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American Home

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our home
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How to buy
the great
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10 perfect
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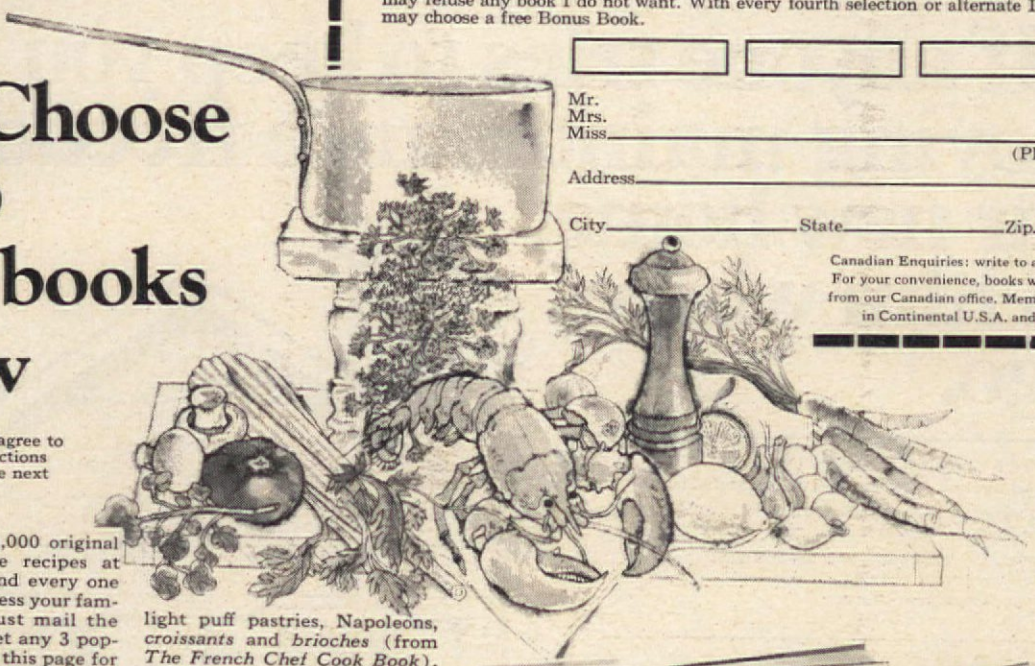

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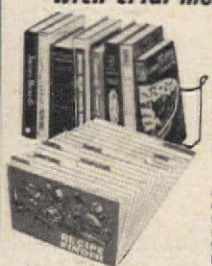

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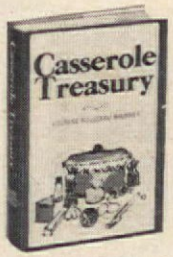

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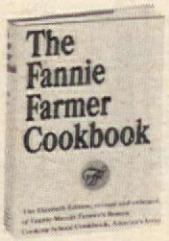

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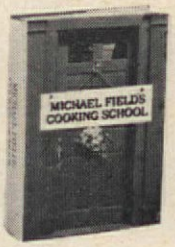

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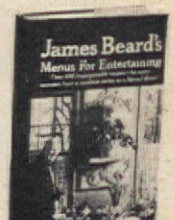

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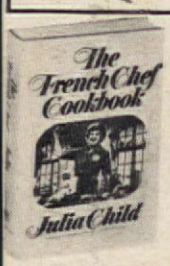

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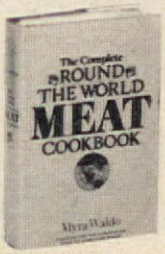

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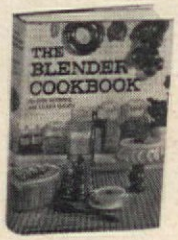

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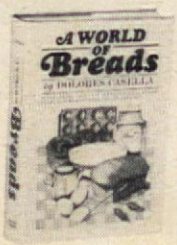

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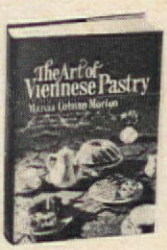

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Discover the many faces of Balzac as seen by Rodin

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Like all fine sculpture, this magnificent *Head of Balzac* by the great sculptor, Auguste Rodin, is timeless.

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The Sculpture Collectors Limited is a new kind of "art league" for people who enjoy living with beauty, but haven't the means to invest thousands of dollars in art.

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COVER: This lamp designed by Neal Small Designs and Son is a preview of lamps to come. See page 78. The wool jersey floor-length dress is designed by Rudi Gernreich for Harmon Knitwear, $100. Photographer: Pete Turner.

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THIS MONTH IN AMERICAN HOME

One thing that we are particularly proud of in this magazine is the quality of its photography, and if you are a reader of photographer's credit lines you will discover in this issue some names that you may not have seen before in our pages.

Pete Turner, who photographed our cover and took the remarkable picture of new lamps on pages 78 and 79, is often called the photographer's photographer—for his technical ability and creative individuality.

John Zimmerman, who has photographed space shots and Olympic Games—he happens to be the best ski photographer in the business—was the man behind the camera in 13 of the color pages of this issue. They were some of the most challenging pictures of his distinguished career. Light, the very substance of photography, is one thing to photograph *by*, and another to take a photograph *of*. At the Electric Circus, New York's temple of psychedelic sound and light, he found himself recomposing the show so that the projected images would give him the vivid color he wanted. At the Malcolm Forbes home, where he photographed the collection of kinetic light art, the challenge was more intense. All the artwork flashes on and off on different cycles. To get his picture, he deployed his assistant to one switch, Associate Decorating Editor Helene Brown to another, and had them pulling the plugs on the art show at 1- and 3-second intervals. But the strangest dilemma of all turned up at the apartment that appears on pages 82 and 83. One of the lamps there is activated by a sonic switch, and every time John clicked the shutter the light went off. John had to whistle to turn it on again for each picture.

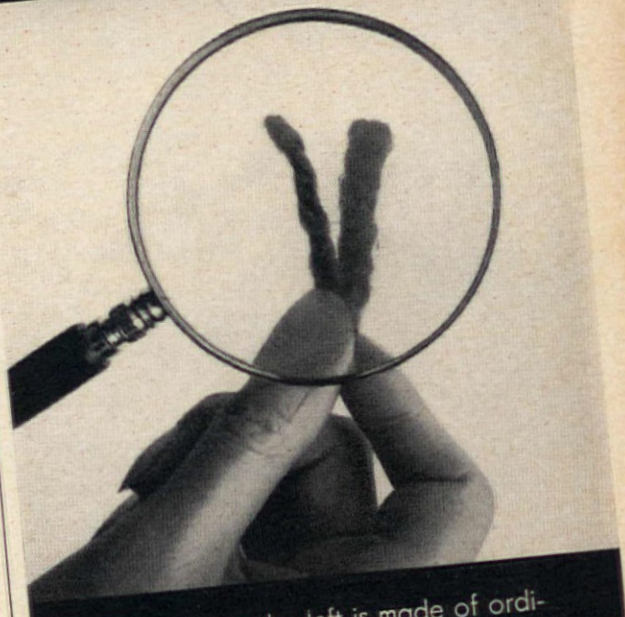
Angus McBean

Elizabeth Bowen

We are just as proud of the quality of the writing in this issue as we are of the photography. When searching for just the right person to capture the effect that light has on all of us, in this issue devoted to light and sound, we kept thinking of Elizabeth Bowen's poetic evocations of the light in her native Ireland, in Rome, in England in her novels. When you read the essay on light by this distinguished lady on page 70, you will agree that we could not have made a happier choice.

Editor

Here's why there's more carpet to the yard with Kodel®



The yarn on the left is made of ordinary polyester carpet fiber. The yarn on the right is the same weight of special Kodel polyester fiber for carpets. See how Kodel is fuller, fatter, so it makes a richer, more luxurious carpet. That's why, weight for weight, Kodel gives you more carpet to the yard. See the colorful ad on the left.

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Lifestyle

Sound and light may seem like pretty basic stuff—but look what the Lifestylists are doing with it. . . .

Mine, all mine. C. Ray Smith can chuckle if he likes. The Army Corps of Engineers has turned off Niagara Falls to tidy up the foundations, but when the senior editor of Progressive Architecture goes home and turns on the projector, the tons of wate crash again, majestic as ever on his all-white living room wall—though they can't extinguish the fire in his Victorian fireplace

There are these funny fibers that transmit light, and several industries all across the country use them to make lamps of light sprays. Here Mrs. Mark Miller, wife of the television star, chooses one to light up her buffet table. It is not going to burn up her artichokes or take the freezer-chill off the Russian vodka or scorch her guests because literally and figuratively this is a cool light.

Some kids in Omaha are getting more out of TV than the networks are putting in—if you want to try, get a piece of cardboard the size of your TV screen. Cut a bunch of holes in it. Cover the screen, turn off the sound and watch the light patterns (incense is optional). Daytime serials and news broadcasts are obviously no good, but this may be the only way to watch commercials and the Three Stooges.

If the noise of the city is getting t you, pick up Folkways records 6115 6120 and 6122. Go back to your apart ment, shut the door, lock the cat i the bathroom and put 6115 on you record player. This one is bird calls Then 6120, "Sounds of a tropica rain forest in America—animal, bir and natural sounds recorded durin dry and rainy seasons." And the 6122, "Sounds of the America Southwest," which offers rattle snakes, toads, thunderstorms an flash floods. All this should eithe soothe you or convince you that you'r better off in the city after all. If yo are a country dweller sated with th sounds of toads and flash floods get recordings 6170 and 6180- relax with the noise of machinery applause, jet engines, New Year Eve in New York City, and New Yo City restaurants and street traffi

continue

What a way to melt the ice.

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For good company this evening, choose one of three white dinner wines. They're light as the foods they usually accompany—chicken, fish, seafood. And if white wine is your favorite, go ahead and enjoy it with steak.

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The price is the same for all three. At Taylor, every bottle is great. We carefully blend the choicest wines from different years so there's no variation in quality.

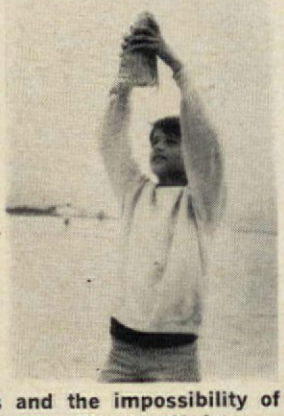
Tonight, put Taylor on ice. And warm up the conversation.

We uncomplicate wine.

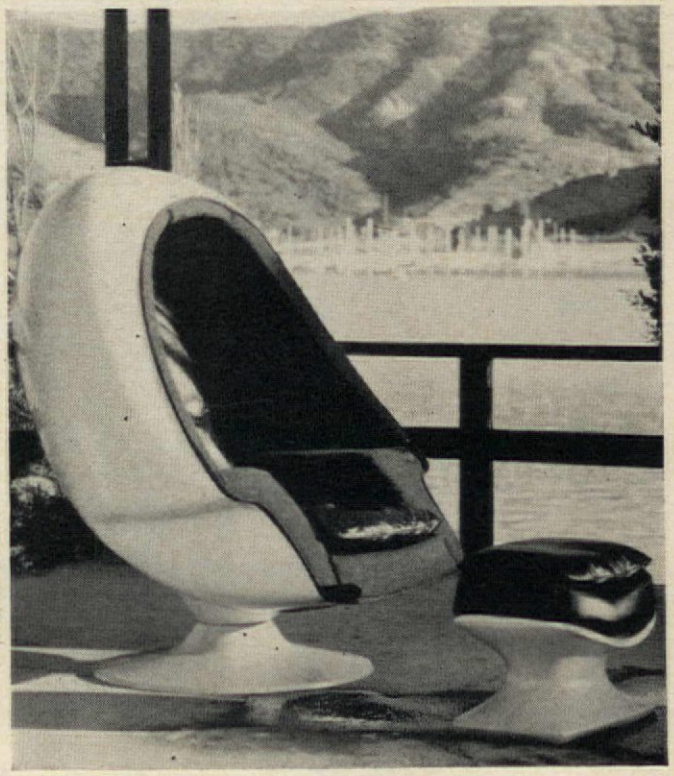
THE TAYLOR WINE COMPANY, INC., HAMMONDSPORT, NEW YORK

Old Wurlitzers, resplendent with chrome and neon and perpetual bubbles, are being snapped up by people "decorating their homes with antique or period pieces." Old jukeboxes are in, like practically all the homely relics of the thirties and forties, except people.

Because she doubts that thieves would eat and run, when Mrs. Entwhistle Thrip (whose name has been changed to protect her diamonds) goes away, she tucks her jewelry into hamburger patties and freezes them. Now if Tiffany and Co. were to merge with McDonald's.



The sand candle is a more demanding art form than the sand castle, so we are printing directions by Master Fred Harris, 12, of Louisville, Kentucky. 1) Melt paraffin and crayons in saucepan. 2) Rush to beach. 3) Dig hole in firm sand—where it is wet but where waves are spent or entire operation may be washed out to sea. 4) Pour paraffin into hole. 5) Stick in string for wick. Sand, shells and pebbles will cling to the candle, assuring a special uniqueness and the impossibility of Aunt Agatha's receiving anything like it at Christmas.



If listening to music is a personal thing with you, curl up in the Lee Chair, a cocoon with two eight-inch speakers embedded in a fiber-glass shell that curves around a reclining seat. It costs $600 and if listening isn't personal with you, buy six, invite seven people over and play musical chairs with your musical chairs.

As for the rarest music of all, you can hear whales sing if you are a friend of Roger Payne. Dr. Payne, of Rockefeller University and the New York Zoological Society, has been working with Scott McVay of Princeton studying sounds made by the humpback whale. Recording at the annual whale gatherings off Bermuda, he has come away with beautifully queer sounds occurring in a variety of exact, repeated sequences that captivate musicians who hear them. The humpback may be down there courting, arguing about the best way to head north to Nova Scotia or simply humming to itself while Dr. Payne listens with scientific interest, unscientific delight and some apprehension. The worst days of whale slaughter, he points out, were not in the 19th century; more whales were killed from 1959 to 1969—all for products available in alternative forms. Unless everybody shapes up, whale music may never be in because whales are going out—permanently.

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Wunda Weve is known as the Color Carpet.
Uniform colors, brilliant colors, subtle colors, multi-colors,
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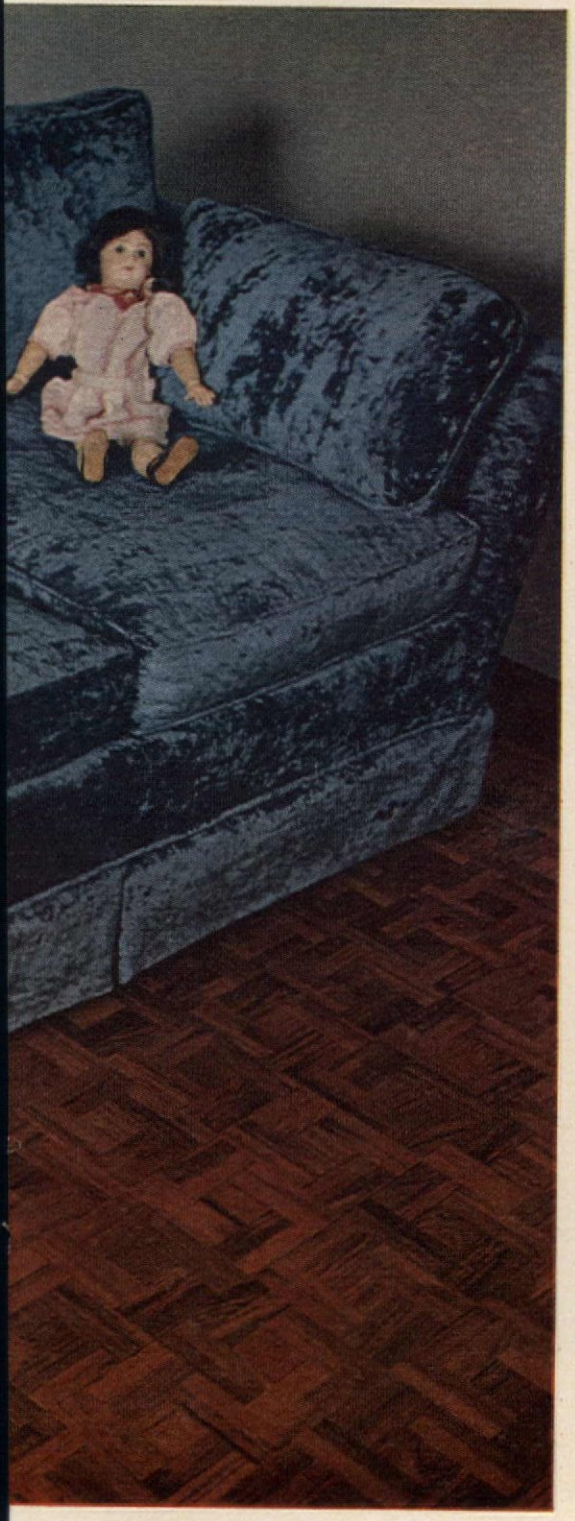
Ocean Crest Carpet of Fortrel® Polyester from Celanese.

See 182 sofas. Where?

At Sears!



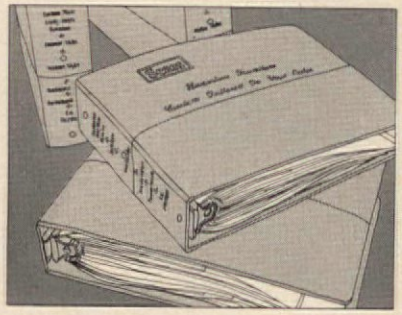
Sears amazing new Custom Library of Furniture lets you shop sitting down. The world's biggest choice of sofas– right at your fingertips!

The rich, luxurious sofa in our picture is today's most exciting new fashion. Especially elegant with floppy down-and-feather back cushions. You know you can get it through a decorator. But *did* you know you can buy it at Sears, Roebuck and Co.?

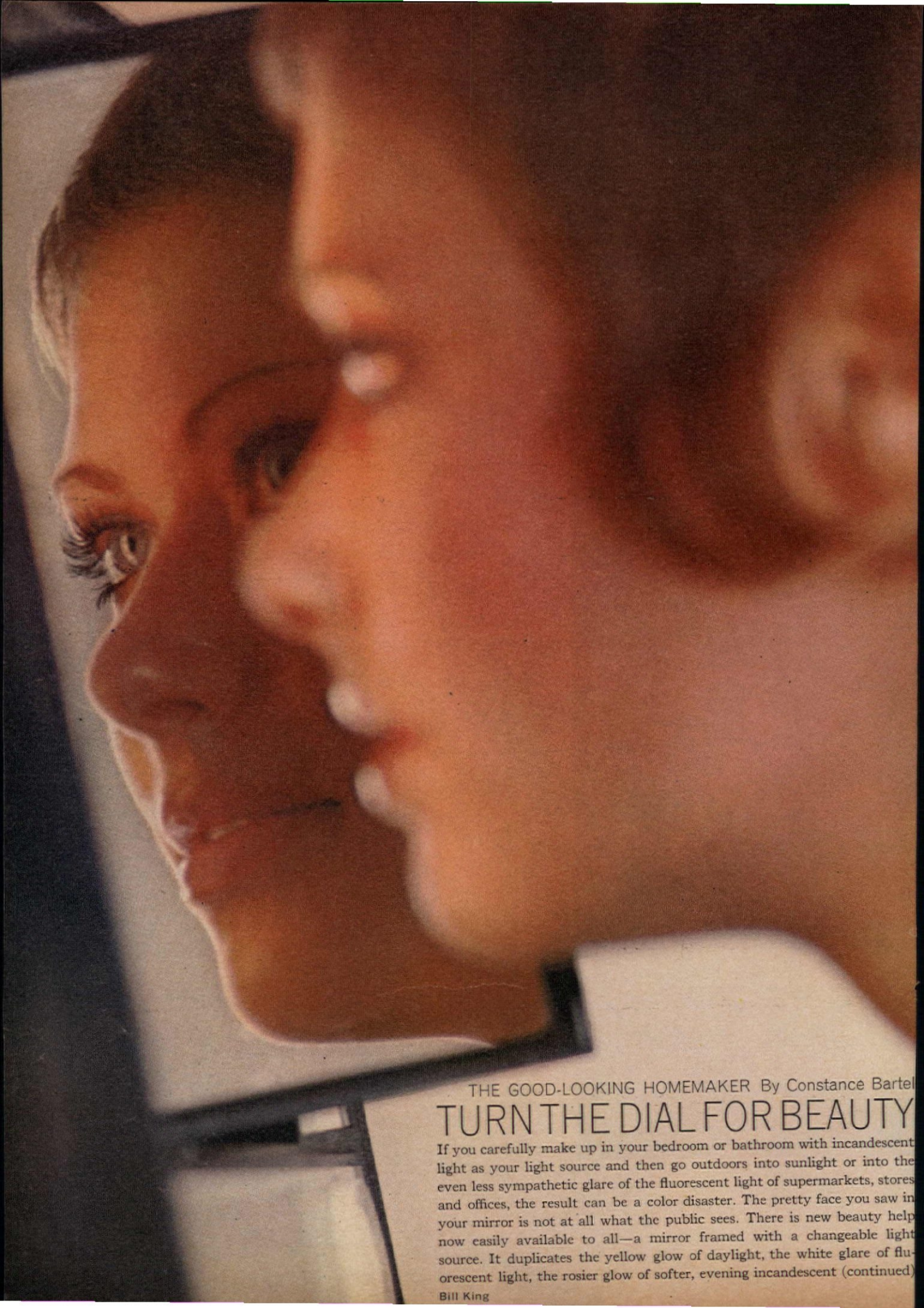
Choose this new classic in any of 37 fabrics, 125 colors, at most larger Sears stores. You can even order it as a sofa-sleeper, if you wish.

But this isn't the only sofa we have up our sleeve! From carved Victorian love seats to sleek modern couches—Sears has them all. All right at your fingertips with Sears Custom Library of Furniture.

Come in, sit down. Our salesman will bring you thick books of chairs, tables, dinettes—beautiful furniture from around the world. There are 4 volumes on sofas alone. When you find the *exact* sofa you want (and you will), we'll deliver it right to your door. Sears Custom Library of Furniture. It's such a great idea, you'll wonder why we never thought of it before.



You've changed a lot lately.
So has **Sears**



THE GOOD-LOOKING HOMEMAKER By Constance Bartel

TURN THE DIAL FOR BEAUTY

If you carefully make up in your bedroom or bathroom with incandescent light as your light source and then go outdoors into sunlight or into the even less sympathetic glare of the fluorescent light of supermarkets, stores and offices, the result can be a color disaster. The pretty face you saw in your mirror is not at all what the public sees. There is new beauty help now easily available to all—a mirror framed with a changeable light source. It duplicates the yellow glow of daylight, the white glare of fluorescent light, the rosier glow of softer, evening incandescent (continued)

Bill King

The healer and the proof:

The healer is guaranteed to help heal the worst dry skin in 8 days or your money back.

Millions of people have now tried this product with complete satisfaction. Because Jergens Extra Dry Skin formula is not an ordinary lotion. It is an extra rich, extra strength dry skin treatment. If you suffer from dry skin on hands, elbows, knees, or even heels, try this product.

The proof is in the healing.

$1.35 and $2.00; both with dispenser. Product of the Jergens Skin Care Laboratories.

Now you can save almost 50% on the
...and here are you

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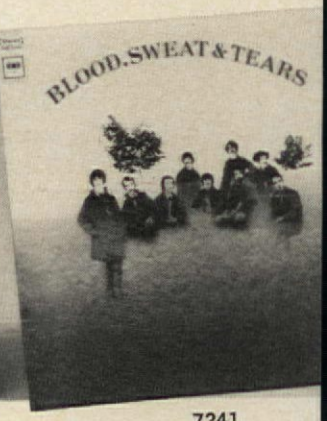

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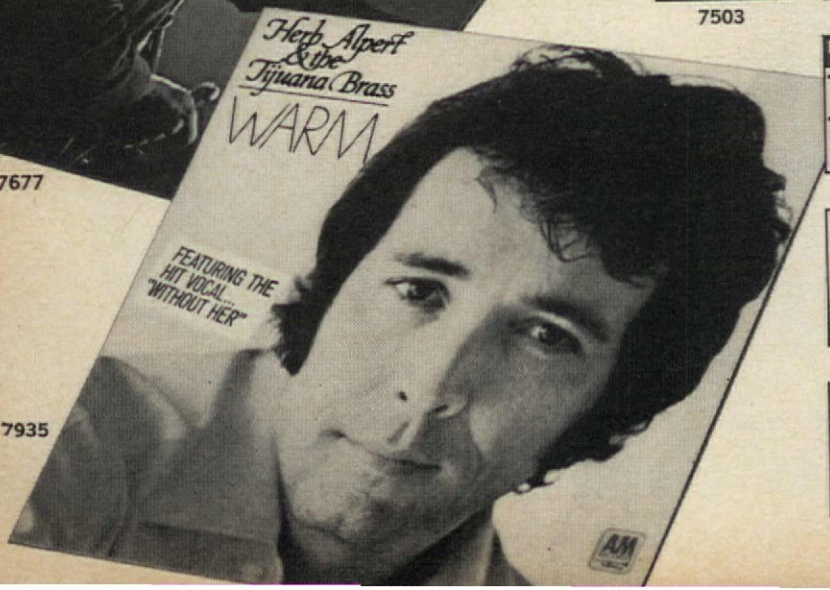

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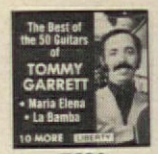

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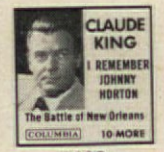

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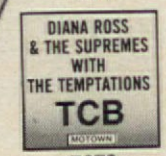

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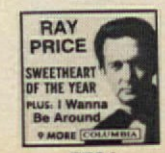

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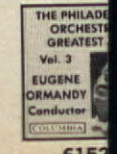

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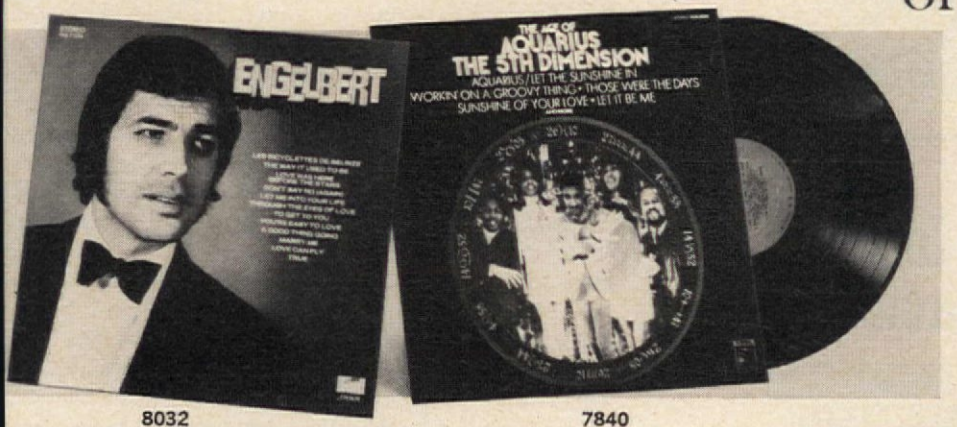
hit records you want
savings in advance!

Savings are off regular Club prices

ANY 12
of these hit records

for only $3.98 plus mailing and handling

if you join now and agree to buy as few as ten records during the coming two years (you'll have up to 300 records a month to choose from)



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7358 6558 5302 7226 7715 7763 7706 7909

7746 7225 7727 7364 7870 7389 7513 7673 7559

7463 5944 7659 6340 7029 7751 7099 7630 7798

THINK OF IT! Now you can get ANY 12 of these hit records—*all 12 for less than the price of one!* Yes, if you join the Columbia Record Club now, you may have ANY 12 of these records for only $3.98. And all you have to do is agree to buy as few as ten records (at the regular Club price) during the coming two years.

That's right!—you'll have two full years in which to buy your ten records! After doing so you'll have acquired a sizable library of 22 records—but you'll have paid for just half of them... that's practically a 50% savings off regular Club prices!

AS A MEMBER you will receive, every four weeks, a copy of the Club's entertaining music magazine. Each issue describes the regular selection for each musical interest and almost 300 other records... hit albums from every field of music.

If you do *not* want any record in any month—just tell us so by returning the selection card by the date specified... or you may use the card to order *any* of the records offered. If you want *only* the regular selection for your musical interest, you need do nothing—it will be shipped to you automatically. And from time to time, the Club will offer some special albums, which you may reject by returning the special dated form provided... or accept by doing nothing.

RECORDS SENT ON CREDIT. Upon enrollment, the Club will open a charge account in your name... you pay for your records only after you have received them—played them—and are enjoying them. They will be mailed and billed to you at the regular Club price of $4.98 (Classical and occasional special albums somewhat higher), plus a mailing and handling charge.

FANTASTIC BONUS PLAN. As soon as you complete your enrollment agreement, you will automatically become eligible for the Club's generous bonus plan—a plan which entitles you to *one record of your choice free* (only 25¢ for mailing and handling) *for every one you buy!*

SEND NO MONEY—MAIL CARD TODAY! Just write in the numbers of the twelve records you want, for which you will be billed only $3.98, plus mailing and handling. Be sure to indicate the type of music in which you are mainly interested.

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CRC *Where smart buyers shop for hits!*

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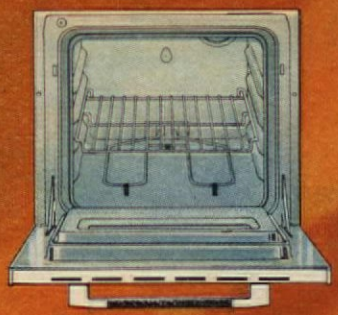
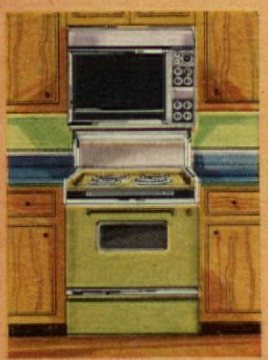


Hotpoint's come in all these different packages.



2 HOTPOINT HI/LOW RANGES. Removable panels in eye-level oven cleaned in Self-Clean oven below! RHV786 shown.

8 HOTPOINT CABINET RANGES. A big choice. Economy to luxury models, in 30 or 40-inch widths. RB790 shown.

5 HOTPOINT RANGES TO BUILD IN. Design above is a drop-in. We've also got slide-ins which fit flush with the floor. RF755 shown.

3 HOTPOINT WALL-OVENS. We don't miss a trick. There's a Hotpoint Self-Clean oven for every kitchen design. RJ756 shown.

Is this you? "I'll settle for anything as long as it's a self-cleaning oven!"

Well, you don't have to limit yourself. Because Hotpoint has anything and everything in self-cleaning ovens. An almost unlimited selection of styles, sizes and colors. Colors like coppertone, avocado, harvest and white.

Also, you'll find that our packages have lots of important differences. (Like a Rota-Grill Rotisserie and Roast-Right meat thermometer.)

Choose a Hotpoint Self-Clean oven. They're the choicest.

Hotpoint quality is backed by Hotpoint service.

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Look for the Hotpoint Difference

light, the source used to light the beautiful face reflected in the mirror in our photograph. Clairol's Enlightened Mirror, shown in our photograph, costs $40. Its dial reads simply Day, Evening and Office, but even if you rarely set foot in an office, fluorescent light is what you're up against in the brutal, harsh light of most public places. This month Mirror Go Lightly brings out their Classic Vanity. It has four light changes and costs $50 with a three-sided mirror.

Applying your makeup under a controlled light adds its own color values to the colors of your cosmetics and helps you make the right choices. You can see the combined effect of color plus light in the mirror. Clairol's Master Makeup Artist Stan Place has some advice for making up your correctly lighted face.

For evening—either a dress-up, candlelit Evening with a capital E or indoor lighting under ordinary incandescent light bulbs—use pinks and browns. Pinkish foundation, rosy pink blushers and lipsticks, and brownish taupe tones for contouring and eye makeup are most flattering. Incandescent light contains yellow, and both the pink and the yellow in the browns harmonize. If you are a fair-skinned blonde and look your best by day in blue and violet tints, switch to neutral beige tones for evening. Your preferred blues will turn purple under incandescent light. Stan Place refutes the popular idea that the darker the setting (a dimly lit, intimate restaurant, for example) the more makeup you should wear. The paler makeups catch what little light there is, just as pale flowers gleam at night.

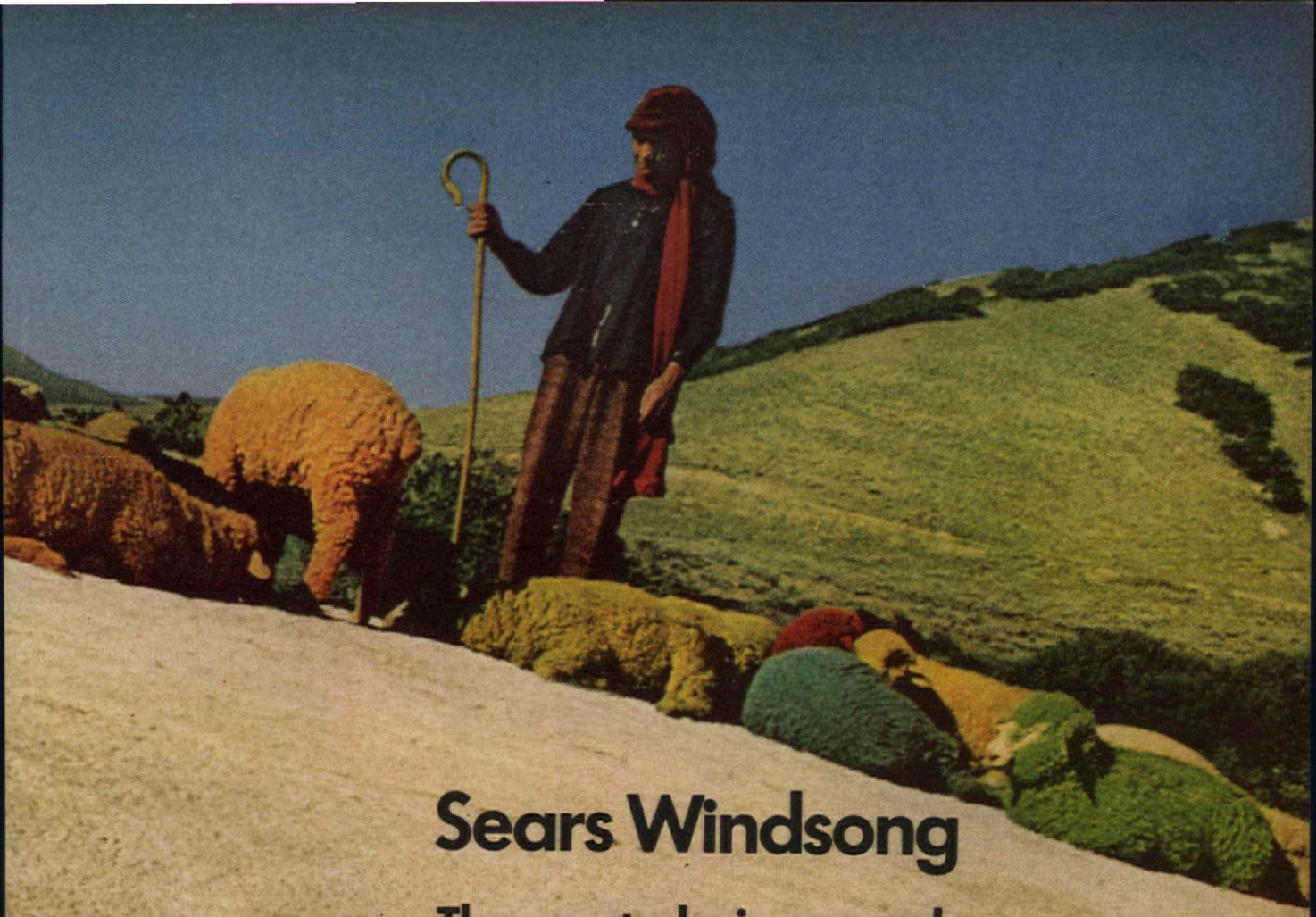
When you make up for fluorescent light, beware the pinks and browns. Concentrate on shades with a blue cast—foundation with a lavender tint, blusher and lipstick in blueish pink or rose, eye makeup in the blue and violet family, but avoid yellow. If you have brunette skin tones which you think look best in corals and oranges in natural light, and if in general you "can't wear blue," then switch to clear reds when you are going to face fluorescent light.

When you make up for the outdoors, for daylight, choose the shades that are most flattering to your natural skin tones—but be sure they are translucent. Even if you don't use foundation, a translucent rouge helps shape the face. The element of green in daylight, especially in a setting of lawns and trees, should shine through your makeup.

Obviously you make the most of a lighted makeup mirror when you know in advance that only one kind of light is going to shine on you. Making up for an evening of entertaining at home, or for going out to dinner and the theater simply calls for a quick switch to the "evening" setting. On a day when you know you are going to be mostly in public lighting—a day's shopping in town or a meeting at your local Red Cross—you choose the "office" setting.

But what about days when you are switching from one light to another—from outdoors into the shopping center and back again? It's impossible to redo whole makeup at every light change. But what you can do, depending on how long you are going to be in a different light, is a quick bit of modifying. If your daylight makeup looks terrible as you catch a glimpse of yourself in a fluorescent-lighted shop, a bit of blue-tinted powder and blue-based lipstick, carried in your purse for the purpose and applied out of the public eye, will help things. When you are about to emerge again another switch? Well, yes—if your "public" warrants it.

One beauty secret that applies to both blondes and brunettes is to use pink incandescent bulbs at home. Their warm glow flatters everyone. END



Sears Windsong

The most glorious wool shag carpets ever herded into one store.

Start counting sheep. Mist green, red dew, mushroom, blue grotto . . . 23 in all. Yes, there are 23 colors of Windsong, Sears fabulous wool pile shag plush.

Sink your feet into Windsong. The pile is soft and rich. Deep and dense. Because there are over 3½ pounds of wool in each square yard. Crush it. Watch the pile spring back. That's resiliency you'll only find in wool shag plush. In Windsong.

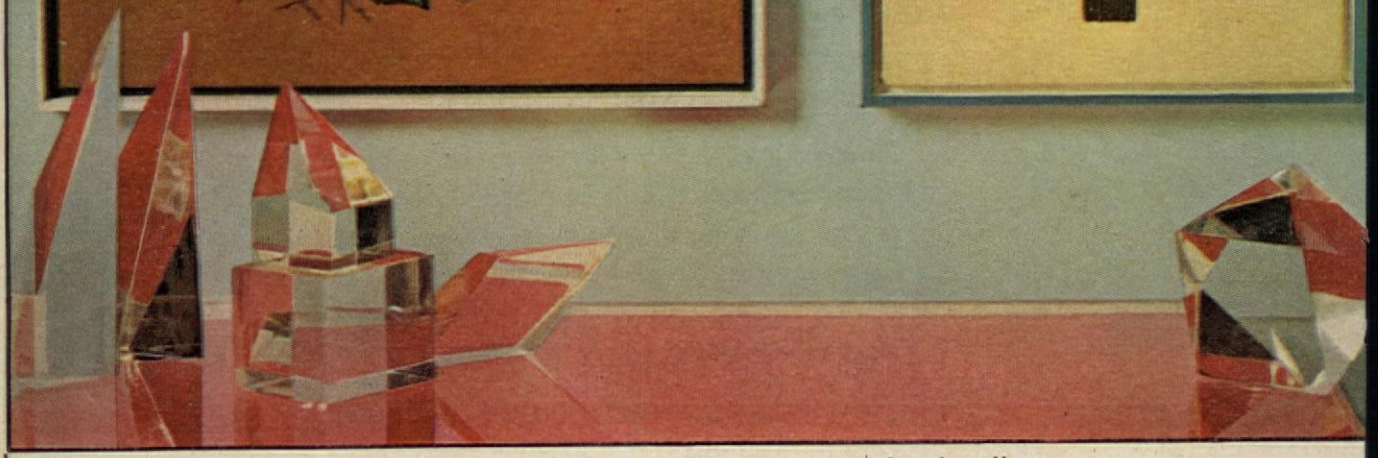
Now fill a room with Windsong. It doesn't cost all that much because it's the carpet buy of the year! Available at all Sears, Roebuck and Co. floorcovering departments and through the catalog.

You've changed a lot lately.

So has Sears

TO EMBROIDER FOR THE HOLIDAYS

Have you ever wished you could leave the decorations up after the holiday season is over? The Partridge Tree and Festival Wreath, both designed by Barbara Sparre, are two colorful embroideries with holiday motifs that you can enjoy all year. Easy-to-follow instructions and stitch charts will make you a master in no time. Both designs are stamped on homespun cotton fabric in colors shown. Crewel (wool) yarns are included in each kit. The Partridge Tree measures 12 by 30 inches, the Festival Wreath is 18 inches square. Frames of unfinished wood are available for both kits and come unassembled with put-together instructions. They are easy to assemble and paint or stain (no paint or stain in kit). We added bands of color for accent. See coupon for details.



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Check items desired:

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Kindle those hearth-warming moments with the reflected firelights of Ember Glow, the scintillating new pattern in expensive-looking Oneidacraft® Deluxe Stainless. It's a young look. A romantic look. A look you'll love to live with for its easy cost, easy care. Shimmering florentine finish on a deeply carved design that will give flickers of fire and light to warm all your tomorrows. 50-piece service for eight, $49.95. At fine jewelry and department stores.

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SEND THIS COUPON

To sample the carefree beauty of your own Ember Glow teaspoon, send this coupon and 25¢ to: Pattern Center, Oneida, N.Y. 13421

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N.Y. State residents add sales tax. Offer valid only in U.S.A. Expires 12/31/69.

How to feel feminine in a pantsuit and boots

Wear false eyelashes. And lots of perfume. Set your hair in ringlets.

Pantsuit and boots or mini-skirts and sandals . . . you can still be an All-Girl girl.

With Tampax tampons, you can feel feminine and lovely even on difficult days. Tampax tampons, worn internally, leave you free from bulky pads, pins and belts. Free from discomfort. Free from odor. Free to wear your clingiest clothes. And your tiniest little purse is still big enough to carry a spare, when the spare is a Tampax tampon.

NO BELTS
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TAMPAX® tampons

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KINETIC LIGHT ART

By Howard Wise

Ever since the days of Rembrandt painters have used the representation of light in their work. The Futurists tried to depict movement on canvas—these were paintings of movement, not actual movement.

Today, some artists are using "real" light and movement in their work. These are the kinetic light artists.

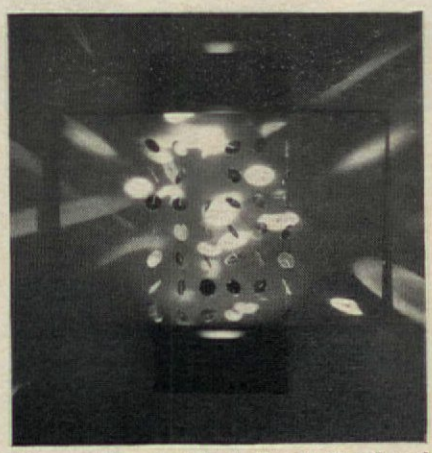
It used to be that the artist was interested in the beauty of his natural environment: the rosy glow of the sunset, the majesty of the forest, the peace of the landscape, the glory of the flower. The artist "created order out of nature's chaos" and by his work enabled man to see nature through his eyes.

In life today, our surroundings are mostly of our own making and it is the function of the artist to discover their beauty, to transform it, to order it, so that we may enjoy it. You sense it in the lights of a city seen from a descending plane; the flashing, colored lights of Broadway or Main Street; the racing reflections of a tunnel on the hood of a car. These are the inspiration which the kinetic artist uses as the subject matter of his works. This new art form has earned in a remarkably short time considerable respect and attention.

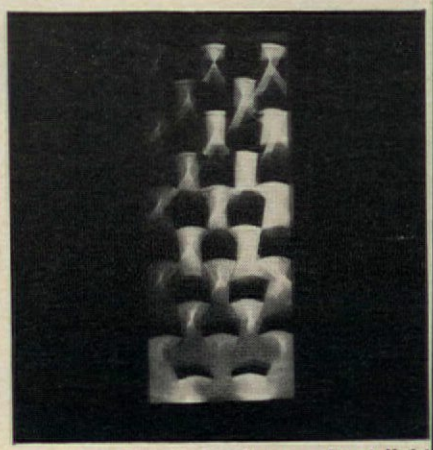
The first light exhibition Kunst-Licht-Kunst (art-light-art) was held at the Stedelijk van Abbé Museum in Eindhoven, Holland, in the fall of 1966. Its effect was "electric" in every sense of the word.

In January of 1964 I staged an exhibition, On the Move, which included works by a number of kinetic light artists, and later (November of the same year), an exhibition of the Group Zero, also concerned with light. These were followed by a number of one-man shows of kinetic light artists, including Len Lye (March, 1965) and Julio Le Parc (January, 1966) who later that year was to win (continued)

Multiple editions of kinetic art work look like originals, cost much less

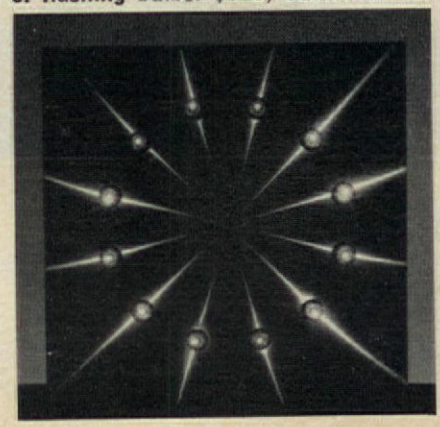


Mirror disks of Julio LeParc's Continuel Lumière Mobile throw dancing patterns onto backgrounds. $750, edition of 250.



Curved strips of aluminum refract light in another of LeParc's Continuel Lumière light art series. $500, edition of 100.

Howard Jones' Timepiece is a foot-high block of brushed aluminum with a circle of flashing bulbs. $325, edition of 50.



Continuel Lumière Avec Formes en Contorsion by LeParc reflects light off a moving strip of Mylar. $500, edition of 100.

Al Francekevitch

Here's one Oleg Cassini scarf you can't buy in a store.

A $12 value, it's yours for $4 from Lark:

Oleg Cassini designed and signed a scarf for Lark! Made in Italy: screen-printed 27" square, of the finest silk. White background with gold chain. Choose: navy/red, green/red or purple/red. Check your choice box on coupon. Send us $4 and 2 empty packs of Lark, king-size or 100's. Send for as many of these scarfs as you want. But don't wait. This offer is for a limited time only. Remember: Lark is the only cigarette in the world with the Gas-Trap™ filter. And smoking Lark is the only way you can get this high-fashion accessory.

Lark Scarf Offer, P.O. Box 327-AH
New York, N.Y. 10046

I am enclosing $4 (check or money order) and 2 empty packs of Lark (king-size or 100's). Please send me the Oleg Cassini scarf I have indicated in box checked. (If you wish to order more than one scarf, specify color and quantity, and include additional payment and Lark packs.)

☐ NAVY/RED ☐ GREEN/RED ☐ PURPLE/RED

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City_____ State_____ Zip*_____

*U.S. Postal regulations require use of zip codes. Please include. For persons 21 years of age or over. Offer void where prohibited, taxed or restricted by law. This offer expires December 31, 1969. Allow 4 to 6 weeks for handling.

the Grand Prize at the Venice Biennale.

It then seemed logical to mount a kinetic light show in New York. Lights in Orbit (January, 1967) was an instant success, and since then the Howard Wise Gallery has averaged eight to ten shows of kinetic light art per year.

Two circumstances enabled the artist to use actual natural phenomena in his work, making kinetic light art possible.

The first was the development of devices by modern technology that permits the control, transmission and transformation of energy. Among these are small, geared electric motors; high-intensity light bulbs; proximity switches; polarized light analyzers; diodes; transistors and other miniaturized components. The second was the existence in New York of Canal Street and its many little shops where surplus electronic components, plastics, motors, etc. are plentifully available at far below original costs.

The stained-glass windows of the cathedrals were the precursors of modern kinetic light works. The shafts of colored sunlight and the patterns of colored light on the floor, both moving imperceptibly, as well as the mysterious luminosity of the windows themselves, provide an unforgettable experience.

