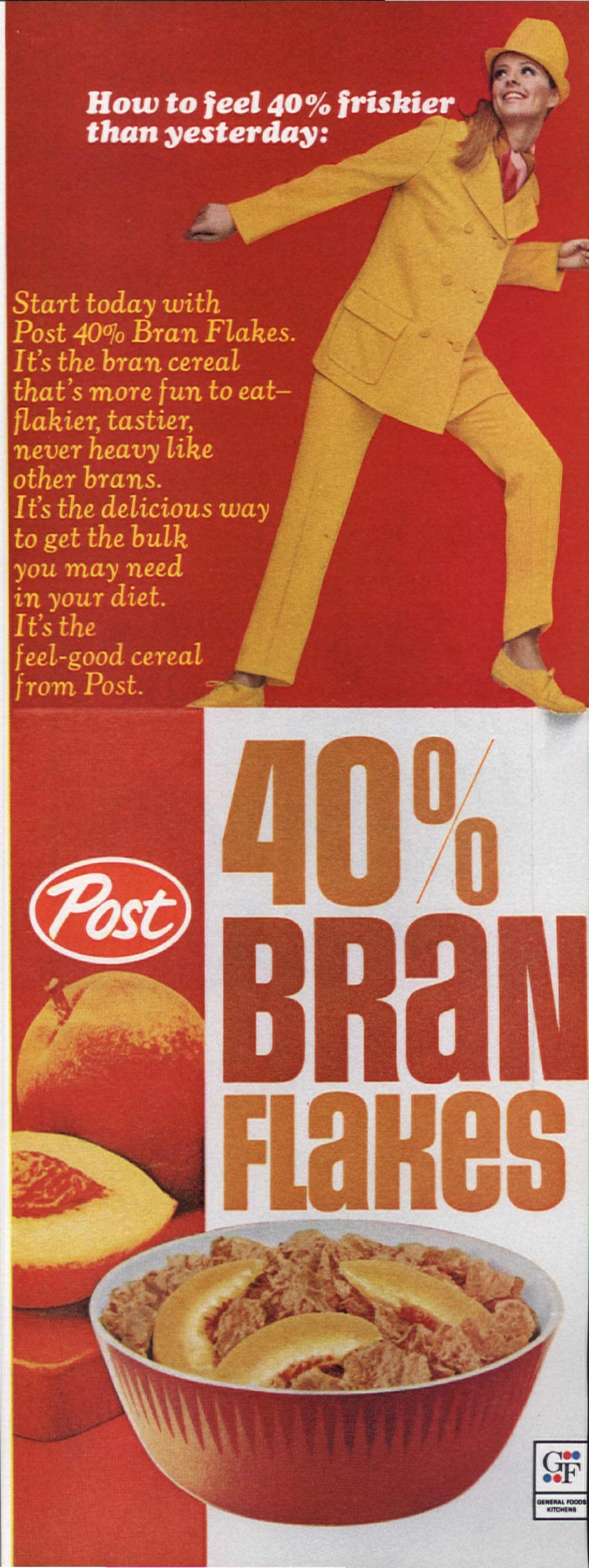

Rust stains in your toilet?

Sani-Flush bubbles the rust stains away

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Let Sani-Flush do the dirty work for you!

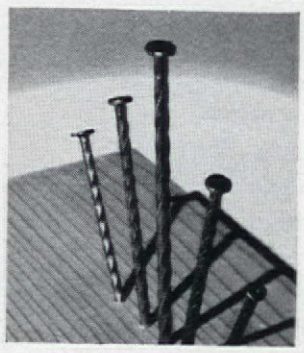
(continued)

Floor tile moves outdoors. Weatheron Flooring is a handsome resilient tile specifically formulated for use on outdoor concrete—on, above, or below grade. Application, much like that of indoor tile, requires only three additional steps. Do-it-yourself cost is about 70¢ a square foot. Armstrong Cork Co., Lancaster, Pa.

Vinyl-covered low-maintenance paneling cuts with a knife. It comes in easily handled widths of 5, 6, 8, and 10 inches, lengths of 8 and 10 feet. Realistic wood-grain finishes include teak, walnut, and cherry. You apply it with adhesive. Simplank costs about 45¢ to 50¢ a square foot. 3M Co., St. Paul, Minn.

Multipurpose, snap-jawed wrench does the jobs of adjustable, open-end, and box wrenches. To operate, you push a lever with your thumb, place jaws over bolt or pipe, then let go. The jaws snap shut, giving a tight grip. Adjustamatic costs $1.95 and up. From the Weil Tool Co., Woodmere, N.Y.

Helical twist nails give better holding power than smooth-shank nails and are less likely to split wood. While Amertwist nails cost slightly more per pound than common, you get up to 29 percent more of them per pound. Manufactured by U.S. Steel, Pittsburgh, Pa.



Plastic-coated no-paint siding looks like wood, but is based on a mineral called perlite. The richly textured material is nailed on like wood shingles. Six colors include redwood, oak, and walnut. Toggany is made by Johns-Manville, N.Y., and costs $50 to $75 per 100 square feet.

By Arthur J. Maher

Ironing's a drag. We'd be delighted to help.

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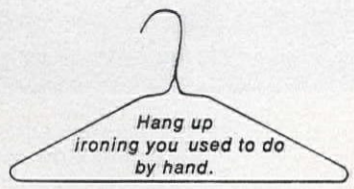

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"Dishes, dishes, dishes. Add them to housework and what do you have? Old-looking, housework hands. Peggy had them. And her Charlie didn't like them at all.

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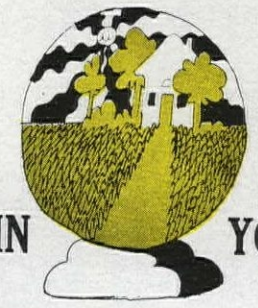

THE LAWN IN YOUR FUTURE

By William H. Daniel

For a while it seemed as though lawns were going to disappear from the suburban landscape. Everyone was talking low-maintenance which did *not* apply to grass. Colored gravel, cement, stone chips, even blacktop were cushioning the falls and games of countless small-fry. The voice of the mower was faint in the land and the crunch of gravel thundered.

Then someone invented crabgrass controls that worked. Along came the garden tractor that would allow you to mow, plow, till, dethatch, and more—*ad infinitum*. Mower manufacturers became safety conscious long before Detroit (or Washington) did. Somebody put fertilizer and bug-and-weed killers in one package. And then automation: Set the timer and the lawn had water in the correct amounts and at proper intervals. Rotaries began to hum, reels began to turn again. What's ahead?

For one thing, research is being directed toward the production of dwarf, slow-growing bluegrasses. Within the next few years your lawn may need mowing only once a month—at three quarters of an inch or less. It will not only be well manicured, but highly resistant to drought and disease.

INSTANT LAWNS

You can install a new lawn the way you roll out a carpet. The sod industry has been growing by leaps and bounds in the past ten years and the boom will get bigger. Producers are continually adding new farms, new branches, and new outlets. Expanding markets and new producers have caused prices to come down and each metropolitan area has a selection of sod readily available from reputable growers. The trend will continue upward with the addition of slow-growing varieties. Look for special-situation grasses, and combinations of decorative grasses too.

FOOD FOR LAWNS

Most lawns are undernourished. For one thing, it's work feeding a lawn, for another, the nutrient requirements of grass haven't been thought of much until recently. Now we know that large doses of nitrogen and potash are necessary for a healthy weed-free lawn. Instead of 10–5–5 or 20–10–10 you can now buy 31–5–15, 28–7–14, or18–4–8. They contain the minor elements that grass requires, are well granulated, dustfree, noncaking, easy-to-spread, nonburning, well-labeled, and readily available in convenient-size packages. The question in the future will be how *little* fertilizer to use to keep your lawn healthy, vigorous, and green. A better controlled-release nitrogen fertilizer is on its way. Researchers have discovered that nitrogen and other soluble components can be stored in the soil in the root system of a plant. In practical application this means that you will be able to feed your lawn once a year and be confident that it will receive all the nitrogen and other nutrients it needs in controlled doses all year long.

LAWN TECHNOLOGY

Completely automatic irrigation will be standard in most lawns. You can expect custom care of your lawn by professionals to be as common as rug and drapery care is today. And look for further advances in power mower safety.

Will the grass grow in winter? Most likely it will. Soil warming by electric heating cable or heat pump exchangers has been proved in research here and abroad. The possibility of controlling soil temperature and avoiding the extremes of freeze and thaw in cold climates is a strong one.

GROWTH REGULATORS

Would you like to spray your lawn and slow down its growth just before you leave on an extended vacation? Much more research is needed, but we shall soon have accurate growth regulators for mowed turf. Good results have already been achieved with slowing down or shortening potted chrysanthemums and poinsettias. Tree growth under utility lines is being controlled with maleic hydrazide.

The future for your lawn looks bright. It will never be entirely maintenance free because there are simply too many variables that affect the health and growth of living plants. But you can expect to have beautiful grass without the problems that have made lawn care a chore in the past.

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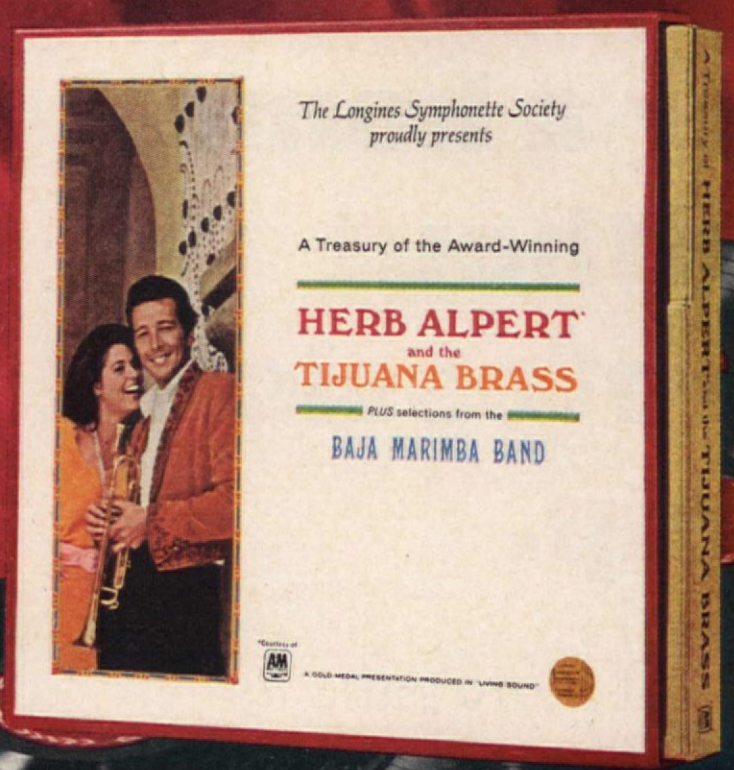

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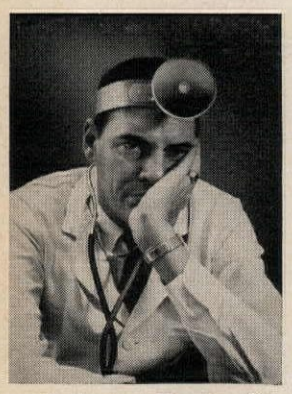
He lost more patients that way.



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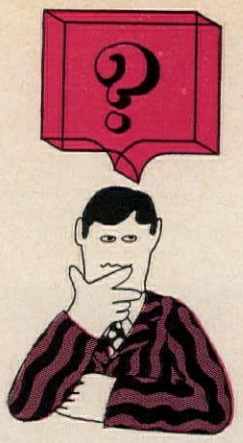

WHAT DOES IT MEAN?—PLASTIC

As we progress into the last third of this century, plastics will be more and more a part of your life. Already, you have daily contact with many of them. Outlined here are some of the more familiar ones, their characteristics, how to use and care for them.

VINYLS

Around the house vinyl is used as a flooring material, for wall coverings, and as upholstery. Although in different forms, these materials all have the same characteristics and generally require the same considerations. Vinyl is a thermoplastic material—it will soften under heat. Vinyl is tough and is not affected by water, oils, and food acids. Clean with soap and water immediately after a stain occurs. Do not use abrasive cleansers as they'll scratch the surface and do not use bleaches.

Vinyl upholstery has come from the motel and dinette into the living room. It is available in various types, in wide ranges of colors and designs. There are unsupported vinyls (without backing) that are used on kitchen chairs; there are supported vinyls (with backing) for standard upholstered furniture; and there are expanded vinyls with backing plus a layer of cushioning for extra luxury. "Breathable" vinyls have tiny holes and are cool and comfortable to sit on. Some look like plastics—slick, bright, and shiny; others copy familiar upholstery fabrics—anything from damasks and matelassés to homespuns. A great many imitate textured and smooth leather or even quilted chintzes.

Vinyl wall covering can be wall covering with a vinyl coating, paper- or fabric-backed vinyl, or self-adhesive vinyl covering. Designs run the gamut from regular wallpaper prints to textured grass cloths, simulated wood, marble and brick patterns, scenic designs. Vinyl wall coverings are completely washable and in most cases more durable than plain wallpaper. Since air cannot pass through vinyl, water-soluble wallpaper pastes won't dry and special vinyl pastes are necessary. Walls that are in bad condition or that have irregularities that can't be covered with paint can often be effectively camouflaged with a vinyl wall covering.

Vinyl flooring comes in a variety of forms—sheet vinyl, vinyl tile, vinyl asbestos tile, vinyl-coated cork and vinyl carpeting. These floorings are made in bright, solid colors or are embossed and printed in a wide range of designs resembling brick, marble, travertine, pebbled and mosaic surfaces.

Two recent additions to the sheet-vinyl group are a cushioned flooring, which is softer to walk on, and a water-resistant, backed flooring, which can be installed in relatively damp areas. Pure vinyl tile is produced in squares measuring up to 36″ and can be installed anywhere in the house. Since it is pure vinyl it is not affected by moisture. Vinyl asbestos tile is tough and less expensive than vinyl, but has a limited color range due to the asbestos content.

Before deciding which vinyl flooring you want, check with the manufacturer to make sure you have the right tile for the use of the room and the location of the room. Find out what kind of adhesive and preparations are necessary. This information can save you costly mistakes. All hard-surface vinyl flooring should be waxed for protection and a longer life span.

MELAMINE

Melamine dinnerware is made of hard-surface thermosetting plastic. It is heat resistant up to 210 degrees and will never burn. However, put over a flame or in an oven, it will char or discolor. Melamine comes in any color, translucent or opaque, and melamine dinnerware is frequently decorated with overlays of melamine in contrasting colors. Since melamine is colored throughout, the designs cannot fade or wear off. Melamine dinnerware can be put in the dishwasher with household detergent and is not affected by foods, acids, alcohol, or grease. After much use, it may become stained. These stains can be (continued on page 122)

SEGO GIRL

There's a reason why she's a SEGO girl. SEGO works. SEGO® Diet Food helps make you slender. That's the important thing. The rest is delicious fringe benefit. How good it tastes, for instance (we make sixteen nice-new-taste flavors so you won't get bored). How good it is for you; how good you feel the whole time you're slimming with SEGO . . . because each 225-calorie SEGO meal has super-large servings and extra protein to help you play fair 'til the next meal.

But the important thing is SEGO works.

SEGO is for finding the joy of a slender figure.

And for being more beautiful.

And that's really the important thing.

PET
MILK COMPANY

(19″ x 45″ over-all) Galax Mirror Corp., Galax, Virginia 24333

If it's Chinese Modern, there's a PPG High-Fidelity® Mirror to match. Here's a beauty for $39.95* by Galax.

You can add interest and light to every room in the house with mirrors. They make rooms seem larger and brighter. The HIGH-FIDELITY label is your assurance of the finest in mirrors. PPG makes the glass that makes the difference. Pittsburgh Plate Glass Company, One Gateway Center, Pittsburgh, Pennsylvania 15222.

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Morgantown
Royal Furniture Co.
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*Approximate retail price

FUTURE CARS, ROADS, AND YOU

By William J. Toth

In the first two thirds of this century man has enjoyed more technological advances for making life comfortable than ever before, and he will enjoy even more in the last third of the century about to come. This is especially true of the automobile, since the advent of mass production in the early 1900s places its entire life within the 20th century. Looking ahead, here are some of the wonderful things you will be experiencing and enjoying before too long.

CAR CONSTRUCTION AND DESIGN

Look forward to the following improvements:

• Steering will become easier and the apparatus will become safer in case of impact. Steering will be accomplished with wrist-twist controls, airplane-type control sticks, and yes, to a limited degree, automatic-pilot controls. Automatic controls will be limited to new roads until more economical means are found to install the equipment on present-day roads. The steering wheel now in use will be a memory.

• Crash padding as we know it today will not be soft and cushion-like, but rather will be fairly stiff and will be more effective. It will be made of plastic and will be used liberally in the passenger compartment. It will be blended into interior design so cleverly you will never know it's there.

• Restraining devices will function automatically without attention.

• Dashboards will become streamlined, with knobs, buttons, and sharp projections disappearing.

• Seats will be contoured to the body, with higher backs to support the head and neck for resting or in case of backlashes.

• Through the use of newer metal compounds, strength will be added to the roof and sides. General outside design will not change drastically in a short time. The really big changes will be hidden from view.

• Window glass will become stronger and will be able to control sudden changes in light. Glares will be reduced.

• Lights will become stronger and will shine farther ahead to keep up with increased speeds at night. And not completely new, a headlight will be added that will turn as you turn your steering device and light the road better on curves.

• The sides of your car will be better lighted and reflectorized so that you can be seen from the side.

• Taillights will definitely change. Combination lights of red, amber, and green will tell others whether you are stopped, slowing, or moving.

• All windows and even light lenses will be kept clear and clean while traveling. Defrosters, wipers, and washers will be improved to keep vision and lights clear of weather and road dirt.

• All doors will lock automatically while the car is in motion and will definitely keep you in the car—the safest place in an accident.

BRAKE CONTROL

Brakes will become the disk type and their efficiency will improve to cope with the higher speeds. A nonlocking brake will be installed which will permit steering during an emergency braking and thus will eliminate skidding, one of our worst accident causes.

TIRES

Newer compounds and combinations of rubbers, tread designs, and road surfaces will give added adhesion to our tires. Thanks to slower deflating tires, blowouts will not cause an emergency, and flat tires will be recognized before they cripple your car. Tire improvements will cause the manufacturer to eliminate the spare.

Colored rubber embedded in the tire will show through when it is time to retread or get new tires.

CAR MAINTENANCE

Maintenance as we know it today will be a thing of the past. Visits to the dealer or garage will be made to adhere to a strict schedule to keep your warranty in effect. Warranties will be valid for 100,000 miles. Engine oils will be changed less and less and lubrication visits will all but be eliminated. These systems will be sealed.

Contrary to charges of planned obsolescence, cars will last longer.

CAR REPAIRS

With sealed systems the do-it-yourself buff will find it more and more difficult to keep up with the modern car. Car difficulties will be analyzed electronically and the old-fashioned "ear tuning" mechanic will have to learn to use new equipment in order to compete.

Repair supermarkets will become common and repairs will be done quickly and efficiently. Human error will be minimized and controlled.

CAR COMFORT AND CONVENIENCE

Modern home comforts and conveniences will be transferred to the car. Choices of luxurious interiors will be available. Materials and color combinations will be practically unlimited, and the new devices and accessories will amaze you. Here are some of the dreams you will see come true:

- Air conditioning will become inexpensive and will be as common as heaters are now.
- Television sets will be restricted to the rear seat until automatic-pilot systems are perfected. If screens are mounted in the front, they will not be placed to interfere with the driving.
- Speakers for radio and television will be mounted in the high seat backs that curve around the head, giving a natural stereo sound.
- Seats will easily tilt and even rock for unlimited comfort. A full tilt will let you nap or even sleep overnight in the car.
- Radios will become standard equipment for pleasure as well as for receiving information from the outside.
- Electronically controlled equipment along the roadway will be actuated by the moving car to play through the car's radio. Riders will be given descriptions of the area in which they are moving—especially useful in scenic areas.

ROADS OF THE FUTURE

The present Interstate System is a good example of what to expect. By 1972 the system will be completed and our country will take on an air of the future.

Detours will no longer hold you up but will bypass construction jobs and will be especially built for the situation. As the detour moves, so will the center lines. They will be rolled up and rolled down as the road moves.

High-speed roads will be built to get the traveler to the middle of big cities in a hurry. This will be a great boon to travelers from and to airports.

Speed limits will go up to 80 miles an hour and higher, and definite minimum limits will be posted and enforced.

FUTURE CAR INSURANCE

Companies will be looking for ways to cut the rising premiums of car insurance. Deductible-type liability and property-damage policies are being considered. This means you will pay the first $250, $500, or $1000 damages and your company will pay anything over that, up to the policy limit. Of course, the premiums will be much lower than they are today. With newer and more efficient methods of keeping records, merit-rating plans for individuals and particularly automobiles will become a reality. Insurance companies will take more interest in car design.

EXTRA COMMUNICATIONS TO HELP YOU DRIVE

Here are some truly amazing things that will make driving easier and safer:

- Road signs will be larger, reflectorized, and lighted so as to give clear messages.
- Roadside hazards will be guarded and reflectorized if necessary.
- Certain roads where services are limited will have special radio frequencies carrying messages for the motorists.
- Radar devices will warn you when you are following too closely.
- Police patrolling the highways will be able to warn oncoming motorists by radio of accidents and dangers ahead.
- Road surfaces will be purposely roughened to warn you, through steering vibrations, of impending dangers.
- Road surfaces will be colored to alert you to slow-down areas, stop signs, etc.
- Radar devices along the road will be actuated by your car to light warning signs ahead if you violate regulations.
- Detectors on your car will tell you that the temperature is freezing outside or that your tire pressure is low.

YOUR TAILOR-MADE CAR

From hundreds of colors, materials, cloths, leathers, accessories, equipment, and extras, you will choose your future car to reflect your tastes. Manufacturers will build your choice and will build it stronger. It will be safer, last longer, and give you unparalleled comfort, safety, and pleasure.

Mr. Toth is a professor at the Center for Safety Education, New York University.

I can make the dandelion blow but what makes the wind blow?

The answer is easy to find.
It's in every encyclopedia.
The only trouble is that the adult ones speak of "atmospheric pressure gradients" and "interaction of highs and lows." Do you know of a quicker way to dampen a child's curiosity and enthusiasm for reading than such grownup talk?
Compare it with the answer in The Book of Knowledge. "To begin with," it begins child-sensibly, "what is wind? It is simply air in motion. What is air? It is a mixture of gases . . . ."

And so it leads your child on.
To what makes the wind blow and what makes it whistle. To what a tornado is and how to make a wind vane.
And dozens of other informative and curious bits of knowledge which bit by bit build up in your child a love for learning and for reading that lasts his whole life.
Remember the saying of your own childhood? "The Curious Child Wins in the Race to Success?" In today's competitive world, it is truer than ever.
What are you doing to prepare your child?

The Book of Knowledge

answers every question your child can ask in language your child can understand

The Book of Knowledge
The Grolier Society, Inc.
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COMMENDED by PARENTS' MAGAZINE

Please send me your free 24-page color "miniature" Book of Knowledge crammed with stories, articles, pictures, quizzes and things to make and do. Tell me, too, about the Grolier Easy-Pay Educational Plan. There are ____ children in my family, ages _____.

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So why pay 98¢ for the High Priced Spray?

New fifty-nine-cent Florient Disinfectant Spray does what the High Priced Spray does. Kills household germs like staph, on contact —just like the 98c Spray. Kills germs that cause odors —just like the 98c Spray. Kills the odors themselves, with no heavy afterscent —just like the 98c Spray. But fifty-nine-cent Florient costs only 59c. Save nearly forty cents. Kill germs just as dead. Kill odors, too.

By Elizabeth C. Robinson

YOUR TELEPHONE MANNERS ARE SHOWING

Your tone of voice reveals a lot about you! What do you say when you answer the telephone, and how do you say it? Do you reply, "Hello" or do you use the more formal (and sometimes too-information-giving) "Mrs. Brown"? Both of these are correct, but your tone of voice makes the difference between a warm, friendly greeting and a harsh, or annoyed response.

Over the telephone wire, when your voice cannot give a picture of you, identification is essential. Nothing is more exasperating than to answer the telephone, hear a voice say, "Is John there?", and not know who wants John. By the same token, it's not particularly heartwarming to the person calling to have you *answer* his question with "Who's this?" The crowning blow comes when you bang the phone down and yell at John to come to the phone.

Your voice almost describes you as a person. Rudeness comes through like a bomb, sometimes when you don't even realize it. Take, for instance, when you have been engaged in some job and the telephone interrupts. Your reaction could follow psychological experiments concerning interruptions. In these, skilled researchers found that frustrations, annoyances, almost hatreds, could result from interrupted concentrated effort. Watch the next time you are interrupted by the telephone. What tone of voice comes through? Does it reflect the best you?

The telephone is a useful creature. Today you can decline, accept, or extend an invitation by telephone. There are a few exceptions however. If just RSVP or "A reply is requested" is on the invitation with an address but no telephone number, the better way is to write a reply, unless it is to a very close friend. In the case of a formal wedding invitation, write by all means.

If you are entertaining your husband's business friends, can you invite them by telephone? Yes, most assuredly, but be sure to introduce yourself immediately and make it clear who you are and why you are calling.

How is the best way to identify yourself over the telephone? A married woman says, "Jane Smith" in social calls (first name, last name—just as she did before she acquired her married name), uses "Mrs. Smith" in business dealings. A man uses "Jim Smith" (not "Mr.") in social and most business calls. The exception is a medical or professional person who will answer the call "Dr. Smith" or "Professor Smith."

Be brief and concise in telephone invitations. Often it is wise before calling to list the points you want to include—the kind of invitation (luncheon, cocktails, dinner, buffet supper), place, date, and time. Make these points clearly. Often you can repeat the information in closing by saying, "We shall look forward to seeing you on Saturday, October third, at seven o'clock."

A different type of telephone call is the benefit or charity solicitation. You are asked to telephone a list of people. How do you do it?

Here again, identify yourself and your purpose in calling. Say at once, "This is Jane Smith. I am calling for the Community Art Committee. Will you help with our show on such-and-such a date?"

The time of day for making calls is important. Avoid early morning hours or meal times . . . and any call after nine o'clock should only be to close friends. Everyone won't agree, but the hours between nine in the morning and four in the afternoon are usually best.

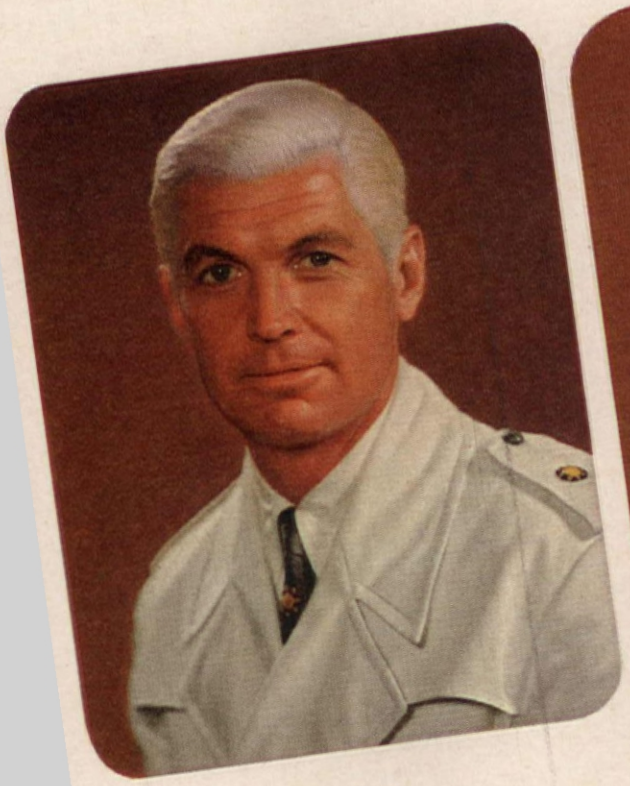
Should children answer the telephone? In this day of long-distance direct dialing, it is well to teach children to answer the telephone correctly. Many mothers do not allow very young children to answer the telephone unless they are near to take the call if it is long distance. A word of caution, too, to the caller. If there are young children in the family, a person-to-person call is sometimes wiser.

Adults as well as children should learn the cost of long-distance messages and be responsible for any long-distance calls made from a friend's home. In areas where every local call is counted and the amount shown on the monthly bill, remember to offer to pay for even local calls. They do mount up.

Above all the telephone is a convenience. Treat it as such, but keep graciousness in your telephone manners.

MAN FROM GLAD BRINGS YOU

free school supplies:



Free Eraser, ruler, pencil set...Twin pen set... Crayon set...or Colored pencil set. Get one, or get all 4. You'll find one of each attached to special back-to-school GLAD Sandwich Bags packages. At your grocer's, now!

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(24" x 47" over-all) Turner Manufacturing Co., 2309 S. Keeler Ave., Chicago, Illinois 60623

If it's Adam, there's a PPG High-Fidelity® Mirror to match. Here's a beauty for $50.00* by Turner.

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*Approximate retail price

BE FIT FOR FALL

By Annette Francis Benjamin

As the relaxed pace and outdoor pastimes of summer come to a close, the approach of fall generates a new feeling of excitement in the air. Families are busily engaged in the annual activities of readying the children for school, cleaning and refurbishing the house, and getting clothes in order. This is also the time to evaluate the state of your family's health to help insure a good year. As part of your prefall routine, be sure to include preventive health measures for every family member.

PHYSICAL EXAMINATIONS

Many public and most private schools across the nation require a physician's certificate of health for each child entering school for the first time or a new term.

For children under five years of age, some schools demand a doctor's examination twice a year. Most pediatricians feel that every child should be seen by his doctor before school starts and again before summer.

Whether or not your child's school requires such an examination before entry, it is important to have your child seen by a physician every year at this time. Hearing and vision, so vital to successful learning, are two of the many body systems that must be tested. You should discuss any problems that may have developed over the summer. Some children may need special programs of diet or exercise, and these often have to be supervised by the school nurse or teacher.

Occasionally a doctor may find it necessary to curtail a child's physical-education activities, in which case the child will need a doctor's certificate to be excused from gym classes.

Parents should also consider having a physical examination in the fall, although it is not as imperative for them at this time of year as for children. However, adults should establish a routine of seeing their physician for an examination once every year, even if they feel perfectly well.

IMMUNIZATIONS

Your pediatrician starts your child's schedule of immunizations very early in life, frequently by two months of age. The first shots are a series of three, commonly given one month apart. They are called D.P.T. shots and contain material that protects the child from diphtheria, pertussis (whooping cough), and tetanus (lockjaw). A booster D.P.T. shot is given a year later and again at about age four.

Tetanus toxoid, the third substance that goes into D.P.T. shots, builds its own long-lasting protection against tetanus. A booster shot is required about every four years until a child is beyond college age. Tetanus toxoid is different from tetanus antitoxin, a horse serum that provides a prompt but only temporary protection. If a child immunized with toxoid receives a bad wound, his doctor will give him another toxoid booster shot to insure his protection.

If a child has *not* been immunized with tetanus toxoid, or if a doctor has no proof that toxoid shots have been given, horse-serum antitoxin is usually administered for immediate protection. Since some people are highly allergic to horse serum, it is safer for many reasons to keep up the preventive toxoid shots rather than risk needing the antitoxin. This is true for adults as well as children.

Vaccination against smallpox is usually given before a baby is a year old. This is not a once-in-a-lifetime immunization, as many people believe. It should be repeated about every five years.

Poliomyelitis vaccine and measles vaccine are now available and should be given to all children. Your pediatrician will advise you at what age to start and the proper intervals between inoculations.

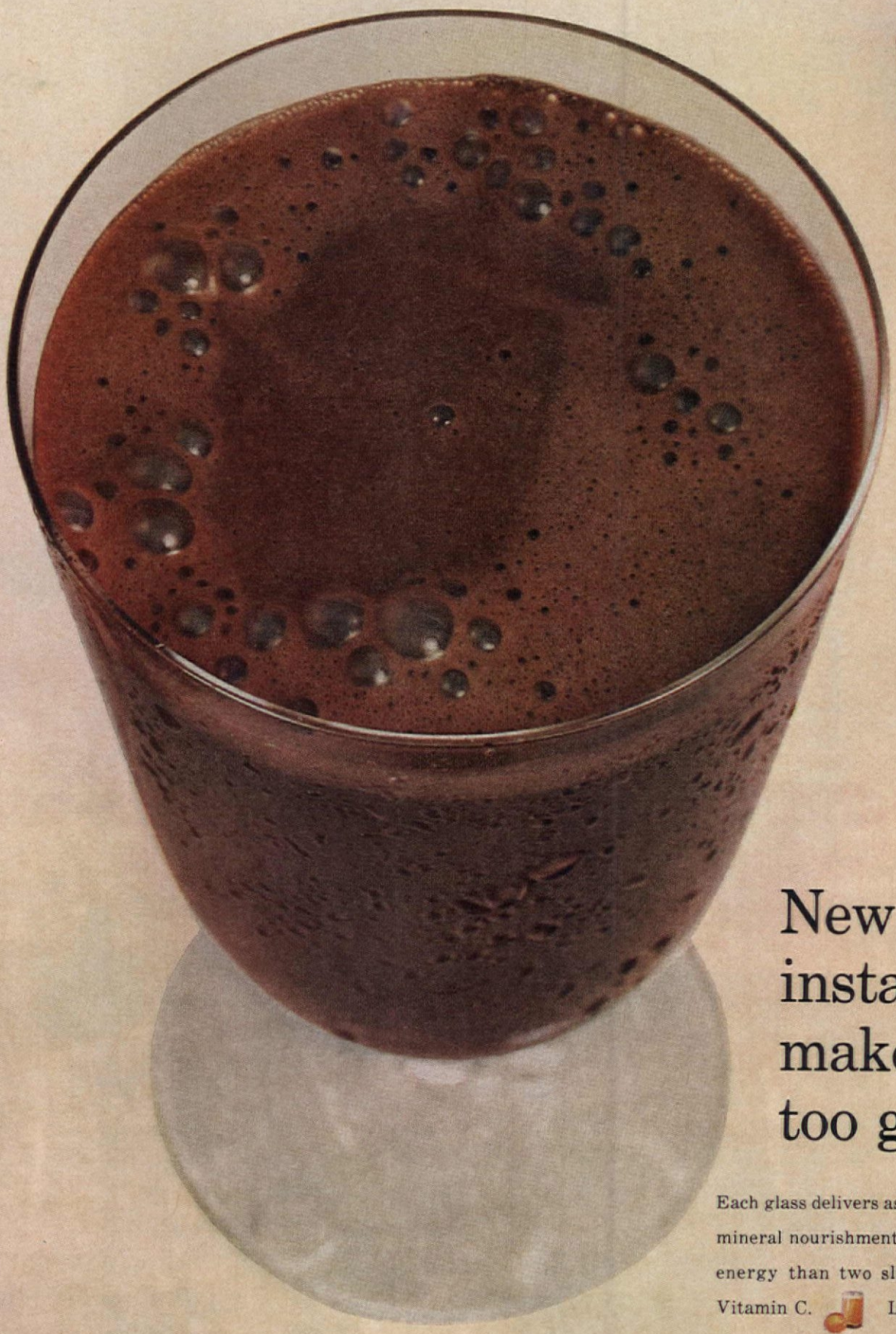
The polyvalent influenza vaccine (to prevent Asian flu and other strains of influenza viruses) is recommended for frail or sickly children, pregnant women, diabetics, anyone with heart or lung disease, and people over 65. Two shots are required for those who take it for the first time and one booster for those who have taken it before.

The strides that have been made in recent years in the field of preventive medicine are truly marvelous. Make sure your family takes advantage of them.

Annette Francis Benjamin is co-author with her husband, Bry Benjamin, M.D., of In Case of Emergency *(Doubleday).*

You should eat a good, nourishing breakfast.

Or you should drink one.



New Carnation instant breakfast makes milk a meal too good to miss.

Each glass delivers as much protein as two eggs, as much mineral nourishment as two strips of crisp bacon, more energy than two slices of buttered toast, and even Vitamin C. Lots of great flavors. In your cereal section.

From Carnation

By Dorothy Lambert Brightbill

ANOTHER AMERICAN HOME PROJECT

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The simple design and fine detail of this antique cupboard are characteristic of all Shaker furniture produced during the 18th century. It's in tune with today's streamlined furniture in usefulness as well. This cupboard, 82″ high by 31″ wide by 25″ deep, provides generous storage for linens, china, silver; and it can go anywhere in your home—including the bathroom. Send $1 for our easy-to-follow Construction Pattern so you can build your own copy. More about Shakers and their furniture on page 118.

ORDER OUR CONSTRUCTION PATTERN SC-1002

Send $1 (New York State residents please add sales tax) to: American Home Magazine, Dept. SC., P.O. Box 76, New York, N. Y. 10046.

Photographer: Sheldon Brody

Shopping Information, page 89

Perfectly Simple.

Just roll yourself a brand new room. Regal Wall Satin, the quick-to-apply... speedy-to-dry latex paint, beautifies almost any wall in one coat. Cleanup is simple, too. Just rinse roller, pan or brush in soapy water.

Simply Perfect.

Regal Wall Satin helps you create beautiful decorating effects. Its "Magic Film" assures a lovely decorator finish and rugged washability. Choose from a stunning color selection. Regal Wall Satin is superb!

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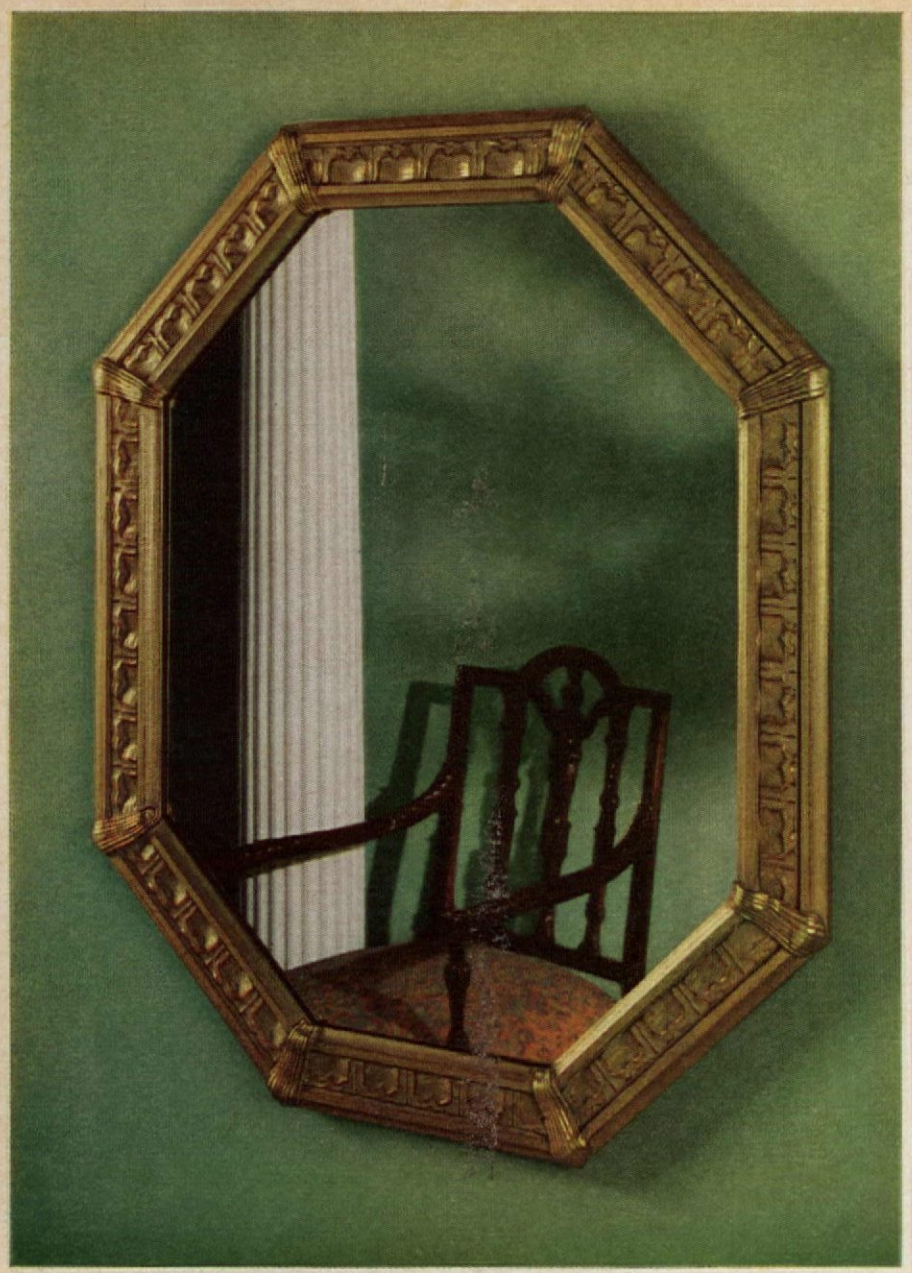

(28" x 34" over-all) Falconer Plate Glass Corp., Falconer, New York 14733

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You can add interest and light to every room in the house with mirrors. They make rooms seem larger and brighter.

Mirrors add a new dimension to your decorating scheme. They can provide surprise or brighten a dark corner or hallway. And speaking of surprises, mirrors make welcome gifts . . . for brides, for housewarming presents, or even for Christmas. The HIGH-FIDELITY label is your assurance of the finest in mirrors.

Use glass in all its forms to add light and brightness to your interiors. As the leading producer of residential glass, PPG has prepared literature to help you. Use the coupon below to get this informative material. It's free.

PPG makes the glass that makes the difference. Pittsburgh Plate Glass Company, One Gateway Center, Pittsburgh, Pennsylvania 15222.

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See this and other beautiful HIGH-FIDELITY Mirrors at stores near you

Pittsburgh Plate Glass Company
Room 6003, One Gateway Center, Pittsburgh, Pa. 15222

Gentlemen:
I would like to know more about how glass can help produce dramatic effects in decorating. Please send me the booklets I have checked.

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☐ Three folders on HIGH-FIDELITY Mirrors

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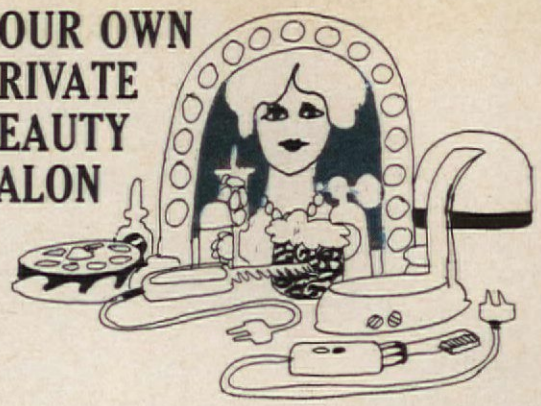
YOUR OWN PRIVATE BEAUTY SALON



Tucked away in a closet or hidden in the corners of bureau drawers, you probably have many of the ingredients for a home beauty salon. And it won't be too long before the lady of the house replaces her dressing table with a forward-looking beauty center . . . complete with sink, specialized lighting, and a whole complement of beauty appliances. In fact, if you planned for it, you could have one right now. Here are some of the things it might include:

Hair grooming aids. Start off with a professional salon-type hair dryer with adjustable heights and a selection of up to four heats. Also include a portable hood-type hair dryer that can hang from your shoulder by a strap—for those busy days when you might want to polish your shoes (automatically of course) or press a dress while your hair dries. An electric comb and brush are great helps in styling and caring for your hair.

Other morale boosters. Facial-care appliances will be an important part of your beauty center. One of these features a 12- to 15-minute facial of alternating moist heat and cold sprays. Others massage facial muscles. An electric manicure set will give you a professional manicure or pedicure. These sets usually include an assortment of attachments such as cuticle brush, buffer, nail shaper, callous remover, cuticle pusher, and a forced-air nail dryer. Many electric shavers are now cordless and styled for the boudoir and have shaving heads that have been designed especially for the ladies.

A healthier you. Electric massagers and vibrators do more than just soothe tired muscles—they can play an important rule in good muscle tone—keeping you trim and fit. You may even have more than one of the following variations: There's a deluxe massager with four different heads—for general massage, body, scalp, and face. Another, which is strapped over your hand, has a soothing Swedish-massage action. There's a vibrating water massage for your feet. And for those tired, sore muscles—an infrared heat massage. A fine health and beauty aid that's an old standby is the sun lamp. Have one built in or use one of the new, smartly styled units that's adjustable in height and has a built-in timer. And don't forget the electric toothbrush and other automatic appliances for healthy teeth and gums.

For beauty on the go. There's a wonderful plus with many of the newer beauty appliances—they travel well. No longer will you have to rely on strange beauty salons or makeshift arrangements in your hotel room. There are several portable hair dryers especially designed for traveling. Cases are compact and easy to handle—one portable hair dryer is purse-styled. Several have miniature manicure sets built in also. And one has an electric comb and brush attachment. There's also a hair dryer that converts to a clothes dryer—for stockings and lingerie you might want to wash out. In fact, you can even carry the sun with you, with your compact traveling sun lamp!

