NOVEMBER 35¢

American Home

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Beautiful children's rooms
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HAIRS BY THOMASVILLE. PARSONS TABLE BY FOUNDERS—SUBSIDIARIES OF ARMSTRONG

that comes out of a box.

tripes, a border. You name it.

Excelon, a vinyl-asbestos tile, omes in 15 other room-enhancing tyles. Floors that look like scattered ebbles, polished marble, a brick ourtyard, a Spanish patio.

Excelon Tiles are one foot square, 5 to a box, so you can estimate ght now how many boxes you need. he tiles for a 10′ x 15′ room will ost only about $60.

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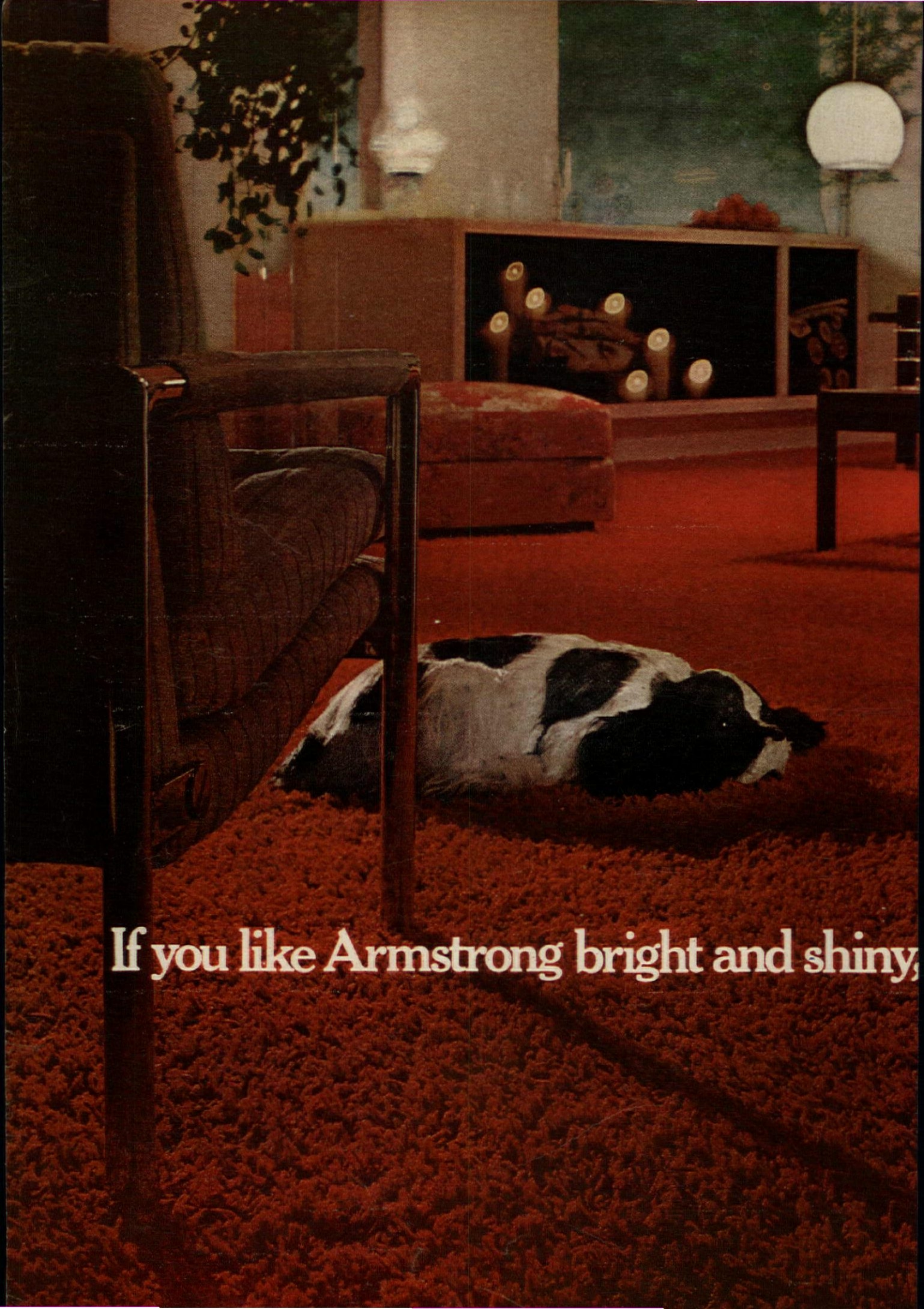
creators of THE INDOOR WORLD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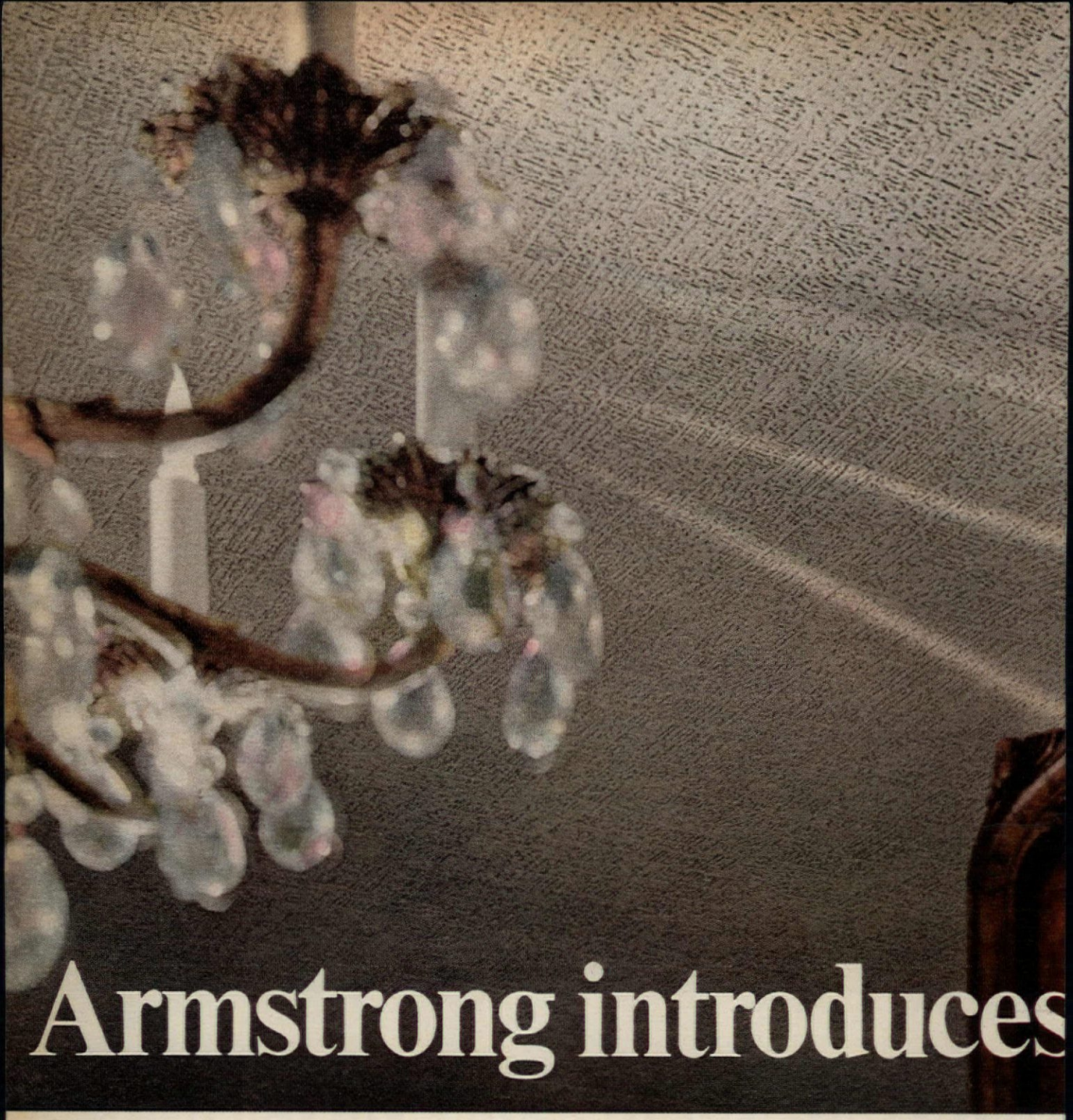

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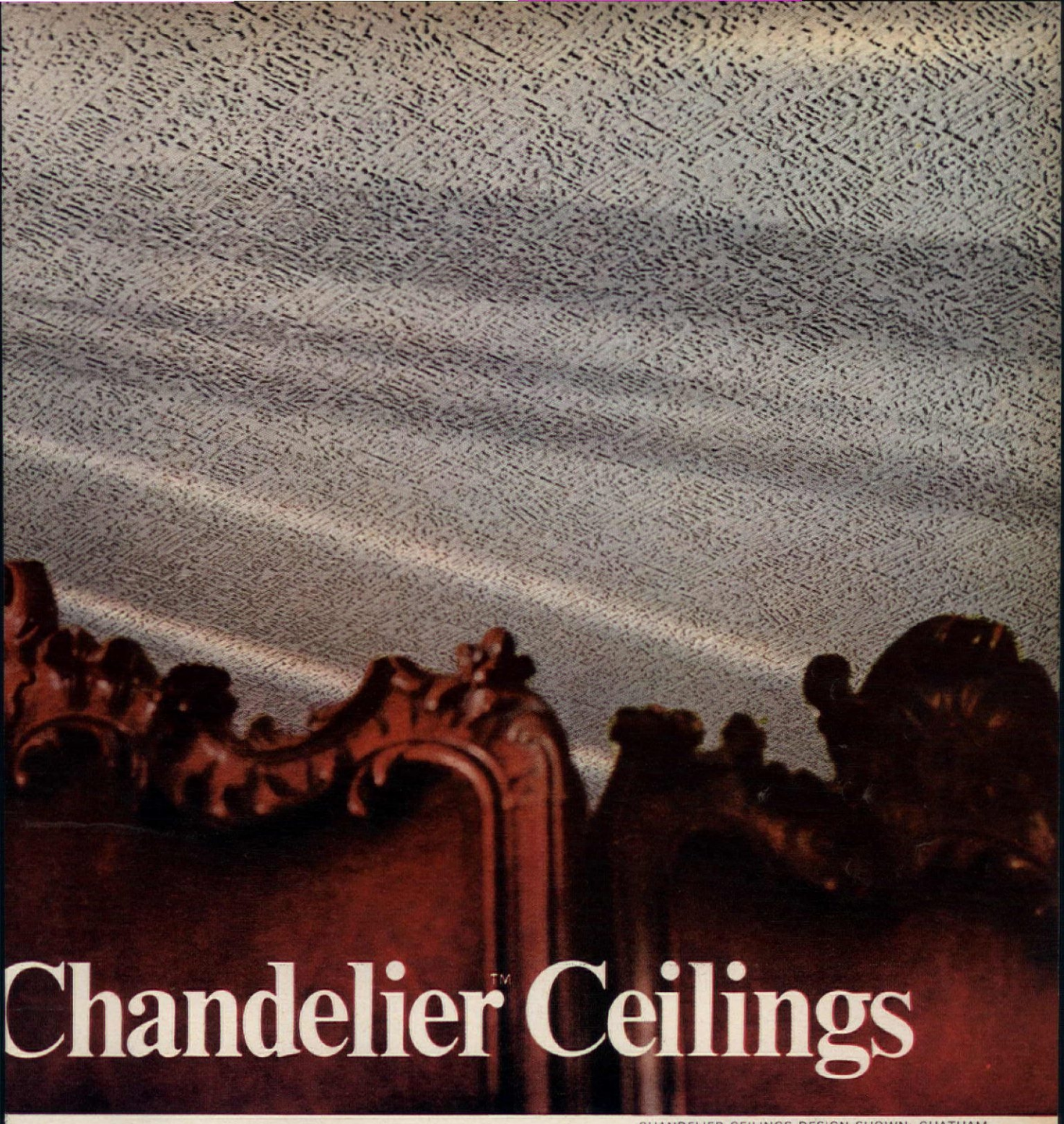

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COVER: Little girls' rooms are bright, boys' are bold. For the new look in children's rooms turn to page 74. Photographer: Stephen Green-Armytage.