The first record we have of a kinetic light work designed to respond to a human being was the Clavessin (harpsichord) Oculaire of Louis Bertrand Castel, a Jesuit philosopher-mathematician. Demonstrated in 1734, this "color organ" consisted of a set of transparent cloth bands controlled by a five-octave keyboard, and illuminated from behind by candles. Although this attempt to equate lights of different intensities and colors to music was doomed to failure, the idea dominated experiments in the use of light in art until Thomas Wilfred (1889–1968), after trying it with his Clavilux color organ (1922), sensed the fallacy of this approach: The human emotional response to sequences of light and color is different from and has no relation to its response to music. Wilfred then turned to "painting with light" as a pure art form he called Lumia.

During the 1920s, Moholy-Nagy of the Bauhaus constructed his Light-Space Modulator. This was an open device that projected light beams through designed metal shapes in motion, some of which also acted as reflectors, so that the walls and ceiling of a darkened room came alive with continuously forming and dissolving lights and shadows.

By 1945, Thomas Wilfred had perfected his self-contained unit which projected light beams through a system of filters, lenses, prisms, reflectors and sculptural forms, all in motion, to produce continuously changing forms and colors on a translucent screen.

There were no further important developments in the field until the late 50s when a number of groups were formed in Europe. The most important of these were the Group Zero of Düsseldorf and the Groupe de Recherche d'Art Visuel (GRAV) in Paris.

The Group Zero was founded by Heinz Mack, Otto Piene and Gunther Uecker. The founding members in the GRAV were Julio Le Parc, Garcia Rossi, Morellet, Sobrino, Stein and Yvaral.

Other groups which were active in this area were Gruppa T, Milan; Gruppa N, Padua; Equipa 57, Sapin.

Of course, not all the important experiments in kinetic light were the result of group activity. Individuals who have made significant contributions include Takis, using magnetism and light to "evidence the unseen forces that influence our lives"; Nicolas Schoeffer, whose work has brought to fruition the possibilities inherent in Moholy-Nagy's Light-Space Modulator; Len Lye, whose stainless-steel sculptures make the viewer aware of the power of pure energy by flashing reflections and climactic sounds by the works themselves.

Bruno Munari, the Italian artist, industrial designer, author and pioneer in the use of polarized light in art, says, "You Americans are wrong. You say time is money—I say time is life. Slow down and enjoy it." And that is exactly what the viewer must do as he watches the slowly evolving iridescent light patterns of the Polariscope as they first involve him and then calm him.

Works of this genre include: Julio Le Parc's Continuel Mobiles where curved mirror surfaces reflect on a white background in ever-changing patterns the slowly moving shafts of light which impinge on them, or his Continuel Mobiles where delicately suspended reflective shapes cast dancing images over the walls and ceiling. Otto Piene's Light Ballets project ever-changing forms in various movements and countermovements over a room's interior surfaces. His Electric Flowers glow and dance in the dark. Earl Reiback's Lumias and John Healey's Light Boxes, both in the tradition of Wilfred, fascinate the viewer in much the same way as does gazing at the clouds or flames in the fireplace.

Editor's Note: Kinetic light art is far from being confined to art galleries. The major collectors are the Milwaukee Art Center, with its room (continued)

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dedicated to kinetic art, the Walker Art Museum in Minneapolis and the Albright Knox Gallery of Buffalo, New York. Also, the Lannan Foundation and Robert Mayer, both of Chicago, are collectors. And Malcolm Forbes of Forbes Magazine has one of the finest collections in the country; see page 80.

Unique pieces in these collections often cost from $2500 to over $10,000. However, there are some relatively inexpensive pieces, called multiples, available from $100 to $700. Multiples, like etchings or lithographs, are seldom executed by the artist himself; they are dictated to a manufacturer who puts out a limited number—about 50 to 100 pieces. Normally smaller, multiples use the same principles of light control and the same materials found in the more complex, one-of-a-kind originals and major artists, such as Le Parc and Jones, are making them.

Most Americans already have potential kinetic light art right in their own living rooms: Television *is* kinetic light —it needs only to be "ordered" by an artist, as was demonstrated in a show at the Howard Wise Gallery last June called TV, a Creative Medium. This space-age light-and-sound box has been renovated by artists such as Nam June Paik, who creates brilliantly colored harmonic patterns on a TV screen by manipulating knobs. They may also use sound modulators to activate their sequences. Joe Weintraub has developed a device, AC–TV that, when attached to an unused channel of a color TV set, will produce and control patterns by means of audio input. Tom Tadlock's Archetron takes an ordinary commercial broadcast and transforms it into an abstract kaleidoscope.

Artists who foresee a great future for art on home TV screens are putting their light sequences on video tape. In the not so far off future you will be able to buy a video tape—an art work in itself—and be able to "play" it on your own screen. A major television network has announced the imminent availability of a device that can be attached to TV sets to hook up video tapes, thus eliminating having to own a $1500 video tape playback machine to see your new art work. Today original video tape works may sell for $1000 and up; copies of them will be far cheaper. END

Howard Wise, owner of the Howard Wise Gallery in New York City, has been a catalytic force in the kinetic light art movement and was among the first to encourage its exposure in this country

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ELECTRICIAN IN THE HOUSE

By Marcia Spires

Not all lighting improvements are so complex that you have to rebuild your house to include them. Besides the downright practical gadgets shown here, there is everything from inexpensive, easily installed dimmer switches—available at electrical supply stores or by mail order—to plastic furniture that lights up like the ice sculpture in the middle of a banquet table.

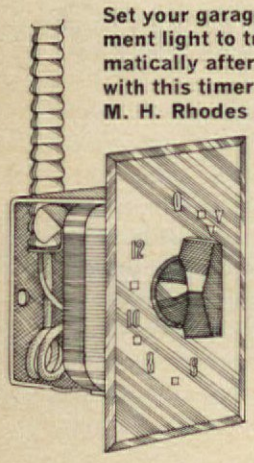
One decorative project that is a do-it-yourself one, is the light panel at right which simulates a window. To build it make a shadowbox frame or recess one into the wall between studs. Select a translucent material to cover the light source, then set an even wash of light inside the panel and decide whether to cover the panel with perforated screening, shutters or curtains. These panels can shed light on both sides to serve as dividers, if you like.

One place you can go for lighting advice, if you plan to do anything major in your home, is the local utility company. There are usually trained people on the staff who can help you to meet basic lighting requirements and can give you more comprehensive information than either an electrician or a lighting fixture supplier. Have confidence in all these people, for they specialize in the installation and selection of fixtures. Be prepared to invent some ideas of your own and then rely on the experts for evaluating their feasibility.

One off-beat source of handsome, inexpensive light fixtures is an industrial or commercial lighting firm. Look in the yellow pages under lighting-fixture manufacturers and retailers. One architect successfully uses billboard lights over garage doors and gymnasium lights in kitchens. Some of the lights used in store showcases can be adapted to home use too. Keep in mind also, that some built-in ceiling units, such as a series of lights on a track can be surface-mounted on either the wall or ceiling. In any case, don't think of good lighting as a luxury. Familiarity may make you forget how really dim your own house is, but once you've been exposed to good lighting, you won't be able to live without it.

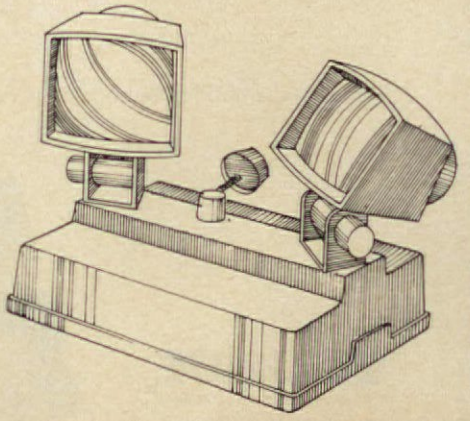
Add soft light to a room with a glowing panel designed and built for you. You can do it yourself.

Set your garage or basement light to turn off automatically after you leave, with this timer switch from M. H. Rhodes Inc. ($8.35).

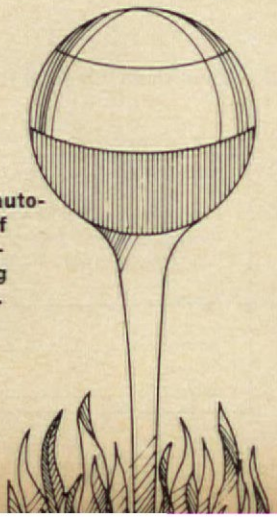


Tot-O-Matic device ($1.50) from A-J Associates, allows a child to reach toggle light switch without calling Mommy or climbing on a wobbly chair.

Light up your cloests without an expensive wiring job. Use this glue-on swivel light unit from Montgomery Ward ($5.) It is battery operated, turns on when you open the door.



Garden lights turn on automatically at twilight, off at dawn, with safe, low-voltage Bel-aire lighting system by Lear-Seigler. (outfit of 3, $50).



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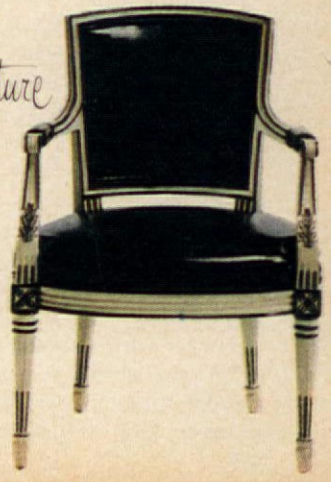

ALL ABOUT DECORATING

Edited by Vera D. Hahn

Three designers talk about light: Jack Lenor Larsen, Lawrence Peabody, Josef Head. On the following pages: Today's bare bulbs and how to use the lamps of yesteryear.

JACK LENOR LARSEN is essentially a textile expert, designer and weaver. He also comes as close to being a Renaissance man as anyone we know in home furnishings. A specialists' specialist in his own field of lavish decorator fabrics, his interests are literally global. Not only has he established branches of his firm in Europe, he also travels the world looking for design inspiration, and his creative curiosity leads him across borders into allied fields. His latest collection is called Reflection Forms and uses metallic yarns, aluminum and mica—light is Jack Larsen's newest interest. Here is what he has to say about it.

"Life and light are almost synonymous. Light, or lack of it, affects us deeply yet we still haven't learned to control it—to design with this intangible.

"Most rooms I've been in are drafty in terms of light. Too much darkness seeps in between the bright spots.

"During the first half of the century emphasis was on the functional or intellectual aspects of interior design. Now it's on the emotional ones. All we want to know today is how an interior makes us feel and how it makes us respond to other people. Light is, of course, a big factor in making us psychologically comfortable or uncomfortable.

"The public has accepted air conditioning and is now beginning to consider sound control quite seriously. It is strange that there is still so little interest in learning more about what good lighting can do for us, though lighting is possibly more important to our well-being than the other two.

"As this nation becomes more and more urbanized we must make up for the lack of living by changing light. The static light conditions of modern offices and homes are deadening to the psyche. Artificial light should copy the subtle changes that take place in natural light during the course of each day. The live quality of candlelight and firelight should also be an inspiration to anyone designing a room.

"Psychedelic light only approximates this liveliness—it is designed to shock and stimulate—but it is the serenity and repose we need so badly today.

"When lighting a room, one should think not only in terms of lamps but in terms of reflective surfaces because these are often the most effective light sources. Light-colored, flat, shiny, metallic surfaces have high reflectance ratios, as do silks, satins, velvets and silky carpets.

"Light is the most important element in a room. Better a bad space with good light than a good space with bad light. Light can do more for a room than cosmetics can do for a face; it can wash out all that's bad, focus and emphasize all that's good to see."

LAWRENCE PEABODY, the jet-age designer, commutes between his home in Haiti, his jobs and his native New England where he runs the family farm. Recently we caught up with him, high above the clouds on a flight from North Carolina to New York. We had always classified Larry Peabody as a furniture designer but lately he has branched out into lamp design. Last January he did a major group for Haeger Potteries and now he has completed another for Sears.

"This is the year of the great light break-through," says Larry Peabody. "Lamps have finally outgrown the old base- or vase-and-shade concept. Light is what today's lamps are all about—it's mainly what they're made of. Forget the old rule that all the lamps in a room had to match or be of the same height. To fit the total environment idea we now treat all the light in a room as a total volume, not separate parts.

"In the very near future we will have cordless lamps and light constellations (or multiples) that will make walls and ceilings seem alive with light. With plastics coming of age a ceiling can soon be your own private, rheostat-controlled heaven. Imagine a whole ceiling of softly luminous plastic bubbles—constellations that will have do-it-yourself adhesive backings for easy installation.

"Plastics are already responsible for the use of light as a functional art form—for a kind of sculptural diffusion or explosion of light. There is no doubt in my mind that light is the new art medium, the newest way to express yourself in a room, to create excitement.

"The psychedelic use of light that moves, pulsates, vibrates, flashes is extremely significant because we had all but forgotten that light is movement. Firelight and candlelight move, only electric light is static."

JOSEF HEAD is the young president of a successful old lamp firm Tyndale-Wilmar. Here is what he says about the new light scene: "If you're planning to buy a lamp this season you're in for a pleasant surprise. Lamps used to be for lighting but now they are what I call turned-on accessories. If it is lighting you're after, look for specialized lamps. Some just sit and glow others are light sculptures, but whatever they do, they have turned into decorative accessories and that's how you should use them—for general illumination."

• The Parsons table style carries over into lighting design. This modern classic, or cliché, if you prefer, has inspired a handsome Parsons lamp. Responsible Designer Jack Haywood for Modeline of California. The floor lamp is square 64 inches high, has a translucent shade and does, indeed, sit on a small Parsons table base.

• Reporting on lamp shopping tips from Nela Park, General Electric's Lighting Center (Nela stands for National Electric Lamp Association) Associate Building Editor Marcia Spires:

1. Take a tape measure when you set out to buy a lamp. What appears to be a medium-sized lamp in a department store, with its 12-foot ceilings, may be gigantic when it is actually placed in your living room.
2. Keep in mind that lamps in department stores are on display. They are not there to provide light and therefore only have very dim light bulbs in them. When you get them home and put in a 100 watt bulb, the shade may suddenly appear a lot skimpier than it did in the store with a 40-watt bulb in it. You may have to get a heavier shade or insert an extra layer of lining to keep the bulb from glaring.
3. Many lamps are not shielded at the top. When walking through the room the harsh glare of the bare bulb hits you right in the eye. A solution: Cut a circle of filigree metal or fiber-glass sheeting to fit the top of the lampshade.
4. When planning lights for making up the idea is to focus light on your face and to be able to adjust it to simulate day or evening light.

(continued

The End of the Search

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You've changed a lot lately. So has Sears

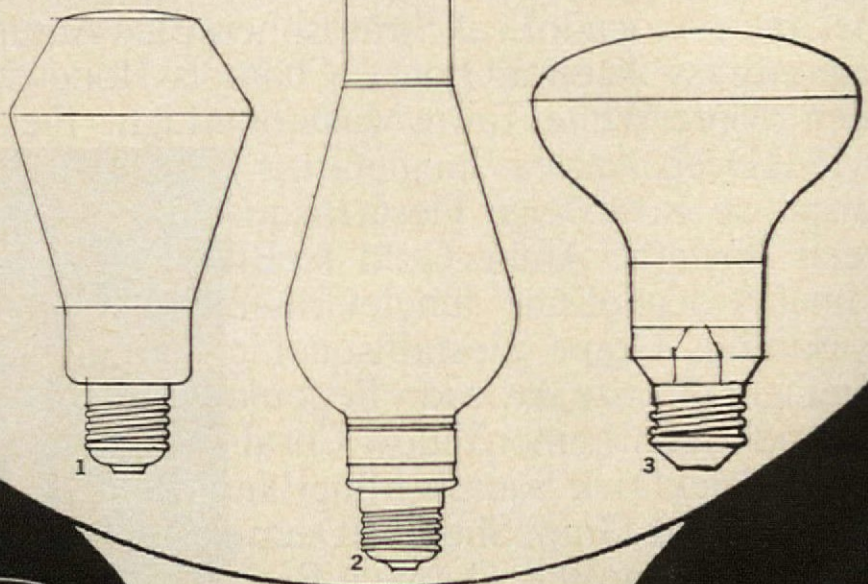
the bulb show

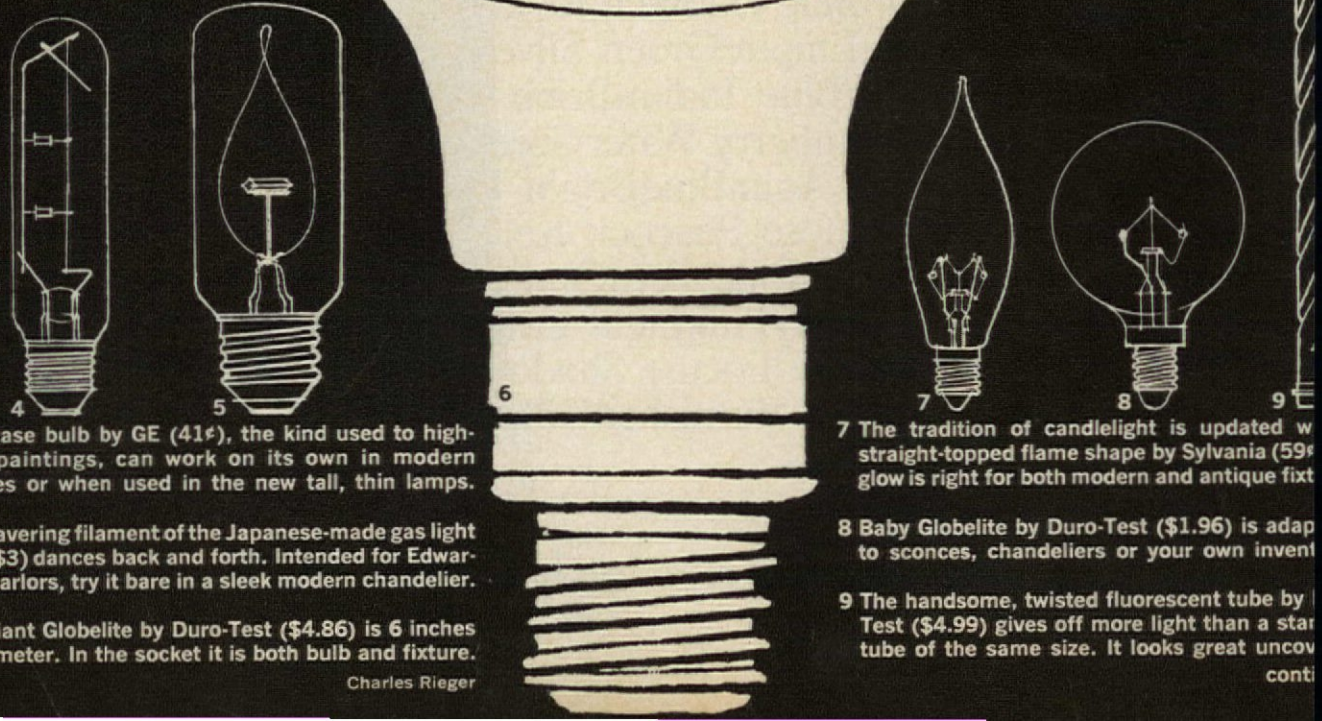
Light bulbs have come of age and no longer have to be hidden and ignored. They have taken on new shapes, are better looking and much more functional. As the pages of this issue testify, incandescent bulbs and fluorescent tubes do more now than ever before—either inside the new sculptural lamps shown on pages 78 and 79, creating architectural effects, or just turned on, brazenly bare. Clear, bare bulbs come in low wattage with fine filaments; the supersizes should be frosted. Even the most familiar bulb can be used in new, exciting ways. The bulbs shown have two standard bases: candelabra (interchangeable with large Christmas tree lights) and medium (the everyday bulb size). Bulbs with extra-large glass globes have bases that fit into medium-size sockets. Experiment with cords and sockets, too, and turn on your own dazzling light show.

1 Suddenly shapelier, this Westinghouse bulb (69¢) is the latest for household use. It is smaller, lasts 50 percent longer, is brighter than the ordinary bulb.

2 The chimney lamp ($1.99) by Sylvania doubles as both bulb and chimney for lanterns, sconces or oil lamps with translucent glass globe shades.

3 The familiar reflector bulb by Westinghouse ($1.19) concentrates a strong beam in one direction. Lightly frosted, it is a spotlight. Heavier frosting widens the beam to a floodlight.





4 Showcase bulb by GE (41¢), the kind used to highlight paintings, can work on its own in modern sconces or when used in the new tall, thin lamps.

5 The wavering filament of the Japanese-made gas light bulb ($3) dances back and forth. Intended for Edwardian parlors, try it bare in a sleek modern chandelier.

6 The Giant Globelite by Duro-Test ($4.86) is 6 inches in diameter. In the socket it is both bulb and fixture.

Charles Rieger

7 The tradition of candlelight is updated w straight-topped flame shape by Sylvania (59¢ glow is right for both modern and antique fixt

8 Baby Globelite by Duro-Test ($1.96) is adap to sconces, chandeliers or your own invent

9 The handsome, twisted fluorescent tube by Test ($4.99) gives off more light than a star tube of the same size. It looks great uncov

conti

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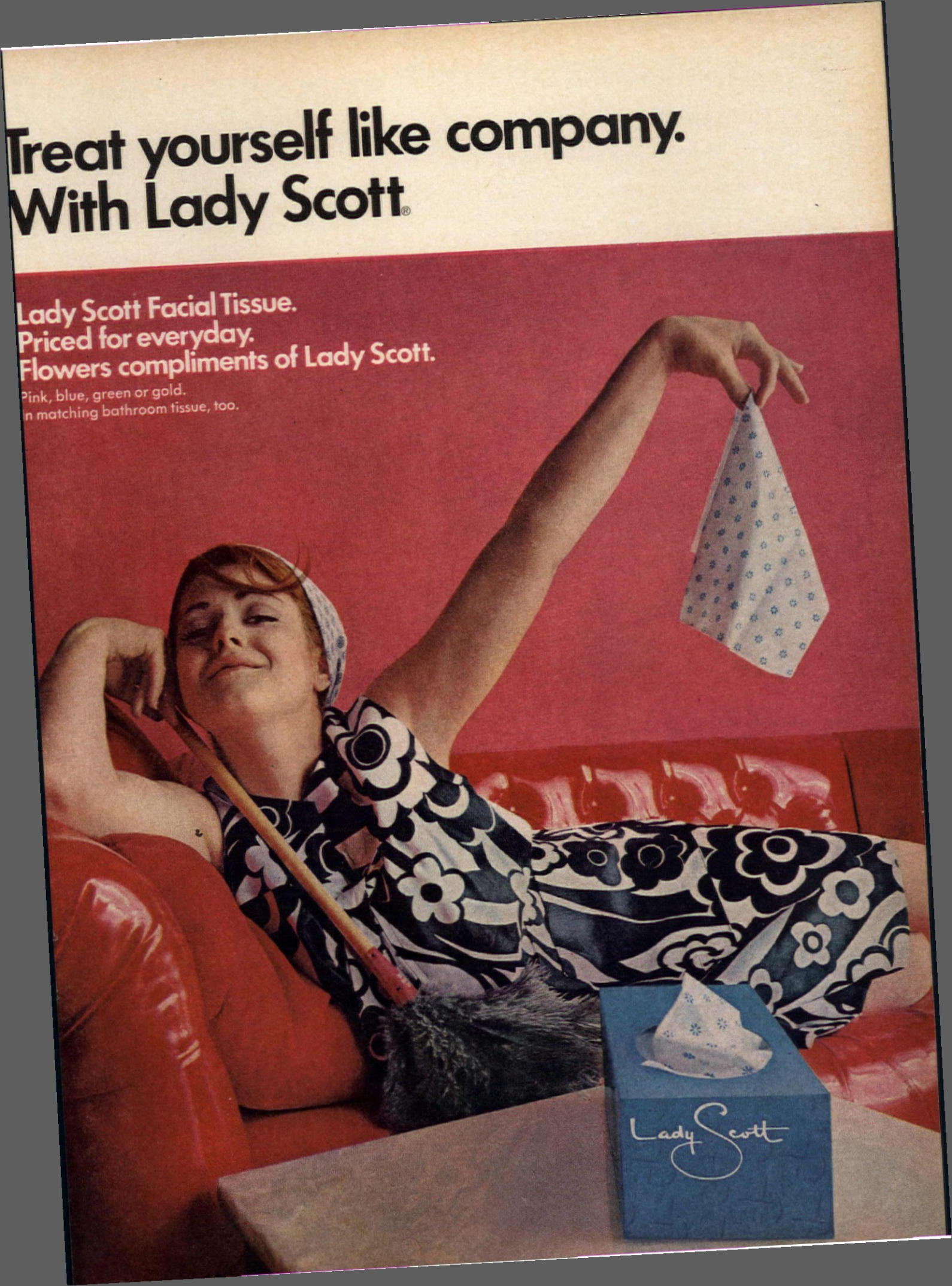
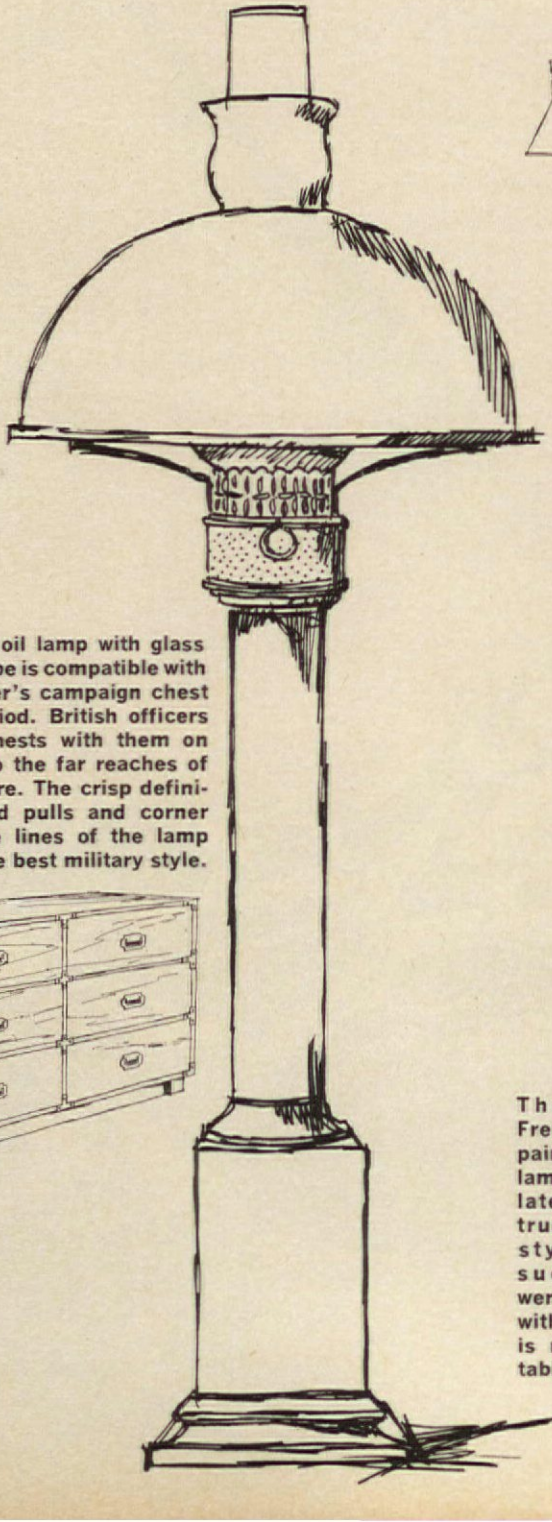
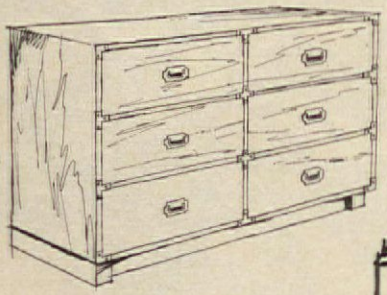


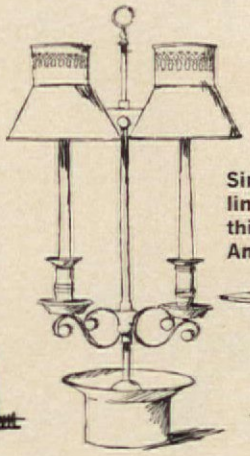
in the best tradition

The drama of bare bulbs and sculptural light is not for everyone. There are still dedicated traditionalists who want period lamps to go with antiques and period reproductions. What do they do when the style originated before electricity was invented? Since candlesticks and oil lamps were the major means of lighting, the best lamps to use are electrical adaptations of these. A solution other than those shown here are vases, tea caddies, ginger jars or other contemporary artifacts of the period that have been converted into lamps. Each lamp sketched is as close in date and origin to its respective furniture style as possible, although the rule is a loose one. Lamp styles in different countries often intermingled and became similar in line and materials. When an authentic lamp can't be found, the best substitute is a modern one that approximates the antique materials and design. The greatest mistake is made when lamps are created out of old pieces that are not of the period and, in addition, look incongruous as lighting fixtures. A 19th-century coffee grinder with a shade on top does not become an Early American lamp.

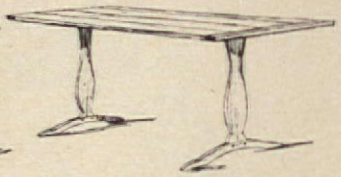


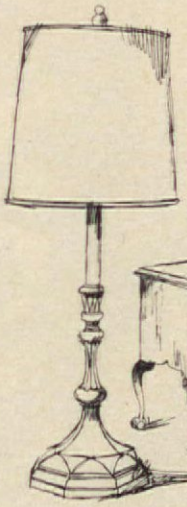
The sleek brass oil lamp with glass chimney and globe is compatible with an English officer's campaign chest of the same period. British officers carried these chests with them on their journeys to the far reaches of the British Empire. The crisp definition of the hand pulls and corner brasses and the lines of the lamp are refined in the best military style.



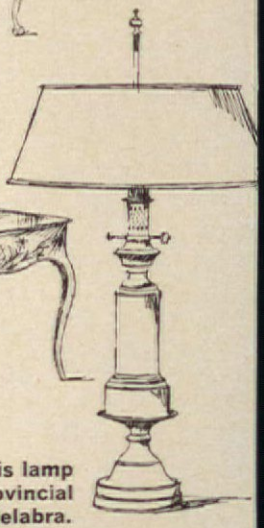


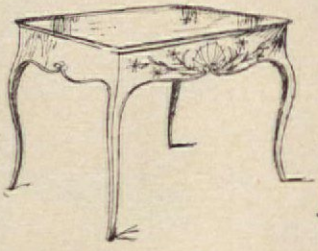
Simple curves and the straightest of lines are the mutual characteristics of this Shaker trestle table and Early American candlestand of painted tin.





The Chippendale lowboy and Georgian brass candlestick are reproductions of originals now owned by and on display at Colonial Williamsburg In Virginia.





The simple French tole (or painted tin) oil lamp is a little later than the true Louis XV style. Many such lamps were decorated with decals of Napoleonic motifs. This lamp is much more suitable to the Provincial table setting than formal crystal candelabra.

Harry Marinis

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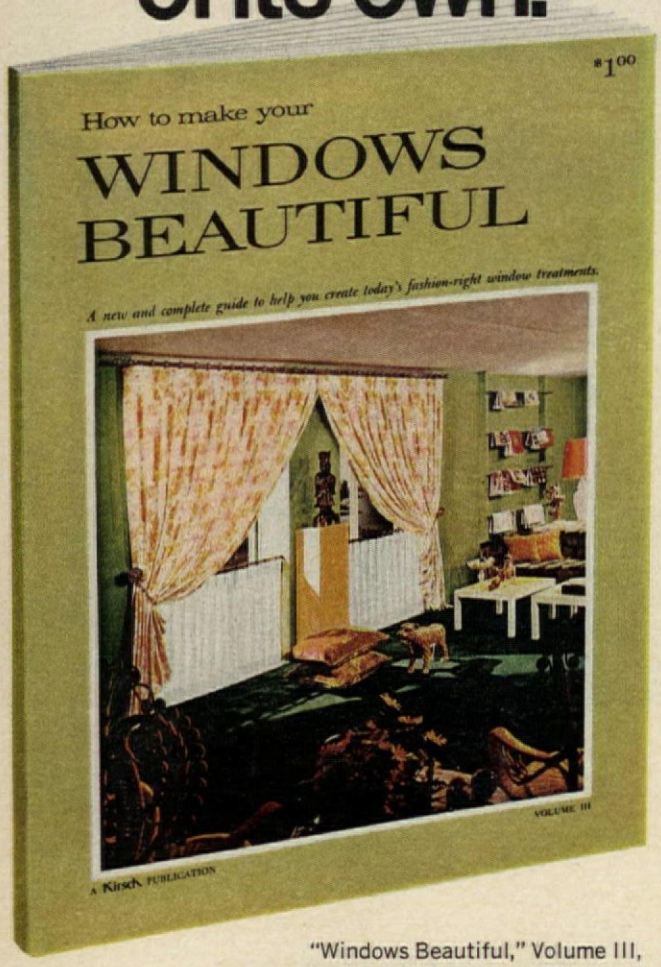

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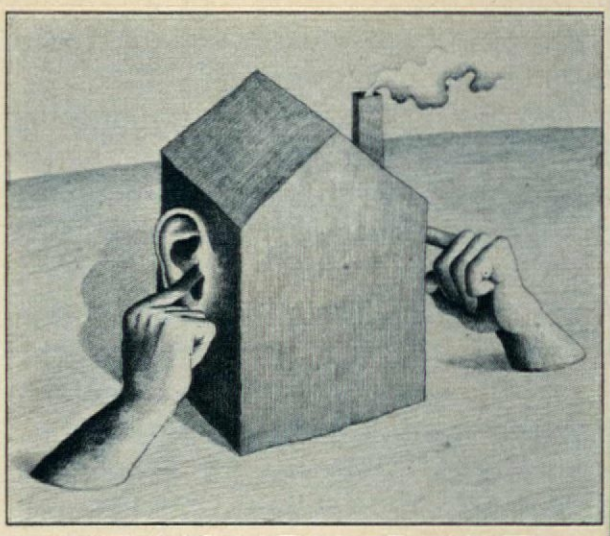

Guy Billout

GIVE YOUR HOUSE A TRANQUILIZER

By Mary Anne Guitar

Wouldn't it be wonderful if all we heard was what we chose to hear? Music, agreeable conversation, the fire crackling, tinkle of ice, children's laughter? Instead, in this high-decibel world, we must audit George and Martha next door, the electric guitar down the street, mournful dog, wailing baby, rip of the power saw and moan of the mower. Add to these more or less neighborly noises the jets and supersonic boom overhead, the freeway whine creeping closer, the earth-shattering drill and dig. Some environmentalists rank noise as a pollutant (sure sign of status these days), claiming that prolonged loud sounds can actually destroy hearing. We know what they can do to the nerves.

Even home, once a peaceful, private refuge is getting to be as noisy as all outdoors, sorely in need of a tranquilizer. The raft of stories about people running to answer what turns out to be the neighbor's phone, or talking to the wrong husband because the walls are thin, attest to that. Surely you've heard the one about the startled lady in Chicago whose medicine cabinet inquired one morning, "Mirror, mirror on the wall . . . Who is the fairest of us all?" "You are," she replied, thus reassuring the man in the next apartment whose bathroom backed up to hers without a civilizing layer of insulation.

Most of the literature of audio-insult comes from frustrated apartment dwellers whose luxury digs have turned out to be embarrassingly public. But even those who once thought suburban taxes bought restful ease admit that their neighborhoods are altogether too turned on. No wonder. The house is plugged into dozens of labor-saving, pleasure-giving devices, and the vibrations can't help but get to us. We don't want to do without electronic help, indeed we couldn't. One consumer authority estimates that the average household is served by the equivalent of 85 to 90 male workers. Think of the racket that little army could make. The question is: How can we keep the outside world from intruding and also reduce the buzz of household hardware to the discreet purr of a Rolls Royce? The point of noise control is not to eliminate all sound but to get rid of what fractures the nerves and then bring the decibel count down to a tolerable level.

Obviously it makes sense to build sound conditioning into a house rather than add it later. Preventive (continued)

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medicine is always easier to take and less expensive. A house should be sited so that the bedrooms lie farthest from the street, so outbuildings serve as a sound shield, the natural lay of the land used as a buffer zone. Stagger inside doors so that sound won't flow in a direct line. Put closets, storage walls and fireplaces between rooms to act as sound absorbers. Use insulation around pipes and ducts. Making sure heavy-duty appliances are cushioned and isolating utility rooms will work small wonders in noise control. Mass used to be the only answer to insulation, the heavier the wall the better the soundproofing. New acoustical materials can do a big job, even if they are lightweight, but they must be positioned strategically.

Once you understand how sound travels (this is *not* a course in Physics 22) tranquility becomes economically feasible. Even if you live in a house built before sound conditioning was considered an essential creature comfort, you can remodel and/or decorate for a quieter habitat.

There are two major sources of noise—airborne sounds and impact sounds. When the baby is crying the misery is airborne; when she bangs the floor it makes an impact. The impact noise is going to bother someone on the floor below and also set up reverberations in the room itself. The airborne cry will bounce around the room until it wears itself out, passes through the walls into an adjoining room or floats out an open or unsealed window.

The impact noise can be soaked up with a thick carpet, plus pad, or resilient flooring backed with insulating material. The airborne reverberation can be stilled if acoustical material is applied to floor, ceiling or walls. Any such treatment should reduce the noise level by 50 percent.

Remember, too, that background sounds such as traffic, the hum of the air conditioner and furnace tend to mask other noises. In an effort to make their calling seem less formidable engineers describe this masking as "acoustical perfume." If you live on a busy, noisy street you are fairly drenched with acoustical perfume and can tolerate a higher decibel count indoors.

Predictably (but who's complaining?) the people who make acoustical materials are busily proving that life can be quieter. The Owens-Corning Fiberglas Corporation has demonstrated that the noisiest dishwasher tested at their Sound Laboratory could become 60 percent quieter and that air conditioning noise could be cut by 65 percent with a modest investment in (naturally) Fiberglas insulation.

In point of fact, appliances are far quieter than they once were. Better insulation, fewer moving parts and improved technology are contributing factors to noise reduction. For the most part we no longer hear grating sounds on newer appliances. Even the portable fan has lost its attention-getting whirr and refrigerators are quieter. Like dishwashers, washers and dryers have come a long way in improved design for noise control.

Furnaces and air-conditioning units have calmed down as well. You can improve their performance even more by investing in larger motors, blowers and fans. When a machine doesn't have to strain to do a job it is found to sound more relaxed. Obviously, some appliances are going to make themselves heard at work because they are small powerhouse units. Mercifully, they work fast. In a room that has been acoustically treated with carpeting, cushion flooring or ceiling tile, the reverberations are minimal.

The Carpet and Rug Institute recently sponsored a series of tests to demonstrate the effectiveness of (continued

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We've also designed—just for you—the easiest brush ever. Snap-a-Brush.® It's disposable, re-fillable, sensational. Use it like any other paint brush, but then snap it apart, throw out the brush and replace it with a refill. It's as easy as switching lipsticks.

Look for both of these Weldwood products—wherever it is that you used to get the hard-to-use, complicated, messy things you'll never have to use again.

U.S. Plywood
A Division of U.S. Plywood-Champion Papers Inc.
777 Third Avenue, New York, N.Y. 10017

padded carpeting in solving noise problems. They claim it is superior to all other floor coverings as "a versatile acoustical material." Certainly it is highly effective in deadening impact noise. The hard-surface flooring industry points out, in the spirit of friendly competition, that vinyls now come with a cushion backing or are made, sandwich-fashion with a layer of absorbent material between the backing and the wearing surface. Cushion vinyl not only reduces noise transmission, it also effectively muffles the sound of footsteps. In rooms where there is constant traffic, like the kitchen, this is a big plus. Interestingly, linoleum still ranks high as a quiet flooring. It has that all-important porosity. You know how quiet it is after a heavy snowfall. The porosity of snow makes it a super sound absorber.

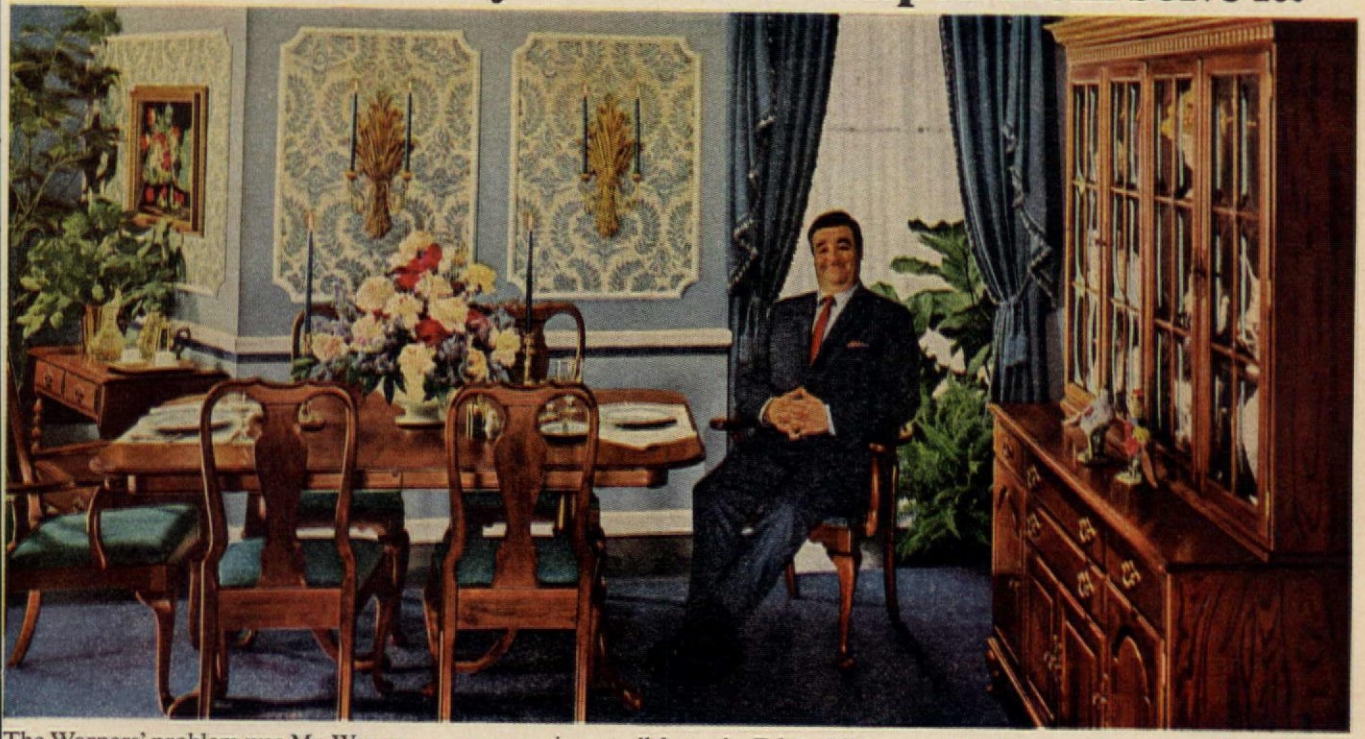
Perhaps the ultimate in sound conditioning has been reached with the development of wall "carpeting." A new product called Burlington Wallscaping comes in carpetlike textures and 15 colors. Of course, the companies which make insulated drapery material have long advocated the use of draperies not just to cut out window noise but to curtain walls, as well.

Ceiling acoustical tile can cut the decibel count in a room by five to seven points, although it isn't much help in muffling impact sound from the floor above.

There's that dreaded word "decibel" again. It's like "calories." You know you'll never understand how they arrived at the measurement formula, only that too much is bad for you. That's all you really have to know. When the decibel level reaches 130 you've reached the limit of your ears' endurance; at 180 it can shatter a building and be fatal to humans. Most of us cruise along comfortably in an environment producing 40 to 60 decibels. When we're riding in an automobile it rises to 80. The noise in a discotheque hangs at 100 but can reach 120. Obviously, personal taste is going to influence one's decibel appetite. That's why the traditional definition doesn't seem very workable as a pollution means. A teen-ager may crave that discotheque count and may not care if it deafens him. We wonder how young ears can tolerate the rock and roar of the new sound and they can't understand why we like to "discuss" politics at the top of our voices. One man's noise is another's soothing sound. That's why, short of a flawless insulation job, (continued)

The Warners had a deep-seated decorating problem.

See how beautifully Ethan Allen helped them solve it.



The Warners' problem was Mr. Warner. He didn't fit into the type of dining room Mrs. Warner wanted.

She dreamed of a delicate, elegant room. But Mr. Warner wasn't at all delicate.

So the Warners took their problem to our Ethan Allen gallery. You see above the happy solution we helped them find.

We're not just furniture salesmen, but skilled home planners... anxious to help with any decorating problem. We listened to Mrs. Warner. Looked at Mr. Warner. Then suggested American Traditional in gracious Sheffield cherry.

We helped Mrs. Warner coordinate her carpet, draperies and wallpaper panels. The sconces, candlesticks and accessories are all from the Ethan Allen collection—all carefully chosen to achieve the delicate elegance Mrs. Warner was after.

Mr. Warner? He finds American Traditional "downright comfortable".

Decorating problem at *your* home? Let us help. There are over 2,000 designs in the Ethan Allen collection. All open stock.

You'll find them all pictured in color in complete room settings, along with many important do's and don'ts on decorating, in our 9″ x 12″, 336-page Ethan Allen Treasury. You'll also see our many lamps and accessories. For your *free* copy, stop by your nearest Ethan Allen gallery.

☐ Please send name of my local Ethan Allen gallery, where I can obtain a *free* Treasury.

☐ I enclose $2.50. Please send the 336-page Treasury direct to me.

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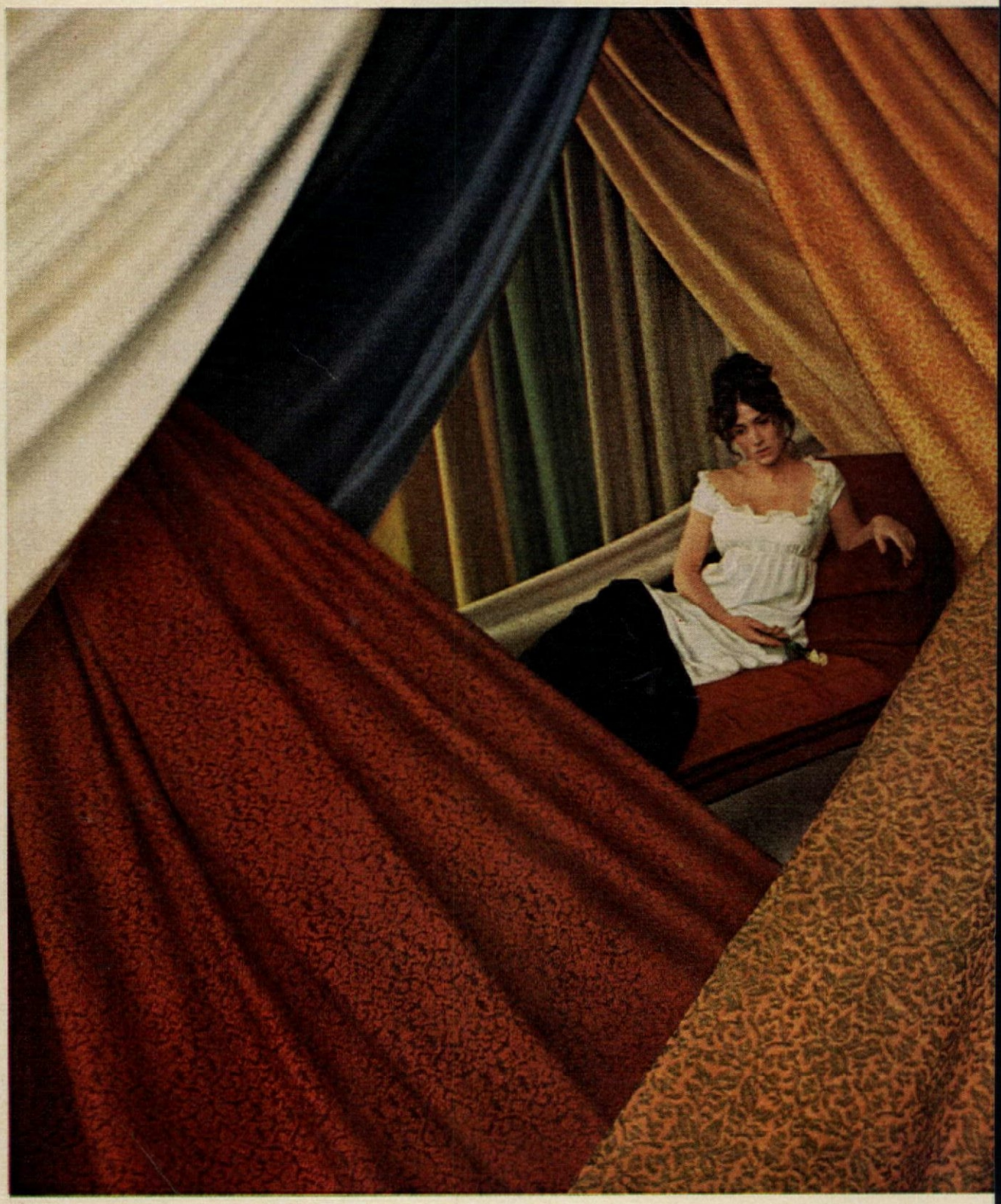

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But the real revolution came when Sears had these damasks Perma-Prest.® Now these Neatnik™ draperies machine wash, tumble dry, and need no ironing. And they're backed with Thermalgard acrylic foam to keep heat in and cold out.