An Invitation to Readers

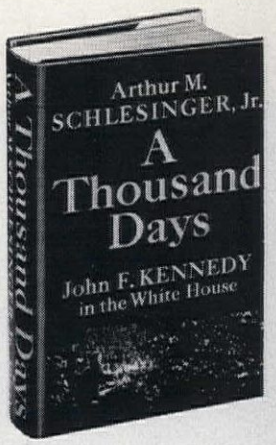
WHO MAY HAVE CONSIDERED MEMBERSHIP IN THE

Book-of-the-Month Club

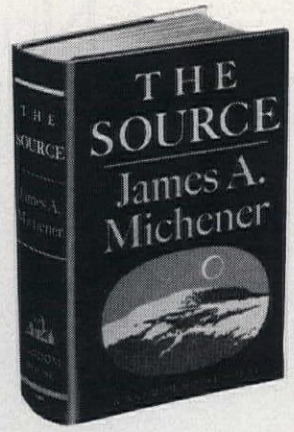
CHOOSE ANY THREE FOR ONLY $1

IN A SHORT EXPERIMENTAL SUBSCRIPTION

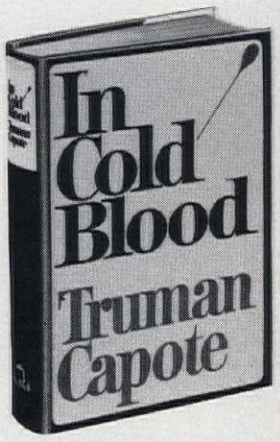
YOU SIMPLY AGREE TO BUY THREE ADDITIONAL CLUB CHOICES WITHIN A YEAR AT THE MEMBERS' PRICES, WHICH AVERAGE 20% BELOW RETAIL PRICES



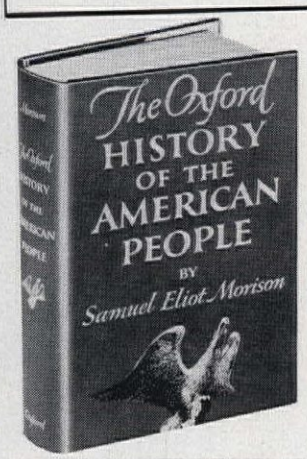
The 1966 Pulitzer Prize Biography
278. A THOUSAND DAYS
by ARTHUR M. SCHLESINGER, JR.
(Retail price $9)



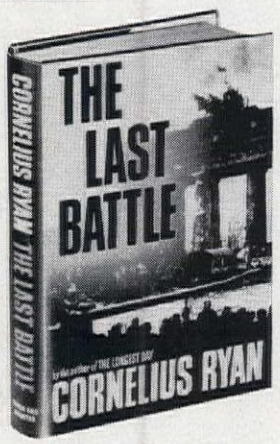
235. THE SOURCE
by JAMES A. MICHENER
Illustrated. (Retail price $7.95)



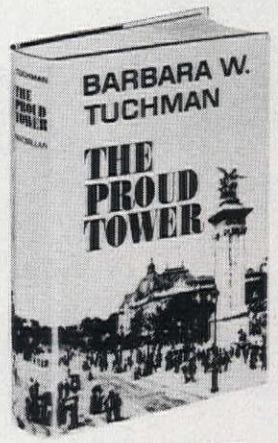
291. IN COLD BLOOD
by TRUMAN CAPOTE
(Retail price $5.95)



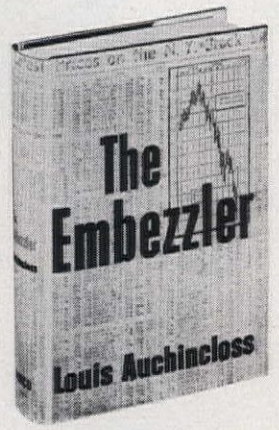
234. THE OXFORD HISTORY OF THE AMERICAN PEOPLE
by SAMUEL ELIOT MORISON
Illustrated. (Retail price $12.50)



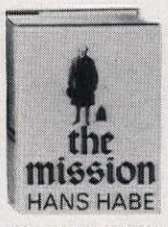
110. THE LAST BATTLE
by CORNELIUS RYAN
Illustrated. (Retail price $7.50)



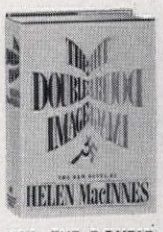
114. THE PROUD TOWER
by BARBARA W. TUCHMAN
Illustrated. (Retail price $7.95)



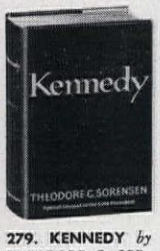
108. THE EMBEZZLER
by LOUIS AUCHINCLOSS
(Retail price $4.95)



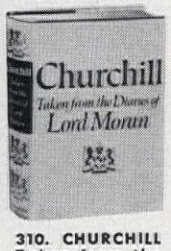
191. THE MISSION
by HANS HABE. (Retail price $6)



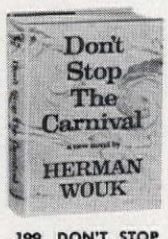
287. THE DOUBLE IMAGE *by* HELEN MAC INNES. (Retail price $5.75)



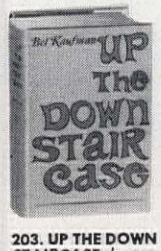
279. KENNEDY *by* THEODORE C. SORENSEN. (Retail price $10)



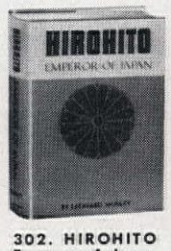
310. CHURCHILL Taken from the Diaries of Lord Moran. Photographs. (Retail price $10)



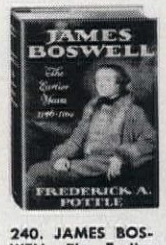
199. DON'T STOP THE CARNIVAL *by* HERMAN WOUK (Retail price $4.95)



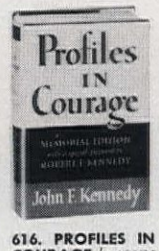
203. UP THE DOWN STAIRCASE *by* BEL KAUFMAN. (Retail price $4.95)



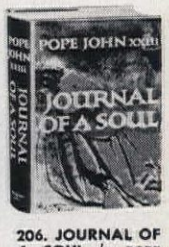
302. HIROHITO Emperor of Japan *by* LEONARD MOSLEY Illustrated. (Retail price $7.95)



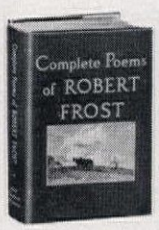
240. JAMES BOSWELL: The Earlier Years: 1740-1769 *by* FREDERICK A. POTTLE. Illustrated (Retail price $12.50)



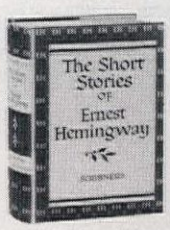
616. PROFILES IN COURAGE *by* JOHN F. KENNEDY. Memorial Edition. (Retail price $5)



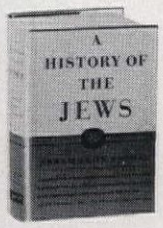
206. JOURNAL OF A SOUL *by* POPE JOHN XXIII. Illustrated. (Retail price $7.95)



231. COMPLETE POEMS OF ROBERT FROST. (Retail price $7)

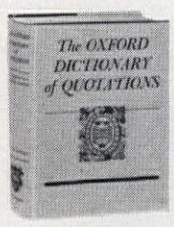


487. THE SHORT STORIES OF ERNEST HEMINGWAY (Retail price $6)



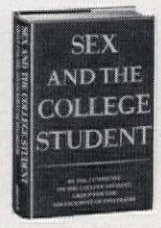
258. A HISTORY OF THE JEWS *by* ABRAM LEON SACHAR. Maps (Retail price $7.95)

261. NEVER CALL RETREAT *by* BRUCE CATTON. Maps (Retail price $7.50)

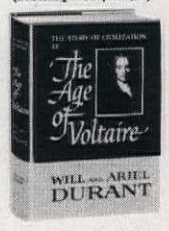


260. THE OXFORD DICTIONARY OF QUOTATIONS (Retail price $11)

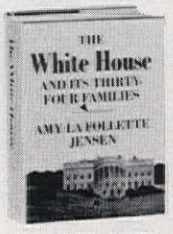
189. THE NEW OXFORD BOOK OF ENGLISH VERSE (Retail price $7.50)



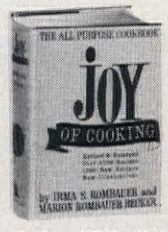
187. SEX AND THE COLLEGE STUDENT *A report of* THE GROUP FOR THE ADVANCEMENT OF PSYCHIATRY. (Retail price $4.50)



280. THE AGE OF VOLTAIRE *by* WILL *and* ARIEL DURANT Illustrated. (Retail price $12)



286. THE WHITE HOUSE AND ITS THIRTY-FOUR FAMILIES *by* AMY LA FOLLETTE JENSEN. Illustrated (Ret. price $12.50)

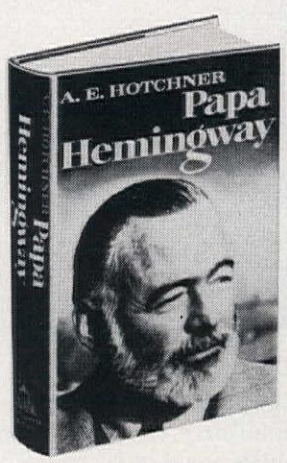


161. JOY OF COOKING *by* IRMA S. ROMBAUER *and* MARION R. BECKER Illustrated. (Retail price $6.50)

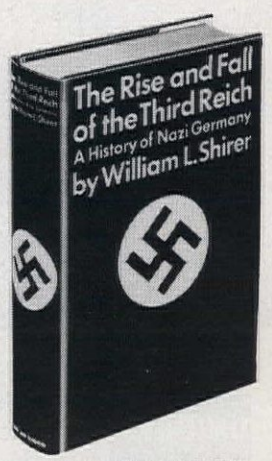
BOOK-DIVIDENDS: The most economical system ever devised for building a home library

THE EXPERIMENTAL MEMBERSHIP suggested here will not only prove, *by your own experience*, how effectually membership in the Book-of-the-Month Club **can keep you from missing, through overbusyness,** books you fully intend to read; it will also demonstrate another equally important advantage enjoyed by members: Book-Dividends. Through this unique profit-sharing system Book-of-the-Month Club members can regularly receive valuable library volumes—at a small fraction of their price—simply by buying books they would buy anyway.

If you continue after this experimental membership, you will receive, *with every Club choice you buy*, a Book-Dividend Certificate. Each Certificate, together with a nominal sum, **usually $1.00 or $1.50**—occasionally more for unusually expensive volumes—can be redeemed for a valuable Book-Dividend which you may choose from over 100 fine library volumes whose retail prices now average $7. Since its inauguration the almost incredible sum of **over $362,000,000 worth of books (retail value) has been received by Club members through this unique plan.**



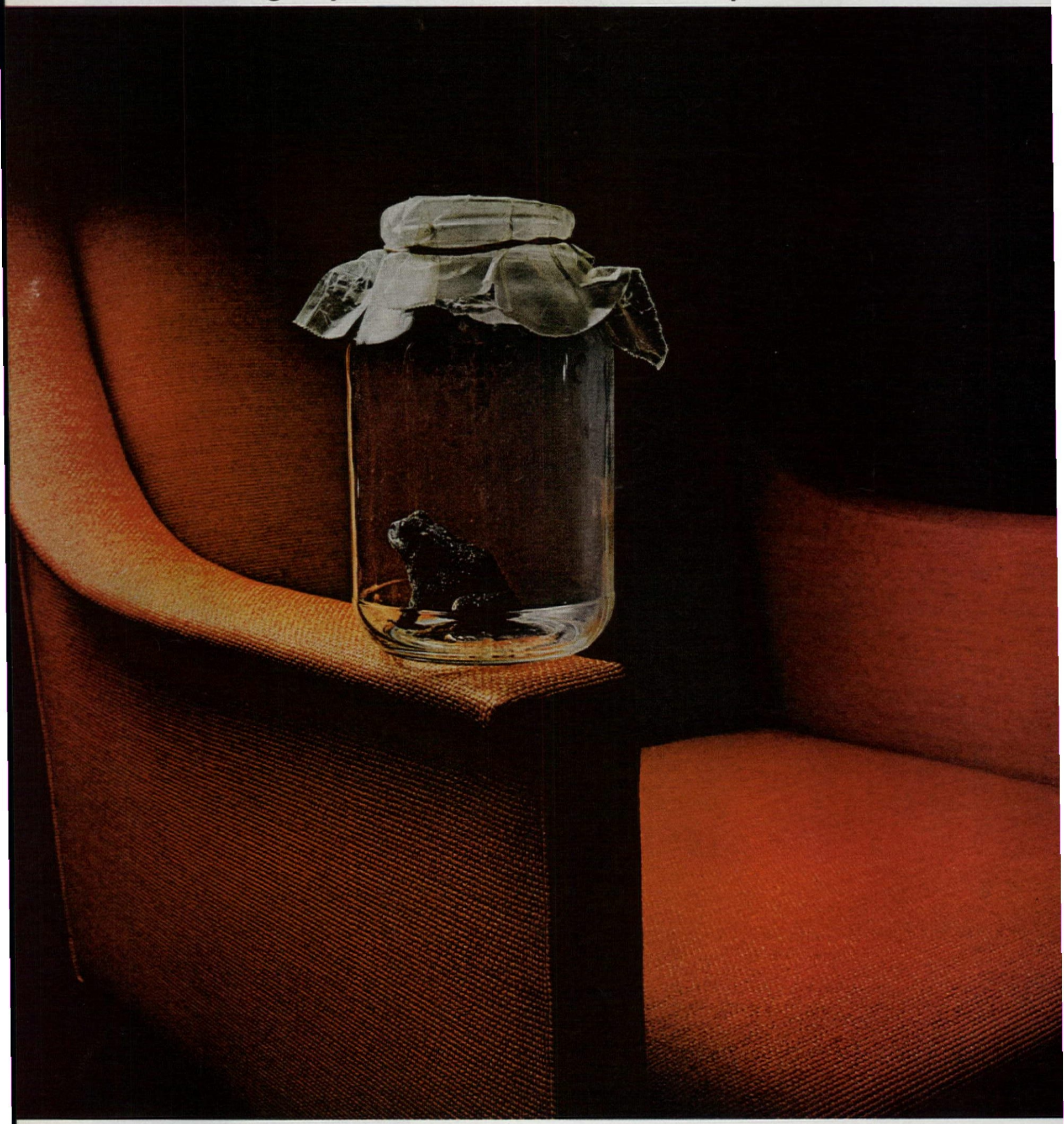
126. PAPA HEMINGWAY
A Personal Memoir
by A. E. HOTCHNER
Illustrated. (Retail price $5.95)



431. THE RISE AND FALL OF THE THIRD REICH
by WILLIAM L. SHIRER
(Retail price $12.50)

BOOK-OF-THE-MONTH CLUB, INC. • 345 Hudson Street, New York, N.Y. 10014

Naugahyde doesn't have to look practical.



UNIROYAL
U.S. RUBBER

These days Naugahyde® looks more like fabric than vinyl upholstery. It's softer. More textured. Handsomer. Naugahyde vinyl still acts pretty practical though—it even welcomes a friendly toad. Scuffs and stains wash off. Naugahyde stays beautiful—for what seems like forever. Before you buy a new piece of furniture or reupholster an old one, look at the Naugahyde swatch book. You'll find 600 ways to get the job done. With or without toads.

n
NAUGAHYDE®

THE DRAPED TABLE

FAST, INEXPENSIVE WAY TO DECORATE

We've shown many draped tables in our decorating pages. They're currently one of the interior designer's pet devices—and for good reason. They're endlessly useful and always charming. They're an economical, functional, effective, and adaptable way to furnish either an awkward corner or an empty space. They're naturals in dining rooms, living rooms, bedrooms, or baths—as nightstands or dressing tables.

What's underneath that graceful circle of fabric? An old, battered table you've had around for years, one you've bought at a Salvation Army store, a barrel topped with a plywood circle, a bridge table with a poker tabletop. Inventiveness is invited.

Depending upon the choice of fabric, trimming, and length of the cloth, a draped table can be formal and elegant, country or modern, seasonally fresh. You'll find ready-made circular tablecloths in your store's linen department. Some are also made to match woven and tailored bedspreads. Two of ours are ready-mades, the other two are custom-made. To make your own draped table covering, follow instructions on page 46. (continued)

Ready-made Jacquard woven cloth graces hallway table.

For formal effect, a custom-made velvet tablecloth.

How to feel 40% zippier than yesterday:

Start today with Post 40% Bran Flakes. It's the bran cereal that's more fun to eat—flakier, tastier, never heavy like other brans. It's the delicious way to get the bulk you may need in your diet. It's the feel-good cereal from Post.

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GF GENERAL FOODS KITCHENS

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If it's Contemporary, there's a PPG High-Fidelity® Mirror to match. Here's a beauty for $69.50* by Metropolitan.

You can add interest and light to every room in the house with mirrors. They make rooms seem larger and brighter.

Mirrors add a new dimension to your decorating scheme. They can provide surprise or brighten a dark corner or hallway. And speaking of surprises, mirrors make welcome gifts . . . for brides, for housewarming presents, or even for Christmas. The HIGH-FIDELITY label is your assurance of the finest in mirrors.

Use glass in all its forms to add light and brightness to your interiors. As the leading producer of residential glass, PPG has prepared literature to help you. Use the coupon below to get this informative material. It's free.

PPG makes the glass that makes the difference. Pittsburgh Plate Glass Company, One Gateway Center, Pittsburgh, Pennsylvania 15222.

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Gentlemen:
I would like to know more about how glass can help produce dramatic effects in decorating. Please send me the booklets I have checked.

☐ The Exciting World of Glass
☐ Three folders on HIGH-FIDELITY Mirrors

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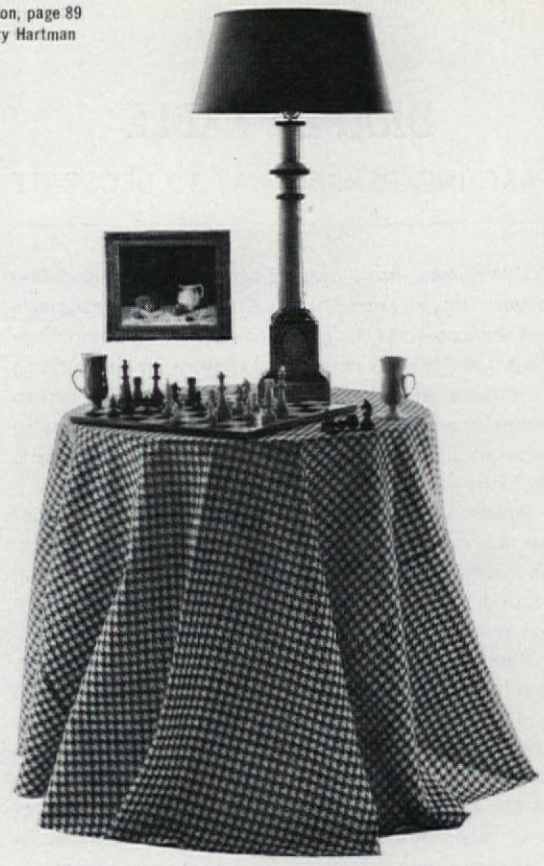
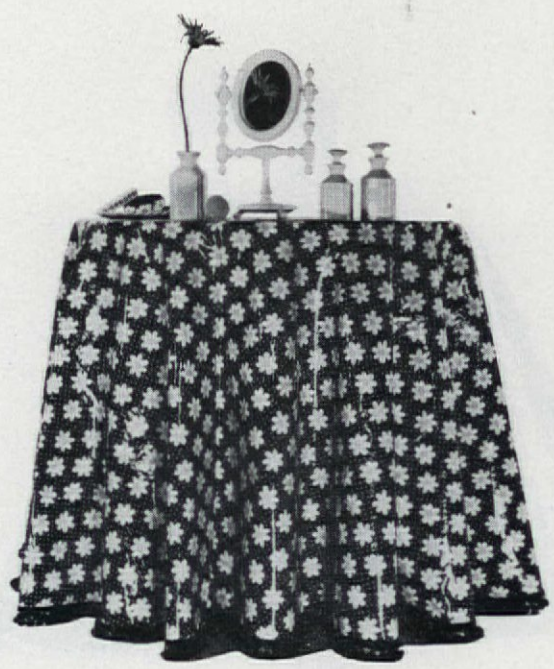
*Approximate retail price

(continued)

Shopping Information, page 89
Photographer: Harry Hartman



Ready-made checked tablecloth is cotton.



Dressing table cloth is custom-made of patent vinyl.

SINGER'S DIRECTIONS FOR TABLECLOTHS

1. Measure diameter of tabletop and length from table edge to floor (or desired length). Double length measurement; add to diameter measurement.
2. Fabric yardage requirement is determined by multiplying 2 or 3 times (depending on fabric width) the total measurements taken in step 1. Allow extra for hems and matching patterns.
3. Prepare a large square as follows: For narrow fabrics (36 to 42″), cut 3 lengths to above measurement and seam, right sides together along selvage edges, matching pattern. For wide fabrics (48 to 60″), cut 2 lengths; then cut one of these in half lengthwise and seam each half to first length.
4. Fold square in half, wrong side out, and mark center of folded edge.
5. Tie a length of string (half the measurement, plus 2″ for knot) to a pencil. Secure free end of string to center marking on folded fabric. Swing pencil in arc making half circle. Cut along line through both thicknesses. Hem; apply trimmings.

name dropper

Socially acceptable anywhere—Lady Scott's new decorator dispenser. It sheds its outside wrap to display Lady Scott facial tissue beautifully. In Bluebell Blue, Camellia Pink, Fern Green, or Antique Gold. From the first collection of tissue prints. Shaded blossoms, also gay prints on tints. All in matching 2-ply facial tissue and bathroom tissue.

A "Towel Sandwich" Proves Dirt Can't Hide From New Intensified Tide!

(A Towel Sandwich?)

1. Nutty? Nope. It's another way to show you dirt can't hide from Intensified Tide. We took three dirty towels . . .

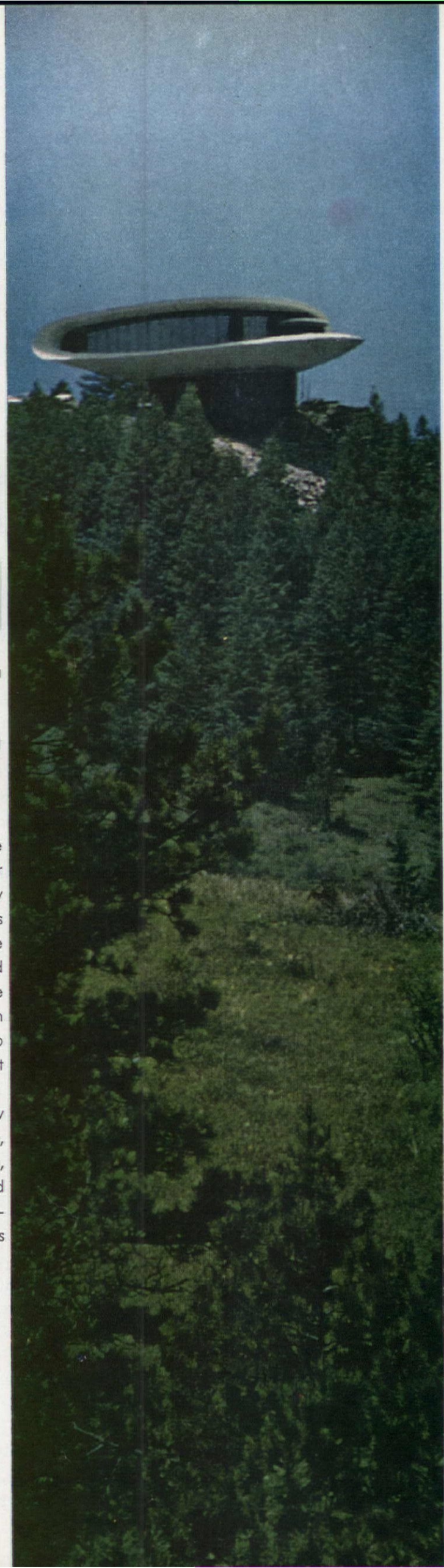
2. sewed all three towels all the way around—to make a towel sandwich.

3. Then dumped them in the machine with a regular wash and New Intensified Tide.

4. We unraveled the stitching when the wash was done. Outside towels? Clean, of course. Towel hidden inside? Surprisingly clean!

5. Results like this mean your whole wash has to be cleaner looking . . . and it is! Cleanest wash you can get. *Dirt Can't Hide from Intensified Tide . . . Strongest Tide in Detergent History!*

start living tomorrow—today



The future is closer than we think. The prophetic year 2000 is just about as far away from us in time as the days of the New Deal. We are entering the last third of the century; and if we can understand and act on the essential changes to come it could be the best time of our lives.

The shape of tomorrow can be seen in architecture, in houses like the one above, curved as a clamshell, sited securely in a forest of timeless evergreens. It suggests that man can make of the future what he will while preserving the best of what has been. This, as a matter of fact, is the message of our special issue. We contend that the future belongs to us, indeed it is in our hands.

As we stand on the threshold of the next third of a century that begins in September, we owe it to ourselves to take stock, to look ahead with optimism, to glory in our capacity to meet change.

Some have the future thrust upon them, others fall into it. The smart ones choose the future, fully aware of its possibilities and hazards. They are the ones who come out ahead in the end for there is no escaping change. It is the fact of our lives and becoming more urgently so. Experts predict that in the next third of the century we will experience more radical change than in all the preceding 66 years. It is not a matter of making the best of it but, rather, of making the most of it. (continued)

(continued)

THE FIRST 50 YEARS ARE THE HARDEST

In 1950 *American Home* looked back over the changes the first half of the century had produced. Before we look ahead we should once more assess the past so we can appreciate how far we have come.

Our accomplishments in the first half of the century were considerable. Mobility (the advent of the automobile put us on the move), comfort (the living was easier), and abundance had become almost commonplace. Abundance was the key word. We had more of everything—more of it for everybody. High on the list was a house nearly everyone could afford. The GI Loan financed a new generation of property owners. For less than $10,000 they could afford their own castle.

Household equipment—a dazzling array of time- and motion-savers—testified to progress in terms every woman could understand. That was progress aimed at eliminating drudgery, something grandma knew all about. She had to keep house by hand.

What a difference by 1950! Although the full arsenal of equipment we know now was far from commonplace, it was around. What would we do without vacuum cleaners, floor polishers, automatic washer-dryers, steam irons, automatic dishwashers, disposers!

Best of all, new architecture made household upkeep easier than the Victorians had known it. The open plan created more "living" room and less wall space. Clutter could be kept to a minimum. Furniture was streamlined, giving rise to "contemporary," a more pleasing form than "modern." Everything we owned was sleek and functional, work-free.

Running the house took less time than ever; so did feeding the family. Grandma had had to shop every day of every week. There were no convenience foods—unless you counted cereal and condiments. Everything the family ate—from soup to savory—was prepared by you-know-who. Seasonal delicacies— strawberries, asparagus, peaches—came in fast and went out just as quickly.

When the freezer became standard household equipment around midcentury our eating habits changed radically. We could have anything we craved anytime. Gourmet meals could be cooked ahead, frozen for the future. And moreover, the woman of the house was no longer chained to the stove. She could organize her time; rely on frozen, canned, or dehydrated food for quick meals; feed her family better than ever. She knew nobody would starve if she decided to take the afternoon off.

Thanks to the automobile she could get around. Grandma had very little mobility, no choice but to stay home and mind the chores. Fifty years later her descendant was playing more roles than a full repertory company. She was, first of all, a great housekeeper—accomplished cook, polished hostess, relaxed mother. This, in spite of being on the go 24 hours a day. She spent enough hours at the wheel of the family car to qualify for a chauffeur's cap. She rooted the Little League to victory; could take considerable credit for her husband's rise to influence. Her own community standing was noteworthy: chairman of innumerable boards, fund raiser, promoter of good works. She's the one who got the local art gallery going, organized a little theater, pushed for a new school. If the "culture explosion" were tracked to the source, the trail might well lead to the liberated housewife of the 1950s. We are her beneficiaries. Her life, and her family's, was full to the brim.

This was the era of do-it-yourself. A man (and wife) could build a house, shingle a roof, convert that basement to a family room. Commuters learned the difference between vinyl and asphalt tile, made plywood do more jobs than its makers had thought possible. They were handy with a paintbrush, adept at putting on wallpaper, exacting with the cement-block foundations which now dotted the landscape. And every house had to have a barbecue. The outdoor grills of midcentury stand as testimonials to the growing urge Americans had to live (literally) in the open air. No wonder the station wagon spelled status—it represented the new, casual way of life. This is the way it was in 1950. Families were having so much fun they couldn't believe it would get any better. Were they wrong! Just look what happened.

1950 TO 1966

The word for this brief period is Change. Change with a capital C. We are still dizzy from all that's happened. And yet, ironically, we take most of it for granted. We literally can't remember back to the "old days" before television, transistors, computers, tape recorders, sports cars, the space race, paper backs, Italian movie actresses, long hair, tight pants, scuba, fly-now-pay-later, Beatles, the Pill, discotheques, Bloody Marys, bikinis, senior villages, mutual funds, Julia Child, pop art, Japanese food, music festivals, party dips, short skirts, liquid diet foods, conversation pits, the A-frame, backyard pools, sk weekends, drip-dry, pizza, carports, electric blankets, air conditioning, xerography blenders, filter cigarettes, snow tires, urbar renewal, gin and tonic, stereo, no-cal soft drinks, Medicare, and Carnaby Street. Some of us were ahead of the times, enjoyed a few of these innovations pre-1950. For most they were a revelation.

These have been years of dazzle, glamour. We got better looking, more with it! We went from square to hep in a matter of months. The pace of change accelerated to the point where it seemed that old values were sloughed off rather casually. Some worried about their elders and took pains to make the transition easier for them; most of us worried about the young. This is what they experienced in their brief coming of age—World War II, the atomic bomb, the ascent of Everest, the emergence of the computer, Dr. Salk, sputnik, the atomic submarine Nautilus, moonscape photography, the bathyscaphe photographing the ocean's floor, the DNA genetic code. No wonder Buckminster Fuller says they are "astonishingly different from any previous generation. . . . They realize—or at least they sense—that utopia is possible now, for the first time in history."

Listen to him. He's talking about you, your world, and the next third of a century.

COMING UP— THE BEST YEARS YET!

No wonder we tremble a bit on the threshold of tomorrow. The awesome predictions of space-age prophets leave many of us cold, if not plain scared. We are told that cities will be built under the sea, on space platforms, that man will control his climate and rainfall. He can expect to regulate his own evolution as well as his environment. Both brain and body will be improvable, thanks to new advances in chemistry. Soon, "superman" will be an everyday phenomenon. The secret of life itself is bound to yield to scientific breakthrough.

Is this science fiction or the reality to come? Experts insist it is more fact than fiction, a prediction which gives some of us the shudders. We may be so blinded by far-out speculation that we ignore equally profound changes taking place right now.

Some people are living tomorrow today. They are the pacesetters, the ones who have found the key to the good life. They know what's happening and how to make it count.

The language of tomorrow is all around us. Listen to these people talk. One man has just completed a new house, very much tomorrow's design. He is pleased with it and so is his wife but they remain open to new ideas. A visitor to the house comments, "And, if you should hit it big you could always start over again and do something different."

The couple agrees. Says the wife, "Think of how it was when we grew up. You could look forward to inheriting your parents' house. They had inherited it from their parents. You could imagine your kids playing in the same woods you played in, growing up like you, having children who would carry on the same pattern. No more. You don't know where you are going to be. Why, we've moved 10 times since we were married. As long as we have to put up with the uncertainty we might as well enjoy it."

This is the voice of the new mobile society. Enormously resourceful, they are able to make themselves at home anywhere in the world. Their roots lie in their talent for living joyously and creatively. Home, for them, is where the action is.

Perhaps they already live in one of the New Towns. By the end of the century four out of every five Americans will be living in expanded urban areas. The New Towns can point a way to the better life. We will have to create more of them or remake the cities to satisfy our hunger for the rich, full life. Predictions like these hit close to home, to your home and your family. As a nation we are going to become more active, younger, smarter, and more leisure-prone.

Some families are already pioneering tomorrow. Take those who own a second house. Haven't they caught onto the new life? They are investing more than cash in their vacation house, they are experimenting with life as it will be lived in the coming age of leisure.

By the turn of the next century only 10 percent of us will be engaged in "work." The computer and automation will relieve us of drudgery and allow 90 percent to spend time on whatever pleases them. The machines will do the work, create the wealth which will allow every family to follow the leisure path. We will become lotus eaters, not bread winners.

Appropriately, the computer-financed economy will provide families with a guaranteed annual income, with cash to buy their own computer system. Red tape and domestic drudgery, errand-running and time-wasting chores can be eliminated with the computer.

The home communications center will serve all members of the family but that key person—you—may benefit most.

Suppose, for example, you invested in a communications center right now. You could shop all the stores for bargains within a matter of minutes. Delivery would be instantaneous. No more driving, toting, storing the produce. Machinery would do it all—including the payment by way of your bank's computer system. Dad will work at home (if, indeed, he remains one of the working 10 percent) linked to the boss and office by computer, closed-circuit, two-way television. No more memos, no more meetings. Thankfully, no more 8:02.

He will be able to accomplish in hours what it took days to do. Much of his time will be spent educating himself. "Learning a living," as Marshall McLuhan puts it. He may go to the office for a day or two each month but the majority of his time will be spent at home.

Every home will become a part-time campus as Junior does his lessons in the little red house-school. His private "learning center" is equipped with TV and a keyboard unit for homework fed by computer. Your children may go out to school for personal contact with teachers and other students but the bulk of their education will take place at home.

Do you wince at the thought? Don't. You, too, will be busy broadening your horizons. Ph.Ds will run in families; everybody will be taking courses on the computer. One expert has predicted, "With the machines taking on the tasks that now consume all but a fragment of our days, we will be free to undertake completely new tasks, most of them directed to perfecting ourselves, creating beauty, understanding one another better."

Certainly the opportunities for further education, development of talents in art, music, design, writing will proliferate. The home-centered skills—gardening, cooking, sewing—will be approached not as make-work but as great works. We can see the beginning of the trend toward perfection in such pursuits as bonsai, crewelwork, haute cuisine. We will want to create our own art forms and become artists at home.

There will be more opportunity for personal growth, creative sharing. You and your family will get to know each other better than ever before. It should be rewarding if we can learn to live with each other intimately while respecting privacy.

The architecture of privacy should be in demand. After all, when everybody is home working or playing—or just living—walls take on new importance. So does soundproofing. So, too, perhaps most urgently, is a live-and-let-live philosophy. "Togetherness as an end in itself is finished," says one expert on family life. "Each member of the family will tend to pursue individual goals and interests." We might add, very likely under the same roof and in new rooms.

Once home was a retreat; you used it to relax, to unwind and phase out from the stimulation of the outside world. Let us begin to think of home as the place that turns you on. If we are to spend most of our life at home, then it will have to become more than just a place to eat and sleep. We must provide opportunities for mind-and-body stretching at home, become a richly endowed, self-contained community. Necessarily, home will reflect the aspirations of the people who live there.

It is all very well to describe changes in the world around us but let us not forget they are man-made. What we want is what we get. What, then, do we want? Our ambitions will shape our architecture, furniture, gardens.

We are looking for quality. Not only must tomorrow's home be unique, its furnishings must be of a very high order. We want the best in design. This does not always mean the most expensive. We seek richness, detail, fascinating shapes and forms. Art will be part of our everyday experience, whether it is encountered in a garden filled with sculpture or in a studio.

Naturally, we will become more responsive to the tactile, the sensual. This means that every room must be beautiful.

Not only will we live better—with more convenience, more efficiency—but we will live more pleasurably. Self-indulgence has been a naughty word and it is when you associate it with decadence. Can we not learn to satisfy (indulge) the senses, make the most of our human characteristics, and build homes which will make life more meaningful without decadence?

Excitement, a chance to grow, the freedom to be oneself—these are the promises of tomorrow. On the following pages we show you how these ideas have been translated into new concepts for the American home. All of the ideas, the materials, the designs are available right now even though they are clearly ahead of their time.

You can get ahead and stay ahead if you open your eyes to what's coming up in the next third of the century.

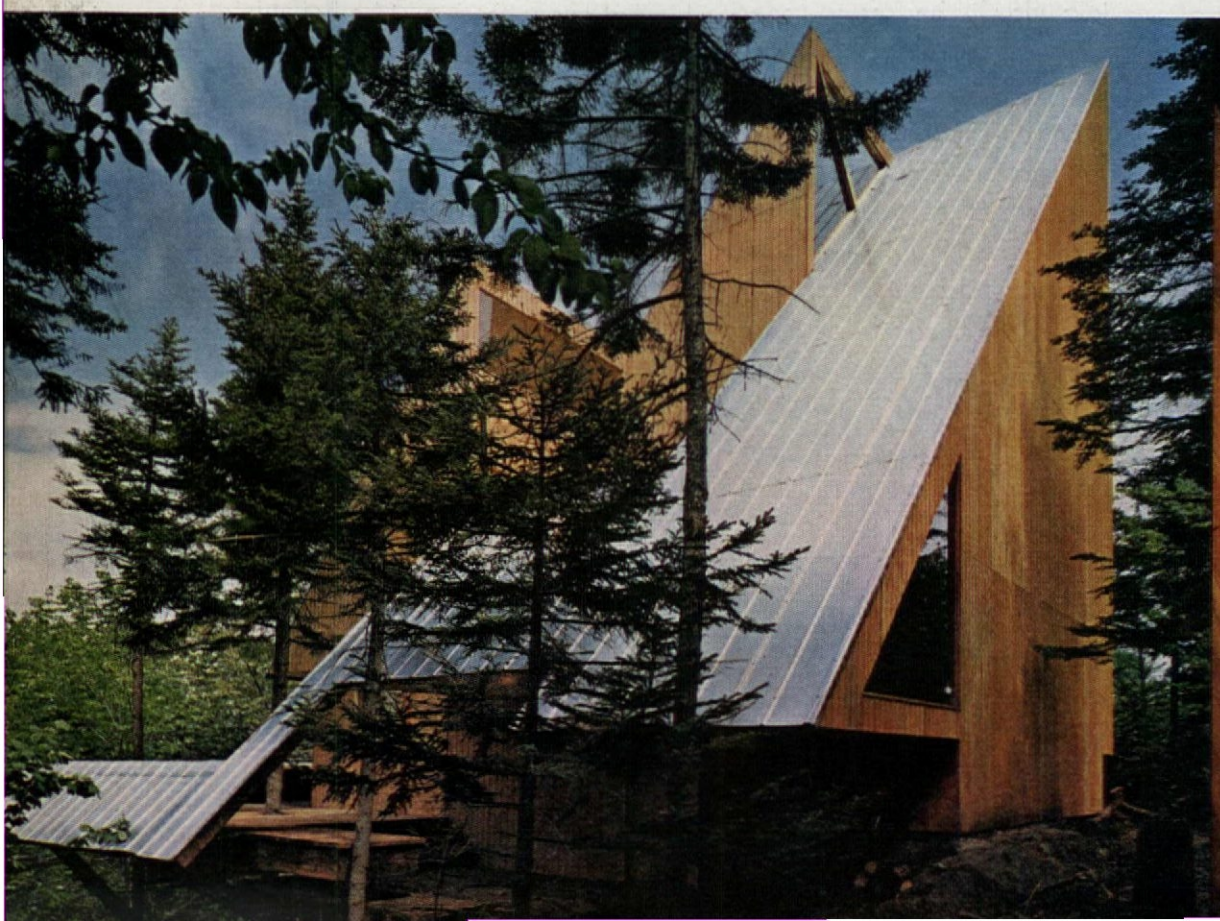
ahead of its time

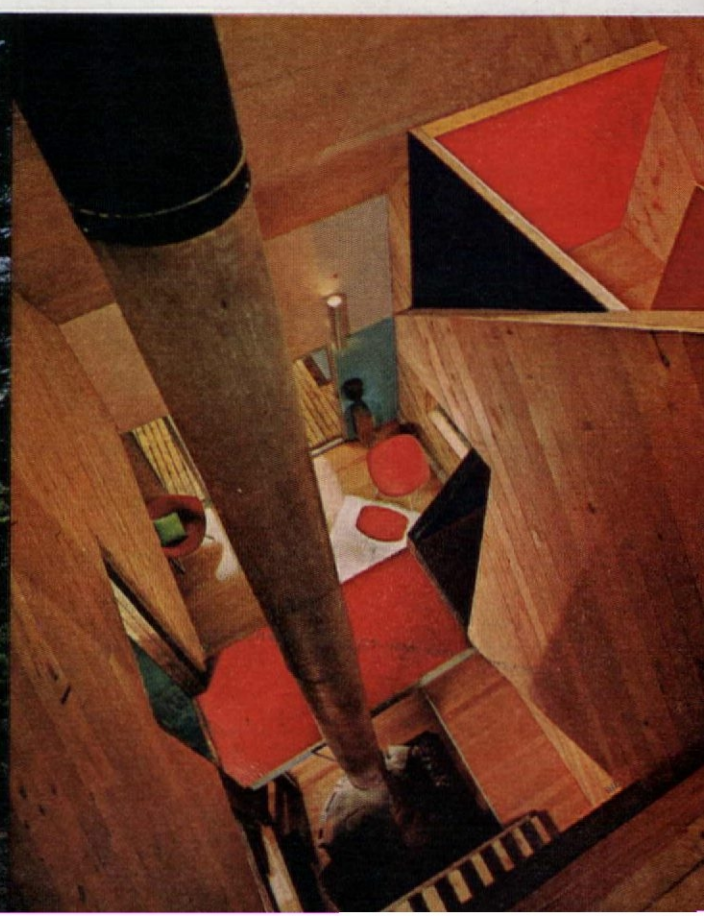
"In new dwellings our unified sensibilities cavort amid a wide range of awareness of materials and colors, which makes ours one of the greatest ages of music, poetry, painting and architecture alike."

MARSHALL McLUHAN

A house is ahead of its time when it stands out as being both different and livable. Surprise value, not shock, is the hallmark of enduring design. This house, like the one seen on our opening page, is boldly conceived but it will never look dated. Impervious to changing elements and fashions, it works well for today's active, freedom-loving families. At first glance, the design looks radical. Yet, like the house shown on the following pages, it expresses ancient building forms which have proved themselves for centuries. We have grown accustomed to thinking of a house as a series of boxes, forgetting that it was once round as an igloo or cave, angular as a tepee. These are forms which excite the eye, challenge the imagination. Fun to look at, they are equally satisfying to furnish. Inevitably, the new architecture will create new interior spaces, new tactile sensations. We are ready to welcome the change.

Our growing involvement with all the arts makes us demand more of architecture than simple shelter. We want our houses to stimulate us so we can feel alive and creative. The architects themselves are grateful for a more aware, more sensitive audience. They, too, believe that a house should be a "happening," not just an arrangement of walls, floor, ceiling. If the new breed of architects, such as the ones responsible for this visionary house, have anything to say about it, all houses will be pacesetters, whatever their price range or site. Not only are Bill Reinke and David Sellers (both under 30) the architect and the builder but they are also the innovators and developers of a 600-acre project called Prickley Mountain near the Sugarbush ski area in Vermont. Second-home buyers may be more receptive to arresting architecture, but surely designs like these cannot be restricted for long to vacation areas. The demand for richness in architecture is fast creating a year-round market for imaginative buildings now domiciled on beach and ski slope.





While the strong geometric patterns of this house are indicative of much design that is taking place today, it is the thinking behind the building that is important. It is a blending of site, function, materials and structural principles into a single, homogeneous whole.

While two sides of the building are all walls, the other two sides are virtually all roof. The photo (opposite, left) is from the entry side and shows one of the large decks that look out over the valley below. Metal roof sheds the heavy snows, overhangs protect the entry door. Fixed glass windows flood the interior with light.

Looking down from the uppermost level (there are 6 in all) to the fire area on the lowest level, is a visual experience found in few houses. The prefabricated chimney virtually forms an axle or pole for the whole interior design of interrelated spaces. While there are the usual rooms for sleeping and bathing, the interior is primarily one big experience in seemingly unending space that provides platforms, as it were, for conversation, relaxation, looking at the lovely Vermont countryside. Native sheathing boards and fir plywood form a simple backdrop for drama of spaces.

A strong contrast of moods is found in the lowest level. Here instead of exhilarating, soaring space, we find a cavelike atmosphere, warm and sheltered and fire oriented. The natural ledge rock the house is built on forms a setting for a fireplace that is in character with the house. Designed and built by sculptor Ed Owre, it is made from a discarded sawdust burner from a sawmill.

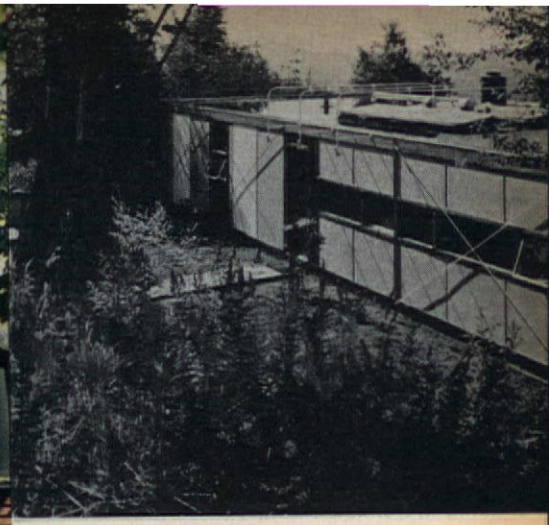
AHEAD OF ITS TIME

When architect Wendell Lovett designed an addition to enlarge his house he hoped it would expand his family's pleasure in living as well. This is tomorrow's design objective—to make houses exciting in texture, color, proportion. Lovett freely combined colors, used strorg, insistent ones. He quite deliberately exposed the bare bones of construction for visual effect. The panel joints and connective hardware—usually hidden—are emphasized because they are beautiful in themselves. The ceiling is made of beveled 1x4s, a carefully conceived detail in a house which is a showcase for tomorrow's builders. The house is near Seattle, Washington.

"A house should be more than shelter; it should be an experience."

WENDELL H. LOVETT

remodeling for today

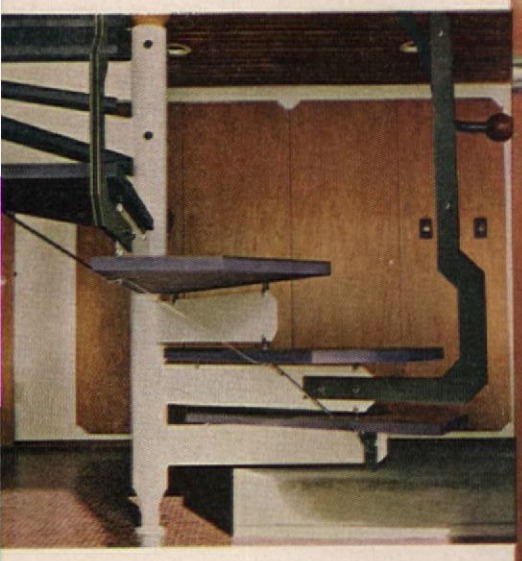


Original house was an experimental 1950 contemporary. New upper level, which is humped and slopes into the area's 60- to 70-mph winds, gives house double the room and twice the privacy. Covering both old and new parts of the structure with the same material (red cedar) visually unified contrasting shapes.

Photographer: Charles Pearson

Interior view (left) provides limitless varieties of spaces, shapes, colors, and textures. Open dining balcony offers view across a valley. Two-story living room adjoins an intimate conversation room. Colorful rugs, furniture, and wall accents offset the monochromatic expanses of natural wood paneling.

Variety theme is maintained in kitchen (right) by accentuated cabinet doors, contrasting colors of counters and appliances. Highlights on tile flooring counterpoint the soft glow from clerestory, which is continued at night by concealed lighting at ceiling perimeter. Ceiling is specially milled cedar 1x4s.



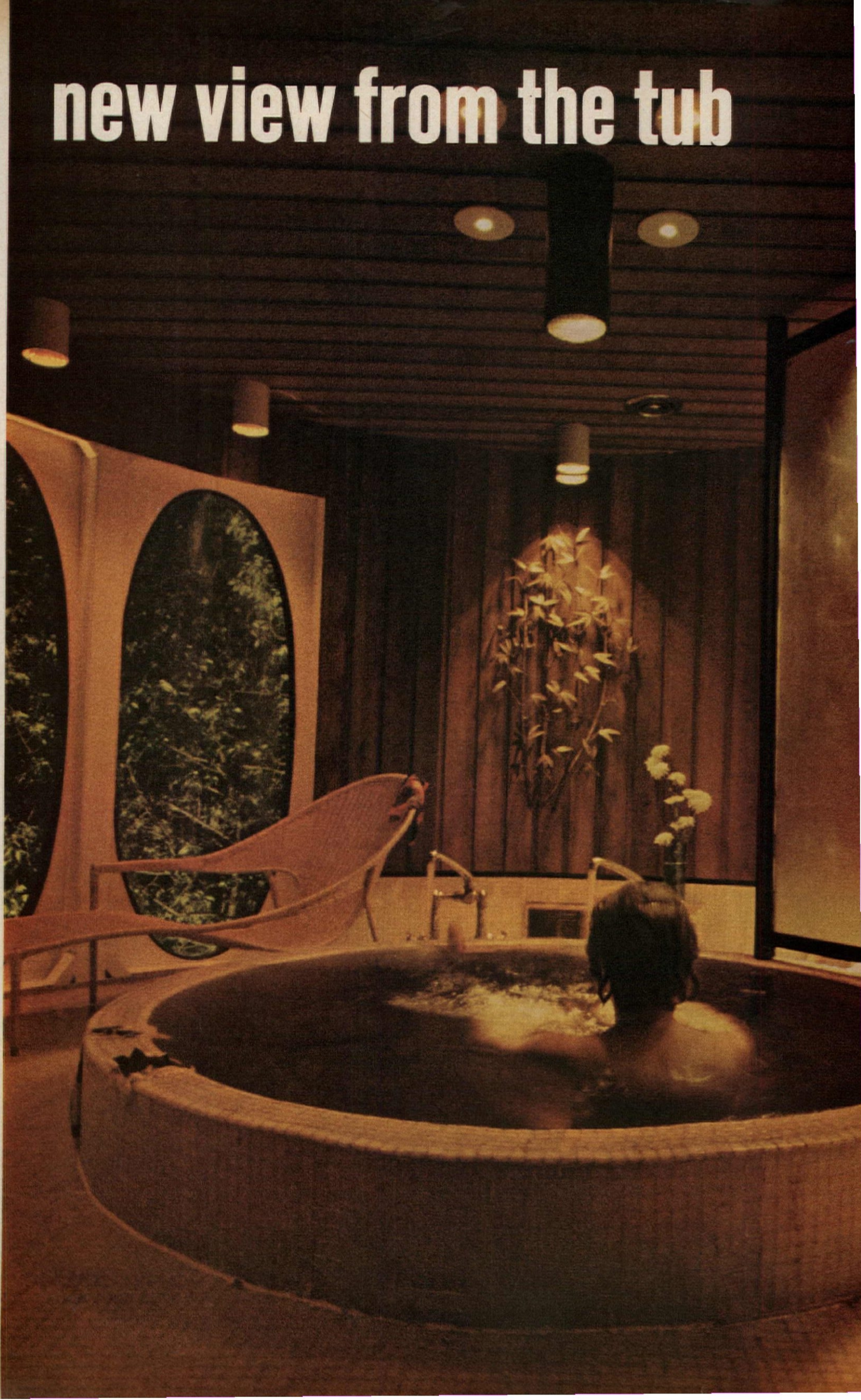
Open, turned stairs leading from living room to dining balcony was built partly from ship's hardware. Its variegated framework stands out against smooth paneled wall. Note how emphasis of paneling joints enhances wall's appearance.