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THIS MONTH IN AMERICAN HOME

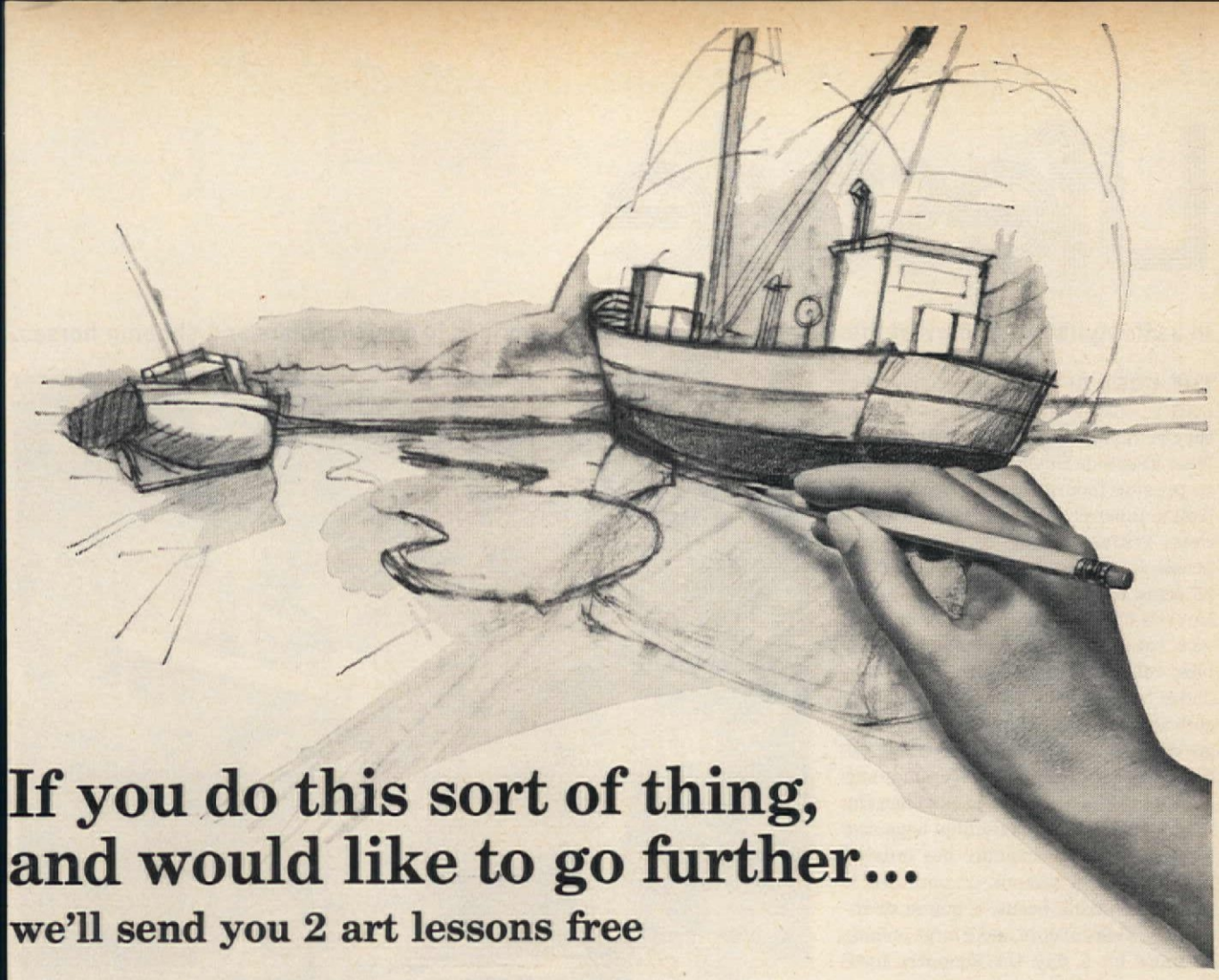
Mary Anne Guitar, a regular battler for the cause of conservation in our pages, points out on page 54 that there is a good cause for all of those who have feared that America is going down the drain to give thanks this Thanksgiving. The Sierra Club and the Audubon Society are no longer crying alone in the wilderness. They have been joined by armies of aroused supporters, and the achievements they have made in 1969 make this what Mary Anne calls a "turn-around year." Private citizens have been at work too—building pocket parks, preserving landmark architecture, introducing underprivileged children to the beauties of a mountain or seashore. The job is big enough for everybody, the cause worth it. Perhaps there is a neighbor or a member of your own family who is making America a more perfect place to live. If so, won't you write us and tell us about it? We plan to continue to report these projects as we go into the 70s. We predict that the decade ahead of us will be one in which Americans will rededicate themselves with vigorous pride to improving the American scene.

Editor Smith and Writer Evans select museum silver for next month's American Treasury.

One aspect of this pride will be a renewed admiration for the best contributions of our past. We have received an overwhelming response to our article on Shakers in September, the first of a new series we have named The American Treasury. As we go to press with our Thanksgiving issue, we are busily at work preparing the second American Treasury. Next month we will take you on a private tour of the incredible furniture and decorative objects in the American Wing of the Metropolitan Museum. Photographer Richard Meek and Contributing Writer Mary Evans, who collaborated on the Shaker essay, have been surrounded by Revere silver, Stiegel glass, Philadelphia highboys—and museum guards—night after night all month long. The glories of the American Wing will be our Christmas present to you—and our birthday card to the Met which is now celebrating its 100th Anniversary. The date is actually April 13, 1970, but the Met has already started its gala Centennial. Any of you coming to New York should be sure to catch the exhibitions that will mark the year.

But we are getting ahead of ourselves—the magazine you hold is unusually festive itself. Food and drink overflow from its pages—game birds for the Thanksgiving table, red wines to accompany them, all sorts of picnic fare for the football season and an ingenious new go-anywhere picnic kit designed to reorient the disorientation of all the weekends from now till February when football takes over the man of the house—and sometimes the house itself.

Editor



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Hundreds of WSA students and graduates are now earning money with their artwork. Richard White of Zelienople, Pa., was promoted from the welding department to the art department in his company. Alicia Jane Bailey of Miami Beach, Fla., opened her own art and decorating shop with some friends. Mrs. Wallace T. Ahlborn of Munising, Mich., reports she has sold over $2000 worth of paintings in just two summers alone. Ben Blackson of Pittsburgh, Pa., is now a successful muralist, and has sold his work to General Electric. And there are many other success stories like these.

If you really want to expand your horizons . . . and if you'd enjoy the sense of fulfillment that comes from earning an extra income at work you love to do . . . mail the coupon today.

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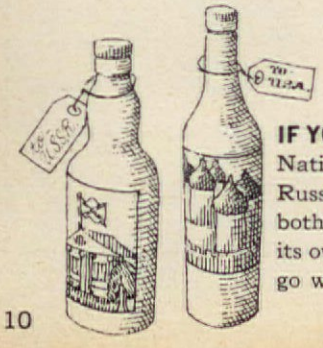
Lifestyle

In a Lifestylist's world everything goes—from battling food prices to charting stars and shoeing horses.

THE COST OF FOOD is what everybody's talking about and in Detroit they're doing something about it. The Near East Side Buyer's Club was started to provide food at lower prices to Detroit's inner-city poor after the city's riots. Without access to chain stores, people were forced to pay as much as 75 cents for a loaf of bread. Now the Buyer's Club, a cooperative buying service, takes orders for fruits and vegetables, collects the money (at $1 a bag), and at five a.m. each Wednesday morning club shoppers take the order money and go directly to the wholesalers at the East Market. They buy vegetables and fruit by the case and the sack. Then the food is divided into individual bags; the $1 vegetable bag a family has ordered may contain 4 pounds of potatoes, 2 pounds of string beans, a pound of tomatoes, 5 ears of corn and 2 large onions, or more on a day the shoppers have found especially good buys.

On a smaller scale, retired Detroit schoolteacher Lilliam Reinke performs the same kind of service for five families who are short on time and money. Mrs. Reinke, who does have time, uses it to search the stores for specials and bargains. She takes only what is a good buy in a store then moves on to another, instead of cancelling out the money saved on a special by paying regular or higher prices for other items on her list. This is precisely the kind of shopping one of her friends, a working mother of four, does not have time to do. Too many cooks may spoil the broth, but buying the ingredients is another story. The more cooperation here the better.

HOW DO YOU ENTERTAIN when your husband and four children must be in bed early? Start early, of course. Jeannie Thomas, wife of New York Giants' receiver and flanker-back Aaron Thomas, invites guests for six or so. She serves them shish kebab done on a hibachi outdoors, with an easy meringue-like pie made with soda crackers. After dinner Aaron does card tricks and everyone talks football and eats popcorn —all activities okayed by Jeannie for the kids and Coach Alex Webster for their dad.



IF YOU'VE GOT A COLD WAR, you want an ice-breaker, right? Right, says National Distillery's Munson Shaw Company, which is now importing a new Russian vodka and sending Old Grand-Dad bourbon to Russia. It may take both countries a while to adjust—Russian vodka has a distinct taste all its own and Americans may have to work out the problem of just what mixes go with it. The Russians' problem, of course, is the lack of branch water.

continued on page 1

LIVE THE CAREFREE ELECTRIC WAY

Flameless electric heat won't burn a hole in your pocket

Take it from these people who know. They're typical of millions who switched to flameless electric heat from old-fashioned heating fuels.

"Electric heat costs us a few pennies extra a day, and it's well worth it. When you add the time and money we save on cleaning... well, electric heat actually works out to be a bargain."

"We actually save money with electric heat. We figured what we formerly paid for both fuel and electricity during a year; then compared that with last year's electric bills, which included electric heat. We came out way ahead."

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Call your electric heating contractor or your electric light and power company.

Come home to

Let PPG Glass give you an open house.

The dark ages are over. Today, people are moving out of their closed-up boxes into houses that let the sunshine in. They're becoming enlightened. People no longer think that a man's home should really be his castle—dark, enclosed, and dreary. Castles are out now—spacious living is in, with glass.

Glass opens your home and brings in the outdoor world. Everything becomes wide open, and spacious. Sliding glass doors open on private enclosed courts off the bedroom. A glass wall frames a landscape in the living room. And today's new glass insulates to make a house comfortable in any kind of weather. Fuel bills are reduced, too.

Here on these pages are a few o

A wall of glass adds drama. With a breathtaking view such as this, there's no other choice than glass. Glass can frame a living picture in any room of your house. And PPG *Herculite® K* makes the biggest view practical. This tempered safety glass takes terrific impact. And if it ever breaks—it won't shatter into large dangerous pieces. It crumbles into small fragments. Wherever you live, open up your home with *Herculite K*.

Windows let in the sunlight. Bay windows are as warm and charming as ever. But one thing about them has changed. Now they're made with PPG *Twindow®* insulating glass. *Twindow* is two panes of glass with a slice of dry air sealed in between. It stops the flow of heat towards cold and does away with storm windows forever. Keeps your home comfortable and cuts fuel bills, too. And that's pretty warm and charming.

a sunny outlook

he new glass ideas that bring a ome up to date. Before you build, uy, or remodel, send in the coupon or PPG's new, full-color 56-page ook, "Open House USA." See ow glass can make your next ome or remodeling plan work to give you a sunny outlook.
PPG is Chemicals, Minerals, Fiber Glass, Paints and Glass. So far.

A mirror doubles a dining room. Mirrored doors in a split-level cupboard add beauty and utility to this formal dining area. It's a decorating trick worth looking into if you want your home to live up to its full potential. PPG *High-Fidelity*® mirrors give an accurate image of what your home is really like, and add glamour to a dull wall when used in hallways, bedrooms, living rooms, or even kitchens.