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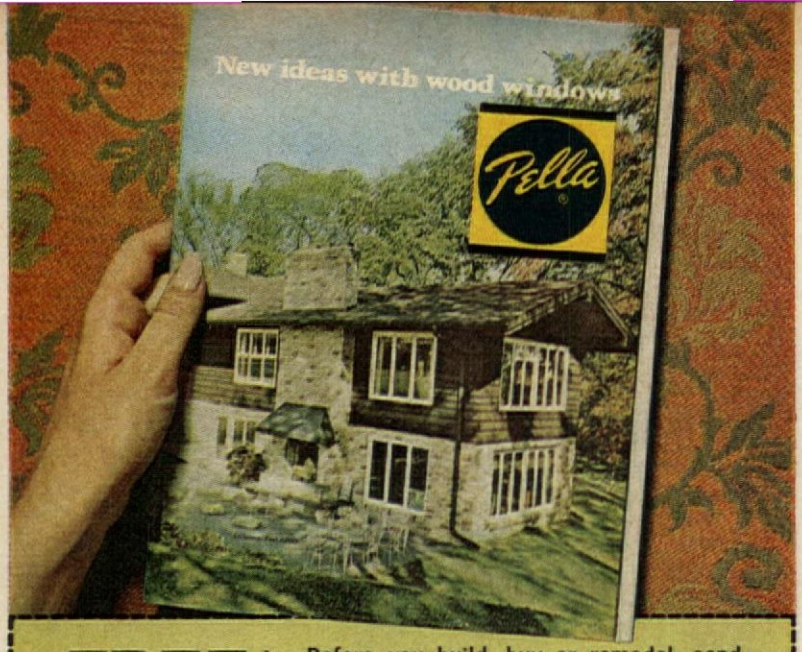

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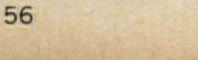

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TRANQUILIZE YOUR HOUSE
continued

decide to take care of the noises tha bother you most and not worry abou the rest. Just play it by ear.

If the house is beginning to sound lik an electric circus, you can quarantin the young musicians in a soundproofe bedroom, basement or garage. If yo are driven mad by the clanging of po and pans, rumble of appliances, yo may decide to lower the decibel count the kitchen. It's easy enough to gent down the kitchen noises by carpetin the floor. Not only does it actually soa up sound, it also *looks* tranquil. There something psychologically satisfyin about such luxury in a workroom. compensates for the inevitable noise i making us feel just a bit more relaxe Dr. Lee E. Farr, Professor of Enviro mental Medicine at the University Texas, rightfully points out: "A tire taut person will certainly not leave kitchen pleasantly relaxed, nor do t roars, squeaks, whirrs and whines issuin from it lead to quiet contemplation pleasant meals by those who a waiting to dine."

If bathroom pipes gurgle and whist an investment in quieter plumbing cou solve your problem. Or you can isola the noises by making sure the bathroo door is tight and soundproof. Weathe stripping can improve sound control 1 15 to 20 decibels.

While acoustical materials can much to deaden sound, they cann eliminate sound altogether, they on absorb those sounds that reach the They can do for noise what dark pai does for glare. Paint a room black a some of the light is absorbed, softeni the room's overall lighting. But the lig bulb still glows. It is up to us to ta preventive measures and contain no at the point of origin. That may invol little more than ordinary consider tion—turning down the TV, transist or phonograph is a start.

If you're really serious about noise co trol in your house, you'll go to t root of the entire collection of ordina squeaks and rattles—the ones that c be eliminated by simply tightenin leveling or lubricating in the right plac

The appliance that needs the mo attention is probably the human voi We, after all, set the machinery in m tion and contribute to the general d Quite possibly we could reduce the de bel count inside and out with one simp act. We could—as President Nixon a vised in his Inaugural Address—lov our voice. Lower, lower, lower. The isn't that better? EN

Right in your dishwasher.

Finish has an extra-active chemical to scrub away stuck-on food.

Even in the hardest water.

It's like having a chemical brush scrubbing away in your dishwasher.

Dishes and glassware will come out spotlessly clean.

And prewashing will be something you can forget about.

PUT A CHEMICAL BRUSH IN YOUR DISHWASHER.

It does the work of a dozen appliances in the space of one.

This is the KitchenAid Food Preparer. A real work-saver, space-saver and money-saver.

For, with optional attachments, you can use it as a can opener, meat chopper, vegetable slicer, ice crusher, sausage stuffer, orange juicer, knife sharpener, cabbage shredder, silver polisher, ice cream freezer, and apple strainer.

And you can't beat it as a mixer. For example, Model K45 even has the power to knead bread and roll dough.

The Food Preparer comes in handsome golden harvest, avocado, sandalwood, and white. If you'd like more details, send the coupon. Unless, of course, you'd rather come up with the money—and the counter space—for a dozen separate appliances.

KitchenAid Electric Housewares Div., Dept. 9HA-10
The Hobart Manufacturing Company, Troy, Ohio 45373

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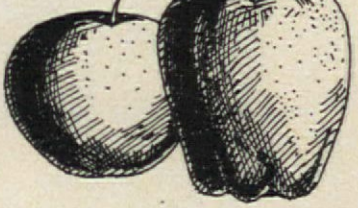
NEWS & NOTES

On our trip to Yakima, Washington, where we prepared and photographed the apple desserts on page 90, we learned about CA (controlled atmosphere) storage. We visited one of these new scientifically designed rooms at Sundquist Fruit and Cold Storage, Inc. The apples, we were told, are picked in September or October, rushed to the storage plant where they are prepared and packed,



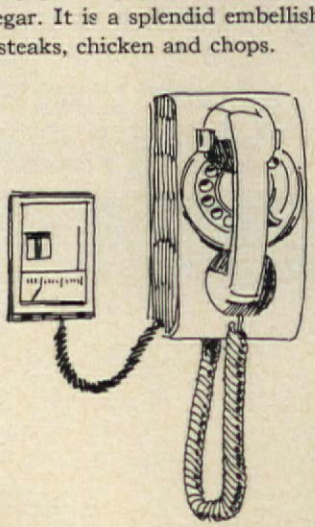
then are "put to sleep" at their peak of freshness until they are ready to go to market. The refrigerated fruit is kept in an atmosphere containing very low amounts of oxygen and controlled amounts of carbon dioxide gas. This maintains a quality similar to freshly picked apples and gives them longer shelf life than cold storage, the other way fruits are generally stored until ready for distribution. This means that out-of-season apples are available virtually all year long. Apples that respond best to CA are: Red Delicious, Golden Delicious, McIntosh, Cortland, Jonathan, Rome Beauty, Northern Spy. Some cherries and winter pears are also stored in the CA process. Research is under way for other fruits.

The American Dental Association has announced recognition of the Water Pik oral irrigating device by Aqua Tec as an "effective aid to the toothbrush in a program of good oral hygiene to supplement regular professional care." A pulsating stream of water lifts away loose particles of food between teeth and gums, through small jet tips (a different colored one for each family member). We suggest that you ask your dentist's advice about using one.

At the recent National Association of Housewares Manufacturers' Show held in Chicago, oral irrigating devices were big news—as electric toothbrushes were a few years ago. Now GE, Westinghous Sunbeam and several others hav brought out similar products.

Other highlights at the show we ultrasonic cleaners (see page 62); ele tric hair setters, some of which use wat to create moisture for setting; more f cial saunas and manicure sets; a men hair styler with brush and dryer and a na dryer that heats the nail before addi polish (makes polish dry faster) bo from Schick; a toaster with a kee warm setting to hold toast until rea to be used (Hamilton Beach); an ele tric fondue cooker (Oster); a toaster wi a pastry setting for pop-up pastri (Universal); a steam iron with a setti for "one shot" of extra steam for stu born spots (Sunbeam).

Tip: We like to add very thin slic of dill pickle to crisp lettuce. Sprink lightly with crushed dried dill, salt a freshly ground pepper. Toss with oil a vinegar. It is a splendid embellishm for steaks, chicken and chops.



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News in vacuum cleaners: What Hoo says they did with their (continu

Max Jordan

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This can be the last seven days you ever FEEL ROTTEN!
Because—in as little as seven short days you can start saying goodbye to hypoglycemia—a dangerous and completely hidden cause of chronic fatigue and painful illness THAT MEDICAL SCIENCE HARDLY RECOGNIZED UNTIL NOW.

Yes, now Clement G. Martin—the same world-famous physician who gave you the national best seller HOW TO LIVE TO BE 100—goes one step beyond mere longevity and gives you his new trail-blazing guide to FOOD MEDICINE! To simple, enjoyable eating that can KNOCK OUT HYPOGLYCEMIA, with simple, tasty meals that make you feel fit, fine and ready for fun.

This easy way to EAT YOUR WAY OUT OF FATIGUE and BANISH MANY MIDDLE-AGE AND OLD-AGE SYMPTOMS is yours to read *for the asking!* That's right!—just ask us to send you Dr. Martin's great new book, and it is yours to read WITHOUT RISKING A PENNY. You see how other men and women, who suffered years of feeling knocked-down and dragged-out, lifted themselves into high and happy ENERGY often with FOOD ALONE. And *you* find out the delicious foods, the lip-smacking drinks; the NEWLY DISCOVERED FOOD COMBINATIONS that may so easily end the dangerous hypoglycemic deficiency in *your* bloodstream and get *you* going like a kid again!

The Scientific Reason Why Food Alone Can Kick Many Miseries Out of Your Life—Can Be Told In These Simple Statements:

ONE: Hypoglycemia is nothing more than *a scarcity of a certain natural sugar in your bloodstream*—so that your vital glands and organs get only a *starvation ration* of the natural energy-fuel they need. Simple enough—but *millions of men and women suffer all their lives from unrecognized hypoglycemia.*

TWO: Hypoglycemia often goes unrecognized because it masquerades as diabetes and other conditions—and so your headaches, backaches, bone-pain, muscle-pain . . . even dangerous conditions of the heart, liver, spleen, and pancreas . . . do not get the utterly simple BASIC FOOD treatment that has already renewed and transformed so many other men and women.

THREE: (THE *GOOD* NEWS) Dr. Martin shows you how to find out very simply if *you* have hypoglycemia—and then, without starving yourself or torturing your digestion, how FOOD ALONE may end your hypoglycemia once and for all—bring your vigor and vitality right up high where they ought to be—youthify your face and figure—get you singing through life even if you have spent the last fifty years "feeling rotten!"

Amazing But True!—Simple Food Available at Any Supermarket—Eaten According to A Simple Plan—Can Transform You From an "Ailer and Wailer" into the Peppy Person You Have Always Wanted to Be! So That—

Hearty helpings of meat, eggs, fish, cream and many other familiar foods become your "BEST MEDICINE!" (Dr. Martin shows you HOW! And how to use certain FOOD COMBINATIONS for CUMULATIVE BLOOD SUGAR POWER!)

You can have desserts in a very little while; you CAN eat dozens of favorite vegetables and fruits; you CAN imbibe alcohol; you CAN smoke within reason . . . and, best of all . . .

You NEED NOT EVER AGAIN GO HUNGRY BETWEEN MEALS—even while you do wonders to give yourself a slim and supple figure . . . even while you build and boost your vital bloodstream for head-to-toe ENERGY!

Is poor sleeping your problem? (It's just one more misery often associated with hypoglycemia.) Dr. Martin gives you an utterly simple SOUND SLEEP SECRET that is so natural, *and has such long-term health-building effects*—you'll bless the day you took two minutes to find out!

Should you exercise? For many men and women, certain *easy* but *special* exercises are a tremendous aid in combatting symptoms of hypoglycemia. They are nothing like old-fashioned sweat-and-strain calisthenics! You feel INSTANTLY IMPROVED, in a few minutes a day!

RIGHT NOW—Start Your Search For INSIDIOUS SYMPTOMS OF LOW BLOOD SUGAR HYPOGLYCEMIA:

Can you see a dusky red appearance on the palms of your hands? This *can* be a sign of *liver trouble*—but the true *underlying conditions* may be UNRECOGNIZED HYPOGLYCEMIA.

Can you find little red spots, with branching red lines, on your limbs or body? This, too, can be a sign of dangerous internal trouble that begins with UNRECOGNIZED HYPOGLYCEMIA.

Do you have chronic, nagging, dragging FATIGUE? This is a prime symptom of UNRECOGNIZED HYPOGLYCEMIA.

Dr. Martin shows you many more symptoms of low blood sugar—explains you may need medical treatment but it must be the *right kind* of treatment—shows you why FOOD MEDICINE may be the only medicine you need—deliciously, satisfyingly, building a mighty bulwark of HEALTH while you enjoy every meal!

But Your Rapid PHYSICAL Improvement Is Only the Beginning—Because There Is Also a Very Important Mind-Power Factor Associated With Hypoglycemia.

Naturally, the same bloodstream that nourishes the body also nourishes the mind—with disastrous results if your brain is continually undernourished! So, if you are "nervous" or "edgy" or suffer lapses of memory, hypoglycemia may be flying a "red flag" of warning!

But—just as your body RESPONDS MAGNIFICENTLY to the simple diet that fills your blood with potent power—so does your brain. In Dr. Martin's own words:

"There is an easy way out of this vicious circle, and fortunately it does not take too long . . . Usually a week or two after beginning the food-for-energy plan . . . MENTAL AND PHYSICAL SYMPTOMS DISAPPEAR."

You bet those symptoms often disappear—for practically anyone of any age—because at last you are *nourishing* your blood instead of starving it—at last you are not half-crippling your mind and body, but HELPING your brain, glands and organs do the first-class job they *can* do for you. At last you are helping your body *heal itself* . . . at last you are PROTECTING YOURSELF against infections . . . just by following a few food-medicine rules that are absolutely a pleasure to follow! Yes, just by setting up your meals in such a way that hardly anybody will notice anything 'different'—BUT WHAT A PRICELESS, LONG-LIFE, YOUTH-CONDITION DIFFERENCE YOU NOTICE IN YOURSELF!

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CLEMENT G. MARTIN, M.D., F.A.G.S., F.A.C.N.

Former head of Gastroenterology Clinic, Central Free Dispensary, Presbyterian-St. Luke's Hosp., Chicago, Ill. Medical Director, Continental Casualty Company, Consulting Internist, Illinois Central Hospital, Chicago. Along with this, he has been Medical Editor of *The Bulletin;* and is active in such professional societies as the American Geriatrics Society . . . Aerospace Medical Association . . . American College of Nutrition . . . American Heart Association.

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Dial-A-Matic they did. The slight forward pressure on the new flexible handle does make the cleaner glide ever so smoothly. They call it power drive. We think it is like driving with power steering. It adjusts automatically to the correct cleaning height for all types of carpets and rugs.

We talked with the Bureau of Labor Statistics about rising food costs. The last consumer price index revealed that food prices had gone up in all categories about 5.4 percent. Meat, and most specifically beef, had the highest increase, up about 11.8 percent. The familiar law of supply and demand has a great deal to do with the crisis at the butcher's counter. More people are eating meat. The nation's biggest meat eaters are between 15 and 35 years old—a population segment that is increasing rapidly. Incomes are higher than ever, and with higher salaries there is always a tendency to increase one's standard of living. Increased efficiency in production, handling, transportation and also packaging must also be considered. There will always be some fluctuation in prices as supply and demand meet each other.

David Stroud, president of the National Live Stock and Meat Board, had this to say: "Because the standard of living has increased much more rapidly than have food prices, consumers today spend only about 2½ percent of their after-tax income for beef. This is a smaller portion of take-home pay than it took to buy beef 20 years ago." To ease the personal pinch on your pocketbook, shop the weekly specials and make frequent substitutions.

The Jenn-Air Corporation of Indianapolis has a unique new electric 30-inch drop-in combination range. It combines a two-unit range and oven with a grill—and dispatches smoke and odors to the outdoors from a built-in vent on the cooking surface instead of through the more familiar vent hood above the range. Optional accessories include a French fryer, rotisserie and shish-kabober.

We like this idea from Kellogg's: lightly buttered or oiled Croutettes top vegetable or other casserole dishes to perfection. They add a subtle accent to a classic Caesar Salad.

A new first from Whirlpool: on one of their front-loading portable dishwasher models there is a built-in food warmer in addition to a maple top. As a warming tray it will keep hors d'oeuvres warm during a party, hold the temperature of the vegetables and coffee while you are carving the meat or waiting for the second serving.

There is big news in this issue on lighting and mood. We are excited with the new innovations in lighting and the

whole new world of decorating that awaits us. But let's not forget some of the basic rudiments necessary for better

sight. The Better Light Better Sight Bureau stresses that the placement of a lamp on a desk or table for optimum comfort and seeing efficiency is very important. The lamp should be placed 12 inches back from the front edge of the desk and 15 inches to one side of the work at hand. Using a light-colored desk blotter will help to avoid uncomfortable reflected glare and contrast.

Could there be anything more unappealing than most fresh bread—soft, white and doughy—that you buy in a supermarket? Tear a piece away from the center and you've a wad of hard dough. This is not true with Pepperidge Farm's new Toasting White Bread. It is a good old-fashioned, stick-to-your-ribs chewy kind of bread that is open textured and thick sliced. A 16-ounce loaf is about 40 cents. Pepperidge Farm, which has long been known for Margaret Rudkin's famous homemade baked goodies, is now owned by The Campbell Soup Company. Many of Pepperidge Farm's products are distributed nationally in supermarkets and groceries.

In the "what will they think of next?" department, a first in the frozen food field has been announced by Swanson. They are three frozen, prepared breakfasts: Pancakes with sausage patties, scrambled eggs with sausage and country-style fried potatoes, and French toast with sausage patties. Each one is ready to heat and serve—no preheating of oven is necessary. They call it the return of the forgotten meal. This may be a satisfactory way for the 85 percent of women who do not take the time and effort to serve a nutritional breakfast. A good breakfast is essential to a good day.

A handy, self-sticking all-purpose tape called Armaflex has been announced by Armstrong Cork Company, the flooring people. It can be used for a variety of jobs around the home from insulating dripping water lines to cushioning handgrips on garden tools and sports equipment. The flexible plastic foam material has a smooth surface finish. The adhesive on the back is protected by a backing that is removed before the tape is applied. It is available in 12-foot rolls, $\frac{1}{8}$" thick and 2" wide, and costs approximately $2 a roll.

A few good brandy tips: When marinating meats in wine, a tablespoon of brandy for each cup of marinade gives an extra piquant flavor; good, too, for high-spirited barbecue sauces. Try lacing your French onion soup with a little brandy for an added zip. END

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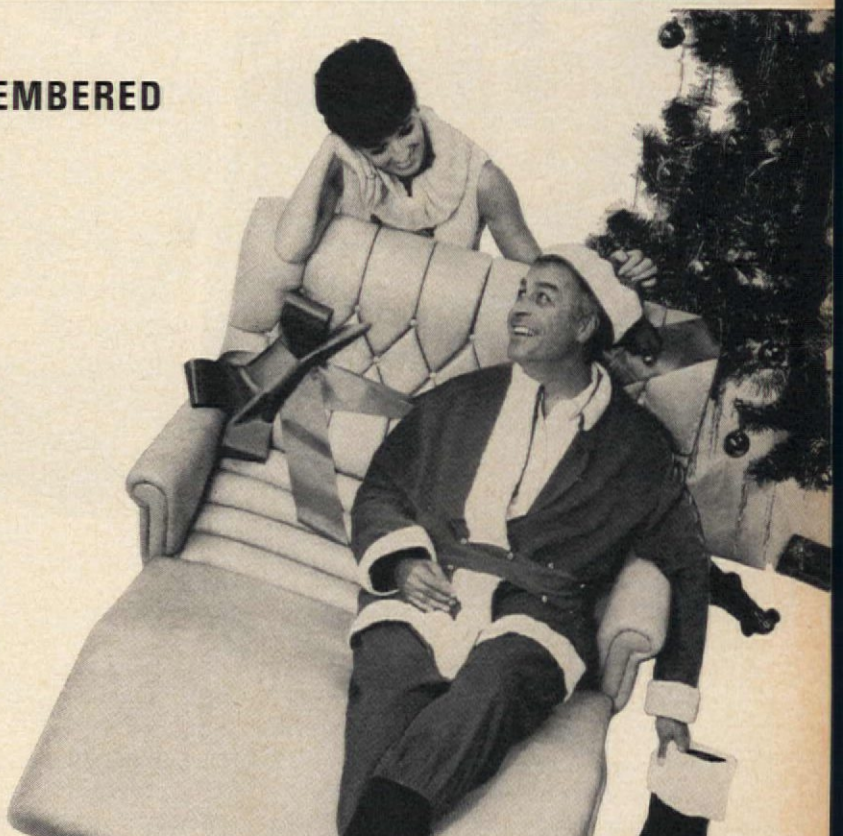

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BUYER'S GUIDE

CLEANING WITH SOUND

By Stanley Schuler

The new ultrasonic devices will clean anything from rusty pliers to jewelry.

Not long ago we dropped a pair of rusty pliers into a container filled with liquid and flipped an electric switch. Two minutes later, when we shut off the current, the red oxide that covered the blue-black metal had, to our amazement, entirely disappeared.

Then we dropped in the cutting wheel from an electric can opener. It was thick with the black goo that always seems to build up on can-opener cutting assemblies. But half a minute later it was clean and gleaming.

Next came a spoon. We knew it was silver; but if you had argued it must be something else—no silver ever got that tarnished—we could not have blamed you. About 90 seconds later, however, you would have shaken your head in disbelief. It *was* silver—still a little yellowish, but silver indeed.

Finally we put an old fishing reel into the liquid. Made of hard plastic and steel, it was so corroded and crusted with ocean salt that we could just barely crank it. But in a few brief minutes it, too, was rejuvenated and ready for active service.

Magic? In one sense of the word, yes. But in actual fact, no. We were just using one of the new ultrasonic cleaners now on the market. It is one of the most intriguing and useful cleaning devices we have yet encountered. It is certainly the most versatile.

It will remove dirt, grease, rust, tarnish, stains and loosely adhering coatings from just about any hard-surfaced or semihard-surfaced item that will fi into the cleaning tank. That include ashtrays, figurines, thimbles, dentures spectacles, golf balls and the heads o golf clubs, jewelry, coins, seashells safety razors, knives, nuts and bolts bottles, combs, electric cords, boat fit tings, knurled knobs, locks and latches toy racing cars, oil cans and miscel laneous parts from Willie's carefull disassembled bicycles.

"Ultrasonic cleaners really have onl two main limitations," says (continued

Ben Swedowsk

©Sears, Roebuck and Co.

Why did Mrs. Skitch Henderson, who could afford any efrigerator you could name, want a Sears Coldspot?

Composer-conductor Skitch Henderson and his wife Ruth live in one of New York's most fascinating town houses.

In the kitchen are some of the 40 to 50 antique clocks Skitch has collected. The wall tiles come from Spain. The walnut chopping blocks and the unusual plate tree from France. And the refrigerator-freezer is from Sears, Roebuck and Co.

"There's never been anything like our Sears Coldspot," says Ruth Henderson (who does all the cooking in the Henderson household). "It's a 3-door convertible—all completely frostless. It's the first refrigerator I've ever seen that you tailor to fit your needs.

"One side is a marvelous roomy refrigerator. The other side is a two-door freezer. But the top half can actually convert from a freezer to a refrigerator.

"All I do is turn a dial if fresh fruits are in season, and this upper section becomes more refrigerator space.

"I turn the dial back after a party and I get more freezer space for leftovers.

"And I don't know how we ever got along without that wonderful ice-maker in our Coldspot."

Suddenly, as the 40 clocks chime 7 o'clock Ruth Henderson laughs, "You can always tell when it's dinnertime at the Hendersons."

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John F. Chappell, vice president of Branson Instruments Co., one of the first manufacturers of ultrasonic equipment. "They won't clean fabrics. And they should not be used to clean severely worn silver plate or objects held together with any kind of glue or cement—costume jewelry, for example.

"In addition, ultrasonic cleaners made for home use won't clean anything that is too big to fit into a two-quart tank. And they cannot be used to clean off contaminants, such as fingernail polish and paints that require special solvents."

But never mind the limitations. Consider the possibilities.

Admittedly, these won't strike you the instant you first see an ultrasonic cleaner. The two makes that are available today are neat but rather prosaic-looking appliances. Branson's cleaner has a strong resemblance to a blender, depending on how it is being used. Sears, Roebuck's suggests a small, rectangular canister vacuum cleaner. Both are made of plastic and metal. And both have recessed cleaning tanks measuring 3½ inches square by 2½ inches deep. (The Branson unit may also be purchased with two larger, slip-in cleaning tanks.) But when you fill the tank with warm water, add a few drops of detergent or other recommended cleaning agent and turn on the electricity, the liquid suddenly becomes violently alive.

This action is called cavitation. It is produced by transmitting ultrasonic energy—energy vibrating at such high frequencies that it is inaudible to the human ear—through a fluid. Millions and millions of tiny bubbles form and collapse over and over again, thousands of times a second. You can't hear them (though the tank itself vibrates and makes a low buzzing sound). You can't feel them (but if you put a finger into the liquid up to the first knuckle, the sound waves may make it smart). You can rarely see them (the only visible movement is a disorganized, rapid rippling and shimmering of the surface liquid). But when you drop in a rusty penknife or a salt-encrusted medicine glass or a dirty engagement ring, the bubbles instantly go to work on it like the bristles on a scrub brush. And in almost no time, the dirt is gone.

No one in the ultrasonic business denies the fact that, given some kind of brush and the proper cleaning agent, you can clean by hand just about everything you can clean ultrasonically. But there is this difference: An ultrasonic cleaner does the job fast and with much less effort on your part.

It does the job more gently, because the object in the cleaning tank is not handled and does not move. It also drives the cleaning agent into nooks and crannies difficult to reach.

One of the standard ways of demonstrating what an ultrasonic cleaner does is to rub soft pencil lead on a sliver of frosted glass and to immerse it in a detergent solution in the cleaner's tank. Nothing happens. Even when you rub the graphite with a finger, it simply smears and comes off reluctantly. But when you plug the cleaner into any 120-volt electrical outlet, the graphite starts to swirl away and disappears. (continued)

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If every woman in the world could choose just one gift of beauty, nine out of ten would ask for a lovely, flawless complexion. Of all feminine beauty assets, this is the one that is most desired, most cherished.

Today, simply by smoothing a tropical moist oil over your skin, you can at last lavish the very ultimate of loving attention on your complexion. The discovery of this rich, remarkable fluid has made it incredibly easy to cherish and beautify the skin so that it holds its lovely appeal for years and years to come.

The moist oil helps the complexion to keep always at the peak of its perfection. Its special enriching constituents of oil and moisture exert an isotonic pressure to balance easily with the skin's own fluids, helping to alleviate wrinkle-dryness, smoothing the complexion to a velvety softness and successfully capturing a radiantly lovely bloom.

When body processes begin to slow down with the passing of time, or become inadequate in effect due to the influence of a hot sun, drying winds or biting frost, the complexion very often suddenly finds itself in dire need of supplementary care that will encourage and guard its basal cellular functions. The purpose of the revolutionary tropical moist oil is to assist nature when necessary to boost these natural fluids and so give your complexion a fuller measure of health and beauty.

An invisible film of moist oil applied daily to the face and neck besides serving as a sub-foundation for make-up, will promote nature's efforts to conserve precious dermic moisture, for it encourages in every way the hygroscopic tendency of the skin to attract moisture from the surrounding atmosphere.

This unique moist oil is available in Europe and other parts of the world. In America it is available from druggists as oil of Olay, the phenomenal discovery of our time that reconfirms the eternal truth that an exquisite complexion is the most essential criterion for beauty.

Beauty Skin-Care Consultants Recommend

For sheer loveliness in complexion beauty, consultants are now recommending that a film of moist tropical oil of Olay should always be smoothed over the face and neck before applying make-up. This will cherish and beautify the skin as well as protect it against the drying effects of wind and weather.

* * *

Towards maturity cherish your skin with a little extra care to smooth wrinkle-dryness and help keep facial lines at bay. Before retiring, apply a generous film of oil of Olay, massaging it with the fingertips in circular movements that spiral upwards and outwards.

* * *

To keep your lips soft and pretty, give them a generous quota of the beautifying moist oil when you do your face. This light film of oil of Olay will also act as a foundation for the smooth and lasting application of your lipstick.

CLEANING WITH SOUND
continued

Then you dry the glass, rub the lead on it again, cover the black mark with a second piece of glass and, pinching the two pieces tightly together, you lower them into the deceptively quiet maelstrom of the cleaning tank. The action is a couple of seconds slower this time, but the results are the same: Even though the graphite is not directly exposed to the cleaning solution, ultrasound forces the solution in between the glass and removes the stain.

Ultrasonic cleaners have been used extensively in business, medicine and science since the early fifties. These differ from the household cleaners only in the fact that they are made entirely of metal so that they can be used with almost any kind of solvent.

The home models, which sell for about $40 (plus $10 if you buy the two optional Branson tanks), can be used only with a mild general-purpose detergent, an ordinary denture cleanser or the special-purpose cleansers sold by the cleaner manufacturers. The last include Branson's rust remover and silver detarnisher and Sears' light and heavy-duty industrial detergents.

Will any other ultrasonic appliances come along in the wake of the cleaners? The answer is yes, although manufacturers, understandably, are reluctant to be very specific about them.

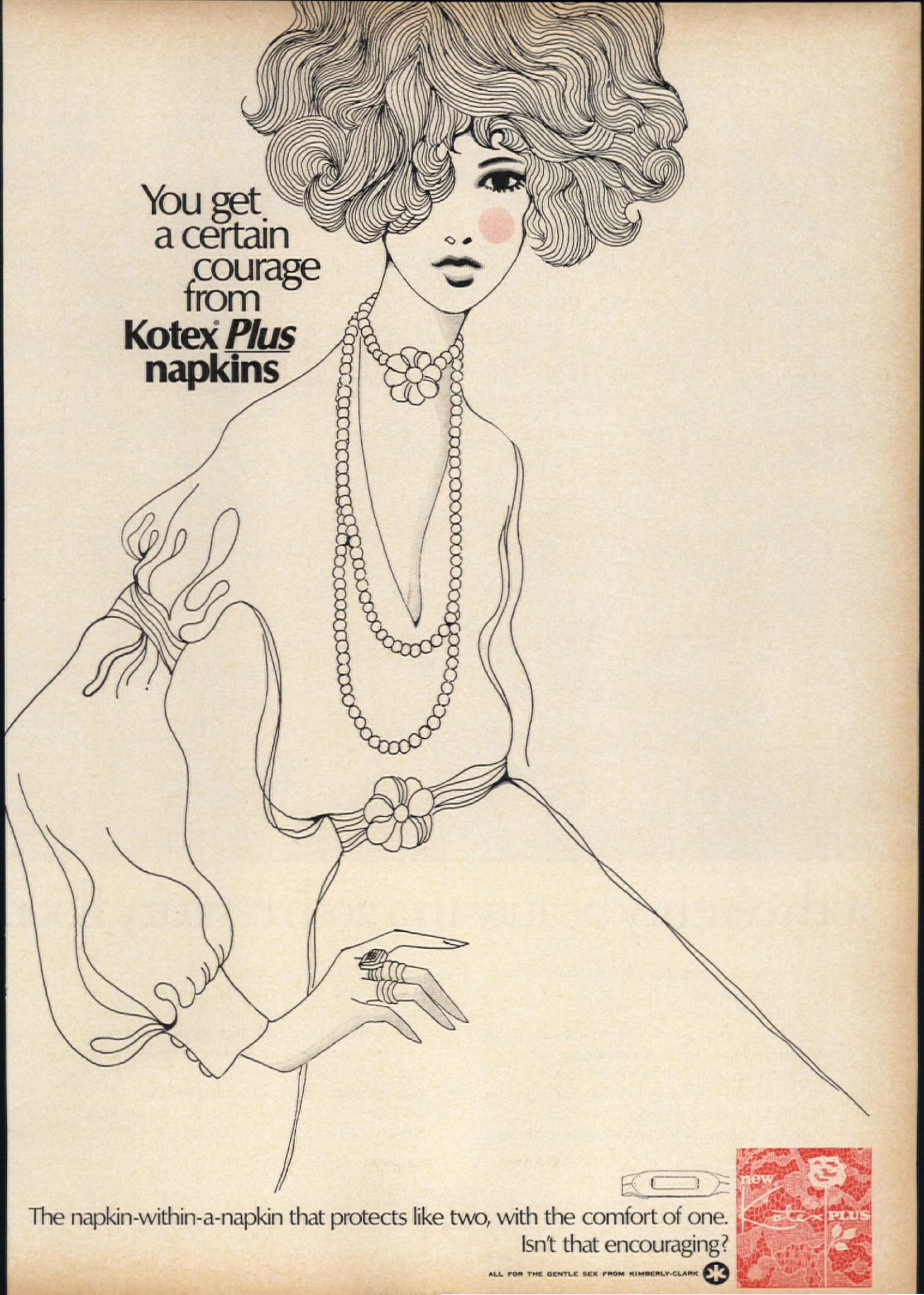
Among the possibilities are an ultrasonic carving knife, ultrasonic shaver and ultrasonic drills and welders for the home workshop. Commercial devices more or less similar to all except the shaver are presently in use. But for the moment at least, additional kinds of cleaning appliances seem to be more promising. Of these, the first will be an ultrasonic sink. One is due any minute.

It looks like an ordinary stainless-steel kitchen sink, but it cleans dishes, glassware, silverware and utensils in exactly the same way that our portable ultrasonic cleaner scrubbed a can-opener cutting wheel. Compared with a dishwasher, the sink's advantages and disadvantages are fairly obvious.

It doesn't take up extra space in the kitchen; it washes faster than a dishwasher and removes tarnish from silver.

On the other hand, the ultrasonic sink does not rinse and dry dishes. It does not kill bacteria to the same degree as a dishwasher. It cannot be used to store dry—as well as clean—dishes. And it has a smaller capacity.

After that, they may go on to ultrasonic floor cleaners, ultrasonic wall and window cleaners and ultrasonic cleaners for swimming pools. END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NEW WAVES OF THE FUTURE

Light, the scene setter, light, the mood maker, light, dazzling or calming, shines through this issue. Not since Thomas Edison's magical bulb electrified the world has light wrought so much change. Light's twin, sound, is also soaring on new wave lengths, blotting out noise, cleaning the silver, spinning off music on reels of magnetic tape. Light and sound pulsate as one in the discotheque turn-on of New York's Electric Circus (above), an entertainment dimension that started the trend for projected images. They may soon be flashing around your own house. On the following pages, Elizabeth Bowen, the Anglo-Irish novelist, discusses light's calm benevolence.

"Light . . . scores a zigzag across the charts of our temperaments."

The beginning. Before that, what? Nothingness: earth "without form and void." The mighty Genesis story of the Creation, allegoric though science shows it to be, retains the hold that it had in infancy—it rings true to us, it has basic meaning. Light was what first broke on our newborn awareness; from then on, it stood for living and being. In itself a benevolence, it is as essential to us as the air we breathe—and as freely granted! We are light's children, expanding within it as plants do.

How light affects us, primitively sometimes, and sometimes subtly, we are beginning to learn. Our century is light-conscious, as was no other. We react more knowingly than our forefathers to light's dramas, variations and possibilities. True, far back goes the association with Nature, with poetry, with romance—where would generations of lovers have been without the moon or the sunset, or children without the miracle of the rainbow? But we moderns love light with an extra ardor, seeking it out. We like best to go, to be, where it shines to the full. We construct our homes, so far as may be, of glass. And when, day ended, darkness blackens our windows, we make play with *lighting:* 20th-century art which transforms rooms.

Yes, *let* there be light! For city-dwellers, the need approaches a thirst. The higher buildings soar, crowding the sky, the more closely they overhang and encompass us, the more precious becomes the bright element. There is a market for it, it costs money: penthouses, top-floor apartments are at a premium—many of us make do with reflected daylight, blue noon or the pinkness of sunset at one remove. Even so, the joy of it! Refracted downwards into our streets, light has something saving about it, like pure water. And it *does* enter; nothing can keep it out—slithering its way through venetian blinds, catching shop-front mirrors, striking through awnings, painting multicolored traffic a shade more dazzlingly. And not least lovely, be it in city or country, is light's other gift to us: shadows.

Ever changing, shadows are light's language. It delights to cast them. Sharp, shapely, they accentuate light by contrast—the darker and clearer they are, the more burning the day. How dramatic their morning-to-evening movement, like the hands of a clock (before there were clocks man could measure time by them). Without them, light could be meaningless, overpowering! *Could* one inhabit, for long, a shadowless world? Unthinkable; as could be a quite soundless one. . . . Valuing light, we instinctively learn how to live on terms with it. Designing our rooms, planning our gardens, we deal not in blank spaces and bald surfaces but in ornaments, objects, on which it may most effectively dwell, setting *them* off and enhancing itself. Scenically, we deliberately break light up, using columns, archways, screens of greenery, balustrades, pools. And may not light like us better for those devices? Outside cities, we seek as ideal sites for our homes those edging on woods: is not their demure half-dusk right background for a sun-soaked facade? Light, supreme in its contrasts, teaches a lesson. Playing tricks with it, we meet it at its own game. We have achieved a relationship. No fears...

Yet there were considerable fears, not so long ago. Dread of full daytime was prevalent with our great-grandparents. Primitive in origin, handed down to them it was reinforced by Victorian genteelism. In refined homes, sun was Enemy No. 1. It ruined complexions, faded hangings and carpets, blistered enamel and wilted plants. No lady exposed herself to its rays, and she took morbid precautions as to her parlor—shades lived almost permanently drawn down. Overclad gentlemen suffered like stranded fish, gasping; never did one abandon collar and tie! No child was let out of the house for so much as a minute, without a sun hat. "Sunstroke" was the general, gripping obsession, even in quite temperate climes . . . . Some of the safeguards against it were, one must say, pretty: instance, the parasol—ivory-handled, bedight with fringes or frills. Carried atilt by coquettish maidens or solemnly in the vertical by their chaperones, those little pagodas of taut silk shed a beguiling, colorful glow onto the delicate skins they sheltered. There were also arbors, entwined in jasmine or eglantine (and alas, also, running with earwigs) in whose fragrant if stuffy insides one could repose. Garden "walks," tunnels of darkest evergreen, cut out the peril of crossing an open lawn. Under shadiest trees one *might* sit out . . . . Oh those timid summers!

Our boldness would seem revolutionary, and our sun-worship impious, to our forbears. We extend, hour-long, semi-naked, under that very orb from whose slightest glance they, muffled to the chin, fled. Are we (these newcomers) barbarians, they might wonder, or do they fancy themselves to be demigods? So entire has been the change in physical temperament that we of today might be another race, not merely another generation. We owe it to the Victorians to admit that science, by evolving the use of oils, art, by provisioning us with cosmetics, and fashion, by outlawing pink-and-whitened in favor of olive-bronze, have aided, and eased the course of our "revolution." Not necessarily more daring

we are more fortunate: revelling, as we do, in the unabated glare of a day in summer, we enjoy an impunity undreamed of. Great-grandmother dared not, certainly.

This truth holds good with regard to homes, built for light, afloat in it when we wish. Gone are the drawn-down shades, the closed frowsty curtains. Yet, *her* frenzied solicitude for her parlor, her preservation of it by tomblike darkness, does merit less laughter and more sympathy. Costly crimsons could drain out to anemic apricot, and huge roses on Brussels carpets be rendered ghostly. "Fadelessness" was a benefit unknown to her. Contemporary interiors suffer nothing. Day moves in and lives in them; they reflect it, color it with their colors—fabrics, with all the glamour of the synthetic, some translucent as the glass of which they were spun, some sleek as the velvets they simulate, lose not an iota of their glow: it is imperishable. Underfoot, everastingly vivid are the rugs . . . *She* dared not risk what she loved; we are risking nothing.

Physically, we of today *are* no less resistant to light than are belongings. But are we the more susceptible to it nervously? And does that sensitivity take toll, from time to time, of our psychic being? I think that possible. See how light conditions our moods, affects our energies, scores a zigzag across the charts of our temperaments. Good or bad light can make or unmake a day. Our obsession with "weather" is, fundamentally, concern as to weather's resulting light. Heavy rain is a manifest nuisance, but what depresses us is the miserable, dank extinction of everything, the unbroken gloom of lowering clouds. Certain dull days, heavily ominous, sky clamped down over the earth like a leaden lid, can be yet more demoralizing than rainy ones. Snow at least ends up an uncanny glare of its own; and the moments before an electric storm, when black-purple, piling up on horizons, sets off trees, buildings, caught in last tabs of sunshine, have a kind of operatic excitement.... Yes, our extreme light-consciousness cuts both ways—placing us at the mercy of meteorological changes and chances. For happiness, even for equanimity, we depend on Nature's caprices. That is, in the outdoor world. The indoor, however, is in our power: home, our domain—and *its* lighting we do control.What resources we have, what alternatives. "Artificial light" once was the forbidding name for any amenity turned on after dark: today, evident "artificiality" is no more; subtle, artful naturalism has superseded it. Gaslight, or the earlier electricity, used to impact harshly on the rooms they revealed: now, soft, tidelike brightness laps on carpets and walls. Contemporary lighting is sympathetic: it can deepen calmness or heighten the party spirit. It does not dictate our moods; it expresses them, eloquently. It serves, it lends itself to, the domestic spirit: the lit lamp waiting by the waiting armchair—what a symbol of homecoming. The bent-down ray falling cleanly onto the page: what a reader's paradise. The tilted lampshade, letting glow gently lie on the smooth pillow: what an invitation. . . . Light chisels out for us, immortal and haunting images of our dearest moments.

And is creative in other ways—being able, for instance, to clothe a day-wearied room in evening illusion. It re-architects, adding further dimensions, new definitions. Here a diffused or there a directed brilliance kindles the atmosphere, adding a touch of "theater," dramatizing figures, flattering faces. Areas of shadow are gauzy veilings. Fleeting fingers of light move around: a bowlful of roses floats into ethereal view, then is lost again. Or a ceiling turns into a starry firmament. For a whole spectrum of wonders, thank electricity!

Yet . . . can anything better candles? Back they have come again, overflowing from the few there used to be on the dinner table into groves, groups, dozens that look like hundreds: triumphant, slender, twice as tall as they were (as though they had made growth since the last century), burning as though in their own honor.Without rival. So ever-living are they, and so timeless, they restore beauty to faces that knew it long ago. Now and then, a quiver of their pointed flames causes a vibration in the air round them—eagerness, the genius of all festivity.... I quarrel with candles for one thing only; they set up a yearning in me for, also, firelight. Ah, *let* there be firelight, where there can be! Where there cannot, let me not think of it....And look, yet another talisman from the past: we reinstate the Victorian oil lamp. Amber and mellow, its radiance comes blandly forth from its frosted glass globe. This *is* domesticity: such a lamp is the occupant, by nature, of a circular central table, round which are gathered, sketching or stitching, a rosy, respectful family, while Papa reads aloud. May it steady us? Who knows? Welcome it back.

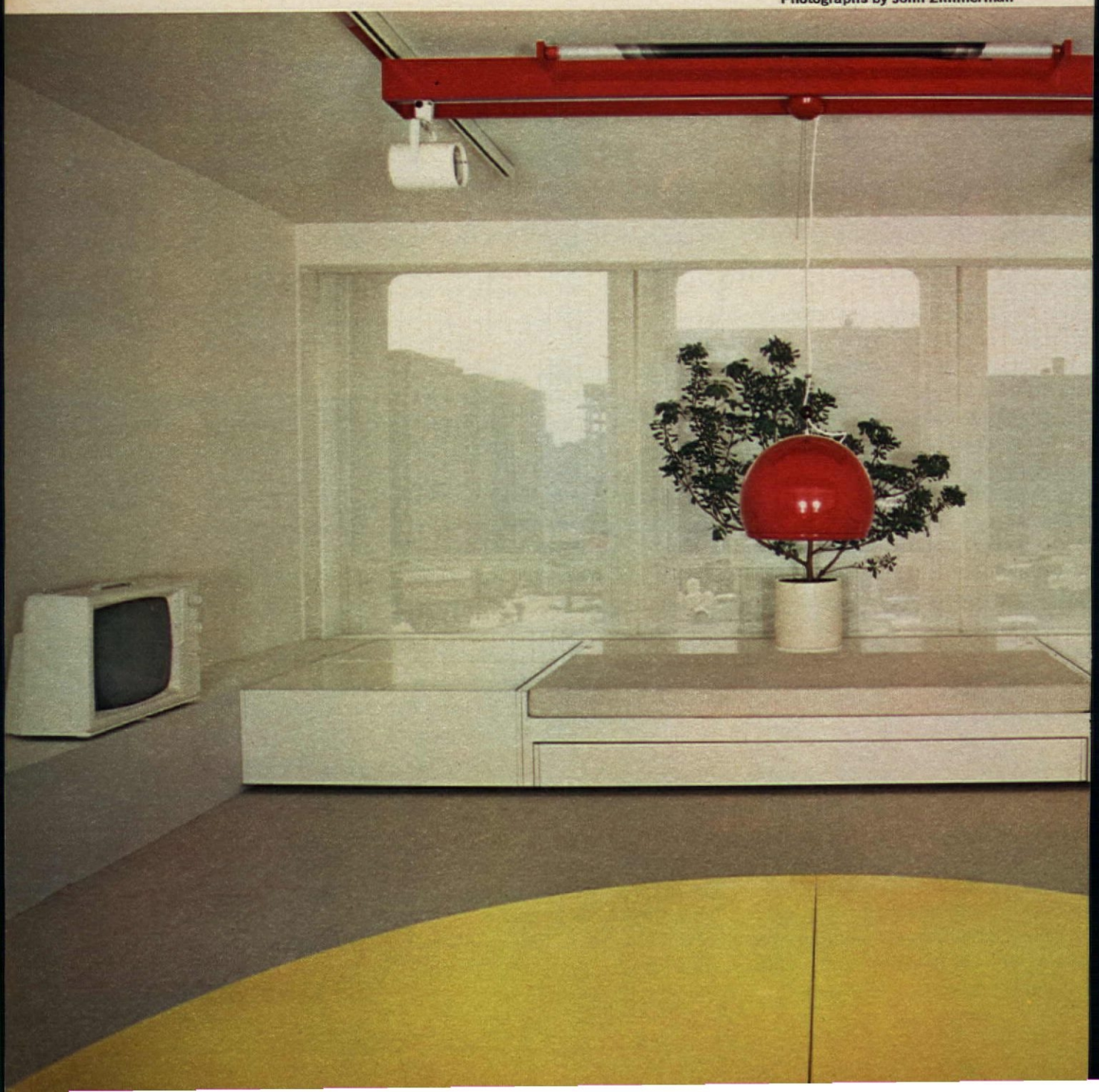
Light, light. Light, from whatever source! One great indoor playmate of light is the wall mirror, with its doubling trickery, its extensive power. Outdoors, the fit mate *and* playmate for light is water. Light likes pools, ponds, lakes, but is in love with rivers—their intricate skeiny currents, their falls and rapids, their dawdling pauses. But above all, fountains: impetuously springing up, up, up into light's embrace, casting inexhaustible plumes of dissolving spray. . . . At Tivoli, above the Roman campagna, I watched an assembly of fountains in noon sunshine. That is the one time I have wept for joy.