AHEAD OF ITS TIME

"The new Mr. Jones will crave luxury, tactile experience, drama in daily life."

ERNEST DICHTER

new view from the tub



Photographer: Olga Gueft

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The bath is more than plumbing; it is splash and soak, suds and sybaritic pleasure. It is bound to become more of an experience and less of a chore as we build dramatic bathing rooms. These might be thought of as indoor pools, designed for privacy. This particular one with sauna not only exalts cleanliness but suggests the many ways that bathing can intensify our pleasure in living. It has a view (no more staring at faucets and four walls); it uses materials which have a sensual quality; and it provides various settings for the ritual of the bath.

Built by architect Maurice Medcalfe, the retreat has a Japanese-type bath on the top level, Finnish sauna on the next level, a conversation room on the main level that is surrounded by decks, and an eating area on the lower level. Comprised of two towers that are pierced by oval-shaped plastic windows, the design is as unconventional as the purpose of the building itself. Secreted on the roof is a sunbathing area that affords complete privacy for anyone there, but where one can see distant views of the Hudson River, far below.

A bath at treetop level is indeed a rare experience, particularly one in a five-foot-round tub with soft lights glowing from above, as seen at left. Redwood walls and ceiling add to the mellow mood. A shower is located behind the plastic screen near the ceramic tile tub.

Six-foot-high plastic bubbles make cameos of views into and out of the building. (See above right.) From the outside they often reflect the surrounding landscape in delightful panoramic views.

The towers rise from a redwood deck that provides sitting areas in good weather. A conversation area is inside.

The two 40-foot-high redwood towers are seen on the far right. A circular stairway is in the smaller and one room on each level of the larger. The entry door and fixed and operating glass windows compose the bridge that links the two.

your garden tomorrow

"More than ever man relishes the feel of earth under his feet. More than ever he delights in spontaneity and freedom and wilderness . . . and where can he better look for this than to the landscape?"

ELIZABETH B. KASSLER

We are on the threshold of a renaissance in landscape design. The era of the sterile pavement is ended, and as our world becomes more complex and overcivilized, the more we'll need a dimension of the primitive in our lives. With fully automated maintenance systems on the way, we shall be perhaps less concerned with easy-care design and become interested in gardening for its own sake again—as creative expression as well as a release from tension.

The garden is now an integral part of your home life, reflecting your tastes, interests, and pursuits the way your living room does. As land becomes scarcer, plots smaller, house and garden will merge into a total environment. Think of it as an organic whole providing a diversified flow of indoor-outdoor experiences.

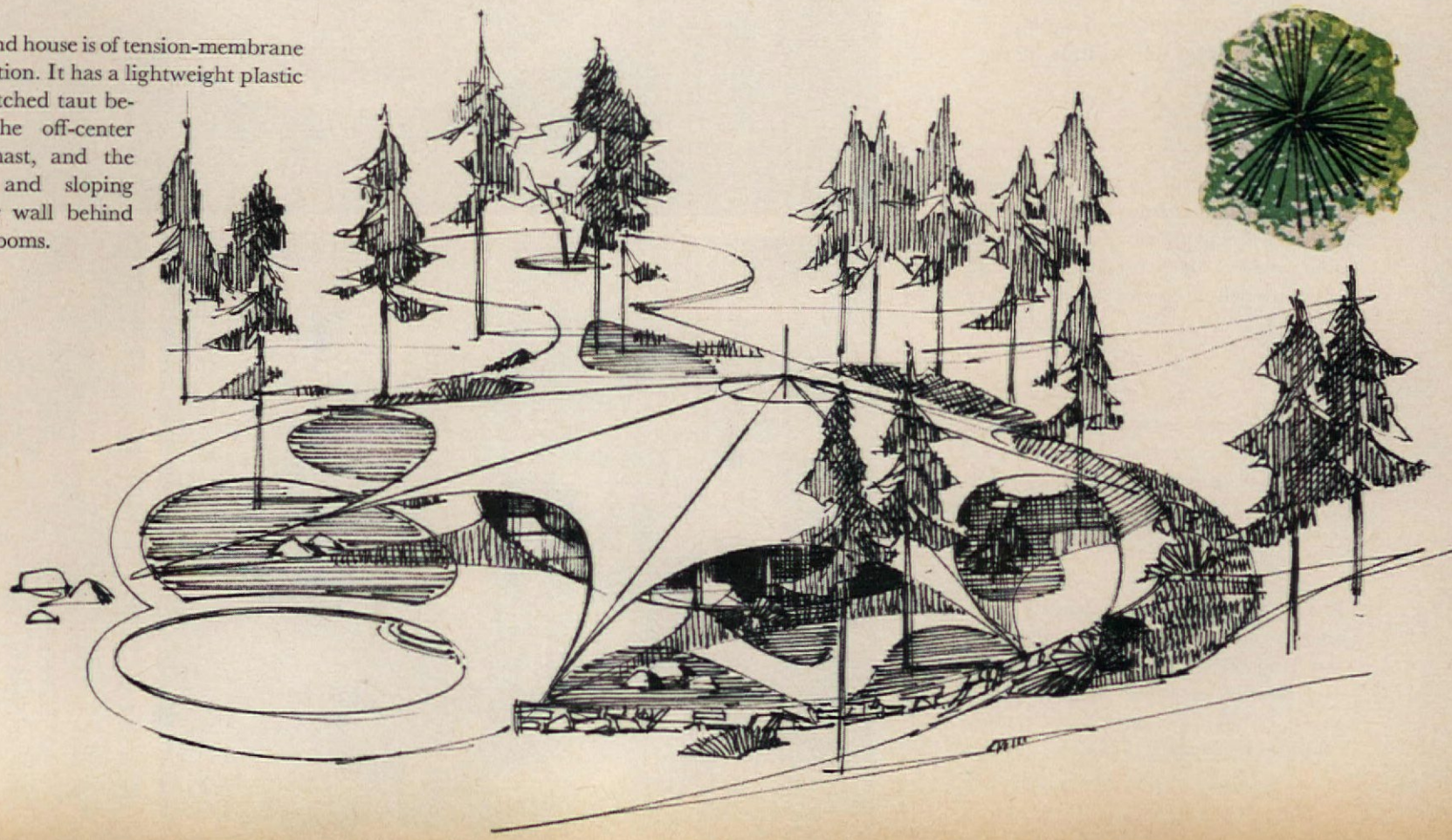
Improvements in design, building materials, and equipment will allow us to live in our gardens all year round, even in cold climates. If we cannot go "outdoors," the garden, thanks to climate control, will come in. The central garden core, or atrium, the patio—they are classic concepts that take on new vitality as technology liberates us from the traditional practice of sealing ourselves off from an outdoors we cannot regulate.

Our sketches show a circular house on a round lot. We chose a circular plan because it gives every room a view of the outdoors. The planting has a two-fold purpose: privacy and beauty. In earthquake belts, such as are found in California, the plan provides maximum protection against tremors.

The garden flows into and around the house, which features an atrium as its living nucleus. It may be open to the sky or covered with glass or plastic. The house and garden are designed to fit the contours of the land with a minimum of bulldozing. This is to minimize grading costs, prevent erosion and the loss of existing trees, and avoid scarring the slope on which the house is situated.

Indoor and outdoor living areas are connected with extensive walls of glass. They open onto paved terraces that subtly change to walks. The roof is lightweight plastic reinforced with nylon mesh, supported on aluminum or steel rods. It extends over the landscaped areas and connects with the ground to further relate house and site. The cultivated areas are close to the house. The rest of the landscape is kept natural to blend with its surroundings. The idea was to work with the natural beauty of the site, not dominate or subdue it. The garden is *of* its site and not merely *on* it.

Your garden is where you can slip out of the tensions of the day and make contact with the rhythmic poetry of earth. You can dine, entertain there more than ever now. You may become interested in creating new plants. You will go to your garden to read or think or putter. And if you collect sculpture or pottery—or even make your own—your garden will become your art gallery under the sky.



The round house is of tension-membrane construction. It has a lightweight plastic roof stretched taut between the off-center metal mast, and the ground and sloping retaining wall behind the bedrooms.

The central atrium is lushly planted and serves as a screen across the interior of the house. Inside partitions stop short of the ceiling, and the intervening spaces are filled by sheets of clear plastic glued to the roof. The curved plant beds are situated to give privacy to each outdoor room, eliminating the need for unnatural, arbitrary barriers in the garden.

garden gallery

Indoor life has flowed over into the garden. Glass walls draw the outdoors in, filling rooms with freshness and light. The beauty of your garden—the presence of nature well ordered—is everywhere.

Many of us are discovering that order is not enough, that a garden can be more than a setting for fun and games, provider of shade, gay colors, and mild exercise. A good plan and healthy plants are a beginning, like a well-furnished room before the paintings are hung.

Why does a grand old garden with its marble statues move us more than a functional, modern landscape devoid of art? Because gardens and sculpture enliven one another. Like our homes our gardens are richer for the art we love and display in them. Most of us won't have originals, but good reproductions of fine classic and contemporary works instead. The gallery garden is not a showcase for wealth, but an idea everyone can work with, on a small scale, with a limited budget in a tiny backyard.

Our pictures show a garden designed by landscape architect Dan Kiley to display the sculpture collection of Mr. and Mrs. Austin Briggs. Set in the low, rolling hills of Connecticut, it never intrudes on the works it was designed to enhance and is never dominated by them.

Flowers are used delicately, frail curtains of color on which the eye can rest. The outline of the garden is simple, almost austere. A double row of sycamores delineates the main gallery—a clean-lined frame for contemporary works. Cultivated areas are near the house, and the far edges of the garden are permitted to blur gradually into the natural landscape of pines. Glass walls give every room a view of the outdoors.

The entry is guarded by Alexander Calder's stabile "Seven Footed Beastie," left, seen from indoors. Its only setting is a groundcover of spreading juniper. The rhythmic figure on the shelf is Bruno Luchesi's "Maria." "Man in the Open Air," by Elie Nadelman, far left, watches by a jewellike garden set in a natural rock outcropping.

At the far left you can see the relationship of the Nadelman work to the house. To its left is the entry; right, the rock garden. It faces living room through which you can see the allée and Henry Moore's "Three Part Object." The sycamore allée, left, is interrupted by the "living room" extending into the shade of a large old tree.

Landscape Architect: Dan Kiley
Information: Elizabeth Rehill
Photographer. Harry Hartman
Architect: Elliot Noyes

furnishings
with
a
future

Photographer: Ira Mazer

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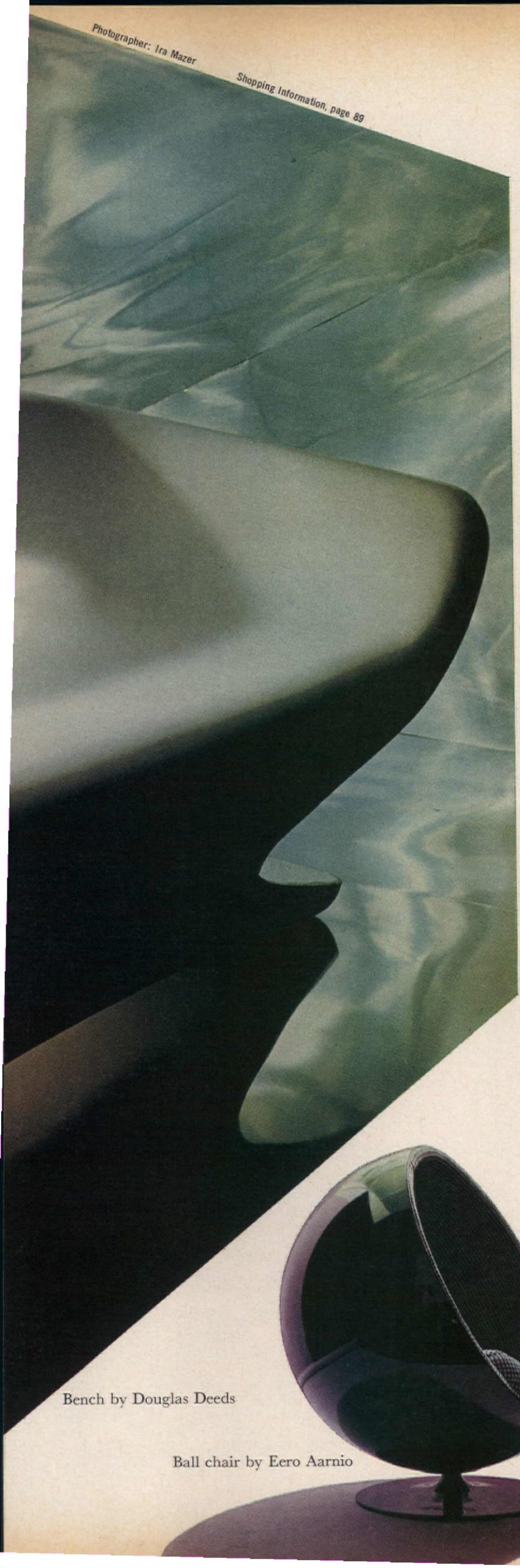
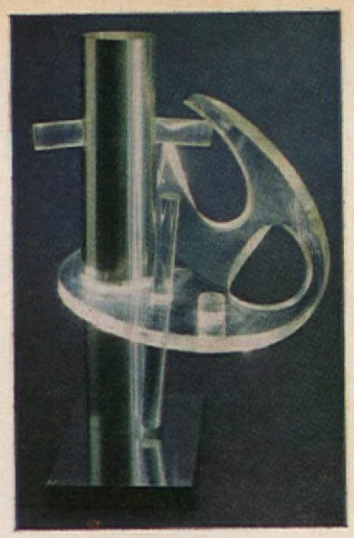


Bench by Douglas Deeds

Ball chair by Eero Aarnio

"Don't settle for less when you can have perfection in your home."

PETER MULLER-MUNK



Sculpture lamp
by Børge Jørgensen

The home furnishings we show here may appear avant-garde for 1966. We chose them for that very reason, believing in their significance as trend setters in the exciting years ahead. In this fast changing world our whole concept of "home"—how to build and furnish it—is changing too. How this home will look, how it will perform is up to you. The experts we interviewed believe your future home will be less of a place for withdrawal than a place of renewal. Peter Muller-Munk, F.A.S.I.D., has this to say: "Home is where we must all learn to renew our contacts with people and with things. It is the only place we can learn to renew our acquaintance with our senses and where we can regain a feeling for human scale, lost in the vastness of Ecumenopolis—the world-spanning city." Obviously, these new attitudes must influence our houses. And if their size, shape, and contours change on the outside, furnishings will follow suit as they have always done. If we are truly concerned with the development of our newly awakened senses, with beauty and enrichment, then we shall find furnishings to satisfy these requirements. If we need privacy, and there is little doubt that we will, our houses and their furnishings must provide privacy. If we want comfort and convenience in order that our houses may serve us instead of we them, we shall look to new shapes and new materials that call for little maintenance. If, as it looks now, there's more mobility in our future, then there will be a whole new category of furnishings that can be left behind. Everything is ready to go—if you are.

Furniture follows architecture. Furniture has always been strongly influenced by prevailing architectural styles and as building becomes less boxy so will furniture. The right word for furniture designs of the future will be "curvilinear" as exemplified by our bare-as-a-bone bench, at left. Although there's nothing new per se in furniture that's curved, the quality of these curves, their rhythmic flow, the absence of right angles and straight planes are all very new indeed.

Furniture for privacy. Furniture used to be designed to keep the occupant warm and protected from drafts (the four-poster, the wing chair, are good examples). Furniture for tomorrow will be designed to provide privacy as our ball chair does. It's a little house within a house, an island of peace and, above all, quiet. Its marvelously smooth shell contrasts happily with the cozy padding of the interior.

Furniture as an art form. Only the favored few used to be able to indulge a taste for furnishings that were more than merely functional. Because the future holds more for us in terms of education, income, and leisure our taste levels are bound to rise and we shall find furniture and other furnishings that are also an art form. This handcrafted metal cabinet is an example.

Light can be the lamp. Designers are beginning to get away from conventional lamps of the base-and-shade school which are really only electrified versions of oil lamps. Our completely illuminated light sculpture is trend setting in two ways. First, because it proves

(continued on page 88)

Metal cabinet by Paul Evans

new towns and new old towns

"We must find some workable alternative to the uncontrolled sprawl of the cities."

WILLIAM R. MASON

Some examples of alternatives include new towns like the model of Columbia, Maryland, at left, in-city high-rise projects like Habitat 67 in Montreal, shown at right, and maximum land use programs similar to the sketch below.

THE COMING DELUGE

By now, nearly everyone has heard about the gigantic population expansion facing this country in the next generation. Demographers predict that by 1980 our population will have jumped by 50 million. By the end of the century it will have increased by 75 percent of the present population.

Where will they all go?

Housing this increased population will be a major problem. President Johnson has stated the need to completely rebuild the country in the next 40 years, to put up a new house or building for every one that now exists. This is quite a task.

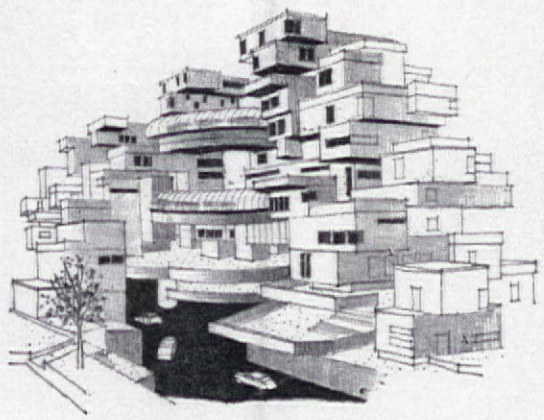
There is plenty of space in this country for growth, but indications are that most of our population will not spread itself over the countryside; instead it will concentrate in already-crowded urban areas. Federal planners predict that four out of five Americans will live in metropolitan areas by the year 2000. Unless plans for dispersing population go into effect, 240 million people will live in 8.7 percent of the nation's land area, leaving only 60 million to live on the remaining 91.3 percent.

Thus, metropolitan areas already groaning under the burden of increased population will have to absorb many million more people. They can't just bypass the situation by putting out "no vacancy" signs.

No one can deny that most of our cities are growing faster than they can absorb the increased population. Most people are familiar with the litany of the city's illnesses: the choking traffic, the crowded conditions, the pollution of natural commodities like air and water; the crisis of public safety and crime. With the predicted growth, it seems that these problems can only worsen without some sort of drastic action.

THE SUBURBS

And with the population increase in cities comes the flight to the suburbs



by as many as can afford it, which increases the traffic problem in a poetically vicious circle.

For a long time the suburbs seemed to be the answer to everybody's problems. Since World War II, most of our increase in urban population has been in the suburbs. But the suburbs, too, have their saturation point. Land is simply unavailable to expand. Land that's left is too expensive.

But people are beginning to find out that life in the suburbs isn't the complete answer, either. The very nature of the suburbs has proved a double-edged blade. For one thing, as more and more people leave the city for the "open spaces" of the semicountryside, they are finding that poor planning has made the outlying areas become nearly as crowded and as blighted as what was left behind. The open space is no longer there. The fact is that suburbs eat up open land at the alarming rate of a million acres a year.

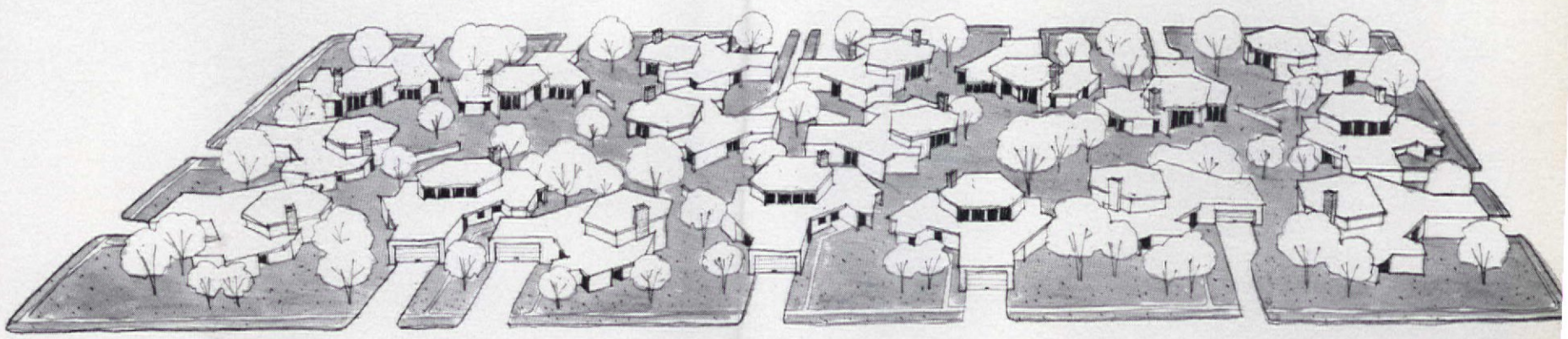
Since the land outside cities is scarce, the price goes way up. Along with this, the problems of transportation become almost unbearable as commuting time increases. And, as the suburbs spread over ever-increasing acres, the cost of providing services like schools, water, utilities, fire protection, etc.—in other words, the taxes—goes up and up. Along with this is the rising cost of building and much vague generalized dissatisfaction with the direction the suburban way of life is taking. These are the reasons this country can't rely on uninhibited spreading of unplanned growth as witnessed in most of our suburban areas.

NEW TOWNS

To many people, one of the most promising solutions to the suburban quandary is to divert some of the inevitable growth of cities to new towns. William J. Levitt, for example, of Levittown fame, says, "My concept of the solution for the future . . . is the creation of the new town, built in its entirety from scratch."

What specifically is meant by a "new town"? The term has been cropping up frequently in the press and in discussions on the future of our cities and what must be done in the way of planning for our population.

A new town, to use the term accurately, is one that is built and planned from its origin to include everything necessary for the daily life of its inhabitants. There is a high degree of planning in the physical layout of its facilities. There is a variety of housing types: single-family houses, attached housing, and high-rise apartments, to (continued on page 84)

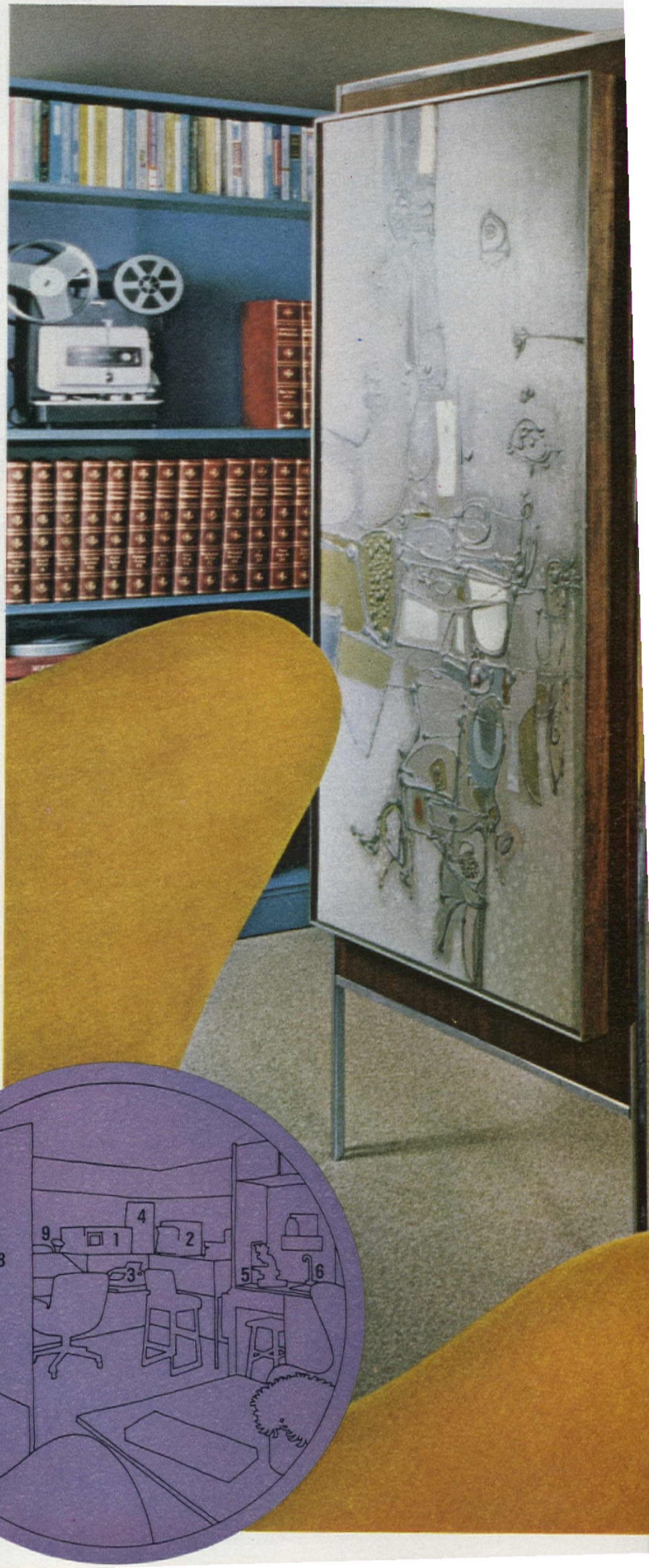


"This will be an intellect-oriented society. The muscle man is no longer in charge. The thinker will be the hero."

RODNEY BURNS

learning center

The house of the future will no doubt contain an assortment of rooms not usually found in the homes of today. It seems probable that one such room will be a family brain center. In the years to come children from kindergarten to college will spend more of their learning time at home, just as adults will devote more of their spare time to improving their minds. And since learning will involve machines, a specialized area in each family's home will become a vital necessity. The American Home Family Learning Center was developed with the help of Dr. Lee Goldman of Carnegie Institute of Technology and the Design Studio of the Armstrong Cork Company. What we have provided is a carrel—a room within a room that is so mobile and flexible that it can easily be adjusted to meet the particular study habits of each member of the family. The room can be arranged so the head of the family who might be doing post-graduate work can have complete privacy and quiet. It can be re-arranged for the teen-agers who may want to do their learning in more chaotic surroundings. Work-tables, standing at right angles to each other, move about easily on casters. The screen that wraps around the center not only acts as a divider, it also serves as an acoustical baffle and a home movie screen. Other features that Dr. Goldman specified: neutral colors and materials that are never distracting, a variety of seating, windows that provide privacy and light control, mobile sink with work light, mobile shelves for books, projector, tape recorder. For the role computers and other equipment will play, see page 79. More new rooms on page 80.



1) Westinghouse Computer Console. 2) Welch Scientific "Autotutor." 3) Royal "Ultronic typewriter. 4) General Electric "Adventurer I" television. 5) Leitz microscope. 6) Mobile sink.7) Bell & Howell projector. 8) Wrap-around screen. Painting by Arthur Kern. 9) Bell Telephone "Trimline."

most exciting of the new rooms

Photographer: Paulus Leeser Shopping Information, page 8

"Individual expression will be important, and specialized food centers to meet the needs of various family members will develop. These will supplement, not supplant, the main kitchen."

ARTHUR N. BECVAR

kitchens all over the house

Satellite kitchens are something no future home will be without. Cooking where you eat isn't exactly new—the hot dog roast, steak on the patio, popcorn in the fireplace, are notable examples. But it's going to be more so in the future.

Thanks to an even more relaxed, care-free way of living that will find us spending more time at home, ingenious portable cooking appliances and furniturelike refrigerators, freezers, and ranges, there'll be a kitchen wherever you are.

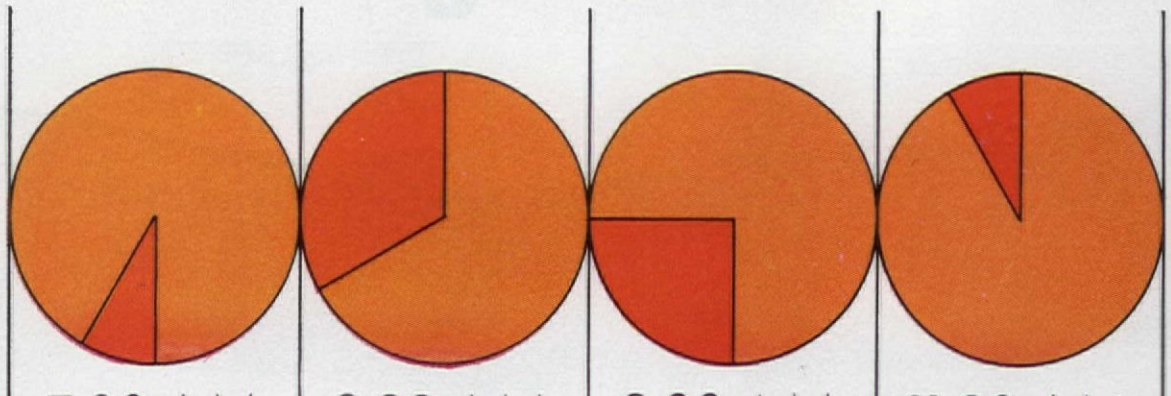
Cast your eyes right and you see some "today" examples of decentralized kitchens—a trend that may lead to these futuristic innovations:

A breakfast nook in your bedroom. There'll be chilled juices in a refrigerator drawer . . . perhaps an ultrasonic dishwasher.

A combination freezer-electronic oven and a laser beam garbage disposer in the discotheque room. The teen-agers can order their own snacks by voice command.

Portable cook center on the patio. A smooth-surface cook top, built-in barbecue, and thermoelectric refrigerator will operate on a self-contained fuel cell.

More on kitchens of the future and how you'll keep house on page 86.

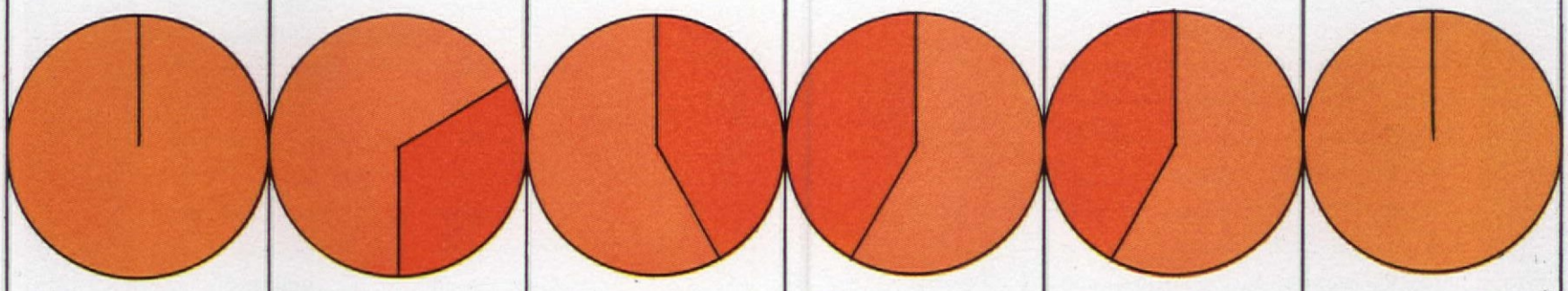


Great way to start the day! A satellite kitchen need be no more than an automatic coffee maker in the bedroom to provide that first cup of eye-opening coffee. Add a tomorrow-minded note with an automatic timer to start the coffee for you.

Breakfast becomes a family affair in the kitchen proper. Look ahead to the future with kitchen equipment that incorporates the best in today's styling and convenience features, such as this side-by-side refrigerator-freezer combination, which has the convenience of an upright freezer and "all-refrigerator" refrigerator in one single unit. There are even extra-slim models of this combination that would be ideal for a second family room kitchen.

Hospitality takes the form of a tiny guest kitchen for grandparents or friends who've come to visit. Guests can rise at their leisure and breakfast at any hour with no inconvenience to themselves or their hostess. For a less elaborate (but still effective) guest kitchen, use portable appliances and a compact refrigerator.

That institution of suburbia—the coffee klatch—turns into a patio brunch for a special occasion. Portable appliances, à la serving cart, transform a corner of your patio into a miniature kitchen. Take only the specialized appliances you'll need for that meal.



NOON

Hearty teen-age appetites call for a spur-of-the-moment poolside lunch. Cooking the meal becomes a party when you use the traditional outdoor range—the barbecue grill.

2:30 P.M.

A bottle of warm milk sends the baby off to slumber land. An electric bottle warmer means that even the nursery has a decentralized kitchen. Someday the baby will have a thermoelectric bottle warmer that chills the bottle till naptime, then automatically warms it.

5:00 P.M.

Dinner is served to the children in the playroom on evenings when mother and dad go out (or have friends in) for dinner. Kitchen honors go to the portable oven that cooks a special treat for the kids—individual frozen dinners.

7:00 P.M.

An impromptu teen-age party gets underway in the family room. Food is prepared and served from a second kitchen, complete and separate from the main kitchen where mother is busy at work with finishing touches for her party meal.

7:00 P.M.

Thanks to a complete duplication of major kitchen conveniences, teen-agers can have their bash and mother her formal party with a minimum of friction and interference on either side. New appliance styles, such as the double-oven, eye-level range are perfect for the small proportions of the second kitchen.

MIDNIGHT

Great way to end the day! A midnight snack in the restful seclusion of the den. Here's a final thought on decentralized kitchens. They can help preserve your much-needed privacy where you want it.

Howard Munce

cherish our timeless greats

Even while we eye the future with anticipation we cannot afford to ignore the past. Why throw away the good, the workable just because it was created by another generation in another day? Let us instead build upon the "usable past," taking it with us into the future for pleasure and guidance, not pointless nostalgia.

No matter how innovative we may become there are some achievements of the past—natural or man-made—which do not need improving. On the pages to come we identify some of these timeless greats.

Consider the giant Sequoia, a Paul Revere bowl, the classic Colonial house. Clearly, we love them because they measure up to the highest standards of excellence, never bore or fail us.

Inevitably, Americans borrowed from the past, from other cultures, when they set out to create their own. Yet, our architecture and city streets, our furnishings and gardens, look distinctively American. It is both our past and our promise.

We can visit the past, lovingly restored, in Williamsburg, Dearborn Village, Mystic, Sturbridge. Or live with it daily. The classic lines of heritage furniture fit quite naturally into today's rooms. It matters little if they are not always antiques—authentic reproductions of furnishings from another day suit us quite well. Shaker furniture, Sandwich glass, Bennington pottery are satisfyingly ours.

Early American architecture belongs on the scene—today and tomorrow. Indeed, the Colonial house which emigrated from Plymouth Rock to Puget Sound and the adobe house of the Southwest will last because their proportions are easy to live with. More important, they still stand up to change with grace, never losing their essential integrity. In many of our towns and villages one can still find lovely examples of Federal and Greek Revival architecture in both private and public buildings. For in the early 19th century, American architecture was in a golden era. Visit some of our larger cities and you can still find the works of later architectural giants—Louis Sullivan, McKim, Mead and White, and Frank Lloyd Wright, whose reputations in architecture were international and whose influences still exist today.

"We need to witness our own limits transgressed and some life pasturing freely where we never wander."

HENRY DAVID THOREAU

Above all, the landscape is our endowment—Grand Canyon, the noble Mississippi, rock-bound coast of Maine, Indiana dunes, the Everglades, and the rain forests of the Northwest. So are the cities—Washington's Capitol with its sure sense of scale, the unfolding squares of Savannah, Boston's Beacon Hill.

This is the best of the past. But will our children inherit it? We take their heritage for granted, forgetting that we are losing much of this country's natural splendor as the forests are cut down, beaches eroded, waterways drained. Once the brooks ran clear and bright; now we are afraid to swim or fish in them. The air was fresh and clean even over the cities; smog and soot now fill the lungs. Sound used to be something that made you perk up your ears; today it has reached the pollution level and we are deafened. But it is not just our natural heritage that is in jeopardy. Almost every day one can read of another great and historic house or building that is to be demolished to make room for a superhighway, a parking lot, a sports arena.

It is our responsibility to do what we can to insure that the best of the past will be preserved for our children and their children to inherit, to care for, and to appreciate. Thanks to the efforts of conservationists we still have time. These protectors of the past are not merely looking back, as some of their critics claim, but forward to the day when the wild flowers, fish, and game will be even more precious than they are now.

A NEW ROLE FOR CONSERVATION

Conservationists are broadening their traditional role of preservers and guardians of the wilderness, to encompass one of the major problems of our time—reclaiming the "wilderness" man has made. Restoration is imperative now, for our outdoor recreational needs, for the improvement of the physical appearance of our cities and towns which are decaying and ugly. The President stated the case when he said:

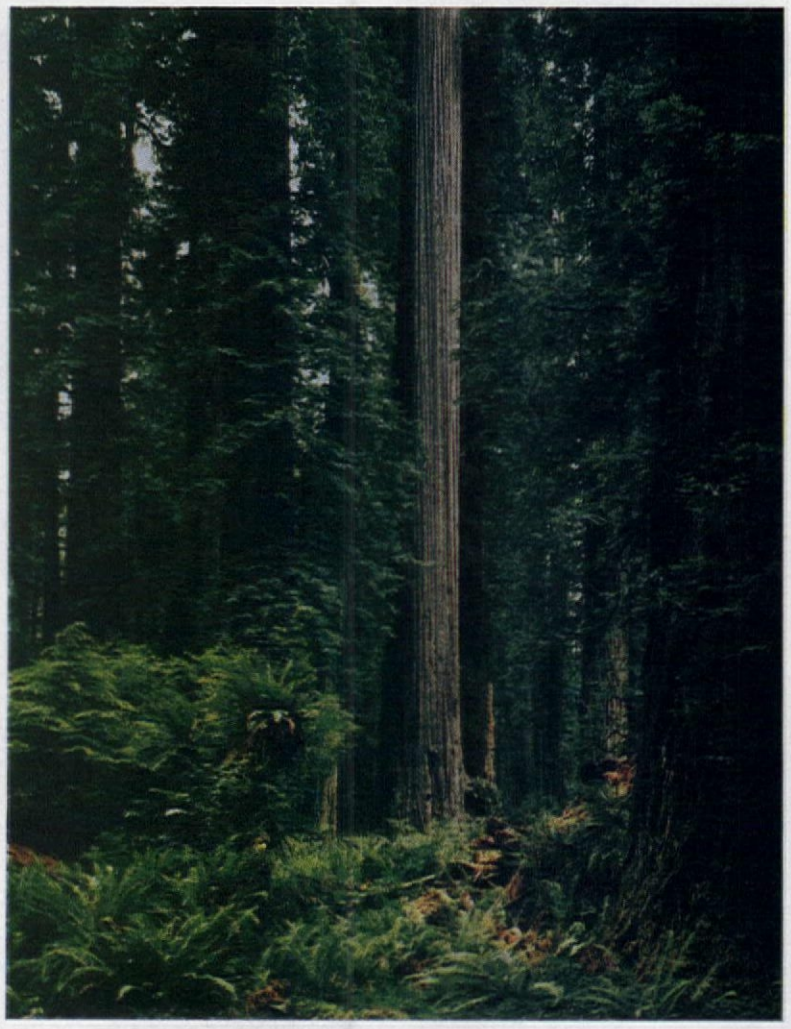
"More of our people are crowding into cities and cutting themselves off from nature. Access to beauty is denied and ancient values are destroyed. Conservation must move from nature's wilderness to the man-made wilderness of our cities. We must not only protect from destruction but we have the job of restoring what has already been destroyed—not only develop resources but create new ones—not only save the countryside but salvage the cities."

How can we have more open space when the population is growing as fast or faster than we can house it? It is expected to reach 350 million by the close of the century, a mere 33⅓ years from now. Each year one and a half million acres of land go under inert surfaces of pavement and roof.

THE PRICE OF BEAUTY

City planners estimate that 25 percent of the land in a community should be protected open space. In small towns and some suburbs this may be a realistic figure. In urban centers, however, where most of us live and open space is needed most, it is considered pie in the sky. The New York metropolitan area, for example, has a density of about 25,000 people per square mile, and is urbanizing at the rate of about 2000 acres a week. This means that to keep pace with progress, New Yorkers will have to set aside close to half a million acres in the next 20 years. The cost would be huge—close to half a billion dollars at the conservative estimate of a thousand dollars an acre. The Regional Plan Association estimates that $1,900,000,000 is necessary for open-space reform in the metropolitan area! This does not include the cost of enforcing an air-depollution law or of cleaning up the waters of the Hudson or of restoring sick neighborhoods. Urban centers everywhere are faced with equally staggering costs to halt the decline and return their cities to health.

Money is not the only problem. Reclamation, to be effective, needs to be done on a regional basis. The federal government, providing most of the funds, would exercise the right of eminent domain to reclaim lands from commercial users, and sell bonds to finance water depollution. States, being sensitive to industrial lobbies, (continued on page 78)



good design—never

Barcelona chair

Long lowboy

Shaker boxes

Shopping Information, page 89

Photographer: Ira Mazer

out of date

"Timeless designs, old or new, depend upon constants: proportion, excellent workmanship, beautiful materials. That's why they endure and give us endless pleasure."

JOHN GERALD

There are old designs that have lasted centuries, relatively new designs that will last decades, even centuries. Both are timeless. Yet, not all antiques qualify automatically. And much that is modern will be here today and gone tomorrow.

The examples of good design assembled here will never pass from the scene: The Louis XVI chair as exquisitely elegant as it was in the 18th century; the Barcelona chair already considered a modern classic; the long lowboy with its incisive silhouette, an excellent line-for-line reproduction of a noble Williamsburg piece; the thread-and-shell motif sterling spoon, familiar and reassuring in the hand; the 19th-century Shaker boxes, models of frugal simplicity; the Oriental rug, aglow with rich colors, intricate designs; the graceful Revere bowl.

Surely, you've seen them all many times but familiarity has not bred boredom. On the contrary, every time you see a timeless design you discover it anew. You notice a whole new aspect of its beauty, an unsuspected subtlety of line, proportion, workmanship, or color.

Thread-and-shell spoon

Revere bowl

Louis XVI chair

Oriental rug

"There is a great longing in people for a sense of continuity. And it's one of the reasons they respond to anything with traditional overtones."

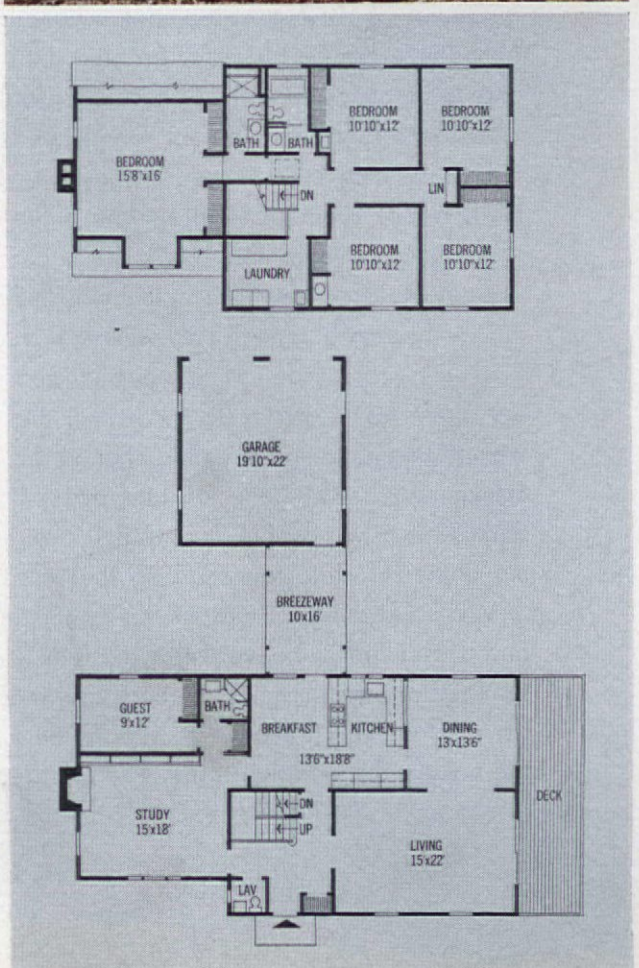
WILLIAM SNAITH

a sense of the past

While many of us will be seeking to live in exciting houses that are totally new in shape and feeling—there will always be some of us who prefer something warmer, more familiar, more hospitable. The classic example of this type of house—one that radiates all these feelings—is the Colonial. The Colonial is timeless because it was built for warmth and shelter . . . to be protective. It is also a flexible house. Although it has changed little in outward appearance since the colonists, it has adjusted, generation after generation, to fit changing living patterns and social demands. This particular example, built in northern Westchester County, New York, retains all the grace and charm we have come to associate with Colonial architecture, yet does it with materials and planning concepts that fit the pace of today's and tomorrow's needs. Planned for Alan and Pat Dykes and their four children, it provides privacy for all and separate areas for the many activities of each member of the family. The study, (continued on page 90)

The covered breezeway connecting the house with the garage in the rear is designed to be either glazed as a sunroom or enclosed as a family room. Board-and-batten siding on garage is of polyvinyl fluoride and needs no painting.

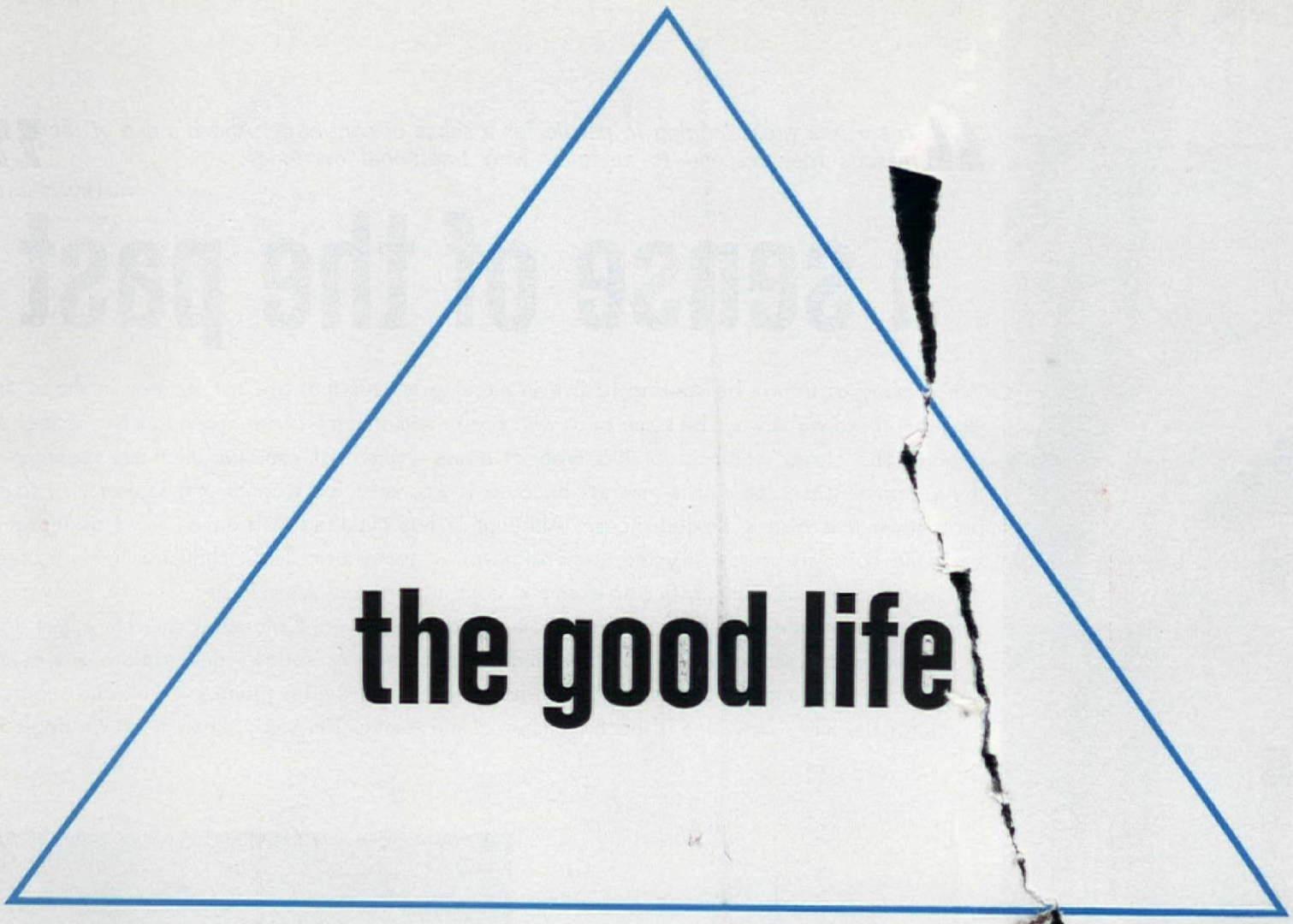
From the street, one would hardly know that this house will need little exterior maintenance in the next third of the century. The roof is heavyweight asphalt shingle, the siding, gutters, and downspouts are all of polyvinyl chloride plastic with color built right in. Only items that will need painting are the sash and trim.