Sliding doors feature safety. Here, glass patio doors bring the outside into a family room. And the family will be safe if the doors are PPG *Herculite K.* Sliding glass doors open a house anywhere they're used. For open patios, private enclosed courts, expansive screen porches, or pools. This use of glass makes staying home a lot more enjoyable.

Homes featured by: William F. Cody & Associates . . . David Hyum, AIA . . . and Deane Brothers.

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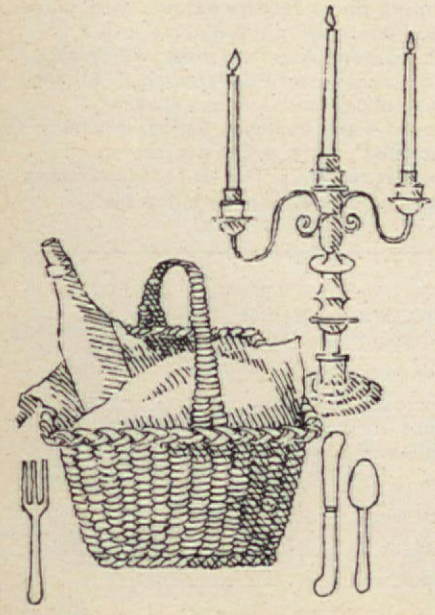
State_____ Zip_____

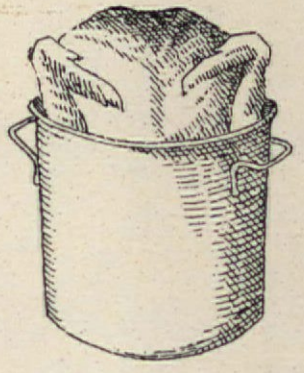
LIFESTYLE continued from page 10

THE ART OF FARRIERY may not be lost, but it isn't easily found either. There are only three schools in the country where the shoeing of horses is still taught and one of them is the Martinsville School of Farriery in Martinsville, Virginia where Mr. L. C. "Smokey" Ward, the founder, teaches two courses a year. A three-month course, open to men or women, costs $1500. This fee covers tuition, textbook and practical experience, and room and board if the student wishes. You learn everything from "how to approach the horse without injury to either the animal or the farrier" to "a complete knowledge of equine foot anatomy." Son of a blacksmith and wheelright, Mr. Ward wants to pass on his father's and his knowledge for the sake of the horse. He'd like to "put an end to some of the crude work of amateurs who are taking advantage of the shortage of trained farriers." Mr. Ward's school is GI-approved and licensed by the State of Virginia. The diploma it issues, he says, will assure the new farrier a profession with unlimited opportunity. This is doubtless true—and it will mean a profession of less limited opportunity for a lot of horses, too.



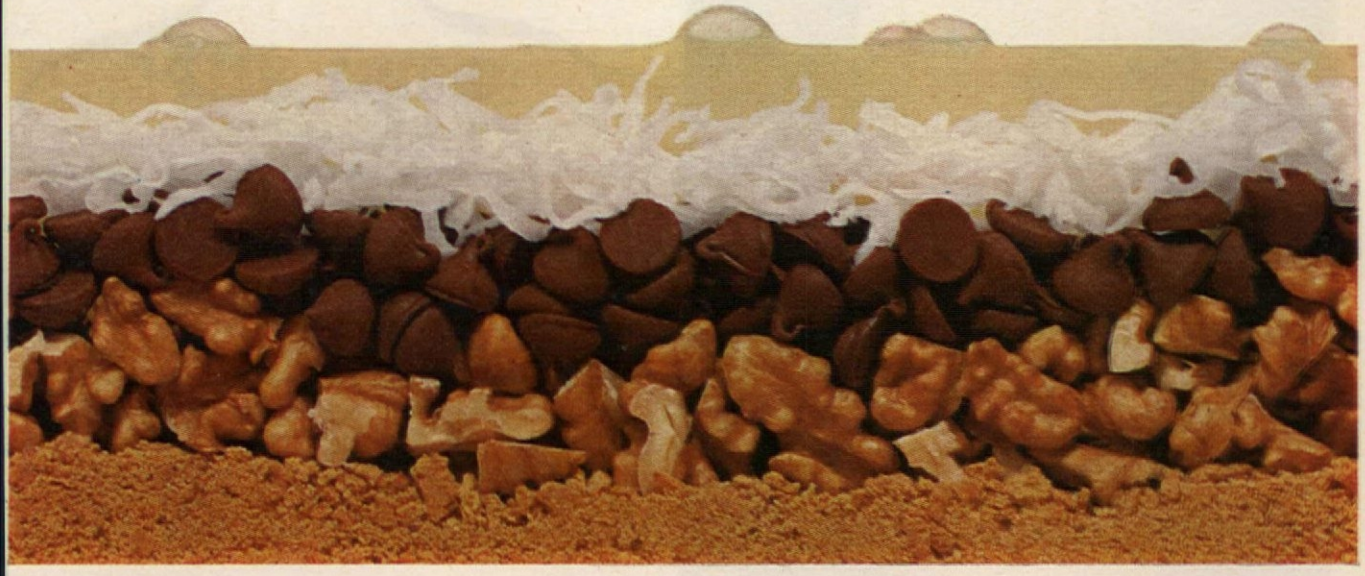
ASTROFLASH HAS MADE IT to New York from Paris and a great success it is, too. Astroflash is the astrological computer which was introduced to America in the concourse of New York City's Grand Central Station. It casts horoscopes in a matter of minutes. You simply provide Astroflash with the place, date and hour of your birth and it provides you with eight to fifteen pages of information (from $3.50 to $5). More than 800 people are asking it to do so every day. Pretty Stephanie Michaeloff, 21-year-old hostess at the Grand Central installation, was not an astrology buff when she took the job, but after huddling with Astroflash, she has become one. Now she knows that the things that have perplexed her were due to her spontaneous Aries traits juxtaposed with her more submissive Cancer characteristics, and she feels much better about everything. You don't have to believe in the stars, says Stephanie, but you should keep an open mind. People who say astrology is unscientific must admit that with this new Astroflash, enthusiasts are at least being scientifically unscientific.

AN AVID WILD TURKEY HUNTER, David Cochrane of Tuscaloosa, Ala. is very successful at his hobby and, consequently, Mrs. Cochrane always has a freezer full of the birds. Because the wild turkey runs around a lot, it has long, strong and tough legs and the catch in cooking it is the legs. Mrs. Cochrane's advise is to start cooking the bird standing up on top of the range (the bird, not the cook). Take a deep, 8- to 10-quart lard bucket, stand the turkey in it and fill until water just covers the legs, then parboil. When they are reasonably tender, you roast the bird breast down (all the fat is in the back) and turn it breast up for the last ½ hour to brown, covering the legs in foil because by this time they are hopefully too tender for 30 minutes more of full heat. While the turkey is breast down, baste with salt, pepper and bacon grease; when the turkey



is breast up, baste with a sauce of boiled giblets, neck, onion. This isn't the way the pilgrims did it, but they should have.

THE BASKET SOCIAL is alive and well in California where it has evolved into the Gourmet Auction, a party for which each woman prepares a true gourmet dinner for two, complete with appropriate wine. As in the old days, the men still bid for the baskets of their choice, with no assurance that the girls of their choice will have put them up and thus turn out to be their dinner partners. To raise money for the Children's Hospital, Hillsborough hostess Mrs. Owen Spann invited ten couples (black tie and hostess pajamas required) and the ladies put up "baskets" with such goodies as poached salmon garni, roast stuffed cornish hen and cold Chateaubriand. The gentlemen bid for all this with genuine enthusiasm. One of them was so enthusiastic about a bottle of Bordeaux alone that he went straight to the $25 limit.



It's just one good thing after another.

It's just layer after layer of delectable ingredients like creamy smooth Eagle Brand Sweetened Condensed Milk, fresh crunchy Diamond Walnuts, and chocolately good Nestlé's Morsels.

It's a wild new idea, because this scrumptious cookie bar is made without a mixing bowl or mixing spoon.

You just spread one ingredient on top of the other right in the baking pan.

And suddenly you have the best batch of cookies you never mixed up.

MAGIC COOKIE BARS

(Makes about 2-dozen 1½-inch x 3-inch bars)

½ cup (1 stick) butter or margarine, melted
1½ cups graham cracker crumbs
1 cup Diamond Walnuts, coarsely chopped
1 cup (6 oz. pkg.) Nestlé's Semi-Sweet Chocolate or Nestlé's Butterscotch Flavored Morsels
1⅓ cups (3½ oz. can) flaked coconut
1⅓ cups (15 oz. can) Eagle Brand® Sweetened Condensed Milk

Pour melted butter or margarine onto the bottom of a 13 x 9 x 2 inch pan. Sprinkle crumbs evenly over melted butter or margarine. Sprinkle chopped nuts evenly over crumbs. Scatter chocolate morsels over nuts. Sprinkle coconut evenly over chocolate morsels. Pour sweetened condensed milk evenly over coconut. Bake in a moderate (350° F.) oven, 25 minutes or until lightly browned on top. Cool in pan 15 minutes. Cut into bars.

For more wild new recipes send for your new free full-color "The Dessert Lover's Handbook." Write: Borden, Inc. Dept. AH119, Box 451, Jersey City, N.J. 07303.

Magic Cookie Bars

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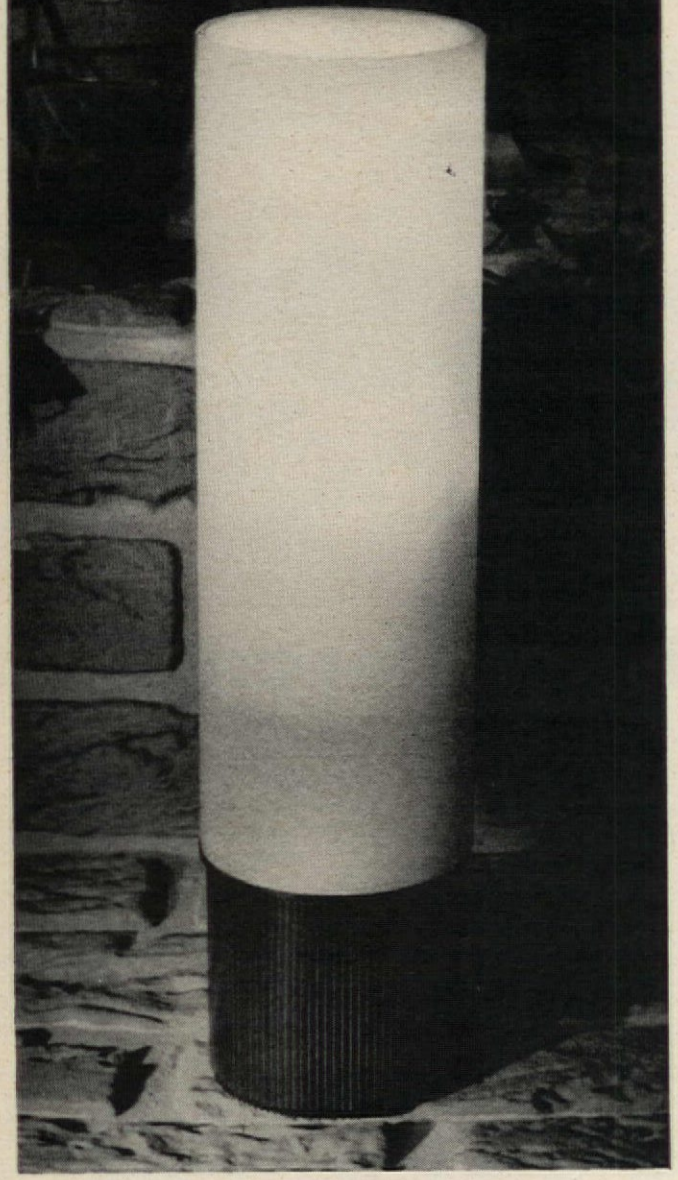
The light that turns you on!