By Elizabeth Bowen

FIVE-WAY PROJECTION FOR THE 70s

By Vera D. Hahn

Photographs by John Zimmerman



One room—apparently without furniture, all cool white but for a slash and dot of red, a disc of chrome yellow, a green plant . . . this is Architect Romuald Witwicki's "Living Envelope," a package 16 by 20 by 8 feet that is only waiting for people to unseal it, to turn it on. Designer Witwicki is a young French rebel, who thinks of this prototype he built in Manhattan's Kips Bay as a living solution to be mass-produced for the beehives of apartment complexes that will explode over the U.S. landscape in the 70s. Batteries of lights, of mini-projectors, of spots that travel on the red steel beam wait to change one room's mood. Stored away in Witwicki's ingenious free-wheeling boxes that line the windows are a multiplicity of things: lounges, beds, tables, a telephone—even a stage. The yellow circle has four modules that become a dining table, stools or armchairs. Translucent panels, painted with glowing rivers of color, pull down to divide spaces, roll up like window shades. But it is light, most of all, that turns this single apartment room into five or more and the progression of change is shown on these six pages.

continued

A cool, impersonal chamber by day (left) turns into a warm, intimate bedroom by night (below).

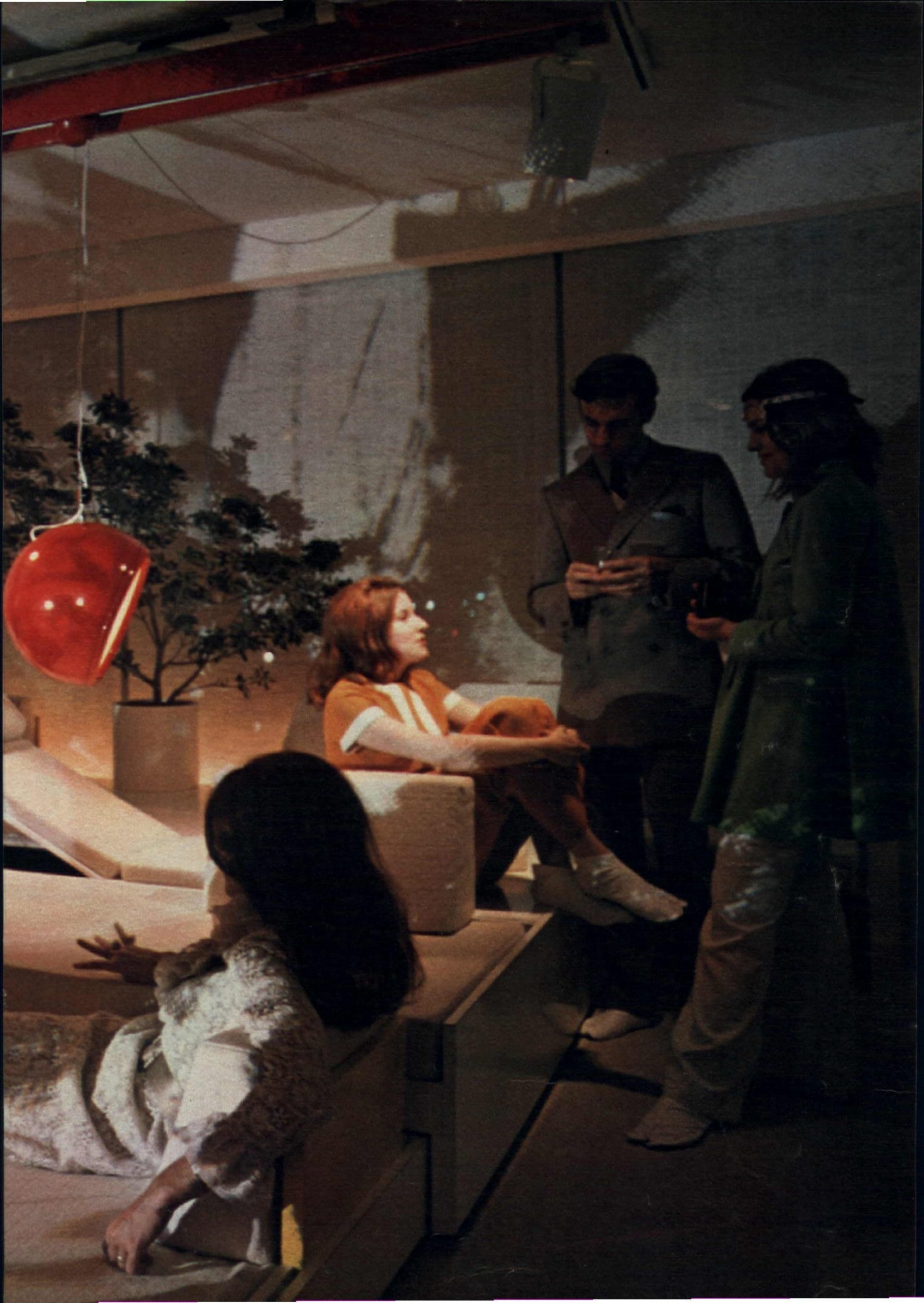
A perfect spot for dining is beneath the room-spanning storage beam. It houses four roller shades painted by Pat Lindgren. When all four are unfurled they wall off the area completely. When two are drawn (below) they frame it like shoji screens.

The metamorphosis continues—tables and chairs evolve out of the yellow circle (see preceding page). From the built-in storage beam shades are pulled to form a wall-to-wall mural. The scene is then set for dining for two. Light is an intimate part of the change—shimmering on a permanent silver-foil wall. The apartment contains a conventional kitchen, bath and dressing room. For an evening of entertainment, room space becomes a small concert hall. The modular boxes become a stage, their lifted tops are music stands. Lights dim to a soft purple glow. Guests are given Japanese tabi socks. After all, the musicians are standing on what is really the furniture. For more about how the apartment works and its designer's avant-garde philosophy, see page 122.

The stage is set for an evening chamber music and the storage bea now becomes a "proscenium A mini-projector and colored ligh hang from the movable light trac

continu

Transformation for a big party is so total that a miniature Electric Circus comes to life in one small room. Storage and seating elements are regrouped into a giant party platform at the center of the space. Projectors flash photographic images and ever-changing patterns of light over walls, furnishings and guests with an almost psychedelic effect.

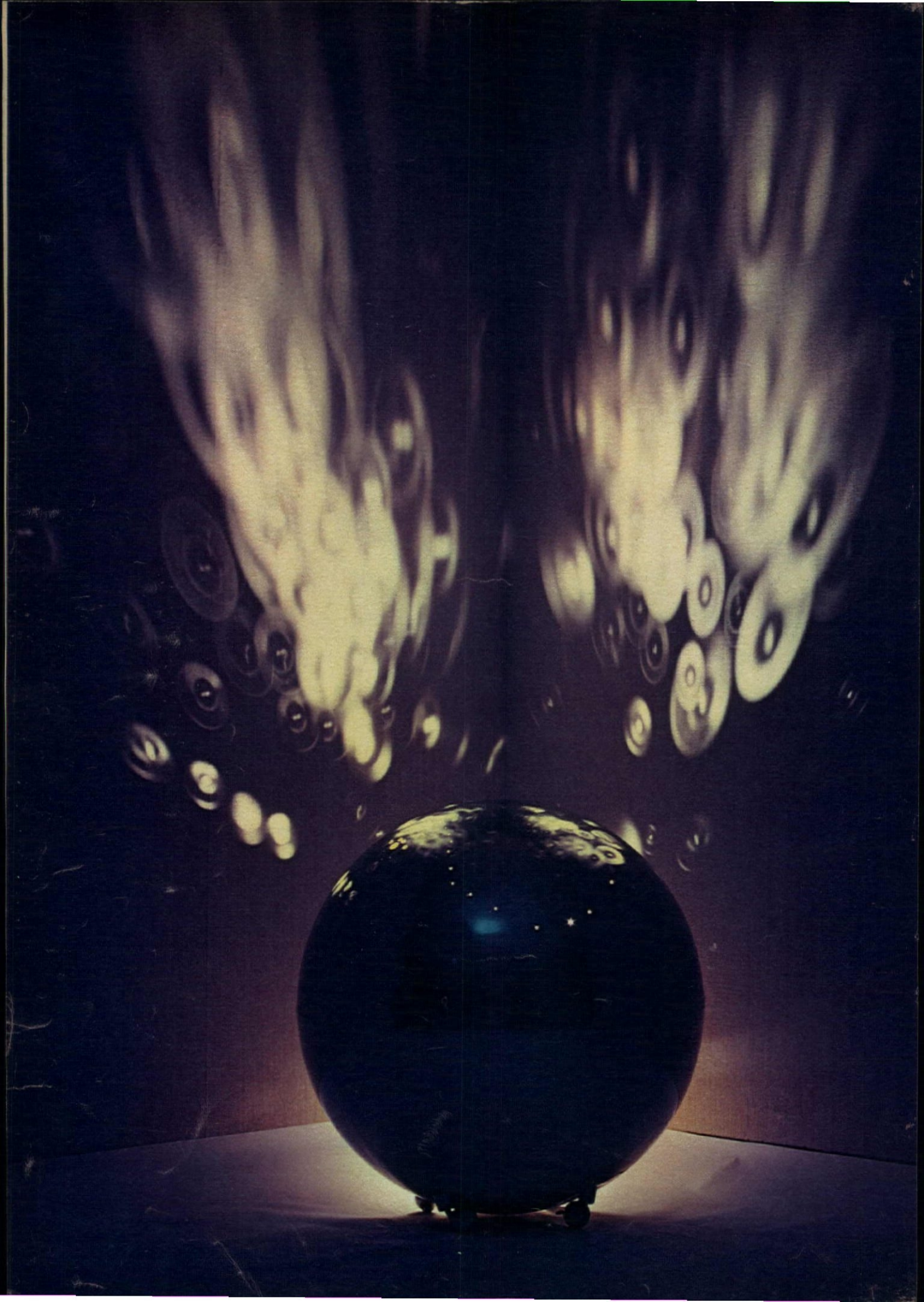


THE TURNED-ON LAMPSCAPE

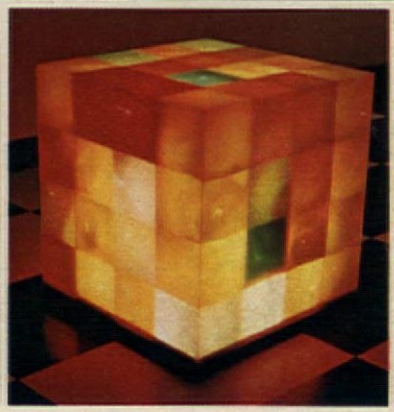
The lamp that always *was* had a base and bulb modestly hidden under a shade. The lamp that *is* for 1970 and beyond is all l

t itself—not the lamp—shaped, molded, colored, glowing or flickering is the newest accessory. For details see page 124.

Pete Turner



Otto Piene's Light Cocoon (opposite) patterns the wall with changing sprays of light, inspired by the orbits of stars in the night sky.



Kinetic light art changes constantly, but caught at one colorful moment in the Forbes' gallery is Richard Hogle's flashing cube, as well as (clockwise from left) works by Julio Le Parc, Jackie Cassen and Rudi Stern, Thomas Tadlock, Earl Reiback, and Otto Piene.

Earl Reiback's Lumia (left) and Hogle's 56 Cubes (right) are seen in different phases.

LIGHT BECOMES THE MEDIUM

Rembrandt, Vermeer, Monet and the Impressionists found the capturing of light on canvas the ultimate painter's challenge. Now light itself is the medium in a lively new branch of kinetic art; the "paint" and the "canvas" are made of such unpainterly things as mini-motors and plastics, high-intensity bulbs and transistors. The results, as shown in the private collection of Mr. and Mrs. Malcolm Forbes, is an ever-changing light show of glowing tapestries, luminescent pictures and flickering sculptures. The Forbes children find their home art gallery a perfect place to watch the flickering light of another kinetic art form—the motion picture. More about kinetic art on page 26.

John Zimmerman

THE LIGHT SWITCH

John Zimmerman

Although the Edward Coplons had every right to be proud of their newly decorated apartment, the lighting didn't satisfy these two young perfectionists. "It looked uninviting," said Nancy Coplon. Unlike most renters and many families on the move from house to house, the Coplons did something about the most neglected of all decorating problems. They called in a lighting specialist, James Nuckolls of Bolt Beraneck & Newman who solved their problem without major cost or surgery. He used a can light on the floor, tracks with five adjustable fixtures and low-voltage lamps in cabinets to create an effect easy to duplicate in any home. At left you see flat glare in the "before" photograph, below the warmth of the "after." For more about the cosmetics of light, turn to page 118.

The surprise in the light renovation (below) is a photographic projection of a Matisse collage to balance two Matisse prints.

TAPE TAKES OFF

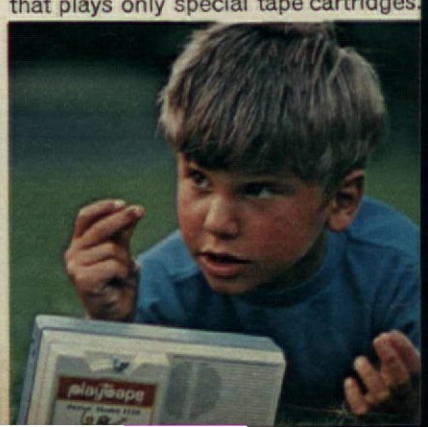
This is the year of the big switch from records to tape

The Cassette Set is leading the boom

It started as a California lifestyle—The Beach Boys blaring from car tape decks along the freeways. Now tape is the thing coast to coast, no longer the exclusive province of pace setters who buy the latest gadgets, or sound buffs with elaborate systems requiring engineering degrees to operate. Cartridges and cassettes are making everyone a tape expert now that player/recorders are available at every price, for every member of the family.

Cassette players are moving in on the 8-track car decks that started it all.

Even tricyclers can be tape experts with a kiddie player (PlayTape 1110, $13) that plays only special tape cartridges.



Photographs by Bob Gomel

A boy and his dogs tune in on The Supremes. The PlayTape 1320 ($15) is designed for teen listening. PlayTape has a low-priced line of prerecorded cartridges especially for these units.

Hip college students favor more sophisticated machinery. Cassette player/recorders such as the Wollensak 4200 ($70) come with mike and stand, carrying case and cassette.

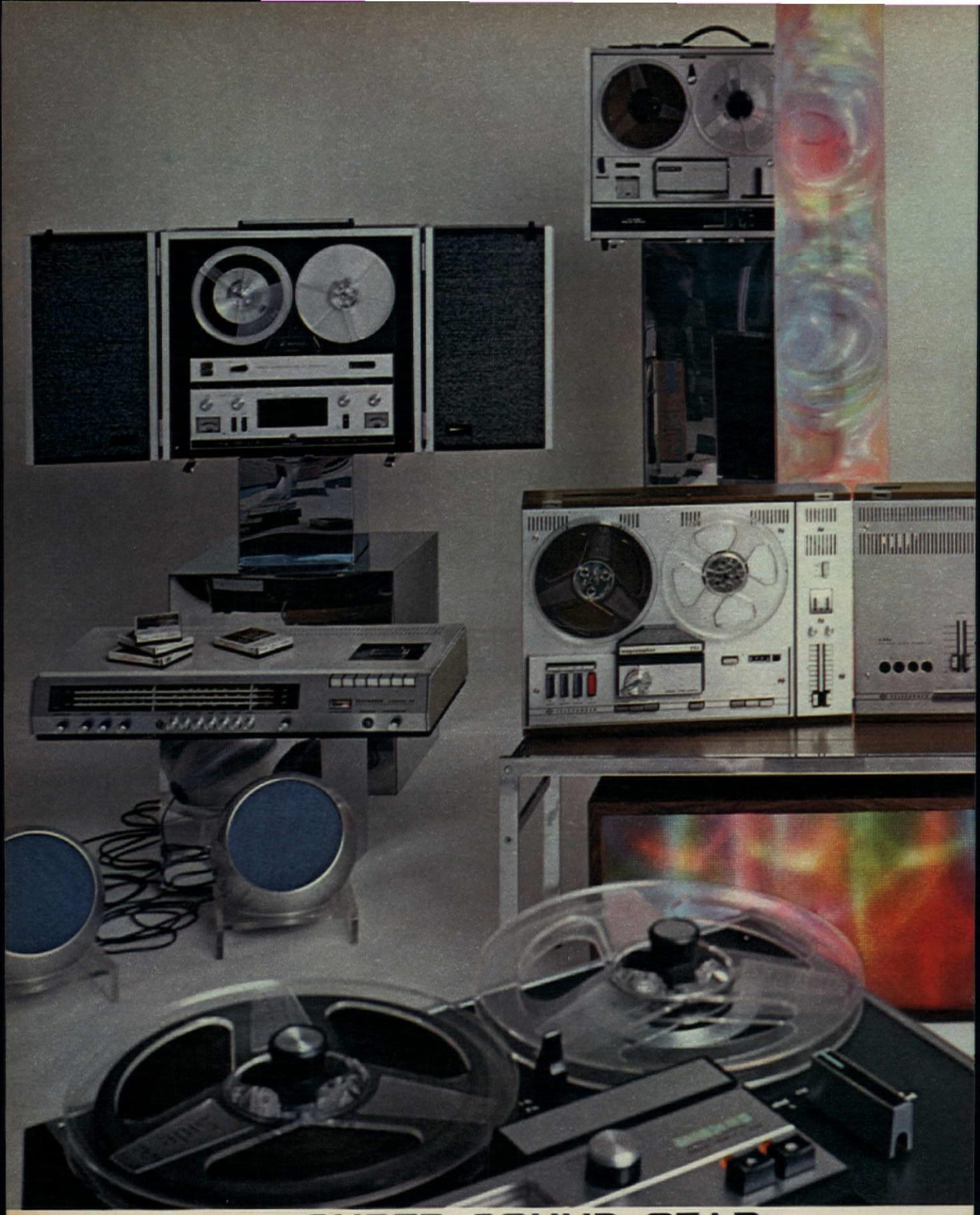
HERB ALPERT: EVERYBODY'S MUSIC MAKER

As tape takes off, Herb Alpert is one artist soaring with it. And tape helped create the sound that now makes him and the Tijuana Brass one of the top-sellers on tape. It all started in 1962 when Alpert and Jerry Moss (the M in A & M Records) were experimenting with a tape recorder in Herb's garage. They hired a few sidemen and recorded "The Lonely Bulls." To give the song an authentic flavor, Herb went to Tijuana and taped the sounds around a bullring; the Tijuana Brass sound was made. Now he's king of a musical empire whose palace is located in the old Charlie Chaplin Studio in Hollywood. Herb Alpert's office (right) looks like a living room. His modern stereo sound system along the wall (with two reel-to-reel tape decks), is designed to blend with Alpert's comfortable mélange of period and contemporary furnishings. On the wall he proudly displays his gold records, awarded for each album that sold over a million copies. Alpert and the Brass will have their third TV special on NBC, October 29th.

Herb Alpert—on Tape

We asked expert Herb Alpert to talk about his business—sound. "Sound is everything to me. It's my life, in fact. I hear music everywhere—in birds chirping, waves crashing. I have gotten ideas for arrangements from pulsations I have heard around me. When I was arranging 'What Now My Love' I was in Hawaii, and I incorporated the sounds I heard there into my arrangement. What sounds don't I like? I don't like to hear a baby crying, bombs exploding or guns going off. My favorite nonmusical sound, and this may seem odd, is the sound of silence. It forces you to hear sounds you usually ignore. I spent one night in that historic garage, where Moss and I made our first recording. The walls were made of acoustical siding. The floor was carpeted. It was so quiet that all I heard was my heart beating. After a time I began to crave the sound of something other than me. I always like the silence in a forest—you hear the leaves rustling."

(continued on page 126)



SUPER SOUND GEAR

The 1970 sound makers are so beautifully engineered that they are meant to be seen, not concealed in cabinets. For a description of what they do, see page 128. **This page, foreground:** The KLH Forty-One stereo 4-track reel-to-reel tape deck (plays through hi-fi system) has simple-to-operate controls; records mono, stereo. $230. **Left center:** Telefunken's Cavatine, with new ball speakers, is a deluxe, push-button cassette recorder, stereo tuner/amplifier. $480. The RCA Legislator (t left) and the Sony 540 (t right) are complete 4-track reel-to-reel sound systems. Ea with speakers, mikes; records sound-on-sound. RCA, $2 Sony, $400. Three sound-sensitive colored light machines fr Curtis-Electro Lighting convert sound into pulsating co Gleaming across both pages is Telefunken's sleek Acu sound system: AM/FM tuner, stereo amplifier, 4-track re to-reel tape deck, turntable (not shown), two speakers, ta

nd. $1865. In the future: cordless headphones (Hitachi) keep you tuned in.
s page, bottom left: Panasonic's mini solid-state cas-te recorder has remote mike, earphone, case, batteries. 5. **Top, left:** The Ampex Micro 52 stereo tape deck plays settes; records sound-on-sound. $150. **Top, right:** Bell & well's reel-to-reel Autoload is self-threading, has built-in akers. $200. **Center:** Lloyd's keyboard-operated stereo-sette system has mikes, two speakers. $120. **Right:** Bell & Howell's portable cassette recorder-player has AM/FM radio from which you can record while listening. $90. **Right, center:** General Electric's solid-state portable cassette recorder-player has T-bar control, remote mike, is battery operated. $40. **Bottom, right:** Panasonic's Monte Carlo 8-track cartridge stereo car player, with keylock bracket, $115; converts to home player with home converter unit. Accessories: a cassette adapter pack, an FM stereo radio pack (shown), and a marine band radio pack that insert like cartridges.

YAKIMA APPLE TIME

Fall is harvest time in the 80,000 acres of apple orchards in Washington, home of the Delicious, Winesap, Jonathan, Newtown, and Rome Beauty. Here where long summer days and short cool

Photographed at the Fossom Orchards in Yakima, Washington by Fred Lyon

nights produce some of the world's finest apples, we show 10 great apple desserts. Supported by planks and a picker's ladder are: cheese pie, old-fashioned apple pie, ginger torte, apple crisp, Dutch apple cake, spice cake, custard tart, cinnamon apples, cobbler, caramel pie. The recipes begin on page 92.

Fresh apples are available all year and are at their peak from October to March. When buying apples, select those that are firm to the touch. Firmness is particularly important when buying large apples as they tend to mature more rapidly and, when soft, may be mealy or mushy in texture and overripe in flavor, too mellow for good taste.

One pound of unpared apples, 3 medium-size, will give you about 3 cups pared, diced or sliced apples. To keep apples at their best, store them in the refrigerator or an equally cool place.

For all cooking—pies, sauce and baking—buy any of these varieties: Baldwin, Cortland, Golden Delicious, Gravenstein, Grimes Golden, Rhode Island Greening, Jersey Red, Newtown, Rome Beauty, Starr, Stayman, Wealthy, Winesap, and York. Jonathan, Lodi, Northern Spy, McIntosh and Yellow Transparent can be used for pie and sauce but not for baking.

GINGER APPLE TORTE

½ cup butter or margarine
1¼ cups sugar
½ teaspoon ground ginger
4 eggs, separated
1 cup sifted cake flour
2 teaspoons baking powder
⅛ teaspoon salt
⅓ cup milk
½ teaspoon vanilla
5 cups sliced, pared and cored cooking apples
¼ cup sugar
2 packages (3 ounces each) cream cheese
1 tablespoon milk or cream
1 tablespoon confectioners' sugar

Cream butter or margarine, ½ cup sugar and ginger. Add egg yolks, one at a time, beating well after each addition. Sift flour, baking powder and salt together; add alternately with milk to creamed mixture. Add vanilla. Pour into 2 wax-paper-lined 8x1½-inch round cake pans. Beat egg whites until stiff but not dry. Add remaining ¾ cup sugar slowly, beating until glossy and stiff. Spread on top of cake batter. Bake at 300° for 1 hour. Cool in pans. Remove from pans carefully.

Place apples in single layer in shallow baking pan; sprinkle with sugar. Bake at 400° for 20 minutes or until tender. Cool.

Place one layer of cake on serving platter; top with half the apples. Set second layer on top. Arrange remaining apples on top in swirl pattern. Whip cream cheese, milk or cream and confectioners' sugar; spoon into a circle around edge of torte; swirl. Sprinkle with candied ginger, if desired.

APPLE CRISP

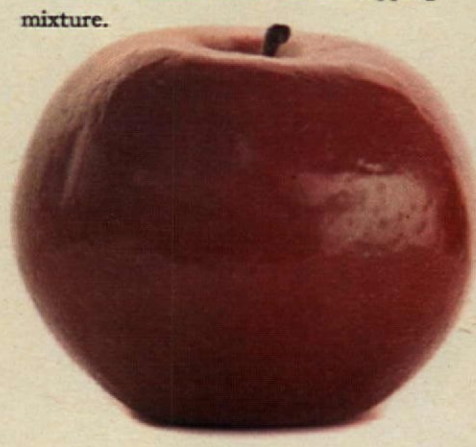
4 cups sliced, pared and cored cooking apples
1 cup sifted all-purpose flour
¾ cup brown sugar, firmly packed
1 teaspoon ground cinnamon
¼ teaspoon ground nutmeg
¼ teaspoon salt
½ cup butter or margarine

Heat oven to 375°. Put apples into greased 1½-quart, shallow baking dish. Blend flour, sugar, cinnamon, nutmeg and salt with butter or margarine to a mealy consistency; sprinkle over apples. Bake 30 to 40 minutes or until apples are tender and topping is slightly crusty and brown. Serve warm with whipped cream or cream, if desired. Makes 6 to 8 servings.

VARIATIONS

Peanut Apple Crisp: Add 1 cup chopped peanuts to the topping mixture.

Cheese Apple Crisp: Reduce brown sugar in topping to ½ cup. Add 1 cup shredded Cheddar cheese to the topping mixture.



DUTCH APPLE CAKE

1½ cups sifted all-purpose flour
2 teaspoons baking powder
½ teaspoon salt
¼ cup sugar
½ cup shortening
1 egg
½ cup milk
2 cups sliced, pared and cored cooking apples
¼ cup sugar
1 teaspoon ground cinnamon
3 tablespoons melted butter or margarine

Heat oven to 400°. Grease 9x9x2-inch pan. Sift flour, baking powder, salt and ¼ cup sugar into bowl. Cut in shortening with pastry blender. Beat egg and milk together until blended; add to dry ingredients; stir just to blend well. Spread dough in prepared pan. Arrange apple slices on dough. Sprinkle with ¼ cup sugar mixed with cinnamon. Drizzle with butter or margarine. Bake 30 to 35 minutes or until wooden pick inserted in center of cake comes out clean. Serve with Vanilla Sauce or whipped cream.

VANILLA SAUCE

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

Combine sugar, cornstarch and salt in saucepan. Stir in boiling water. Cook over medium heat, stirring constantly, until thickened and clear. Cook 3 minutes longer. Remove from heat; stir in butter or margarine and vanilla. Serve warm. Makes 2 cups.

CARAMEL APPLE PIE

Pastry for 2-crust pie
6 cups sliced, pared and cored cooking apples
⅓ cup dark corn syrup
½ cup brown sugar, firmly packed
½ teaspoon ground cinnamon.
3 tablespoons melted butter or margarine
4 teaspoons cornstarch
¼ teaspoon salt

Prepare pastry. Roll out half the pastry to a 12-inch circle; line 9-inch pie plate. Heat oven to 425°. Arrange apple slices in pastry-lined plate. Combine remaining ingredients; pour over apples. Roll out remaining pastry for top crust; cut vents to allow steam to escape during baking. Place over filling; seal; flute. Bake 45 minutes or until apples are tender and crust is golden.

APPLE COBBLER

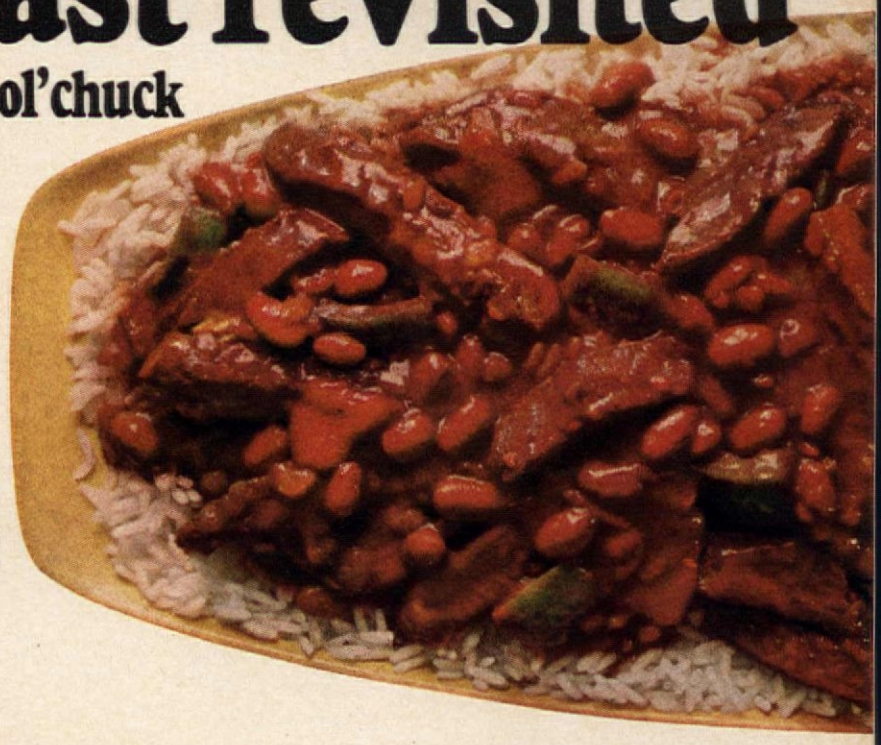
¾ cup sugar
2 tablespoons flour
½ teaspoon ground cinnamon
¼ teaspoon salt
5 cups sliced, pared and cored cooking apples
¼ cup water
1 tablespoon butter or margarine
1 cup sifted all-purpose flour
1 tablespoon sugar
1½ teaspoons baking powder
½ teaspoon salt
3 tablespoons shortening
½ cup milk

Heat oven to 400°. Combine ¾ cup sugar, 2 tablespoons flour, cinnamon and ¼ teaspoon salt. Mix with apples. Place in 1½-quart, shallow baking dish. Sprinkle water over apples; dot with butter or margarine. Cover with aluminum foil; bake 15 minutes. Sift 1 cup flour, 1 tablespoon sugar, baking powder and ½ teaspoon salt together; cut in shortening. Stir in milk. Drop by spoonfuls onto hot apples. Return to oven. Bake, uncovered, 25 to 30 minutes or until topping is browned and apples are tender. Serve warm with cream or ice cream, if desired. Makes 6 servings.

continued on page 10

Chuck Roast revisited

mpbell's Soup gives good ol' chuck great new personality!



CHILI CHUCK

- 3½ pound boned chuck roast
- 2 tablespoons flour
- 2 tablespoons shortening
- 1 can (1 pound) tomatoes
- ½ cup water
- 1 cup chopped onion
- 2 teaspoons chili powder
- 1 can Campbell's Chili Beef Soup
- ½ cup diced green pepper
- Rice

fat; cut meat into thin strips; sprinkle with flour. In skil- brown meat in shortening; pour off fat. Add tomatoes, r, onion, and chili powder. Cover; cook over low heat 1 . Stir now and then. Add soup and green pepper; cook red ½ hour more or until tender. Stir now and then. Serve rice. 6 servings. (Yield—about 6½ cups)

CHUCK BOURGUIGNONNE

- 2½-pound boned chuck roast (about 2 inches thick)
- 6 slices bacon, cooked and crumbled (save drippings)
- 1 can Campbell's Beef Broth
- 1¼ cups water
- ½ cup dry red wine
- 2 large cloves garlic, minced
- 1 large bay leaf
- ½ pound (about 8) small whole white onions
- 4 medium carrots, cut in half
- ½ pound sliced fresh mushrooms (about 2 cups) or 1 can (4 ounces) sliced mushrooms, drained
- 2 tablespoons flour

Trim all fat from chuck; cut into 1½-inch cubes. In large heavy pan, brown in bacon drippings; pour off fat. Sprinkle with salt, pepper. Add bacon, soup, 1 cup water, wine, garlic, bay leaf. Cover; simmer 1 hour. Stir now and then. Add onions, carrots, mushrooms. Cover; simmer 1 hour or until tender. Remove bay leaf. To thicken, gradually blend ¼ cup water into flour. Push meat, vegetables to one side. Slowly stir flour mixture into sauce. Cook, stirring until thickened. 4 servings.

CHUCK ROAST AU GRATIN

- 3½-pound boned chuck roast (about 2 inches thick)
- 6 medium potatoes (about 2 pounds), peeled and cut in half
- 1 tablespoon chopped dried chives, optional
- 2 cans Campbell's Cream of Mushroom Soup
- ½ cup grated Cheddar cheese
- Paprika

fat from meat; place in large baking pan (13x9x2"). Roast 0°F. for 1 hour; spoon off fat. Arrange potatoes around . Combine chives and soup; pour over meat and potatoes. r; bake 2 hours more or until meat and potatoes are ten- sprinkle with cheese and paprika; bake until cheese melts. vings.

08 more exciting recipes in Campbell's "Cooking With Soup" Just send 60¢ with your name and address to COOKBOOK, 75, Maple Plain, Minn. 55359. Please allow 3 weeks for handling. good only in U.S.A. and Puerto Rico. Void if restricted or for- n by law. Offer may be withdrawn at any time.

m! M'm! Good and easy!

COOKING LESSON No. 21 By Virginia T. Habeeb

POT ROAST, FRENCH STYLE

Boeuf à la Mode is pot roast—and so is Posta de Carne (Puerto Rico) and Essig Fleisch (Israel) and Rheinischer Sauerbraten (Germany). It is a dish beloved around the world, one in which good cooks transform an inexpensive cut of beef into something special. The French classic is braised slowly in a wine sauce, garnished with carrots and glazed onions. Here are our step-by-step how-tos. Recipes for six other versions and some go-withs begin on page 102.

5- to 6-pound pot roast of beef

MARINADE

2 cups dry red wine
1 cup water
1½ teaspoons salt
1 teaspoon peppercorns
2 cups sliced, pared carrots
2 cups sliced onion
1 clove of garlic, crushed
Handful of parsley stems
½ teaspoon leaf thyme
1 bay leaf
2 whole cloves

SAUCE

¼ cup shortening or pure vegetable oil
1 can (8 ounces) tomato sauce
1 can (10½ ounces) beef broth
2 cups water

GARNITURE

16 small carrots, pared
4 tablespoons butter or margarine
18 to 24 small white onions, peeled
1 tablespoon sugar
½ teaspoon salt
1 tablespoon cornstarch
2 tablespoons cold water
Chopped parsley

1. Put the meat into a Dutch oven or a large stainless-steel bowl. Combine the marinade ingredients. Pour over the meat. Cover. Refrigerate 6 to 10 hours, turning occasionally. Remove meat. Drain; wipe with paper towels.

Rudy Muller

Pour off marinade; re-
ve. Heat shortening or
in the Dutch oven or a
avy kettle. Brown meat
all sides. Discard fat left
oan. Return the meat and
marinade to the pan.

3. Bring to boiling. Cook until almost all liquid has evaporated. Add the tomato sauce, beef broth and 2 cups water. Cover. Bring to boiling. Simmer on range or put in a 350° oven for 3 to 3½ hours or until the meat is tender, turning it occasionally.

4. While meat cooks, cook carrots in boiling, salted water until tender. Drain. Sauté in 2 tablespoons butter or margarine until slightly browned. Keep warm. Put onions in a large skillet. Add enough water to cover. Add 2 tablespoons butter or margarine, sugar and salt. Bring to boiling. Cook until all the water evaporates. Shake skillet to brown the onions in the syrup. Keep warm.

5. Remove meat to heated platter. Arrange vegetables around meat. Keep warm. Skim fat from liquid. Strain into saucepan. Blend cornstarch and cold water. Bring liquid to boiling. Stir in cornstarch mixture. Cook, stirring constantly, until thickened. Correct seasoning. Spoon some gravy over meat, serve the rest in a sauceboat. Sprinkle the meat with parsley. Makes 8 to 10 servings.

The extra work gives extra pleasure. No one can resist a slice of homemade bread—fragrant, warm from the oven and spread with seasoned butter. Here, sliced, is a sourdough loaf, a corn-cheese bubble loaf, an old-fashioned white loaf—and in the crock, chili butter. All the techniques (new and old) and recipes for the breads and seasoned butters are on page 98.

BAKE THE BREAD— SEASON THE BUTTER

Anthony Cutroneo

Cookies made with coconut have no tomorrow

Put coconut in your cookies today, and they probably won't last till tomorrow. They tend to get snapped up pretty fast. Because they're no longer just your ordinary, everyday, run-of-the-mill cookies.

They're Oatmeal, Chocolate Chip, Chewy Coconut, Fudge Drop and Thumbprint cookies. All with the extra added attraction of coconut.

Adding coconut is just about the easiest thing you can do. All kinds of nice things happen when you make this tiny effort.

Your cookies have an extra little crunch. The coconut crunch. Making them more interesting to eat.

An exciting new flavor creeps in, suddenly giving your cookies the flavor of the tropics, the exotic taste of coconut.

We even have a special coconut for cookies. Baker's® Cookie™ Coconut. Just the right length and texture to make your cookies better-tasting, and better-looking. Of course, our Premium Shred® Coconut and our Angel Flake® Coconut are great for cookies, too.

And, as you can see, coconut is its own reward and you may just end up being the most popular mother on the block.

If you'd like the recipes for these cookies, send your name, address, and ZIP code to: Cookie Recipes, Box 4051, Kankakee, Ill. 60901.

Baker's Coconut. Desserts deserve it.

GF
GENERAL FOODS KITCHENS

Baker's, Cookie, Angel Flake and Premium Shred are trademarks of General Foods Corporation.

OLD-FASHIONED WHITE BREAD

Quick-mix method: The yeast is mixed with the dry ingredients. Then the warm liquids are added.

1⅔ cups milk
¾ cup warm water
3 tablespoons sugar
1 tablespoon salt
¼ cup shortening
6½ to 7 cups sifted all-purpose flour
2 packages active dry yeast or 2 cakes compressed yeast

Combine milk, water, sugar, salt and shortening in saucepan. Warm over low heat until tiny bubbles start to form around the edge of the pan. (Shortening need not melt.) Cool to lukewarm.

Measure 2 cups flour into large mixing bowl. Stir in undissolved yeast. Add lukewarm milk mixture. Beat 2 minutes at medium speed of electric mixer, scraping bowl occasionally. Add 1 cup flour, or enough flour to make a thick batter. Beat at high speed 2 minutes, scraping bowl occasionally. Stir in enough additional flour with a wooden spoon to make a soft dough. Turn out onto lightly floured board; knead about 8 to 10 minutes or until smooth and elastic. Place in greased bowl; turn to bring greased side up. Cover; let rise in warm place, free from draft, about 1 hour or until doubled in bulk. Punch dough down; cover; let rise about 30 minutes or until almost double. Grease two 9x5x3-inch loaf pans. Punch dough down; turn out onto board; knead to distribute air bubbles. Divide in half; shape each half into loaf; place in pans; cover. Let rise 1 hour or until doubled in bulk. Bake at 425° for 25 to 30 minutes. Remove from pans and cool on wire racks. Makes 2 loaves.

HERB CASSEROLE BREAD

Casserole method: The kneading and shaping steps are eliminated. Dough rises once in bowl.

½ cup milk
2 tablespoons sugar
1 teaspoon salt
1 tablespoon butter or margarine
2 tablespoons finely chopped onion
1 teaspoon leaf oregano, crumbled
¼ teaspoon leaf marjoram, crumbled
¼ cup warm water (105° to 115°)
1 package active dry yeast or 1 cake compressed yeast
1 egg
2¾ cups sifted all-purpose flour

Combine milk, sugar, salt, butter or margarine, onion, oregano and marjoram in saucepan. Heat until bubbles appear around the edge and shortening is melted; cool to lukewarm. Measure warm water into medium-size mixing bowl; sprinkle or crumble in yeast; stir to dissolve. Add lukewarm milk mixture. Stir in egg. Add 1 cup flour or enough flour to make a thick batter. Beat vigorously until mixture is well blended. Stir in enough additional flour to make a stiff batter. Beat until well blended. Cover; let rise in warm place (85°), free from draft, about 50 to 60 minutes or until doubled in bulk.

Stir batter down. Turn into well-greased 1½-quart casserole or mixing bowl. Let rise 30 minutes. Bake at 350° for 45 to 50 minutes or until well browned. Remove from oven; allow to cool in bowl 3 minutes. Remove from bowl; cool thoroughly on wire rack.

SOURDOUGH BREAD

STARTER:

1¾ cups sifted all-purpose flour
1 tablespoon sugar
1 tablespoon salt
1 package active dry yeast
2½ cups warm water

DOUGH:

5 to 6 cups unsifted all-purpose flour
3 tablespoons sugar
1 teaspoon salt
1 package active dry yeast
1 cup milk
2 tablespoons butter or margarine
1½ cups starter

To make starter: Combine flour, sugar, salt and undissolved yeast in large bowl. Add warm water gradually. Beat until thoroughly blended. Cover; let stand at room temperature 4 days. Stir mixture daily.

To make dough: Combine 1 cup flour, sugar, salt and undissolved yeast in large bowl. Combine milk and butter or margarine in saucepan. Warm over low heat until tiny bubbles begin to appear around edge of pan. Add to dry ingredients gradually; beat 2 minutes at medium speed on electric mixer, scraping bowl occasionally. Add 1½ cups starter and 1 cup flour. Beat at high speed 2 minutes, scraping bowl occasionally. Stir in enough additional flour with a wooden spoon to make a soft dough. Turn out onto lightly floured board; knead about 8 to 10 minutes or until smooth and elastic. Place in greased bowl; turn over to bring greased side up. Cover; let rise in warm place (85°), free from draft, about 1 hour or until doubled in bulk.

Punch dough down; turn out onto lightly floured board. Let rest 15 minutes. Divide dough into 3 equal pieces. Shape each piece into a loaf 12 inches long. Place on greased cookie sheets. Cover; let rise 1 hour or until doubled in bulk. Brush the loaves with water; make diagonal slashes with a sharp knife. Set a shallow pan of hot water in bottom of oven. Bake at 400° for 30 minutes or until medium brown. Cool on wire racks.

To reuse starter: Add 1½ cups lukewarm water, ¾ cup unsifted flour and 1½ teaspoons sugar to leftover starter. Beat 1 minute at medium speed on electric mixer. Cover; let stand until ready to use. Stir down daily.

CORN-CHEDDAR BUBBLE LOAF

(Cool rise and quick-mix method: Dough is mixed, kneaded, shaped, and refrigerated until baking time.)

5 to 6 cups unsifted all-purpose flour
2 tablespoons sugar
2 teaspoons salt
1 cup yellow cornmeal
2 packages active dry yeast or 2 cakes compressed yeast
½ cup finely shredded Cheddar cheese
1¾ cups milk
½ cup water
2 tablespoons butter or margarine
Pure vegetable oil
Melted butter or margarine

Sift 2 cups flour, sugar, salt, cornmeal and undissolved yeast together into large mixing bowl. Stir in cheese.

Combine milk, water and butter or margarine in saucepan. Heat over low heat until tiny bubbles form around edge of pan. Cool to lukewarm. Add to dry ingredients; stir until thoroughly blended. Stir in enough additional flour to form a soft dough. Turn out onto lightly floured board; knead about 5 to 8 minutes or until smooth and elastic. Cover; let rest 20 minutes.

Punch dough down; divide into 32 equal pieces; shape into balls. Arrange in two layers in greased 10-inch tube pan. Brush with vegetable oil; cover loosely; refrigerate 2 to 24 hours (bake anytime within this period). Remove from refrigerator. Uncover; let stand at room temperature 10 minutes. Bake at 375° for 55 to 60 minutes or until done. Remove from pan; cool on wire rack. Brush with butter.

CHILI BUTTER

1 pound butter (2 cups)
1 package (1⅞ ounces) chili seasoning mix

Soften butter. Blend in seasoning mix. Chill. Makes 2 cups.

HERB BUTTER

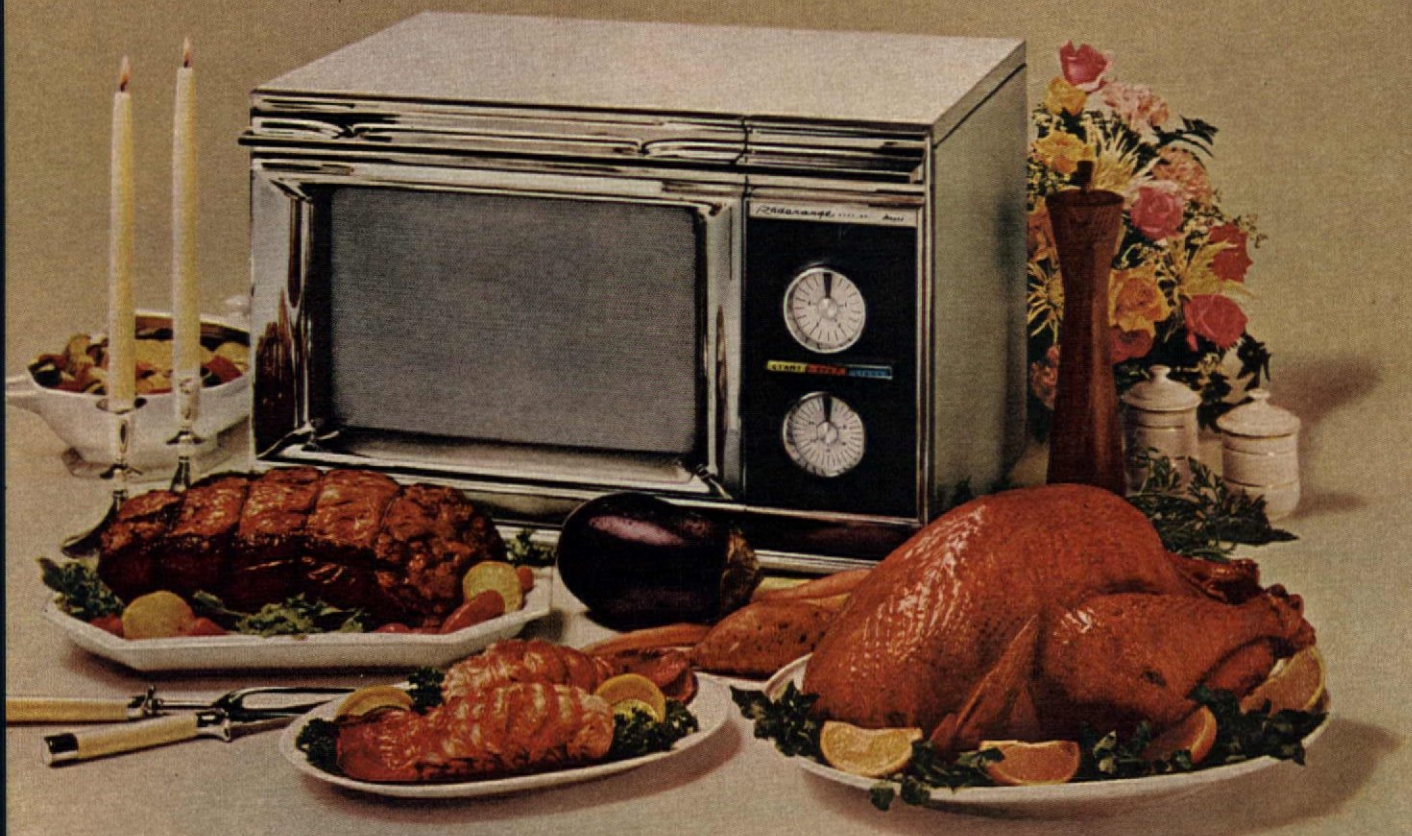
½ pound butter (1 cup)
½ teaspoon leaf tarragon, crumbled
¼ teaspoon leaf thyme, crumbled
3 tablespoons chopped parsley

Soften butter. Stir in remaining ingredients. Chill. Makes about 1 cup.

VE THE CAREFREE ELECTRIC WAY.

Make the greatest cooking discovery since fire.