Six—count them—six bedrooms are planned for privacy for all. Large laundry-sewing room on second floor makes for easier daily care. Guest bedroom could be used for in-laws or a maid.

TO ORDER STUDY PLANS OR BLUEPRINTS, SEE PAGE 90

Photographer: Lisanti Shopping Information, page 89



the good life

". . . if we survive this roaring waterfall of change, we could be within sight of what Churchill called the 'sunlit uplands.'"

JOHN R. PLATT

The key to the good life in the years to come is Quality. We are going to seek a refinement in our possessions, ways of living and working, relationships with others, education and culture.

Quality is now possible, not simply because abundance can be taken for granted but because quality is almost a condition for survival. "The world has now become too dangerous for anything less than utopia," warns physicist John R. Platt. He calls this generation "the binge of history," and believes that we could approach a "steady state" if we make bold decisions now.

We are going to have to deal with new opportunities in more imaginative ways. Instead of asking ourselves "Can we do this within the rules?" we will begin asking "Why not change the rules?" Emmanuel G. Mesthene of Harvard put it this way: "It is now possible, for the first time ever, to move the left-field fence *during* the ball game."

We have a new freedom to expand the self, find possibilities we never knew existed. We have the facts at our command; the computer is a willing slave. However, we have to supply the wisdom, the values, the creative spark. We must lead.

John W. Gardner, Secretary of Health, Education and Welfare, has this to say to dramatize the challenge we face.

"After the facts are in, the leader must in some way emulate the little girl who told the teacher she was going to draw a picture of God. The teacher said, 'But Mary, no one knows what God looks like'; and Mary said, 'They will when I get through.'"

Nobody knows what the future will finally look like—although we can make an educated guess or two. But, by the time we are finished with it they will. Let us resolve to bring to it all our resources, not just technology's hardware but the human spirit. We have something the computer lacks. We are human, more human than otherwise.

This belonging to the family of man will save us, keep us on an even course as we venture into tomorrow. Certainly, love, companionship, and the family will endure. One prober into the future concludes reassuringly, "All sorts of small instruments will be shrilling away with their new tunes; but from the family ground base we shall hear the same sounds as before." This is because we crave the Good Life. We are not interested simply in a glut of things. We want warmth, excitement, closeness, a richness which has very little dependence on what you own but rather on who you are.

It will always be ours for the taking—today and tomorrow.

Campbell's Soup makes it quick & easy to cook Italian style

They always eat better when you cook with Campbell's Soup

Chicken Cacciatore

2 pounds chicken parts
2 tablespoons shortening
1 can (10¾ ounces) Campbell's Tomato Soup
¼ cup water
¼ cup dry red wine or 1 tablespoon vinegar
2 large cloves garlic, minced
1 teaspoon oregano, crushed
¼ teaspoon salt
½ medium green pepper, cut into strips
½ cup chopped onion

In skillet, brown chicken in shortening; pour off fat. Add remaining ingredients. Cover; cook over low heat 45 min.; stir now and then. Uncover; cook until sauce thickens to desired consistency. 4 to 6 servings.

Quick Lasagne

½ pound ground beef
1 cup chopped onion
2 large cloves garlic, minced
2 teaspoons oregano, crushed
2 cans (10¾ ozs. each) Campbell's Tomato Soup
½ cup water
2 teaspoons vinegar
½ pound plain lasagne noodles, cooked and drained
1 pint cottage cheese or ricotta
½ pound Mozzarella cheese, thinly sliced
Grated Parmesan cheese

In saucepan, brown beef and cook onion, garlic, oregano. Add soup, water, vinegar. Simmer 30 min.; stir now and then. In shallow baking dish (12x8x2"), arrange 3 alternate layers of noodles, cottage cheese, meat sauce, and Mozzarella. Sprinkle with Parmesan. Bake at 350°F. for 30 min. Let stand 15 min. Makes 6 servings.

Spaghetti and Meatballs

1 pound ground beef
¼ cup bread crumbs
1 egg, slightly beaten
3 large cloves garlic, minced
½ teaspoon salt
4 slices bacon
1 medium bay leaf
1 teaspoon oregano, crushed
2 cans (10¾ oz. each) Campbell's Tomato Soup
1 cup water

Combine beef with bread crumbs, egg, 1 clove garlic, salt; shape into 16 meatballs. In large pan, cook bacon until crisp; remove and crumble. Pour off all but 2 tbsp. drippings. Add meatballs; brown with 2 cloves garlic, bay leaf, oregano. Add soup, water. Cook over low heat 30 min.; stir now and then. Remove bay leaf. Add bacon to sauce. Serve over hot spaghetti; top with grated Parmesan cheese, if desired. Makes about 2¼ cups of tangy tomato sauce.

For your copy of the 200-page "Cooking With Soup" cookbook, send 50¢ and 3 Campbell's Soup labels to: Cookbook, Box 234, Maple Plain, Minn. Offer may be withdrawn at any time. Void if prohibited or restricted by law.

A New Role for Conservation

(continued from page 71)

are far from acquiescent. The governor of one eastern state referred to a regional plan to depollute and preserve the natural beauty of its major waterway as a power grab by the administration. On the federal level, the Bureau of Public Roads in the Commerce Department, the traditional friend of state road builders, is apt to fight attempts by Interior at preservation when a new highway is at stake.

THE RECORD

The Senate passed the Land and Water Conservation Fund Bill in 1964. It provides states with 180 million dollars in matching funds if they will acquire and develop lands for recreation and conservation. We also have a Water Pollution Control Administration and a Highway Beautification Act. Much has been accomplished in the past four years. Twenty-four national-park areas were authorized within the national-park system. The first new national park in 17 years was established for the Canyonlands in Utah. Four national seashores and one lakeshore were established: Cape Hatteras, Cape Cod, Padre Island, Point Reyes, and the Indiana Dunes National Lakeshore. We have a Wilderness Bill after seven years of its wandering in the Senate. And we have our first National Riverways Bill.

On the gloomy side, the Great Basin National Park Association at Ely, Nevada, has been trying for the past 10 years to get national-park status for the Wheeler Peak region. The first bill passed the Senate in 1962. Due to opposition from small groups of miners, hunters, and cattlemen, no bill has yet succeeded in passing the House. This is clearly a case of narrow versus national interests. It is particularly shocking because some of the oldest trees known to man, the bristlecone pines for one, are in this region. Not too long ago the oldest tree ever recorded (4900 years) was found in Wheeler Peak and cut down.

The Grand Canyon may be flooded thanks to the Central Arizona Project, a scheme to build dams at either end of the Canyon. They would provide hydroelectric power to pay for aqueducts that would divert water from the Colorado River to the Phoenix and Tucson areas. Besides flooding the Grand Canyon, the dams, according to some experts, would be obsolete before they could pay for themselves. The possibilities of using nuclear power—cheaper and perhaps ultimately more practical—should be explored.

An interesting incident that illustrates the difficulties of preserving natural beauty happened to the Sierra Club, a conservationist group based in California. After running full-page ads in the New York Times, and Washington Post, alerting the public to the threat against the Grand Canyon, the club was notified by the Internal Revenue Service that it would lose its tax-exempt status if it continued its lobbying activities!

OPEN SPACE EASEMENTS

Land does not always have to be purchased outright to be protected for the benefit of the community. It can be acquired by easements: rights granted for the use of another's land. There are public easements, which benefit the entire community and private easements, which are granted for the enjoyment of a few. Public easements can be positive—permitting the public to enter and use the owner's land (for hunting or fishing), or negative, which limit the owner's use and disposition of his land, but do not allow the public to enter it. Easements can run with the land, for longer than the lifetime of the person making the agreement.

The advantages of scenic easements are manifold. The owner retains his land, but the land itself is protected either for specific purposes such as nature trails or camping, or simply to preserve an area of unique natural beauty in an undefiled state. The owner still pays taxes, thus preserving the tax base, although tax benefits can and do accrue (if the easement is purchased by a tax-exempt body for a nature preserve, for instance). But most important from the public standpoint is that it can derive the same benefits from an area as if the land had been purchased, and at far less cost. In England all national parks are created by easements and zoning.

Easements are essentially a *conservative* tool. They must have a reverter clause in the event that the public wishes to abandon the program for which the easement was originally purchased. The ability to adjust to changing conditions is essential to the device. Easements are *not* a socialistic tool. States that have passed legislation permitting a county or municipality to offer tax credits for obtaining public easements have stressed the importance and inviolability of property rights.

We still have much to preserve—our redwoods, marshlands, seashores, San Francisco Bay, whatever unpolluted waterways remain. And there are our vanishing farmlands. In California, which has felt the pangs of rapid, unplanned growth the most, 375 acres a day of choice farmland are swept away for housing, commerce, roads. The land has simply become too valuable for families to continue farming it.

Growth cannot be checked but it can and should be guided. Planning has given us some of our loveliest communities and the great national parks that we all enjoy. Lack of guiding principles and foresight have both resulted in blight.

You can make your voice count in the fight to save and restore America's natural assets. You can take action to see that your children inherit some of what the founding fathers discovered. You do it the way you make sure they have good schools, police protection, and well-lighted streets, using protest, petition, and the picket line. Write to your elected representatives; support those who are for conservation; work to establish a Conservation Commission and Land Trust in your town. Get in touch with organizations such as The Open Space Action Committee (145 East 52nd Street, New York, N.Y.) and The Nature Conservancy (1522 K Street, N.W., Washington, D. C.).

The federal government is trying to encourage conservation but needs active workers on the local level to insist that their communities make use of state and federal funds.

All of milk's protein
—with half the calories

Enjoy the nourishing refreshment of milk with only half the calories. Drink Carnation Instant Nonfat Dry Milk. There's no fat. But *all* of milk's protein, *all* of milk's calcium and *all* of milk's B-vitamins. At a cost that's just about half that of ordinary milk. Delicious Carnation Instant – serve it soon.

THERE'S A COMPUTER IN YOUR FUTURE

The audio-visual equipment (computer console and programmed learning machine) you see in our Family Learning Center on page 67 is indicative of the radical changes we can soon expect in our system of education. Says Dr. Lee Goldman of Carnegie Institute of Technology, who served as our consultant on the Learning Center: "The entire emphasis in learning has changed. We used to think that a learned man was one who had all the facts in his head. Today we have the facts accessibly stored in computer memories, microfilm libraries, and other repositories of knowledge. Learning is knowing how to gain access to these stored facts and organizing them once you find them."

The machines in our Family Learning Center put every family member in direct and instant contact with these centrally stored facts. Access time to computer memory cells is a half second—or much, much less. The computer console connects to a city, county, or state-wide computer network. Its services are available on a rental or subscription basis. Man-machine communication is established by typewriter, teletype, or by telephone with voice prints serving as the identification medium. Answers are spelled out on a television screen (C.R.T. or cathode ray tube) of the console.

The two-way conversation between your son and his electronic "tutor" goes something like this: "My name is John ———. I'm working on Project XYZ." And then comes a question-and-answer exchange in which John learns all about the new math.

Suppose you're planning a trip to Nova Scotia and want to know about the country. You'll *learn* all you need to know for a successful vacation on the console TV first. If you want this information in permanent form, you'll get a typewritten print.

Computers such as the one shown in our Learning Center can teach adults and children alike. "They are for everyone with a thirst for knowledge," says Bates Murphy of Westinghouse Computer Systems Division.

Even in their present state, computers have shown they make good tutors and instructors. It has already been established that children using computers learn four to 10 times faster than children in present-day classrooms.

The main reason for the success of such teaching machines is threefold. Computerized teaching methods are based on constant repetition of correct answers. Let John spell "cat" wrong once and his computer will correct him immediately. He literally doesn't have time to acquire a bad habit. Also, the computer keeps accurate track of John's mistakes, works back into his curriculum words he has trouble spelling, and may even drop the ones he knows perfectly. Trouble areas are emphasized and John isn't bored with repetition of things he already knows. Each child, in essence, works with his own instructor. He works as slowly or as fast as he is able.

The Teaching Machine (also shown on page 67) is a programmed learning machine that offers complete study courses through a series of frames projected onto a screen. Each frame contains a segment of basic information followed by a multiple choice question keyed to buttons at the side of the screen.

Organize all this?

Easy, with Rubbermaid Kitchen Organizers

The drawers and racks slide out with fingertip ease. The turntables twirl at your touch. Everything's at hand when you need it, out of the way when you don't. How's that for complete organization? And only Rubbermaid offers it.

Start by saving $2.02 on our Starter Set of five turntables.

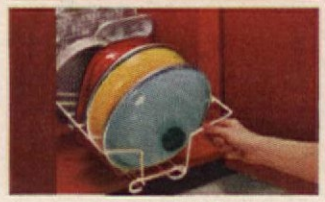
Begin organizing your kitchen cabinets right now and save money, too. Special Starter Set, regularly $11.90, includes 1 Twin Turntable, 3 Single Turntables, 1 Cup 'n Plate Carousel, all for just $9.88. Available wherever housewares are sold.

Single Turntable
10½" diameter
$1.98

Twin Turntable
10½" diameter x 5¾" high
$2.98

Cup 'n Plate Carousel
9½" diameter x 6¼" high
$2.98

NEW! Spin-A-Bin
10¾" diameter x 6" high
$4.98



Slide-Out Lid Rack
12" wide
$4.98

Slide-Out Vegetable Drawer
9" wide
$4.98

Storage Turntables
15¾" diameter, $2.98
19" x 21", $4.98

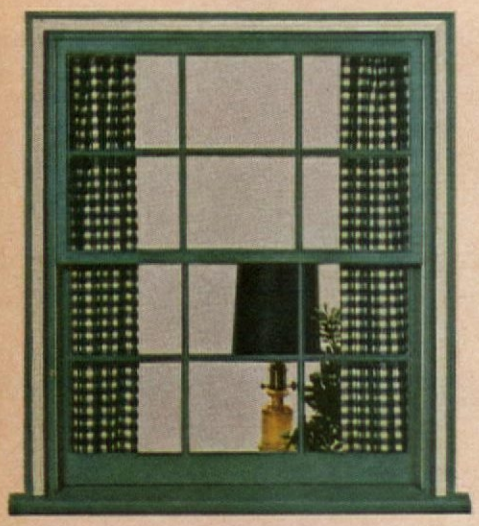
Slide-Out Drawers
sizes to fit all base cabinets
9" wide, $3.98
12" wide, $4.29
14" wide, $4.69
16" wide, $4.98

Rubbermaid
MEANS BETTER MADE

Write for folder showing all Rubbermaid products
© Rubbermaid Inc., 1966, Wooster, Ohio

The better homes in your neighborhood have wood windows.

Have you noticed?



COMING UP—MORE NEW ROOMS!

New rooms are going to be invented to contain a wide variety of family activities. Some of them have already taken shape. They are essential fun-and-game rooms, distinctly different from the purely formal parlor and dining room of yesterday or the utilitarian mud room and family room of the recent past.

Just what is going to happen when your children will be doing more of their studying at home? We've already shown you a Family Learning Center (pages 66, 67). That's just one of the new rooms you'll be finding room for. Here are a few other examples.

What about dad's office away from the office? If he'll be doing more of his work at home he'll need more than a spot to park his attaché case. Hence the *raison d'être* for a home office. Maybe mom will need one too.

And all the leisure time we can expect to enjoy? We'll certainly need an area to store all the paraphernalia that goes with active sports.

If we are to keep healthy, we'll need a beauty and health center—completely equipped with everything to keep you in top-notch condition—your own private sauna, swimming pool, massagers, and exercisers.

If we are to be creative, we'll need some sort of studio to be creative in—to paint, sculpt, write, whatever we have talent for.

If we are to pursue the theatrical arts, we may need a Little Theater—to watch in or perform in.

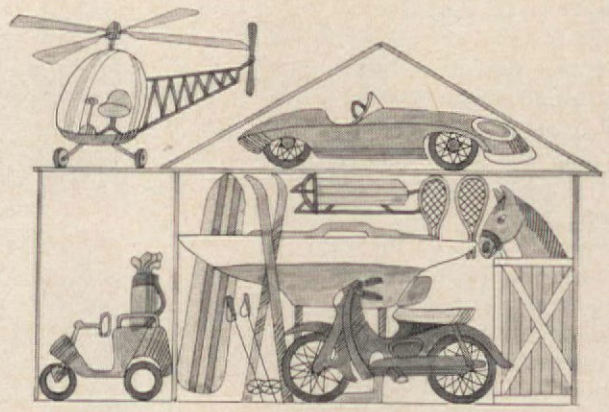
If we wish to get back to the good green earth, we'll need a greenhouse or potting shed. And there must be a place to arrange flowers.

If the teen-agers of the future want a new version of the discotheque—we'd better find it and make sure it's soundproof.

If we are to seek privacy and solitude and peace, there must be a "withdrawing" room—a place to dream and contemplate—with music so soothing we hardly know it's on.

And if we are to have feelings for poor old dad, we'd better give him a place to watch the ball game, play poker with the boys, and enjoy a beer or two. All his!

You see the possibilities are endless. We've sketched a few at the right. But why not start conjuring up your own ideas for your new room of the future? Right now!



The Mobi-port—a spot for everything that makes you move.

Hoarding room for wrappings, collections, archives, etc.

Why wood windows?

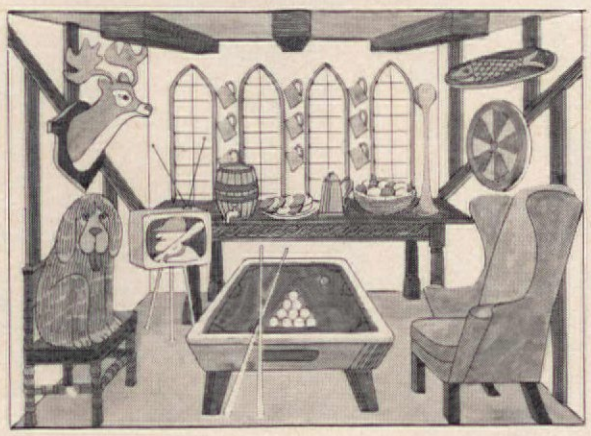
Wood windows reflect the owner's good taste. They add as much to the outside of the house as do the furniture and draperies to the inside. But good taste and appearance are not the only reasons for choosing quality wood windows. Here are just a few:

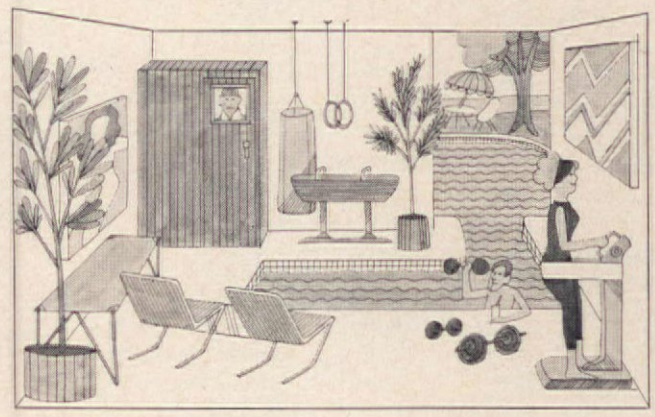
- *wood is an excellent insulator*—cuts down on heat loss, saves on fuel bills.
- *wood windows don't "sweat"*—no ice build-up or water dripping on walls in winter.
- *wood windows can be painted*—any color that suits your fancy...or your decor.

For more reasons, send for the "Window Book," full of facts and design ideas, that will help you plan your new home or remodel your present one. Send 25¢ and your name and address to:

PONDEROSA PINE WOODWORK
and the Western Wood Products Assn.
Dept. AH-4, 39 South La Salle Street
Chicago, Illinois 60603

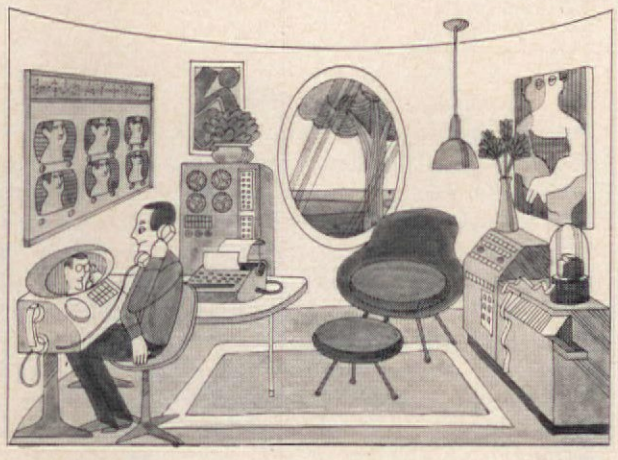
Ye Old Dadde's Pub. A place where Dad can retreat. Complete with all the things to make a man happy. Free beer, free lunch.





Olympic Room. No home will be complete without its own pool, sauna, massager. Who's for barbells?

Home office. Pop will have his closed-circuit TV to communicate with the office. More work done here than he ever did on the 8:02.



The studio. Give vent to all your creative talents. You might even try a portrait of the computer repairman.

WILL YOU LIVE IN A SPACE CAPSULE HOUSE?

If you're still around by the year 2000, you could be living in a space capsule. Not one hurtling through space à la Cernan and Stafford, but one that's anchored firmly to Good Mother Earth.

Now, this doesn't mean that architects will have gone so far out that your house will look like something out of Buck Rogers. For the space capsule house may take any shape, from that of an Early American saltbox to wild ones not even dreamed of today. But what goes on inside the walls and mechanical viscera of the house would stagger the imagination of a Buck Rogers—and a Jules Verne too, for that matter.

Let's suppose for a minute that you've made it to the year 2000. You're sitting in your living room reading an article about the primitive days of the mid-1960s. Outside it's a blazing afternoon in late summer. Heavy trucks rumble past on a superhighway while supersonic jets overhead bombard your house with sonic booms.

In your living room, however, all is serene and comfortable. With space-age insulation and sound conditioning, you might as well be on a remote Caribbean island. Your form-fitting easy chair—the design of which evolved from the seats made for astronauts—relaxes you. But the best is yet to come.

For your house, like every house on the block, has a computer brain and nervous system of its own. Through its nerve endings—sensing devices built into the walls and ceiling—the computer has already analyzed such factors as the heat given off by your body and the ratio of oxygen to carbon dioxide in the air you're exhaling. It has thus figured out that you are reading, and knows from past experience that to read at optimum efficiency you need a certain ratio in the room of oxygen to carbon dioxide, a certain humidity, a certain atmospheric pressure, a certain light level, and a certain room temperature. Within seconds, it acts to provide these essentials. It might even program some light classical music through the stereo set—but only if convinced that the music really helps.

Carrying things a step farther, the computer will also know if a light snack might not be in order at this point, and will recommend via recorded voice, signal lights, or what have you, whether you'll get more benefit out of a snack that's high in protein or high in carbohydrates.

Sound impossible? It's just a highly refined version of what already goes on inside a 1966-model space capsule. According to Dr. Michael Del Duca, ex-NASA chief of biotechnology, the type of system which sustains an astronaut in today's space capsule could be refined to the point where it would operate on a house-size scale.

Seeing to your comfort and convenience is only one way in which the space capsule house would use its intelligence. Using life-support concepts already in the works for the use of space travelers, the house could be so economical in its use of fuel, water, heat, and electricity as to render today's concept of these utilities downright medieval. And in so doing it would create an internal atmosphere so pure and conducive to health that today's home would seem stifling and fetid by comparison—despite the fact that it would be completely sealed off from the outside air.

To fully understand how all this might come about, consider for a minute how your present house uses heat. In winter it burns fuel. The heat from this fuel is used once—to create hot air, steam, or water. After that one use, the heat is expelled right up the chimney. At the same time, a separate water heater might be burning additional fuel to heat water for cleaning, bathing, etc. Then, you turn on the clothes dryer or cook a meal or iron clothes, and again, heat is produced, used only once, then discarded. In addition, there is a certain amount of by-product heat from the refrigerator, the air conditioner, and certainly from the incinerator.

Now, suppose you were to interconnect every heat-producing unit in your home in such a way that each would lend its unused heat to the other. The hot flue gases might be used to heat water. The exhaust from your dryer might help heat the basement. The heat from your range might help operate an air conditioner. Would you not save money on heat? Stated in extremely simplified terms, the space capsule house would recycle heat in that manner, and would further cut costs by drawing on the sun's heat as well.

Now let's consider water. You turn on the dishwasher and about 13 to 15 gallons go down the drain, after being used only once. You take a shower, 25 more gallons expended. You flush the toilet and there go 7 more gallons. Result: your family probably uses 200 gallons of water per person per day. And think of the tremendous, costly network of reservoirs, water mains, sewage lines, disposal plants, etc. that today's city requires because of this use of water.

What the space capsule house would do is reduce the amount of water needed per person to 10 gallons a day, without reducing your present comfort and convenience. How? By reclaiming every bit of water used in the house. Vapor from cooking, bathing, and even your own sweat and exhalations would be condensed and routed to a storage tank. Joining it in that tank would be water from your toilets and sinks that has been filtered and purified. This thought may bring assorted "Ughs!" But you're already drinking second hand water. The only differences would be that the space-age reclamation system would be in or near your house, instead of miles away, and would produce water a good deal purer than that which you now drink. In addition, the waste matter it would filter out might be put to some amazing uses. We'll touch on these later.

Thus, the space capsule house would be virtually independent of outside water, except perhaps for an occasional small replenishment of its tank.

Which brings us to air purification. In today's fully air-conditioned house, we achieve a high degree of filtration and cleansing of the air while relying on new air from outside to replenish the oxygen we expend in breathing, heating, etc. The space capsule house, on the other hand, would be tightly sealed. Its filtration system would be much more sophisticated, using molecular sieves, perhaps, in conjunction with advanced

"You mean to tell me there's something that'll make any cut of meat more tender and juicier and reduce shrinkage?"

Yes.

Adolph's Instant Meat Tenderizer. A pure food product made from healthful papaya melons. Available seasoned and unseasoned.

electrostatic filters to remove all impurities—not merely dust and dirt, but bacteria, viruses, and odors.

These impurities, instead of being discarded, would be put to use. For example, ammonia vapor might be converted to nitrogen (a component of air) plus water. Fat globules from cooking might be converted to carbon dioxide plus water.

What about new oxygen? This would be obtained by converting waste carbon dioxide back to oxygen. A prime source of the carbon dioxide would be you and your famliy, of course, who breathe it out continually. But another source would be sewage. Urea, from urine, might be converted into carbon dioxide, nitrogen, and water, plus a little electricity (50 kilowatt hours per person per year) for other uses.

Now, for the ultimate in economy. What the space capsule house would do is interconnect the air, water, and fueling systems, plus the electrical system, so that any waste heat or fuel from one device could be used by another. The electricity produced from urea, for example, could help break down water into hydrogen and oxygen. You'd breathe the oxygen, while the hydrogen might help reduce carbon dioxide into still more oxygen. Mechanical generators, while producing electricity, would produce heat that might help power an air conditioner. The sun's rays striking your roof might heat water and, at the same time, produce electricity via solar batteries. The possibilities are endless and exciting.

Much of what we're saying will sound like blue-sky theorizing to the layman. But there's nothing blue sky about it. The necessary apparatuses have already been devised for the use of space travelers. If they'll work in space, why not in earth-bound homes? With over 30 years between now and 2000 A.D., and without the space problems of weightlessness, payload limitations, etc., things could move much faster than you think—especially true in light of the increasing interest in housing research.

"All the separate elements of such a life-support system have been built, or are close to being built," says Dr. Del Duca. "If they were interconnected, we could have a debugged prototype in a year or two. Then we could start working on costs, reliability, and other problems."

Will we ever see the space capsule house? Certain obvious questions arise. For example, how many people want a house with a higher I.Q. than theirs? Or, will the American home buyer—already legendary for his traditionalism—rebel against so radical a house? Then again, will this Scotsman of a house, with its superefficient use of fuel, be an asset to the national economy or a liability?

There are also the technological "ifs." If atomic energy brings the cost of power way down, will the house be necessary? If tomorrow's appliances produce little or no heat, will the average home contain enough waste heat to bother with? And so on.

Nevertheless, many powerful arguments militate in favor of the space capsule house. It would help to halt the pollution of our air and streams. Its nondependence on municipal water, garbage and sewage systems would make it ideal for new towns built on undeveloped land. And, of course, it would help to preserve world reserves of fuel, usable water, and oxygen—vital factors in this century of the population explosion.

Whether or not we see the house in its extreme form, a look at what's happening today in the field of power and energy use shows that many of its concepts *will* appear. The fuel cell, for example—the device which turns liquid or gas fuel into electricity—could someday become standard household equipment. All space capsules use fuel cells. And the U.S. Army now has one that "burns" alcohol and produces electricity for about two cents per kwh.

Unfortunately, fuel cells are presently expensive to build, but work is proceeding on a civilian counterpart that will cost much less and will use natural gas. It is five or 10 years away, says a gas-industry spokesman.

In the electrical industry, the heat pump seems a good start toward tomorrow's combined heating and climate control.

And in the oil industry at least one inventor claims it is possible someday to use an oil-powered generator as the basis for a system supplying the heat, electricity, and cooling for an average size one-family home.

In commercial and multifamily construction, we see mighty strides toward the multi-use of energy. Schools, factories, apartment buildings, for example, have already been equipped with gas- or oil-powered engines which, while generating electricity, also produce waste heat. This heat is circulated and also used to run air conditioners. And in office buildings, the central core often contains so many calculators and other hot machines that it must be air-conditioned in the middle of winter. Meanwhile, since the outer part of the building needs to be heated, the residual heat from the air conditioning is routed into that area to reduce heating costs. Then there's the heat-of-light concept. In many factories, so much lighting is used that by drawing air over the bulbs, "free" heat is obtained for the building. In some cases, this heat is supplemented by heat from the sun.

These concepts of energy use are significant because many innovations in home building originate in nonresidential fields. Air conditioning, for example, started out as a means to control the humidity inside a printing plant.

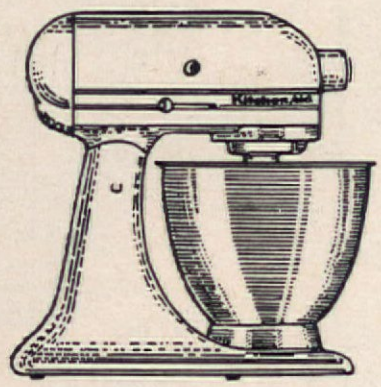
So, don't scoff at that space capsule house of the future. In a sense, we are now moving toward it. And if we ever decide it *must* come quickly, its foundation has already been laid.

For your dough you can't buy a better

dough kneader

batter mixer or

frosting whipper.



With attachments, it also chops meat stuffs sausage opens cans slices vegetables crushes ice etc. etc. etc.

Why buy a counter-full of separate appliances when the unique KitchenAid K45 Food Preparer does all these jobs?

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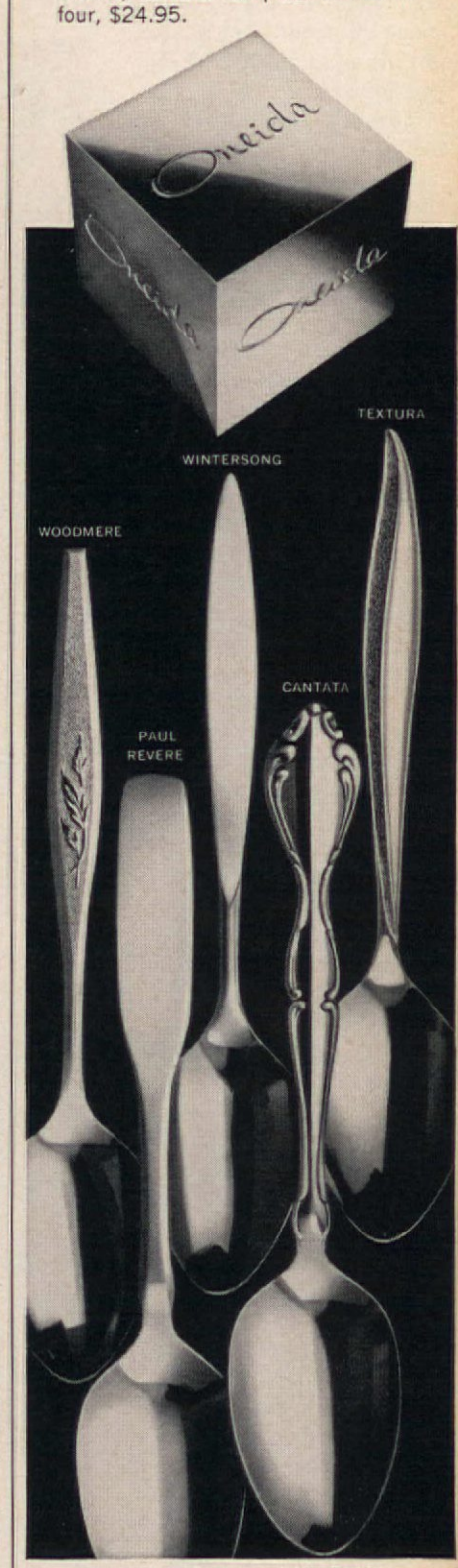
. . . to try on your table! All you do is select your favorite, send coupon with 25¢ . . . At fine stores, in Oneidacraft® De Luxe Stainless: Wintersong, Textura, 20-piece service for four, $19.95. In Community® Stainless: Woodmere, Paul Revere, Cantata. 16-piece service for four, $24.95.



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Thank you, I'd love a spoon. I enclose 25¢ in coin for pattern checked. (One only, please.)
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☐ Paul Revere ☐ Cantata

Name_____ (PLEASE PRINT)

Address_____

City_____ State_____

NEW YORK RESIDENTS, PLEASE ADD NEW YORK STATE AND LOCAL TAXES WHERE APPLICABLE. OFFER, VALID ONLY IN THE U.S.A., EXPIRES JAN. 31, 1967.

SOLID STAINLESS BY ONEIDA SILVERSMITHS

TRADEMARK

New Towns

(continued from page 65)

suit people of all income levels. It provides the variety of a real town by not catering to just one income level, as most suburban developments do. Usually the plan uses one form or another of cluster zoning which separates through traffic from pedestrian paths and creates open play space by pooling the space left after placing houses on smaller lots.

The new town provides facilities for commercial use, for recreation and education, for civic and social functions. And, most important, it includes industry that will support the community, employ its population, and make the town totally self-sufficient. It is much more than a proliferation of the ubiquitous subdivision that is merely a bedroom community for the city it's near. What distinguishes it is that a person can live, work, and play within the immediate limits of the town, however large or small it may be.

Somewhat along similar lines is what is known as a planned community. This follows the same pattern as a true new town, but doesn't include industry to provide employment for its population. Usually it is located near a large center and connected to it by good public transportation. It acts as a little satellite city. And it usually contains housing for only one income level. But both the new town and the planned community are a far cry from the familiar suburban tract we all know.

EUROPE

In the last 20 years, Great Britain and Scandinavia have shown the most progress in building new towns, possibly as the result of the necessity for immediate action to make maximum use of extremely limited land area. These countries have a national land policy that guides and controls the building of new towns. In 1946 Great Britain passed the New Towns Act that provided the basic legal structure for the building of 22 towns. Sweden and Finland also have well-defined government programs of town building. They are built near cities on the satellite-town principle. Many of the Scandinavian towns are the result of foresight by the city governments, which set aside certain lands on the outskirts of town for the specific purpose of future expansion, thus avoiding the situation of land that was either unavailable or overpriced when the time came that it was needed.

AMERICA

In this country there has been no overall policy on new towns. Only recently has any federal involvement been suggested. The Urban Development Bill, now before Congress, proposes that the FHA's authority be extended to insure mortgage loans up to $25,000,000 (only a minor part of the cost of building a complete town, it might be noted) for acquisition and development of land by private developers for entire planned communities. It also asks authority for loans to state-approved land-development agencies to acquire in advance large land tracts for future development to make possible sound planning and avoid the high cost of later land speculation. Till this bill was introduced, everything had been left to private enterprise in this country. While this bill might not get through the present session of Congress, it is indicative of thinking that is being generated.

Private enterprise has devised all sorts of approaches, ranging from ghettolike retirement towns to idealistic plans for communities where every need, from birth to old age, has been anticipated.

Some are towns with a vacation atmosphere and an emphasis on the recreational approach to living. Joppatowne, a waterfront community in Maryland, is rising on the site of an old Colonial port. Hilton Head in North Carolina, Marco Island in Florida, and Lake San Marcos near San Diego, California, are other water-oriented communities that are being built across the country.

To date, according to one major corporation study, there are at least 350 developments that claim one degree or another of town planning and which are to contain at least 1000 acres or 1000 living units. Of these, 110 are in California. Others are scattered across 34 states and the District of Columbia. Some will be satellite towns near established cities. Some will be at a distance and entirely self-sufficient. Not by any means can they all be called new towns. About 40 of them are over 6000 acres, the usual cut-off point separating large developments from bona fide new towns. It remains to be seen whether they are completed as planned communities, new towns, or merely glorified housing developments.

The projected populations run as high as 500,000. Some acreages run as small as nine acres. These could be called in-city planned communities, with plans for high concentrations of population in complexes of high-rise housing to be located within an established city.

These new towns are not going to be overnight boom towns. Some builders and developers expect to take up to 25 years for full realization of their plans. Some list five years as minimum development time until it can be seen if the town will be a success. Columbia, the town for 100,000 that's being built in Maryland midway between Baltimore and Washington, D.C. (page 64), will take 15 years for completion and growth to attain its full population.

COLUMBIA

Columbia, which has just broken ground, has been three years in the planning and has one of the most comprehensive master plans that includes even the minutest details. The street system is designed so pedestrians won't be bothered by through traffic. Transportation will be easy. There will be a separate right of way for small buses that will run at five-minute intervals to link the various areas of town and to make in-town driving (and a second car) almost unnecessary.

The town will be built with several connected villages, each village with its village center that serves the neighborhoods within it. Serving the entire community will be the larger town center. This way, all residents will have the advantages of a small community within easy distance of schools and churches, and a larger community with its more complete entertainment and cultural facilities.

There will be plenty of park and recreation spaces. The plan was devised with the help of experts in physical planning and behavioral

sciences, who gauged the effect of various aspects of towns on people's reactions, behavior, and happiness.

The advantages of new towns are appealing. Planning for all the multifarious functions of a true community from the beginning can obviate many of the troubles that crop up when towns grow haphazardly without any master plan. By avoiding the nuisances of nonplanned towns (the very nuisances that leave so much to be desired in either the suburbs or the central city) a better environment for living, working, and recreation can be provided for families and the businesses and services that support and benefit them.

Of course, the new town is not the only answer. The pressure of expanded populations calls for immediate action within the framework of our present cities in the way of improvements, renewal, and rehabilitation. Although it is known that current urban renewal usually provides homes for fewer people than have lived in the area before it was renewed, the fact is that the problems exist where the people are already concentrated. The new towns aren't really here yet, and it will take some years for any of the newly planned ones to drain off an appreciable amount of population from the older centers.

BETTER LAND USE

One logical answer, then, is to make better use of our city and suburban land. In the lower sketch, page 65, a project was designed to get the maximum comfortable density of housing units in a typical city block without resorting to attached houses. A variation on the cluster-zoning principle, it shows how to get visual privacy by disregarding conventional shapes in construction and by slanting walls so people don't look into each other's windows. There are no conventional front and backyards, but plenty of open space for running and playing as well as private outdoor areas for each family.

This land-use study, designed by architect Bruce Arneill, was sponsored by the American Plywood Association along with *American Home*, House & Home, and Architectural Record magazines. They hope to build one of the houses in a demonstration project in the New Haven, Connecticut, area. The design could be employed in the fringe areas between urban centers and suburban sprawl, or where blighted areas have been cleared for rebuilding. But this scheme alone isn't going to take care of the expected population increases.

THE IN-CITY PROJECT

Another type of project mentioned earlier, is the high-density, in-city development which has all the attributes of a condensed, just-add-people town except industry. These concentrated in-cities feature tall apartment towers with commercial facilities, recreational facilities, such as swimming pools or ice skating rinks. Outstanding in this genre is Chicago's Marina City, twin circular towers with docking for private boats, shopping, recreation, and parking all included beneath the residential section of the towers. Nearly every major city has its own version of the urban complex recently built or planned for the near future.

The quintessence of the idea will be built in Montreal as part of the EXPO 67 world exhibition. A huge precast concrete community of apartments (page 65, center) known as Habitat 67 is being built. The $13,500,000 building, 950 feet long, 300 feet wide, and 120 feet (12 stories) high, will have 158 homes, with one to four bedrooms, each with landscaped gardens. The project, designed by Moshe Safdie, will have a network of parks and play areas surrounding it. It will be built on a unique assembly-line basis with the individual components being formed then transported into place. The complex will be pyramidal in shape, with each living unit angled so that it will get sunlight and a view of Montreal and the harbor. After the close of EXPO 67 it is expected that Habitat 67 will be sold and that more land will be made available for expansion to the originally planned 900 dwellings.

THE OUTLOOK

So, as possible solutions to our urban problems we've examined incity complexes, the better use of land for individual houses in our present towns, and whole new towns and planned communities built in open land. The new towns seem capable of absorbing the most population.

As promising as these plans for new towns are, there are many obstacles to be overcome before they are solidly on their feet. Assuming that financing and building the project has been accomplished, the towns still face the problem of attracting the basic ingredients of a town: people and industry. Without industry already located there, new towns don't fulfill the promise of answering all the needs of the population, and they must compete for people with the subdivisions. Without people already there, industries aren't easily induced to locate. The dilemma must be solved from both ends. As Mr. Levitt puts it, "They both [people and employment] must come out together."

In the larger new towns, this is being accomplished. Industries and research centers sign up for space early in the building stage and hope to draw workers from nearby areas until the town itself is settled.

New towns are admittedly in a fledgling state and have difficulties of their own to solve before they become a workable solution to the problems of an urban nation. But in view of the present state of our cities and suburbs, the need for them is definite. Without them, our affluent population will continue to ooze out into larger and more diffuse *spread cities*, spending more money on a decent place to live and more and more time shuffling around to out-of-the-home activities, enduring the discomfort of urban disorders anytime they must step off their acre-and-a-half zoned-for-exclusiveness suburban lots. New towns can't and won't replace suburbia. But at least they could provide a promising alternative, a more than reasonable facsimile of the good life our civilization is seeking, and an atmosphere in which people can feel an important part of the community in which they live.

In light of our rapidly growing population and its increasing tendency to concentrate in urban centers, the vital question concerning new towns and planned communities is no longer "Should we try them?" At this point, the question is "How can we best make them work?"

There's something chic

about being casual with Red Ball

Comfort, fit and vibrant Fall colors. Plus fabrics as easy-to-care-for as cotton velveteen and corduroy. Red Ball Casuals combine all these features in the season's most popular styles. So, be chic this Fall with casuals by Red Ball.

Red Ball Casuals
look for the Red Ball by Ball-Band, Mishawaka, Ind.

Red Ball

HOUSEKEEPING IN THE FUTURE

The way you keep house is in for a change—for the better! Here we've projected the trends and new-appliance ideas that we see today to bring you our concept of what housekeeping might be like in the future.

In addition to the convenience of satellite or decentralized kitchens (see page 68), your main kitchen will become more of a "food studio."

THE FOOD STUDIO

This will be a room to create in, rather than to work in, an area made up of multipurpose appliance units in attractive furniture cabinets. They'll be as easy to move as today's refrigerator that floats on air. What will they be like? How will they work? Let's join the homemaker of the future as she prepares a company dinner.

Before she begins party preparations, she'll prepare the children's dinner—merely a matter of selecting their menu from an assortment of frozen, prepared meals stored in her combination food freezer-electronic oven, and setting the proper controls. The foods she selects will automatically be transferred from freezer to oven, be piping hot, and ready to eat at the dinner hour.

On to the the *bake center* to prepare a delicious torte dessert. The bake center is compact (about 3 feet wide). It contains a built-in mixer with infinite speed controls, a refrigerator drawer for eggs, milk, butter, etc.; a small oven for baking; and storage for mixes, spices, flour, and sugar. The storage shelves are moved up and down by a foot control so she can conveniently remove or replace items. The basic parts of the torte will be quickly prepared from mixes. She'll add creative flavor and decorative touches to make it uniquely her own.

From a special vegetable refrigerator compartment in her *food preparation center*, she'll take out dew-fresh greens for the salad. This area also has a sink with a garbage disposer that uses laser beams (high-intensity light beams) to disintegrate *all* garbage, and a durable chopping surface counter with special recharging storage compartments for cordless, automatic knives, mixers, etc. Once the salad's ready for tossing, she'll whisk it to the cold-storage compartment of her serving cart.

Last stop is at the *custom cooking center* to prepare her pièce de résistance. Here surface cooking is done on a smooth cook top with only buttons to indicate where to put the pans. Food is cooked by induction (the heat is transferred directly to the utensil, and the rest of the cooking surface stays cool.) A hood over the whole cooking center quickly removes smoke, odors, etc., by catalytic action. Here, too, she'll store and use her specialized cooking appliances (rotisserie, barbecue grill, automatic cookers with stirring devices, etc.).

Once ready, the hot food will be stored in the "keep warm" compartment of her serving cart.

As our young homemaker moves through the kitchen, she'll stow all the used utensils in a robot *cleanup cart* (which follows a path from one center to another) where they'll be ultrasonically washed. She'll use this same cart (which has storage compartments for china and silver) as a silent butler when setting the table. After dinner, the used china and silver will be placed in special washing units of the cart where china will be washed, silver washed and polished.

When she's finished in the kitchen her robot floor scrubber-polisher will scurry back and forth across the kitchen floor to put it in tip-top shape. This will be much like our floor scrubber-polishers of today except that it has an electronic brain which guides it along the floor according to a path it has learned. She'll also program her automated vacuum cleaner to spruce up the rest of the house.

She's got loads of convenience gadgets in her kitchen: automatic sifting and measuring machine, a dishmaker for everyday disposable plastic dishes, automatic beverage dispenser, ice-cube dispenser, an ultrasonic blender (uses sound waves rather than chopping blades), an electronic device which will turn her appliances on or off at her command. She'll probably call the children to dinner via a tiny transistor unit connected to a button they'll wear. She'll use her kitchen computer to adjust recipes, balance her budget, record family appointments, etc.

How far in the future is our food studio? It's nearer than you think! Do you have a cordless electric slicing knife? A solid-state infinite speed control blender? A self-cleaning oven—or one with a programmed "keep warm" setting? Did you know in some areas you can now buy a commercial ultrasonic dishwasher, in others a smooth-surface "cooking counter" with electric units beneath the surface? Have you heard about the transistorized paging "beeper" for the kids? And there's the Sonuswitch which turns on an electric appliance in response to a preset sound (see News and Notes, page 126). The computer helper is a fact for a group of Phoenix, Arizona, women who participated in a test program where they shared a computer via telephone.

Robot helpers aren't really as fantastic as they seem. We've already witnessed a low-cost production of the solid state switch controls which make it possible to dial the speed of a blender. Solid-state integrated circuits, the "brains" which make an appliance automated, are being produced now, but aren't economically priced for household appliances yet.

FOODS OF THE FUTURE

What kind of food will we be preparing in our food studio? Needless to say, convenience foods will be more convenient than ever.

According to George W. Koch, President of the Grocery Manufacturers of America, "The past has brought us to the threshold of new processing methods and foods that will be as commonplace as the well-known products of today." Advanced methods of freezing will improve the quality of today's frozen foods even more, and make it possible to freeze other foods, such as tomatoes, bananas, etc.

Aerosol cans will dispense many things—jams and honey for your morning toast, sandwich fillings, even *more* instant mashed potatoes. Cans will be temperature controlled—serve hot foods hot, and cold foods cold. Those that aren't aerosol will have easy-open zip-off or pop-off tops.