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HAIR? HELP!

By Constance Bartel

Ten best answers to the most-often asked questions

How do I find the best STYLE for me?

Have your hair stylist show you the hairdo possibilities for your face shape—or experiment in front of your mirror. But always keep in mind how *you* want to look. Naturally, you want a contemporary look but one that fits your individual style, and not just the latest coiffeur creation. Whatever works with the shape of your face, your height and your lifestyle is the hairdo for you. If you and the latest hair fashion coincide, fine and dandy. But if not, make the necessary modification in the style and keep *your* look.

Where can I get a good CUT?

A good haircut is crucial so shop around for a hair stylist carefully. Get recommendations from friends. Investigate the salon in your local department store; large department stores in major cities usually have well-trained stylists. Generally, the reputation of a salon is a good guide. However, even in the same salon some stylists are better than others. When making an appointment, request one with the stylist who specializes in haircuts. A cut and styling by a top man can cost $25 or more, but it's worth it. Distrust the salon that offers to "squeeze you in" for a cut when you call them; a quality haircut simply cannot be fast.

What's the best way to COLOR my hair?

For a major color change or for problem hair a good professional colorist is advisable. However, the many home products available make hair coloring at home easy. The most important thing about hair color is *naturalness*. A hair color succeeds if it looks as though it could have grown on your head. You should not pick a shade for yourself because you liked it on the sample card or on someone else. What counts is how it looks with your skin tones. Because natural hair is never one solid shade but a blend of several, top colorists are putting more and more emphasis on tone-on-tone coloring. This is a matter of blending two or three shades of the same color so that the palest shades reflect light just as they do on lovely virgin hair.

Can I be a little bit BLONDE?

Yes. You can have the effect of blondeness around the face without an overall color job with frosting, tipping or streaking. You can do it at home or have it done in the salon. Frosting, tipping or streaking look best on hair that is medium brown, muddy blonde or graying. Streaked black hair tends to make you look hard. If your hair is dark and you still want the blonde touch, you or your colorist can first lighten your hair color a little before streaking, frosting, or tipping it. Revlon's Frost and Glow is one of the latest products among the home kits

continued

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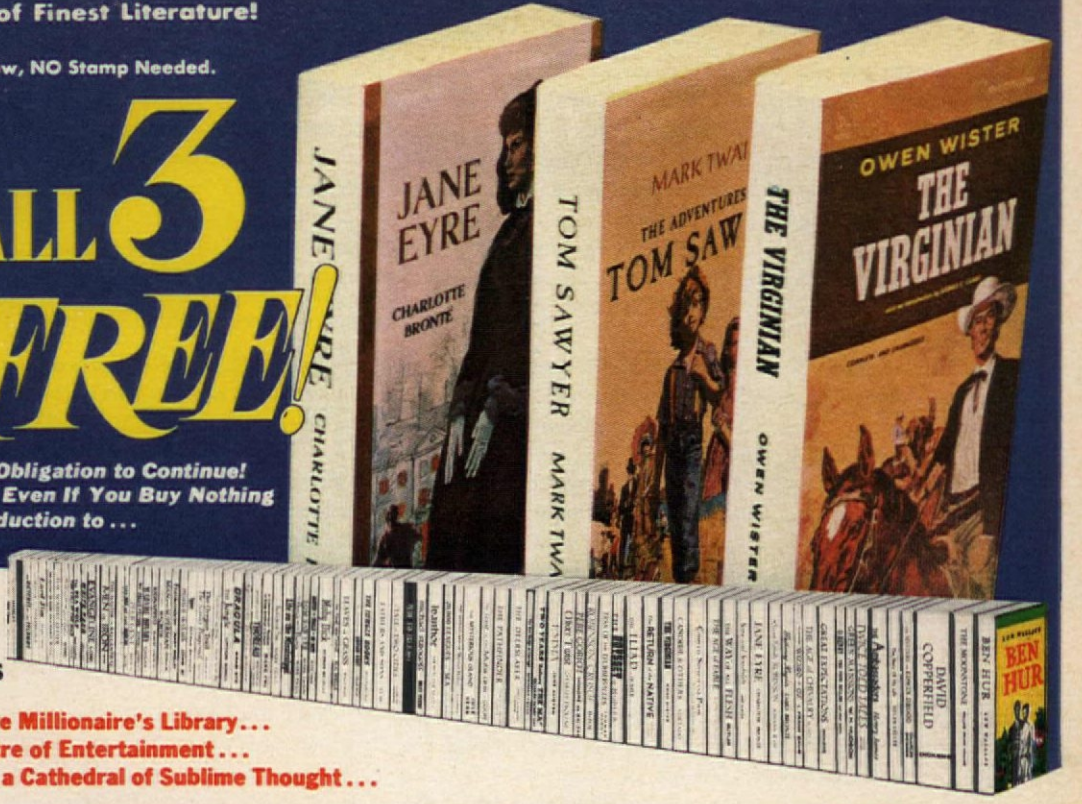

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HAIR? HELP! continued from page 16

Why doesn't my hair SHINE?

First: Are you sure you're rinsing your hair thoroughly? Some experts claim that most women don't rinse as much as they should. However, even after a normal rinse, shampoo residue may remain. Cold water will rinse shampoo out and make hair shine, as do the many after-shampoo rinses. Sometimes changing your shampoo helps. Naturally using the right shampoo for your hair type is important. You should wash your hair as often as you feel is necessary.

How can I CONTROL my flyaway hair?

Setting gels or lotions and hard-to-hold sprays help, but the real solution is to add body to your hair. You can do this with a product like Clairol's Great Body—designed to add body—or with a salon or home body permanent. A new salon treatment called Bodi-Endure requires no winding on rods, goes on much like a shampoo, and adds substance and texture which last up to six weeks. It has a bonus effect in reducing snarls, the plague of baby-fine hair.

How can I style with a HAND-DRYER?

This professional salon technique is being used by more and more hair-wise women at home. With a brush in one hand and the electric hand dryer (also called hand blower) in the other, you brush a lock of your wet hair in the shape and direction you want. The jet of warm air from the blower both dries and sets the lock. Blowing air into and under the hair also adds some fullness and gives shape.

How do I use an ELECTRIC COMB?

The electric comb works very much like the hand dryer. Some combs come with different attachments. Use a wide-tined comb to create all-over shape, a narrow-tined comb to style the details, a brush to provide bulk and fullness. Remington's new Hairdresser comes with a set of two combs and a brush to be used interchangeably in the wand handle that provides the warm air. There are also four rollers and clips included. The complete set costs $20.

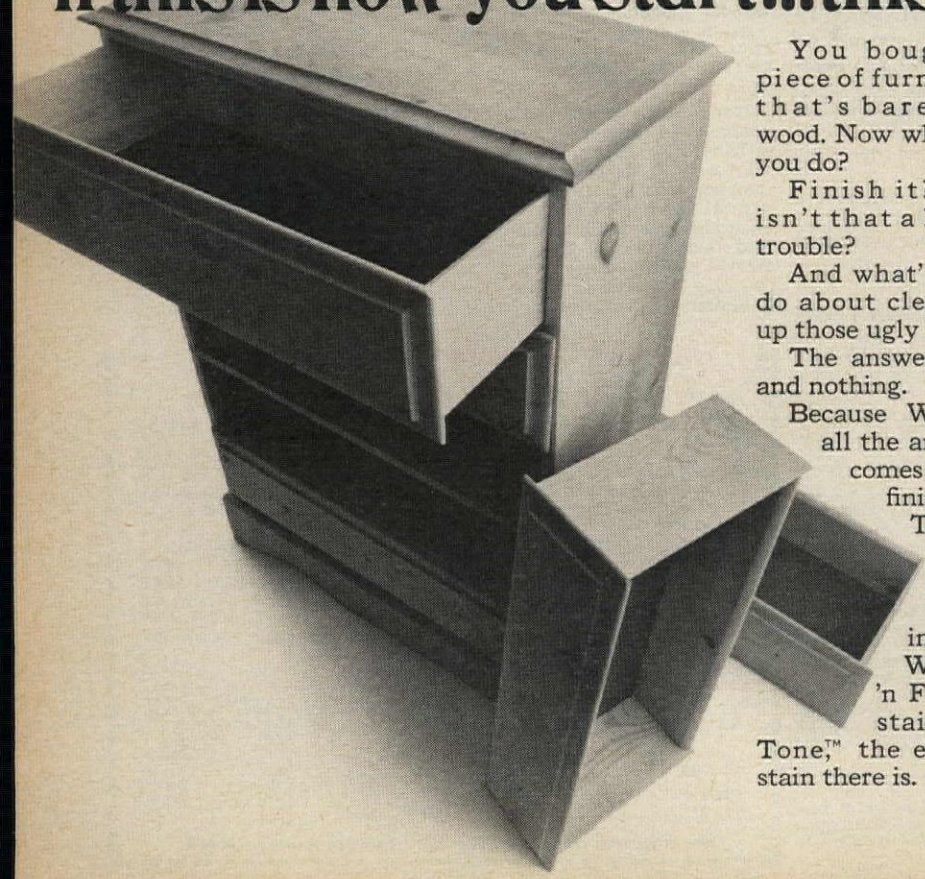
How can I restore HEALTH to my hair?

Stop doing whatever you did to bring it to such a dismal state. And, begin a careful conditioning program to revitalize your hair. Don't over-bleach, over-tint, over-permanent, over-expose hair to sun and water. Sitting too long under dryers, rolling hair too tightly and teasing to an extreme all spell hair in trouble. A series of scalp and hair treatments at a good salon helps a great deal, but you can accomplish a lot at home too, by following a faithful program of protein conditioners (by Wella or Pantene, for instance) and a policy of treating your hair more gently.

How often should I BRUSH?

You don't have to do the sacred "100 strokes daily," but brushing is a good way to stimulate the flow of natural oil from a normal or dry scalp. It is also a good supplementary way to clean hair. Brushing does the most good if you bend over and let blood flow to your scalp. END

If this is how you start...this is how to finish.