The incredible **Amana** *Radarange* Microwave Oven.
It sizzles a hamburger in 60 seconds, does a 5-pound roast in 37½ minutes, cuts most cooking times 75%–the flameless electric way.



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THE ABCs OF DROP COOKIES

By Frances Crawford

Cookies are among the simplest things to make. Of all the types—drop, bar, rolled, pressed, molded and refrigerator—the easiest are drop cookies. The ingredients are mixed together to form a soft dough, dropped from a spoon onto a cookie sheet and baked quickly. Before you begin, study these hints.

SECRETS OF PERFECT COOKIES

Select cookie sheets that are bright and shiny (aluminum or stainless steel) for best baking and delicate browning. Dark ones absorb heat and may cause bottoms to overbrown.

A cookie sheet should be 2 inches shorter and narrower than the oven so the heat can circulate around it.

For best results, bake one sheet of cookies at a time on the oven rack in the top third of the oven. If you must bake two sheets, put the second oven rack close to the first and, partway through the baking, switch sheets for more even browning.

Have a cool cookie sheet ready for the second batch. Putting dough on a hot cookie sheet may cause the shortening to melt, making the cookies spread and lose their shape.

Shaping drop cookies is easy. First, spoon up a small amount of dough on a teaspoon. Next, push the dough from the spoon with a small spatula or another spoon onto the cookie sheet. Mound the dough.

Check cookies when the minimum baking time is up. Try not to overbake them. Cookies continue to bake until you take them from the cookie sheet, so loosen them at once with a spatula and transfer them to a wire rack to cool.

Place cookies on the rack in a single layer. Don't overlap; they may stick together or lose shape.

Store crisp cookies in a container with a loose-fitting cover. The air helps keep them crisp. Soft cookies should be stored in a container with a tight-fitting cover. An airtight compartment helps keep them soft.

CHOCOLATE NUT DROPS

4 squares unsweetened chocolate
1¾ cups sifted all-purpose flour
1½ teaspoons baking powder
½ teaspoon salt
¼ teaspoon baking soda
¼ teaspoon ground cinnamon
½ cup butter or margarine
1 cup sugar
2 eggs
1 teaspoon vanilla
½ cup milk
1 cup chopped walnuts or pecans
Sugar

1. Heat oven to 375°. Grease 2 cookie sheets.
2. Put chocolate into the top of small double boiler or into small saucepan. Set over hot, not boiling water until chocolate melts. Set aside to cool.
3. Sift flour, baking powder, salt, baking soda and cinnamon together into a bowl or onto wax paper.
4. Cream butter or margarine in mixing bowl until light.

5. Beat in 1 cup sugar slowly. Beat until light and fluffy.
6. Add eggs, one at a time, beating well after each addition.
7. Stir in the chocolate and vanilla.
8. Add the sifted dry ingredients alternately with the milk, mixing well after each addition. Begin and end with the dry ingredients.
9. Stir in the chopped nuts.

10. Drop the batter by teaspoonfuls onto greased cookie sheets, leaving about 2 inches between each cookie to allow room for them to spread.
11. Bake 10 to 15 minutes or until cookie feels firm when touched with fingertip.

12. Loosen cookies with a spatula. Transfer to wire rack.
13. Sprinkle warm cookies with sugar. Or, frost cooled ones with Mocha Frosting. Makes about 4 dozen.

MOCHA FROSTING

3 tablespoons butter or margarine
1½ cups sifted confectioners' sugar
1½ tablespoons milk or cream
1 teaspoon instant coffee
1 tablespoon cocoa
½ teaspoon vanilla

1. Cream butter or margarine and sugar.
2. Stir in remaining ingredients. Blend until smooth. Makes 1½ cups.

Lionel Kalish

The artificial time-savers that replaced the real thing are now being replaced by

the real thing.

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For 70 real thing recipes, including the Babka below, send 25¢ for "Fleischmann's New Treasury of Yeast Baking", Box 32E, Mt. Vernon, N.Y. 10559

POT ROAST continued from page 94

Pot roasts are made by braising the less-tender cuts of beef. The meat is first browned, then simmered long and slowly in a small amount of liquid. The following cuts of beef taste best when cooked this way.

Boneless chuck is cut from the chuck section of the steer. The large blade bone has been removed and the meat rolled and tied to make a solid piece.

Arm roast, also called a chuck roast, is a thick, flat piece cut from the chuck. It contains a small round arm bone.

Blade roast, cut from the larger bone section of the chuck, is a thick, flat piece that contains a section of the blade bone and two or three smaller bones. It is sometimes sold boned.

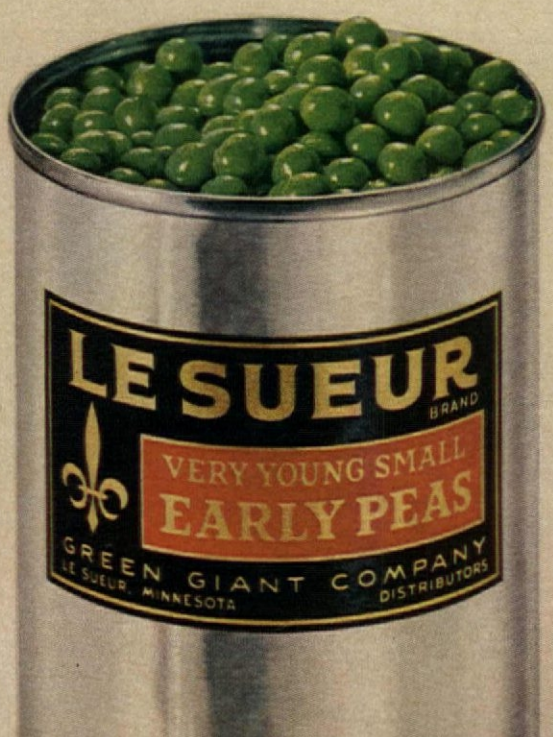
Round is a piece cut from the leg usually as one oval-shaped piece. There are three kinds: top round, bottom round and eye of the round.

Sirloin tip is cut from the side of the round (usually, the top section). It is most often boned, rolled and tied.

Rump is a meaty cut that comes from the hip section. It is usually boned.

In addition to wine-laced French pot roast in the cooking lesson on page 94, here are six other national favorites.

Napoleon was small, too.



The small delicate peas that rival the French petits pois in flavor.

© Green Giant Company

YANKEE POT ROAST

Chock-full of vegetables.

5- to 6-pound pot roast of beef
1½ teaspoons salt
¼ teaspoon pepper
3 tablespoons fat or pure vegetable oil
2 cups chopped onions (2 large)
1 cup chopped celery
4½ cups water
8 to 10 small carrots, pared
4 to 5 potatoes, pared and halved
12 to 15 small white onions, peeled
1 tablespoon flour
2 tablespoons cold water

Sprinkle meat with salt and pep Heat fat or oil in Dutch oven or he kettle over medium heat. Brown bee all sides. Remove meat from pan. aside. Sauté onions and celery in fa oil left in pan until brown. Return n to pan. Add 4½ cups water. Co Bring to boiling. Simmer on surface or bake at 350° for 2½ to 3 hour until meat is almost tender, turning casionally during cooking. Add car potatoes and onions. Cook 30 min longer or until meat and vegetables tender. Remove meat and vegetable platter. Keep warm.

Skim all fat from liquid. Blend and 2 tablespoons cold water t smooth paste. Stir into liquid. C stirring constantly, until thickened. rect seasoning to taste. Makes 8 t servings.

ISRAELI POT ROAST

Spiced with ginger.

5- to 6-pound pot roast of beef
1½ teaspoons salt
¼ teaspoon pepper
¼ cup pure vegetable oil
4 cups chopped onions (4 large)
1 cup cider vinegar
½ cup brown sugar, firmly packed
Dash of ground ginger
2 cups water
1 tablespoon cornstarch
1 tablespoon cold water

Sprinkle meat with salt and pe Heat oil in Dutch oven or heavy k over medium heat. Brown meat o sides. Remove from pan. Set a Sauté onions in oil left in pan 5 min Return meat to pan. Add vinegar, s ginger and 2 cups water. Cover. Bri boiling. Simmer on surface heat or at 350° for 3 to 3½ hours or until is tender, turning occasionally. Re to platter. Keep warm.

Skim all fat from liquid. Blend starch and 1 tablespoon cold wate smooth paste. Stir into liquid. stirring constantly, until thickened. rect seasoning to taste. Makes 10 servings. (contin

U'LL FIND QUALITY IN OUR CORNER

ABISCO

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nd your name and address, together with a ETTES Toaster Pastry box top or a 3" x 5" of paper on which you have hand printed in block letters, the word "TOASTETTES." nsin and Washington residents send only and address on a plain piece of paper. RCHASE REQUIRED.

l entries to TOASTETTES "Pastry Tasters" stakes, P.O. Box 906, Westport, Connect- 6880. Enter as often as you like. Only one per family will be awarded. Each entry e in a separate, stamped, addressed en- and must be postmarked by November 9, and received before midnight, Decem- 1969. All entries become the property of NAL BISCUIT COMPANY, and none will be ed.

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3. Winners, whose selection shall be final, will be chosen at random by an independent judging organization. All 2,010 prizes will be awarded provided at least 2,010 qualified entries are received. Applicable taxes are the responsibility of the winners.

4. Prizes will be awarded in descending order of value. Winners will be notified by mail no later than 30 days following closing date.

5. The sweepstakes is open to all residents of the U.S. except employees (and their families) of NATIONAL BISCUIT COMPANY, its advertising and sweepstakes agencies. Federal, state and local government regulations apply. Void in Missouri and where prohibited by law.

6. A list of winners may be obtained by sending a stamped, self-addressed envelope to Winners List, P.O. Box 918, Westport, Connecticut 06880.

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RHINELAND SAUERBRATEN

Sweet and sour.

5- to 6-pound pot roast of beef
1½ teaspoons salt
2 cups red wine vinegar
½ teaspoon peppercorns
2 whole cloves
1 bay leaf
1 cup sliced onion (1 large)
3 cups water
Flour
¼ cup shortening
1 cup diced, pared carrots
1 cup chopped onion (1 large)
6 gingersnaps, crushed
1 cup currants or raisins (optional)
Potato Dumplings

Sprinkle meat with salt. Place in glass or stainless-steel bowl. Combine vinegar, peppercorns, cloves, bay leaf, sliced onion and water in saucepan. Bring to boiling. Pour over meat. Cool; refrigerate 10 to 12 hours, turning meat occasionally.

Remove meat. Drain; wipe dry. Dredge in flour. Strain marinade; reserve. Brown meat on all sides in shortening in Dutch oven or heavy kettle. Remove. Sauté carrots and onion in fat left in pan. Return meat to pan. Add marinade. Cover. Bring to boiling. Simmer on surface heat or bake at 350° for 3 to 3½ hours or until meat is tender, turning occasionally. Remove to platter.

Skim all fat from liquid. Strain into saucepan. Add gingersnaps; bring back to boiling, stirring until thickened. Correct seasoning. Add currants or raisins. Simmer 1 minute. Serve with potato dumplings. Makes 8 to 10 servings.

POTATO DUMPLINGS

3 cups cold water
2 tablespoons lemon juice
2 pounds potatoes (about 5 medium-size), pared
2 cups soft bread crumbs
1 tablespoon finely minced onion
2 eggs, beaten
1½ teaspoons salt
Dash of pepper

Combine water and lemon juice in bowl. Grate potatoes into mixture (this keeps potatoes white). Squeeze potatoes dry in cheese cloth or towel. Combine with remaining ingredients. Shape into 2-inch balls on a floured surface. Drop into boiling water. Cover. Simmer 15 to 20 minutes. Makes 8 servings.

PUERTO RICAN POT ROAST

Embellished with olives.

5- to 6-pound pot roast of beef
2 cloves of garlic, crushed
1½ teaspoons salt
¼ teaspoon pepper
3 tablespoons pure vegetable oil
¼ cup wine vinegar
1 cup red port wine
1 can (10½ ounces) beef broth
2 cups water
1 cup pitted ripe olives
2 tablespoons cornstarch
2 tablespoons cold water
Hot, cooked rice

Rub meat with garlic clove. Sprinkle with salt and pepper. Brown in oil in Dutch oven or heavy kettle. Discard oil in pan. Add vinegar, wine broth, 2 cups water and 1 clove garlic. Cover. Bring to boiling. Simmer on surface heat or bake at 350° for 3 to 3½ hours or until tender, turning occasionally. Add olives. Remove to platter. Keep warm.

Skim all fat from liquid. Blend cornstarch and cold water. Stir into liquid. Cook, stirring constantly, until thickened. Discard garlic. Serve with rice. Makes 8 to 10 servings.

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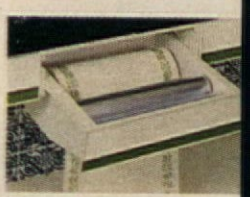

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T ROAST

NGARIAN POT ROAST

asoned with paprika.

o 6-pound pot roast of beef
teaspoons salt
cup fat or pure vegetable oil
ups chopped onions (3 large)
ablespoons mild paprika
ans (10½ ounces each) beef broth
r consommé
an (8 ounces) tomato sauce
ay leaf
ups water
ablespoons cornstarch
ablespoons cold water
tered noodles

prinkle meat with salt. Heat fat or in Dutch oven or heavy kettle over dium heat. Brown meat on all sides. nove from pan. Set aside. Sauté ons in fat or oil remaining in pan 5 utes or until golden. Sprinkle onions n paprika. Cook 1 minute, stirring stantly. Return meat to pan. Add ch or consommé, tomato sauce, bay and 2 cups water. Cover. Bring to ing. Simmer on surface heat or bake 50° for 3 to 3½ hours or until meat nder, turning occasionally. Remove t to serving platter. Keep warm. kim all fat from liquid. Blend corn-ch and 2 tablespoons cold water to a oth paste. Stir into liquid. Cook, ring constantly, until thickened. Cor- seasoning. Serve with buttered noo-. Makes 8 to 10 servings.

LIAN POT ROAST

h tomatoes and herbs.

o 6-pound pot roast of beef
teaspoons salt
easpoon pepper
up olive or vegetable oil
elery stalks, finely chopped
up finely chopped, pared carrots
ups chopped onions (2 large)
ans (8 ounces each) tomato sauce
ups water
oves of garlic, crushed
easpoon leaf basil, crumbled
aspoons leaf oregano, crumbled
easpoon salt
blespoons cornstarch
blespoons cold water
to Gnocchi

prinkle meat with salt and pepper. t oil in Dutch oven or heavy kettle medium heat. Brown meat on all s. Remove from pan. Set aside. té celery, carrots and onions in oil in pan until golden. Return meat to Add tomato sauce, 2 cups water, ic, herbs and salt. Cover. Bring to ng. Simmer on surface heat or bake 50° for 3 to 3½ hours or until meat nder, turning meat occasionally dur- cooking. Remove meat to serving ter. Keep warm.
kim all fat from liquid. Blend corn-

The blueberry muffin with the blueberriest flavor.

More blueberry flavor than any other mix.
A can of wild Maine blueberries in every box gives a fresh, bright berry taste to every fragrant muffin.
If you like more blueberry flavor in your muffins, this is the one.

Betty Crocker Wild Blueberry Muffin Mix.

starch and 2 tablespoons cold water to a smooth paste. Stir into liquid. Cook, stirring constantly, until thickened. Correct seasoning to taste. Serve gravy separately. Serve with Potato Gnocchi. Makes 8 to 10 servings.

POTATO GNOCCHI

1 pound potatoes, pared and quartered
2 tablespoons butter or margarine
1 egg, beaten
1 cup sifted all-purpose flour
¼ teaspoon salt
Dash of pepper
¼ cup melted butter or margarine
⅓ cup grated Parmesan cheese

Cook, drain and mash potatoes. Beat in butter or margarine and egg. Add flour, salt and pepper. Knead to a dough, adding more flour if dough is sticky. Divide dough in four pieces. Roll each piece on lightly floured surface into a cylinder ½ inch in diameter. Cut into 1-inch-long pieces. Drop one by one into gently boiling water. Cook for about 3 minutes or until they come to the surface. Remove from pan with slotted spoon; place in ovenproof, shallow dish. Drizzle with butter or margarine. Sprinkle with cheese. Put under broiler or in hot oven for 1 to 2 minutes. Makes 8 servings. END

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TUNA SALAD IN ORANGE CUPS: Slice top ⅓ from 6 oranges, scalloping edges. Remove pulp and cube. Toss cubes with 7-oz. can chunk tuna, ½ cup sliced celery, ½ cup cooked peas, 2 Tbs. chopped pimiento, ⅔ cup French dressing, 1 Tbs. Lea & Perrins. Fill orange shells. Serves 6.

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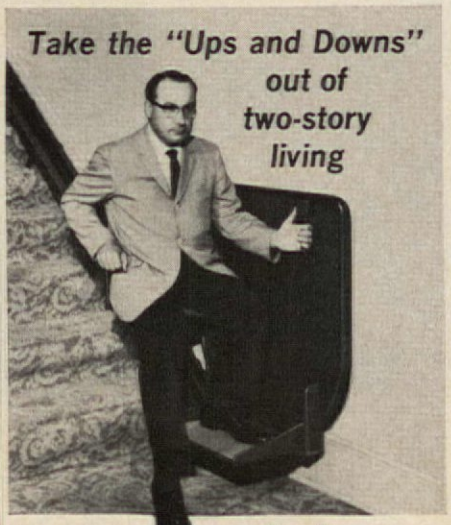

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APPLE DESSERTS

continued from page 92

CINNAMON APPLES

1 cup sugar
1 cup (8½-ounce package) red cinnamon candies
2 cups water
6 large cooking apples, pared, stems left on
Custard Sauce

Cook sugar, candies and water in large skillet about 10 minutes or until candies are dissolved. Place apples in skillet; cook over low heat until just tender, basting frequently with sauce. Chill. Serve with whipped cream or Custard Sauce.

CUSTARD SAUCE

1 cup milk
3 egg yolks
3 tablespoons sugar
⅛ teaspoon salt
1 teaspoon vanilla

Heat milk in top of double boiler until bubbles appear around edge. Beat egg yolks in small bowl with sugar and salt until blended. Stir in milk slowly. Return mixture to double boiler. Cook over hot, not boiling, water until mixture just coats spoon. Pour into bowl. Add vanilla. Cover; cool; chill. Makes 1½ cups.

APPLE SPICE CAKE

3¼ cups sifted all-purpose flour
2½ cups sugar
¾ cup butter or margarine
3 eggs
2 teaspoons baking soda
1½ teaspoons salt
½ teaspoon ground nutmeg
½ teaspoon ground cinnamon
5 cups chopped, pared and cored apples
1½ cups chopped walnuts
Orange Syrup

Heat oven to 350°. Combine flour, sugar, butter or margarine, eggs, soda, salt, nutmeg and cinnamon in large mixing bowl. Mix at low speed until thoroughly blended (mixture will be very dry). Add apples, 1 cup at a time, mixing well after each addition. Stir in nuts. Turn into well-greased and -floured Bundt pan or 10-inch tube pan. Bake 1 hour and 15 minutes. Cool in pan 15 minutes; remove from pan. Spoon Orange Syrup over hot cake or cool cake and dust with confectioners' sugar. Serve with whipped cream, if desired.

ORANGE SYRUP

Combine 2 teaspoons grated orange rind, ½ cup orange juice, ¼ cup sugar and ¼ cup water in small saucepan. Bring to boiling; cook 10 minutes. Makes about ½ cup.

continued

Remember the layer cake your mother made, with icing so good you begged to lick the spoon? Pepperidge Farm® remembers.

Of course, you ruined your appetite for dinner, but who cared? That heavenly taste of icing was worth it.

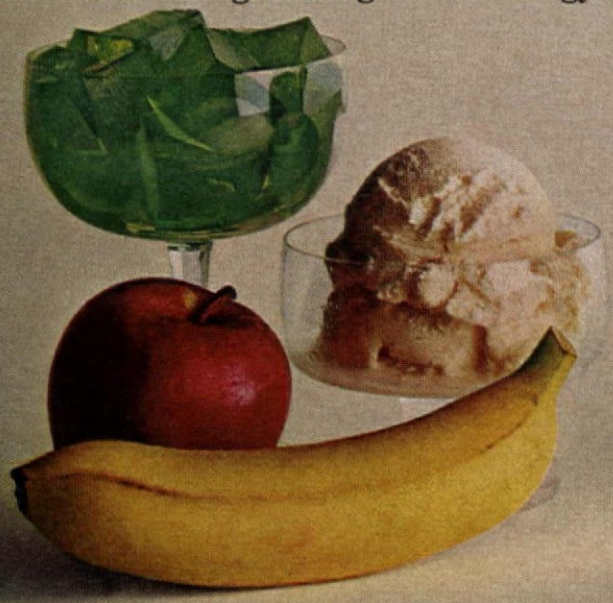
And somehow, you'd manage to get down enough of the evening's lamb chop and peas to deserve a solid wedge of cake itself. The icing would be just as good, second time around. And the fluffy-light cake would be even better. Remember?

Pepperidge Farm® remembers. We still make that kind of cake. Three layers high, and iced *all* around, of course. And we freeze it fast, so you can keep it fresh at home.

For children of all ages, we make a cake to suit every taste: Vanilla, Golden, Chocolate Fudge, Devil's Food and Coconut. They're all cakes like your mother made, and you remember how good *they* were.

Come to think of it, you had better wait until after dinner for your Pepperidge Farm Layer Cake, or you'll spoil your appetite.

These desserts give kids good food energy.



This dessert gives kids more.

Kids think all desserts are good tasting. But Betty Crocker Ready-to-Serve Pudding is more than delicious. Just one serving gives your kids more good food energy than an apple, a banana, gelatin or even the richest ice cream.

Betty Crocker Ready-to-Serve Pudding. More than delicious.

APPLE DESSERTS continued

OLD-FASHIONED APPLE PIE

Pastry for 2-crust pie
1 cup sugar
2 tablespoons flour
1 teaspoon ground cinnamon
¼ teaspoon salt
6 cups sliced, pared and cored cooking apples
3 tablespoons butter or margarine

Prepare pastry. Roll out half the pastry to a 12-inch circle; line 9-inch pie plate. Heat oven to 425°. Combine sugar, flour, cinnamon and salt in bowl. Arrange half the apple slices in pastry-lined pie plate. Sprinkle with half the sugar mixture. Repeat with remaining apples and sugar mixture. Dot with butter or margarine. Roll out remaining pastry for top crust; cut vents to allow steam to escape during baking. Place over filling; seal; flute. Bake 40 to 45 minutes or until pie is golden brown.

CHEESE APPLE PIE: When making the pastry, add 1 cup shredded Cheddar cheese to the flour mixture before cutting in the shortening. Proceed to make and bake pie as in Old-Fashioned Apple Pie. For a shiny crust, brush top crust with a mixture of 1 egg yolk mixed with 1 tablespoon water before baking.

Note: To make apple design for vent, as pictured on page 90, cut out the shape of an apple from the center of rolled crust. Remove. Fold crust in half and place over filling. Replace apple design. Seal edge; flute.

CUSTARD APPLE TART

1½ cups sifted all-purpose flour
½ teaspoon salt
½ cup shortening
4 to 5 tablespoons cold water
⅓ cup dry bread crumbs
¼ cup sugar
1 teaspoon ground cinnamon
¼ teaspoon salt
6 cups thinly sliced, pared and cored cooking apples
¼ cup butter or margarine
3 eggs
1 cup heavy cream
¼ cup sugar
¼ teaspoon ground nutmeg
⅔ cup apricot preserves

Sift flour and ½ teaspoon salt into mixing bowl. Cut in shortening until mixture resembles cornmeal. Sprinkle cold water evenly over surface; stir with fork until all dry particles are moistened and pastry clings together. Shape into ball. Roll out on lightly floured board to a 13-inch circle. Line 10-inch pie plate or flan pan; flute edge.

Heat oven to 425°. Combine bread crumbs, ¼ cup sugar, cinnamon and ¼ teaspoon salt; sprinkle over bottom of pastry shell. Arrange apple slices closely together over crumbs in a swirl pattern. Fill just to top of pan. Dot with butter or margarine. Bake 15 minutes.

Beat eggs; beat in cream, ¼ cup sugar and nutmeg. Pour over apples. Reduce heat to 375°. Bake tart 25 to 30 minutes or until custard is set (a thin-bladed knife inserted 1 inch from edge should come out clean) and apples are tender. Remove from oven. Heat apricot preserves in small saucepan over low heat, stirring until smooth. Spoon over top of hot tart to glaze apples. Cool tart completely. Sprinkle with toasted, slivered almonds, if desired.

Wear-Ever adds a dash of bitters to the pot

The new Cerama Cookware Collection by Wear-Ever.
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BITTER LEMON CHERRY COBBLER

2 cans (1 lb. 5 oz.) cherry pie filling
1 teaspoon lemon juice, grated lemon peel
1 teaspoon liquid red coloring
1 9-ounce package yellow cake mix
⅓ cup butter or margarine

1. *Pour pie filling into 2-quart casserole.*
2. *Stir in lemon juice, lemon peel, red coloring.*
3. *Sprinkle dry cake mix over filling; dot with butter.*
4. *Bake for 40 minutes at 375°F.*
5. *Serve warm topped with whipped cream or ice cream.*
6. *Eight servings.*

BITTER LIME FRUIT SAUCE

½ cup sugar
2 tablespoons cornstarch
½ teaspoon grated lime peel
¼ teaspoon ginger
1 tablespoon lime juice
1 12-ounce can apricot nectar
1¼ cups pineapple juice

1. *Combine sugar, cornstarch, lime peel, ginger in 1½-quart saucepan.*
2. *Stir in lime juice, apricot nectar, pineapple juice; blend thoroughly.*
3. *Bring to boil; cook over low heat until thickened, stirring constantly.*
4. *Cool; store in tightly covered container in refrigerator.*
5. *Serve over fresh, frozen or canned fruits; garnish with mint.*
6. *About 3 cups sauce.*

WEAR·EVER SUBSIDIARY OF ALCOA

Richard Meek

SINGING BAMBOO, FALLING WATER

By Mary Evans

A Japanese garden is not a quiet place, but it is very quieting. It is quieting because it is so full of sounds—the sounds made by breeze and water, by birds and insects and fish, even by man-made wind chimes and water gadgets. The traditional Japanese garden, unlike traditionally well-behaved children, is meant to be heard as well as seen. It can be heard even when it isn't seen. Every Japanese garden is fenced and is a very private place indeed, but people walking by the high board fences can hear the rustle of the bamboo trees and the poignant four-beat cry of the cicada. The world outside gardens is full of shattering noises. To soothe, a garden must make sounds. (For more photographs, please turn the page; the text continues on page 114.)

Christa

Above, water cascades into the garden pool designed by Kaneji for a family in Westchester, New York. At left it splashes down a rock in the Menlo Park, California, garden of Frank Stout, designed by Geraldine Knight Scott.

©Sears, Roebuck and Co.

Why did the Dave Brubecks, who could afford the world's most expensive dryer, want a Kenmore from Sears?

Pianist-composer Dave Brubeck lives in a huge Japanese-style house in Wilton, Connecticut, with 5 pianos and 6 children.

Mrs. Brubeck runs this big musical household without any help except for a cleaning lady one day a week.

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"And this Sears dryer has something remarkable they call Wrinkle-Guard. It actually prevents wrinkles from setting in if you're not right there to take clothes out when the drying cycle is through. The Wrinkle-Guard automatically gives clothes a good tumble every 5 minutes for over 2 hours or until I have time to take them out.

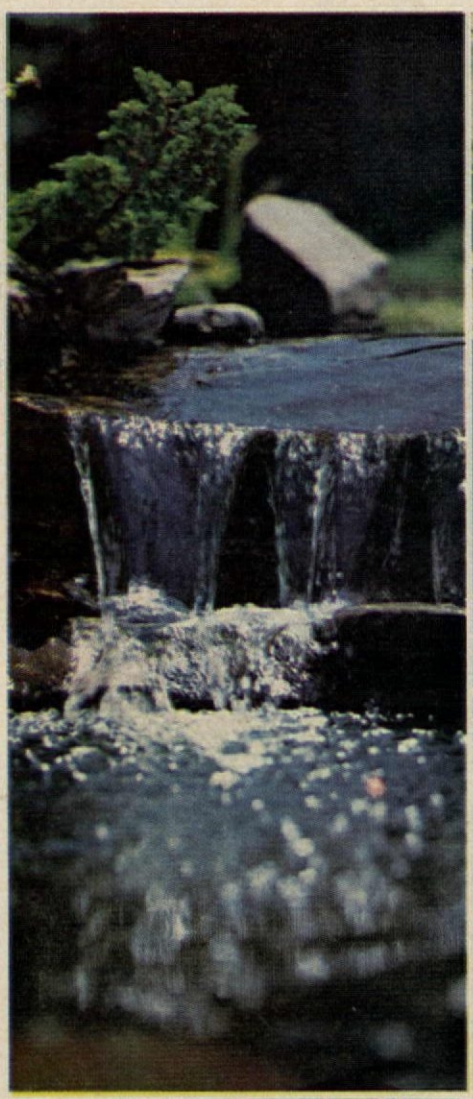
"I know we could have paid more for a dryer, but you just can't beat the Sears Kenmore."

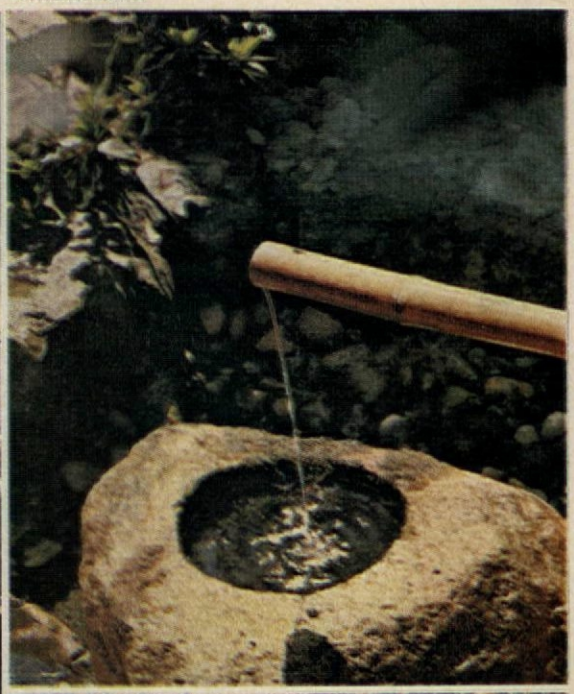
Sears Kenmore Dryer

for women who want the best even if it does cost less

Water trickles musically from a narrow bamboo pipe into a large stone basin in the San Mateo garden of Mrs. Yoshiko Yamanouchi.

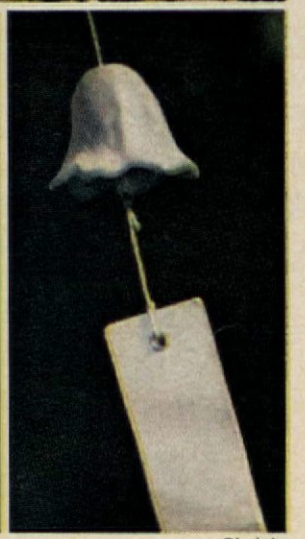
A small waterfall, shooting forward over a curved stone, splashes on a rock and into a pool. Hollows in the rock echo the bubbling sound in the Ralph B. Pahlmeyer garden near San Francisco, designed by Landscape Architect Floyd H. Mick.





A "wild boar scarer" makes rhythmic hollow thud by a strea in the Sakurai Gardens Restaurant, Mountain View, California.

Wind, too, makes sounds in the Japanese garden—by rustling bamboo leaves, rattling bamboo chimes, and tossing wind bells. Suspended from the bells are elegant birds or "poem strips."



Christa

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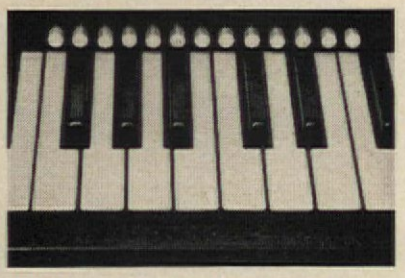

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FALLING WATER continued

Flowers are very rare in Japanese gardens; the only ones that appear are those like the iris which blossom for a short dazzling season, just long enough to give rise to myths and festivals before browning into memory. Some people say the Japanese do not like flowers in their gardens because flowers cannot be kept in constant trim and their bright colors are too distracting. But it is more likely that the Japanese, who are never without fresh flowers and even put them in bathrooms, taxicabs and police boxes, do not find them interesting in gardens because they rarely make very much sound. Flowers are only to be looked at, whereas gardens must be heard.

In animals, the sense of hearing seems to matter more, where emotions are concerned, than sight; sounds have more power to terrorize and to soothe. The cowboy sang to his cattle at night to keep them quiet and to shut out the sounds of the wolves. The creature crouching in all of us is always listening. A too-quiet garden cannot be quieting.

The Japanese so believe in listening to gardens that they even speak sometimes of listening to garden rocks. This doesn't mean that they are hearing "sermons in stones" (though in fact they do a lot of this, being fond of meditating by rock gardens) or even that the earthquakes, which every single day make some part of Japan quiver, keep the rocks rattling around on the ground. It means that the line a row of rocks makes looks like a line of musical notes on a page. Therefore, if you can read notes you should be able to read rocks.

Actually very few Japanese, however musical, are trained to sing from rocks or even to hear their eternal music. Japanese gardens are full of very real sound makers. Water falls, drips, splashes and seeps. Trees sough or rattle in the wind. The man-made sound-makers are worked by the breeze and the stream. Birds sing, fish jump, insects chirp.

Japanese gardeners know how to get attention. For instance, they never let the path be straight or smooth. A garden path is unpredictably crooked and bumpy. The visitor is forced to walk slowly and carefully; thus he has time to seem to notice details, to enjoy. In the same way, the gardener plans the sounds of the garden so that they tease the ear. They are not overwhelming. They can be heard, but most of them must be listened for. They don't drown out the sounds of the world but they are so beautiful and soothing one happily forgets all other distracting sounds.

Whenever possible the Japanese li to have water in their gardens. Japan really a country of water. Much of t time it rains, and there are streams a waterfalls everywhere, and while t young rice is growing the countryside a mirror of flooded fields. So water b longs in the garden too. Of course it dri off the roofs, especially during the la spring rainy season. The Japanese are fond of listening to this dripping soun which they associate with hominess a new life, that they arrange for water drip all the time in their gardens.

There are many porous volcanic roc in Japan, and out in the mountai water might seep through such roc The Japanese drill tiny holes in the lar porous rocks and pipe water from t back so that it seeps through to the fa of the rock and drips and splashes do the front, making little pools in the c vices that fill up and overflow and a dripped into; the rock becomes a soun maker—apparently by accident.

Even more common are the ma forms of *kakehi* or bamboo pipes th lead water above ground from a pipe spring down an incline to splash quie into a pool or basin. Sometimes the ba boo pipes are set up in disjoined sectio so that water flowing downward dri from the higher section to the lower, a so on down the slope. It splashes int large stone basin hollowed out at t top, itself often placed on a bed of ston by a brook or pool. As the basin fills, overflows, and the water splashes do the side, onto the stones, and into t pool or brook. From a little water con a long delicate stream of sound.

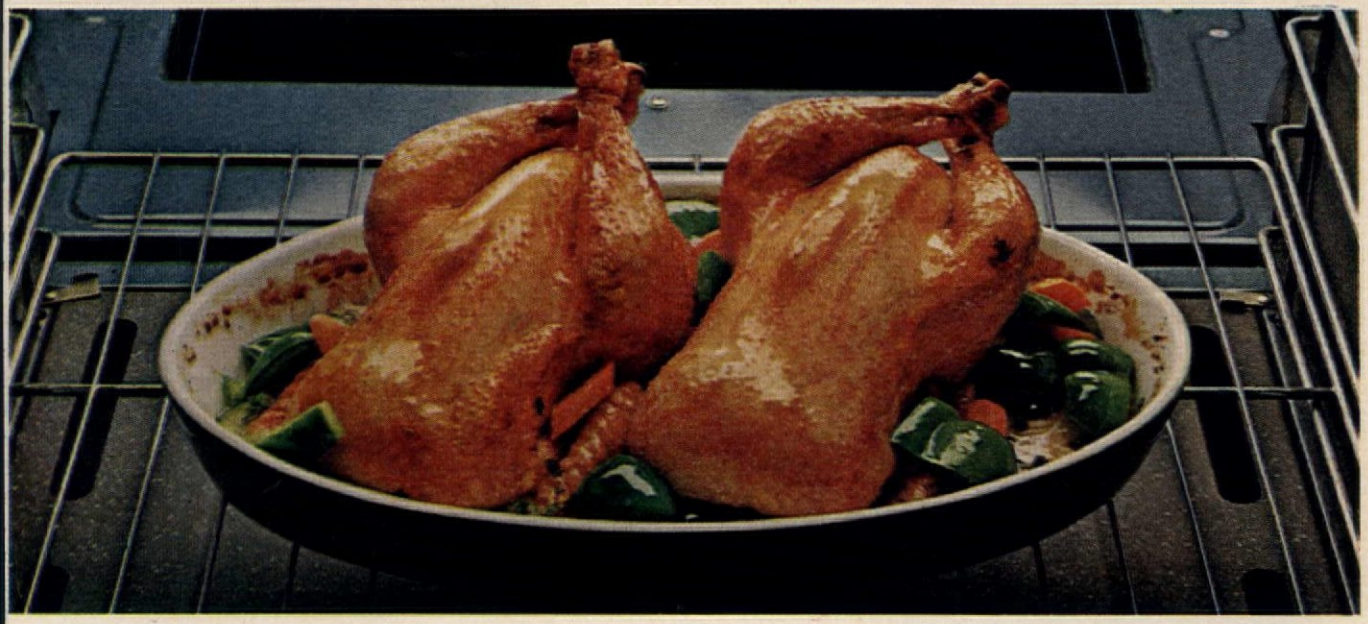
When possible, there are waterfal Even thinking about waterfalls mak the Japanese happy:

While the sound
of the cascade
long has ceased
we still hear the murmur
of its name.

A waterfall can be many things. It c be a tiny thread or a broad sheet. T contour of the rock off which the wat plunges will determine just how t water falls. If the rock is shaped in groove it will make the water pour out if from a spout. If the rock is smooth, t water will fall straight. A rough ed will make a tumbling cataract.

According to tradition, the best s for a waterfall is from one to five feet height. Less is dull, more is overwhel ing. The flow of water shouldn't be strong it roars over all other soun that, to the (continue

Chicken-à-la-clean.



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*A.G.A. Mark

Japanese ear, is unsubtle and desolate. The sound should be a mere trickle.

Of course, this rule of thumb was devised during an earlier era, when there were no highways and jet planes and souped-up sounds. One Japanese-American garden designer was distressed the first time a client asked him to make a waterfall big enough to all but roar. He begged her to reconsider; at last he complied. Not only did the owner love the finished waterfall but the designer himself found its roar soothing. "Nowadays," he remarks, "the transition from the noise of traffic to a quiet trickle is too difficult to make. Sometimes we do need a bigger waterfall."

Whatever the size, a waterfall is not allowed to land as it will. If it hits a rock, the water splashes, and that is one kind of sound. If it is made to fall into a pool the sound is very resonant and round, and the Japanese much prefer this effect. They have many ways of making this sound "rounder." One of the older ways was to place a large earthen jug mouth-up in the sand under the water just where the fall landed; the sound would echo in the submerged jug and be given extra dimension. More common is placing stones just behind the spot where the fall hits the water. Sometimes tiny caverns are built into the stones as little echo chambers to make a better tone. If rocks overhang the stream the water will gurgle. A narrow channel makes a higher-pitched tone, but if the waterfall is too powerful an unpleasant roar will result. The sides and bottom of the channel should be irregular, so that the water will dance.

Water is also used to operate a most ingenious gadget called the "wild-boar scarer." In the late 16th century, so it is said, a famous gardener whose lord was defeated in battle refused to make gardens for the new ruler. Instead he retired to a hillside outside Kyoto and there comforted himself by making his own garden on the edge of a forest. However, the wild boar kept coming into his garden and eating the tender plants. Lacking the means to make a strong fence, and not wishing to cut off the wild scenery, he invented a noisemaker to scare away the animals. Water drips into a section of bamboo which is closed at one end and balanced on a pivot. The water in filling up the bamboo makes it tip over and spill out; suddenly emptied, the bamboo snaps back and klonks on a rock. This cycle takes less than a minute, is said to frighten off the wildest boar, and makes such a pleasing sound it is used not only in private gardens b also in the gardens of inns and resta rants—where it acts like a great pulse nature to soothe the savage diner.

Then there are trees. Giant varieti of bamboo creak in the wind; small d leaves and husks rattle in the breez Pine trees, which every Japanese kno symbolize long life, murmur reassurin ly. Trees can even seem to sound li water: A garden built in the 14th centu had its trees so planted that to the kno ing ear they "simulated the sound of t waves (by the soughing of the wi through their branches)."

As much as possible is made of t sound of falling water; so, too, as mu as possible is made of the wind. Hu to catch the breeze under the eaves a bamboo rattles and bells made of p tery or copper. From their clappers swi jaunty birds or delicate strips of sti shiny paper on which are written in flo ing hand the first few words of a poe The poem chosen might be one writt by an 18th-century courtier, probab waiting for a visit from his lady a listening to every sound:

The wind rustles the bamboo
by my window in the dusk.

The quiet sounds of a Japanese gard do not overwhelm the listener but dra him out of himself and into a wid awareness. In a garden, quieter soun say more. There is the rising plea of t cicada, a summer pet in a tiny bamb cage, singing more loudly as the heat summer advances, as if knowing autu would bring its silence. Fish break t surface of the water. In the quiet it m be possible to hear a frog jumping, as one of the most quiet-sounding poe in all Japanese literature:

An old pond—
the sound of a diving frog.

What does this brief little po mean? Perhaps this: no one knows t frog is there and that he has jump until the sound of the splash, but wi the splash the frog has disappeared. the same way, when we listen to wa flowing, we know that each drop is g as we hear it. Everything that moves has life keeps changing from moment moment. Only change itself is perm nent. As we listen to the small sounds a garden, to each splash and rustle, t attentiveness can refresh our da senses and make us seem more alive.

The human voices that decorate garden should also be restrained and a ful so that what is said can restore a quicken the listener. The sounds o garden should be quieting. EN

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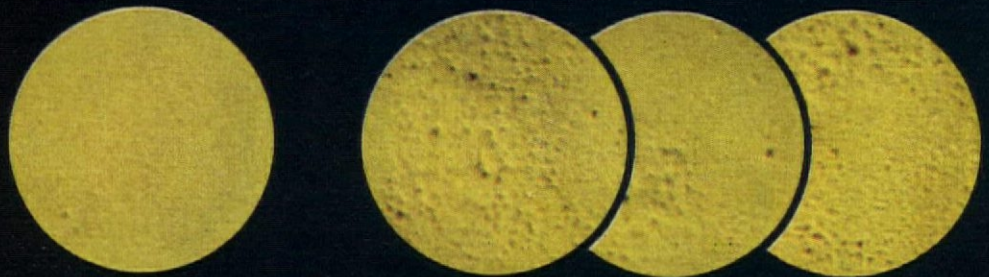

SPRED SATIN "micro texture" (magnified 20X) looks matte flat, but washes like plastic. Covers most anything in one coat, cleans up with water.

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THE LIGHT SWITCH continued from page 82

To change the Edward Coplons' bedroom from one full of glare to one full of calm, James Nuckolls focused the light in and around the bed. He outlined the bed with a soft glow of light to minimize its size and weight.

To balance and soften the glare of the two table lamps, a ceiling fixture was chosen that would cast a low level of illumination. The existing ceiling outlet was covered by a new fitting (Lightolier Monopoint). Table lamps here are controlled by a Paragon timer automatically set to turn the bedside lights on about five minutes after the alarm rings. A picture light is activated by a whistle.

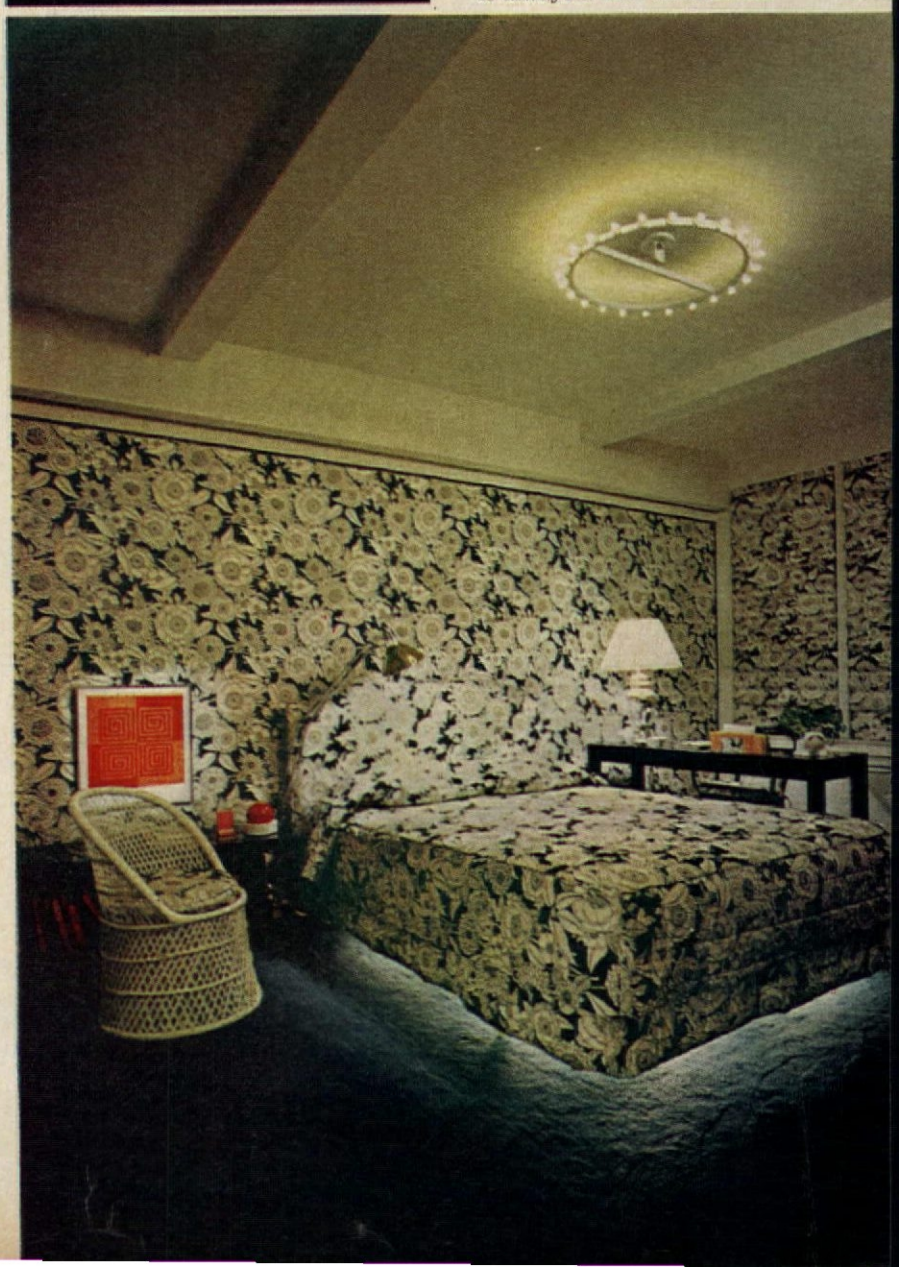
The Coplons' living room, shown on page 82, had many more problems. As is usual, the central sofa and coffee table area of the room needed general illumination at a level high enough for reading and other activities yet soft enough to be becoming. Two surface-mounted light tracks (Lightolier's Lytespan), with five small spots each, now do the job. Five small spots, according to Mr. Nuckolls, are more functional because they spread light over a wider area, cause fewer heavy shadows and are far better looking than two or three large ones.

To dramatize the cabinet and bookcases, Mr. Nuckolls chose low-voltage lamps (Lightolier Lytebeam). They look much like the familiar high-intensity lamp, but provide an easily controlled and adjusted shaft of light for small display cases such as these. Cabinet lighting is controlled by a Sonuswitch that is activated by two loud double handclaps. A can-type floor-based up-light (by Moldcast) with a Nuckolls-designed, mirrored cone baffle to hide glare, molds the plant in the round and casts interesting shadows on the ceiling. Electric wires and extension cords, unavoidable in rooms with too few outlets, are neatly hidden by a plastic molding with self-adhesive back (Scotchflex Cable Duct). Fai ıted to match the baseboard, it all but vanishes away. For convenience sake, all switching is now done by one cordless remote control Lafayette switch.