Cook-and-serve foods will be packaged in cooking containers made of space-age materials. Easily molded into unusual and unique shapes and forms, they'll be durable enough to cook in, pretty enough to serve in, inexpensive enough to throw away.

New foods will appear as we learn to farm the ocean, develop new strains from crossbreeding, and synthesize new products out of simple protein, carbohydrate, and fat molecules in our laboratories.

We've read predictions that, come the year 2000, we'll be doing our grocery shopping via closed circuit TV. We asked industrial designer William Snaith about this one. Says Bill, "There may be certain staples that would lend themselves to electronic shopping. But when you think of the thousands upon thousands of new products introduced each year—and there'll never be enough hours in the day or enough TV time to see them all—I believe people will still visit stores to see what's going on."

We'll buy these foods in "super" supermarkets. The tremendous selection of convenience foods will be displayed by sample packages only. You'll choose what you want from the samples, then register your selection with a token or punch card. You'll collect the foods you've selected at a packaging and pick-up dispenser as you leave. The store computer will total your bill and deduct the final amount from your checking account so you needn't carry a cent of money.

Amid all this newness, you'll have a return of old-time personalized service in the butcher and produce departments. Freed from the mechanical tasks of checking out and replacing inventory, store personnel will help you select fresh produce, prepare your choice cut of meat.

LAUNDRY AND THE FUTURE

The bright outlook for the laundry of the future is a two-sided story of fabrics and appliances. Clothing, linens, and furnishings will surely all have "durable press" characteristics. Our work clothes will probably be disposable (even now you can buy throw-away paper shifts).

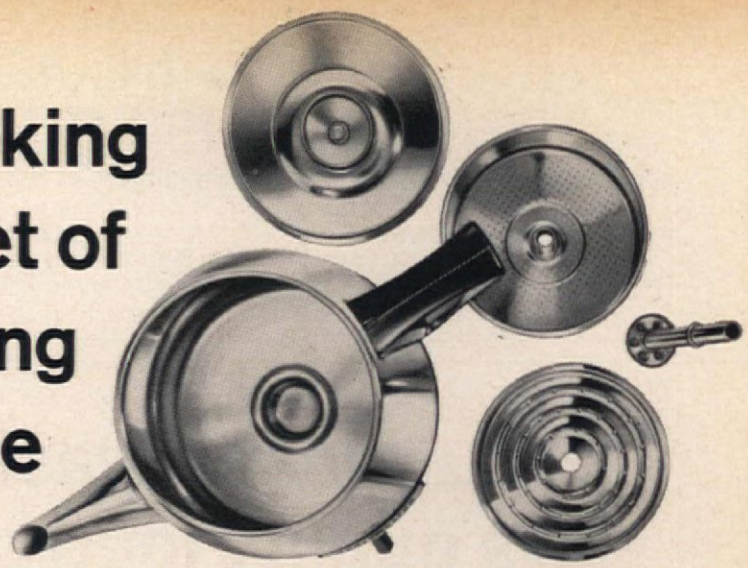
Specialized appliances throughout the house will care for our no-iron clothing. In the bedroom a laundro-closet will act as your personal valet. You'll hang your soiled clothing in one compartment where it will be ultrasonically washed, then automatically transferred to the storage area. Clothing that's not soiled will be hung in a freshening closet where it will be protected and kept fresh and crisp for instant wearing. Do-it-yourself dry-cleaning machines might be standard equipment in every home.

Laundry units for linens will be in the bathroom—where dirty linens collect. They'll sort, wash, dry, fold, and stack your no-iron linens.

Ultrasonic waves for dishwashers and clothes washers. Laser beams for garbage disintegration. Microwaves for cooking. These are the household tools of the future that we're developing *now*.

The future won't just happen. It will evolve—is evolving now—through a gradual change. Take a look around your house. Is the future already "happening?"

You're looking into the secret of better-tasting coffee



The flavor of the coffee you drink depends on your coffee maker, as well as on the coffee itself. And you can't tell about a coffee maker just by looking at a shiny outside. Some coffee makers are softies. Made of soft, porous metals that can harbor old, bitter coffee oils even after washing.

Not so this glistening beauty from Toastmaster. It's hard steel, tempered steel, stainless steel inside and out, clear through to its very heart—a tiny vital part you can see for yourself.

Look inside

Lift off the top of this king among coffee makers . . . take out the stainless steel basket and basket cover and perk tube . . . and peer down deep inside.

See that little thimble-like depression inset into the very bottom? That's the perk-well . . . where water gets pumped up the perk tube. And *it's* stainless, too. It's relatively difficult to fashion this tiny, thimble-shaped perk-well out of stainless steel, but Toastmaster does it, to protect the flavor of your coffee. Some coffee makers—even many that are stainless steel outside—don't have stainless steel perk-wells. But *everything* is stainless steel, inside this peerless Toastmaster coffee maker.

Look at the handle

Now, then. Take a quick look at the "Sea-Level" handle on this Model M521. See the tube inset into it? See the level of the coffee inside? It tells you how much water you've put in before you perk it, how much coffee there is left as you pour it out and serve it up. And naturally—however much coffee there is—this coffee maker keeps it at just the right drinking temperature, automatically.

See for yourself. This Toastmaster coffee maker is truly the one to own . . . or give. It's the same with all fine Toastmaster products.

Doesn't someone you know deserve a Toastmaster coffee maker? (Don't you?)

TOASTMASTER®

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Toastmaster Division • McGraw Edison Company • Elgin, Illinois — Toasters • Coffee Makers • Fry Pans • Broilers • Irons • Waffle Bakers • Hair Dryers • Mixers Blenders • Can Openers • Hair Clippers • Vibrators • Shoe Polishers • Power Tools • Fans • Heaters • Humidifiers • Electric Knife • Hand Vacuum Cleaner

COMING IN OCTOBER—
WHAT IS "QUALITY?"

Next month's issue is devoted to the subject of quality—what it means, why it is important in the way you design and build your home, in the furnishings you choose, in the food you serve. You'll find why good design, materials, and workmanship pay off, enrich your life, give you lasting pleasure and satisfaction. ALL THIS PLUS the new decorating favorites—paisley and bamboo, uncommon bulbs for next spring's garden, some exciting cooking techniques!

An automatic washer this quiet says quality loud and clear.

That's why we call it the NORGE VHQ

This remarkable new Norge is so incredibly quiet, it can hum through a 15-lb. wash load and put a kitten to sleep.

Anything so dramatically quiet could only come from deep-down quality inside. We call it Norge VHQ (Very High Quality) ...the result of over 18 built-in improvements that include a new-type Borg Warner Quiet-flow Transmission; four sets of quiet-running, long-lasting sealed ball bearings (more than any other washer) plus vital working parts made of tough stainless steel. The happy result is an automatic washer as trouble-free as modern technology can make it.

Modern features throughout. As you can see on our full-width illuminated backguard, this versatile new Norge includes every modern feature you could ask for; ten programmed wash cycles for automatic settings of water temperature, wash and spin speeds; a special setting for handwashables; an Infinite Water Level Control that lets you wash all fabrics, all loads from 6 ounces to 15 lbs. with only the water and detergent needed. And talk about cleaner washes! Norge's exclusive extract-spin cycle quick-spins dirt and suds *over the top* of the clothes load and *out of the tub*. Soil-laden water is no longer strained through the clothes at the bottom of the tub! Doesn't the new Norge VHQ sound like the automatic washer you'd like to have?

Be sure to see Norge Matching Dryers, too! Perfect for durable press drying! With more tumbling room, lower drying temperatures and automatic cool-down, Norge dries clothes virtually wrinkle-free. Durable press fabrics never need ironing.

Years from now you'll be glad it's a Norge

NORGE®

home appliances BORG WARNER®

Furnishings With a Future

(continued from page 63)

that light itself can be the lamp. And second because artists are becoming fascinated with light as a medium. Typical: polarized light paintings by David Willson that change and shimmer like op art. In general illumination, the trend is away from the candle-and-lamp approach too, so that lighting will soon be free of these pointless limitations and integrated into the overall environmental design. There are predictions for heating-cooling-lighting installations. In the future, light will probably be used much more consciously rather than incidentally as it is today.

Furnishings on the move. Up to now whatever went into the home was "forever." Whether it was a carpet, sofa, or chair, it was there to stay until it became threadbare or you moved. With the young, adventurous generation you will see a growing acceptance of disposable and semi-temporary home furnishings. The idea will probably catch on in children's rooms. Why invest in expensive furnishings or badly designed cheap ones for a child's room which he will soon outgrow? Already on the market are children's furnishings that are tough enough to take hard use, yet inexpensive enough to discard without a qualm. Designers are predicting temporary furnishings will eventually graduate into other areas of the home. In view of the fact that America is more than ever a nation on the move, this is entirely possible. A spokesman for the DuPont Company confirms this and adds, "There will be a whole new price category in disposable home furnishings, somewhere between disposable and permanent; there will be some semi-permanent items that are good looking enough to keep for a year or even two but inexpensive enough to leave behind without regret when moving."

In addition, we feel temporary home furnishings are the perfect answer to a young couple's first home. They're functional, they fill a void until the owners know their own tastes well enough to buy a permanent piece they'll really love to live with.

Already available are disposable sheets, pillows, pillowcases, towels, and washcloths—an excellent idea for vacation houses which tend to be long on guests and short on laundry facilities. (Speaking of vacation houses, you may soon be spending a season in the sun living in an inexpensive super-tent of plastic-coated paper.)

Very much in line with this type thinking are some ideas by two young designers, Howard Yarme and Ira Saltz, who believe that good furniture designs should be sold in supermarkets at supermarket prices. They're already experimenting with molded

paper-pulp furniture and with a folding cardboard table system that has great adaptability. "Furniture of this kind is not only inexpensive to manufacture—it's easy to ship," say Yarme and Saltz. Another project has to do with knitted kraft paper for chairs—paper is dipped in a solution so that it is rigid where needed and soft where not. Equally imaginative is their concept for a chair based on the breaking of a plastic pod containing two *monomers*. The result: plastic foam that expands and is controlled by a linear tension net like provolone cheese.

And Philip Ornstein, a sculptor who works with an electronic heat sealing device and plastic film, predicts inflatable vinyl plastic furniture.

Fabrics with a future. Fabrics with a future will be functional—in addition to being beautiful, according to the Du Pont Company. Fabrics will incorporate *thermocouples* so that draperies will help heat and cool your room. The same goes for upholstery fabrics with an electric network woven in. Hotpoint announces electrically heated carpets too. Fabrics will be automatically stain-repellant and will have antistats built into the finish to keep them dust free. There will be knitted fabrics to be vacuum formed onto a mold with foam bonded on. To keep rising labor costs down there will be less sewing, more heat sealing and bonding of fabrics for multiple-width draperies and wall coverings too.

SHOPPING INFORMATION

COVER

Dress by Leo Narducci for Guy D. Ball chair from Stendig Inc., 487 Park Ave., N.Y.C. Vase from Azuma, N.Y.C. Telescope from Questar, New Hope, Pa.

PLACE-MAT SETS

Page 24: Table from Harvey Probber, N.Y.C. Accessories from Georg Jensen, N.Y.C.

BUILD A SHAKER CUPBOARD

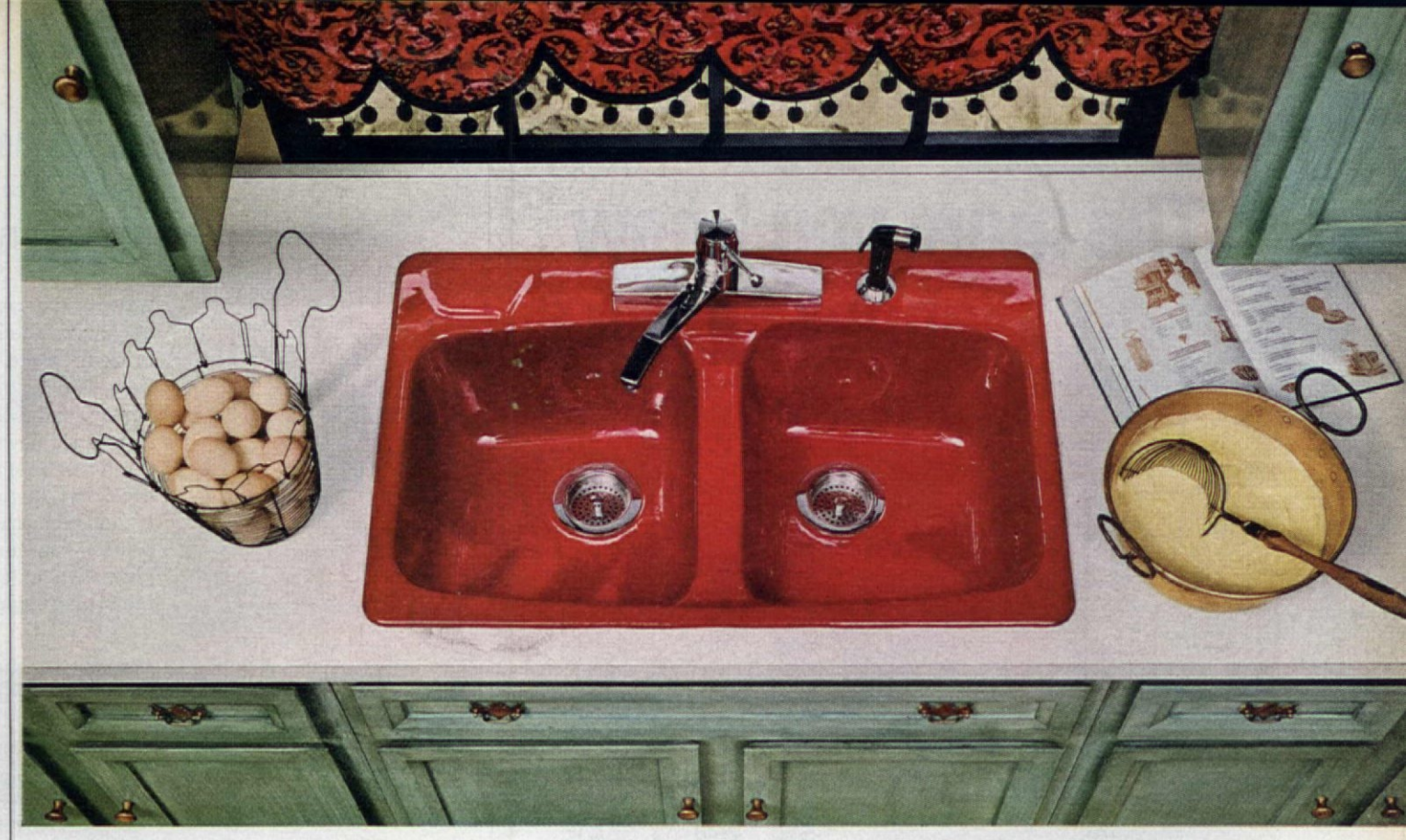
Page 38: Rug from Georg Jensen, N.Y.C. Shaker pieces from Celeste and Edward Koster, Old Chatham, N.Y.

DRAPED TABLES

Page 45 (Top): Small chest from Azuma, N.Y.C., Umbrella from Design/Research, N.Y.C. (Bottom): Flowers from Linsley Ltd., N.Y.C. **Page 46** (Top): Mugs imported by Carbone Inc., 225 Fifth Ave., N.Y.C. (Bottom): Daisy plate and perfume bottles from Mayhew, N.Y.C.

NEW VIEW FROM THE TUB

Pages 56, 57: Paneling from U.S. Plywood, 777 Third Ave., N.Y.C. Siding from California Redwood Assoc., 617 Montgomery St., San Francisco, Calif.



Bright new note for your kitchen: Kohler sinks in five new accent colors!

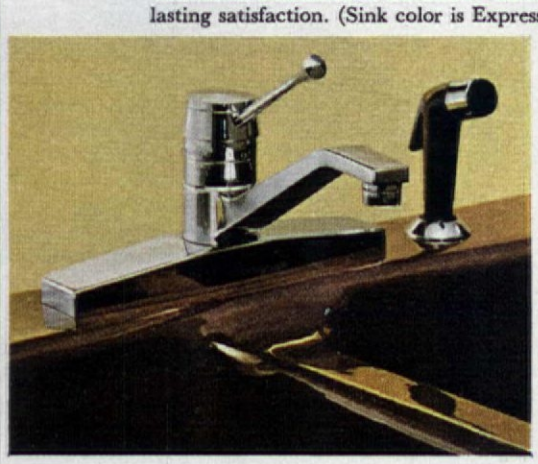
Who says a kitchen sink has to be dull and colorless? Not Kohler. We've put romance back into the kitchen with five new accent-colored sinks. Beautiful enameled cast iron—they need no metal rim—seal right into your counter—neater—smoother. Shop around the page for the sink that accents *your* kitchen best.

Check into our five new accent colored sinks for yourself. You're sure to find just the right note of contrast for any background scheme. Perhaps in Blueberry (above), or Antique Red in the picture at top of page.

Note our new Brookfield in Jade—it's a brand new model. Note the new shape of the big twin basins. See your plumbing contractor, builder or architect. He's got a colorful story to tell you.

A sink in Citron—or any of the accent colors—makes this kitchen bright and cheery. Like the idea of accent colored sinks? Write Accent Kitchens, Kohler Co., Kohler, Wisconsin for the bright new booklet.

Kohler faucets and fittings complement the beauty of the kitchen sink and offer maximum resistance to corrosion—ensure lasting satisfaction. (Sink color is Expresso)



KOHLER OF KOHLER

Kohler Co., Established 1873, Kohler, Wisconsin

FURNISHINGS WITH A FUTURE

Page 62: Bench by Architectural Fiberglass, Division of Architectural Pottery, Los Angeles. **Page 63:** Light sculpture from Georg Jensen, N.Y.C. Sculptured chest from America House, N.Y.C. Ball chair by Stendig Inc., 487 Park Ave., N.Y.C.

LEARNING CENTER

Pages 66, 67: Ceiling of Tegular Travertone, suspended. Flooring of Cambrian Vinyl Corlon #80002 Cushion-cord Base, both from the Armstrong Cork Co., Lancaster, Pa.

GOOD DESIGN—NEVER OUT OF DATE

Page 72: Barcelona chair from Knoll Associates Inc., N.Y.C. Shaker boxes from John Vesey Inc., N.Y.C. Lowboy by Kittinger Company, Inc., 305 East 63 St., N.Y.C. **Page 73:** Louis XVI chair from Chrystian Aubusson Inc., N.Y.C. Afghan rug from F. Schumacher & Co., N.Y.C. Silver Revere Bowl, Tuttle Silver Company, Lancaster, Pa.

SENSE OF THE PAST

Pages 74, 75: Solid vinyl narrow-lap siding architect-weight roof shingles, plastic gutters, downspouts by Bird & Son, Inc., East Walpole, Mass. Board- and batten-siding is PF-L by U.S. Plywood, 777 Third Ave., N.Y.C. Windows by Pella Rolscreen Co., Pella, Iowa.

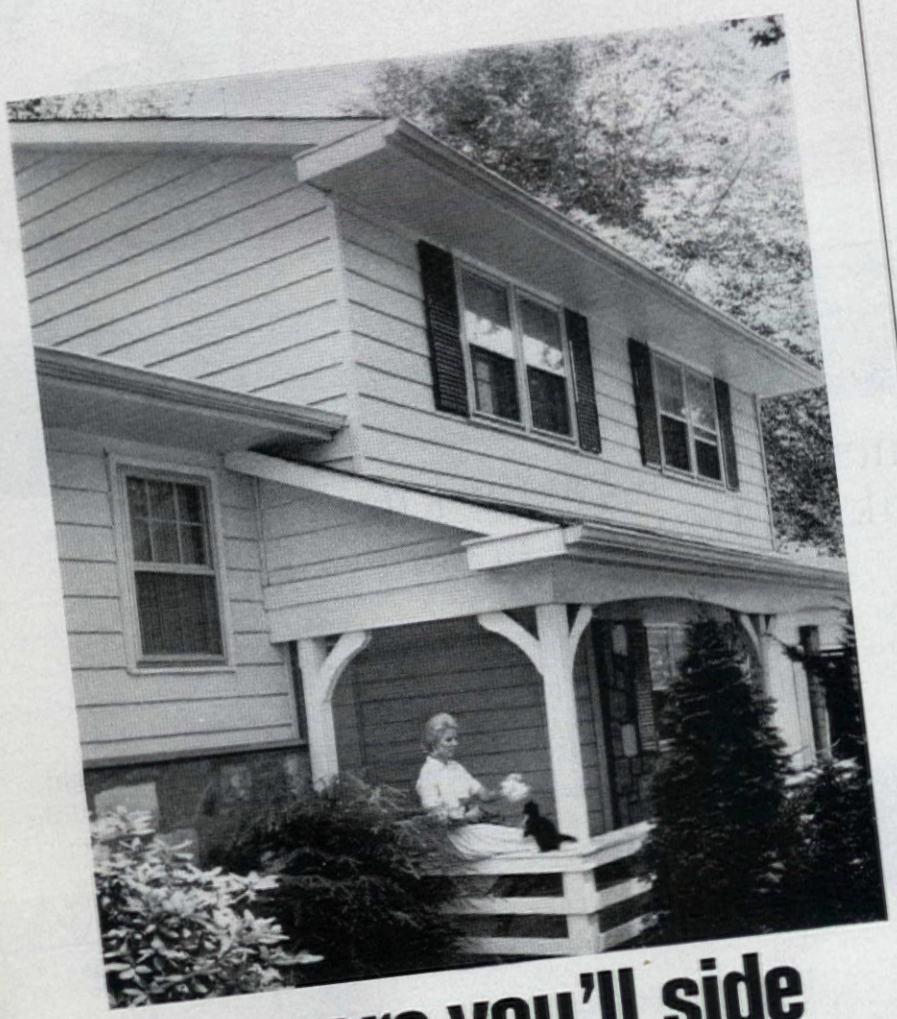
CHICKEN FRICASSEE

Page 93: Stainless steel serving places by Oneida, 99 Park Ave., N.Y.C.

BAKED HAM

Page 95: China by Lenox, Trenton, N.J.

The more you know about siding,



the more you'll side with aluminum.

What's to know?

That aluminum doesn't rust. Ever. (Not even when it is cut for fitting.) That aluminum doesn't warp, rot, split, blister or crack, either. And because aluminum doesn't absorb or transmit moisture, there's no flaking or peeling of the finish.

What's more, aluminum doesn't need layers of protective coatings to make it durable. The finish will last for years and years.

Aluminum siding is an insulator, too. It can help keep your home cooler in the summer and warmer in the winter.

To clean the siding, just hose it down. That's all you need do to get your house looking like new again.

From every angle, aluminum siding is a natural in beauty, strength and durability. September is Aluminum Siding Month, and your dealer has a whole range of designer colors to show you.

Why not stop in and see why aluminum is becoming the homeowner's first choice for siding, as well as for windows, doors, shutters, awnings, gutters and downspouts.

Once you do, we know whose siding you'll be on.

rustfree aluminum

The Aluminum Association
420 Lexington Avenue, New York, N.Y. 10017

The mark of aluminum: lightweight and strong, longlasting and rustfree.

© The Aluminum Association 1966

A Sense of the Past

(continued from page 75)

ORDER BLUEPRINTS OR STUDY PLAN BELOW

warm and intimate with exposed, stained beams; painted wood ceiling; and used-brick fireplace, contrasts with the more formal living room. Both rooms shown here extend a definite invitation to come in and sit down. Sliding wood doors in the living room open to a generous-size deck that fits today's living patterns, yet blends with the Colonial design. Blueprints—use coupon below—come complete with materials list. Study Plan contains photographs and scaled drawings.

Send to: AMERICAN HOME, Dept. AHXP
P.O. Box 76, New York, N.Y. 10046

Please send me the items checked below.
—One set of Blueprints of House Plan No. 101, $10.
—One Study Plan SP-14, $1.

NAME

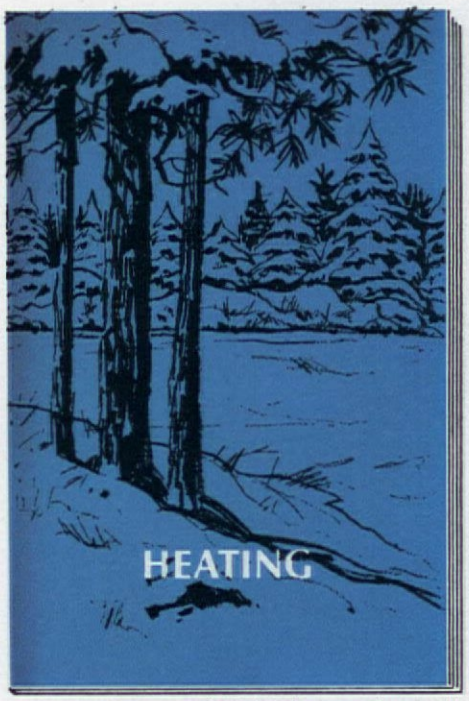
ADDRESS

CITY STATE ZIP CODE

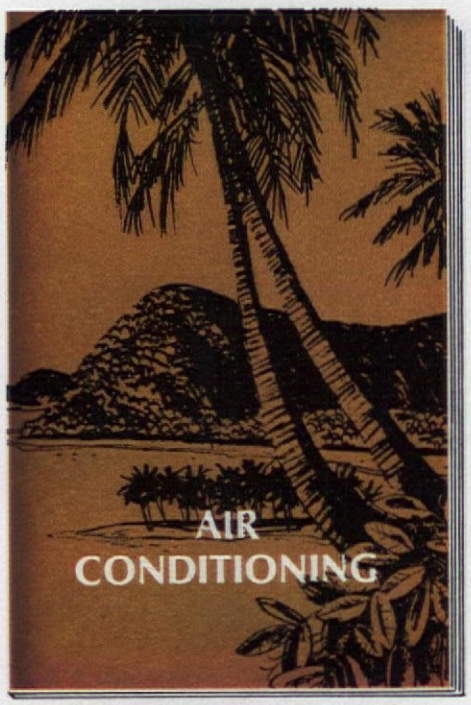
NOTE: On all items above, allow about three weeks for delivery. New York State residents please add sales tax. Sorry we are unable to handle foreign, C.O.D. or Canadian orders. Send check or money order (no stamps, please).

FREE
FROM HONEYWELL

These new booklets explain
the 4 basics of "Total Home Comfort"
and how to plan for them



How to assure comfortable temperatures all winter long . . . tips on avoiding chilly areas and overheated rooms . . . other planning hints.



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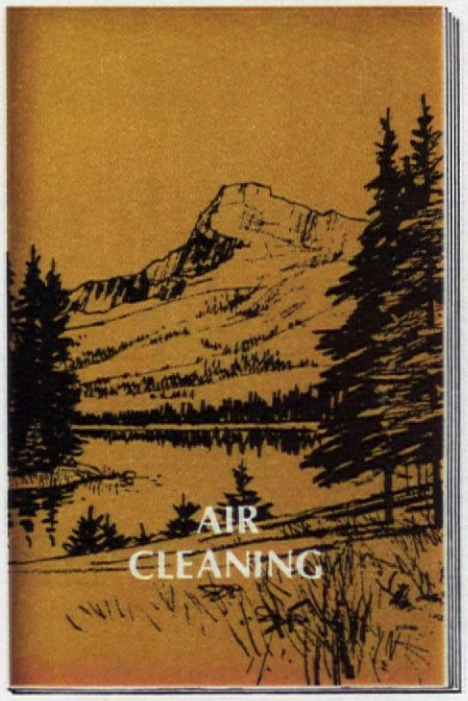

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TIMELESS AND AMERICAN—
CHICKEN FRICASSEE

Time was when "chicken every Sunday" was grandmother's simple way of planning a menu. It was often served with the most delicious gravy you ever tasted, which means it could be none other than old-fashioned Chicken Fricassee. With such a dish you naturally think of piping hot Baking Powder Biscuits. For dessert, Country Apple Pie. These are the meals memories are made of...they were in grandma's day. they are now. Recipes for this and other timeless meals begin on page 98.

Shopping information, page 89

Fred Eng

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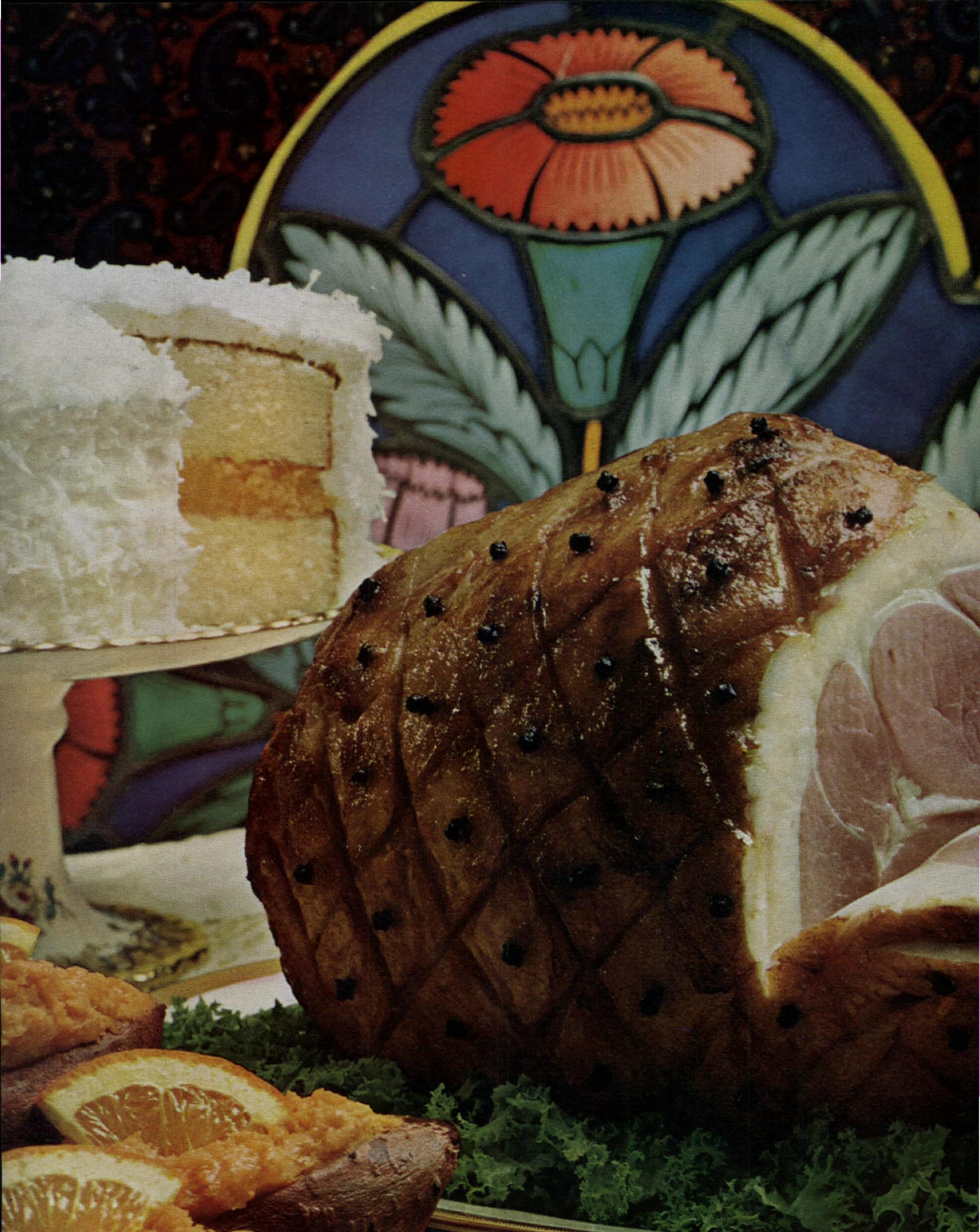

Henry Ries

TIMELESS AND AMERICAN–BAKED HAM

Old-fashioned? You bet it is. But this same delectable meal your great grandmother might have served will be served by your grandchildren. For what is more timeless than a juicy, succulent baked ham–studded with cloves and gleaming with a brown sugar glaze? And it wouldn't be complete without Baked Stuffed Sweet Potatoes, Saucy Green Beans, and a square of Golden Corn Bread. Complete? Not quite. For a dessert befitting the meal there's a luscious Coconut Layer Cake with a heavenly lemon filling tucked inside. Our recipes begin on page 98.

(continued)

TIMELESS FRENCH IMPORT

Boeuf Bourguignonne has always been a classic of the French provincial cuisine. A quarter of a century ago it was a dish rarely known in America. Now that we travel more and the world grows smaller, this and many other foreign dishes are fast becoming timeless favorites all over America. Here is Boeuf Bourguignonne in all its glory, with small white onions and mushrooms—liberally laced with Burgundy. Recipe and other foreign dishes begin on page 103.

Fred Eng

Is the habit of buying Morton Salt hereditary?
Or, is it that Morton's innovations, through the years, have continued to please women of all generations?
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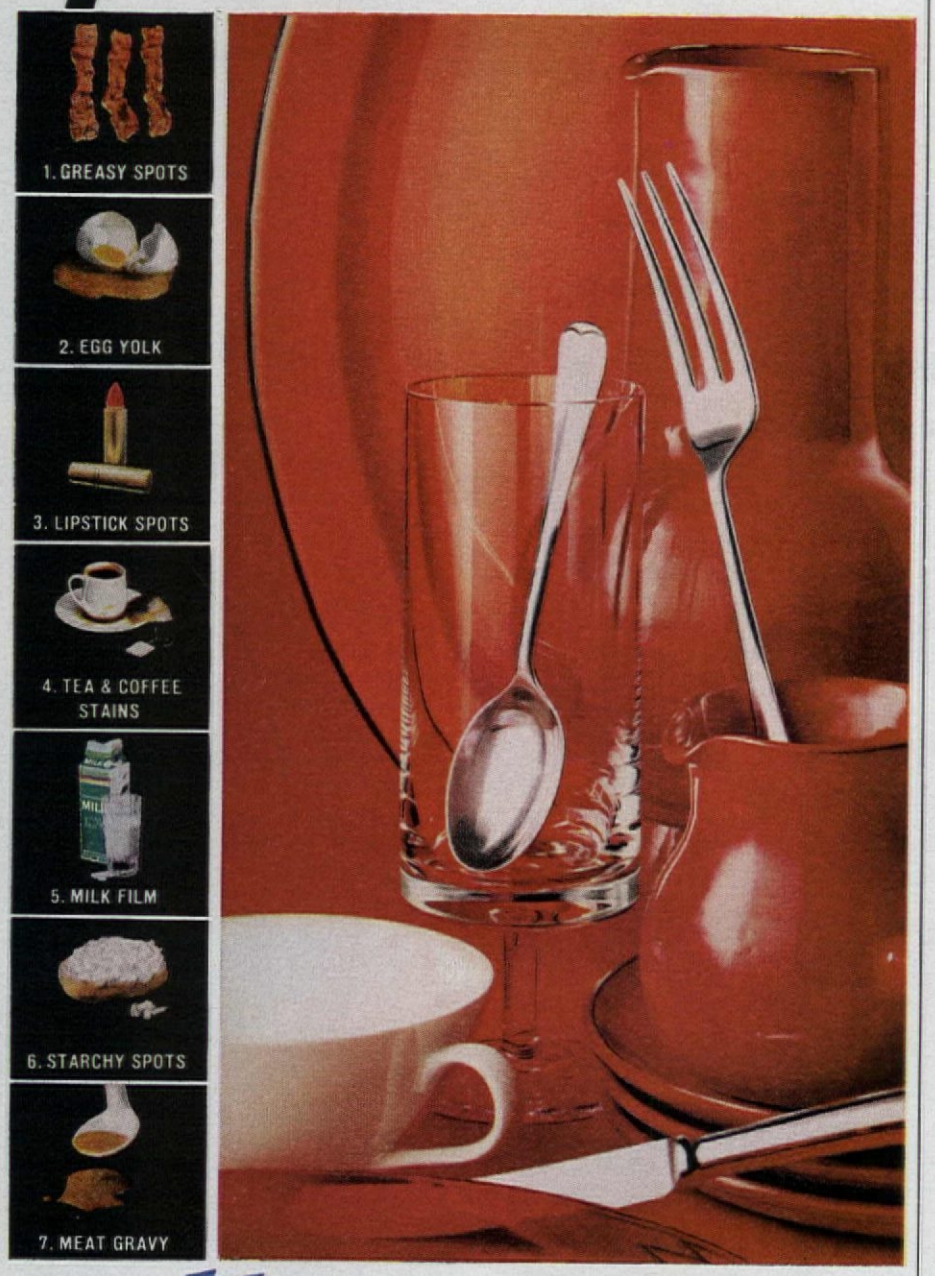

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New Giant size!

Timeless American Meals

ALL RECIPES TASTE-TESTED IN AMERICAN HOME KITCHENS

(continued from page 93)

Chicken Fricassee*
Buttered Carrots — Steamed Corn
Baking Powder Biscuits* — Butter
Country Apple Pie* — Cheddar Cheese

CHICKEN FRICASSEE

2 stewing chickens (5½ to 6 lbs. ea.), cut up
1 medium onion, sliced
1 carrot, pared and sliced
1 stalk celery, cut up
1 tbs. salt
6 peppercorns
1 bay leaf
1 tsp. leaf sage, crumbled
Water
Butter or margarine
Flour
Salt
Pepper
Chopped parsley

Wash chicken; put into large kettle or Dutch oven. Add onion, carrot, celery, salt, peppercorns, bay leaf, and sage. Add water to cover. Bring to boiling over high heat; lower heat; cover. Simmer for 1½ to 2 hours or until chicken is tender. Remove chicken from broth; keep warm; strain broth. Skim off as much fat as possible; measure broth. To make gravy: For each cup of broth measure 2 tablespoons butter or margarine, 1½ tablespoons flour, ¼ teaspoon salt, and dash of pepper. Melt butter or margarine in kettle; add flour, salt, and pepper; cook until bubbly. Add broth slowly, stirring constantly until gravy is thickened and bubbly. Taste; correct seasoning, if desired. Return chicken to gravy; heat through. Sprinkle with parsley. Serve with whole buttered carrots, if desired. Makes 8 to 10 servings.

BAKING POWDER BISCUITS

2 c. sifted all-purpose flour
3 tsp. baking powder
1 tsp. salt
¼ c. shortening
¾ c. milk

Heat oven to 450° F. Sift flour, baking powder, and salt into mixing bowl. Cut in shortening with pastry blender until mixture resembles cornmeal. Add milk. Stir quickly and lightly with fork just until dough clings together in a ball. Turn dough out onto lightly floured board. Knead about 10 times. Roll or pat dough to ½-inch thickness. Cut biscuits close together with floured 2-inch biscuit cutter. Push leftover pieces together; roll out; cut. Place biscuits on ungreased cookie sheet. For crusty sides, place them 1 inch apart; for soft sides, place them close together. Bake 12 to 15 minutes or until golden brown. Makes about 18 biscuits.

COUNTRY APPLE PIE

2 c. sifted all-purpose flour
1 tsp. salt
¾ c. shortening
6 tbs. water
1 c. sugar
2 tbs. flour
1 tsp. ground cinnamon
½ tsp. ground nutmeg
¼ tsp. salt
6 c. sliced, pared, and cored cooking apples
3 tbs. butter or margarine
Milk
Sugar

Sift 2 cups flour and salt into mixing bowl. Cut in shortening with pastry blender until mixture resembles cornmeal. Sprinkle water evenly over mixture. Stir with fork until all flour is moistened. Gather mixture together; shape into a ball. Divide in half. Roll out half the pastry on floured board; cut out a 12-inch circle; fit into 9-inch pie plate. Combine sugar, 2 tablespoons flour, cinnamon, nutmeg, and salt in bowl. Arrange half the apples in pastry-lined pie plate. Sprinkle with half the sugar mixture. Repeat with remaining apples and sugar mixture. Dot top with butter or margarine. Roll out remaining pastry; cut 12-inch circle; cut decorative vents to allow steam to escape during baking. Place over filling; press edges together; form standing rim; flute edge. For a sparkly top, brush top lightly with milk; sprinkle with sugar. Bake at 425° F. for 40 to 45 minutes.

Glazed Baked Ham*
Baked Stuffed Sweet Potatoes* — Saucy Green Beans*
Golden Corn Bread* — Butter
Coconut Layer Cake*

GLAZED BAKED HAM

1 fully cooked whole ham (about 14 lbs.)
Whole cloves
1 c. brown sugar, firmly packed
1 tsp. ground cloves
1 tsp. dry mustard
¼ c. vinegar
½ c. corn syrup
Brown sugar

Heat oven to 350° F. Place ham, fat side up, on rack in open, shallow roasting pan. Insert meat thermometer into center of thickest part of ham. Do not let it touch the bone. Don't add water; don't cover. Bake ham until meat thermometer registers 130° F., allowing about 15 minutes per pound. Remove ham from oven 35 minutes before end of baking time. Remove rind. Cut scoring lines in ham fat with sharp knife in diamond pattern. Press a whole clove in center of each diamond. Combine 1 cup brown sugar, ground cloves, mustard, vinegar, and corn syrup in saucepan. Cook over medium heat, stirring constantly, until sugar is dissolved and mixture is bubbly. Spoon or brush half the glazing syrup over ham. Pat a thin layer of brown sugar onto ham. Return ham to oven; bake 20 minutes. Spoon or brush remaining glazing syrup over ham; bake 15 minutes longer or until glaze is as you like it.

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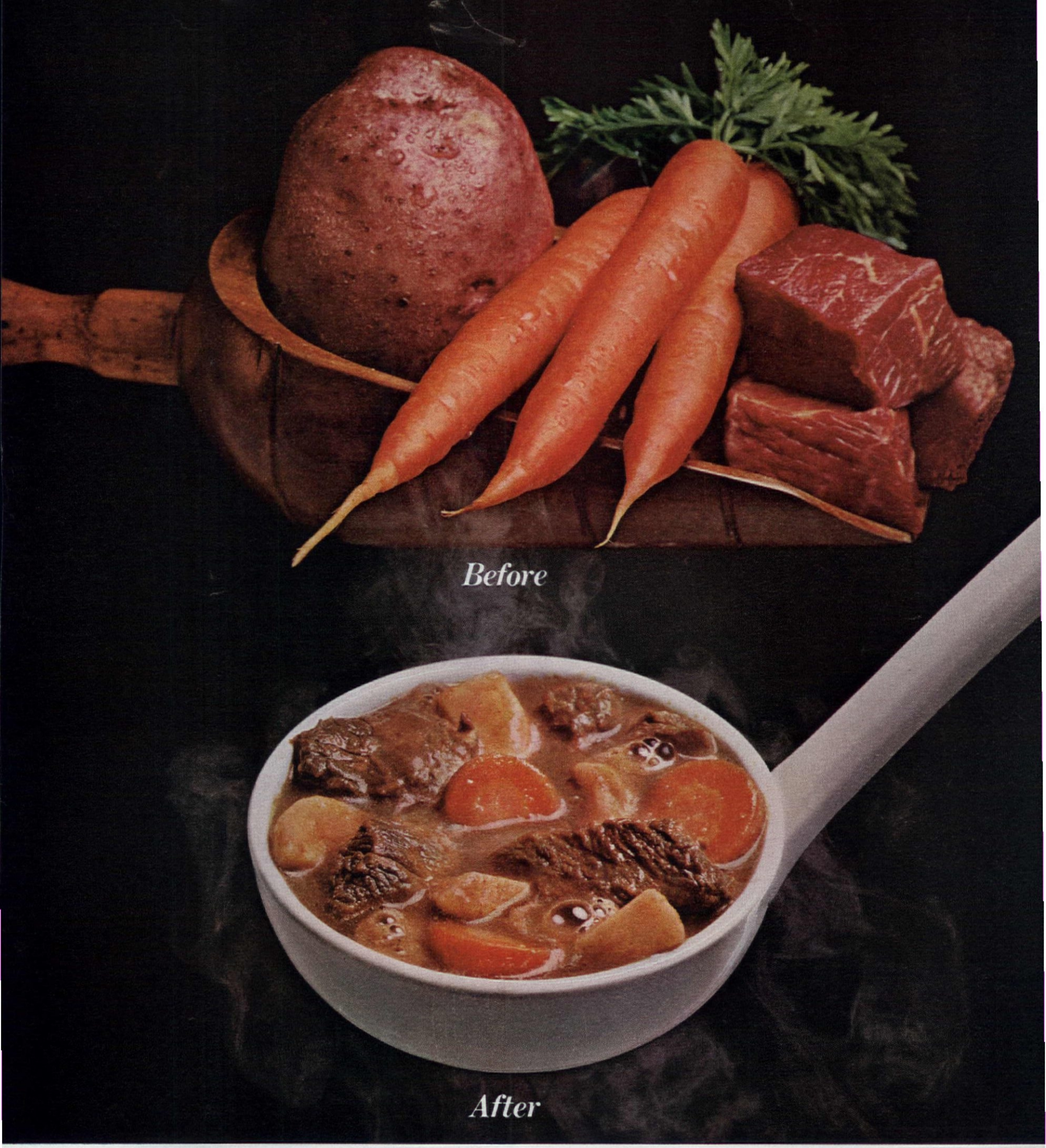

(Why Dinty Moore tastes closest to home-made stew)

We start our stew the way you do at home—with fresh, firm vegetables and good, lean beef, all carefully trimmed by hand. We measure them carefully into each can (adding a fresh-made beef gravy). Then the whole stew simmers together inside the can; the lid's sealed tight to save all the flavor and freshness for you. No one but you and Dinty Moore makes beef stew with such loving care. That is why Dinty Moore is America's favorite ready-to-serve stew; it tastes more like home-made than any other.

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PARSLEY RICE. Combine 1 c. uncooked rice, 1 tsp. salt, 2 chicken bouillon cubes, 2 c. water. Cook to boiling. Stir, cover, cook at very low heat 14 min. or till tender. Heat ¼ c. sliced green onion, ⅓ c. diced green pepper, ¼ c. slivered unblanched almonds in 2 tbsp. butter or margarine 1 min. Fold into freshly cooked rice with ½ c. chopped parsley. 5 servings.

SEND IN for this very useful cook booklet! 46 people-tested rice recipes plus many beautiful color pictures. Desserts, casseroles, meat-and-vegetable accompaniments—including Rice Lyonnaise, Hash Brown, Au Gratin. All for just 25¢. Address your request to: Rice Council, Box 22802, Houston 27, Texas.

Easy, delicious . . . versatile, nutritious . . . RICE is your most useful food!

(continued)

BAKED STUFFED SWEET POTATOES

6 sweet potatoes
Butter or margarine
½ tsp. salt
½ c. butter or margarine
1 tbs. grated orange rind
¼ c. orange juice

Scrub potatoes; dry; rub lightly with butter or margarine; prick well with fork. Bake at 350° F. for 1 hour or until tender. Remove from oven; cut in half; scoop out potatoes leaving shells intact. Mash potatoes; add salt, ½ cup butter or margarine, and orange rind and juice. Fill shells with mixture. Return potatoes to oven for 15 minutes to heat through. Potatoes may be garnished with sliced oranges, if desired. Makes 6 servings.

SAUCY GREEN BEANS

1½ lbs. fresh green beans
1 tsp. salt
½ lb. bacon
2 eggs
⅓ c. vinegar
½ c. water
3 tbs. sugar
¼ tsp. salt
1 c. bread cubes (2 slices)
2 tbs. butter or margarine

Wash beans; trim ends. Put small amount of boiling water in saucepan; add 1 teaspoon salt, and beans. Cover; cook 20 to 25 minutes or until beans are tender; drain; keep warm. Cook bacon until crisp; remove; reserve. Beat eggs, vinegar, water, sugar, and ¼ teaspoon salt until blended; stir into bacon drippings. Cook over low heat, stirring constantly, until thickened and bubbly. Sauté bread cubes in butter or margarine until golden. Pour sauce over beans. Sprinkle with croutons and reserved bacon. Makes 6 servings.

GOLDEN CORN BREAD

1 c. sifted all-purpose flour
1 c. yellow cornmeal
½ tsp. salt
⅓ c. sugar
4 tsp. baking powder
2 eggs
⅓ c. melted butter or margarine
1 c. milk

Heat oven to 425° F. Grease 8x8x2-inch baking pan. Combine flour, cornmeal, salt, sugar, and baking powder in mixing bowl. Add eggs and butter or margarine to milk; beat with rotary beater until blended. Pour liquid ingredients into dry ingredients. Beat with rotary beater until ingredients are just blended. Do not overbeat. Pour into prepared pan. Bake 25 to 30 minutes or until top is golden brown. Cut in squares. Makes 16 servings.