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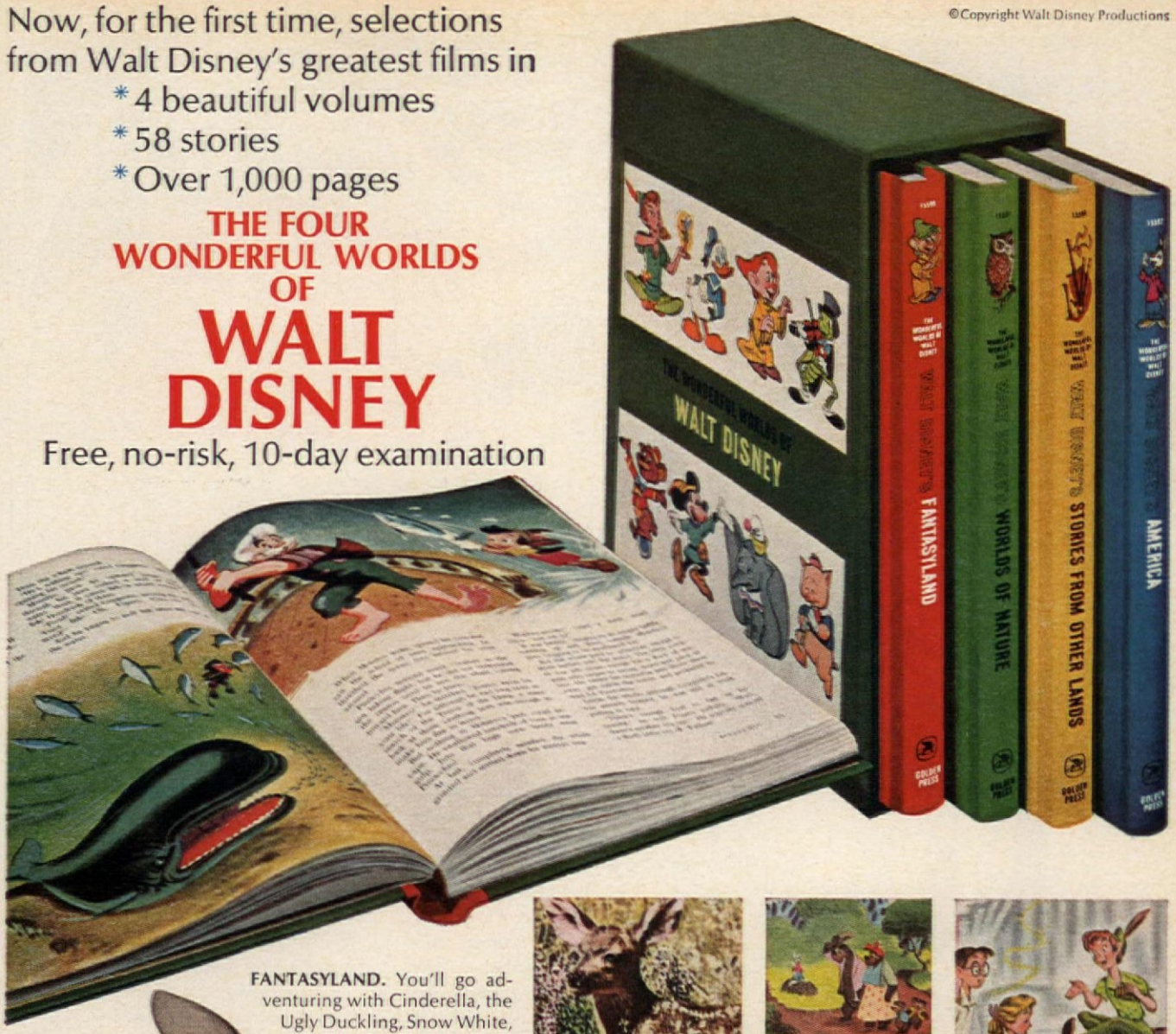

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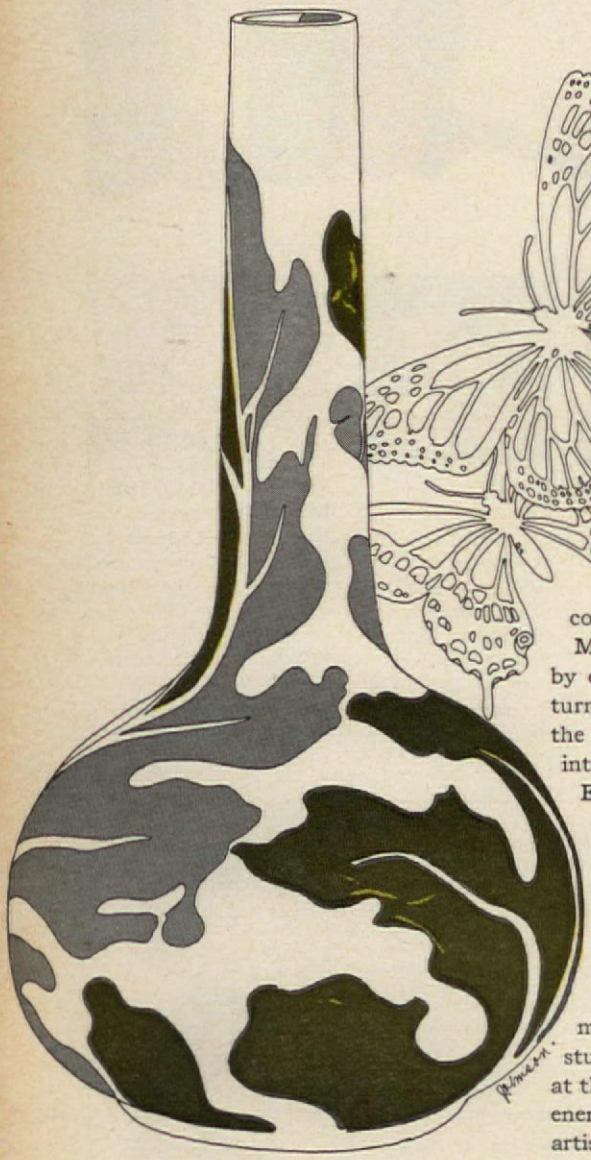
ART NOUVEAU CERAMICS

By Myrna Kaye



Sinuous swirls and floral forms are back. Art Nouveau has crept into today's graphics craze with all the aplomb of a good thing that knows no time limit. The decorative-arts movement that flourished from around 1890 to 1920 has inspired anew patterns of natural forms with that asymmetric, haunting quality of design. Its bold patterns, very distinct outlines and bright colors fit in so beautifully with contemporary furnishings.

Many antique collectors are charmed by original art-glass creations, but are turned off by their prices. If you like the look but not the cost, you will be interested in Art Nouveau pottery. Easy to find, easy to afford, individual ceramic vases were made with the same painstaking care as art-glass pieces. However, the long and popular history of art glass and distinguished studios such as Tiffany's have largely obscured the equally artistic ceramic movement. The latter sprang up in studios throughout the United States at the turn of the century and has been energized by many inventive, creative artist-potters in the decades since.

Many of the principal personalities in American pottery were women. Historically, men tended to monopolize artistic fields, but in the 19th century women began to actively participate in the ancient craft of making decorative, ornamental vessels rather than the strictly utilitarian bowls used only for housekeeping needs.

Victorian women discovered pottery through porcelain decoration. During the late 1800s feminine hands made idle by the industrial revolution sought diversion in needlework, wig-making and hand-painting china. Soon the painting of factory-produced china became the fashionable thing to do among the socially elite. American women took their handcraft a step further. Whereas European women never went beyond painting porcelain, American women became ceramists who designed their own pottery and established studios.

In 1875, Benn Pittman organized a class in china painting for idle gentlewomen whose ceramic wares were displayed to considerable acclaim at the Philadelphia Centennial Exposition in 1876. One talented woman in the class, M. Louise McLaughlin, was a ceramist as well as a china painter. She developed Losanti ware, a hard porcelain with a glasslike quality. In 1879 she organized the Pottery Club of Cincinnati. All 15 of the charter members were women.

(continued)

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We care about your home...almost as much as you do.

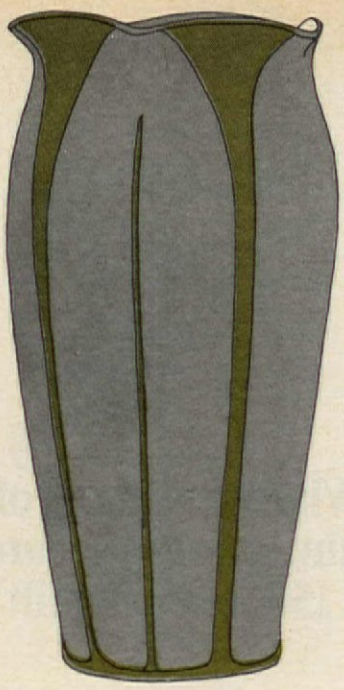
A year later, a Pottery Club member and prominent socialite, Mrs. Maria Longworth Nichols, founded her own pottery line and named it for her family estate, Rookwood. Through a succession of directors, potters and decorators, Rookwood produced a distinctive style of highly individualistic and artistic ware. The Rookwood you find in antique shops will almost always be vases, since other pieces were seldom made. They were thrown on a potter's wheel and fashioned into simple shapes strongly suggestive of Oriental ware.

It was in the decoration that Rookwood distinguished itself. Much of Rookwood design was inspired by Art Nouveau. The basic technique was always the underglaze method taught at the Pottery Club by Miss McLaughlin. The wet clay pieces were covered with colors mixed with clay and water (slip) so that the colors became part of the very substance of the piece. Simple bas-relief modeling was often used. On most Rookwood vases, the surface modeling and coloring expertly enhance the clay's basic shape.

The creative process of trial and error resulted in several new directions in ceramics during its formative stages. An example in the Rookwood school is tigereye, a glaze whose translucent masses seem to have trapped flecks of gold. This became so popular and admired that French, German and Danish potters later learned to imitate the effect. Still later, Rookwood introduced a mat finish to appeal to touch as well as the eye.

Each Rookwood piece, a unique creation by one artist-potter, is marked on its base with the decorator's monogram, date and studio mark. Early ware is incised or painted with "Rookwood Pottery." A few are marked "Rooks," others have the letters RPCOMLN stamped on, which stand for Rookwood Pottery, Cincinnati, Ohio, Maria Longworth Nichols.

The Rookwood mark you will find most often is a reversed R back to back with a P which came into use around 1886. A year later a flame was added for each year until 1900. After that, Roman numerals were placed below the mark and its halo of 14 flames to denote the 20th century year. Pieces are often lettered for size and color or numbered for shape and signed by the decorator with his initials. If you find a Rookwood vase with the monogram AVB, you have a piece by Artus Van Briggle, the finest



potter of the Art Nouveau era.

In 1895 Sophie Newcomb College, the woman's division of Tulane University, decided to take advantage of the pottery popularity and adopted the unorthodox policy of establishing a retail outlet for its art pottery students. The venture was a success, and it spurred Newcomb to become another outstanding center for fine ceramic ware. Its decorators used only the motifs of the Bayou country, employing a distinctive style of incised outlining.

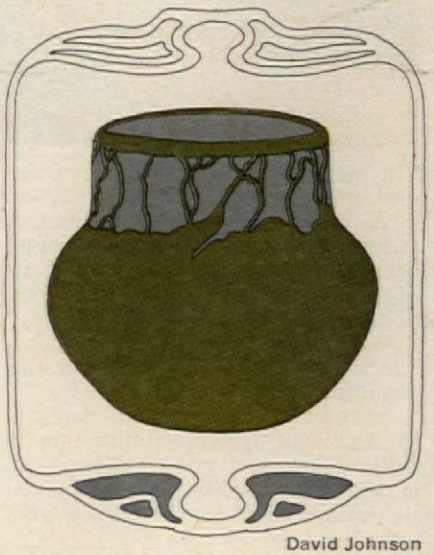
Early Newcomb naturally resembles Rookwood. Mary G. Sheerer, Newcomb's director, knew many Rookwood decorators and was familiar with their slip-painting technique. However, she was also one of the innovative forces in the field whose influence in American art-pottery distinguished it radically from European styles. Newcomb decorators scratched their designs on the partly dried clay with flattened sixpenny nails held in penholders. Occasionally, they scraped away background clay. Each piece was then sponged, to bring out a fine sand to the surface, forming a satin finish. Color applied to this surface had a distinctive cast—Newcomb was known for its hazy and streaky blues and greens—colors that were favorites on the Art Nouveau palette, whatever the art form.

You can identify Newcomb easily by its mark—an N surrounded by a C. All Newcomb pottery bears the college's monogram and decorator's initials. If you are fortunate enough to find a vase with a paper label proclaiming "Designs are not duplicated," leave it on. That bit of paper adds to the value of your piece. In addition, an important member of the Newcomb group was the man at the potter's wheel, Joseph F. Meyer. The JM you find on the base of Newcomb pieces is the monogram of this masterful potter who threw the vases that Miss Sheerer sketched and the college girls decorated.

Early Newcomb is glossy and has a glazed underside with hand-incised ciphers filled with color. On later Newcomb pieces, the undersides are not glazed and the ciphers are uncolored. These later pieces have Newcomb's mat-glaze finish.

The mat-glaze craze, which by 1910 had revolutionized the ware at Rookwood, Newcomb and other pottery studios, was begun by a Boston potter, William H. Grueby. His yellow or purple-blue pieces, with low-relief decoration, and a satin-smooth, lusterless finish were widely copied. Part of Grueby's trade was making the lamps that Tiffany's studio sold with its own glass shades.