Most of the temporary lighting installation, designed for the Coplons by Bolt Beranek & Newman Inc., can move with them. The firm, with offices in New York City; Cambridge, Massachusetts; Chicago; Los Angeles and San Francisco, works in this manner: You can have a design conference (either in person at the firm's offices or by mail). Then you get a specification book complete with where-to-buy and what-to-buy information for which the charges run anywhere from $50 to $100.

The fee for the much more complete job done on the Coplon apartment came close to $200, but included several design conferences at the clients' residence.

Restrictions imposed on the project were typical of most apartment situations. No structural alterations were to be made. No heavy-duty equipment could be specified since apartment houses do not have the electrical power to support it. Electrical circuit work was to be kept at a minimum. The results prove that professional planning is always a wise investment. END



Bedroom lighting scheme eliminates harsh contrasts of before, outlines the bed and the paper cut-out picture by Edward Coplon. Ugly ceiling fixture was replaced with a snap-in Lightolier circle of lights.

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TOSS A LIGHT-AND-SOUND PARTY

Mood is what all good parties, the ones you remember with the most pleasure, have in common. Mood, or call it ambience or atmosphere, is a concoction of intangibles, chief among them light—the circle of skinny tapers on your twelfth-birthday cake, tall flames reflected in a mahogany tabletop, the happy surprise of firelight in an unexpected place.

Since light is such a mood maker and mood makes a party, you may want to plan your next one around light. This is exactly what José and Susanna Moscoso of Washington, D. C. did for a housewarming before the furniture arrived—one of the most practical times to give a really big bash, the one you have been putting off for far too long.

To decorate their bare, newly painted living room, the Moscosos simply bought crystal-clear blowup sofas and chairs, then hired Jeremy Sage to fill the empty rooms with light and synchronized sound. A professional party planner as well as a Columbia University graduate student, Sage creates fantastic orgies of sound and light, all unique. Below, he is projecting on the wall small colored plastic pill boxes that are glued to a Pyrex dish filled with oil and water. The projection on the ceiling originates under the clear coffee table. Sage has discovered the drama of projecting fizzing Alka Seltzer, magnified until it has the effect of a gigantic explosion. He uses alphabet noodles, baby oil, tropical fish, anything.

John Zimmerman

'arty planners and light designers such s Jeremy Sage can be found in many ırge cities. If you can't locate one, call a ocal discotheque. Perhaps they have ght, will travel. Or ask some college tudents who thrive on mixed media.

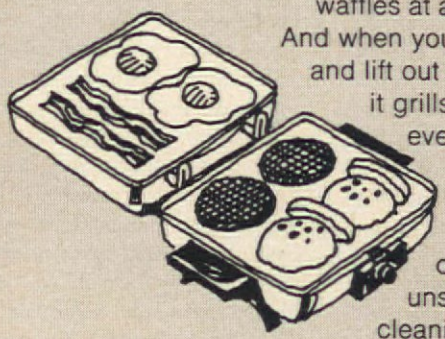
If you are really thinking big, con-der renting a Mitralux projector, avail-ble from Mitralux Projector Advertis-ıg in most major cities. Fees begin at round $50 per night; the more complex ne slide required, the higher the charge. 'he Mitralux projector, used for com-ıercial signs and projections at such appenings as political conventions, rojects images in black-and-white or olor, indoors or out, up to 10,000 square et in size. Imagine turning your garage ıto Versailles or the garden wall into a anorama of the Grand Canyon.

If you are thinking smaller, use vivid ımples of your children's artwork on a nted visual-aids machine. Or try Van ogh and Klee. For as little as 60¢ you an buy transparencies of famous paint-ıgs from art museums. Even your own ravel slides, when blown up room size, an bring a party to life. Treat your uests to an exclusive view of Niagara alls, now that the real one is turned off ntil December for repairs and study. or sound effects, select something that einforces the mood of your image, or try ıixing unlikely partners in exciting jux-aposition—perhaps recordings of old-ıshioned music boxes to go with your aby Niagara Falls.

If you want to build your own show, ıere's an amazing company that sells l sorts of scientific and optical gadgets nd has recently added a lot of way-out iscotheque paraphernalia to its line for ome use. Write to them, Edmund Sci-ntific Company, 100 Edscorp Building, arrington, New Jersey 08007, for their ee catalog. The prices are low and you on't have to be a licensed electrician to ut together a display. Their 48-page ghting handbook ($3) tells you all bout Music-Vision machines that form nages in time to music, black light fab-cs that change color in ultraviolet ght, kaleidoscope projectors which give nstantly changing color patterns, robe lights which freeze motion when ıey flash on and off, rotating lights, and ansparent paints to make your own wirling slides. Better yet, if you happen be in the neighborhood, stop by their ctory store for a free light-show emonstration. You'll come away with ore ideas than can be put to use in one arty. In fact, experimenting with all ıe possible effects could develope into mania. Don't start unless you're pre-ared to be engrossed. END

The waffle baker that grills hamburgers.

Here's a combination Toastmaster waffle baker and grill. It bakes four delicious waffles at a time.



And when you fold the top back flat and lift out the removable waffle grids, it grills burgers and sandwiches—even fries eggs or toasts rolls. (It heats up to 485°.)

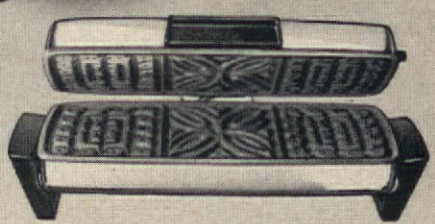
The waffle grids and grill surfaces are Teflon®-coated to keep everything unstuck and to make cleaning easier.

The Toastmaster waffle baker. And grill. They go together beautifully.

Model W254

Bakes waffles in three patterns!

Here's fun eating. The Festive waffle baker. Bakes three different patterns at a time. The waffle grids are coated with non-stick Teflon®. Model W255.



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how the room unfolds

It is hardly surprising that a young designer's concept does more than pay lip service to youth—it *is* young. It is young because it emphasizes people and not possessions. Even the telephone is chastely hidden. "This is a place designed for people—it is like an arena where they can establish relationships with each other," says the designer.

"Conventional clothes, like conventional attitudes, should be left at the door here." Guests are asked to remove their shoes, and are issued snow-white Japanese tabi socks. Mr. Witwicki would like to accumulate a collection of color-related, at-home clothes so that guests would be more comfortable than they are in their street clothes, more attuned to the environment.

Quite possibly, the apartment designed by Romuald Witwicki on page 72 is not for you. A room that stark, stripped down to less than the basics, probably strikes you as very cold indeed. You're much more comfortable with a clutter of familiar things about you. And the idea of moving all the furnishings whenever you want to go to bed, eat a meal or entertain friends, seems madness.

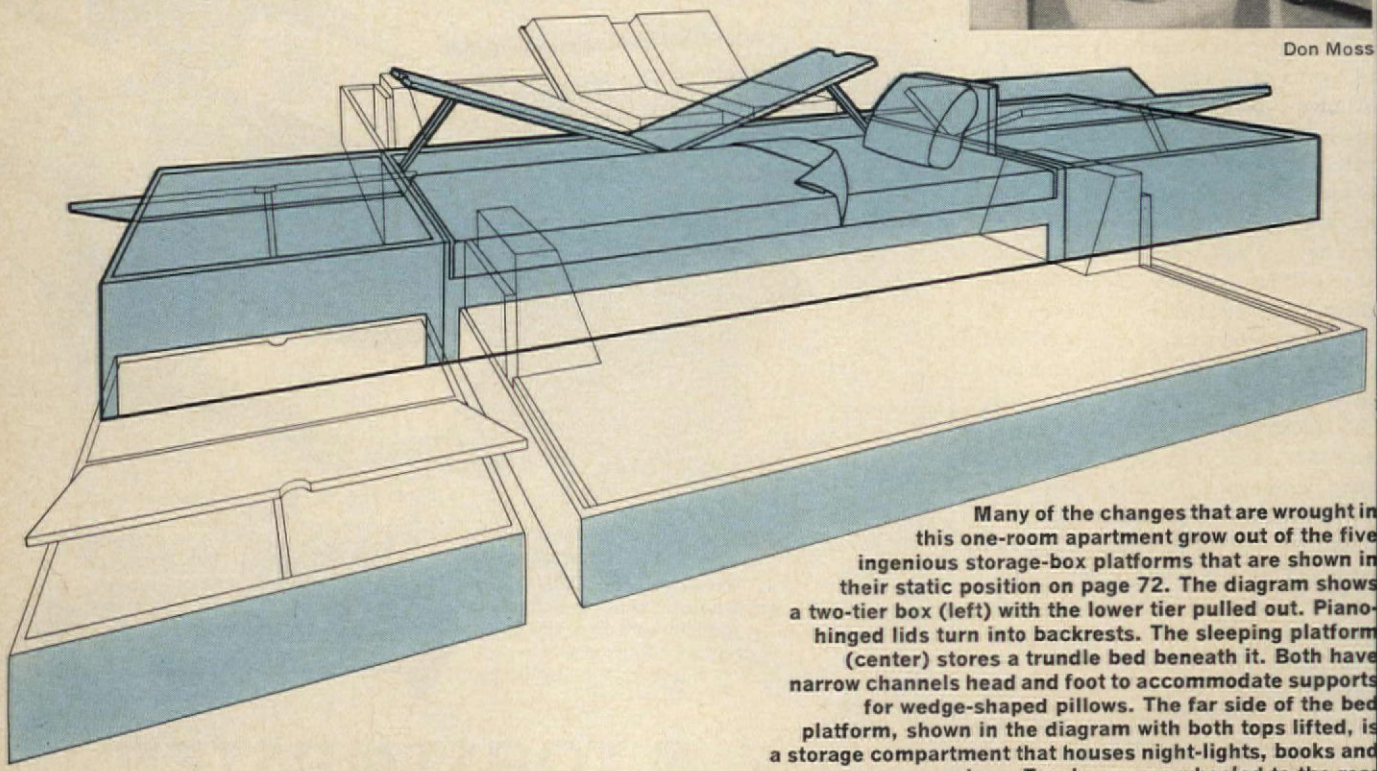
But don't let any of these considerations stop you from taking this young French-born architect's concept seriously. For once that badly overworked word *NEW* really does apply.

"Today, the interiors of small apartments have a fixed use. Tomorrow, everything—even the walls—will move and have many uses," says Romuald Witwicki. "So far, interiors have always been static and the elements in them of limited use. In today's city only people and cars move. Soon even buildings and highways will move. We already know of houses that rotate to follow the sun. In the future, the furnishings of a room will move, the interior light will change, just as in my prototype apartment."

Paradoxically, all the most prophetic aspects of Witwicki's designs are the ones that are presently the most impractical and inconvenient. Since there are no static, planned areas for such activities as eating, sleeping, entertaining, the modular furnishings have to be moved manually each time the need arises for a change of function. Eventually all the changes and combinations of the various elements, including synchronized light and sound effects, will be controlled by a computer, says Mr. Witwicki. When this is done, it will be possible, claims the architect, to maintain almost constant movement. The great storage beam will glide forward, the red lamp tilt, shades roll down and the table turn into a love seat—all by computerized motors. Then all you do is dial situation No. 1 for dinner for two. END

Romuald Witwicki, the 25-year-old architect, leans on a quarter-round wedge of table that, when turned on its side, becomes an armchair.

Don Moss



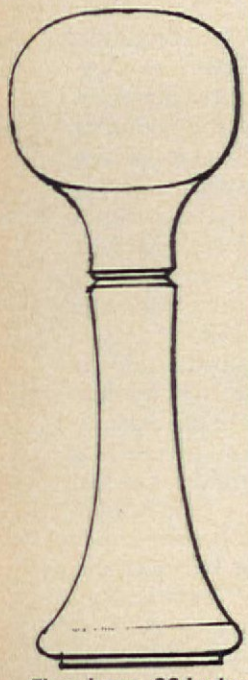
Many of the changes that are wrought in this one-room apartment grow out of the five ingenious storage-box platforms that are shown in their static position on page 72. The diagram shows a two-tier box (left) with the lower tier pulled out. Piano-hinged lids turn into backrests. The sleeping platform (center) stores a trundle bed beneath it. Both have narrow channels head and foot to accommodate supports for wedge-shaped pillows. The far side of the bed platform, shown in the diagram with both tops lifted, is a storage compartment that houses night-lights, books and magazines. Two boxes are wheeled to the rear in this illustration and shown with lounging cushions.

Why does fashion expert Mr. Bruno care about Lady Kenmore and Sta-Puf?

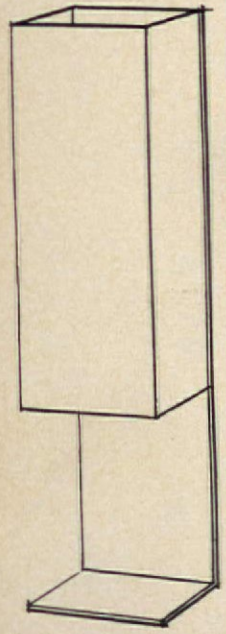
"Because I care about clothes—the way they look, the way they behave even after the 15th washing."
Specifically, why Lady Kenmore and Sta-Puf® Fabric Softener?
"Because Sta-Puf conditions clothes to keep out the wrinkles, keep clothes looking better, lasting longer. And because Lady Kenmore is uniquely designed to care for all of today's fabrics. It selects the proper time and temperature, dispenses bleach and Sta-Puf, and even boasts an up-to-the-minute enzyme soak cycle."
Stop by Sears and see just how beautiful a Lady Kenmore can be. In return, we'll give you a free bottle of the first beauty conditioner for clothes: Sta-Puf Fabric Softener.

Sears

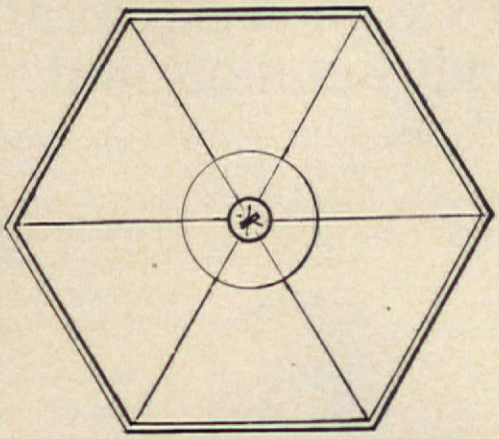
Below are detailed descriptions of the lamps shown along with suggested retail prices and the names of manufacturers.



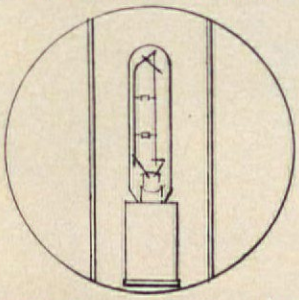
Floor lamp, 33 inches tall, has a milk-glass shade and base. The top and bottom section as well light up. Imported from Italy by Tyndale Inc. ($160).



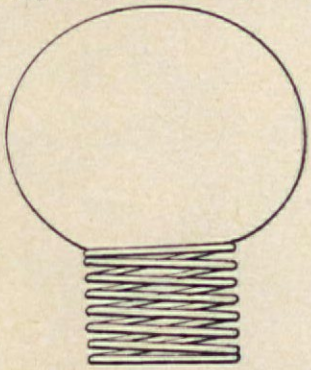
A black mat-finished L-shaped stand holds a white translucent column. The 12-inch-tall lamp is lighted with a 40-watt tubular showcase bulb and sheds a soft glow. By Robert Sonneman Associates Inc. ($24).



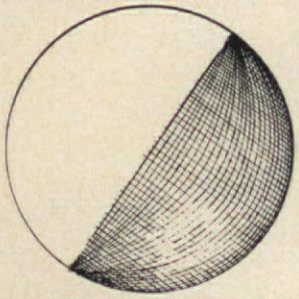
Tiny lamp, 6½ inches in diameter, multiplies its sparkle with mirrors. The bulb is a clear globe of only 15 watts, the case is black. Designed by Jack Pirloglu for Shop 2 ($30).



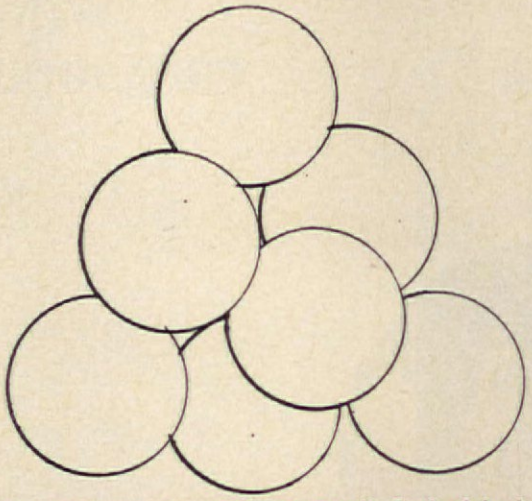
Called the Revolver, this clear plastic lamp rocks back and forth, more for effect than serious lighting. It uses a clear showcase bulb, is 8 inches in diameter, in amber or bronze. Designed by Ed Whiting for Raymor ($27.50).



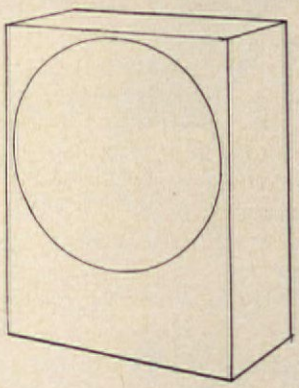
This milk-glass globe on a white coiled spring actually bounces if you wish. It stands 10 inches high and takes a bulb of 40 watts. Imported from Italy by Tyndale Inc. ($52).



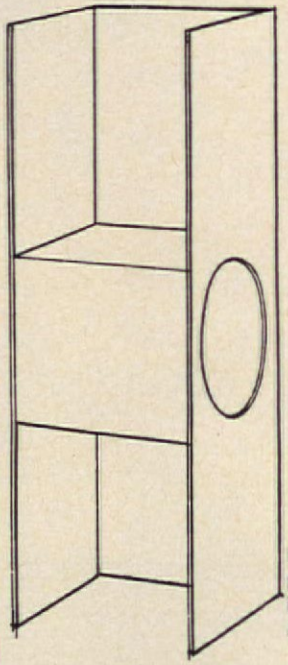
Basketball-sized plastic lamp is half solid color—red, black or white—and half textured clear which lets the light filter through. It takes a standard 60-watt light bulb. Designed by Neal Small for Neal Small Designs Inc. ($90).

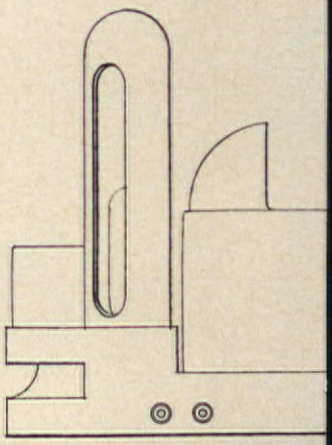


Pyramid of spheres stands 31 inches tall. Each globe has its own medium socket for regular 50-watt light bulbs, but they all go on at once (see cover). By Neal Small Designs Inc. ($577).

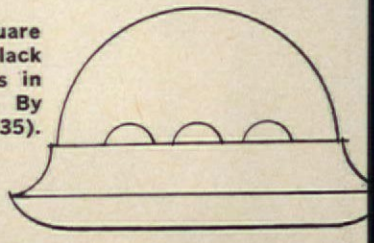


Rectangular box in white with a huge orange dot stands 12 inches high. Imported from England by Van Dow-Fenton Inc. ($25).





More sculpture than lamp, this piece sheds two beams of light. 2 inches wide, designed by Gae Aulenti, Beylerian Ltd. ($150



Graphic circle and square gleam from within this black column. It also comes in red, is 13 inches tall. By Robert Sonneman Inc. ($35).

The flying saucer lamp, 13 inches in diameter, comes in eight colors with a bronze shade. The clear 15-watt bulbs have candelabra bases. Designed by Jack Pirloglu for Shop 2 ($90

*Charles Rie

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Maybe you're not ready to go quite as far as our white-on-white living room. No matter. The point is, with carefree electric heating and cooling you can decorate with light colors to your heart's content . . . confidently pick the new pastels you've yearned for. Because electric heat is flameless. So you can't buy cleaner heat for your furniture, walls, window sills and draperies. In any home, old or new. Mobile home and apartment, too. Take a step toward the carefree life. Call your electric heating contractor or your electric light and power company.

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This Gold Medallion identifies a home where everything's electric, including the heat.

HERB ALPERT continued from page 87

On tape: "We released our first tapes last October. Now there are 90 numbers in our catalog. And in two years tape will be 70 percent of our business. Tape should be a major part of the music business. It doesn't wear out, it's easy to store, cheaper to make, and the quality is better. Since it is so new, the tape industry is not stabilized. There are, and will be for some time, many confused customers trying to distinguish and choose between the available systems.

"I don't know which will become most popular: reel-to-reel, cassettes, 4-track or 8-track. Personally, I do prefer reel-to-reel. That's the system real stereo buffs like. We record our albums on tape. Usually on 16-track. There's more you can do with it. It's twice as thick and twice as wide. There are many techniques possible with tape, but what you do is really personal. It is something like painting. I can often recognize the style of a sound engineer who has worked on a tape, just as I can recognize the work of a particular painter. An engineer's signature is there, in the way he relates the bass to the guitars, to the brass, for example. When I'm at the console I'm not just a trumpet player. I can play the entire orchestra. How can amateurs learn to do tricks with tape? It is like the route to Carnegie Hall—practice, man, practice."

On imitators: "I don't listen to them. It doesn't bother me that they are able to imitate the sound of the Tijuana Brass, only that they want to. I can't understand why anyone creative would want to repeat what has already been done. We have about 35 different law suits filed against people who pirate tapes. They set up headquarters in garages, copy the tapes, and sell them at half price. And the people get taken. The only thing consumers can do is buy tapes from qualified dealers. Then if a tape is damaged or of inferior quality you have someone to complain to."

On the trumpet: "My early training was all classical. I played in junior symphonies. After I was initiated into jazz in 1953 or 1954, I tried to play like the recording artists I enjoyed, but I found out it was the wrong direction for me. I had studied trumpet with a teacher who was famous for extending the range o the instrument. Pushing the range o the trumpet up is like trying to get t the top of the mountain. But you neve really get there because someone is a ways topping your top note. Then on night while I was playing in a band, shook four top teeth and four botto teeth loose. When I listened to what sounded like on tape, I didn't like it. M loose teeth and my numb lip forced m to reevaluate my playing. I realized wasn't necessary to abuse the trumpe So I returned it to its natural range an now the trumpet is like an extension o my body, a voice I use."

On perfection: "I've been called musical perfectionist but I don't thin music and perfection go together. Musi is emotional and human, and huma beings are not perfect."

On a world without music: "It woul be damn dull, and I would be minu three cars and my home in Malibu."

On fans: "I have very little contac with fans. I get nervous thinking abou the adulation that recording stars ge I don't believe in idols." ENI

At the console Alpert creates The Tijuana Brass sound in his studio with the most sophisticated tape equipment available

Presto's dunkable coffeemaker.

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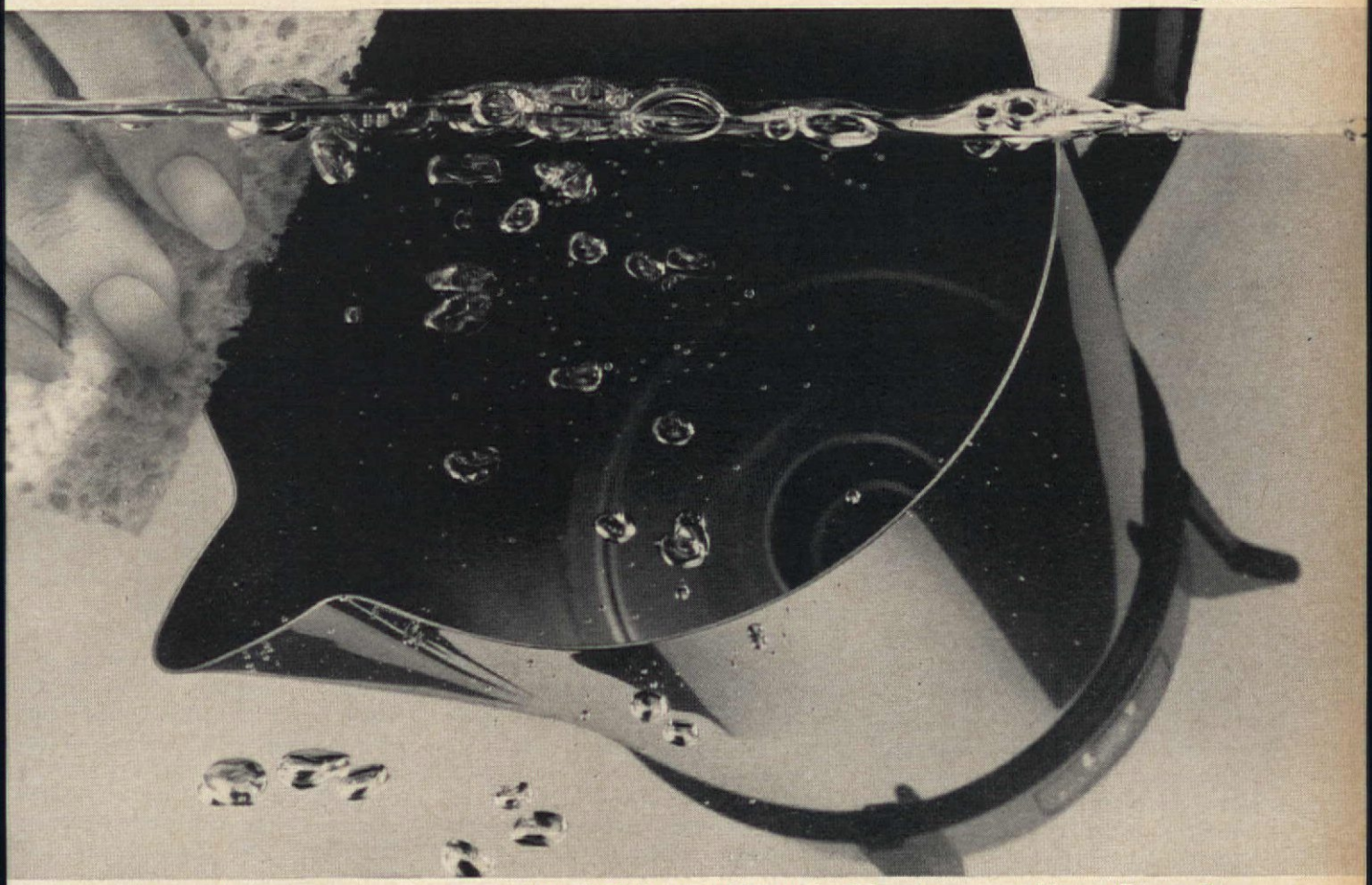

Completely submersible stainless steel, extra wide spout for easier cleaning, better coffee. Because a clean pot is so important to good coffee, we made our stainless steel coffeemaker completely washable. You can dunk it right into your sink. Or even your dishwasher! The extra wide spout is easy to clean. Can't trap stale coffee oils or old grounds (two things that ruin a pot of coffee!) That's why you get delicious coffee, cup after cup with the Presto Automatic Coffeemaker. Available in 9-cup or 12-cup sizes. You'll like it better every time you wash it!

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These five basic tape systems are, left to right: 7-inch open reel, 4-track and 8-track cartridges (cases open), PlayTape and cassette (case open).

TAPE AND HOW TO BUY IT

Circle 1969 as the year tape really arrived on the home entertainment scene. Industry sources predict that even color TV will take second place to tape systems in total units sold. The switch to tape has been 20 years in coming and you can credit the switch to innovation.

For years tape recorders remained the pet electronic gadget of the well-heeled audiophile who was willing to pay $500 plus for what he considered real high fidelity. These first tape recorders used tape on two open reels, hence the industry tag "reel-to-reel." Reel-to-reel recorders still represent 42 percent of current sales.

The tape boom got underway once the industry realized that the potential tape consumer is convenience-oriented and not technically inclined. The result is the tape cartridge and the cassette: Pop in, turn on and enjoy—no more threading or tape handling. With cartridges and cassettes tapes become easier to operate than a phonograph. The tape systems race between reel-to-reel, cartridge and cassette is not unlike the battle waged between 78, 45 and 33⅓ rpm records some years ago.

The cartridge refers to 4-track, 8-track or PlayTape (a new, inexpensive 2-track cartridge aimed at the young market) systems. Tape is sealed inside a plastic case on the cartridge. When the cartridge is popped into the player, the tape inside unwinds around one reel from the center, plays, then winds back to the center from the reel's outer edge. The tape has no real beginning or end. Cartridges are not so versatile as either reel-to-reel tapes or cassettes. You cannot go back to a specific piece of information or a favorite song on a cartridge. You can only shift from one set of stereo program tracks to another.

Cartridge tape systems had their birth as an automobile accessory when efforts to build a record player that would work in a moving automobile failed. Of some 15 or 20 early systems designed for this market, two have survived—4-track and 8-track. The 4-track cartridges have two pairs of stereo channels on a single length of tape, and the 8-track have four pairs. This means that an 8-track offers nearly twice as much playing time as 4-track. Recording companies favor the 8-track system for prerecorded music because it approximates the maximum playing time of long-playing records—80 minutes. As a result, more prerecorded material is available for the 8-track system.

Both 4- and 8-track systems have developed home playback units (not recorders) ranging from simple playback units to larger entertainment centers with AM/FM stereo radios and record changers. Prices range from as little as $60 for a player to just under $300 for a complete center. A few manufacturers have offered combination 4- and 8-track players which will accept either cartridge with minor adjustment.

The "now" generation, more in tune with tape than their parents ever were, accounts for recent styling trends and innovation of a fourth cartridge system: PlayTape. Considered the 45 rpm of tapes, this is a playback system only with a special catalog of pop-tune cartridges at budget prices. About 98 percent of PlayTape players are portables. Priced from $15 to under $70 (for larger home systems), PlayTape cartridges run about 24 minutes maximum in both stereo and monaural.

While most of the available 4- and 8-track units are players only, a few expensive recorders have been developed for home or auto use.

If 4- and 8-track systems seem to be decreasing in sales, cassettes are the reason. Cassettes refer again to tape in a plastic box, but their resemblance to cartridges ends here. Cassettes, as wide and about half as thick as a pack of 100mm cigarettes, have two reels within a plastic housing. The principle is the same as the reel-to-reel operation, except that hands never touch the tape in the enclosed case. You drop in the cassette and listen.

Cassettes were first used as high-quality monaural voice recorders. Soon they were improved to record and play stereo on more sophisticated home equipment. Now manufacturers are beginning to make cassette units for automobiles and at least one movie camera equipment manufacturer offers a cassette recorder with a super-8 camera for true sound home movies.

An accepted industry standard, the cassette is becoming a consumer favorite. Many experts consider the cassette system to be a technical improvement over cartridge systems. Any cassette will fit into any cassette recorder. Stereo cassettes can be played on portable, monaural recorders and the reverse. Cassettes can be searched (run forward or backward at higher than playing speed) and possess a visual indexing system, that is an aid to the user. For 1970, consumers have a choice of battery-operated portables (players or player/recorders), models with AM/FM stereo radios, "wing" speaker systems of high quality, even record changers. A few models offer a stacking device which enables you to stack cassettes as you do records and then automatically reverses the tape and plays the second "side."

One disadvantage of a tape system is the high cost of tape itself. Manufacturers of prerecorded tapes say tapes are more expensive than records because they are more costly to produce. But manufacturers look at price in terms of supply and demand and they hint at possible future drops in tape costs as tape sales increase. Open reels cost upwards of $6.95 and even as much as $14.95 (suggested list) for two-reel albums. Cartridges, 4-track and 8-track, cost less, $5.95 and $6.95 respectively; cassettes list for $5.95.

Blank tape prices are much lower, naturally, then prerecorded tapes. Suggested list prices for cassettes run from under $2 for 30 minutes to over $5 for 120 minutes. A 7-inch reel averages $3 to $5, less in shorter lengths or smaller reel sizes, more for longer lengths and low-noise premium tapes. Expect to pay about $4 for blank 4- and 8-track cartridges, when available.

However, prerecorded tapes and even recorders almost always can be obtained for below list price, primarily through discounters. One industry source admits that their own line of 8-track cartridges, for example, may be discounted from $6.95 to as low as $3.99, a (continued)

Ed Isaacs

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price within a few cents of an equivalent phonograph record.

Tape has the edge over phonograph records because it will not wear out as quickly. Experts say that tape will outlive its user. Reels, tape cartridges or cassettes can pack more information in a given space than records and are difficult to scratch—sudden death for a good record. Tape, either prerecorded or blank, survives well with a minimum of care if it is stored in its original box or album pack when not in use. It should be kept away from extremes of temperature or humidity and away from strong magnetic fields, or amplifiers of a hi-fi set, which can erase the tapes.

Too much emphasis, it seems, is devoted to a tape system's ability to play prerecorded music. On this basis alone, there seems little to justify the cost of a tape system over records. Most tape units, however, also function as recorders, providing additional benefits beyond pure musical entertainment.

Armed with a supply of "blank" or "raw" tape (tape which has no recorded signal), you can record live sounds and music, or from TV, FM radio, records or other tapes. The advantage of tape over records here is the flexibility to record sound over sound, or to mix artists and selecti

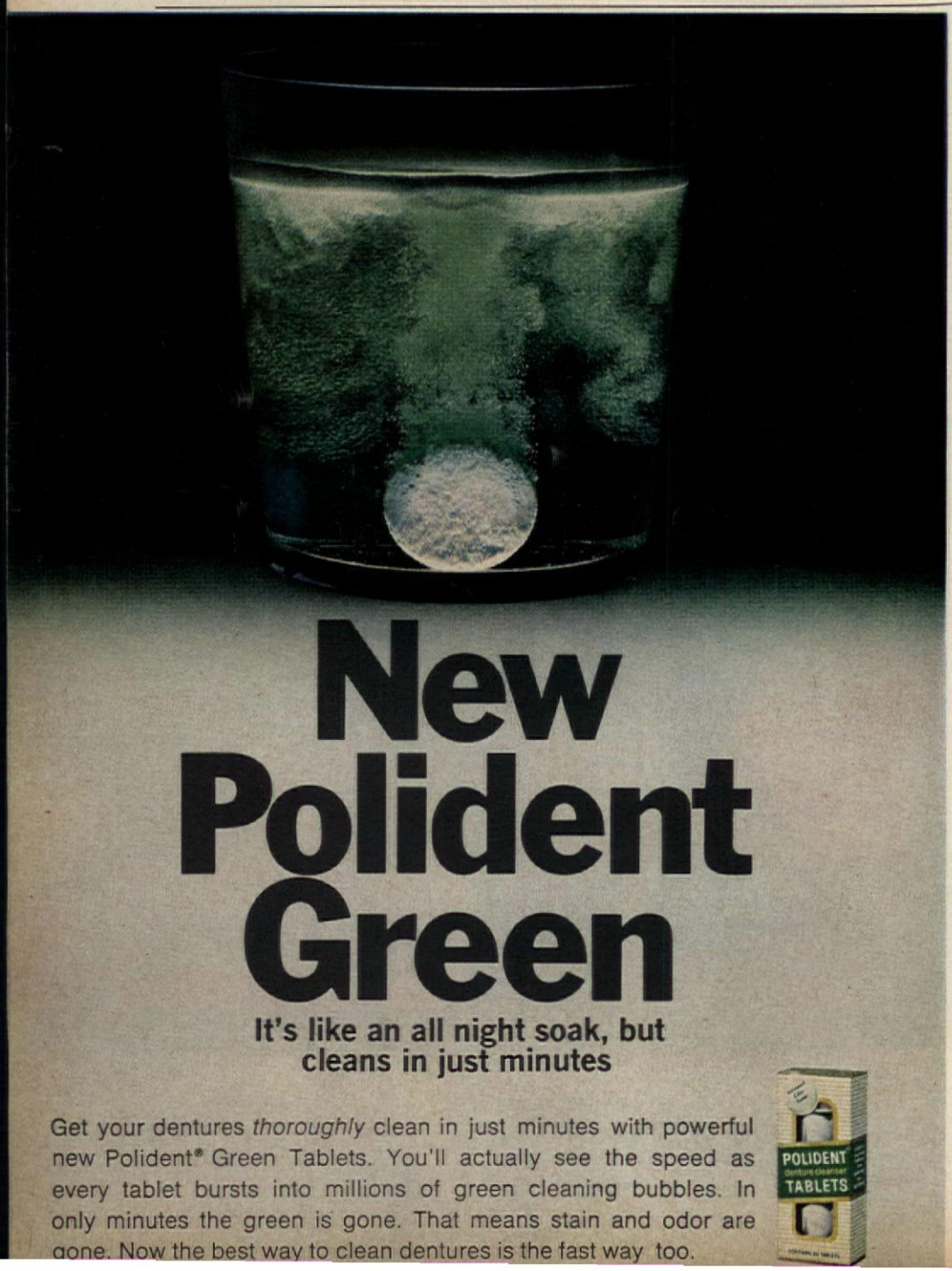
Home tape recording offers an triguing alternative to letter writ Millions of "living letters" are through the mail each year. And to move the boredom usually associa with home movies and slide shows, the-spot recorded sounds or comment can be played as the show progresse

"Which system shall I buy?" is question anybody considering t today asks first. The answer may no "which recorder" but "which corders." The two-recorder family is uncommon anymore.

Start with an evaluation of present home entertainment setup. home entertainment market for tape tems is a buyer's market. It is o loaded with a wide range of portab decks, complete systems or self- tained units. There is a choice of sty performance and flexibility in most p ranges. Optional accessories, either b in or added later include AM/FM st radios and record changers. Many called "self-contained" tape recor feature recorders and players and c with speakers in one semiportable c Performance of these smaller units be excellent. A number of portable corders are available in reel-to-reel, sette or cartridge. Price ranges fro little as $20 upwards and include choice of units with special autom features or in recorder-radio packa Many portables weigh as little as t pounds with batteries and can re up to two hours without a tape char

If you already own a stereo set, may be added as a "deck." The tape is nothing more than a playback un recorder/player without amplifiers speakers. These are already presen the basic system. The deck provides a signal input, all that is required. A deck can be reel-to-reel, cassette or cartridge. Interestingly, a few of medium-priced portable recorders vide excellent sound when used as d with larger stereo systems. Gener speaking, however, a tape syst ability to faithfully reproduce sour largely dependent on a precision trical motor which drives the tape predetermined speed—measure inches per second (ips). Inexper motors in both tape recorders record changers can plague the list with annoying jerky movement (flu or changes in pitch (wow).

The most faithful sound reproduc available on tape is 7½ ips. This m that the tape passes the (contin



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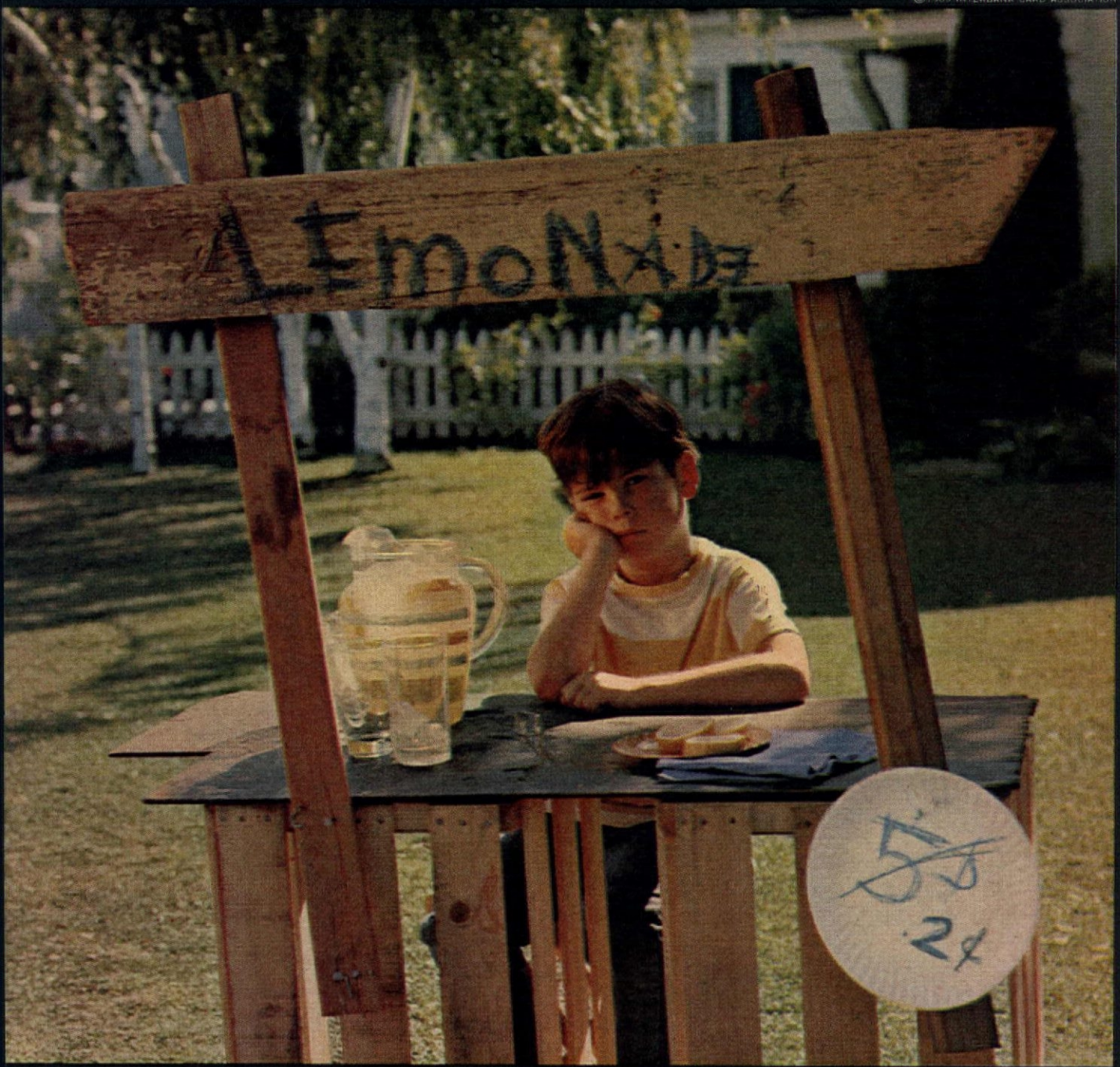

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*TRADEMARK

playback head at the rate of 7½ inches per second. Only the reel-to-reel systems play at this speed and therefore give the best sound fidelity. Cartridges play at 3¾ ips and cassettes at 1⅞ ips. However, with new tape developments, the sound quality of tapes playing at lower speeds has been greatly improved. One reason cartridges and cassettes are cheaper than reel-to-reel tapes is that they use less tape because they play at slower speeds.

If you have no stereo equipment you may choose complete sound systems—a tape deck, amplifier, speakers and FM radio. There are combination cassette and reel-to-reel units in this category. The many portable machines are the other group to choose from.

Of the various tape systems, reel-to-reel units still afford the ultimate in sound fidelity and are the only tape systems which allow the user access to the tape itself for editing. For reel-to-reel systems, prerecorded tapes are only available in 7-inch size. Recorders which accommodate only 3- or 5- inch reels (mainly portables) cannot play prerecorded tapes. Tape threading has been a major disadvantage for the reel-to-reel system, but a number of higher-priced recorders are beginning to offer automatic tape threading. One manufacturer markets a self-threading take-up reel, which threads the tape for you.

The cartridge or cassette systems offer reasonable fidelity at generally lower prices than reel-to-reel. The added convenience of drop-in loading is a major advantage to swing consumers to tape in the first place. More recorder/players are now available for cassette systems than for 4- and 8-track, which are primarily playback units. Blank tape cassettes are available in 30-, 60-, 90- and 120-minute lengths—flexible enough to cover most recording situations.

Some potential tape users have sour on tape because of their experience with an off-brand or "bargain" machine. Many of these units are sold with built-in repair bills. Consumers are protected from deficient equipment if they buy recognized brands, purchased from knowledgeable dealers who will honor manufacturer's warranty. Buy from a dealer who can demonstrate several tape systems and models. The final choice should be based on how closely a system meets your immediate needs and, more important, how it sounds to you. Spend an afternoon actually listening to different systems. Only an expert can evaluate a tape system from published specifications. Don't be guided by price alone.

The same cautions apply to the purchase of blank recording tape. Again stay with recognized national brands. Even the best tape system can perform poorly, with off-brand recording tape. Reels offer the widest, and perhaps the most confusing choice. Here again a good dealer can guide you to the right tape for the right purpose. The choice can be narrowed by considering what it is you wish to record and its length. Music demands one of the new low-noise tapes, while voice or other recording can be accomplished with one of the less expensive general-purpose tapes. Time charts on tape boxes can serve as a guide to the right length tape. EN

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TO CHANGE OR CORRECT YOUR ADDRESS—
Attach label from your latest copy here and show new address below—include zip code. When changing address please give six weeks' notice.

name (please print)

address

city state zip code

AMERICAN HOME MENU MAKER IN POPULAR KITCHEN COLORS

Here is the roomiest, most helpful recipe file, one that promises better organization than ever. Thousands of homemakers find these files an easy, permanent way to arrange their personal recipe collections. This unbreakable, polypropylene, pebble-finished file is light to handle and easy to keep clean. Capacity is about four times that of the usual small file box; it contains 24 index cards tabbed in the categories you will find most helpful. Each index card has room for your own reference notes. **Sixty recipes** have been selected by our Food Editors, ready to clip and add to your own collection. For easy reference, an **equivalent chart** shows all measurements and equivalent quantities of basic ingredients. **100 clear plastic sleeves** hold recipes clean and neat. You can buy more as needed. **A shopping list pad**, including handy lists of food and household products, will make meal planning easy and take the indecision out of shopping. The pad can be reordered with the recipe sleeves.

Fill out coupon and endorse check or money order. Florida residents please add sales tax. Allow 4 weeks for handling and mailing. (Sorry we are unable to handle Canadian, foreign or C. O. D. orders.) Please indicate your zip code.

American Home, Dept. 1370
4500 N.W. 135th St.
Miami, Florida 33054

I enclose $_____for the following item (s):

_____Menu Maker Complete Set (s) @ $5.98 each.

My color choice is: ☐ AVOCADO 61057 ☐ GOLD 61058 ☐ COPPER 61059 ☐ WHITE 61060

_____#61061 (200 extra recipe sleeves and 1 shopping list pad) @ $2.00

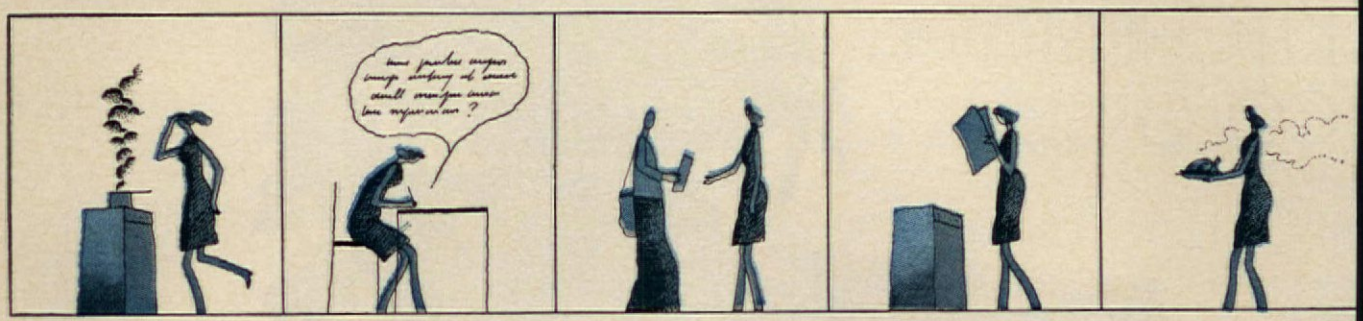
_____#61062 (500 extra recipe sleeves and 2 shopping list pads) @ $3.98

Print Name

Address

City State Zip Code

DEAR AMERICAN HOME



Guy Bill

SHRINK BIG!