COCONUT LAYER CAKE

2¾ c. sifted cake flour
1¾ c. sugar
4½ tsp. baking powder
1 tsp. salt
⅔ c. soft shortening
1 c. milk
1 tsp. grated lemon rind
¼ c. milk
5 egg whites
Lemon Filling
Boiled Frosting
1 can (3½ oz.) flaked coconut

Heat oven to 350° F. Grease and flour two 9x1½-inch layer-cake pans. Sift flour, sugar, baking powder, and salt into mixing bowl. Add shortening and 1 cup milk; beat 2 minutes at medium speed on electric mixer or 300 strokes by hand, scraping bowl often to blend ingredients. Add lemon rind, ¼ cup milk, and egg whites. Beat an additional 2 minutes at medium speed. Pour batter into prepared pans. Bake 25 to 30 minutes or until cake springs back when lightly touched with finger. Cool on wire racks 10 minutes; remove from pans; cool completely. Fill cooled layers with Lemon Filling; frost sides and top of cake with Boiled Frosting; sprinkle with flaked coccnut.

LEMON FILLING

½ c. sugar
3 tbs. cornstarch
⅛ tsp. salt
¾ c. water
1 egg yolk, slightly beaten
1 tsp. butter or margarine
1 tbs. grated lemon rind
2 tbs. lemon juice

Combine sugar, cornstarch, and salt in saucepan; add water. Cook over medium heat, stirring constantly, until thickened and bubbly; continue cooking 1 minute longer. Blend half the hot mixture into egg yolk. Blend into mixture remaining in saucepan. Cook 1 minute stirring rapidly. Remove from heat; add butter or margarine and lemon rind and juice; cool. Spread between cooled cake layers.

BOILED FROSTING

¾ c. sugar
¼ c. water
¼ c. light corn syrup
3 egg whites
1 tsp. vanilla

Combine sugar, water, and corn syrup in small saucepan. Cook over medium heat, stirring constantly, until sugar is dissolved and mixture begins to boil. Boil, without stirring, until candy thermometer reads 242° F. or mixture will spin a thread 6 to 8 inches long when dropped from tip of spoon. Just before syrup reaches temperature, beat egg whites until stiff but not dry. Pour syrup in thin stream over egg whites, while beating at high speed. Continue beating until mixture stands in stiff, glossy peaks. Beat in vanilla; cool slightly; spread on sides and top of cake.

(continued)

Cook on paper plates? Yes, in the incredible Tappan Electronic Range. It uses microwaves to bake cakes in 3 minutes, cook 5-lb. roasts in 30 minutes. Food never sticks or burns. Cooks so fast flavor can't get out (but *you* can—this kitchen wonder saves hours every day).

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For color brochures on any (or all) Tappan Time Machines, please write us.

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Time Machines

The Tappan Company, Mansfield, Ohio 44902 • Tappan-Gurney, Ltd., Canada

(continued)

Home-Style Meat Loaf*
Scalloped Potatoes* Stewed Tomatoes*
Devil's Food Cake*

HOME-STYLE MEAT LOAF

1½ lbs. ground round
½ lb. ground veal
¼ lb. ground pork
2½ c. fresh bread crumbs (5 slices)
1 c. finely chopped onion (1 large)
2 tsp. salt
⅛ tsp. pepper
⅓ c. milk
1 tbs. minced parsley
3 tbs. catsup
2 tsp. prepared mustard
1 tsp. Worcestershire sauce
2 eggs

Blend meats, bread crumbs, onion, salt, pepper, milk, parsley, catsup, mustard, Worcestershire, and eggs in large bowl. Press mixture into greased 9x5x3-inch loaf pan. Meat loaf may be baked in the pan, or if preferred, turned out onto greased baking dish. If baking unmolded, cover meat with several strips of bacon. Bake at 400° F. for 50 to 55 minutes. Makes 8 servings.

SCALLOPED POTATOES

3 tbs. flour
1 tsp. salt
⅛ tsp. pepper
4 c. thinly sliced, pared potatoes
½ c. thinly sliced onion (1 medium)
3 tbs. butter or margarine
1½ c. milk, scalded

Heat oven to 375° F. Grease a 2-quart casserole. Combine flour, salt, and pepper. Arrange alternate layers of potatoes and onion in casserole, sprinkling each layer with flour mixture. Dot layers with butter or margarine. Pour milk over layers; cover. Bake 45 minutes; uncover; bake 15 minutes longer or until potatoes are tender. Makes 4 servings.

STEWED TOMATOES

2 cans (1 lb. ea.) tomatoes
½ c. thinly sliced onion (1 medium)
1 bay leaf
1 tsp. sugar
¼ tsp. salt
⅛ tsp. pepper
5 tbs. butter or margarine
2 c. bread cubes (4 slices)

Combine tomatoes, onion, bay leaf, sugar, salt, pepper, and 1 tablespoon butter or margarine in saucepan. Cook over low heat 10 minutes. Remove bay leaf. Sauté bread cubes in 4 tablespoons butter or margarine. Pour tomato mixture over croutons. Makes 4 servings.

DEVIL'S FOOD CAKE

¾ c. soft shortening
1¾ c. sugar
3 eggs
2⅓ c. sifted cake flour
⅔ c. cocoa
¼ tsp. baking powder
1¼ tsp. baking soda
1 tsp. salt
1½ c. water
1½ tsp. vanilla
Fluffy 7-Minute Frosting

Heat oven to 350° F. Grease and flour two 9x1½-inch layer-cake pans. Blend shortening and sugar together in large bowl of mixer. Add eggs; beat at high speed until mixture is fluffy and light colored, about 5 minutes. Sift flour, cocoa, baking powder, baking soda, and salt together. With mixer at low speed add dry ingredients alternately with water and vanilla. Pour batter into prepared pans. Bake 30 to 35 minutes or until cake springs back when lightly touched with finger. Cool 10 minutes on wire racks; remove from pans; cool completely. Frost between layers, top, and sides with Fluffy 7-Minute Frosting.

FLUFFY 7-MINUTE FROSTING

2 egg whites
1½ c. sugar
1 tbs. light corn syrup
½ c. water
Dash of salt
1½ tsp. vanilla

Blend egg whites, sugar, corn syrup, water, and salt in top of double boiler. Place over boiling water. Beat rapidly with rotary beater until mixture stands in stiff, glossy peaks. Remove from heat; beat in vanilla.

Corn Chowder*
Pilot Crackers
Coleslaw*
Lemon Meringue Pie*

CORN CHOWDER

3 tbs. diced salt pork
½ c. cup chopped onion (1 medium)
2 c. diced potatoes
2 c. boiling water
2 cans (1 lb. ea.) cream-style corn
1 qt. milk
2 tsp. salt
¼ tsp. pepper
¼ tsp. leaf rosemary, crumbled
¼ c. diced pimiento
¼ c. shredded Cheddar cheese
2 tbs. minced parsley

Brown salt pork in large kettle or Dutch oven; remove browned bits; reserve. Add onion to drippings in kettle; sauté until soft, but not browned. Add potatoes and water; simmer about 20 minutes or until potatoes are tender. Add corn, milk, salt,

pepper, rosemary, pimiento, and browned pork bits; heat until steaming hot. Sprinkle with cheese and parsley. Makes 6 to 8 servings.

COLESLAW

6 c. shredded cabbage
1 tbs. finely chopped onion
1 green pepper, seeded and chopped
¾ c. pure vegetable oil
⅓ c. vinegar
1 tsp. Worcestershire sauce
1 tsp. salt
¼ tsp. pepper
½ tsp. sugar
1 tsp. prepared mustard

Combine cabbage, onion, and green pepper in large bowl. Combine oil, vinegar, Worcestershire, salt, pepper, sugar, and prepared mustard in screw-top jar. Shake well until blended; pour over coleslaw. Mix well. Makes 6 to 8 servings.

LEMON MERINGUE PIE

1 c. sifted all-purpose flour
½ tsp. salt
⅓ c. shortening
3 tbs. water
½ c. cornstarch
1½ c. sugar
¼ tsp. salt
1¾ c. water
4 egg yolks, slightly beaten
2 tbs. butter or margarine
1 tbs. grated lemon rind
½ c. lemon juice
4 egg whites
¼ tsp. cream of tartar
½ c. sugar

Heat oven to 425° F. Sift flour and ½ teaspoon salt into mixing bowl. Cut in shortening with pastry blender until mixture resembles cornmeal. Sprinkle 3 tablespoons water evenly over mixture. Stir with fork until all flour is moistened. Gather mixture together; shape into a ball. Flatten with hand on floured board. Roll out; cut a 12-inch circle; fit into 9-inch pie plate; prick well with fork. Fit piece of wax paper into pastry-lined plate; fill with raw rice or beans; bake 5 minutes. Remove rice or beans and paper. Bake 15 minutes longer or until pastry is golden; cool. Blend cornstarch, 1½ cups sugar, and ¼ teaspoon salt in saucepan; stir in 1¾ cups water gradually. Cook over medium heat, stirring constantly, until mixture comes to boiling. Boil 1 minute. Stir half the mixture slowly into egg yolks; stir into mixture in saucepan. Cook over low heat, stirring constantly, 2 minutes longer; remove from heat. Add butter or margarine and lemon rind and juice; cool slightly. Pour into baked pastry shell. Heat oven to 350° F. Beat egg whites and cream of tartar until foamy; add ½ cup sugar gradually; continue beating until meringue forms stiff, glossy peaks. Swirl meringue onto filling with spoon or spatula. Be sure meringue touches crust all the way around to prevent shrinkage. Bake 15 to 20 minutes or until meringue is tipped with golden brown. Cool.

Timeless Imports

(continued from page 96)

BOEUF BOURGUIGNONNE

This classic French dish is fast becoming a favorite for dinner parties and buffets. And deservedly so! It can be made ahead—its flavor improves if it is—and needs only the simple accompaniments of French bread and salad, with fruit and cheese for dessert.

1 lb. salt pork
4 lbs. round or chuck, cut in 2-inch cubes
¼ c. Cognac
1 c. chopped onion (1 large)
2 cloves of garlic, mashed
1 tsp. salt
1 bottle Burgundy
2 tsp. tomato paste
1 can (10½ oz.) condensed beef broth
2 bay leaves
1 tsp. leaf thyme
2 sprigs parsley
6 peppercorns
3 tbs. butter or margarine
1 lb. mushrooms, sliced
24 small white onions, peeled
4 tbs. flour
4 tbs. soft butter or margarine
1 tsp. grated lemon rind
2 tbs. chopped parsley

Put salt pork in small saucepan; cover with water. Bring to boiling; simmer 5 minutes. (This blanching step removes much of the salt that might affect flavor.) Drain pork; pat dry; cut into small pieces; cook pork in large kettle or Dutch oven until crisp and brown; remove; reserve. Brown beef well on all sides in fat remaining in kettle. Add only enough beef to kettle to cover bottom, or beef might stew and not brown. Remove browned pieces before adding more beef. When beef is browned, pour off any remaining fat. Return beef to kettle. Heat Cognac in small saucepan; ignite carefully; pour over beef. When flames have died, add onion, garlic, salt, wine, tomato paste, and ½ cup of beef broth. Put bay leaves, thyme, parsley, and peppercorns in small piece of clean cheesecloth (bouquet garni); tie securely; push down into liquid. Bring to boiling; lower heat; cover. Simmer 2 to 2½ hours or until beef is tender.* Heat 3 tablespoons butter or margarine in skillet; sauté mushrooms quickly until just tender; remove; reserve. Add onions to fat remaining in skillet, brown well (browning will be spotty). Add remaining beef broth; bring to boiling; cover; lower heat; simmer about 10 minutes or until onions are tender. Blend flour and 4 tablespoons butter or margarine to form smooth paste. This is the thickening for the bourguignonne, called beurre manie. When beef is tender, remove from liquid; keep warm. Remove bouquet garni. Add beurre manie bit by bit to hot liquid until it has reached desired thickness. Stir in lemon rind. Return beef to kettle; add onions and mushrooms. Add salt pork bits, if desired. Heat until bubbly; sprinkle with parsley. Serve with small boiled potatoes, buttered noodles, or rice. Makes 6 servings.

*Bourguignonne may be oven cooked in large, covered casserole. Cook at 350° F. for 2 to 2½ hours or until tender. Remove from oven; thicken liquid over direct heat.

(continued)

Fleischmann's Margarine is made from 100% corn oil... so low in saturated fat!

Your whole family will love the light, delicate flavor of Fleischmann's. And you should know: many doctors now advise diets low in saturated fat for the whole family—not just adults. Delicious Fleischmann's Margarine is ideal for these diets. Fleischmann's is so low in saturated fat because it's made from 100% corn oil, with almost a cup of golden liquid oil in every pound. Fleischmann's also comes Unsalted; ideal for low-sodium diets. Look for it in the green foil package in the frozen food section.

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Garlic French.
Wish-Bone Garlic French.
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It makes red onions and green peppers snap to attention.
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Golden Italian · Russian · Cheese · Tahitian Isle.

(continued)

VEAL PARMIGIANA

Italy has many wonderful, tasty dishes made with veal. This is one of the most popular and memorable.

1 c. packaged bread crumbs
¼ c. grated Parmesan cheese
12 thin slices veal for scaloppine
2 eggs, slightly beaten
1 c. chopped onion (1 large)
1 clove of garlic, mashed
2 tbs. olive or pure vegetable oil
1 can (1 lb.) tomatoes
2 cans (8 oz. ea.) tomato sauce
1½ tsp. leaf basil, crumbled
½ tsp. leaf thyme, crumbled
½ tsp. salt
½ tsp. onion salt
¼ tsp. pepper
2 tbs. olive or pure vegetable oil
2 tbs. butter or margarine
1 pkg. (8 oz.) mozzarella cheese
½ c. grated Parmesan cheese

Mix bread crumbs and ¼ cup Parmesan cheese. Dip veal slices in beaten eggs; coat well with crumb mixture. Let stand to dry (this helps keep coating on) while preparing sauce. Sauté onion and garlic in 2 tablespoons oil in saucepan until soft. Add tomatoes, tomato sauce, basil, thyme, salts, and pepper. Cover; simmer 15 minutes. Heat oven to 350° F. Heat 2 tablespoons oil and butter or margarine in skillet until mixture foams. Add veal slices, a few at a time, and brown on both sides. Slice mozzarella cheese. Arrange veal, cheese, and sauce in shallow baking dish. Sprinkle with ½ cup Parmesan cheese. Bake 15 to 20 minutes or until sauce bubbles and cheese melts. Makes 6 servings.

ENCHILADAS CON POLLO

A visit to Mexico isn't complete unless you eat enchiladas. We've adopted them for they are wonderful for a party. This recipe is milder than most, but if your taste leans toward the "hot," experiment by adding chili powder to the sauce.

6 tomatoes, peeled and chopped
½ c. finely chopped onion (1 medium)
1 c. chopped green pepper
1½ tsp. salt
½ tsp. pepper
3 tbs. pure vegetable oil
1 c. chopped cooked chicken
1 tbs. chopped raisins
3 tbs. chopped green olives
12 large canned tortillas
2 eggs, beaten
Pure vegetable oil
Sliced onions
Shredded lettuce
Sliced radishes
Sliced avocado

Combine tomatoes, onion, green pepper, salt, pepper, and 3 tablespoons oil. Simmer, uncovered, 20 minutes. Combine chicken, raisins, and olives. Dip tortillas in hot oil for a second to soften; cool; dip in egg. Place a spoonful of chicken mixture on each tortilla; roll up; fasten with wooden pick. Heat oil to 375° F. Fry enchiladas 3 minutes or until browned. Drain on paper towels. Remove picks. Place enchiladas on platter; pour tomato sauce over. Garnish platter with onions, lettuce, radishes, and avocado. Makes 6 servings.

MEATBALLS IN CAPER SAUCE

The city of Köenigsberg, Germany, is famous for these meatballs flavored with anchovies and served with a caper sauce. Whether you enjoyed them there or in a German restaurant, here's how you can make them to renew that enjoyment.

6 slices bread
¾ c. light cream
1½ tsp. salt
½ tsp. pepper
3 eggs
1½ c. finely chopped onion
1 can anchovy fillets, drained and mashed
½ c. ice water
1½ lbs. ground lean beef
½ lb. ground lean pork
½ lb. ground veal
4 c. water
¼ tsp. leaf marjoram, crumbled
1 tsp. salt
½ tsp. pepper
5 sprigs parsley
3 stalks celery, coarsely chopped
¼ c. butter or margarine
¼ c. flour
2 egg yolks, slightly beaten
2 tbs. lemon juice
¼ c. capers, drained

Soak bread in cream until liquid is absorbed; mash well with fork. Add 1½ teaspoons salt, ½ teaspoon pepper, eggs, onion, half the anchovies, and ice water; mix well. Add ground meats; mix thoroughly. Shape into 2-inch balls. Combine water, marjoram, 1 teaspoon salt, ½ teaspoon pepper, parsley, and celery in large kettle. Bring to boiling. Add half the meatballs, cover; simmer gently 20 minutes. Remove meatballs; repeat with remaining meatballs. Strain broth; reserve. Melt butter or margarine; add flour; stir to make a smooth paste. Add broth gradually. Simmer 5 minutes, stirring constantly. Combine egg yolks and lemon juice. Stir half the hot sauce into egg mixture; stir into sauce remaining in pan. Add remaining anchovies and capers; mix well. Add meatballs; heat a few minutes. Serve with boiled potatoes or noodles, if desired. Makes 6 to 8 servings.

LAMB AND ARTICHOKES

When we ate this dish in Greece, it was made with very tiny artichokes which are not available unless you live where artichokes are grown. We adapted it to use artichoke hearts so everyone could enjoy this delightful combination.

2½ lbs. lean boneless lamb shoulder, cut in 1-inch cubes
2 tbs. olive oil
1 c. chopped onion (1 large)
2 cloves of garlic, mashed
2 tsp. salt
½ tsp. pepper
1 bay leaf
4 c. water
6 artichokes
3 eggs
2 tbs. lemon juice
12 pitted, ripe olives

Brown lamb well in hot oil. Add onion and garlic; cook until lightly browned. Drain off fat. Add salt, pepper, bay leaf, and water. Cover; simmer 45 minutes. Snap leaves off artichokes. Remove chokes; trim hearts. Cut hearts in half; add to lamb; simmer 35 minutes. Beat eggs and lemon juice together. Stir 1 cup liquid from lamb into egg mixture; add to lamb, stirring constantly. Add olives. Cook 5 minutes; do not boil. Makes 6 servings.

(continued)

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(continued)

BEEF AND SNOW PEAS

We've learned that one of the dishes most ordered in Chinese restaurants is this one. Now you can duplicate it for your family or double the recipe for party fare.

2 tbs. dry sherry
4 tbs. soy sauce
4 tsp. cornstarch
1 clove of garlic, crushed
1 lb. top sirloin of beef, cut in small thin slices
4 tbs. pure vegetable oil
¼ lb. fresh mushrooms, thinly sliced
1 pkg. (8 oz.) frozen snow peas, thawed
1 tsp. sugar
½ tsp. monosodium glutamate
1 c. canned consommé
1½ tsp. cornstarch
1 tbs. water

Combine sherry, 2 tablespoons soy sauce, 4 teaspoons cornstarch, and garlic. Add beef; mix well; let stand 15 minutes. Sauté beef quickly in 3 tablespoons hot oil in skillet until color disappears, stirring constantly. Add mushrooms; cook 2 minutes. Remove meat and mushrooms from skillet; reserve. Add remaining oil and snow peas to skillet. Sauté 1 minute. Return beef and mushrooms to skillet. Add remaining 2 tablespoons soy sauce, sugar, monosodium glutamate, and consommé. Dissolve 1½ teaspoons cornstarch in water; stir into sauce in skillet. Simmer until sauce thickens. Makes 4 servings.

ZUPPA INGLESE

This elegant Italian dessert, a sort of trifle, is considered a masterpiece. Its name, literally translated, means "English soup." It's said it was so named to tease the Englishmen's love of rum and that the first cake was so rum soaked it had to be eaten with a soup spoon.

1½ c. sifted cake flour
1½ tsp. baking powder
¼ tsp. salt
3 eggs
1½ c. sugar
1½ tsp. vanilla
¾ c. milk
1½ tbs. butter or margarine
½ c. Marsala wine
⅓ c. dark rum
Rich Custard Filling
1 c. heavy cream
2 tbs. sugar
3 tbs. finely chopped candied fruit

Heat oven to 350° F. Grease and flour two 8x1½-inch layer-cake pans. Sift flour, baking powder, and salt together. Beat eggs about 5 minutes or until thick and light colored. Beat in 1½ cups sugar gradually; continue beating until thick; add vanilla. Fold in sifted dry ingredients, a small amount at a time. Combine milk and butter or margarine; bring to boiling; remove from heat; stir quickly into batter. Pour into prepared pans. Bake 25 minutes or until cake springs back when lightly touched with finger. Cool thoroughly in pans on wire racks. Remove from pans. Combine Marsala and rum. Split each cake layer in half crosswise, making 4 layers. Place one layer on serving plate; sprinkle with a quarter wine-rum mixture; spread with a third of the custard filling. Repeat with two more layers. Top with fourth layer; sprinkle with remaining wine-rum mixture. Chill overnight. Before serving, whip cream and 2 tablespoons sugar until stiff. Spread on sides and top of cake. Sprinkle candied fruit on top of cake. Makes 12 servings.

Rich Custard Filling: Combine ½ cup sugar, ¼ cup cornstarch, ⅛ teaspoon salt, and 1 teaspoon unflavored gelatin in saucepan. Add 2 cups milk; bring to full boil over medium heat, stirring constantly. Stir half the hot mixture into 3 slightly beaten egg yolks; stir into mixture remaining in saucepan. Cook over medium heat 1 minute, stirring constantly. Remove from heat; add 1 teaspoon vanilla. Cover surface with wax paper to prevent skin; cool; chill.

MOUSSE AU CHOCOLAT

Every French restaurant features this rich but delicate dessert. If you've ever wondered whether you could make it, here's a recipe to show how easy it really is. It's sure to be a favorite.

1 pkg. (8 oz.) semi-sweet chocolate squares
¼ c. water
½ c. sugar
5 eggs, separated
1 tsp. vanilla

Break chocolate into pieces. Place chocolate, water, and sugar in top of double boiler. Heat over simmering water until chocolate is melted. Beat mixture with wire whisk until smooth. Cool. Beat egg yolks and vanilla; stir into chocolate mixture. Beat egg whites until stiff but not dry. Fold chocolate mixture into egg whites. Turn into bowl or individual serving dishes. Chill 2 to 3 hours. Serve topped with sweetened whipped cream and a candied violet, if desired. Makes 6 or 7 servings.

FLAN

In many Spanish-speaking countries, this delicate caramel custard is the finishing touch to a beautiful dinner. It's a recipe many travelers are adding to their collection to make at home.

¾ c. sugar
3 tbs. boiling water
3 c. milk
1 stick cinnamon
¼ c. sugar
4 eggs, slightly beaten

Melt ¾ cup sugar in heavy skillet, stirring constantly, until caramel color. Add boiling water very slowly, stirring quickly. Pour into 1-quart casserole. Keep tilting and turning casserole until it is coated with syrup. Set aside. Combine milk, cinnamon, and ¼ cup sugar in saucepan. Heat slowly to scalding. Remove cinnamon. Add milk mixture to eggs; stir well; strain. Pour custard into casserole. Place casserole in pan of hot water. Bake at 325° F. for 55 to 60 minutes or until a knife inserted halfway between center and edge comes out clean. Cool. Chill thoroughly. Loosen edge of custard. Unmold onto a serving plate. Leave casserole in place a few moments to allow sauce to run down over flan. Makes 5 or 6 servings.

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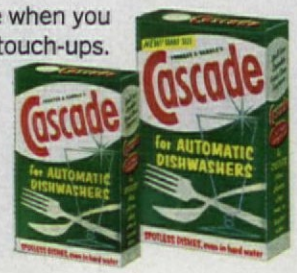

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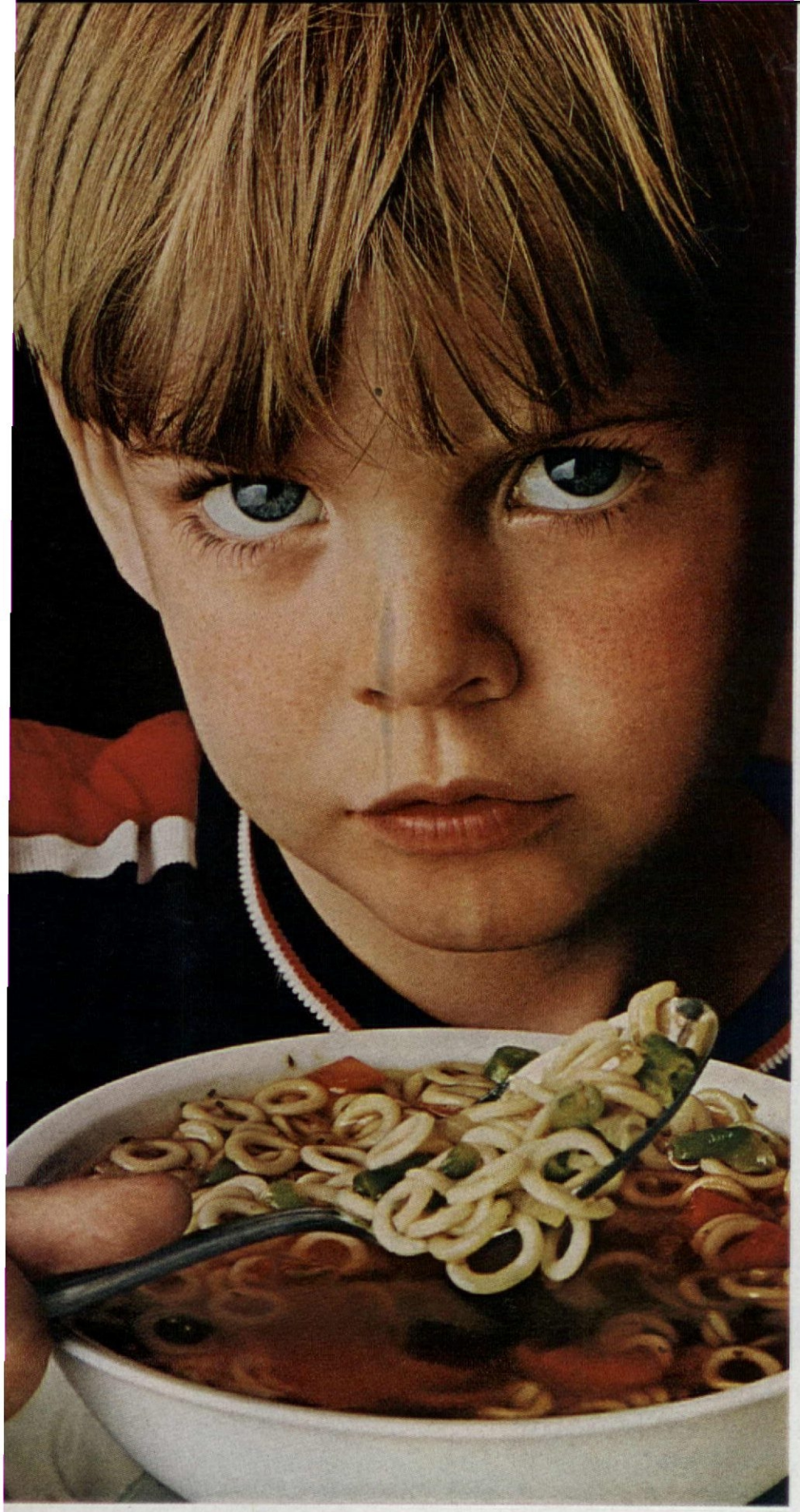

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TOMATO VEGETABLE • CHICKEN RICE • CHICKEN NOODLE • CHICKEN VEGETABLE
ONION • CHICKEN AND NOODLE WITH MEAT

SO YOU'RE LEARNING TO COOK

braising—cooking well-browned meat in a small amount of liquid—is a very easy way to cook pork chops. For dessert, serve a Dutch Peach Cake topped with vanilla sauce.

CREOLE PORK CHOPS

2 green peppers
2 large onions
2 tablespoons fat or pure vegetable oil
4 loin pork chops (1-inch thick each)
1 can (1 pound) tomatoes
1 envelope Italian-style salad-dressing mix

1. Cut tops from green peppers. Remove seeds and white membranes. Cut peppers into strips.

2. Peel and slice onions. Separate the slices into rings.

3. Heat fat or oil in large skillet. Add green-pepper strips and onion rings. Sauté 10 minutes. Remove from skillet. Set aside.

4. Add chops to fat or oil remaining in skillet. Cook until brown on bottom. Turn and brown the second side. Remove chops. Pour off fat remaining in pan.

5. Pour tomatoes into skillet. Stir to scrape up all brown bits on bottom of skillet. Stir in salad-dressing mix.

6. Put green peppers, onions, and chops into skillet. Cover. Bring to boiling. Lower heat so liquid bubbles slowly (simmers).

7. Cook 50 to 60 minutes or until chops are tender when pierced with a 2-tine fork. Makes 4 servings.

DUTCH PEACH CAKE

4 medium-size peaches
2 tablespoons lemon juice
1½ cups sifted all-purpose flour
2 teaspoons baking powder
½ teaspoon salt
¼ cup sugar
½ c. shortening
1 egg
½ cup milk
1 teaspoon ground cinnamon
¼ cup melted butter or margarine
Vanilla Sauce

1. Heat oven to 400° F. Grease 11x7x2-inch pan or baking dish.

2. Put peaches in bowl. Cover with boiling water. Let stand 1 to 2 minutes.

3. Transfer peaches with slotted spoon to a bowl of cold water.

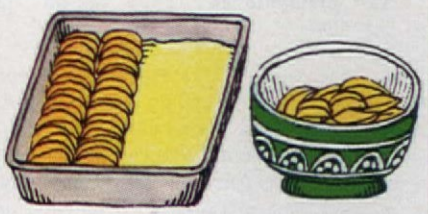
4. Peel and slice peaches thinly. Sprinkle with lemon juice to keep from darkening.

5. Sift flour, baking powder, salt, and ¼ cup sugar into a bowl.

6. Cut in shortening with pastry blender until mixture resembles cornmeal.

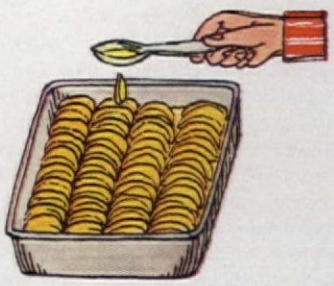
7. Beat egg and milk together. Add to flour mixture. Stir just until dough is blended.

8. Spread dough in prepared pan.

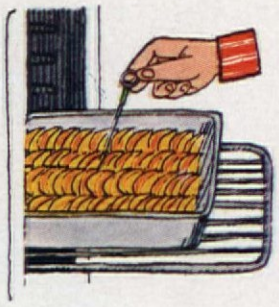


9. Press peach slices into dough in rows, overlapping them slightly.

10. Mix ¼ cup sugar and cinnamon. Sprinkle over peaches.



11. Drizzle top with butter or margarine.



12. Bake 30 to 35 minutes or until cake tester inserted in center comes out clean.

13. Cut in squares. Serve warm with Vanilla Sauce. Makes 9 squares.

VANILLA SAUCE

⅓ cup sugar
1½ tablespoons cornstarch
¼ teaspoon salt
1⅔ cups boiling water
3 tablespoons butter or margarine
2 teaspoons vanilla

1. Mix sugar, cornstarch, and salt in medium-size saucepan.

2. Add boiling water, a small amount at a time, stirring constantly to keep mixture smooth.

3. Cook over medium heat, stirring constantly with wooden spoon, until mixture thickens and becomes clear. Cook 3 minutes longer.

4. Remove from heat. Stir in butter or margarine and vanilla. Serve warm. Makes about 1½ cups.

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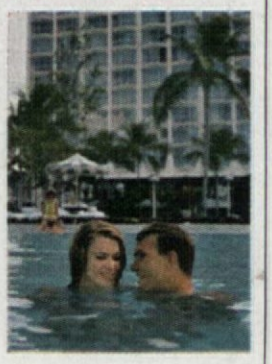

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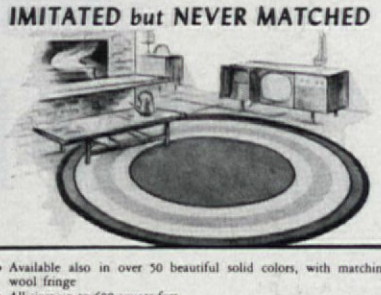

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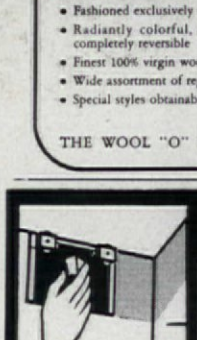

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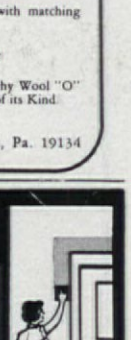

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A SEPTEMBER DINNER FOR SIX

September traditionally rings in a change of pace. But if the spirit of summer still has you in its clasp, you'll want to keep things simple. Here's a company menu that's quick and easy—the main dish can be prepared in advance. The Ice Cream Puffs are a make-ahead dessert. And what's easier than green beans, buttery noodles, and brown-and-serve rolls.

Chilled Melon With Prosciutto*
Veal Cutlets Jardiniere*
Buttered Almond Noodles With Poppy Seeds*
Green Beans
Parker House Rolls **Butter**
Pistachio Ice Cream Puffs With Fudge Sauce*
Coffee

CHILLED MELON WITH PROSCIUTTO

1 large cantaloupe
½ lb. prosciutto or thinly sliced ham

Cut melon in half; remove seeds. Allow a sixth of a melon per serving. Slice each serving into thin crescents; remove rind. Roll each slice of prosciutto or ham. Arrange melon and prosciutto or ham on individual serving plates; cover; keep chilled until ready to serve. Put pepper mill on table for freshly ground pepper. Makes 6 servings.

VEAL CUTLETS JARDINIÈRE

½ c. pure vegetable oil
½ c. chopped green onions
2 medium-size ripe tomatoes, skinned and chopped
2 veal cutlets (about 1½ lbs. ea.)
1 tsp. salt
¼ tsp. pepper
2 eggs
2 tbs. water
2 c. packaged bread crumbs
1 c. hot water
1 can (3 to 4 oz.) sliced mushrooms, with juice
2 tbs. chopped parsley

Heat 2 tablespoons oil in large skillet. Add onions; cook until soft. Add tomatoes; cook 1 minute longer; remove; reserve. Cut each veal slice into 6 pieces. Pound pieces between sheets of wax paper until they are about ⅛ inch thick. Sprinkle with salt and pepper. Beat eggs and water until blended. Dip veal into egg, then into crumbs. Allow to dry about 15 minutes on wire rack to set coating. Heat 2 tablespoons oil in skillet. Add enough veal slices to just cover the bottom of the skillet; brown well on both sides. Keep browned pieces warm in 250° F. oven while browning remaining veal. Add fresh oil for each panful of veal. When all veal is browned, pour off any remaining oil; deglaze the skillet with hot water, stirring to remove all browned bits, for a rich broth. (Veal and vegetables may be cooked earlier in the day to this point. Refrigerate; assemble half hour before serving; continue with recipe.) Add veal, mushrooms, onion, and tomatoes to broth in skillet. Cover; cook over low heat 10 minutes or until hot and bubbly. Sprinkle with parsley. Makes 6 servings.

BUTTERED ALMOND NOODLES WITH POPPY SEEDS

1 pkg. (8 oz.) broad noodles
½ c. butter or margarine
½ c. blanched, sliced almonds
1 tsp. paprika
2 tbs. poppy seed

Cook and drain noodles according t package directions. Melt butter or ma garine in skillet over medium heat. Add a monds; cook, stirring constantly, until a monds turn a golden brown. Add cooke noodles, paprika, and poppy seeds; toss t blend. Makes 6 servings.

PISTACHIO ICE CREAM PUFFS WITH FUDGE SAUCE

½ c. water
¼ c. butter or margarine
½ c. sifted all-purpose flour
2 eggs
1 qt. pistachio ice cream
1 can (15 oz.) sweetened condensed milk
2 sqs. unsweetened chocolate
½ c. hot water
1 tsp. vanilla

Heat oven to 400° F. Heat water and bu ter or margarine to boiling in saucepan. Ad flour all at once. Stir rapidly until mixture blended and forms a mass that clings to gether. Remove from heat. Add eggs, one a a time. Beat well after each addition unt mixture is smooth and well-blended. Dro mixture by spoonfuls onto ungrease cookie sheet to form 6 mounds. Bake 40 t 50 minutes until puffed and golden an there are no small moisture bubbles. Re move from cookie sheet; cool on wire rac Split cooled puffs in half; scoop out any so dough in center. Fill with ice cream. Kee frozen until half an hour before servin (Puffs may be prepared, filled, and wrappe in aluminum foil or transparent plastic wra a week to 10 days before the party.) **Fudg Sauce:** Combine condensed milk an chocolate in top of double boiler. Cook ov boiling water, stirring constantly, about 1 minutes until thick. Slowly add enough ho water to make the sauce the desired con sistency. Blend in vanilla. Serve warm over puffs. Makes 6 servings.

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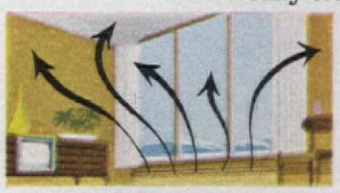

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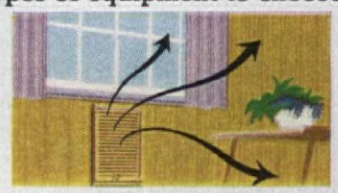

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Make meat loaf act like royalty

Serve it with Betty Crocker Scalloped Potatoes. Tender potato slices in a velvety rich sauce—that can't curdle! Ready for the oven in just three minutes. Try it at your castle . . . on any Knight.

provided for that purpose. Special metal clamps (on wooden ladders) or interlocking rails (on metal ladders) will keep the two halves together and will enable you to slide one half up and down without their coming apart.

On a well-made ladder the rope that you use to raise or lower the ladder is tied to the bottom rung of the upper (narrower) section. It travels up between the two ladder sections and passes through a pulley fastened to the top rung of the bottom or wider section. The rope then comes down on the outside behind the ladder, where the free end can be easily reached.

As the top half slides upward, hooks with pivoted metal locks slip into the open position so that they can slide past the rungs until the desired height is achieved. When the ladder is high enough, slacking up a little on the rope as the hooks pass one of the rungs will cause the hooks to engage that rung and lock securely to keep the ladder from sliding back down.

When the time comes to lower the ladder, all you do is pull hard on the rope to raise the ladder a few inches. This will reopen the locks and allow a pivoted bar to swing up and close the hook opening. The ladder will then be free to slide back down without catching the rungs on the way.

"WALK" THE LADDER UP

To raise a tall ladder into position while working alone, start by laying the ladder on the ground pointing straight out, at right angles to the house wall, and with its bottom end pressed against the wall. Lift the top end of the ladder with both hands and raise it over your head. Now walk slowly toward the house, raising the ladder as you go, by shifting your hands from one rung to the next. By the time you reach the house wall the extension ladder will be standing almost straight up.

Next, rest the top of the ladder against the house wall while lifting the bottom end and pulling that end away from the wall. Now yank the top end away from the house to make the ladder stand straight up so that you can balance it with one hand. With your other hand grab the rope and pull down. Continue pulling until you extend the ladder to its desired height.

Tip the ladder slowly back against the house wall, then move the bottom in or out to set it up at a safe working angle. You'll have the ladder at its safest angle when the foot is away from the house wall by a distance which is approximately equal to a fourth the extended height of the ladder. Too small or too great an angle makes for unstable support.

To lower the ladder when the job is done, just reverse this process. Tip the upper end away from the house wall and balance the ladder vertically with one hand. Yank down on the rope to disengage the locks, then allow the upper half to slide down gradually while you feed the rope up slowly.

THE SAFE WAY TO HANDLE A LADDER

If you're a home owner, a ladder can lighten your home-maintenance tasks—or put you in the hospital. It all depends on how well you learn the basics of safe ladder handling.

The time to start thinking about ladder safety is when you buy a ladder. In general, it pays to buy the best one you can afford. The side rails and rungs will be stronger and wider, and the hardware more resistant to rusting, sticking, and bending. Since aluminum and magnesium models in the better grades are made of heavier-gauge metal, they will be less likely to buckle or sway while you're climbing—especially in a stiff breeze.

To console yourself on the matter of price, remember that a good ladder will last a lifetime, so the extra money spent may amount to less than a dollar a year.

For most jobs around the house there are two types of ladders you will be likely to use—stepladders and extension ladders. Stepladders consist of two short sections hinged together at the top so that the ladder can stand by itself, without leaning against anything for support.

Extension ladders consist of two straight ladders that interlock, with special hardware so that one half can slide upward to extend the total height of the ladder. They are generally used outside the house to reach above the first-floor level. You just prop them up vertically so that the top end leans against the house.

FIRM SUPPORT ESSENTIAL

Before climbing any ladder, always make certain it is standing firmly on solid ground with no chance of slipping. One of the easiest ways to check this is to climb up only a step or two, then jump lightly up and down to see if the ladder shifts. If the ladder is standing on unpaved ground, be sure the legs can't sink into the soft soil. If necessary, place a wide board or flat slab of stone under each leg to give the ladder a solid footing. On paved surfaces, metal ladders should have nonskid rubber feet securely attached to the bottom of each leg.

When you carry an extension ladder from one place to another, or when tipping it up to its vertical position, the ladder should be telescoped to its shortest length. It is only after you lean it against the side of the house that you raise it to its required height by pulling down on the rope

How to lure 'em to a fish dinner

Hook 'em with Betty Crocker Au Gratin Potatoes. Sliced potatoes smothered in a smooth sauce of zesty, aged Cheddar cheese. Oven-ready in three minutes. A great catch for those Friday suppers.

Place the bottom end against the wall, and "walk" the ladder down.

ABC'S OF CLIMBING, POSITIONING

Before climbing, make certain that the soles of your shoes and the rungs of the ladder are both clean and dry. When climbing, always hold onto the rails, not the rungs, with both hands. And always face toward the ladder, never away from it.

If you must carry bulky tools or materials up, it is much safer to attach a light line to the bulky items, then climb up with only the end of this line in your hand. When you reach working position, you can then haul the bulky items up.

The importance of correct positioning of the ladder cannot be overstressed. Make sure it is so placed that you never have to reach more than a comfortable arm's length to either side. Otherwise, you may be tempted to lean too far away from the ladder, bringing both it and yourself to the ground quickly and unexpectedly. This means, of course, that for such jobs as painting your house, moving the ladder frequently is to be expected.

Correct procedure here is to plant your feet firmly on the ground so that one foot is between ladder legs and the other foot alongside the ladder on the side to which you will move. Grab the ladder with both hands and lean back to pull it away from the house wall. Slide the top over a foot or two, rest it back on the wall, then lift up the bottom and move it over the same amount. Keep zigzagging the top and bottom sideways in this manner until you reach the desired position.

When moving a metal ladder, be especially careful to avoid touching it against electrical wiring.

As we said before, avoid reaching out more than a comfortable arm's length to either side, and keep most of your body between the rails to maintain balance. Make sure you hold on firmly with one hand at all times.

Try Coffee-mate non-dairy coffee creamer. Needs no refrigeration. And there are only 11 calories in a level teaspoon. From Carnation®

WHAT ABOUT STEPLADDERS?

Most of the working rules recommended for extension ladders also apply to stepladders. After setting your ladder up, make certain the folding metal braces on each side are fully opened and locked into position. Always place the ladder so that you can work (and climb) while facing toward the ladder. Use one that's tall enough so that you need never climb higher than the second step from the top. And never use the top platform of the ladder as an extra step.

If you ever find it necessary to place a ladder in front of a door that swings out toward you, either lock the door shut or tie it open to avoid being knocked over.

A "HEALTHY" LADDER IS SAFER

To preserve your ladders and keep them in good working order, oil all hinges, locks, and braces at least once a year. Wipe the metal hardware periodically with an oily rag and keep wooden ladders in shape with periodic applications of a penetrating wood sealer. Never paint a wood ladder, since this may conceal cracks or other dangerous defects.

Careful attention to the above rules will keep you and your ladder on friendly terms. It pays to remain that way.

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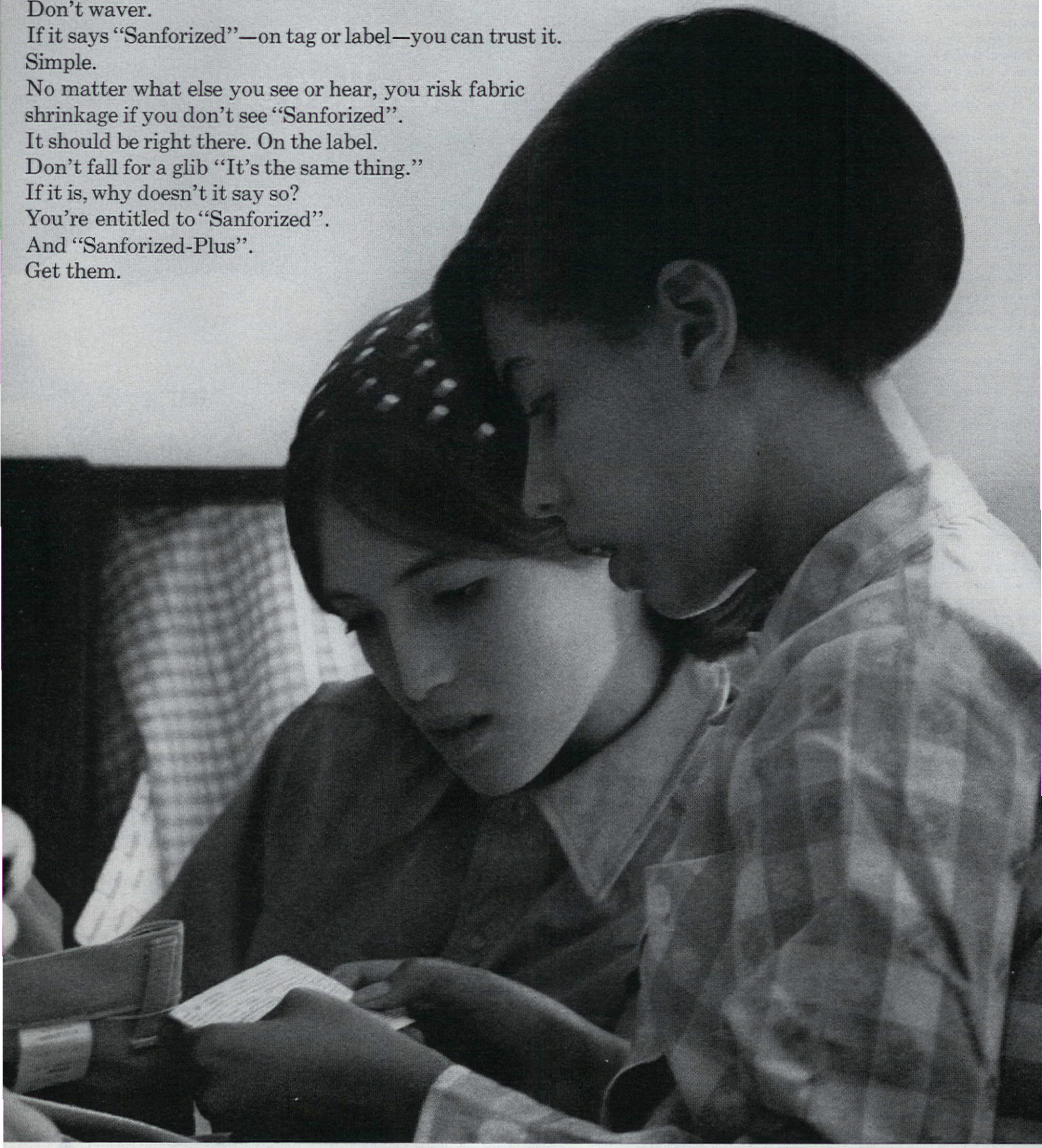

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IT'S TIME TO REPAIR YOUR FURNITURE

By Arthur M. Mikesell

It's the end of another summer, time to put away the barbecue and move back indoors. And while you're at it, it's an ideal time to put your indoor furniture in shape for the months ahead by taking care of those nagging little repair jobs you've been putting off since last winter. Those loose joints, for instance. If you've got any around the house, chances are they're in chairs or small tables. Chests, large tables, and such are not only structurally stronger but take less of a beating.