Grueby lamps and Tiffany shades went well together because art-glass and art-pottery have so much in common. Both were inspired by floral forms and both evolved the special effects in color, finish and design that make them diversely popular today. Also, both represented individual creativity in an era that spawned mass production. However, while art-glass today has soared to rare heights in both price and availability, art-pottery maintains the same expertise in unrecognized corners of the craft world. END



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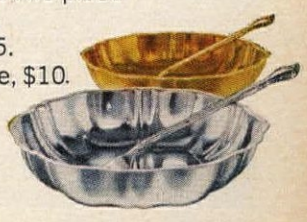

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Our regular price for this Player is $69.95—yet now, as part of this special introductory offer, you may take it for only $14.95 when you join the new Columbia Stereo Tape Cartridge Service and buy three cartridges of your choice for only $6.98 each.

Your only obligation as a member is to purchase six additional cartridges during the coming year . . . music you'd probably buy anyway. Every four weeks, you will receive a copy of the Service's buying guide. Each issue contains scores of cartridges to choose from—the best sellers from many different labels!

If you want only the regular selection of your musical interest, you need do nothing—it will be shipped to you automatically. Or you may order any of the other cartridges offered . . . or take no cartridge at all . . . just by returning the convenient selection card by the date specified. What's more, from time to time the Service will offer some special cartridges which you may reject by returning the special dated form provided . . . or accept by doing nothing—the choice is always entirely up to you!

Your Own Charge Account! Upon enrollment, the Service will open a charge account in your name. You pay for your cartridges only after you've received them. They will be mailed and billed to you at the regular Service price of $6.98 (Classical and occasional special cartridges somewhat higher), plus a mailing and handling charge.

Free Cartridges! You'll get an additional cartridge of your choice FREE for every two cartridges you buy, once you've completed your enrollment agreement. That's like getting a 33⅓% discount on all the 8-track cartridges you want, for as long as you want!

Fill in the coupon now, and mail it with your check or money order for only $14.95. Your Player and the three stereo cartridges of your choice will be sent to you promptly (along with a bill to cover mailing and handling charges and your first three cartridges).

ATTENTION CREDIT CARD HOLDERS: If you prefer, you may charge your Player and cartridges to your credit card. We honor six different plans. Simply check your preference and include your account number on the coupon.

COLUMBIA STEREO TAPE CARTRIDGE SERVICE

Terre Haute, Indiana 47808

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enredon's Officers Chest Collection...Treasure chests inside and out.

Descendants of the rugged chests used by British officers, Henredon's Officers Chests are ample enough to hold your treasures... handsome enough to be treasured. Crafted with walnut veneers, accented in brass, they have a simplicity of line that's at home in any setting, compatible with any style. (Some chests have doors, as well as drawers, too.) But, whatever your storage needs, Henredon's Officers Chests fill the empty spaces and provide spaces to be filled—beautifully. For brochure showing Officers Chest Collection, send $1.00 to Henredon, Dept. AH 119, Morganton, N.C. 28655.

Henredon *fine furniture*

For Readers of American Home—

Amazing $1 Offer

THE JOY of knowing the world's most famous paintings is a life time gift to a child. Now give them the new "Art Gallery" game that matches great works of art with the artists who created them.

Watch your youngsters select a breathtaking, full natural color portrait by the great Rembrandt. See how he matches it, by number, to its correct location in the miniature gallery. Now observe how he learns the story of the Dutch genius and his priceless work.

Your child chooses paintings of Goya, Van Dyck, Frans Hals and "hangs" them in his very own gallery of great art.

This revolutionary "new art" technique in education was created in England by distinguished lithographers, by appointment to Her Majesty the Queen. The reproductions are in exciting, full natural colors made from plates of the originals hanging in the world's most distinguished museums.

You receive 25 different art works along with a miniature "art gallery" which contains the life stories of the artists. When completed, the gallery becomes a permanent treasure for your child — his introduction to a lifetime of pleasure in the appreciation of fine art.

And the price is just one dollar. Or you may order three for just $2.75 ppd. and save $1. And each gallery is completely guaranteed to please or your money will be cheerfully refunded.

— MAIL 10-DAY NO RISK COUPON TODAY —

GREENLAND STUDIOS
1457 Greenland Building, Miami, Florida 33054

Please rush me "New Art Gallery" for only $1. plus 25¢ post age. I understand, if I'm not completely satisfied, I may return within 10 days for a prompt refund.

Enclosed check or m.o. for $_____.

___8355 "New Art Gallery" @ $1. (Add 25¢ post.)

Name _____

Address _____

City _____ State _____ Zip _____

☐ SAVE $1. Order 3 "New Art Galleries" for only $2.75 ppd. Extra Sets Make Wonderful Gifts!

finish. It takes an opaque coating to get a white floor. What you can get with transparent coatings are attractive off-white tones. If your floor is too dark, you may want to bleach it.

Bleaching involves the application of two solutions. The first solution is applied freely and allowed to stand for five to 15 minutes before being wiped off. The second solution is then applied and allowed to stand four hours or overnight. On old wood you may have to scrub in solution A with a 3/0 fine steel wool. Repeat bleaching if required. Sand floors. When you use a bleach, protect skin, eyes, and clothing.

After bleaching, for a white effect, thin a flat-white paint, apply, wipe away when desired depth of color is achieved. Then apply one, preferably two or three, clear protective finishing coats. For a pastel effect, the flat white paint may be tinted.

For the finish coat polyurethane is the "in" varnish. It is far more durable than many traditional varnishes and is available in both high gloss and satin. For average home use, the satin type is preferred. However, gloss polyurethane is more durable. If you're putting on two coats, it's best to make the first one gloss and the second satin. The last coat is what determines the degree of gloss. Never allow more than 48 hours between coats, or there may be adhesion problems. —David X. Manners

NEWSLETTER

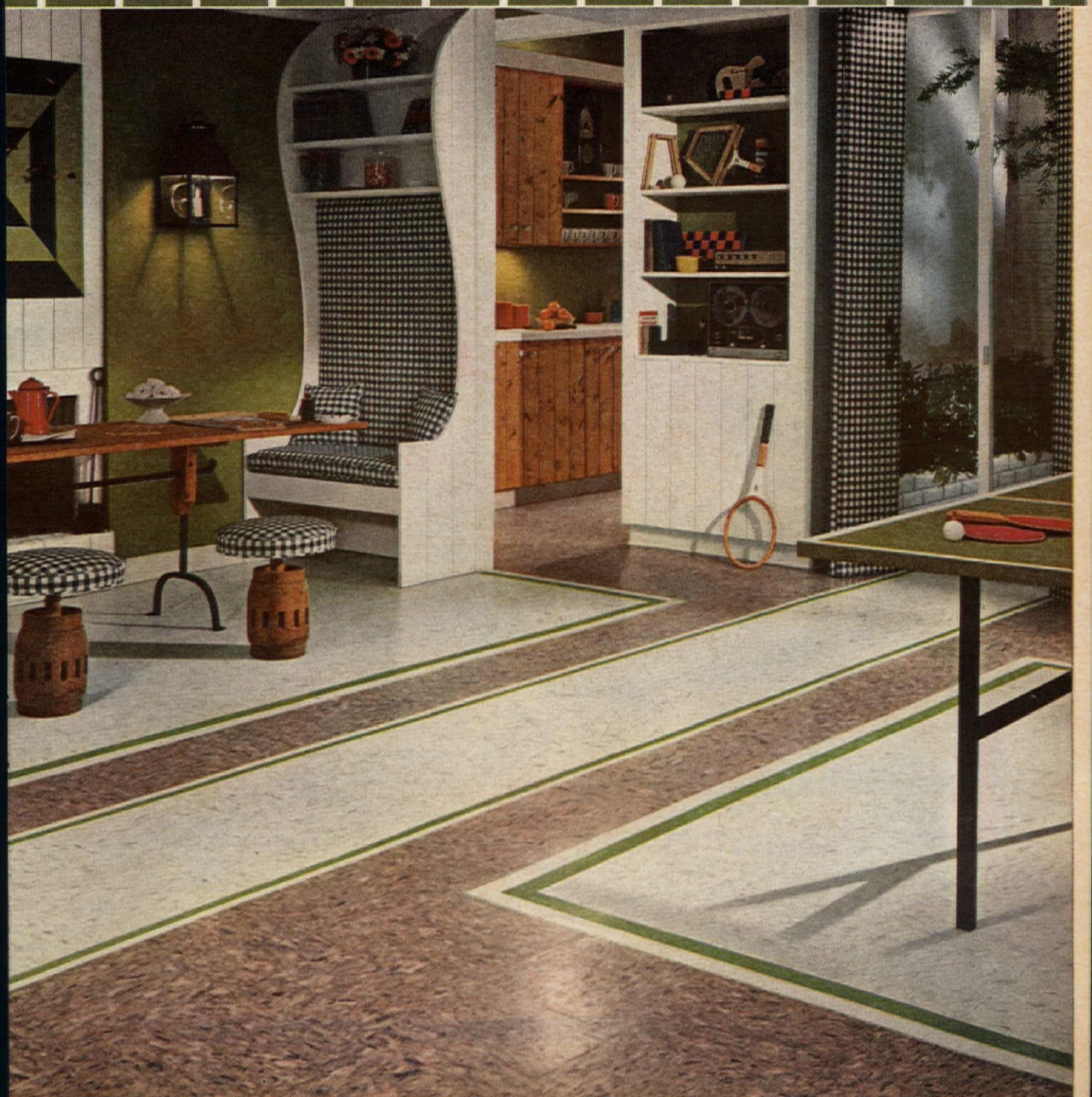
Floors are for more than walking on. Floors used to be where you put your feet down and where you stood the furniture. Today, thanks to Japanese, Middle Eastern and teen-ager influences, floors are also for sitting and lounging. In fact, it is becoming quite difficult to tell the floor from the furniture in some avant-garde interiors because the floor is no longer one flat surface but a series of carpeted multilevels. The conversation pit, a feature in many architect-designed houses, is less innovative but probably more familiar, and it is still one of the most comfortable ways of sitting on, or rather below, floor level. Next best thing to sitting directly on the floor are floor cushions used singly or in piles. One of the most interesting floor treatments we've ever seen was the exercise floor designed many years ago for the Museum of Modern Art in New York City by Bernard Rudofsky, the sandal designer. Instead of being flat, it consisted of a series of humps and hillocks that made

Surprise! This luxury vinyl tile floor wears a $55 price!

You can do any 12′ x 15′ area yourself in beautiful Kentile Beaushard Vinyl Asbestos Tile for about $55. And, when you're done, you'll have a floor that's perfect for game rooms, kitchens, any busy area. Beaushard has a tough, long-wearing, non-porous surface that locks out scuff marks, tough stains, even messy grease. Quiet and comfortable underfoot. Has a lustrous, translucent chip design that complements any decor. Beaushard® comes in 6 handsome colors in 12″ x 12″ tiles for fast, easy installation. Beige and Off-White tiles shown below are accented with White and Green feature strips. Wall base: White KenCove® Vinyl. Your Kentile® Dealer? See the Yellow Pages under "Floors." And always look for the Kentile name on the carton.

BROOKLYN, N. Y. 11215

KENTILE FLOORS



Some problems a married woman has to face alone.

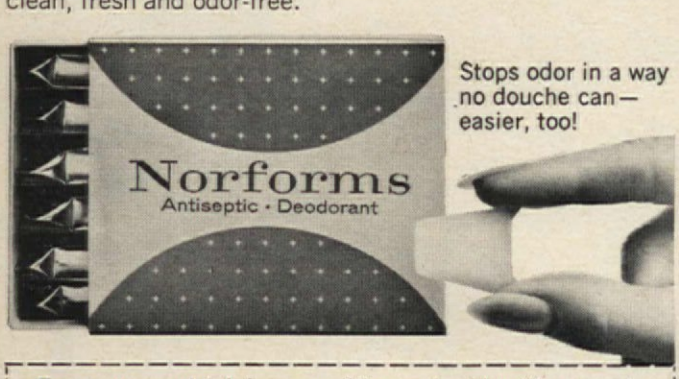
One problem: embarrassing feminine odor.
The solution: Norforms,® tiny suppositories that stop odor in a way no douche can—easier, too.