Loved your September issue! You weren't kidding about doing a remodeling job. It's a whole new magazine. Best wishes.

Mrs. L. Madison
Erie, Pennsylvania

I like your new size. It is handier than the big, flop-over pages and fits nicely into my carryall when I take the baby to the park. And incidentally, there is so much more to read—the Shaker history for instance. I feel I really got my money's worth this month.

Liza Bowers
New York, New York

KUDOS FOR JEANNE

It was delightful to find Jeanne O'Neill in your magazine again. I have missed her columns lo these many months. "Where Have All the Cornflakes Gone?" was up to her usual, witty standard.

Mrs. D. Bellew
Cambridge, Massachusetts

LUNAR-AGE LIVING

A few months ago that Futuro house would have been too much for me. But with Armstrong and Aldrin back from the moon and Mars looming on the horizon—I want one! Where can I get more information about it?

George W. Neddy
Silver Spring, Maryland

Hooray for you and Futuro! What fun to see this space capsule house in your September issue. And thank you for pointing out to us that streamlined vacation living is the only way to do it.

Charles and Betty Sandler
Spokane, Washington

Ugh! Your space capsule house should indeed be on the moon and not on this planet where mere earthlings who still appreciate beauty have to look at it.

Mrs. Jordan Houseman
Spring Lake, New Jersey

My two teen-agers who never are interested in home magazines were absolutely wild about your lunar house in your September issue. They have convinced us that this type of living really will be just the thing to put on our lake-front lot, rather than the conventional prefabs we were considering.

Mrs. Mark Goodell
Atlanta, Georgia

For more information about this house write to Futuro Corp., 1900 Rittenhouse Square, Philadelphia, Pa. 19103.

THE TREE

As a native Californian I must thank you for Nancy Gray's lovely tribute to the fallen Sequoia. I have visited it so often, it seemed almost like a friend. Your interest in conservation is heartening, indeed.

M. E. Bronson
Monterey, California

PLAIN AND GOOD

Your article on Shaker Food was one of the best I've seen in a long time. Since I am a plain, good cook (that's what my family tells me), can you give me the name of a good Shaker cookbook so that I might try some more of the recipes?

Mrs. Tom Childress
Warren, Minnesota

Two excellent Shaker cookbooks are: *Shaker Recipes for Cooks and Homemakers* by William Lawrence Lassiter, Greenwich Book Publishers, and *The Shaker Cookbook—Not by Bread Alone* by Caroline B. Piercy, Crown Publishers, Inc. These books may be ordered through your local bookstore.

BANANA KNOW-HOW

In view of the great variety of jams and jellies, why is it that nobody makes or suggests any way of making banana jams, jellies or preserves? Is there something about this fruit that doesn't permit making jam from it?

Mrs. Perges
Pacific Grove, California

Bananas are not frequently used for jams, jellies and preserves because the pectin content is not very high and more must be added to acquire a gel. Usually bananas are mixed with other fruit for best results.

DEFINED PRODUCT

Most packages, cans and bottles of food state the ingredients therein. Ice cream, mayonnaise and some others do not. Why not?

Mrs. Hugh Huf
Arcadia, California

Not all foods require a statement of ingredients on the product label. The Food and Drug Administration has published a "standard of identity" for certain foods listing all mandatory and optional ingredients for such products. Any defined product such as ice cream, mayonnaise, etc. does not require a listing of ingredients. A standard-of-identity list may be obtained from the Food and Drug Administration, Washington, D.C.

COMPANY DESSERT

Can you suggest either a wine or a liquor to be served with strawberries as a company dessert?

Patricia Fitzpatrick
Scarsdale, New York

Champagne, claret, Grand Marnier or Cointreau are delicious served over strawberries.

continued

Cash In On Flower Power...

From Weddings, Gifts, Corsages, Funeral Remembrances, Table Decorations, Special Occasions...

FLOWER DESIGNING PAYS BIG!!!

(Professional Flower Arranging)

Work With Lovely Flowers Like These

MEN, WOMEN, FAMILIES—Good Profits Spare or Full Time

A few real or artificial flowers costing pennies may bring up to $10 and more in a professionally designed arrangement you make in 15 minutes! Weddings, banquets, dances, funerals all offer big-profit opportunities—also gift flowers and plants for Easter, Mother's Day, Christmas and other holidays. Fine opportunity no matter where you live—big city, small town or on a farm. Our complete Home Course includes a big Kit of professional Flower Arranging supplies, shows many ways to turn your love of flowers into cash profits—right in your own home. Or open your own Florist Shop—easy to start with little capital. Fine for men, women, families. Many job opportunities, too, at high pay. Designers with training and skill get salaries to $150 a week and more!

Learn To Make Beautiful Wedding Bouquets and Remembrance Pieces

FLORAL ARTS CENTER STUDENT OPENS OWN SHOP Dear Sir: I took your Floral Art course in 1964 . . . now have my own Florist and Garden Center. I have a large library of Floral books but yours are the most complete and the most help to me. I do both fresh and permanent designs. My shop is a year old and I have already done 8 weddings and receptions. The road without your course books would have been twice as hard.

Mrs. Mary Hubbard
Lincoln Florist & Garden Center, North Carolina

MRS. DOROTHY MARSHALL,
Floral Arts Student says:
"I have made over $100 on a single wedding and have more than I can do in spare time. Expect to open a shop soon.

HAPPY, USEFUL HOBBY, TOO—

Flower Designing is the world's happiest hobby—brings rich rewards of beauty, friendships, and pride of accomplishment. Double your pleasure in gardening. Win Blue Ribbons at Flower Shows. Become neighborhood authority on flowers for weddings, church decorations, banquets, other public or private affairs. Course gives hundreds of exciting ideas, shows how to carry them out!

10 WAYS TO MAKE MONEY AT HOME WITH FLOWERS

The wonderful world of flowers offers dozens of money-making opportunities, no matter where you live. High-profit design orders from neighbors, clubs, churches, hotels, etc. Grow flowers (or plants) wholesale for Florists. Be a Bridal Consultant. Learn how to join florists telegraph network, get flower orders by wire from all over the country. Many other methods. We provide instructions on 10 different ways to make good money at home, spare or full time, with live or artificial flowers.

EXAMINE FLOWER ARRANGING COURSE AND BIG KIT OF DESIGN MATERIAL AT HOME—NO OBLIGATION TO BUY.

Examine the course and all the design materials. Try your hand at some of the techniques (including making Artificial Flowers!) *before* you decide. Everything to gain, nothing to lose.

STUDY OF COURSE HAS BEEN VERY PROFITABLE. "I have obtained a lot of information from the course. I think our shop has really survived on the strength of it. The last 3 months of last year, after we opened, we took in actual cash of over $1400, not including our charge sales. The study has been very profitable and we had no expert knowledge, only our ability to read your work. May God bless you for starting us into a business with so much pleasure." **O. L. Mississippi**

NO PREVIOUS EXPERIENCE NEEDED—EARN WHILE YOU LEARN

Hundreds of crystal-clear show-how illustrations and do-it-yourself projects make everything easy, develop your skill quickly. Within a week, you should be ready to offer corsages and table decorations, using live or artificial flowers, for pay, more elaborate designs soon thereafter. Learn newest flower arranging techniques, no previous experience or knowledge of flowers necessary. No special talent required. Everything you need to know is in your Course. Have two incomes, keep your present job while learning and earning. Automation can't move you out of a job—no machine can take your place.

Extra Bonus —
3 Months' Subscription to "Flower talk"

Idea-filled monthly publication for Home Flower Designers & Florists. Filled with photographs of fresh new designs, with assembly instructions. Design Contests with valuable prizes. Money-making tips. Other valuable features, FREE 3 months Subscription.
Nothing to buy. Mail Coupon now!

APPROVED Member

FREE! FLORAL "CAREER KIT"

INCLUDING

1. 3-month Subscription to "Flower Talk" Monthly Publication for Home Flower Designers.
2. Exciting Success Stories of Floral Arts Students.
3. Complete How-to-Learn Illustrated Details.

AIR MAIL COUPON NOW! NO COST OR OBLIGATION!

No Salesman Will Call!

FLORAL ARTS CENTER, Dept. 13M
1628 E. McDowell Road, Phoenix, Arizona 85006

Rush Your Floral "Career Kit" containing details on your offer of Home Course in Flower Arranging with big Kit of Design Materials—plus instructions and materials for making Artificial Flowers—for leisurely examination in my own home. Also send exciting success stories of Floral Arts Students, and put me down for a FREE 3-month Subscription to "Flower Talk." Everything FREE & POSTPAID. No obligation on my part.

NAME_____

STREET_____

TOWN_____

STATE_____ ZIP_____

OUR 10th SUCCESSFUL YEAR

FLORAL ARTS CENTER, Dept. 13M, 1628 E. McDowell Road, Phoenix, Arizona 85006

FRESH GARLIC

I would like to know the proper method of keeping garlic buds fresh. If I leave them in the closet in a box, they seem to go bad after awhile. If I store them in a jar with a tight lid, they get a funny color and are no longer good.

Mrs. C. G. Cromwell
Hazelwood, Missouri

Garlic should be kept in a cool, dry, dark place away from potatoes and onions. Use a paper or cellophane bag for storage. Remember, garlic doesn't last forever. The longest you can expect to keep it fresh would be three to four weeks.

SUMMER FANS

Your summer issue was filled with such interesting articles. The one on the Nantucket School of Needlery was exactly what I have been looking for . . . for the longest time. I am now about to embark on a creative adventure that I have planned for a long time to undertake. Thank you.

Anastasia Eliakopoulos
Chicago, Illinois

I am enchanted with recent American Home *summer decorating ideas. Please, more of same.*

Catherine Greene
Orchard Park, California

NEVER TOO YOUNG

I am ten years old and I love your magazine! I love your decorating ideas, and I always look at your magazine when there's no one to play with.

Kristen True
Wheaton, Illinois

VANILLA BEANERY

I use vanilla beans chopped fine in quality bourbon for vanilla flavoring in lieu of the commercial vanilla extract. When the liquid is nearly gone, I add more beans and bourbon. Is there a possibility that this might cause a chemical reaction setting up harmful bacteria?

Mrs. John H. Annett
Sebring, Florida

Extract of vanilla is best prepared by putting 2 split beans into 8 ounces of brandy (or bourbon, if you prefer). The alcohol absorbs most of the flavor within a few days. It is impossible for bacteria to live in an alcohol medium so you have nothing to fear in your homemade extract.

GOOD ADVICE

In your May issue you stated your opinion on Spanish furniture. It is such good advice it should be posted in every furniture store in the country. Congratulations on not being afraid to take a stand against something so popular.

Mrs. L. S. Chipman
Franklin, Michigan

A COOL CITY

In your summer, 1969, issue you have an article "How to Keep your City Cool." I would like to point out that San Franciscans do not flee the city in hot summertime weather; there is none. Those who tire of the summer cool may travel a few miles north or south or east to find the warmth they wish.

Mrs. John P. Schagen
San Francisco, California

When Washington Became President in 1789, Jules Jurgensen was already 49 years old!

HAYDEN
14K yellow gold automatic-calendar 17 jewels genuine alligator band $160.00

ROXANNE
14K white gold with matching bracelet. Florentine finish, 30 diamonds, 17 jewels $800.00

Forty-nine years before George Washington became our first President, the House of Jurgensen had already begun acquiring its fine reputation for watchmaking quality. Today more than ever Jules Jurgensen watches are being made to the very highest standards of Swiss craftsmanship, accuracy and beauty. Jurgensen designs are world leaders in modern-day fashion. Winner of 32 prized International Awards, Jules Jurgensen watches combine the master skill and dependability of the old with the accuracy and beauty of new ultra-smart styling.

JULES JURGENSEN
Chronometer and Watchmaker
EST. 1740

Winner of 32 distinguished international awards since 1740

Jules Jurgensen Timepieces are priced from $79.50 to $10,000.00

For FREE brochure & authorized dealer nearest you write: Jules Jurgensen, 352 Park Ave. South, New York 10010

OLD FASHIONED?

I don't see what you have against plastic flowers. Some of them look very much like real flowers. Also, dried flowers are hard to dust, and as you say, are apt to spoil in damp weather. I thought homemaking was supposed to be made easier. Aren't you just being old-fashioned?

Mrs. J. Metz
Kansas City, Kansas

PICK, DRY AND KEEP

When will Tenaflower be made available? I've checked all the local florists and they have never heard of the process.

Mrs. J. Lyons
Teaneck, New Jersey

Tenaflower is an exciting new process for drying freshly picked flowers to retain their natural color and form. Tenaflower bouquets may be made of blooms ordinarily too delicate or fragile to dry. The range is wide and includes bachelor buttons, daffodils, daisies, larkspur, roses, water lilies and zinnias. To date, only snapdragons have rejected the process.

The Tenaflower process was developed by Henry TenHagen, a botanist from upstate New York. Wholesale and retail supplies are beginning to come on the market, first in the New York area and later nation-wide. For more information, write to Tenaflower Company, South Main Street, Warsaw, New York 14569.

END

Letters to the editors should be addressed to Dear American Home, *641 Lexington Avenue, New York, New York 10022.*

SHOPPING INFORMATION

Merchandise listed here is available in leading department and specialty stores. If you cannot find it, write to American Home, Reader Service, 641 Lexington Ave., New York, N.Y. 10022, for additional information. Retail stores are listed with their cities. Items not listed may be privately owned or custom made.

SUPER SOUND GEAR

Page 88: Cubes, The Doorstore, N.Y.C., Lucidity, N.Y.C., Alan Sigelman.

LIGHT-AND-SOUND PARTY

PAGE 120: Inflated plastic furniture imported from France by Otto Gerdau. Available at Gimbels and B. Altman and Co., N.Y.C. Cubes by Avant-Garde. Vase, The Store, Georgetown.

The latest and best book published on antique prices!

KNOW WHAT TO PAY FOR ANTIQUES

Edited by two of country's leading antique authorities, Ralph M. and Terry H. Kovel.

Decorative figurines of English design. Many [illegible] for up to $250!

Hand-Painted China with floral pattern. Fine examples bring from $5 to $30!

Tooled, brass-studded armchair. Prices range up to $500!

Ornamental snuffbox. Early American example sells for $125!

Wedgwood teapot with peacock design. Choice specimens sell for $50 and more!

Porcelain vase. Can bring as much as $270 in today's market!

JUST OFF THE PRESS

DEALERS 1969 PRICES OF *28,000* ANTIQUES

WITH THIS big new 436-page antique guide, you'll have no more worries about what to pay for antiques. The newest, most authoritative antique dealer's price handbook in the country! It lists the value of more than 28,000 (think of it!) American antiques in a tremenodus range of items. More than 267 different categories in all! Not only is it fascinating, but it will save you money. Puts you, the public, on even footing with museums, professionals, dealers and expert collectors!

INCLUDES DETAILED PRICE LISTING OF:

- 105 Different Patterns of Glass.
- Numerous Groups of Early and Later China.
- 73 Examples of Buffalo Pottery.
- Historical & English Staffordshire.
- Many Kinds & Types of Furniture.
- Art and Fine Glass.
- Occupational Shaving Mugs.
- Metal and Pewterware.
- Miniature & Table Lamps.
- Mechanical & Still Banks.
- Dolls of Many Kinds.
- Toys of Various Descriptions.
- Ornamental Paperweights.
- Lusters & Mantle Decorations.
- 360 Kinds of Jewelry.
- Clocks & Regulators.
- Bottles: Bitters and Miscellaneous.
- Calendar Plates.
- More Than 250 Other Groups.

INCLUDES 267 DIFFERENT GROUPS OF ANTIQUE and COLLECTORS' ITEMS

This book contains more than 267 different groups of Antiques and Collectors' Items. Here are some:

A.B.C. Plates, Agata glass, Amberina glass, Aurene glass, Baccarat glass, Basalt ware, Bennington pottery, Bisque, Bottles, Bristol glass, Burmese glass, Calendar plates, Cameo glass, Chalkware, Clocks, Commemorative plates, Copper Lustre ware, Cranberry glass, Custard glass.

Dedham pottery, Furniture, Gaudy Dutch and Gaudy Welsh china, Haviland china, Ironstone ware, Jasperware, Lamps, Limoges china, Lithophanes, Majolica, Mechanical banks, Music boxes, Occupational Shaving mugs, Paperweight, Pewterware, Post Cards, Powder flasks, Rockwood pottery, Royal Doulton china, Satin glass.

Snuff bottles, Spatterware, Staffordshire china and figurines, Steins, Tiffany glass, Toby jugs, Toleware, Toys, Trivets, Venetian glass, Waterford glass, Woodenware and more than 200 other groups of items.

All items appear in a single alphabetical arrangement so that they may be found in a minimum time.

ARE YOU PRICE-WISE?

Antique dealers are, and one big reason is this fantastic handbook which is published for dealers. Available now to the public, it gives you a wealth of facts and knowledge about antiques Remember, knowledge of prices means money to you!

ANTIQUES PRESS, Dept. 1412
4500 N.W. 135th St., Miami, Fla. 33054

Please rush me_____copies of big new "COMPLETE ANTIQUES PRICE LIST," 436 pages, 1969 Dealer's Prices on over 28,000 Antiques, at only $5.95 each. If not delighted, I may return within 10 days and receive full immediate refund.

☐ Enclosed is check or m.o. for $_____

☐ Enclosed $1 goodwill deposit. Send C.O.D. and I'll pay postman $4.95 balance and postal charges.

Name_____

Address_____

City_____ State & Zip_____

Coffee Makes the Meal. Nothing complements your meal or adds the finishing touch like the Heftier coffee. Chase and Sanborn. Perfect any season, and time.

Nabisco Shredded Wheat and Friends. Pair up SPOON SIZE or the Original NABISCO Shredded Wheat with your favorite fruit. You get a cereal that's a natural food for protein and energy.

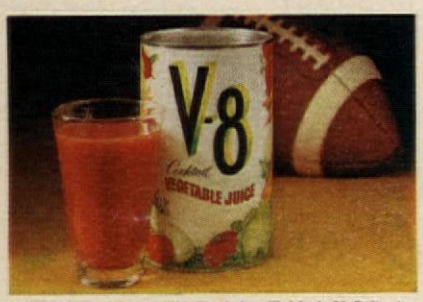
Dinty Moore Outbeefs the Other Guys. It's a big meal of lean beef, carrots and potatoes in a real meat gravy that outbeefs 'em all for flavor. Beef Stew and new Meatball Stew. From Hormel.

Score Two for Del Monte. For a good opening play, give your fans stewed Del Monte Prunes for breakfast. And at game-time, let them snack on energy-building Del Monte Raisins.

Football season is good food season

WITH THE FOODS SERVED ON ALL 16 NFL TRAINING TABLES

The Chiffon Shift Helps the Pros Win. Good tasting, healthier Chiffon shifts from frying pan to pancakes to toast on all NFL Training Tables. All Foods are winners with Chiffon.



First Down at the NFL Training Table is V-8 Cocktail Vegetable Juice, that blend of 8 delicious vegetables that's a good source of Vitamin C. V-8 is a great way to kick off breakfast.

V-8 IS A TRADEMARK OF CAMPBELL SOUP COMPANY.

Chiquita Banana Gingerbread Shortcake. Bake a gingerbread mix. Cut into two layers. Put whipped cream and sliced Chiquita Bananas between the layers and on top. A team favorite.

What Helps Your Football Player Play? Rich, good tasting Chocolate flavored Ovaltine. Packed with vitamins. In cold milk, instant energy. In hot milk, instant calm. The player maker.

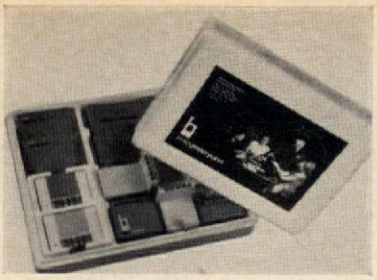
All Around Performer. Wholesome milk, in Pure-Pak Plasticartons, fits in anywhere, any time. Just count the ways on this page alone. Plasticarton—on all NFL training tables.

How Do You Handle a Hungry Half-back? The Manhandlers. Campbell's Vegetable Beef Soup is one they serve the NFL. It's a real meat and potatoes soup. M'm! M'm! Good!

It's Chicken of the Sea Season! Invite the gang for a post-game treat. Let convenient, versatile Chicken of the Sea tuna and frozen shrimp make it something special.

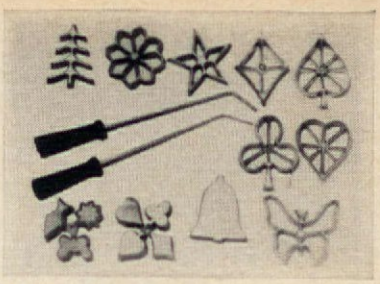
LYNN HEADLEY—Editor

AMERICAN HOME MARKET PLACE



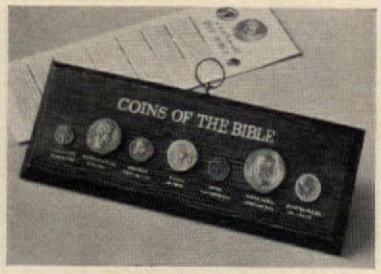
"Bridgeveryone"

Learn to play bridge or improve your game with a simple, new programmed teaching aid Charles Goren calls "the greatest bridge-teaching breakthrough." N.Y. Times, "Ingenious." 2,000 situations, "deals," etc. $29.95. Robert Hallowell, Dept. AH-10, 717 Fifth Ave., New York, N. Y. 10022.



Crispy delicacies

Festive cookies are fun to make. Fit handles to patterned irons and dip from batter to fryer. Crispy good, sprinkle with powdered sugar. With recipes, instructions. Cookie Mold Set, $5.75. Housewares catalogue, 25¢. Suburbia Mail Shopping Service, Dept. 10AE, 366 Wacouta, St. Paul, Minn. 55101.



A treasury in history

Coins-of-the-Bible plaque embraces 7 authentic metal replicas from Widow's Mite to Roman commemoratives. Antiqued to look like their silver, bronze or copper originals. 9½ in. wood plaque with data and Biblical references. $2.98. Vernon, Dept. A-01, 560 So. 3rd Ave., Mt. Vernon, N. Y. 10550.

Heaven ahead

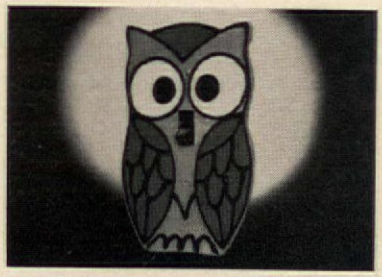
Drink "Up" with an Irish toast mug that in-sures: "May you be in Heaven a half hour before the Devil knows you're dead." Earthenware in red, green, brown and yellow on eggshell background. 5 in. $2.33. Alexander Sales, Dept. AH-1069, 26 So. 6th Ave., Mt. Vernon, N. Y. 10551.

Rembrandt

The master of colors painted the "Man in the Golden Helmet" in strong and beautiful browns, gold and red. Faithfully reproduced in this lithograph on artists' canvas. 20x27 in. $5.95 plus 45¢ postage. Send order to Lambert Studios, Dept. 211, 15 West 24th St., New York, N.Y. 10010.

Proud protector

Flatter a fireplace or any place with this elegant Bondville eagle, a regal replica of a hand-carved Vermont chestnut wooden original. Weatherproof composition in antiqued chestnut finish, it's durable for outside. 25x19 in. $24.95 ppd. Jenifer House, Dept. AH-109, Great Barrington, Mass. 01230.

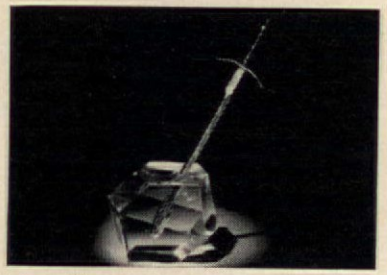


The eyes have it

Well, owl be! Look who's both a snappy switchplate and a guiding light at the same time. His wide eyes all aglow, Mr. Owl saves you from stumbling in the dark. In glazed ceramic, "feathered" in warm colors. 3½x5¼ in. $1 plus 25¢ postage. World Co., Dept. 10AH, 1 Park Ave., New York, N. Y. 10016.

Christmas circles

The Story of Bethlehem is "told" in five circle silhouettes hand cut from jeweler's brass. Each, 2¼ in. across, has cord to suspend from tree, wreath or window. Created by West Germany artists, these merry mobiles are beautiful. Set of 5, $6.50 ppd. Downs & Co., Dept. 3610, Evanston, Ill. 60204.

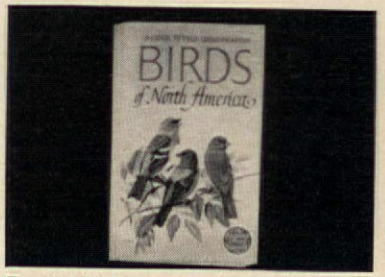


Excalibur

The name doesn't have to be Arthur to draw the 8 in. stainless steel letter opener with gold-plated handle from the cut-crystal paperweight. 4x3x3 in. Inspired by the timeless legend and an inspiring gift for the noblest heart. $10.45. Peers, Dept.AH1069, 242 Meachem Ave., Elmont, N.Y. 11003.

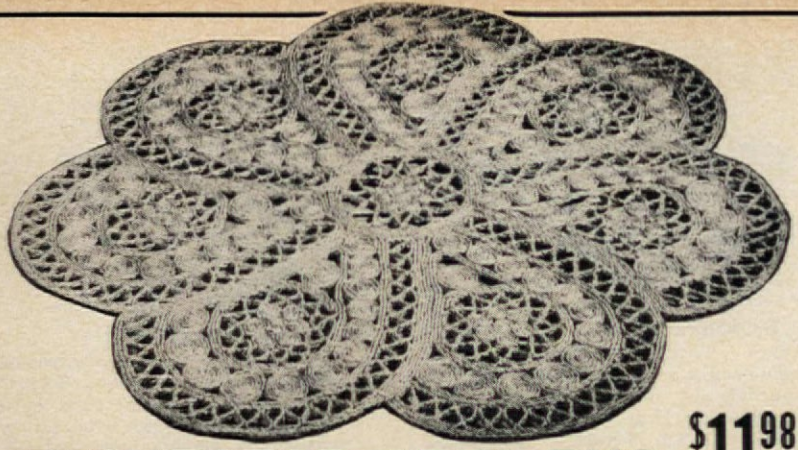
Wee folk furniture

Fun functional table and chair set in red, white and blue strong corrugated guarantees sturdy fun time. Use *also* as 2 chairs, chair and desk, doll crib/toy chest, shelves/doll house, or game tables. Easy to assemble, store. $6.95. Amtech Creations, Dept. AH-10, 3511 Lawson Blvd., Oceanside, N. Y. 11572.



Booked up on birds

One big volume bird guide is identifying—full of color illustrations of 2,000 birds, 699 species Eastern and Western, land and water birds all included. Also range maps, migration patterns and more. 340 pages. $4.30 ppd. Clymer's of Bucks County, Dept. AH-10, Point Pleasant, Pa. 18950.



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A lovely cardigan of washable orlon acrylic with a hand-crocheted look. Light in weight, yet comfortably warm on chilly evenings. Has pretty shell stitch; scalloped ribbed trim; easy shoulder; ¾ sleeve. Choose white, black, pink or lt. blue. Sizes S(8–10); M(12–14); L(16–18). **$3.98 plus 50¢ postage.**

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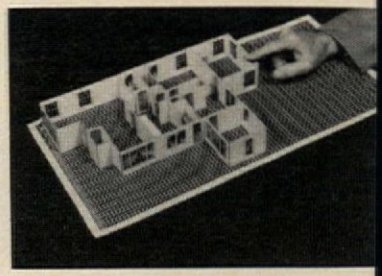
What a fancy way to treat friends—with Foam Guest Soap, of all nice things. Pretty, bedecked daisy spray can dispenses fragrant foam. A lasting and touching addition to your powder room that's so neat. 6 oz. $1.29 ppd. Lillian Vernon, Dept.A01, 560 So. 3rd Ave., Mt. Vernon, N.Y. 10550.



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If you are planning to build or remodel, this Home-A-Minute Kit shows how your home will look and may save you dollars. Dozens of windows, doors, etc. at ¼ in. scale. "Build," dismantle and originate any plan. With cost book $4.40. J. W. Holst, Dept. AH-10, 1005 E. Bay St., East Tawas, Mich. 48730.

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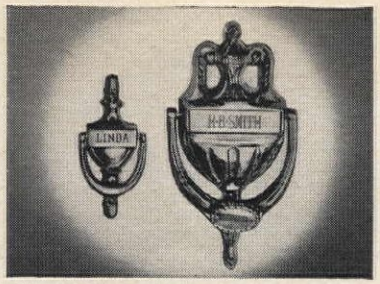

Please, knock it

Pretty and personal door knocker welcomes guests and adds friendly warmth to your door. Brass plate on metal, it's lacquer-bright. 6½ in. knocker engraved with initials and last name, $1.98. 3¾ in. with first name or number, $1. Walter Drake, AL-57 Drake Bldg., Colorado Springs, Colo. 80901.

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The spit'n image

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Turn them out fluffy and tasty with this non-stick omelet pan to assure succulent success. Cook one side, then flip whole hinged pan over to cook the other side. Polyflon-coated aluminum. $2.98 ppd. Order from The Country Gourmet, Dept. AO, 545 So. 4th Ave., Mt. Vernon, N.Y. 10550.

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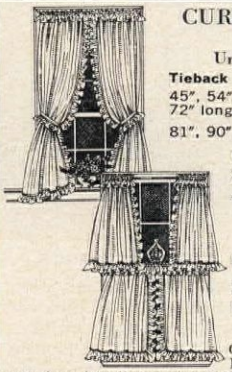

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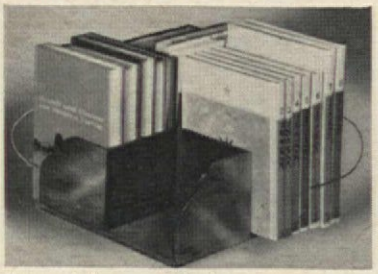

Round 'n round she goes

Revolving bookstand keeps books neatly organized and easy to pick out the one you want. On smooth ball-bearing casters, it's 12x12 in. Cleverly designed with 4 storage compartments in antique oiled walnut finish. $10.95 ppd. Peers, Dept.AH1069, 242 Meachem Ave., Elmont, N.Y. 11003.

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Cooking Book is fat with 600 recipes for tasty but low calorie dishes. Includes weight guide, do's and don'ts, the ABC's of reducing and nutrition and more. Enjoy sensible snacks and sauces, etc. 95¢ plus 30¢ postage. Amtech Creations, Dept. AH-10, 3511 Lawson Blvd., Oceanside, N.Y. 11572.

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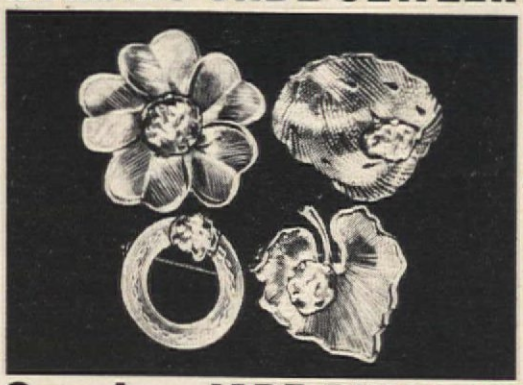

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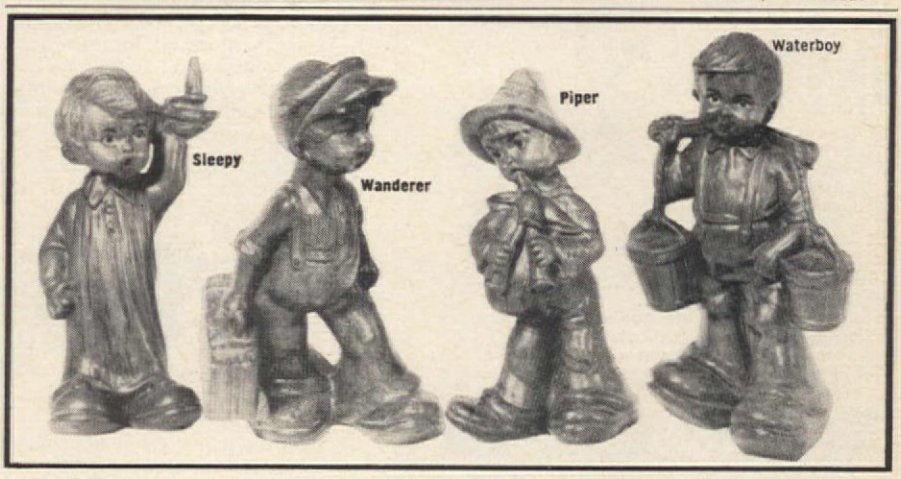

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whimsical little boys in oversize shoes add charming decorating touch to table, desk, cabinet

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Offer May Not Be Repeated . . . Because the little boy figures are imported our supply is limited. Orders will be filled on a first-come, first-serve basis.

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Please send me a set of 4 little boy figures for only $5.95 on full money back guarantee if I am not absolutely delighted (please add 35¢ for postage and handling).

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Kit
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Cohasset Colonials
BY HAGERTY
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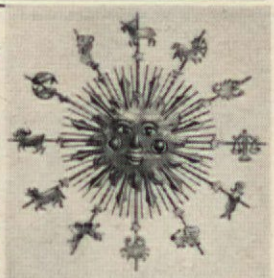

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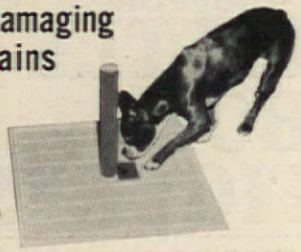

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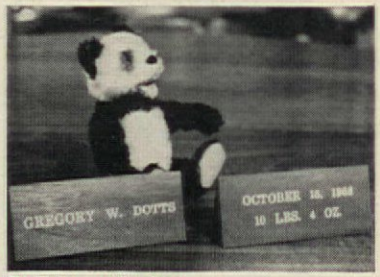

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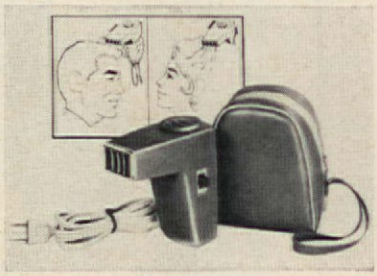
Baby Namette Marker of solid oil-rubbed walnut with baby's name on one side, birthdate and weight on the other side. 24K gold engraved lettering. 4¼x 2 in. Charming gift for the new parents or grandparents. $2.95 plus 25¢ postage. Spear Engineering Co., 3044 Spear Bldg., Colorado Springs, Colo. 80907.



His or her dryer

Portable hair dryer is lightweight and compact for convenient travel use as well as at home. 4x4 in., it has 2 thermostat controlled speeds. In zippered vinyl carrying case and box. Nice for students. $5.95 plus 50¢ postage. Marshall Mercantile, Inc., Dept. AH-109, 401 Broadway, New York, N.Y. 10013.

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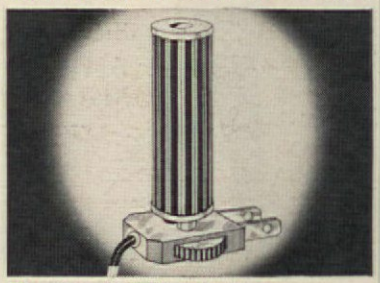
Simply crewel

It's fun and easy to embroider this gay daisy and cornflower design with a compact crewel kit. Includes design on linen, crewel yarns in blues, green, yellow and brown; needle and instructions. Comes with 8x10 in. fruitwood finish frame. $4.95. The Stitchery, Dept. AH-10, Wellesley, Mass. 02181.



Electronic TV antenna

Attach this electronic device to your TV set, plug it into any outlet for sharp, clear reception, even on fringe channels. Converts your entire house wiring into a powerful antenna, yet uses no current. $4.98; 2 for $9. Add 27¢ postage. Action Prods., Dept. AH-10, Box 3245, Granada Hills, Ca. 91344.

ASTONISHING
NATURAL HONEY & EGG FORMULA
GUARANTEED TO MAKE

WRINKLES VANISH FROM SIGHT WITHIN SECONDS

All signs of age instantly invisible or instant refund! Look years younger in minutes! Tightens sagging, "firms up" puffiness! Masks out lines on forehead, crow's feet, lines around nose, mouth, bags under eyes!

Before one use

After one use

Mother Nature provided the magic ingredients that make lines and wrinkles invisible...that make loose sagging skin on face and throat tighter...young looking again!

Here's the secret that helped reverse the look of age for all the beauties down through history. Not a drug, not a chemical...but a secret formula that truly works wonders by tightening, drawing, flattening out telltale lines and wrinkles... within the very first few minutes.

Now you can really turn back the calendar, bring back the young, unlined look you were so proud of the day you graduated from school. Not a treatment cosmetic, Renascence Honey & Egg Creme takes years off your looks within minutes. Prove it. Smooth it over every line, wrinkle, puffy, sagging area. Stand in front of a mirror with a watch and time its action.

You must actually see dramatic results instantly or pick up the phone and send us a collect Western Union telegram and your money will be wired back immediately!

You spend 24 hours a day growing older...why not spend a few minutes a day growing *younger* looking? Let Renascence Honey & Egg Creme be your magic wand. Within minutes, watch all those hard-to-lose signs of the passing years disappear from sight: (1) lines on forehead, (2) crow's feet, (3) lines around nose, (4) lines around mouth, (5) puffiness under eyes, (6) lines on neck, (7) drooping chin.

So stop looking old before your time! Stop trying to "cover up" those stubborn lines and wrinkles. Try Renascence—the closely guarded secret of beautiful women "over 35." This natural secret formula containing the tightening magic found in a hen's egg and the nectar of a bee's honey . . . makes lines and wrinkles vanish from sight within seconds!

Remember, you're only as young as the lines on your face say you are. You're much too young to let wrinkles shout your real age! Banish the giveaways to age...within minutes with Renascence Honey & Egg Creme, the natural, safe way...or money back by Western Union. Yes, the young look can be *your* look...starting the very second you open your jar of Renascence.

Astonishing Results or We Wire Your Money Back!

Wrinkles must go or we pay you your money back after your first prove-it application. Only a product 750,000 women proved really works could be backed by such an unheard-of promise. So don't wait—every minute counts—rush coupon below. *Instant results or instant refund* is the guarantee!

Rush No-Risk Coupon...Right Now!

Elan Corp. International/Department N-85
200 East Ontario Street
Chicago, Illinois 60611

YES! I am willing to give Renascence Honey and Egg a fair test. Rush me my generous supply at the special introductory price. If I don't experience dramatic results, you will wire my money back immediately—by Western Union.

I enclose payment for
- ☐ Three-month supply—$3.00
- ☐ Double (six-month) supply—$5.00
- ☐ NO. Send it C.O.D.; $1.00 deposit enclosed.

NAME_____
(please print)
STREET_____
CITY_____ STATE_____ ZIP_____

DOLLHOUSE OVER 4 FT. TALL

COMPLETE WITH FURNITURE

A luxurious 53" x 13" x 28" version of the imported plush Dollhouses. Beautifully printed in four gay colors on white. Adds excitement and interest to any child's room. Abounds with play fun, helps reduce toy clutter. Can also be used as bookcase, storage cabinet etc. Twin doors open to 3 floors, fully equipped with 5 pc. BEDROOM SUITE, 5 pc. LIVING ROOM SUITE, 3 pc. KITCHEN SET. Made of durable, wipe-clean Rigid fiberboard.

SATISFACTION GUARANTEED GIFT CATALOG 25c

PEERS DEPT. AH 1069
242 MEACHEM AVENUE, ELMONT, N.Y. 11003

FAMILY COAT OF ARMS

WHY PAY MORE?
only **$9.95**

Coats of Arms lend Historical significance to your Family Name. Hand-rubbed Walnut finish Shield measures 9" x 7" with deeply Antique BRASS METAL mantle and scroll complementing the FULL COLOR Coat of Arms. Name Plate bears Family Name inscribed in Antique English Hand lettering.

9" x 7" .....$ 9.95 (add 75c P.P.)
17" x 15" .....$27.95 (add 1.00 P.P.)

COAT OF ARMS REPORT only $4.95

A Report illustrating FULL COLOR Family Coat of Arms, Heraldic description and sources of any Name. Rendered on Parchment, suitable for Framing. ($2.00 deductible on future order).

FRAMED ENGRAVINGS

FULL COLOR Coat of Arms reproduced on Parchment. Employing the beauty of the Engravers' technique is this classically matted and black framed 12" x 10" GOLD LEAF Engraving. Family Name is hand-inscribed, only **$14.95** (add 75c P.P.)

Immediate Delivery

GIFT CATALOG 25c P.P.

Heraldic Institute DEPT. AH1069
242 MEACHEM AVENUE, ELMONT, N.Y. 11003

Church Christmas Plate

Collector's item! Porcelain plate is second of a limited yearly series of famous Danish churches. 1969 plate shows the oldest (c.1160), Ribe Cathedral, 'neath a starry sky; fine imported underglaze in midnight blue and white, smoothly finished. About 7¼". Ask for FREE catalog!

6790.....$10.00, ppd.

Please, your zip code is required.

Downs DEPT 3610-A
EVANSTON, ILL. 60204

NEEDLEPOINT COVERS add new charm to old chairs! Machine-loomed to wear—look handmade! Black, beige or green frames colorful floral pattern. Foam-backed; cut to any shape.

20" sq.: 52662 Black. 52712 Green. 52522 Beige. Each, 2.98; 4/10.98
23" sq.: 53892 Black. 53942 Green. 54072 Beige. Each, 3.98; 4/13.98

BRECK'S OF BOSTON OVER 150 YEARS

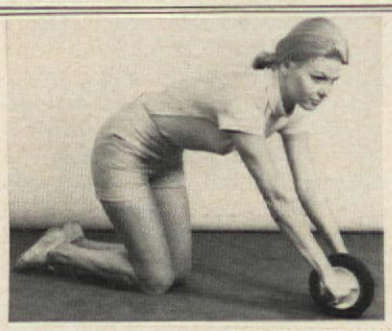
L79 BRECK BLDG., BOSTON, MASS. 02210

GRANNY SEWING ROCKER

$5.95 we pay postage

Here is the most unusual sewing storage kit you've ever seen—a charming miniature rocker with places to store your thread, scissors, thimbles, pins and needles. Useful and yet so attractive, you'll want to keep it displayed. Made of genuine poplar with foam rubber cushions upholstered in a colorful rust-resistant Early American fabric—measures 9" tall. (Thread, thimble & scissor not included.) Satisfaction Guaranteed

VISUAL DISCOVERIES
Dept. A9, P.O. Box 3544, New York, N.Y. 10017



"WONDER WHEEL" ROLLS INCHES OFF WAIST

Portable exercising device for Women and Men tones up major muscles of body, makes inches disappear. A muscle relaxer, healthful body conditioner, waist reducer. Using it a few minutes a day equals half hour of push ups. 10½" long. Soft vinyl hand grip to hold onto. Wheel of semi-pneumatic rubber. Complete with weight chart, instructions. Send check or M.O. Satis. Guar. Only **$3.95** plus 50¢ pp.

AMTECH CREATIONS, Dept. 10AH,
3511 Lawson Blvd., Oceanside, N.Y. 11572

COLOR WALLET PHOTOS

20 FOR ONLY $2.00 OR 36 BLACK & WHITE $1.00

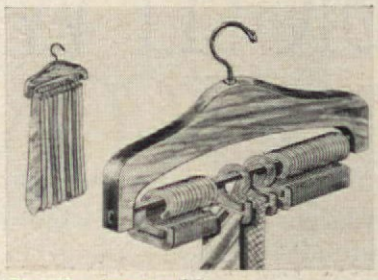
Our new equipment gives you amazingly beautiful TWENTY 2½"x3½" Wallet Photos in vivid COLOR . . . from your Polaroid color print, color photo (5"x7" or smaller), negative or slide. A swell gift, or exchange with friends, classmates or relatves. ONLY $2. ($6. Value). or 36 Black & White Wallet Photos, Only $1. Send negative or photo. Your original returned unharmed. FULLY GUARANTEED!

Add 35¢ per order for postage & handling.

ROXANNE STUDIOS, P.O. Box 1012, Long Island City, N.Y. 11101 Dept. F-8

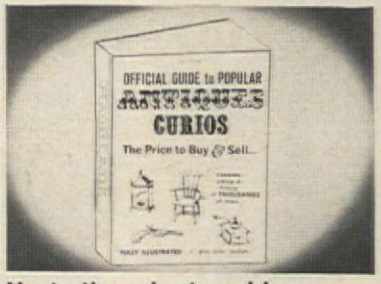
Tiny live trees

Trees for bonsai ("make smaller") 7-11 in. come in 2 in. pots. Himalayan pink pine (shown) $1. Austrian Tyrol, Japanese red, black pines, Chinese yew, Sequoia Pk. redwood, $4.99; $1.35 each. Instructions, tools, etc. Western Arboretum, AH-10, 1446 E. Walnut, Pasadena, Ca. 91106.



Get the hang of it

Make it easy for your man to keep his ties neat with a Mi-Tie Hanger. Walnut with brass hook and crossbar, gold plastic removable riders do the work. 25 tie size, $5.50; 50 size, $7.50; 100 size, $9.50 ppd. Sleepy Hollow Gifts, Dept. AH10, 3023 Crane Dr., Falls Church, Va. 22042.

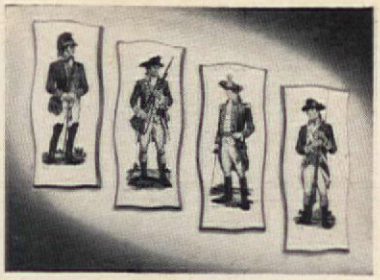


Up-to-the-minute guide

Guide to Antiques and Curios tells the current price to buy or sell. Facts and prices of thousands of fascinating items—china, jewelry, etc. 224-page pocket edition, $2; 352-page with color section and 70-page list of Currier & Ives prints, $5. Quality Values, Dept. AH-10, New Rochelle, N.Y. 10804.

Push-button safety

Pyro-Foam Fire Extinguisher is ideal for use in home, on a boat or camper, etc. Actually a mild detergent, it won't stain fabrics and penetrates for total extinguishing. Nontoxic foam converts to liquid after use, yet dries quickly. $5.75. Distribution Dynamics, Dept. AH-10, Box 9417, San Diego, Ca. 92109.



Colonial soldier plaques

Antique color prints by Frederick Elmiger are signed and bonded to ¾ in. solid wood. Coated for durability, the set consists of Washington's Bodyguard, Colonel of Artillery, Continental Private and American Dragoon. 9x4 in., each $4.48. The Ferry House, Dept. AH-10, Dobbs Ferry, N.Y. 10522.

Van Gogh glory

"Sunflowers" shines as one of the most popular and well-loved paintings by Van Gogh. Vibrant yellows, greens, and browns are magnificent. 20x26 in. Elegantly silk-screened on artists' canvas. $6.95 plus 45¢ postage. Order from Lambert Studios, Dept. 212, 15 West 24th St., New York, N.Y. 10010.

Pretty glassy

Go to town making your own gifts with Creative Decorating Kit: glass jewels, gold, silver finish, steel, cement and booklet. Glue on multi-colored glass to jewelry, wood, etc. "Go around" gems with liquid steel in inspired patterns. $2.98. Walter Drake, AL-69 Drake Bldg., Colorado Springs, Colo. 80901.

Hostess happiness

Throw a party and toss away the dishes. Picnic or party, be a smarty with Party Pak—a tough, durable 175-piece set that contains all you need to serve 25 people. Use over and over or throw away. $10.95. Catalogue, 25¢. Suburbia Mail Shopping Service, Dept. 10AE, 366 Wacouta, St. Paul, Minn. 55101.

Have you any idea what it means to fall in love with a King-Size man?

(confessions of a big man's wife)

It means kingsize beds. It means aisle seats at the movies. It means running when he's walking. It means holding my breath while he tries on his new jacket.

For the clothes he wore never seemed to fit him correctly. I'd almost cry to see my handsome man in skimpy shirts or slacks, or a jacket that looked two sizes too small. Nothing he wore was designed or proportioned right for a man his size.