FIXING CHAIR JOINTS

There are a great many different types of joints used in chair construction. By far the two most common, however, are the mortise-and-tenon joint and the doweled joint. The first is a square tongue of wood on the end of one piece that fits a matching square socket in the other. The second works on the same principle, but one or more round dowels are used in place of the square tongue. Nine out of 10 times, you can repair either of these joints in less than an hour's work.

Begin by pulling the joint completely apart and scraping all the old glue from the tongue or dowel and the socket. A pocket knife is a good tool for this job. Simply hold the blade at right angles to the tongue or dowel and work it back and forth to shuck off all the old loose glue. Use the small blade to clean out the socket.

Any stubborn bits of glue can be removed with medium-grit sandpaper. Be cautious when sanding, however. Overenthusiastic sanding can enlarge the socket or take off too much of the tongue or dowel. This, in turn, produces a loose-fitting joint, which is exactly what you want to avoid. Also, you don't want to smooth the wood so much that it won't hold glue properly.

Assuming the joint is tight, squeeze a couple of beads of white glue (Elmer's, Sobo, or similar) on the tongue or dowel and spread this around to form a thin, even coating. Do the same thing with the socket. Incidentally, if you're working with teak, use a resorcinol instead of white glue.

To finish the job, push the two parts of the joint together, wipe off any excess glue which has been squeezed out and clamp the joint in place until the glue dries. You don't really need furniture clamps for a minor job like this. Simply knot a length of rope around the chair and twist it tight as you would a tourniquet—but not tight enough to bend the wood. To protect the finish, make pads by folding rags, cardboard, or newspaper and slip these under the rope where it touches the chair.

White glue will harden in 30 to 40 minutes, but it takes about 24 hours to achieve its full strength.

That's the way the job is done if you don't run into any special problems—and chances are you won't. Just in case you're unlucky, however, here are some simple cures for those special problems.

LOOSE-FITTING TONGUES AND DOWELS

Occasionally, you'll find that the tongue or dowel is so loose fitting that you can rattle it from side to side in the socket. How you remedy this depends on how loose the joint is.

If it's only slightly mismatched, you can mix fine sawdust with the glue as a filler. This works fine if the joint is off only a sixteenth of an inch or so. If it's really loose, coat the tongue or dowel with glue and wrap it with thread. Spread a little more glue on the thread, then reassemble the joint as you would normally.

Still too loose? Cut strips of cloth slightly narrower than the diameter of the dowel (or thickness of the tongue), and a little less than twice the length of the male member of the joint. Saturate these well with glue and fold them over the end of the dowel or tongue to form a cross. Some people use a circular piece of cloth in place of strips. In either case, when the joint is pushed together, the cloth crimps up to fill the space.

A badly damaged socket can usually be repaired with wood putty. In cases where part of the socket is split away, you may have to fill the whole thing and redrill the socket. This will require a spot refinishing job, but if you're careful about matching the wood putty and blending the finish, such a repair is usually almost invisible.

BROKEN TONGUES, DOWELS

A broken tongue or dowel is more difficult to repair, though if you have the tools and patience you may want to attempt it. The broken end can be removed from the socket with a drill and a small wood chisel. Replacing the tongue or dowel is the big problem, and unless you are faced with a relatively large leg where the dowel can be drilled out and replaced, better take the whole thing to a cabinetmaker. This is a job that requires experience as well as skill with tools.

SPECIAL PROBLEMS

So far, we've been talking about joints which are loose enough or so placed on the furniture that they can be pulled apart. But things are not always that simple or convenient.

In older furniture and antiques, you may find that a previous owner tried to repair a loose joint by driving a finishing nail through it. If you find such a nail, pull it out carefully so as not to damage the finish, and it may then be possible to separate the joint and repair it as explained above by gluing.

Now, suppose you find a joint that hasn't been tampered with but which you can pull only part way open. To repair it, drill a hole into the socket from the side opposite the joint, pull the joint as far apart as it will come, and squeeze glue into the end of the socket through the hole. Sometimes, you can squeeze right from the glue bottle. But there's a handy little tool made just for this purpose called a "glue injector." It sells for about $2 and works with a hole as small as a sixteenth-inch diameter, thus simplifying the task of concealing your mending job. If you can't find one at your local hardware store, write to either Albert Constantine and Son, Inc., 2050 Eastchester Road, Bronx, N.Y. 10461, or Craftsman Wood Service Company, 2727 South Mary Street, Chicago, Ill. 60608.

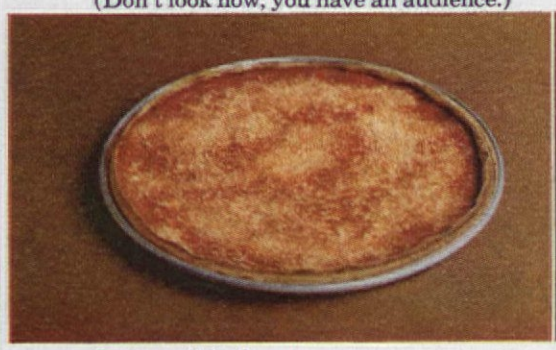
After injecting the glue, push the joint together and pull it up tight with a small countersunk screw whose head can be concealed with a wood plug or wood putty. (continued)

Everything's in this box. Just open it. (So far, it's pretty easy. Right?)

Add water to the one-step crust. Mix, let rise, spread on a pan. (Easy as pie.)

Pour on the slow-simmered pizza sauce. (Don't look now, you have an audience.)

Then sprinkle on the tangy, Italian-style grated cheese. (It's child's play.)


Just pop it in the oven. (There seems to be a crowd gathering.)

You are a star. (Everyone's cheering; now if you can, try to be modest.)

The toughest part of making a Chef Boy-Ar-Dee® pizza is trying to be modest afterwards.

Try Chef's Sausage Pizza and new Pepperoni Pizza. Just as tough to be modest about.

(continued) Spot refinishing of the material used to conceal the screw head completes the operation.

Generally, this is a comparatively difficult repair for anyone without cabinetmaking experience, so unless furniture making is one of your hobbies, better take such stubborn joints to a professional shop that specializes in restoring old furniture.

STRENGTHENING CHAIR FRAMES

In many modern chairs, the legs are joined to the corners of the seat frame rather than to the bottom of a solid wood seat. When one of these legs comes loose, the frame itself must be strengthened.

The simplest way to do this is to install corner braces—preferably triangular hardwood blocks mounted inside the corners of the seat frame with glue and screws. Many chairs already have such bracing, but it can come loose. To tighten a loose brace, remove the screws, take out the block and scrape off the old glue. After applying fresh glue to both surfaces of each joint, reinstall the block with screws of slightly larger diameter than those originally used.

While all of these tips on joint repair have been related to chairs, they can just as well be used to fix other pieces of furniture. You may run into slightly more complicated jointing in a large chest or desk, but the same repair principles apply in such cases.

DRAWERS THAT STICK

A sticking drawer is another of those minor annoyances which can be set right in a few minutes. Remove the drawer and look for glossy spots on the bottom edges of the drawer and on the drawer guides. These are from hard rubbing, which is the cause of the sticking. Rub those glossy spots with medium-grit sandpaper, but stay away from other areas. Give each one four or five strokes and then try the drawer for fit. If it's still binding, sand again and repeat until the drawer operates freely. Then lubricate the drawer guides and bottom edges with a candle stub or a block of paraffin. And while you've got the wax out, give the other drawers the same treatment. It takes only a few minutes but makes a big difference in ease of operation.

RESTORING MARRED SURFACES

Scratches, cigarette burns, and other minor damage to a furniture finish can almost always be erased without refinishing the entire piece. With small tables, however, it might be much easier to refinish the entire tabletop rather than repair each burn or scratch individually. It depends on the amount of damage.

The big problem in such spot-finish repair is deciding which of the many alternative procedures and materials is best for each situation. Your best bet here is to stop at the library and borrow a good book on furniture refinishing to familiarize yourself with the many details and short cuts that can be used.

When repairing a shallow scratch, which barely penetrates to the wood, the standard procedure is to color the scratch to match the rest of the surface without damaging the surrounding finish. Complete the job with a thorough application of clean paste wax to further conceal the scratch under a smooth, even gloss.

Scratches in a walnut finish may be rubbed with walnut meat to darken them to the right tint. Mahogany can be matched by using iodine as a dye, either full strength or diluted with rubbing alcohol to lighten the color. Apply it with a pointed-tip artist's brush or a cotton swab, wiping off any excess immediately. Crayons, shoe polish, colored inks—almost any such coloring material may be used. In addition, hardware and paint stores stock many materials made for just this type of touch-up work.

Deep scratches and gouges must be filled. Colored stick shellac is the traditional material for this purpose, and it's probably still the best for reasonably competent craftsmen. A hot knife is used to melt the tip of the stick (or sticks, if you're blending colors) so that it can be smoothed into the crack. The shellac is built up higher than the surface, then shaved off level with a razor blade. After a rubbing with rottenstone and oil the surface can be polished.

Stick shellac has two main drawbacks, however. It's hard to get (many paint stores don't carry it) and the heating required makes this a difficult repair for a novice.

Most people find it far easier to use the colored wax repair crayons available at hardware and paint stores. You simply rub them back and forth in the scratch to fill it, then shave the patch level and rub with an oil furniture polish. Colors can be blended as necessary for matching.

Wide gouges and cigarette burns should be filled with a colored wood putty. With cigarette burns, first scrape the charred area clean with a knife blade. If you're careful, it's possible to mask off the surrounding area, patch the gouge, and top it off with a patch finish of shellac or clear varnish. To blend the finishes, rub with an abrasive cream made by mixing powdered rottenstone with a little linseed oil. Follow with a good polishing and the patch will be almost invisible to the casual eye.

WET-GLASS RINGS ARE EASY

Another frequent problem is those white rings left by wet glasses. Fortunately, they are in the finish only and can usually be removed by rubbing lightly with the proper solvent for that finish. If alcohol, turpentine, or lacquer thinner doesn't work, try a light rubdown with the rottenstone abrasive cream mentioned earlier.

In all of these repair procedures, exact color matching is the key to a successful job, so don't hesitate to mix colors to achieve the right shade. Remember that a poorly matched repair can be as much of an eyesore as the original scratch or gouge.

A Saturday or two spent on these small furniture repair jobs will do wonders for the appearance of your home. Without these little signs of wear, furniture begins to look almost showroom fresh and ready for fall entertaining.

AN UNEXPECTED BONUS

You're also likely to find that, as you get more and more proficient at these simple repairs, they give you the confidence to try something more ambitious. Before long, you may find yourself scouring local auctions and second-hand shops for bargains in used chairs, tables, and cedar chests which you can spruce up at low cost.

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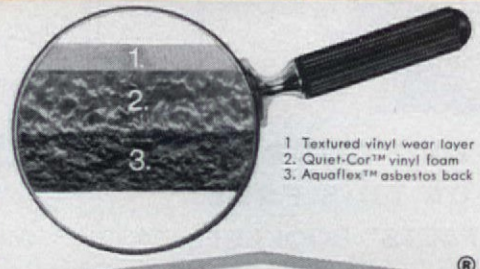

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THE SHAKERS AND THEIR FURNITURE

"That which has in itself the highest use possesses the greatest beauty." This quote, taken from the Shakers' religious creed, is indicative of their approach to furniture craftsmanship. And once a design reached its peak of perfection it was used repeatedly. While this fact makes it somewhat difficult for us to date individual Shaker pieces, the uniformity and simple elegance of their furniture sets it apart from other American styles produced during the 1700s.

Their furniture also reflects a love of nature. Wood is left unspoiled by elaboration . . . the beauty of the wood is in itself enough.

What kind of furniture did the Shakers produce? Anything that was useful and necessary for the household—children's chairs of exquisite form, deep-seated armchairs for the broader figures of the Elders, delicate tables, practical worktables, desks (often made for two workers), etc. The chairs had splint seats, cane, woven-cord, and woven-tape seats. The woven-tape seats, sometimes green and black or red and black were (and still are) among their very attractive pieces. This contradicts the popular misconception that the Shakers never used colors. They simply used them wisely and well.

They also made handsome ironing tables long enough for two and beds of perfect form and of the finest woods, which were often fitted with wheels for mobility.

Nearly everyone is familiar with the long wood strips that were fastened along the walls, near the ceiling, with handmade pegs spaced at regular intervals for hanging clothes, chairs, and headgear. What a wonderful way to clear the floor for cleaning. This was particularly practical, since the Shakers strongly believed that everything had a place and kept its place, and that cleanliness ranked next to Godliness.

Although the Shakers lived a successful, religious, communal life for a time, their way of living has practically disappeared. We are fortunate that their fine crafts have not.

In addition to their furniture and other wood pieces, many of their inventions and innovations merit attention. They invented one of the first conveyor belts, washing machines, and very efficient small stoves—all of which paved the way for their modern counterparts.

Their drugs and remedies are still in use and some can be bought today in Old Chatham, New York, where a delightful Shaker museum is also located.

The Shakers' fame for food, specifically their jams, jellies, and preserves, is still celebrated every summer at the Shaker Food Festival in Hancock, Massachusetts.

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CLOSING YOUR VACATION HOME

By Bernard Gladstone

There's much more to closing your vacation house than you think. Of course, you could just lock the windows and doors, turn out the lights, and go home. But that casual approach may bring you grief next spring in the form of mildewed cushions, burst water pipes, torn screens, ruined shrubs, and the like. So set aside a few hours each weekend toward the end of summer to do the job properly.

OUTDOOR JOBS

A good way to begin is to inspect all calking and putty around doors and windows to see if any is cracked, loose, or missing. Replace where necessary to keep out wind-driven snow and rain and keep paint from peeling.

While you're at it, touch up all chipped and peeling paint and look for cracks in mortar joints or masonry surfaces. Remember that a concrete wall or walk can be broken up by water that works its way into cracks and freezes—and then expands—on the inside. So patch those cracks and all defective mortar joints.

When checking the outside of your house, don't forget to also inspect the roof shingles. Look for shingles that have been torn or curled upward by the wind and paste them down with roof cement. Patch badly cracked or missing shingles temporarily by cementing a small sheet of aluminum under each defective shingle.

To make certain that melting snow will drain off harmlessly when the spring thaw arrives, make sure that the gutters and downspouts are also clean and free of leaves or other debris. For extra protection, it's a good idea to cover the gutters with wire mesh guards. And be sure the straps or hangers are in good repair.

If your vacation house rests on posts or pilings with an open crawl space underneath, clean out any accumulated debris, which attracts insects, rodents, and other pests.

Another worthwhile precaution is to weatherstrip all outside doors and windows located near the ground. Then, when snowdrifts pile up against the outside of the house, there is less likelihood of moisture working in around the edges.

Protect any shrubs that do not stand up well in cold winds and heavy snow with windbreaks of polyethylene stapled to stakes driven into the ground. Don't forget to prune limbs that rub against the house, as well as tree branches that overhang the roof. These may crack under a heavy load and damage the roof.

PATIO FURNITURE

A chore frequently left for spring is the cleaning, waxing, and repairing of outdoor furniture, though this too is best taken care of in early fall. Aluminum furniture will stay cleaner and will be less likely to pit if it's thoroughly scrubbed, then protected with a light coat of paste wax before storing. Cover heavy pieces of redwood furniture that must be left outside with large sheets of heavy polyethylene (available in paint stores). Clean and lubricate all garden tools, lawn sprinklers, and similar yard equipment. If you have a power mower, tractor, or outboard motor, winterize these pieces of equipment as well.

INDOORS

To prevent mildew on curtains, mattresses, upholstery, and other fabrics, vacuum and clean them before closing up the house. Special mildew-inhibiting sprays are available to give added protection. You might also try chemical dehumidifying appliances, which are available in various forms. The most common variety consists of bags of a moisture-attracting chemical that hang in closets and rooms.

If your house has a fireplace, cover the chimney after using it for the last time. The easiest way to do this is to wrap the top with several layers of heavy tar paper tied down with string. This will not only keep birds and rodents from entering, it will also keep snow from piling up inside. (Hang a large note near the fireplace to remind you to take the cover off next spring.)

UTILITIES

One of the last things you will do before leaving is shut off the utilities and drain the plumbing system. If your house has municipal water, start by closing the main shut-off valve outside the house. (You may have to call your local water company to do this.) It is not enough to merely close the shut-off valve inside the house as water may still freeze in the pipe that connects this with the outside main. Now open the main valve on the inside and remove the little drain plug on the bottom, if it has one. Then open all the faucets in the house, to drain every line. Shut off the burner on your water heater, then drain the tank by connecting a hose to the spigot at the bottom.

Water will also have to be drained from waste-line traps under kitchen sinks, bathroom appliances, and laundry equipment. Where traps are easily accessible, this can be accomplished by disconnecting the trap to pour out the water. Replace the trap, then pour one or two quarts of permanent-type auto antifreeze down the drain. This will form a freezeproof liquid seal that will keep noxious sewer or septic tank gases out of the house interior.

Since it is difficult to drain toilet bowls (the trap is built into the porcelain bowl) the best way to insure against freeze damage is to dip out as much water as possible, then pour in several quarts of permanent antifreeze. Next spring, you can flush this out with water.

All pumps and motors should be lubed, drained, and laid up. Exposed wires and switches should be sprayed with a moistureproofing formulated for electrical equipment.

Remove all electrical fuses, except those needed for standby power. Also remove bulbs from outdoor fixtures and cover the sockets with plastic tape. If you use bottled gas, close the valve on the outside and disconnect the tanks. Also disconnect the lines inside the house and blow them clear. Piped-in gas should be disconnected by the utility. Oil tanks should be filled to the top. All that's left is to store screens, shutter windows and doors.

WHERE TO BUY A PUPPY

By Margaret Gardner

You're going to buy something that will give you pleasure for 10, maybe 15 years—hopefully longer. It will become a part of your household and will be identified with you. How do you buy such an item? Where do you look, and how do you evaluate what you're shown?

We're not talking about a new refrigerator or television set. We're talking about the purchase of a puppy—a handful of fluff that will someday grow up to be a majestic Great Dane, rollicking beagle, or fearsome-looking, but gentle bulldog.

About 95 out of 100 people making inquiries about the purchase of a dog start out by saying, "We don't want a show dog; we just want a pet for the children." For this reason they usually overlook the best source for a healthy puppy: the active breeder showing his stock at dog shows. The term "show" shouldn't scare you. The price of his "pet" puppies will be fair and not excessive.

No breeder is fortunate enough to have all his pups turn out to be of show quality. In spite of all the study of bloodlines and genetics he cannot hope to produce a perfect litter—every one a champion to be. If one or two puppies in a litter have show potential, the breeder will feel amply repaid. He will sell as pets those puppies that have some breed conformation fault that will make them unsuitable for the show ring. Often the fault is not apparent to anyone but an expert in the field.

Since the breeder is hoping for an outstanding puppy for himself, he will breed his finest stock, making sure the mother receives the best in prenatal care. Should anything go amiss the reputable breeder is experienced enough to recognize the danger signals and call for a doctor's services. And he won't take chances with his breeding stock. The breeder's main interest is not in selling puppies but in improving his breed.

Contrast this with the commercial kennel operator who places his roadside pens of assorted puppies along the highway hoping to attract the passing motorist. He will sell *any* puppy to *any* buyer. Obviously, the less money put into these puppies, the greater the profit. The price may be low. But the buyer will spend many times the purchase price on veterinary bills if he buys a weak, sickly puppy.

What about puppies from pet shops? There are clean, well-run shops, and pet-shop puppies can turn out to be wonderful family dogs. But by the time a puppy gets to the store he has undergone changes in food, water, and handling that may have lowered his resistance. And a pet shop is not always the healthiest environment for a very young puppy.

Your neighbor may have a dog that is expecting a litter. "Of course you'd love one of Suzie's puppies." You know Suzie. She's been around the neighborhood for years. She's not exactly what you'd pick if you had your choice. But the children won't care, they just want a dog. And the price is right—free.

Does anyone know the father of the puppies? Could a nervous or timid temperament be passed on to Suzie's puppies? Does your neighbor feel strongly enough about these puppies to spend money on their care?

If your child has been begging for a dog, he will fall in love with any puppy you bring home. To spare that youngster the heartbreak of losing the dog, you should take every possible precaution to insure that the odds on his future health and temperament are in your favor. It's for your own good!

Let's assume you've picked your breed and decided to follow our advice: to buy from a reputable breeder who will stand behind his product. Where do you begin to look?

A first step should be a letter to the American Kennel Club, 51 Madison Avenue, New York, N.Y. 10010. This organization is devoted to the world of purebred dogs in the United States. Write them for a list of the breeders of your chosen breed in your area. This listing in no way implies a guarantee by the AKC of the quality of the puppies. It simply means that these breeders are raising registrable stock and are in good standing with the American Kennel Club.

In the same letter, ask for the address of the parent club of the breed that interests you. Each breed has a national club which is the governing body on matters relating to that breed. Often the parent club can put you in touch with someone who has puppies available. In any case, they can probably supply you with helpful literature about your breed.

The AKC can tell you if there is a dog show scheduled in your part of the country in the near future. You aren't apt to find puppies for sale at a dog show, but you may find exhibitors who have puppies at home.

Your local veterinarian may be consulted about breeders. He is in a position to know which of the kennels in his locale take adequate health precautions with their dogs.

Once you've located several reliable breeders—start shopping. Look at as many litters as possible before you make up your mind. Shop, not for the lowest price, but for the best possible value.

When you visit a kennel you will make your own observations about the breeder. The premises should be clean and sweet-smelling. Runs should be free of droppings. Check the condition of the grown dogs. Do they look well cared for? Are they alert and lively? And are the puppies given plenty of opportunities for contact with people so they will become well-adjusted pets?

A visit to a newsstand or bookstore is a good idea too. Look into some of the publications devoted to dogs. They contain a wealth of information helpful to the prospective dog owner.

The commercial kennel operator sometimes has as many as a dozen breeds for sale. Few sincere breeders feel they know enough about 12 different breeds and their bloodlines to enable them to breed them intelligently. The commercial operator's principal concern is that his two dogs are of the same breed, so he can sell the puppies as purebreds.

If you're lucky, the dog you buy for the children will still be with you when they've left home for college or homes of their own. Surely, something that will become such a permanent and important part of your life is worth selecting with planning and forethought.

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By making your rooms quieter, your home more restful, they make your life a little more pleasant. And that's important.

Not all ceilings absorb noise, however. Only acoustical ceilings do. To help you avoid confusion when you're buying a ceiling, ask for Armstrong Cushiontone®. There are many attractive Cushiontone ceilings from which you may choose—and they're all acoustical.

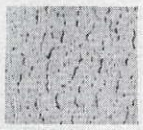
PINEHURST EMBOSSED CUSHIONTONE

Pinehurst—the ceiling shown at right, above—is a particularly attractive example of Armstrong acoustical ceilings. It has a swirling pattern that's subtly embossed and easy to keep clean. It's simple to install yourself and costs only about $40 for a 12′ x 14′ room.

PINEHURST CUSHIONTONE IS ACOUSTICAL. SHHH.

LOTS OF DESIGNS

Other popular Armstrong acoustical ceilings are Georgian and Textured Cushiontone, shown at right. You can choose from a wide range of other Armstrong designs—some that go with modern furniture, some with traditional. You are sure to find one that's perfect for any room in your home.



TEXTURED CUSHIONTONE

GEORGIAN CUSHIONTONE

A SURPRISE OR TWO

Most Armstrong Ceilings won't set you back as much as sofa slipcovers. For a 12′ x 14′ room, prices on an Armstrong Cushiontone ceiling start at about $35. Another surprise: All Armstrong Ceilings can be installed by the do-it-yourselfer. Most staple onto furring strips or glue right onto the old ceiling. There's no mess. And it's easy.

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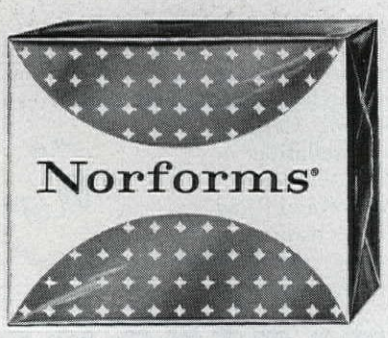

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What Does it Mean?

(continued from page 30)

removed with special bleaches or cleansers sold for this purpose. But be sure never to use abrasive cleansing powder or steel wool as it will damage the glossy finish.

LAMINATED PLASTIC

Laminated plastic is the material you find on your kitchen counters, around your lavatory, and on tabletops. It's better known to you by its trade names, such as Formica, Micarta, Texolite, and Panelyte. The laminated plastic is glued to plywood or other flat surfaces. Laminate comes in a wide range of solid colors and in a number of wood grains and patterns, in many finishes from oil-rubbed to velvet to glossy.

Laminated plastic is durable. It resists denting, chipping, breaking, splintering, and scratching. But no high-pressure laminate can withstand the heat of a frypan or baking dish straight from the oven. Damage may also result from lengthy contact with hydrogen peroxide, lye solutions, sulfuric and nitric acids, some bleaches, and certain berry juices.

Temporary stains from dyes, tea, or bluing can be removed by light rubbing with water and cleansing powder. However, a damp cloth is generally all that's required to clean a laminated plastic surface.

URETHANE

Urethane is an extremely versatile material; it is made as a coating, a solid elastomer (a rubberlike form), and as foam. The foam can be flexible or rigid.

Urethane foam. Wherever you go and whatever you do, you probably encounter urethane foam many times a day. Urethane foam is a strong, lightweight cellular material that can be produced in a broad range of densities, resiliencies, and textures. You will find it in its resilient form as cushioning, padding, bedding material (mattresses and pillows), as a backing for carpeting, as an insulation in clothes, acoustical coverings, and as packaging protection.

Urethane foam in its rigid form is equally prevalent and useful but you're probably less aware of its existence. It's often used as a core material for exterior building walls, and as an insulation for pipes and walls. It's seaworthy when used as buoys and as life rafts.

Urethane coatings. The coating, a clear or colored varnish, gives a protective finish to woods, metals, rubber, paper, and textiles. The urethane finish offers several practical advantages: fast drying, hard surface, deep gloss, abrasion- and weather-resistant. For these reasons it's an excellent product for wooden flooring and exterior wooden, metal, or cement surfacing. You can brush, spray, or roll it on.

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Painful hemorrhoids?

All too often, humans who sit and stand pay the price of vertical posture. Sitting and standing combine with the force of gravity to produce extra pressure on veins and tissues in and around the rectal area. The result may be painful, itching or burning hemorrhoids.

The first thought of hemorrhoid sufferers is to relieve their pain and discomfort. However, of the products most often used for hemorrhoids, some contain no pain-killing agent at all... others have one too weak to provide necessary relief... and still others provide only lubrication.

Now at last there is a formulation which *concentrates on pain*. It actually has over 8 times more pain-killing power than the topical anesthetic most commonly used in hemorrhoid remedies. 8 times the power to ease the itching, pain, and burning of hemorrhoids.

The name of this product is Nupercainal. Nupercainal starts to work *on contact*. Provides *prolonged* relief from pain. Soothes and lubricates.

When you suspect you have hemorrhoids, check with your doctor. If hemorrhoids are the cause of your discomfort, chances are he'll recommend Nupercainal. Almost two-thirds of the people who now use Nupercainal first heard about it from physicians.

Nupercainal is available without prescription at professional pharmacies everywhere. Ask for ointment or new suppositories with free pocket-pack. (Say New-per-cane-all.)

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THE EASY WAY TO PAINT A ROOM

Here are 10 tips on how to make your next painting job the easiest decorating project you've ever done.

1. First of all, be sure to use a quality paint—the best you can buy—because quality paint will hide the old surface better and make the need for two coats less likely. It will also hold its color better and give you a longer-lasting job.

2. Remove the hardware from doors and cabinets and loosen wall or ceiling electric fixtures. This way, you won't have to slow down your painting to avoid smearing the metal.

3. Don't try to match the color of your wall paint exactly with drapery or upholstery fabrics. Select variations of the fabric colors which will harmonize with them. The difference in texture between flat walls and cloth makes each reflect light differently anyway, so an exact color match is really almost impossible. It might even give the room a monotonous look if you achieved a match.

4. If you select a light color for your walls, why not paint the ceiling the same color? Then you won't have the problem of keeping the ceiling paint off the walls and vice versa.

5. Use the largest roller or brush you can wield without tiring your arm. This will speed the job since more paint will be deposited with each stroke.

6. On baseboards, use a roller about the same width as the board. This will reduce to a minimum the time you have to kneel. Protect the wall and floor with cardboards or an inexpensive metal shield available from your paint dealer.

7. Enamel the woodwork with semi-gloss or gloss enamel before painting the walls with flat paint, latex, or alkyd. It's easier to remove flat paint from thoroughly dry enamel, in case your hand should slip, than it is to remove enamel from flat paint.

8. Don't start wiping with a rag if some paint splatters on the panes while you do the wooden members of a window frame. This may happen even if you use the correct brush, an angular-cut type known as a sash tool. It's easier and neater to wait until the paint has dried and scrape it off with a razor blade.

9. You'll find it easier to paint the ceiling if you place a one-and-a-half-inch plank at the proper height, securely on the treads of two solidly footed, completely opened stepladders. This eliminates climbing up and down repeatedly.

10. Even easier, you could use a long-handled roller which lets you paint the ceiling while standing on the floor. You may have to use a ladder only when you do the edges and molding.

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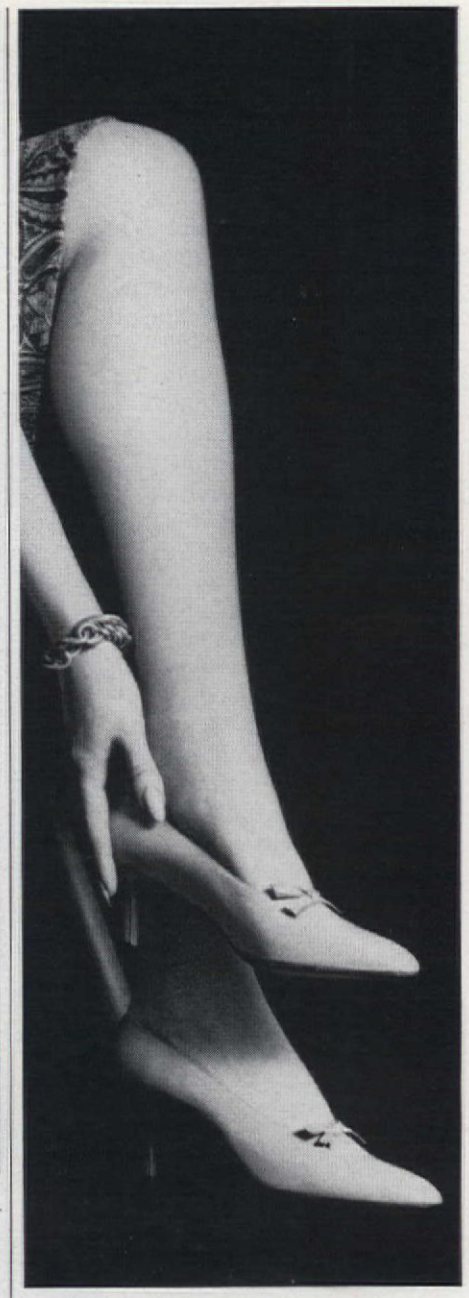

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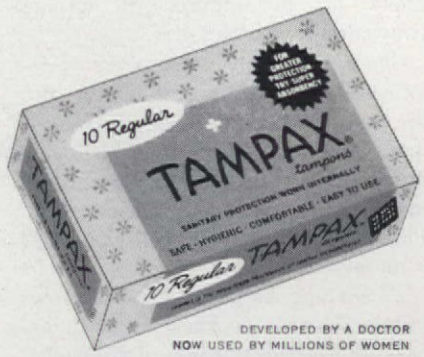

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DOES YOUR HOUSE NEED PAINTING?

By Jackson Hand

The best time to repaint a house is just before it needs painting. If you wait until it really needs it, you'll need two coats and preparing the surface will be harder and more costly. On the other hand, consistently painting too soon eventually makes the layers so thick that total failure results.

A new, well-painted house has three coats: a primer and two finish coats. With today's high-quality house paints, this means a total film thickness of about four-and-a-half to seven mils.

As soon as this initial coating is dry, it starts to wear away, generally at the rate of a little more than a half mil a year. At the end of four or five years, your original paint is thinner by about three mils. At this point, it is ready for *one coat of paint*, which will put it back up around the original thickness. Two coats would make the total film too thick and cause trouble.

Thus, controlled erosion is the basis for the rule of thumb that you can successfully recoat a house about every four years with a quality "one-coat" paint—as long as you temper the rule of thumb with common-sense, on-the-spot appraisal.

WHAT HAPPENS TO THE PAINT?

Properly applied paint goes bad in five stages.

Soiling: With alkyd or oil paints, the initial film is glossy and slightly sticky. That is why a newly painted house often seems dirtier for a month or so than it will a year later. This sticky stage doesn't occur with latex house paints, which dry flat.

Flatting: As the superficial layer of sticky oil decomposes, it washes away along with the dirt.

Chalking: Next, in a process of decomposition that is engineered into the paint, the binders slowly release the pigments. When it rains, they sluice down the side of the house, carrying away accumulated dirt. Thus, the paint called "self-cleaning" is merely a chalking paint.

Fissuring: As paint ages, it grows brittle. Unable to keep up with expansion and contraction of the wood, it starts to crack.

Disintegration: Once you have fissuring, water goes through the cracks to the wood. Adhesion is ruined. Flaking and peeling follow—and this is expensive trouble.

Not all of these things happen at the same rate of speed from one house to the next—from one side of a house to the next—from one part of the country to the next—from one kind of painter to the next. Nor will they happen at the same rate of speed each year. Therefore, you should inspect your house periodically.

Look for two things: The general condition of the paint, and localized failure which is out of schedule with the rest of the house. Failure in certain areas while the rest of the house seems OK is due, nine times out of ten, to poor adhesion. You can recognize it as such; the paint comes off right down to the wood, in blisters and scales. The reason for such failure is an improper primer, or one that is improperly applied. The cause is moisture back of the paint. Look for it where siding meets trim, where two lengths of siding come together, where nails were improperly sunk and puttied before painting.

Blistering is most often caused by moisture-vapor pressure from inside the house, which simply forces the paint off. It is rare on houses that are properly primed, and it does not occur with porous latex paints, which let the moisture pass through.

Another type of paint failure is really wood failure, and you find it where an individual piece of siding flakes and scales. The reason is, usually, that the board was finished at the mill with the wrong side out.

Rarely does the whole house need painting when these symptomatic failures show up. Usually, they happen soon after the original paint job. And once corrected, they do not happen again. Locate the source of moisture-vapor and correct it. (See Don't Let Moisture Wreck Your House, American Home, Nov., 1965.) After you get things cleaned and dried, prime well with the specified primer of a reliable paint manufacturer whose topcoating house paint you plan to use. Then repaint, settle back, and wait for the rest of the house to get ready for the brush.

WHAT TO LOOK FOR

The ideal day to paint a house would be three days after the rain that washed off the last vestige of chalk. That would mean you were right down to the primer—ready for two new coats of paint. But that's cutting things a little fine. Instead, look for these indications of the paints' thinning.

1. When the grain pattern of the wood begins to show through.

2. When you can begin to see brushmarks. Even with a smooth topcoat the pigment in the paint tends to line up with the brush movement. As the paint wears, this subtle striated effect shows up in strong cross lighting.

3. When you can start to see the primer through the topcoat. Even when you paint white over white primer, there is a color difference visible.

4. When the color of nonwhite paint begins to fade. In days of yore, fading did not indicate thinning paint, because the pigments lost color. Modern-day pigments are more colorfast.

When any of these symptoms appears, it is usually painting time and one coat is indicated. If the symptoms are quite obvious, however, you may need two coats for safety.

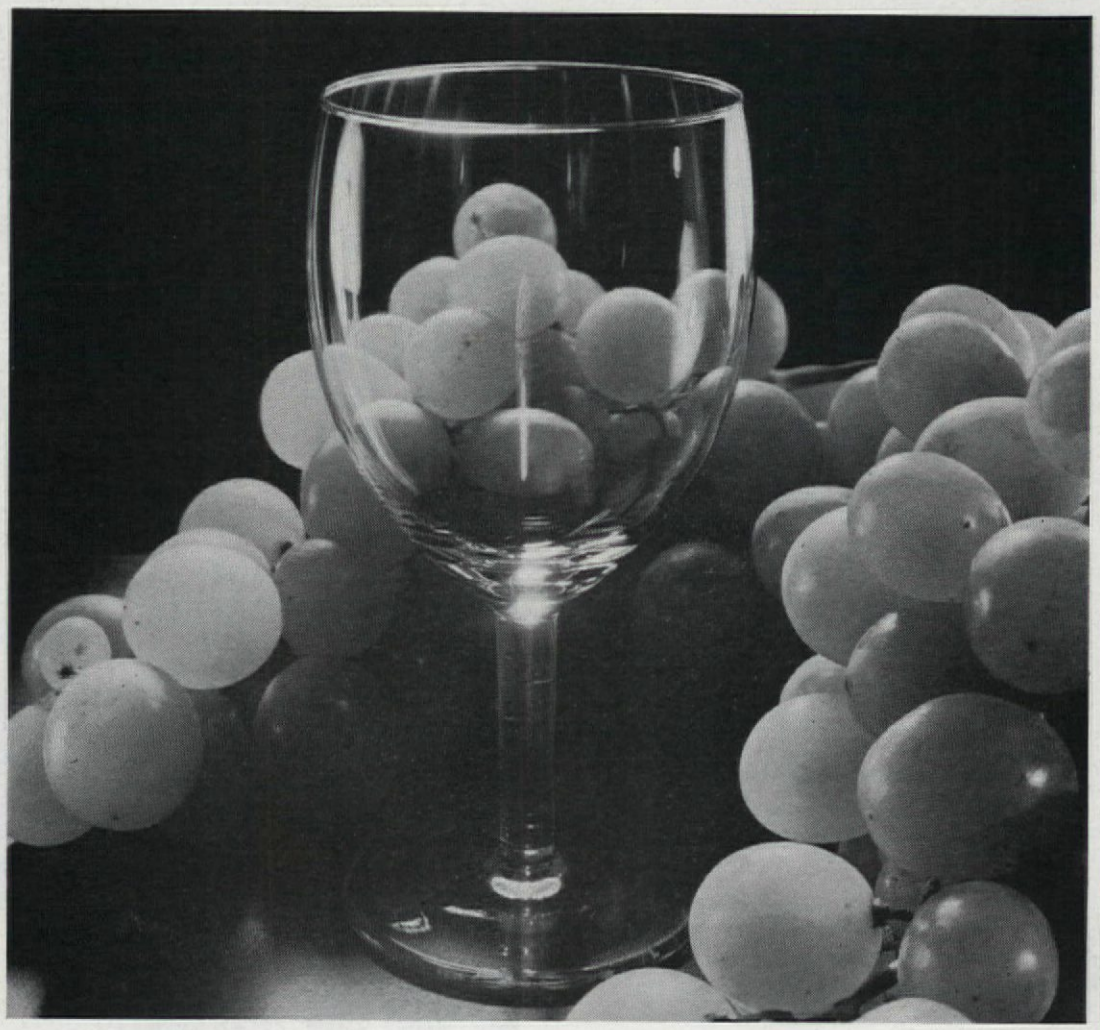
A PRACTICAL PAINTING SCHEDULE

Paint fails first on the west side of the house, then the south. The east side is next, and the north side last to fail. Because of this, many home owners paint on a rotation schedule as outlined below.

Watch the west side of the house for the symptoms mentioned above. When they show up, paint the west side. Next year, paint the south side, then the east, then the north, in successive years. By that time the west side will again be ready.

Throughout most of the United States, this program works perfectly.

There may be difficulties with color matching, particularly with some of the darker colors. However, once the new paint has weathered a few weeks, it is just about impossible to detect a color change.



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SOME HEALTHY TIPS ON CITRUS FRUITS

By Barbara Robison

After 4000 or more years of culture fresh citrus still possesses all its old-world charm, yet ranks high among today's popular convenience foods. What other fresh fruit is available year round, is so versatile and easy to use, or can be combined so well with other foods?

Citrus culture began in India and China, traveled to Europe, and was brought to the new world from Spain by Columbus on his second voyage. From South America, the West Indies, and Florida it traveled to Central America, Mexico, and on to Texas, California, and Arizona.

In California and Arizona citrus is produced and marketed every month of the year. But the varieties do vary with the season and the producing area. Here are a few tips to help you do a better job of purchasing and preparing fresh citrus in the future.

ORANGES

Florida provides early and mid-season oranges from mid-September to April, Temples from December to April, and Valencias from February to July. Oranges from Texas are marketed from the end of September to the middle of May.

California and Arizona have two major varieties of oranges. The navel orange, in markets from November through May, is the famous "eating orange," which peels easily and has no seeds. It can be recognized by the navel formation on the blossom end of the fruit. The Valencia orange, available from May through November, is a sweet, juicy orange that has very few seeds.

Fresh oranges are convenient to pack in lunch boxes, or eat out-of-hand for a low-calorie dessert or snack. Use bright wedges to garnish meat or eggs. Simmer unpeeled slices in sugar syrup just until tender, then combine with stewed prunes or with pan-fried sausages for breakfast.

Add grated orange rind to the cinnamon-sugar mixture for cinnamon toast, or fold into your favorite muffin mix or French-toast batter. Roll butter balls in finely grated rind and sugar for waffles or pancakes.

LEMONS

Most lemons marketed in the U. S. are from California and Arizona, and are available throughout the year. Lemons at their peak are firm, tart, and juicy. They have a bright yellow rind and few seeds.

Use a squeeze of fresh lemon to brighten vegetables, fresh or canned fruits, salads, fish, poultry, meats. Fresh lemon is a welcome aid for anyone planning and preparing low-sodium, fat- or calorie-restricted diets. To add a spark to diet drinks, drop lemon twists into ice-cube trays, fill with water, freeze. Try grated rind on vanilla ice cream or sprinkle on a pudding.

GRAPEFRUIT

California and Arizona have two grapefruit seasons. The desert fruit is on the market from October to July; summer grapefruit from other areas is shipped from June to October. Grapefruit has a bright yellow rind, few seeds, and a tangy flavor. There is also a large volume of ruby grapefruit from the desert area.

Florida is a major supplier of white and ruby grapefruit from September through July. Texas supplies grapefruit, particularly the ruby variety, which was developed in Texas, from October through June.

Top grapefruit halves with mint jelly, maple-flavored syrup, brown sugar, or rum extract; broil just a few minutes and serve.

For a special garnish, dip grapefruit sections into frothy egg white, roll in sugar, and dry well.

LIMES

California, Arizona, and Texas market only a few limes. Florida is a major supplier of fresh limes with peak supplies in the summer.

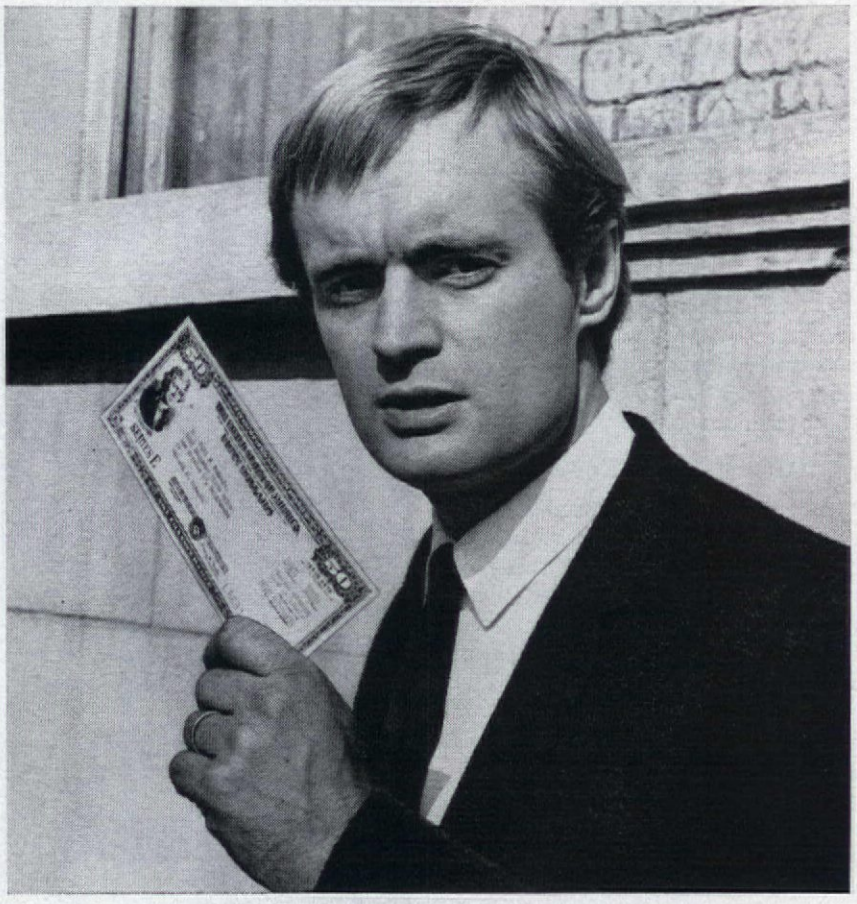
TANGERINES

California and Arizona have not been important in the tangerine picture until quite recently. Now all mandarin varieties, including tangerines, Temples, and tangelos, are marketed as tangerines by California and Arizona. The major variety, Dancy, comes from desert areas in December through January and from elsewhere in California, January through April. It has a red-orange rind and peels easily. Algerian tangerines, in the market in November and December, have few seeds, a sweet flavor and a red-orange loose rind.

Four major mandarin types are available—Kara, Kinnow, Satsuma, and Wilking. Also, there are the larger Minneola and Orlando tangelos. Minneola, in the market January through March, is distinguished by a slightly elongated neck, the pulp is a deep red color. The Orlando, in markets in December through March, has a flatter shape, is deep orange in color. The Temple, available January through March, is deep reddish in color, thin skinned, slightly rough in texture, with some seeds.

Florida is a major supplier of tangerines, primarily the Dancy variety, from November through April, with December and January peak months. Florida markets mandarins and tangelos too.

Try tossing tangerine sections in a cabbage slaw; simmer some in spiced syrup two or three minutes for a garnish; fold into packaged pudding or whipped topping to serve on angel food cake. Serve tangerine sections with baked ham instead of the usual peaches or pineapple.



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HOW TO MAKE YOUR CARPETS & RUGS LAST LONGER

We walk on them, sit on them, play on them—babies crawl on them! With the wear they get, it's surprising our rugs and carpets last as long as they do. Yet, if you follow our tips, your rugs and carpets will not only last longer—they'll be prettier, brighter, and healthier too.

DAILY AND WEEKLY CARE

All rugs and carpets need a quick cleanup every day to remove surface dust and litter. The less of this that becomes embedded in carpet fibers (thus possibly damaging them), the better. An efficient carpet sweeper or a lightweight upright vacuum cleaner is excellent for daily care. Both are easy to handle and store and they do a good job in removing surface litter.

Once a week (at least) your carpets should be thoroughly vacuumed with a heavy-duty upright or canister vacuum cleaner. By "thoroughly" we mean several times over the same spot—and slowly, please. Don't stop just because the surface looks clean. A rug can hold its weight in dirt and still look clean. The grimy soil that works its way down into a carpet is the villain of carpet wear—cutting carpet pile at the base of the tuft. A thorough weekly vacuuming will remove most of this grit.

SEASONAL CLEANING

At least once a year, your rugs and carpets should have a general housecleaning just as the rest of your house does. Do-it-yourself rug-cleaning compounds are excellent for easy, economical, seasonal cleaning and spot removal. And by periodically using these products, you'll give an assist to the professional rug cleaner when you call upon him occasionally for expert carpet cleaning. He'll do a better job when your carpet is nominally clean and free from stains that often are hard (or impossible) to remove.

There are two types of do-it-yourself rug-cleaning compounds to choose from: rug shampoo (a concentrated cleaner in liquid form) and dry rug cleaner (a moist, absorbent powder). Both are available with applicators which may be inexpensively bought or rented. They are easy to use and give excellent results when used properly. Be sure to read instructions carefully and follow them!