Norforms are tiny germicidal suppositories that stop feminine odor where it starts—internally. You insert them yourself quickly and easily. There's no awkward apparatus, no messy mixing.

Within minutes, Norforms' unique coating action goes to work and spreads a powerful germicidal film that stops odor for hours in a way no douche can.

And, unlike douching, Norforms are so gentle you can use them as often as necessary. Just follow the easy directions. They've been thoroughly tested by doctors and proved in hospital clinic.

Millions of women have faced this problem before. And solved it with Norforms. Get Norforms today and start feeling clean, fresh and odor-free.



Stops odor in a way no douche can—easier, too!

For women only! A free new 12-page booklet, "Answers to Questions Women Ask Most Often." Send this coupon to: The Norwich Pharmacal Company, Dept. AH-911 Norwich, New York 13815.

Name_____

Street_____

City_____

State_____ Zip_____

Don't forget your zip code.

bare or stockinged feet cling to them exactly the same way they cling to those wooden clogs and exercise sandals that everyone is wearing.

To go with American traditional. The Ethan Allen label, long associated with American traditional furniture, can now also be found on the backs of Oriental design rugs. About 100 Ethan Allen retail stores will carry the rugs. They have an all-wool face and come in a variety of designs such as Heriz, Bokhara, Kerman Sarouk, Kerman Savonnerie and Chinese. Our favorite, for its patchwork look, is a Boktiari in antique red. The rugs are offered in a variety of room sizes from 4 by 6 up to 9 by 14 feet and will retail from $269 to $429 for the 9 by 12 size. The firm plans to expand its floor coverings package to include braided and hooked rugs plus wall-to-wall carpeting.

It doesn't have to be brown—wood, that is. Seen at the New York Gift Show: colorful wood serving pieces done in the brightest of primaries with just a suggestion of grain showing through. Stained wood is also making a strong showing in occasional furniture.

Coming up purple. Purple, this fall's fashion color par excellence, is equally important in home furnishing. (See it in action on page 69.) Purple, let's face it, isn't an easy color to use. It can look gloomy or gaudy except in the proper context. For a flowery fresh room we'd like to see a mix of purple with lots of white and dabs of bright leaf green. Combined with neutrals or with a black and white scheme, it is marvelously contemporary.

We noticed lots of purple while leafing through the fabric racks in the Boussac of France, Inc. showroom. (Sorry, it's Decorators Only—but what the interior designers do does eventually influence the whole home furnishings picture.) A plummy red-purple makes a romantic background for several prints while mauve, with other pastels, looks beautifully Edwardian in a full-blown flower pattern. At the New York Gift Show, purple showed up timidly: in clear glass jars filled with cones of purple incense or in purple plastic combs. Incense, incidentally, was a big thing at the show. While we're all for houses that smell pretty, a lot of incense, especially the cheaper kind, doesn't. Sniff before you buy.

Three cheers for Sears. As part of its successful image-changing process, the Chicago-based mail-order house has introduced a total environment designed by Lawrence Peabody (see page 71). The loosely coordinated home furnishings package gathers everything from furniture to decorative accessories under the umbrella "Many Moods of Contemporary." Furniture is usable, middle-of-the-road contemporary—neither too modern nor too ornately traditional. Some upholstered pieces, for instance, a fat, tufted Chesterfield sofa, give it style. The real excitement, though, lies in the fabrics, floor coverings and accessories. Design inspiration here is international. Ceramic lamps and pottery pieces all have strong Italian modern shapes and come in basic colors—black, white, royal blue, orange and sharp pea green—that are repeated throughout the group. Fabric patterns to be sold by the yard or as ready-made are especially lively. In the group are a Haitian fruit print, a stylized tulip and two geometrics that are at once young and sophisticated. Rugs and carpeting are imaginative, too, with a printed shag, woven and tufted designs, some of them repeated in towels and bathroom accessories. The collection had its premier showing in a series of three room settings by some young members of Sears interior design department. END

Introducing the two-job pill.

Are you a two-job woman?
Then there are no two ways about it:
two-job pill is made for you.
The two-job pill is One-A-Day®
nd Multiple Vitamins Plus Iron. It
s two jobs, just the way you do.
It gives you a big helping of all the
mins you may be missing if your
y life means skipping meals.
And it gives you the iron you need.
n if you simply sat around all day on
r little pink pillow, you'd need nearly twice as much iron as a man. And you don't just sit around. Even if you don't work outside, just being a wife and a mother can keep you on your feet. You don't need a paycheck to be a working woman.

You just need one hand on a vacuum cleaner and the other on a pencil or a pulse or a petition.

That alone is two jobs. To do them right, you need all the help you can get. Get One-A-Day Vitamins Plus Iron: the two-job pill.

™ MILES ©1969 Miles Laboratories, Inc.

PICNIC PARAPHERNALIA

Ever tried to fit enough food and drink for eight into a fitted picnic basket? Here's a better idea: a double-duty wicker trunk packed and ready to go with the latest easy-care plastic accessories. All you need to do is add the food. Take it to a tailgate picnic or use it at home for a football-TV buffet (see pages 100 to 104). The wicker trunk doubles as a handsome coffee table, offering permanent storage space for equipment that would otherwise fill a small closet. Since the lid is rigid it can also stand in as a bench.

Wicker trunk, $80, Vreeland Trading Corp. Stadium blanket, $17, Faribo. Vacuum bottle, $21, Union Mfg. Co. Plastic glasses, dishwasher safe, $1 each, Stotter. Basket tray, $7.50, Bonniers Inc. Mugs, salts and peppers and plastic containers from dime stores. Cutting board, $1.50, The Pottery Barn. Plastic tray, $7.50; plates, cups and saucers, $1.50 each; all dishwasherproof, Bonniers Inc. No-iron napkins, $1 each, Leacock. Flatware, 24 pieces for $1, Oak Hill Industries. Round canister, $22; square canisters, $12.50 a set of 4, Lucidity.

Mort Schreiber

©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.

"With 6 children, I needed the best dryer there is," says Iola Brubeck, standing in her kitchen next to her new Lady Kenmore dryer from Sears, Roebuck and Co.

"Naturally, I try to buy everything permanent-pressed. Or I'd spend my life ironing. The great thing about our Lady Kenmore dryer is that it adjusts *automatically* for permanent-pressed fabrics.

"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

By Dorothy Lambert Brightbill

MAKE YOUR OWN BEADED FLOWERS

Nearly everyone loves the color and gleam of these exquisite, ever-blooming beaded flowers. They are normally very costly, but now you can make them for about a third of the cost of "store bought" flowers. Virginia Nathanson, author of *Art of Making Bead Flowers and Bouquets*, designed these exclusively for us and her easy instructions come with each kit. To keep your flowers shining, just dip them into sudsy, tepid water, then shake and pat dry. Field Flowers kit includes 29 flowers and the wicker basket. The Lilies-of-the-Valley and Pansies (5 lilies and 22 pansies with 5 beautiful big leaves) can be arranged in a pretty cup, goblet or any favorite container.

Fill out coupon and enclose 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. To avoid delay, please indicate your zip code.

Check items desired:

___ Lilies-of-the-Valley and Pansies beaded flowers
Kit 61,084 $7.98 ea. $___
(container not included)

___ Field Flowers beaded flowers
Kit 61,085 $9.98 ea. ___
(with wicker basket)

___ Catalog of other kits.....61,014 .25 ea. ___

Sales tax ___

Total enclosed $___

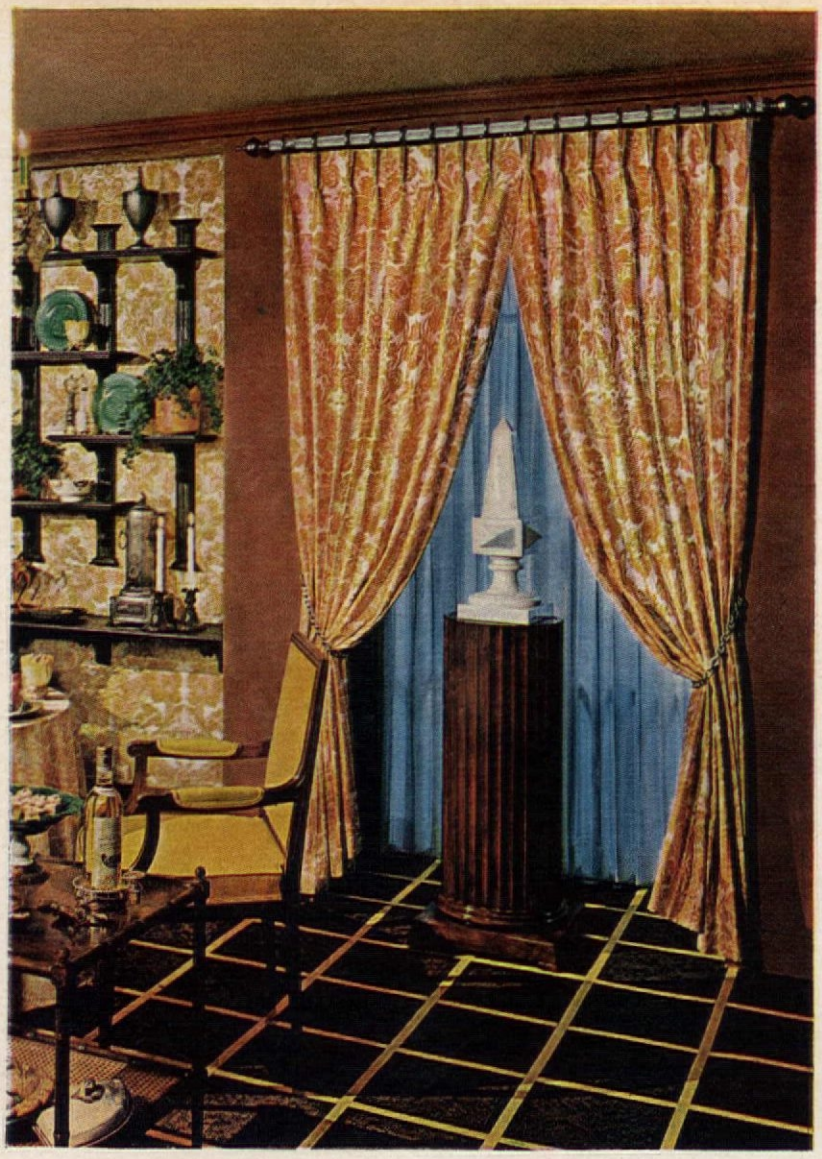
American Home
Dept. 1398
4500 N.W. 135th Street
Miami, Florida 33054

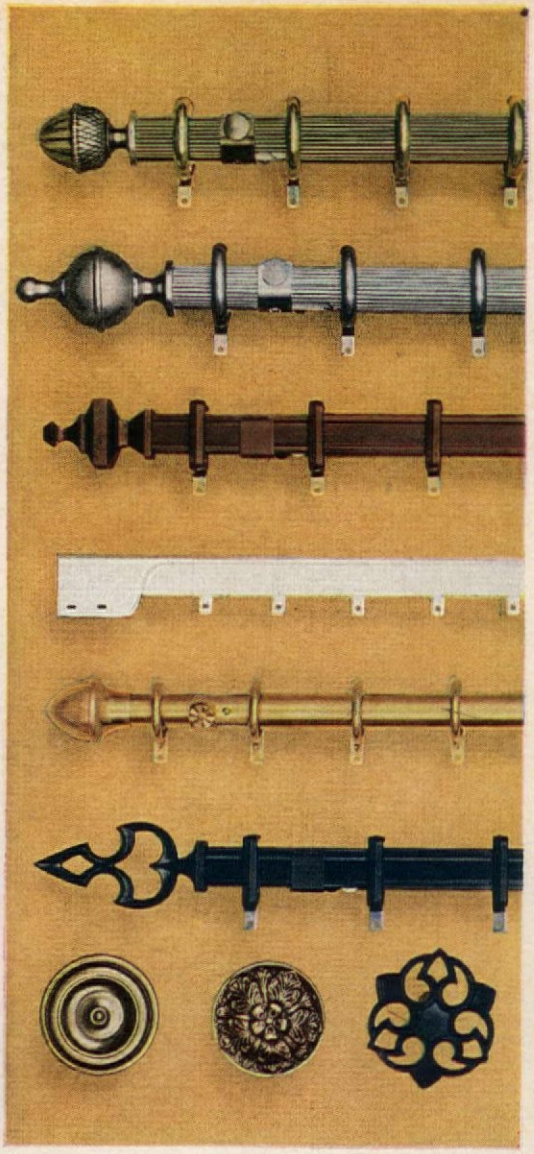
print name

print address

city state zip code

Ben Swedowsky





There's a word for creating windows that capture the mood of your room just right.