I thought that by shopping for him myself I could change all that. In our town there are many good men's stores. I shopped in each of them. But any shirt or slacks or jacket I chose, it was always the same answer, "Sorry, M'am, we don't have it in *that* size!"

Then one day a friend showed me the new KING-SIZE Catalog. It was a revelation! I could see *these* people were BIG MEN Specialists. They *understood*. For here was 128 pages crammed with smart, stylish clothing and shoes...sweaters, slacks and jackets... all specially designed for TALL and BIG men! Necks to 22"...sleeves to 38"...inseams up to 42"...sizes to XXXL! And the finest brands — McGregor, Arrow, Manhattan, Jantzen, Weldon. 200 shoe styles in sizes from 10 to 16, widths AAA to EEE...including DuPont Corfam, Hush Puppies, Bates Floaters and others.

Best of all, this beautiful full-color KING-SIZE Catalog doesn't cost a penny. And every item carries the famous KING-SIZE Money-Back Guarantee, "You must be completely satisfied both BEFORE and AFTER wearing, or you get an immediate refund or exchange." Could anything be fairer?

If your husband (son, brother, boyfriend) has the same kind of King-Size problem, you

can solve it the same way I did. Just sit down and write for the FREE KING-SIZE Catalog. When it comes, you and your TALL and BIG man will discover how much FUN buying the right clothes for your KING-SIZE man can be.

The KING-SIZE Co., 4699 King-Size Bldg., Brockton, Mass.

The KING-SIZE CO., 4699 King-Size Bldg., Brockton, Mass.

Gentlemen:

I'm tired of dashing from store to store unable to find clothes for my big man. Please rush me your FREE Full-Color, 128-page Catalog of Apparel and Footwear

*Name*_____

*Address*_____

*City*_____

*State*_____ *Zip*_____

PORTRAITS

THE ELEGANT GIFT

Magnificently Hand Painted delicate pastel portraits by world famous John Westervelt, commissioned by many New York and Washington celebrities, executed LIFE SIZE and in rich FULL COLOR.

Reproduced from old or new photos, Westervelt Portraits are indistinguishable from those done from life. This is NOT a painting over an enlarged photograph; it is a superb, original art painting sure to lend warmth and elegance to the decor of your home or office. GLASS ENCLOSED AND HANDSOMELY WOOD FRAMED.

Specify subject's hair color, eyes & complexion.

12" x 16"	$29.95
16" x 20"	$39.95
20" x 24"	$49.95

(add 1.00 p.p. and handling)
GUARANTEED LIVING LIKENESS
IMMEDIATE DELIVERY
CATALOG featuring Pastel and Oil Portraits 25c

PEERS PORTRAITS DEPT. AH1069
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CREATIVE STITCHERY kits to decorate your home. Complete kit includes design stamped on decorator fabric, colorful floss and wool yarn, needle, easy instructions, and 12" x 15" white molded frame. Choose Daisies on blue background (shown), Black-eyed Susans on olive, or Queen Anne's Lace on gold. **Each kit $2.95 plus 45¢ postage.**
Pa. Res. Add 6% Sales Tax. Sorry No COD's

VICTORIA GIFTS
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MOVED LATELY?

GIVEN ANY THOUGHT TO SOLVING THIS PROBLEM?

Well, tax your weary mind no more — solve it easily, economically (AND serve two purposes) by sending your friends our new, original-design "We've Moved" Christmas Cards, imprinted with your name & NEW address, to save YOU time and trouble. Choose from 5 clever designs, each specifically aimed at telling your friends you've moved, and making sure you receive your mail. Send name and address to receive **FREE FULL-COLOR BROCHURE** on these expertly designed cards. Even if you're not moving, send for future reference!

CURRENT, INC.
Dept. A24, Box 2559, Colorado Springs, Colo. 80901

DOGGIE SNOW SUIT

Tames winter weather, keeps doggie toasty warm on icy, windy days! Made of gay red orlon pile with knitted, adjustable cuffs. Detachable hood. Full length zippers down back and under chest for easy-on, easy-off! Measure pet from base of neck to tail. Satisfaction assured!

SIZES 10 thru 16, postpaid. **$9.95**
SIZES 18 & 29, ppd. **$12.95**

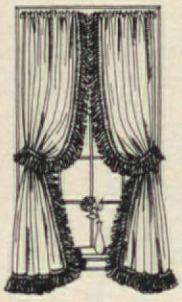
EVERYTHING FOR PAMPERED PETS!

FREE catalog of latest pet wearing apparel, pet gifts, fancy collars, treats, accessories.

(Famous for Pet Furnishings Since 1928)
DEPT. FA, P.O. Box 24407, NEW ORLEANS, LA. 70124

DU-SAY'S

CURTAIN CHARM
with Bedspread Fringe



UNBLEACHED MUSLIN

80" wide per pair 45", 54", 63". 72" long 81", 90" long plus 4" fringe	10.50 pr 12.50 pr

BLEACHED MUSLIN

74" wide per pair 45", 54", 63". 72" long 81", 90" long plus 4" fringe	12.50 pr 14.50 pr

MATCHING VALANCE

Unbleached muslin 9" long plus 4" fringe x 80" wide	3.25
Bleached muslin 9" long plus 4" fringe x 80" wide	4.25

Please add 50¢ to each order for handling.

The inspiration for these curtains came from a Colonial museum in Vermont. They have that wonderful rare feeling of pre-revolutionary New England. They look attractive with antiques, reproductions, and Empire period furniture. In washable bleached and unbleached muslin with a matching knotted 4" fringe. Write for brochure showing full line of Country Curtains in many sizes and fabrics.

COUNTRY CURTAINS
STOCKBRIDGE, MASS. 01262, Dept. 77

The grace of lace

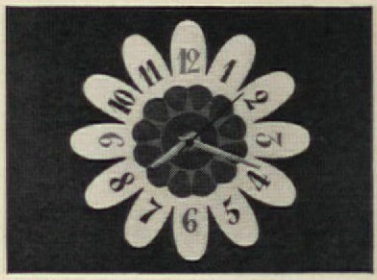
Princess lace mantilla is delicately edged with flattering rosette design. Frothy and feminine in fitted cap style, the lace gently cascades in soft folds. Ideal for church or evening wear. In black, white, beige, or light blue. $2.98; 2 for $5.50 ppd. The Ferry House, Dept. AH-10, Dobbs Ferry, N.Y. 10522.

Ring leader

Head the fashion circle with a Modern Swirl ring in 14K white gold with 2 carat Strongite pure white stones. Beautiful, they're guaranteed against scratching and chipping. $46. Free catalogue on others for men and women. The Strongite Co., Dept. AH-10, 7 West 45th St., New York, N.Y. 10036.

Parlor pretty

Magnificent love seat is hand-carved from mahogany with "bisquit tufting" by hand. Reproduction of a cherished antique gracefully accents today's decor. 51½ in. long. $179.95. Express charges collect. Catalogue, fabric samples, $1. Magnolia Hall, Dept. AH-10, 726 Andover, Atlanta, Ga. 30327.

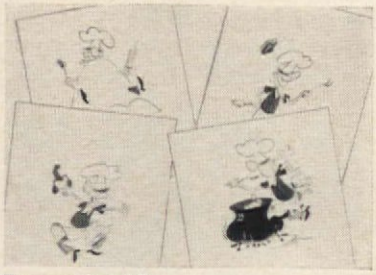


Pretty timely

Daisy Wall Clock gets its flower power from an accurate Ingraham electric movement. Plug in its green "stem," and the yellow petals are caressed by hour and minute hands in day-glo red. Accented in rust and green, it's 8¾ in. $6.95. Amtech, Dept. AH-10, 3511 Lawson Blvd., Oceanside, N.Y. 11572.

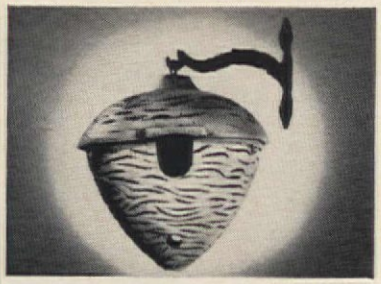
Old-time posy holders

In grandma's heyday, tiny holders like these housed matches or toothpicks. Made from authentic molds, today's charmers prefer posies. In early glass colors. 4 in each set. Daisy & Button (2½ in.), $4.50; Hobnail (3 in.), $5. Write to Downs & Co., Dept. AH-10, Evanston, Ill. 60204.



Funny for him

Is your "chef" all thumbs in the kitchen? Why not surprise him with this whimsical portrayal of a culinary cut-up showing off his teaspoon talents. Four colorful chef prints are delightful teasers in a kitchen or family room. Set, $5. American Cottage Prints, Dept. AH-10, Box 8251, Erie, Pa. 16505.



For wren renters

It looks like a hornet's nest, but it's really a darling wren house. In red, yellow, or grey rustproof aluminum. Handy ring to hang from limb. 7 in. high. $9.50; with bracket, $10.50; wrought iron bracket for wall mounting, $1. Old Guilford Forge, Dept. AH-10, Guilford, Conn. 06437.

Genie server

Looking very much as though it stepped out of an exciting and romantic age-old story comes this lovely server to keep 10 cups piping hot for more than 4 hours. Foam insulated plastic, use for cold beverages, too. Black or avocado. $9.48. Gracious Living, Dept. AH-10, Berkeley, R.I. 02864.

VERSATILE HAIRPIECE blended to match your own hair can be worn as a ponytail, braid, wiglet, bun, chignon, beehive. Looks quite real, but it's Dynel and can be washed, set or styled in any way. Send a sample of your hair to be matched. 18"-long hairpiece is $1; double-thick piece, 24" long, is $2. Add 25¢ post. J. L. Industries, Dept. TB6-9, Box 348, East Orange, N. J. 07018.

DARLING DAISIES . . . a convertible pair of daisy earrings with 12 sets of color changes—pink, red, blue, aqua, brown, green, violet, black, orange, copper, gold, royal. All for only $1.00, plus 25c handling. A free Bippie with each order! From M.D. Industries, Dept. AGE-7, Box 348, East Orange, New Jersey 07017

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PLUS FREE FILM FOR TWO YEARS ALL FOR ONLY $3.00

YES, *FREE* FILM FOR 2 YEARS

for each roll of film we develop at our low low price, we will send you a new roll of film absolutely free of charge.

***YOU RECEIVE:* 5 WAY BARGAIN!**

1. BEACH SWINGER CAMERA
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LIMIT OF TWO TO A CUSTOMER — MAIL COUPON TODAY WHILE SUPPLY LASTS

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Please rush camera and free film offer to me for 30 DAY TRIAL.

☐ Enclosed is $3.00 (plus 50¢ handling for 1 camera)
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City.....State.....Zip.....

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2 FT. TALL GIANT CIRCUS CUTOUTS

Impish full color circus animal cutouts brighten any room. Children love the 8 whimsical 2 ft. tall animals, yard of tent poles and canopies, stars, balls, etc. Complete 48 pc. set only **$3.98** ppd.

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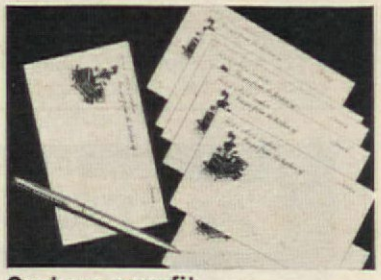
GARCELON STAMP CO., Dept. AHOX, Calais, Maine 04619

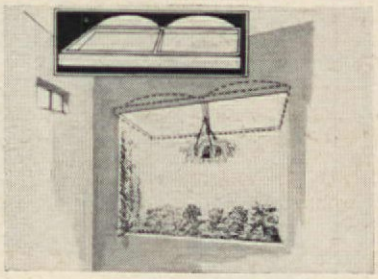
Festive fancywork

Crewel kit makes it easy to embroider "Festival," a fancy wreath of fruit, flowers, butterflies and song bird. Kit includes design on 22x22 in. antique gold homespun, colorful yarns, needle and instructions. $7.95 plus 50¢ for postage. Order from The Stitchery, AH10, Wellesley, Mass. 02181.



Cook up a profit

It's fun to sell recipe cards; your organization earns 45¢ for each box sold. 12 members selling 12 boxes adds $64.80 to your treasury. Colorfully printed in quaint stove design. 60 cards 3x5 in. gift boxed. Sample box, details, catalogue, $1. Current, AH-10, Box 2020, Colorado Springs, Colo. 80901.



Window bubble

Keep out rain, snow, etc., with a clear bubble of rigid Acrylic. Fits semi-circular wells up to 40x12 in. with 16 in. projection, $14.95; 3, $42.95. Fits rectangular wells up to 40x9 in. with 20 in. projection, $15.95; 3, $45.95. Add $1.95 postage. Dilworth, Dept. AH-10, Box 21, Edgemont, Pa. 19028.

Merry Maker

Christmas Mail Basket is fun—easy to make and nice to give. Kit: basket, canvas, red, green, gold tapestry wool, and needle. Hang on mantel or door to display holiday cards or holly spray. $3.45. Christmas Wastebasket Kit, $4.45. Classic Corner, Dept. AH-10, 12 A Water St., Bryn Mawr, Pa. 19010.

Christmas letters

Your written or typed message with pictures of home, family, etc. are reproduced on your choice of 38 colorful letterheads, French-fold, or card designs. 100 letters with envelopes, $15; if pictures used, $19. 10¢ for sample kit. Christmas Letters, 2936-E Pearl St., Boulder, Colo. 80302.

Venetian mosaic pins

Pretty Venetian pins are exquisite in delicately filigreed golden metal in an array of tiny rosebuds, bouquets, etc. About 1¼ in. across, each handmade pattern is distinct. $2.98; 5 for $9.95. Add 25¢ postage. Write to Colonial Studios, Dept. VME-7, 20 Bank St., White Plains, N.Y. 10606.

Create with pine cones

The Picture Book of Pine Cone Projects includes instructions and photos for 37 projects, using small, medium and large pine cones. Make wreaths, trees, centerpieces, swags, favors, figures and more. $1.10 ppd. Boycan's Floral Arts, Dept. AH-10, 1052 E. State St., Sharon, Pa. 16146.

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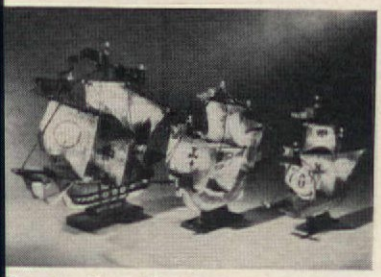
Long-playing records help you speak a foreign language quickly. Set has 5 records and instructions. In Spanish, French, German, Russian, Hebrew, Italian, Portuguese, Danish, Norwegian, or Dutch. $2.70 per set ppd. F.W. Books, Dept. AH-10, Box 707 Grand Central Sta., New York, N.Y. 10017.

Burlap can be beautiful

Decorating with burlap creates unusual draperies, curtains, etc. Even wearing apparel. Choose from 44 vivid colors including 8 tweeds. 38 in. width, 69¢ a yard; 52 in., 99¢; tweeds, 40 in., 79¢ a yard. Swatch 'n Order Kit, 35¢. Bon Bazar, Dept. AH109, 149 Waverly Place, New York, N.Y. 10014.



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Sight land on a shelf with this historic fleet of Columbus: the Nina, Pinta, and Santa Maria. Hand-carved hardwood and hand painted, it's a charming set with canvas sails and windswept banners. From 7½ to 10 in. Set, $10.98. Colonial Studios, NPE-3, 20 Bank St., White Plains, N.Y. 10606.

Write up to date

alendar pen with brushed gold cap nd calendar printed in 2 colors on hite barrel. Set in vinyl case: ball en with 2-month calendar, 5 extra arrels with other 10 months, 3 refills, 1.50; 6 sets, $1.35 each; 12, $1.25 ach. Handy Calendar, AH-10 Handy dg., Box 220 Scott City, Kan. 67871.

Winemaking kit

l you need to make wines except the der, grapes, etc., is contained in kit cluding instructions, recipes. Stanrd kit (reuseable capacity 10 bottles one time), $6.98; Master's Kit (cacity 25), $9.98; Citation Kit (capac- 75), $12.98. Vino, Dept. AH-10, x 7885, Rochester, N.Y. 14606.

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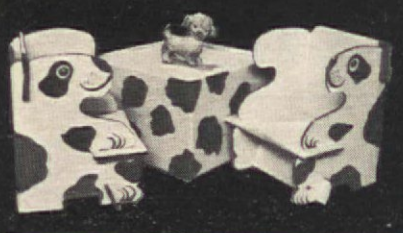

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DOGGIE DOOLEY
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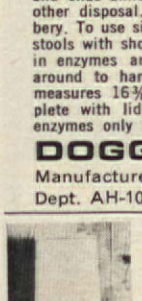

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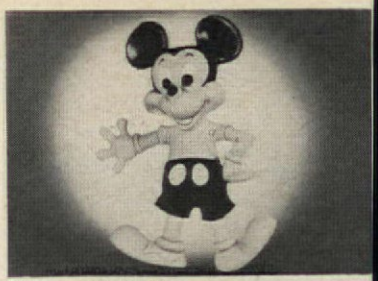

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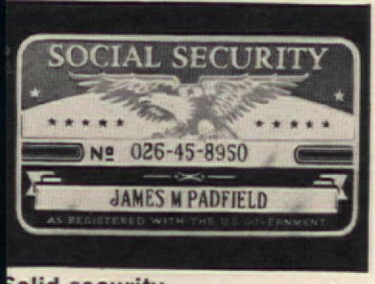

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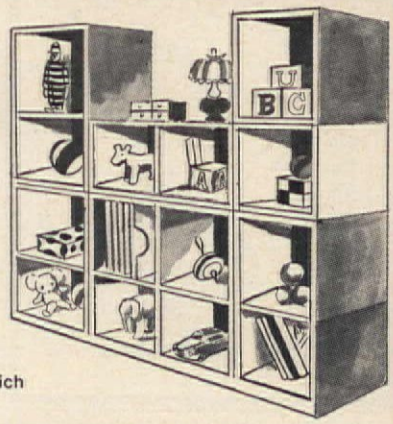

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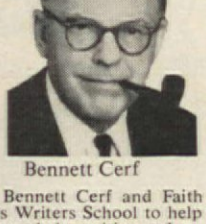

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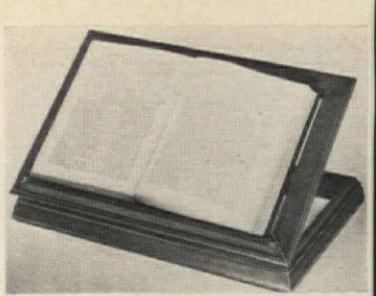

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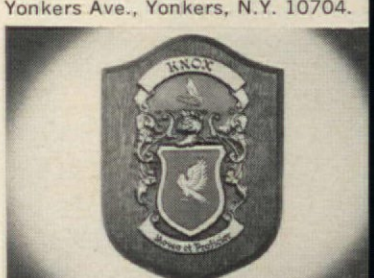

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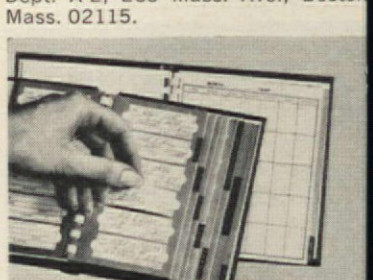

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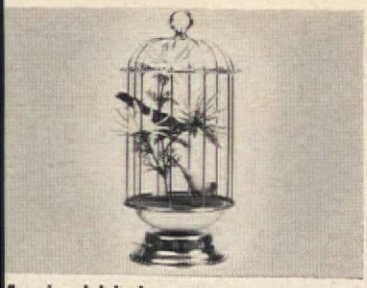

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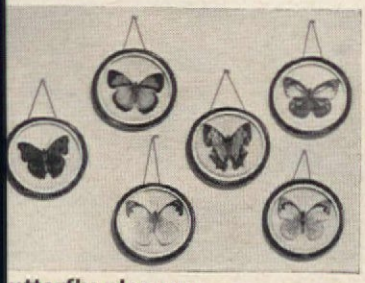

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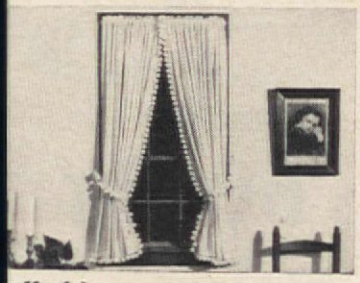

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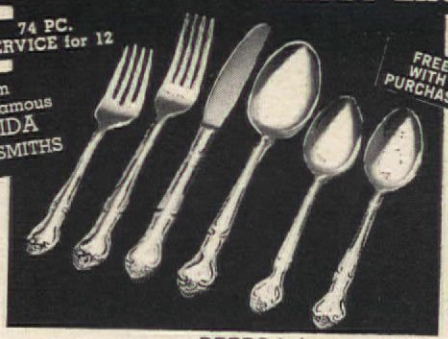

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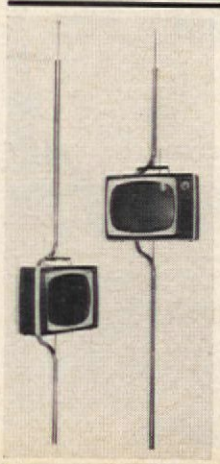

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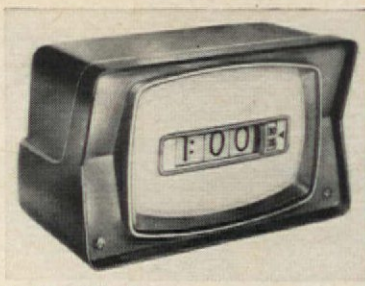
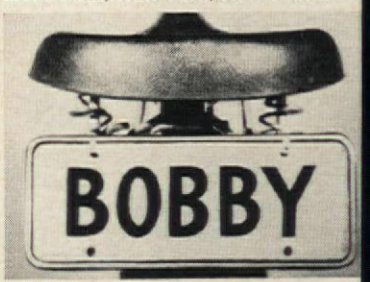


In the big time

Digimatic Clock Lamp flashes the time in large numerals. A quick glance lets you know the hour, minute and second instantly. Dual lighting features lets this beauty double as a nightlight. In walnut or white. $18.95. Catalogue 25¢. Peers, Dept. AH1069, 242 Meachem Ave., Elmont, N.Y. 11003.

Woman talk

Mi-Fair Lady French Cradle Phone is lightweight, lovely, and designed to save space. White with gold fittings it has standard cord, ready for use. A phone so feminine, so you. $39.9 plus $2 shipping. Send for free catalogue. Grand Com, Dept. EL6, 115 Sixth Ave., New York, N.Y. 10036.



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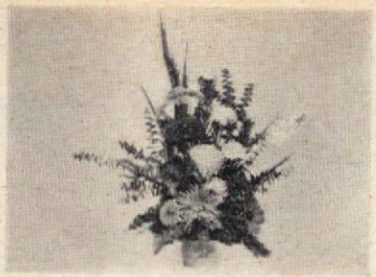
A big license plate for a youngster's bicycle bears his (or her) name or nickname (up to 8 letters). Heavy steel in baked enamel colors. Good for identification as well as snappy styling. $1. Send orders to Sloan-Peters Company Dept. AH-10, 160 Amherst St., East Orange, N.J. 07019.

Baby embroidery

Crewel Baby Sampler kit comes with directions for embroidering baby's name and birthdate in the center of sampler. Design on 15x17¼ in. linen with baby-colors yarn. $3.30. Add $3.9 for fruitwood finish frame with gold trim. Order from The Stitchery, Dept. AH-10, Wellesley, Mass. 02181.

Sears 1908 catalogue

Authentic replica of Sears Roebuck 1908 Catalogue is a big 736 pages full of 40,000 items illustrated, described and priced. Great for students and antique buffs, it's history revisited as you browse its fascinating and famous pages. $7.45. A Man's World, Dept. AH-10, Lake Success, N.Y. 11040.



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Imagine having cut flowers all year. You *can*, just put them in Flower Dri silica gel 3 to 7 days. It removes moisture from your flowers, leaving them color-fresh for years. Make plaques, gifts, etc., too. Arranger's Kit, $4.95; Hobby Size (4 lbs.), $6.95. Flower Dri, Dept. 10J, Lutherville, Md. 21093.

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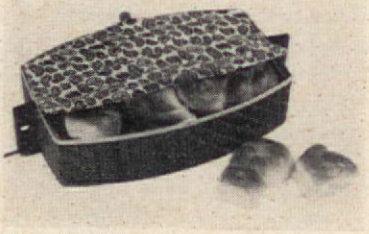
Cook three different foods at one time with this triple-section aluminum skillet. No mixing of flavors, it's ideal for heating leftovers as well. Easy-care aluminum, it's 10 in. in diameter with black, cool handles. $1.69; 2 for $3.19. Add 25¢ postage. Gracious Living, Dept AH-10, Berkeley, R.I. 02864.



Stay-hot breads

No more jumping up to warm breads in the oven, not with Salton electric bun warmer to keep them that way during the whole meal. Woven-wood look, it has solid walnut handles, paisley print cover. 12x7½x5 in. $9.95 plus 75¢ postage. Bon-A-Fide, Dept. 10AH, 1 Park Ave., New York, N.Y. 10016.

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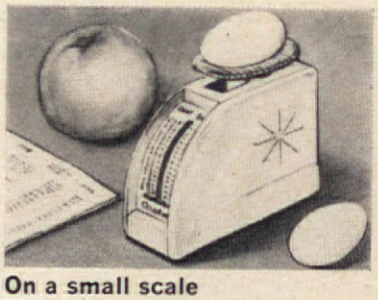

On a small scale

Diet scale makes it easy to check all the calories you need for your diet. Small in size, it's convenient and colorful in your kitchen. With calorie chart listing over 713 different foods with calorie equivalent. Accurate. $1.95 ppd. Amtech, Dept. AH-10, 3511 Lawson Blvd., Oceanside, N.Y. 11572.

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HARK, HARK, WHAT LARK?

By Jeanne Lamb O'Neill

Not long ago a lady from England was extolling the charms of American air conditioning. "I love it," she said, "But I hate it. You can't hear the birds sing."

Hail Britannia. Aye, there's the rub. We've gained a lot of delightful creature comforts in this awesome, automated age—but we've lost birdsong. How long since you've heard the tender, sweet, plaintive, flutelike whistle of a meadowlark? For that matter, how long since you've heard the *chit-chit* of a house wren, the *wicky-wick-wick-wick* of a flicker or the *chuck-burr, pill-a-will-a-will-a* of a lovesick towhee?

The fact is that people who live, work and play in air-conditioned cubicles don't hear a thing—aside from the air conditioning, of course. They don't hear the bees buzzing in the blossoms. They don't hear the rustle of trees before a storm. They don't hear children playing, dogs barking, cars honking—life is a TV program with the audio on the blink.

But air conditioning isn't the only villain of this piece. After all, birdsong is still out there if we choose to listen. The real moustache-twirler is Progress itself, which is killing off all the good old sounds of the good old days forever. Put the blame on washing machines, airplanes, supermarkets, stereo, flip-top cans—all the fabulous technological advances aimed at making us happier, healthier, and wealthier Americans. What I mourn are the sounds that you can no longer hear if you listen for a month of Sundays or a century of summers.

Listen, my children, and you won't
hear all these sounds of yesteryear:
The creaking of the old porch swing,
Tinkling pitchers of lemonade,
The postman's daily ding-a-ling,
The oom-pah-pah of the circus parade,
The whirring of the scissor grinder,
The carpet beater's whack-whack,
The clicking of the town clock winder,
Skid chains going clack-clack,
Steam engines hissing,
Screen doors banging,
Model Ts missing,
Fire wagons clanging,
Swinging on the old front gate,
Plinking on a Pianola,
Shoveling coal into the grate,
Cranking up the old Victrola,
Shouts of "Extra!" on the streets,
Rolling out wooden barrels of beer,
Clotheslines with flap-flapping sheets,
Parents saying "No," loud and clear,
Ladies gabbing over quilts,
Sing-alongs at the flicks,
Kids clomping on wooden stilts,
The striking of kitchen matchsticks,
The blast of the five-o'clock whistle,
The creak of the water well,
The rumble of a Bissell,
"Farmer in the dell,"
Street vendors singing,
Sleighbells ringing,
Trolley cars clanging,
Firecrackers banging,
Milk wagons clinking,
Mandolins plinking. . . .

The list could go on and on—with reason if not rhyme. How many sounds from your childhood can you remember? I remember the sound of shelling peas. Plink-plink-plink went the little green pellets as they plopped into the colander. Remember how table fans used to whir in the night—and moths bat against the light on the porch? Remember how you couldn't walk down Elm Street without hearing piano scales through every other open window? Remember tap dancing? Roller skating (not skate boarding) on the sidewalks? Chopping ice with an ice-pick? Churning butter?

Come to think of it, we've lost a passel of noises to creeping urbanization. How many children have ever heard a real-live oink-oink, baa, cheep-cheep or moo? Farm sounds are disappearing faster than the organ-grinder's monkey.

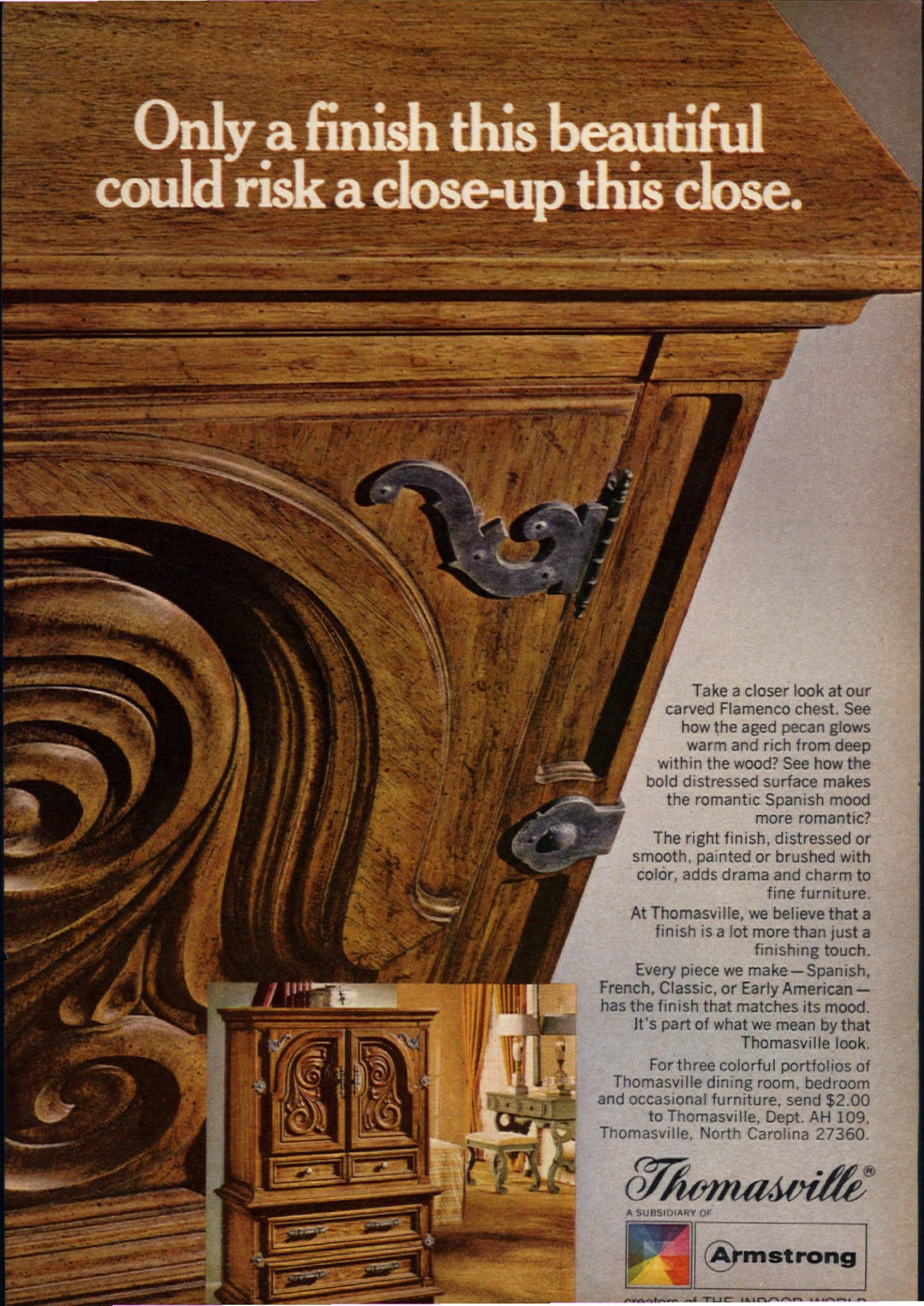
But even whilst wallowing in nostalgia, I don't claim that yesterday's sounds were necessarily softer or sweeter than today's. True, some things make a lot more noise now than they used to—barbers' clippers, lawn mowers, airplanes, teen-agers' music. But think of all the loud things that have become quiet. Doorbells no longer buzz—they chime. Alarm clocks no longer jolt you out of bed like a charge of dynamite—they serenade you with music. In fact clocks no longer ticktock. Garage doors no longer groan open and clang shut in the middle—they glide silently into the rafters at the push of a button. Dentists' drills, light switches—all have acquired dulcet new whispers.

No, I don't miss the sounds of yesteryear because they were better—I just miss them because they're *gone*. I don't suggest for one ticktock that we turn back the clock. Where's the future in that? You can't have one foot on the moon and the other swinging on the old front gate. You can't keep everybody down on the farm after they've seen TV, air conditioning, whisper-jets and frozen peas. At the same time, while most of us are still on earth sitting *under* the moon, why not listen to the mockingbirds, crickets and peepers?

I'm with the lady from England. I intend to hark to larks as long as there are larks to hark to. Then again, you've heard about the lady from New York. She lived by the thundering, clattering, ear-shattering old Third Avenue El (another sound that bit the dust), but she couldn't sleep a wink when she went to the country—the "boids" kept her awake. Beauty, after all, is in the ear of the harkener? EN

Kit Hinrich

Only a finish this beautiful could risk a close-up this close.



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Every piece we make—Spanish, French, Classic, or Early American—has the finish that matches its mood. It's part of what we mean by that Thomasville look.

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The Sunshine Room

It's wherever you put an Armstrong vinyl floor.

This floor is made with sunshine and vinyl.

There's a bright, sunny glow deep down inside. Around the clock, it rises out of the floor and fills the room—and everybody in it—with a sunshiny feeling.

And because it's vinyl, the floor is easy to keep sparkling bright and spanking clean.

This is one of the newest designs in our Coronelle® Collection of Vinyl Corlon® floors. We call it Briarcrest™. A shining example of how Armstrong vinyl floors catch the light and spread cheer to every corner of the room.

Every home should have a Sunshine Room. It can be a kitchen, family room, front hall—*any* room where you put an Armstrong floor made with sunshine and vinyl.

We've put the entire Coronelle Collection on display in a lavish, full-color portfolio. For your copy, send $1 to Armstrong, 6910 Pine Street, Lancaster, Pa. 17604.

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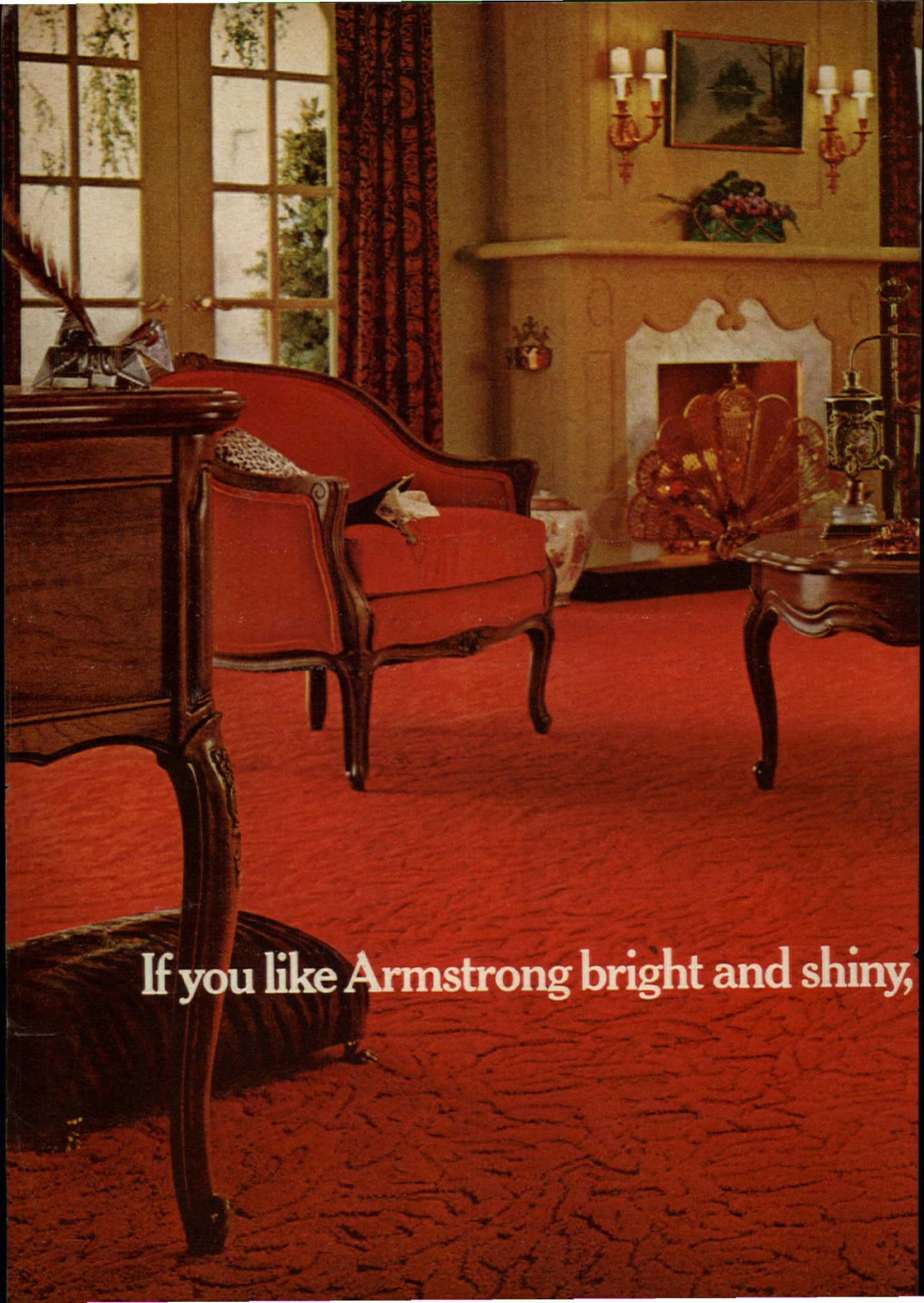
Armstrong

creators of THE INDOOR WORLD


If you like Armstrong bright and shiny,

you'll love Armstrong deep and sculptured.

We've just created a whole new ne of carpet. We call it the ancaster Line™.

It's not just one kind of car- et. It's sculptured carpet like ne one shown here (we call it Windcave™"). It's patterned arpet, plush carpet, shaggy arpet, with hundreds of glori- us colors to choose from.

And we've tried to make choosing a little easier. There's no confusion about fiber types or brands. Lancaster Line fibers are especially selected and la- beled "Armstrong Approved."

We want to be as well known for our carpet as we are for our floors. The only way to do that is to make the best carpet pos- sible. And that's exactly what we're doing.

See our Lancaster Line right now. Call this number toll-free for the name of the Armstrong carpet man nearest you: (800) 243-0355. In Conn., call col- lect: 853-3600.

Furniture by Thomasville, a subsidiary of Armstrong

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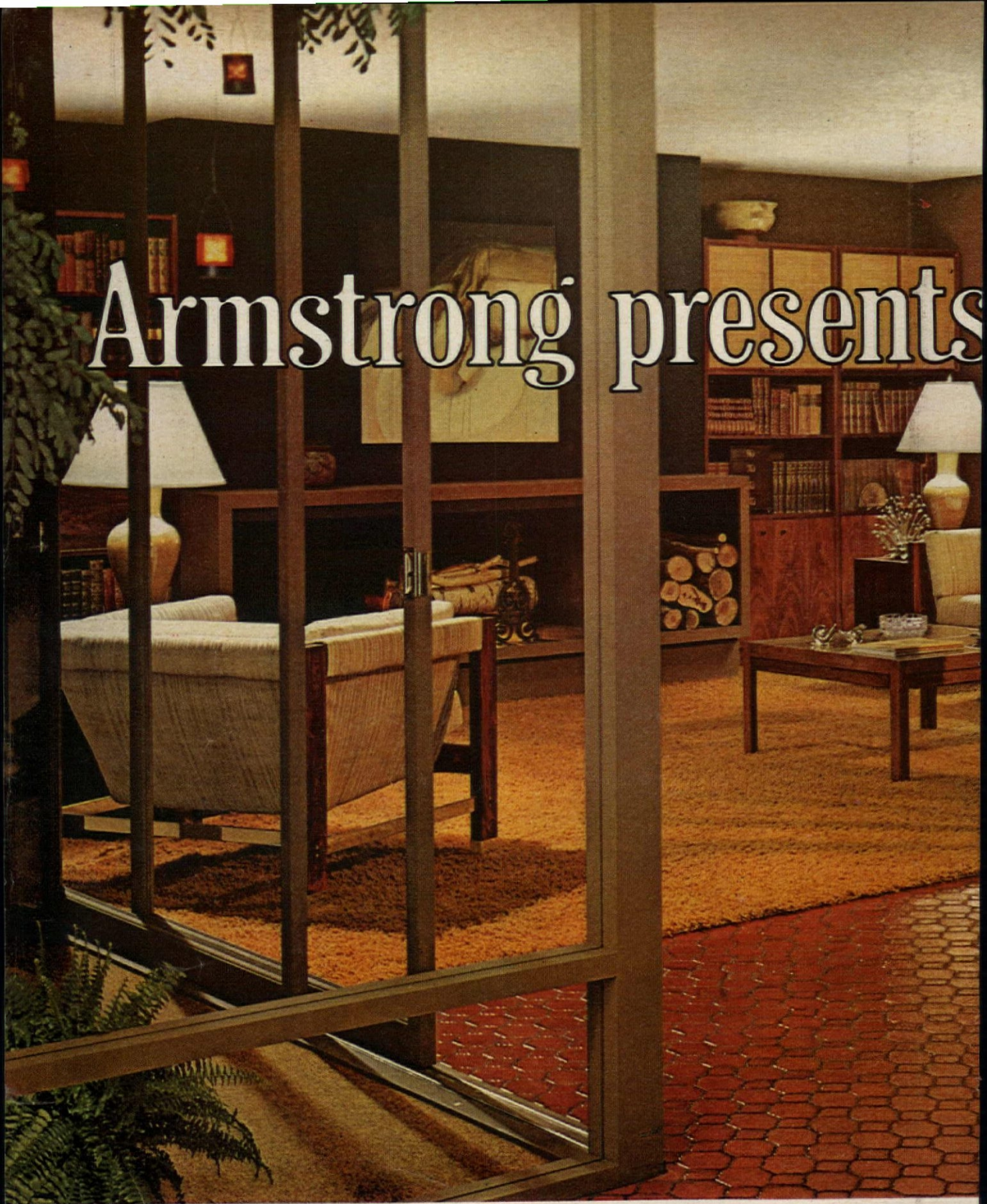
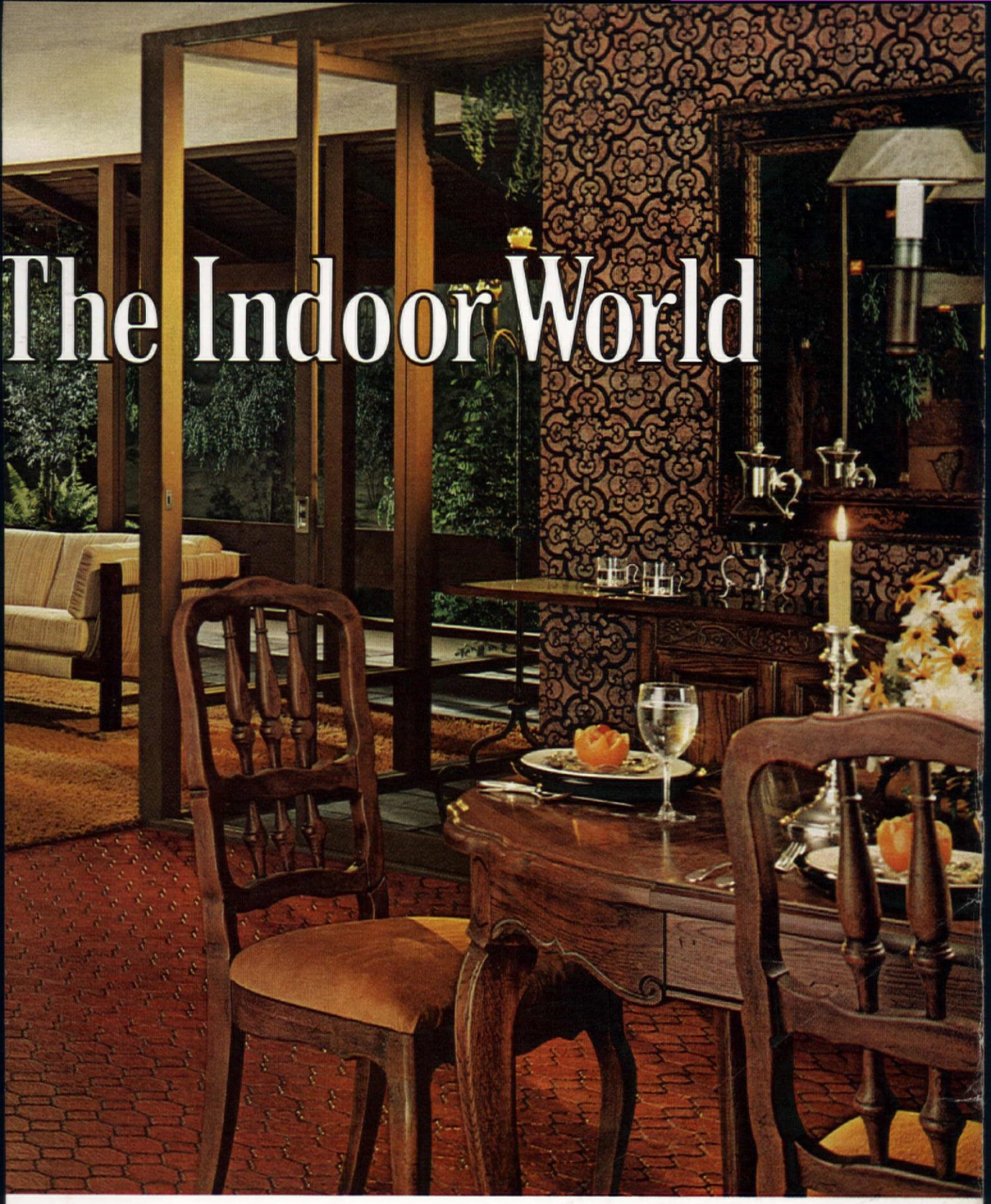


VINYL CORLON FLOORS
LANCASTER LINE CARPETS
CHANDELIER CEILINGS
NATURAL CORK WALL COVERINGS
THOMASVILLE FURNITURE
FOUNDERS FURNITURE

Now that Armstrong is in carpet and furniture — in addition to viny floors, ceilings, and wall covering we've been looking for a way to express this whole family of inter furnishings in one phrase. So, we developed the theme "Armstrong creators of The Indoor World."



om now on, we hope that whenever u think about building a new home, modeling, or redecorating, you'll rn to Armstrong for your floors, rpets, furniture, wall coverings, and ilings. When you do, you can assured of getting the fine quality d value that the Armstrong name has come to stand for — wherever it appears. ■ We're ready to help you create *your* Indoor World. To find out where to buy any of the Armstrong products shown here or on the adjacent pages, just call this special number toll-free: (800) 243-0355. In Connecticut, call 853-3600 collect.

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Forget embarrassing waterspots.

Give your guests this Cascade look of spotlessness.

Only Cascade has Chlorosheen. And Cascade—the best dishwasher detergent you can buy—makes water flow off dishes in clear sheets. Result? Drops that spot don't form. Dishes dry wonderfully free from embarrassing spots or streaks. Try Cascade and prove to yourself it's unbeatable.

Cascade eliminates drops that spot.