SHAMPOO VERSUS DRY CLEANER

Which of these two products you choose for your rugs and carpets depends on a number of factors:

1. *How soiled is your carpet?* Rug shampoo has a brightening agent, is the more effective cleaner of the two.
2. *Are you cleaning the whole carpet or just spot cleaning?* A dry rug cleaner is excellent for spot cleaning as it will easily blend in with the rest of the carpet. Rug shampoo, however, will sometimes leave a definite ring showing where the carpet has and has not been cleaned.
3. *How soon do you want to use the carpet?* With a dry rug cleaner, the carpet is ready for use in a few hours. A shampooed carpet should have at least overnight to dry.
4. *What kind of carpeting do you have?* Some carpets respond better than others to dry rug cleaning. A general recommendation is: use dry rug cleaner for carpets of wool, rayon, or nylon fibers; rug shampoo for cotton, wool, or blends of man-made fibers.

TIPS TO CUT RUG OR CARPET WEAR

Use a carpet cushion. In addition to lessening wear, a carpet cushion makes your carpet luxurious and comfortable to walk on. It also helps absorb noise.

Minimize undue wear in traffic lanes by turning rugs or carpets periodically or by changing the furniture arrangement. Attractive, lightweight scatter rugs provide extra protection for heavily trafficked areas and add bright color accents to your room.

Use glass, wood, or plastic coasters under furniture legs to help prevent the pile from matting and crushing.

Remove all stains as quickly as possible.

Keep kitchen and bare floors clean—sweeping up crumbs, spilled sugar, coffee, etc., before they are tracked onto rugs and carpets.

Never put lamp cords under rugs because they can cause extra wear and are also a safety hazard.

Never use a broom to clean surface litter from a carpet or rug. The sharp ends of the broom can damage carpet fibers, and while removing the surface litter, the broom will tend to embed any gritty soil present.

CARPET PROBLEMS

A large amount of fluff, or fuzz, is often noted with new carpets. Don't be alarmed. This is a natural reaction. The fuzz is caused by extra loose fibers which could not be removed by the manufacturer coming to the surface. If you vacuum regularly, the fluffing will stop when all the loose bits of pile have come to the surface.

Another new-carpet problem is "sprouting"—or tufts in the carpet that stand up above others after vacuuming. These tufts should be very carefully trimmed with sharp scissors to gently conform to the other tufts.

Moths and beetles are becoming less and less of a problem since most of our wool and wool-blend carpets are now mothproofed by the manufacturer. However, if yours is not (or you aren't sure), be sure to vacuum daily. Use your cleaner's crevice tool for edges and corners. Spray edges occasionally with a moth and beetle spray.

Bird Solid Vinyl Siding never needs painting.

World's most durable siding.
Vinyl so tough, it's used in industry. So handsome, it's used on custom-built houses. So maintenance-free, it can save you hundreds of dollars in painting and repairing. Can't dent, peel or blister. Can't rot or feed termites. Choice of styles, colors.

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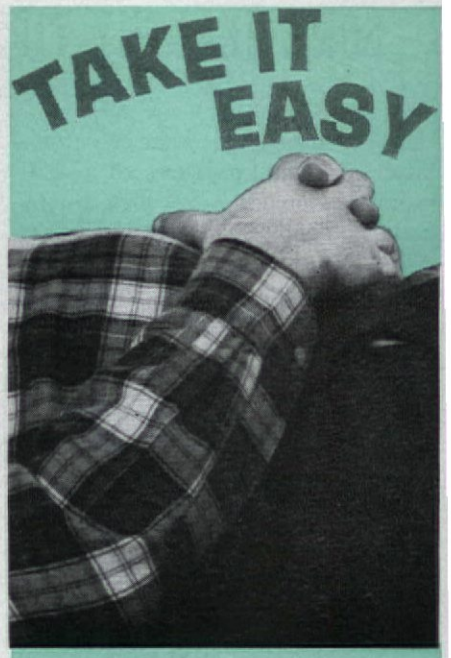

Bird Solid Vinyl Gutters never rot or rust.

Toughest gutters you can get. They stay good-looking as new, without painting or repairing, in spite of rain, snow, ice, decaying leaves,

years of use. They're 100% solid vinyl, the material that proved itself for durability and beauty in industry and on luxury homes. Won't conduct lightning.

BIRD VINYL PRODUCTS ARE MADE WITH B. F. GOODRICH GEON VINYLS

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HOW TO CARE FOR DRAPERIES

Perplexed by the problem of how best to clean your new draperies or curtains? Or how to select those that are easy to care for? Here are a few tips on the care of draperies that should help you.

The most important factor determining how draperies should be cleaned is their fiber content—or, what they are made of. That's why you should always read the label carefully to find out what fibers are used in the drapery material. Fiber content is also important in how well the draperies will wear and will give you a clue to any special care they may need. Here's a list of some of the most popular drapery fibers in use today and their important properties.

COMMON DRAPERY FIBERS

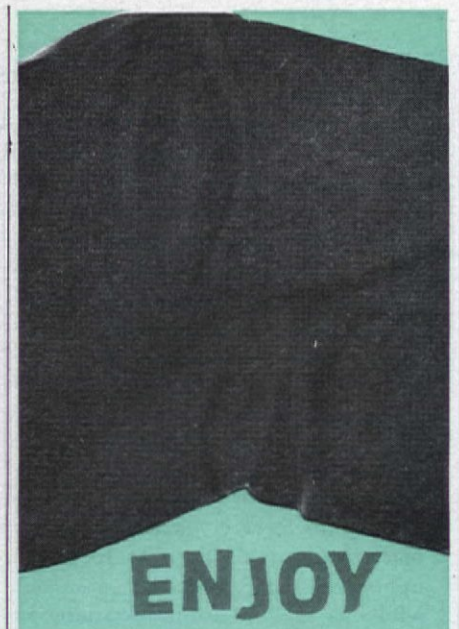
Cotton. We're all familiar with cotton and how it should be cared for. Cotton draperies or curtains are usually machine or hand washable. They will need ironing unless they've been treated with a special no-iron finish. If you're buying cotton draperies or curtains, be sure they've been treated for shrinkage and are colorfast.

Acetate. Some of the brand names for this fiber are Acele, Celaperm, Celanese Acetate, Chromspun, Estron. Acetates are generally recommended for dry cleaning but sturdy constructions may be hand washed and pressed on the wrong side with a warm iron. Check the label for specific instructions. Solution-dyed acetates have excellent colorfastness and resistance to sun damage.

Acrylic and Modacrylic. Included among brand names for this fiber are Acrilan, Creslan, and Orlon (acrylics), Dynel and Verel (modacrylics). The fibers are washable, but in draperies, dry cleaning is usually recommended. If you wash them, you'll find they need little ironing. (All ironing should be done at low temperatures.) The acrylics and modacrylics are durable and colorfast (however, the acrylics will darken after prolonged exposure to sunlight).

Glass fibers. Noted for their ease of care, glass fibers may be quickly washed by hand and drip-dried with little or no ironing needed. They are very colorfast, durable, and resistant to sunlight and wrinkling. However, glass-fiber draperies and curtains do not have a high resistance to abrasion. To prevent wear from rubbing, hang them so that they easily clear the windowsill or floor.

Nylon. The first completely synthetic fiber, nylon is also known for its ease of care and good wearing quality. Nylon curtains may be washed *or* dry cleaned. They should be ironed with a warm iron. They will weaken after prolonged exposure to sunlight.



Bird Solid Vinyl Shutters never sag or peel.

Stay new-looking without painting. No more loose-jointed frames. No more peeling, warping, shaking slats. These shutters – solid vinyl – are made in one permanent piece. Never need painting. So simple to install, you can do it yourself in minutes. Choice of colors.

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Polyester. Polyester fibers are produced under such brand names as Dacron, Fortrel, Kodel, and Vycron. A top contender in the ease-of-care field, polyesters are washable or dry-cleanable and need very little ironing. You can now buy polyester-cotton blends with a permanent-press finish that never needs ironing. Although they have excellent resistance to sunlight behind glass, they will lose strength after prolonged exposure to the sun.

Rayon. Hand washing or dry cleaning is recommended for rayon. However, there are rayon draperies available with special finishes that permit machine washing and tumble drying (check the label). Unless they have been solution dyed, they will fade in the sun. Although rayon has not been noted for durability, many finishes and processes have been devised to correct this and give it a longer life.

Saran. Some brand names for saran fibers are Rovana, Vectra, and Saranspun. These fibers are frequently found in blends with other fibers and are for commercial use. The resulting fabric is easy to care for, can be machine washed in warm water, or dry cleaned. They are not affected by sunlight and retain full strength for the life of the material.

Blends. Many draperies and curtains combine the best characteristics of two or more fibers in a blend. Care for these as you would the most delicate fiber in the blend (for example, use a warm iron for a cotton-dacron blend).

HOW TO LAUNDER DRAPERIES

Thanks to new fibers and finishes and to refinements in controls of laundry equipment, more and more draperies can be successfully machine laundered—including some of the elegant ceiling-to-floor draperies—when you follow these few basic tips:

Read all hangtags and labels and follow the instructions carefully, as well as the specific directions given in your washer manual for curtains and draperies.

Remove all hooks, weights, and nonwashable trim. Shake draperies and curtains to remove excess dust.

If curtains or draperies are fragile or old, place them in a mesh laundry bag or pillowcase. Take care not to overcrowd them.

Be sure to allow plenty of water for free circulation through the draperies. If they are very soiled, they may require a soak first to loosen embedded dirt and grit.

Wash small loads. Crowding the washer will cause excessive wrinkling.

If curtains are made of synthetic fibers or have a no-iron finish, use the wash-and-wear setting on your washing machine.

To freshen draperies, simply tumble them in the dryer on the no-heat setting for a few minutes.

Properly cared for, your draperies will not only last a long time, but will retain the fresh, bright look they had when you bought them.

Bird Wind Seal® Shingles won't blow off.

Hold tight even in hurricanes. Asphalt shingles by Bird with the exclusive Wind Seal® feature. It keeps them tight on your roof, even in the face of a 125-mph hurricane.

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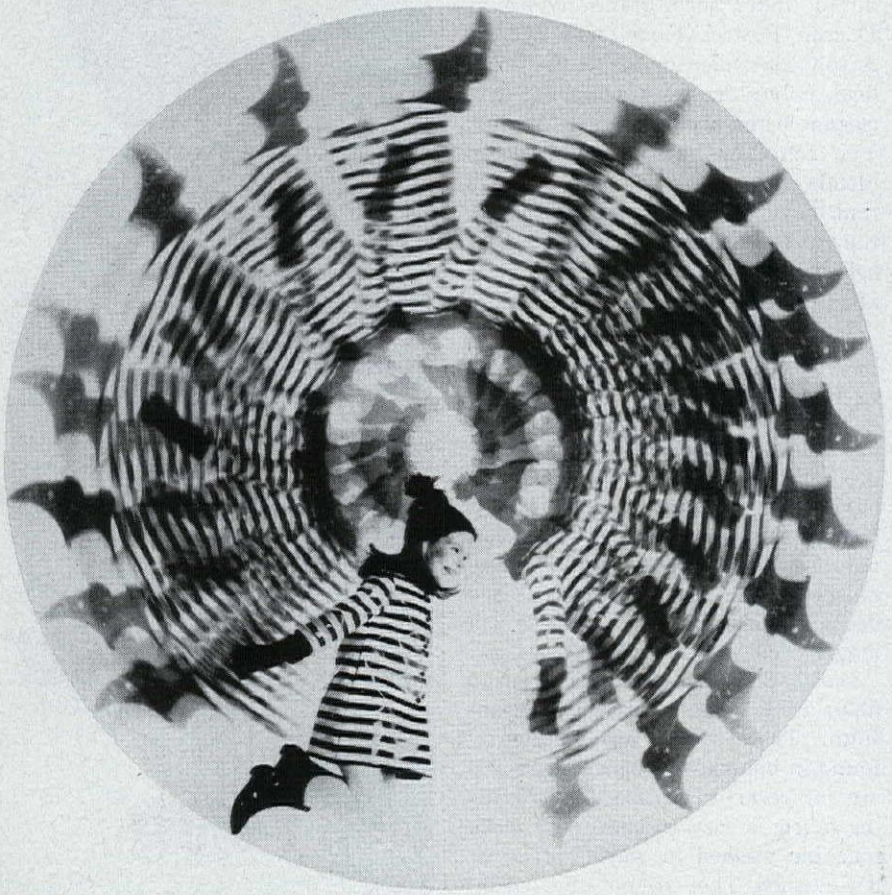

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HOW TO FIND AND WORK WITH AN INTERIOR DESIGNER

No matter how small your decorating problem might be, you can find an interior designer to solve it. What do you look for and where do you start? To begin with, be sure to ask for an interior designer—not decorator.

There is no certificate or license that qualifies an individual as a decorator. The title "decorator," while used quite loosely, usually refers to one who is qualified only to paint, upholster, hang wallpaper, etc., but who has had no formal training in interior design. Many furniture stores call their salesmen "decorators"; this does *not* mean that they are qualified interior designers. It usually means that the salesman has taken a course in interior design, however.

For these reasons professionals, those who are trained to coordinate fabrics, colors, furniture, and accessories, are known as *interior designers*. Some interior designers are also qualified to plan architectural changes, design furniture and lighting systems.

HOW TO FIND A DESIGNER

Many interior designers prefer that you come to them through a recommendation from another client. If you don't have a friend or acquaintance who can refer you, you can find a designer through the large department and furniture stores that have their own interior decorating departments. Their designers are available to the public for consultation and advice as well as for handling decorating projects. Of course, the purpose of these departments is to sell the store's furnishings.

A good way to get the names of qualified designers in your area is to write to the American Institute of Interior Designers, 673 Fifth Avenue, New York, N.Y. 10022 or to the National Society of Interior Designers, Inc., 157 West 57th Street, New York, N.Y. 10019. To be a member of one of these organizations a designer has usually completed a two- to four-year course at an accredited design school and has had several years of experience in the field.

WHAT YOU SHOULD KNOW ABOUT YOUR DESIGNER

Since decorating a home requires a personal relationship, the first meeting and preliminary conference with a designer is important—this is when you judge if you are compatible. Ask the designer to submit pictures and samples of work he has done.

Also be sure to check the designer's credit rating. It should be excellent so that he is eligible for quick, complete credit transactions and for wholesale discounts. Try to find out if the designer has a good reputation for following his work through to completion. Check with Allied Board of Trade, Inc., 521 Fifth Ave., New York, N.Y. 10017. They will not give you the designer's credit rating, but if he is registered with them, he has had some professional training and/or practical experience in the field.

WHAT THE DESIGNER SHOULD KNOW ABOUT YOU

Because your house should reflect your personality and that of your family, the designer must know as much as possible about you. For example, the size of the family, their ages, and your manner of living when working, relaxing, or entertaining. Tell him about any special interests and hobbies your family enjoys, your color preferences, and the effect you wish to achieve—modern, traditional.

FINANCIAL AND LEGAL ARRANGEMENTS

Unfortunately, there is no set pattern of financial charges in the profession. Because each designer has his own policy, be sure you understand clearly, at the first meeting, exactly how the financial arrangements will be handled.

Ordinarily, a designer purchases everything wholesale and charges you the retail price. The difference between the two prices is his fee. Or he may charge you a set fee for his services for design and supervision.

After you have agreed on a fee and worked out an itemized budget, it is wise to enter into a written agreement. Even if the designer you have chosen does not insist on a contract, you will be more comfortable with a written agreement. By signing a contract, you avoid any misunderstandings about the duties and responsibilities of each party.

WHAT SERVICES CAN YOU EXPECT?

Depending upon the kind of work required, the designer will submit floor plans, sketches, color schemes, as well as appraisals for new items and existing items that may have to be refurbished.

The average decorating job will also take a fair amount of on-the-job direction—approval of paint colors, supervision of furniture, drapery, and carpet installations. Again, the necessary number of such meetings with tradesmen such as painters, plumbers, and electricians should be written into your agreement.

Don't let a tight budget keep you from a designer. They may be just as eager to take on small jobs as larger ones.

PROBLEM WITH PAIRS

atch your family and your visitors sely. Do their heads swivel from t to right—right to left—like spec-tors at a tennis match? If they do, it eans you have succumbed to the in syndrome or the two-of-every-ing virus and that your household is Noah's ark of pairs: a pair of end ta-es, topped by a pair of lamps, nked by a pair of love seats, a pair lounge chairs, and on the twin cof-e tables, a pair of decanters. Don't ay double or nothing unless you're epared to take the consequence: exceedingly dull room.

The evil is not in the pairs them-ves, nor in having too many pairs, t in placing them mechanically to e left and right of every large piece u own. There are times when atched pairs are obviously the only lution: twin beds, for example, ould be bought only in pairs. A few ll-chosen pairs can add balance and ity to a room, but everything in irs can be too much of a good thing. ut don't despair. Pairs can be broken and put in entirely unrelated places brought close together as a single it. Sometimes all that is needed is a tle rearranging.

wo candlesticks placed left and right a mantel can instead be together at e end and balanced with a vase of wers or an interesting sculpture or ramic piece at the other. Instead of pair of candlesticks flanking flowers your dining table, use only one ndlestick with a lively centerpiece.

tiff pairs of pillows in the left and ght corners of your sofa can be roken up with a few different pillows f other colors, textures, and designs ssed casually among them.

latched end tables don't always have stay at each end of the sofa. One of em could be moved to another side f the room next to a large lounge air. In its place by the sofa could go desk placed at a right angle to the all, or a draped table. If there is a offee table within reach of the sofa, ne end table could be eliminated ltogether. If you don't have a coffee able, two low end tables bunched gether in front of the sofa could be ubstituted.

wo matching lounge chairs have their rawbacks too. Break them up and ombine a smaller, curved-back up-olstered chair with one of the lounge airs. The other, slipcovered, could elsewhere—the den or the bedroom, aybe. The smaller chair can be oved about the room more easily nd can be placed at various angles which will achieve a much softer look.

A pair of open-arm chairs placed left and right of a sofa is rather ordinary. By putting them next to or diagonally across from each other you create a new feeling and still maintain balance.

Lamps on end tables don't have to match either but should balance in size and scale.

In your bedroom, where it is easy to fall into the two-plus-two look, try different night tables. Or, break up your present pair of night tables by using one by the bed and the other as a lamp table elsewhere in the room. Here, too, lamps are important to the look of a room and that left-right pair problem pops up again. Instead of a matched pair on a pair of night-stands, try a large lamp on one side and a smaller lamp on the other—the large one would give good over-all illumination in the room while the other could be a little high-intensity lamp for late-night reading.

If you are trapped by too many pairs, feel free to make adjustments. Move them about and experiment—it may take time and a little patience but the result is a more interesting home to live in.

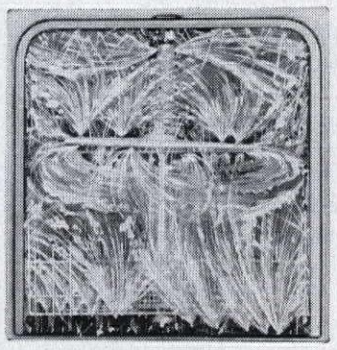
You have to wash dishes one by one to get them really clean. Right?

Wrong.

If you feel nobody can wash dishes as clean as you can—least of all a machine—we beg your indulgence. You happen to be wrong.

New RCA WHIRLPOOL dishwashers scrub up to 18 table settings at once—pots and pans included. A unique, new system cleans better than any other dishwasher, even you. 3 reasons: powerful jet-spray nozzles shoot out water to pry off foods . . . two full-size spray arms whirl water to reach every dish, everywhere . . . and filtered hot water is continuously circulated.

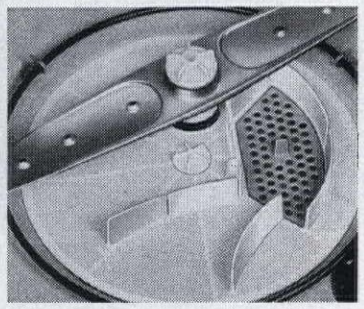
You get the same scrubbing action in all undercounter and portable models. So get rid of scouring pads, red hands and never-ending dirty dishes on countertops. Let us do your dishes. You'll love the results.



2 spray arms for total cleaning. Two full-size spray arms whirl water everywhere so dirt can't hide—no water-starved areas, and you can load dishes every-which-way.

For best performance in your new RCA WHIRLPOOL dishwasher, use a superior detergent like Cascade.

Lazy water sloshes . . . our water scrubs. We make water work by putting it under pressure, and aiming it with jet-spray nozzles. These jet-sprays work like a nozzle on a hose—shoot out water to pry off foods.



We keep filtered water moving. Hot, sudsy water is constantly circulated through our exclusive self-cleaning filter. No need to scrape or pre-rinse dishes. In a dishpan, hot and sudsy water is through long before you are.

Choice of 9 decorator colors.

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PRODUCTS OF WHIRLPOOL CORPORATION

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At home in any home, Colonial is properly a decorator's delight.
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In popular finishes, at better furniture and department stores.

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Enclosed is 25¢ in coin for your 38-page booklet
"How to Choose The Right Colonial Chair"

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NEWS & NOTES

Who can resist the **simmering goodness of hearty soup?** During a recent visit with the Campbell Soup people at their plant in Camden, New Jersey, we found it hard not to ask for a bowl of soup and sit down right there on the

assembly line and eat it. Along with the appetizing aroma wafting from their soup kettles, we also noted the meticulous care and planning that go into the making of a can of soup—even specialized research to assure ingredients of the best quality.

From informative **press conferences and releases,** we have this news for you—Trade Wind by Thermador introduces a combination ventilating hood and infrared food and plate warmer for use over your cook top or barbecue. . . . Philco announces their side-by-side refrigerator-freezer combination with two models, 33 and 36

NEW! NEW! NEW!

inches wide. They will fit in the same space as your present refrigerator. . . . Waste King Universal's new line of automatic dishwashers features a stainless steel tank with a 20-year guarantee for the stainless steel parts and an electronic timer. . . . The Ronson Corporation tells us about their unique Foodmatic Preparation Center that has power attachments for blending, beating, shredding, juicing, grinding, etc., and their new blender with infinite speed electronic controls. . . . From General Electric's host of new housewares products, here are two unique items: An Automatic Food Cooker which uses steam to automatically cook a wide variety of foods, such as breakfast cereals, vegetables, casseroles, frozen dinners. Electric slicing knives with two sets of blades—and longer slicing blades and smaller, lighter handles.

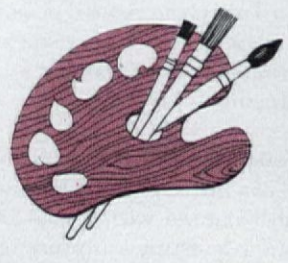
Ever wonder what to do with **leftover corn on the cob?** Make corn fritters! You'll need one to two ears of corn to get the half cup cut corn called for in this recipe: *Corn Fritters:* In a mixing bowl, thoroughly beat 1 egg. Add 2 tablespoons milk and 1 teaspoon pure vegetable oil; beat well. Sift together ½ cup sifted all-purpose flour, ½ teaspoon baking powder, and ½ teaspoon salt; add to egg mixture and stir till flour is moistened. Stir in ½ cup cut corn. Drop by spoonfuls into hot fat and fry till golden brown.

For your next buffet or outdoor barbecue party, prepare a **"help yourself" salad.** Instead of tossed greens, set out an attractive arrangement of assorted salad ingredients on a tray or platter. Alongside offer oil and wine vinegar, and a variety of bottled salad dressings. Each guest can then build and dress his own salad.

We've been busy taste-testing a raft of new products soon to appear on your supermarket shelves. In the beverage department look for . . . two new fruit-flavored drinks from Del Monte: Merry Cherry and Pink Pineapple-Grapefruit . . . a new Black Cherry flavor for ever-popular Kool-Aid . . . tangy-sweet Cranapple from Ocean Spray, a mixture of cranberry and apple juices.
For your convenience, you'll find new mixes from French: Sloppy Joe Seasoning Mix, Chicken Gravy Mix, and Hollandaise Sauce Mix. New noodles from Pennsylvania Dutch Brand are Egg Noodle Dumplings, Goulash Egg Noodles, and Fettuccine Egg Noodles (Pennsylvania Dutch??). Pizza lovers note Kraft Sausage Pizza Mix.

Also new are all of these delicious desserts . . . Royal's No-Bake Nesselrode or Spumoni Pie Mix, No-Bake Dutch Chocolate Flavor Pie Mix, and Instant Pistachio Flavor Pudding Mix... Cakes and frostings from Pillsbury; Cherry Pink Party Cake and Frosting Mixes, Fudge Macaroon Cake and Frosting Mixes, and three flavors of whipped, creamy Frosting and Filling Mixes—Chocolate, Strawberry, and Vanilla. Elegant eating!

Kitchens are coming nearer and nearer to the **attractive food studios** of the future. Color is a key factor in the new look in kitchens. The bright color news this month is about cookware and mixing bowls. Capri Green, Avocado, and



Butterscotch are the new colors for Columbian porcelain enameled cookware. Corning Glass Works' Pyrex ware now comes in color coordinates with varying shades of blues, yellow oranges, and earth hues.

Have you heard about the amazing new Sonuswitch? It operates electricity by sound! You just preset it to respond to two special sounds per half second—such as two handclaps or

two fingersnaps. In response to these sounds, the Sonuswitch may turn the television on or off, start the coffee perking, turn the upstairs light on.

Virginia T. Habeck

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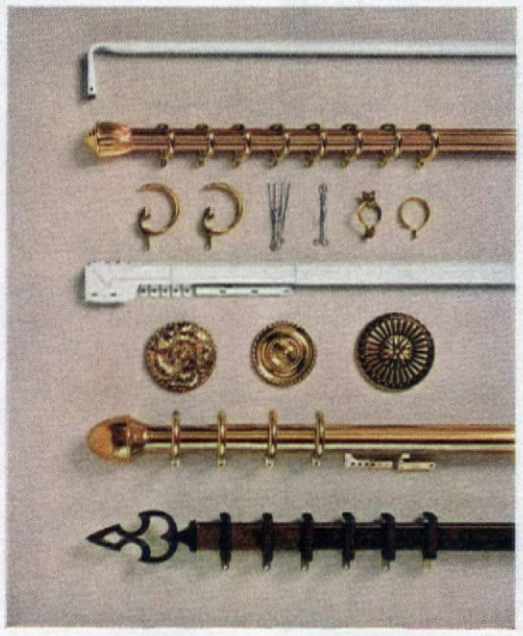

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ANN McLAUGHLIN

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WHAT A CIRCUS you can have in the nursery when you add these six endearing animals to the toy chest. Molded of plastic, finished in a most realistic wood grain, the set contains a squirrel, cat, penguin, poodle, bear, and elephant. All have jeweled eyes, red lips, and golden necklaces. Each is about 5½″ tall. $3.43 the set. The Ferry House, Dept. AHA, Dobbs Ferry, N.Y.

HOME ON THE RANGE you will find the Blue Willow kettle and percolator a most attractive pair. Imports, each is made of metal finished in high-glazed white enamel, decorated in blue with the ever-popular Blue Willow design. The kettle holds 2 quarts, the percolator, 8 cups. $6.95 for kettle, $6.95 for coffeepot. Miles Kimball, AH9, 126 Bond Street, Oshkosh, Wisc.

Otto Maya

HAVE A HEART in which to store your earrings and a large rectangular box for necklaces and pins. These are most attractive containers to place on a dressing table. They're made of antimony, a silver-colored metal that never tarnishes. The raised decoration is baroque in feeling. Velvet lined. $1.75 for heart; $4.85 for large box. Depot Sales, Dept. AH9, Tuckahoe, N.Y.

CANNED CANDLES are just the thing to take along on a camping trip, picnic, or sailing jaunt. Similar to the "pop up" beer can, each candle is enclosed in tin and will burn for many hours. 2x3½″, these gay lights come in 5 fragrances: potpourri, citronella, bayberry, jessamine, or lilac. $1 each; $5 for 6. From the Carolina Soap & Candle Co., AH9, Southern Pines, N.C.

(continued)

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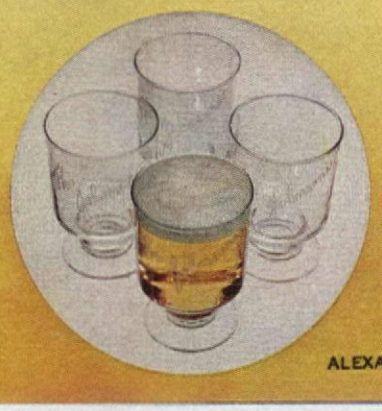

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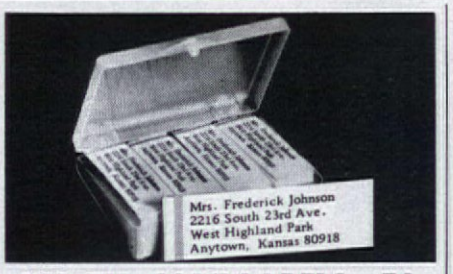

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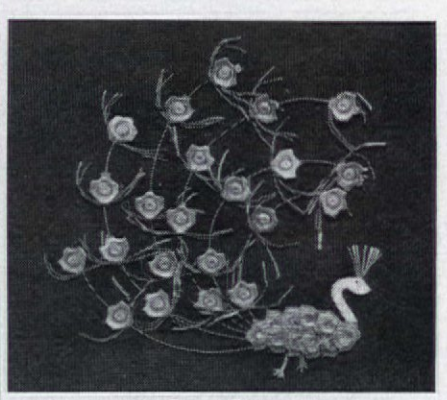

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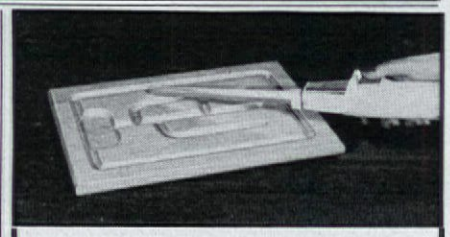

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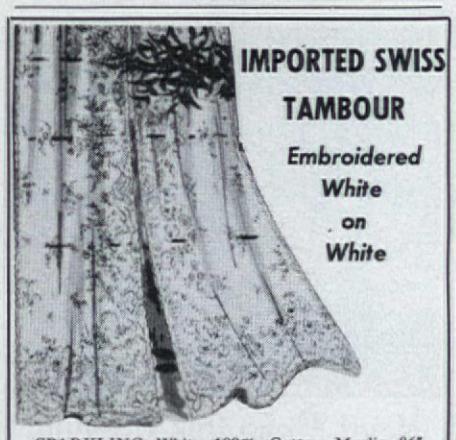

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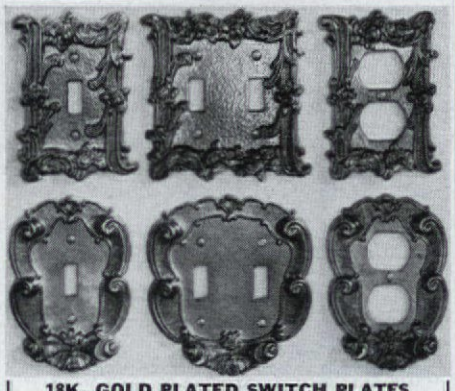

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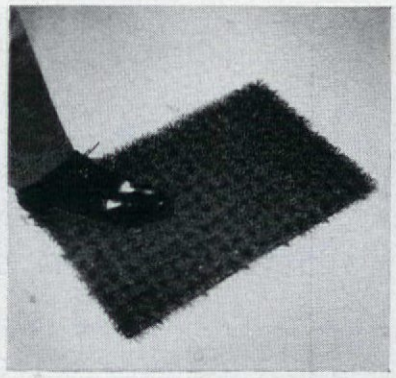
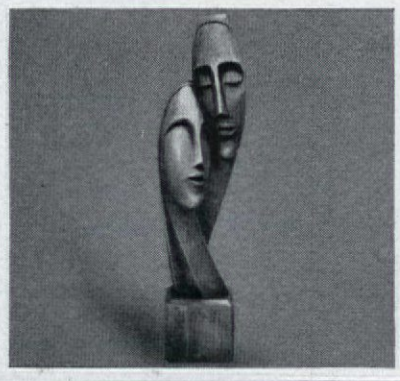


THE WELCOME MAT on your doorstep should be this cheery "green grass" rectangle (16x24") that is guaranteed to keep your house free of dust and dirt. Made of sturdy vinyl, the tufted "grass" acts as a brush for shoes. Mat can be washed, rinsed, and quickly dried. Get two, one for the entry, one for the kitchen. $1.98. Breck's, K51, Breck Bldg., Boston, Mass.

IMPORT FROM FRANCE is the tiny wire basket designed to hold a generous bunch of fresh parsley or herbs. Run cold water over the basket and contents, shake dry, and store in the refrigerator. The contents will stay crisp and green for a long time. Copied after the salad basket, this is 5¾" high. $1. Here's How Co. Inc., Dept. AH-9, 59 Tec Street, Hicksville, N.Y.



A SMALL SCULPTURE we think every young couple will welcome as a wedding gift is Devotion. The original was the work of Brower and this copy is beautifully cast in stone. Aptly named, it is just the right size to grace an end table or a wall shelf. Antique wood-tone finish gives it a charming quality. 13" high. $6.80. Lang's, Dept. AH9, 28 Magee Street, Stamford, Conn.

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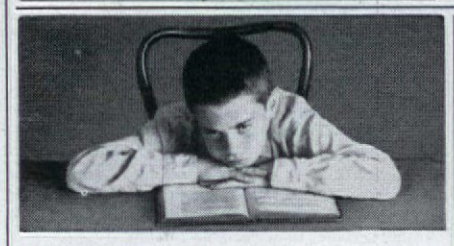

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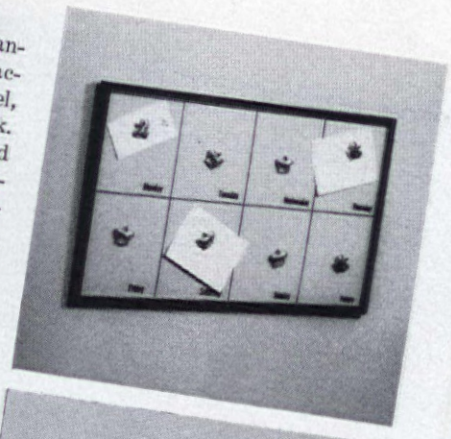
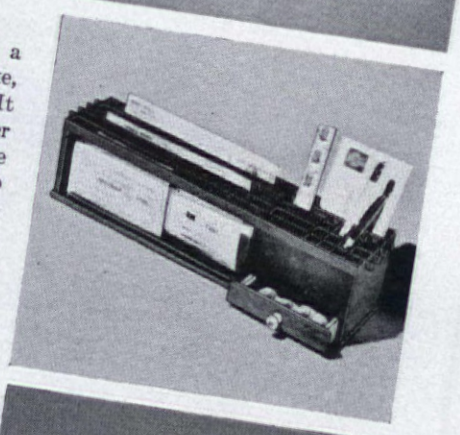
New, 72 page color catalog pictures the most glittering collection of jewelry . . . rings, watches, charms, precious stones, thousands of selections in actual size—and at 50% OFF LISTED PRICE. Items range from $10 to $5,000—for every occasion. Send $1.00 (refundable with order) for your catalog to: IGC, Box C-103, 18 John St, N. Y., N. Y. 10038

PLANNING BOARD for an organized household should be this attractive walnut-grained magnetic panel, printed with the days of the week. Gold-finished crown magnets hold memos, appointment cards, theater tickets securely. The executive office could use one also. 12x19". The price is $5.95. From Taylor Gifts, Department AH9, 226 West Wayne Avenue, Wayne, Pa.



CLEAR THE DESK! Here is a gift everyone needs and will like, a compartmented desk-top file. It will help to organize all your paper work. Five horizontal partitions are designed to hold stationery, memo pads, and bills; the gridlike section holds pencils; pull-out drawer with knob is for stamps, clips, rubber bands. 15x3½x3½". $4.33. Foster House, 409, Peoria, Ill.



KEEP MAGAZINES pristine in files such as these. Leatherlike volume holds a year's subscription of any magazine—from the largest to the digest size. Files for popular publications come marked with name of periodical stamped in gold; files for house organs come with brass-rimmed window. $3.45 each. Crescent House, AM, 135 Central Pk. Rd., Plainview, N.Y.

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"Made from the original patterns"
Inexpensive to operate and comfortable to use. These stoves lend enchantment to interiors, old and new. Provides more heat and all the cheer of an open fireplace. Charcoal broiling-cooking convenience. Supplied in stove black finish and gleaming porcelain enamel. Also manufacturers of cast iron, modern and old ranges, stoves and furnaces. Send for information. Write Dept. "AH."
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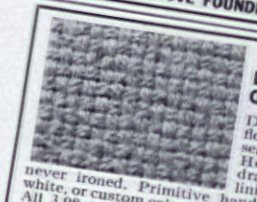

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Drape widest windows floor-to-ceiling with no seams to sew or show. Heavy, sturdy cottons drape beautifully, need no lining, launder fluff-dry, never ironed. Primitive handwoven look. Natural, white, or custom colors. Also, new see-through weaves. All 3.98 to 6.95 yd. Your choice of yardage or complete *made to measure draperies*. Satisfaction guaranteed or full refund. Branches at 1919 Waukegan, Glenview, Ill.; 1124 Sutter, San Francisco. For catalog, 40 swatches, *send 25c* (50c AIR) to main store at
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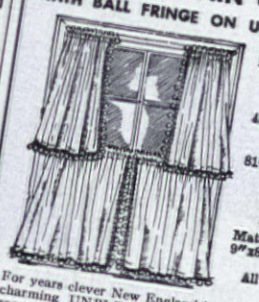
CURTAIN CHARM
WITH BALL FRINGE ON UNBLEACHED MUSLIN



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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 original 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 burlap, floral prints, calico ruffles, organdy, Osnaburg, and bedspread fringe.*
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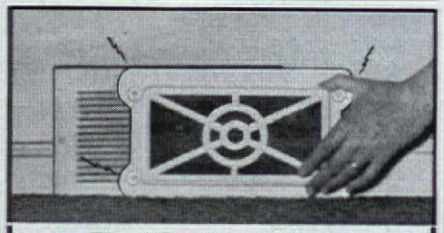

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Your registers look more attractive and filters trap dust, dirt and soot that attack walls, woodwork, furniture and drapes! Attach with magnets and can be cut to size. Filters are washable and plastic frame can be painted. Order No.

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Free Catalog **Miles Kimball**

148 Bond St., Oshkosh, Wis.

ROOM TEMPERATURE is easy to control when you have a dependable thermometer. A decorative way to display one is on a cross-stitch sampler. Send for the kit that contains a stamped oyster-white Belgian linen panel, colorful floss, thermometer, instructions, and 11½x14" brown wood frame. $2.95 plus 35c postage. From Victoria Gifts, AH9, Bryn Mawr, Pa.

SCHOOL DAYS will be organized and fun, too, if a youngster carries his books neatly stacked and secured by a real leather strap. It has a secret, zippered pocket in which to carry money and other valuable possessions. Strap is 1x36" and comes in bright red and tan. A young one's name is stamped in gold. $1.25. Vernon, AH9, 560 So. Third Ave., Mt. Vernon, N.Y.

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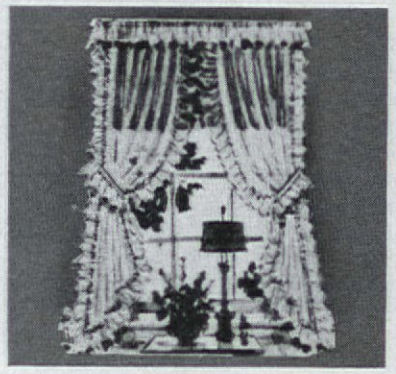

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Send 25c for catalog

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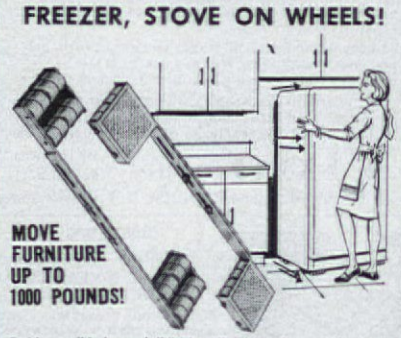

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Appliance Dollies, Pair.....**$5.98** ppd.

If you live in these states, add sales tax: Penn., 5%; Mass., N.J., Ohio, 3%; N.Y., Va. 2%

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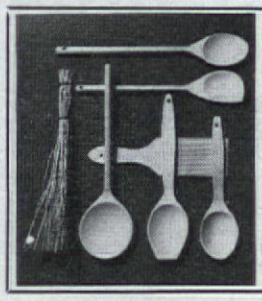

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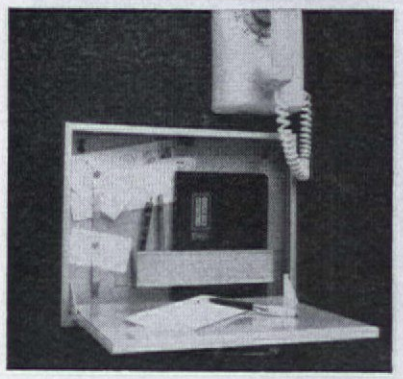

HOLD THE PHONE. Don't put down the receiver everytime you want to record a message. Get this caddy and hang it beside the telephone. Made of metal finished in gray with a front panel of copper or white, it is as useful as a desk. Unobtrusive when closed, it becomes a sturdy surface when the panel is let down. 13¾x10¾x2″. $9.45. Empire, AH9, Tuckahoe, N.Y.

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The American Eagle Scented Candle

The American Eagle is impressed in the glass container of our Early American Scented Candle - suitable for Americans at home and abroad. Fragrances: Bayberry-green, Lavender-lavender, Magnolia-white, Spice-red, Cinnamon-cinnamon, and Apple Blossom-pink. Order: CPA
$1.25 each. 5 for $6.00.

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Jack and Jane Hicks

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$249

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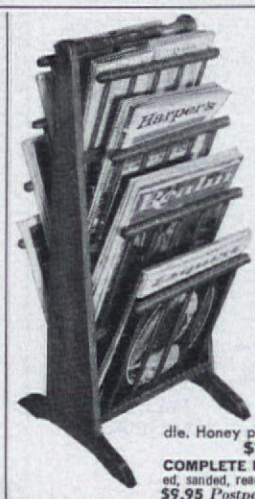

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COMPLETE EASY-DO KIT. Prefitted, drilled, sanded, ready to finish. Simple instructions. **$9.95** *Postpaid. Add 80¢ West of Miss.*

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Elegance from the Crown Colony of Hong Kong . . meticulously hand-woven boudoir furniture in top grade rattan and cane. ach piece faultlessly hand-made . . . . use them in their natural color or paint them to accent your decor.

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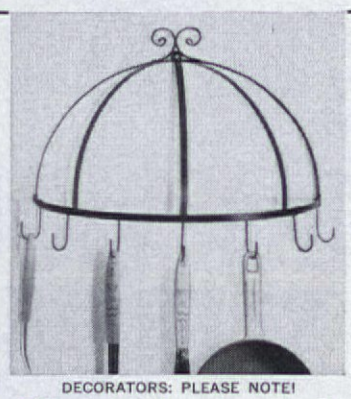
all shipped via R.E.A., freight charges only collect
write for our free rattan and import gift catalog!

the **patio** 1672 old skokie road dept. ah96 highland park, Ill. 60035



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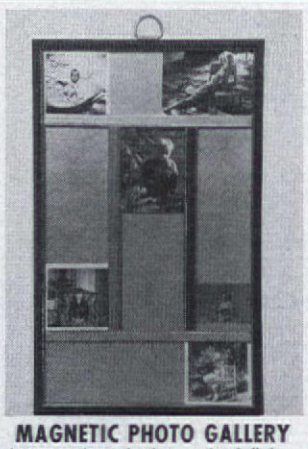

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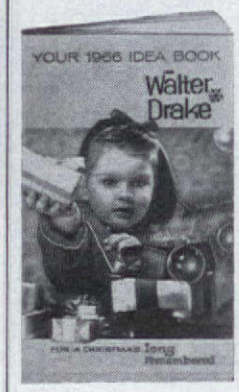

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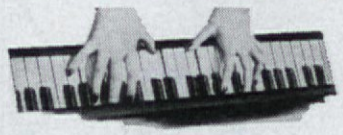

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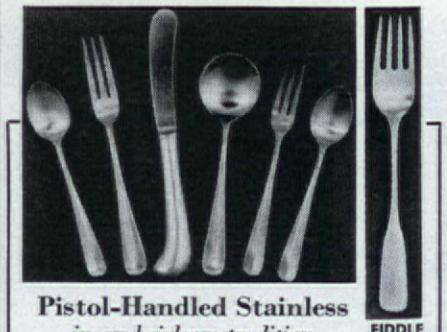

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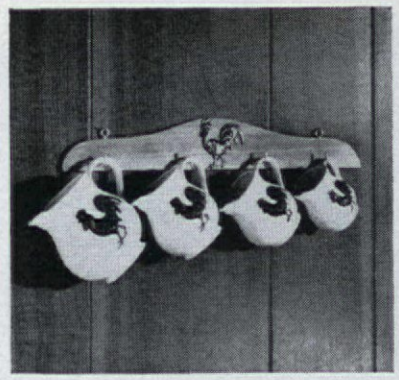

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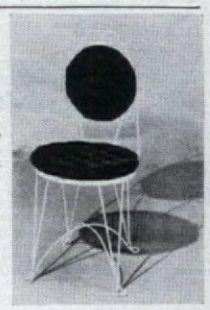

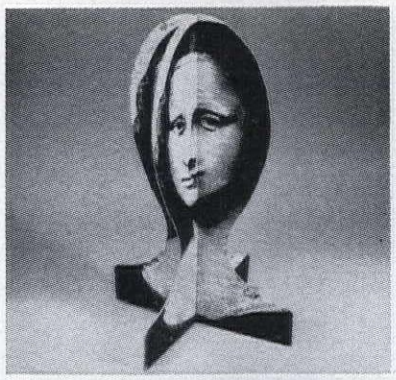

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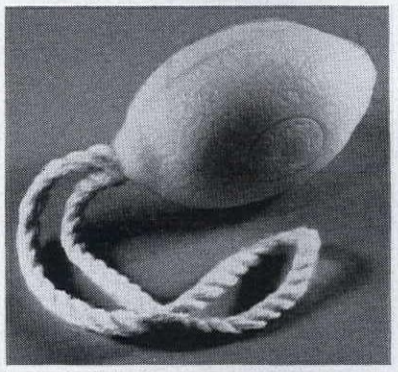

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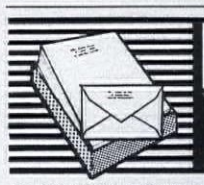

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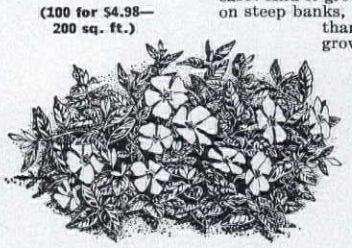

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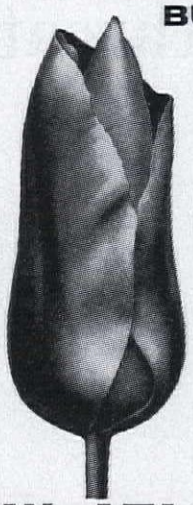

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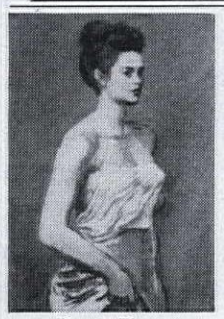

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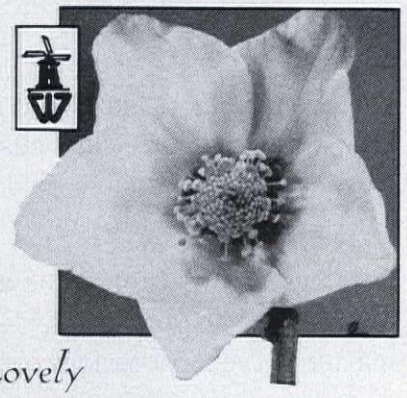

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Of all the leading shampoos, only Breck does not have a synthetic detergent base.

While other shampoos can dry away shine, Breck's natural formula uncovers your natural shine. It brings hair to life, the way brushing can. Breck leaves hair smoother, more manageable, too. Choose the formula that was made just for you—for Dry, Normal or Oily hair.

Beautiful Hair
BRECK

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