Kirsch

Casual or formal. Contemporary or Traditional. Any room can be "just right" with Kirsch drapery hardware at its windows—completing the mood and highlighting the decor. And now, you can choose from the largest variety of mood-makers, ever. Decorative traverse and cafe rods with matching tiebacks, chains and holdbacks. In finishes to accent any style—gleaming or antique brass and bronze, satin black, antique white or pewter. Conventional rods in many styles. Or wood poles in rich finishes. Make your rooms look better (and yourself feel better) with mood-making drapery hardware from Kirsch.

This book shows you how it's done. Send for it.

Volume III is all new! It has 124 idea-filled pages, 117 colorful room settings. A complete how-to book by interior decorating experts.

Kirsch Company, Dept. A-1169 Sturgis, Michigan 49091. Please rush my all-new copy of "How to Make Your Windows Beautiful" (Vol. III). I enclose $1.00.

Name _____

Address _____

City _____

State _____ Zip _____

Allow three weeks for delivery. No stamps please

By Theodore Irwin

PUT YOUR MONEY IN THE GROUND

Property values are going up but land may still be your best investment

In the current tight-money market, obtaining a mortgage may loom as formidable as a blast off to Mars. But home loans *are* still available, particularly at the small bank or savings and loan institution where you keep an account or do business. "Banks are not as rigid as they're cracked up to be," says Curtis Hagen, one of the reigning multimillion-dollar real estate brokers and developers in northern Westchester County, New York. In cities such as St. Louis, Dallas, Hartford and Miami, home mortgages are being granted "right along." At a price, of course. You'll pay from 7½ to 9 percent interest, probably plus a few "points" in advance. (Points in banking terminology are loan discount fees—one point equals one percent. On a $20,000 mortgage, therefore, three points come to $600.)

"I'm all for buying," Hagen says. "If you have cash beyond a cushion it's the best hedge today."

That's hardly surprising, coming fro a realty specialist. For more objectiv views of this special money game, w talked to economists, bankers, other f nancial experts. Smart money is reall moving toward everything from exurba pastures to condominiums in ski country Starting with homes, here's the curre inflation-coping picture for the averag middle-income family:

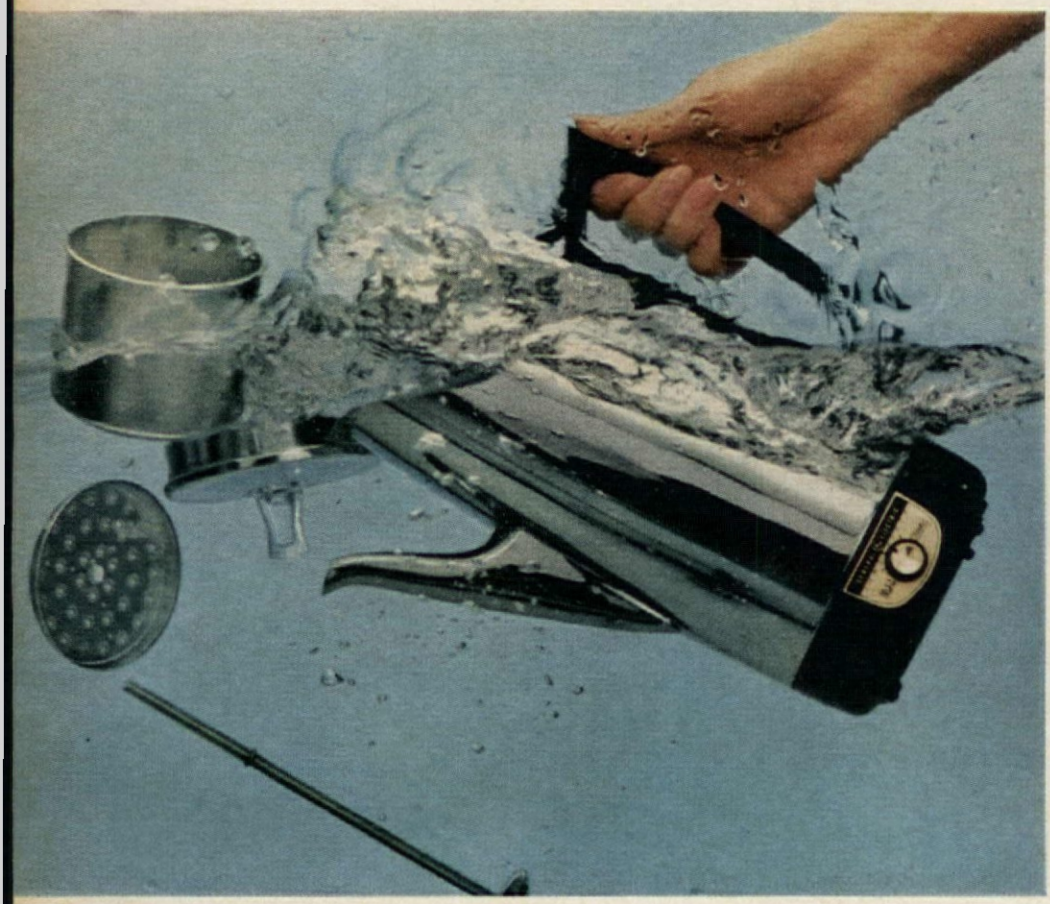
If you already own your home, in good neighborhood, it can be expecte to grow in value at least as fast as, faster than, the buying power of th dollar drops. In the past four years, th sale price of existing homes has spurte an average of 35 percent. One house New Canaan, Connecticut, purchase for $38,500 only three years ago, w sold the other day for $65,500 after t owner had put in $3000 for improv ments. Such a pleasant profit, relative smaller for lower-priced dwellings, common.

Cooped up in an apartment with growing family, should you serious think of buying a home now? "Don hold off because mortgage interest rat are high," advises Allen Thomas, tre surer and mortgage officer at New Yor Union Dime Savings Bank. Mr. Thom points out that if an additional one p cent must be paid on a $20,000 conve tional mortgage for 30 years, it mea only $13.80 a month. "This will be co pensated," he assures us, "by the futu increase in the home's value."

VALUES ARE RISING

Aside from a finished home, r (undeveloped) land can turn into sound inflation hedge. Chosen wise a land purchase this year could f low the trend of the past two decad during which values appreciated average of at least 10 percent a ye And demand for good land is steadi mounting.

"Put your money in the ground," grandparents used to say. True, too raw land can often be bought with l than 30 percent cash and it offers greatest chance for ultimate gain. Wh runaway inflation can play havoc w the buying power of savings dollars can't erode the earth. But to invest raw land you need the know-how—or expert's help—to pick a well-loca region bound to be built up. It ta careful probing, plus a solid hunch foresee growth trends. (continu



It's Immersible!

General Electric's Automatic Coffee Maker

This Coffee Maker brews nine 5-oz. cups of superb coffee. Immersible for quick, thorough cleaning. Has Peek-A-Brew® gauge, brew selector and Mini-Brew* basket for 2-3 cups of delicious coffee. Polished aluminum. Model P-15. Makes a great gift.

*TM General Electric Co.

General Electric Co., Housewares Div., Bridgeport, Conn. 06602

The gift that shows you care

GENERAL ELECTRIC

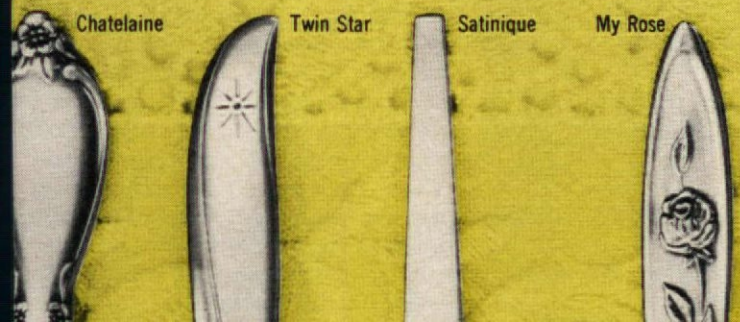
Solid stainless or gleaming silverplate, crafted by famous Oneida Community Silversmiths. Yours at big savings with Betty Crocker coupons.

We know that choosing a flatware pattern is a serious decision to make. You want it to be the perfect reflection of your taste—fine in quality, distinctive in design and as personally yours as the clothes you wear! That's why we are happy to offer this selection of seven lovely flatware patterns, all at very important savings. Select from classic Chatelaine, contemporary Twin Star, timeless My Rose or modern brushed Satinique in carefree stainless. Or choose the delicate tracery of Winsome, the graceful elegance of Enchantment or the traditional charm of Fredericksburg in rich, gleaming silverplate. One is sure to fit beautifully into your home and your life. All seven patterns are fine Oneida Community quality, crafted exclusively for our coupon savers. Whichever pattern you select, I know you will be proud to own and use it for years to come.

Betty Crocker

$3.00
5-piece Place Setting in Oneida Community Silverplate

Special Introductory Offer



You'd expect to pay over $6.00 in stores for five pieces of this quality in lifetime stainless—over $7.00 for lovely silverplate like this! Take this opportunity to start your set, and save with the order form below during this special introductory offer. No coupons are required. Each 5-piece place setting includes hollow-handle knife with forged blade, dinner fork, salad fork, oval soup spoon and teaspoon. And you can complete your set—from 25 different pieces, open stock, all patterns—at big savings with Betty Crocker coupons from over 125 General Mills products. A catalog showing all the pieces, plus more than 200 other items available with Betty Crocker coupons, will come with your place setting. Betty Crocker coupons mount up fast! Get them [illegible] Bisquick, Betty Crocker Mixes, Big [illegible] General Mills products. If [illegible] return it within 10 [illegible]

Usually your investment is locked in and the land can't be sold quickly.

Buying a finished lot (with utilities, roads, water) for a future homesite, has fewer risks. In many parts of the nation, a developed lot purchased 10 years ago is worth three times as much today. The value of well-selected homesite land in California has shot up an average of about 15 percent a year. Thus, buying a lot now for a house you're thinking of building a few years later should save you money in the long run. Calls for choice homesites are expected to continue through the 70s.

Snares in buying any land lie in such overlooked problems as improper drainage, lack of water or drastic zoning changes. For instance, you could buy 2½ acres in a half-acre zoned area, allowing for five building lots. Perhaps a year later, the town rezones for two-acre minimum. Only one house can be built on your land, which may now be worth only half of what you paid. Obviously, you're least likely to go awry on "pre-developed" land where use for building sites is in the offing.

THE SECOND HOME

Land can also be bought as an investment in a projected second home or vacation retreat. More often, Americans are buying ready-built seasonal homes on a lake, in the mountains or at the shore. The shift, these days, is away from isolated weekend hideaways to vacation homes in planned resort communities within reach of major cities. "The average well-built second home at or near recreational amenities should appreciate in value between 7 and 10 percent a year," says Eugene L. Colman, the low-keyed entrepreneur of Mt. Snow's Dover Hills, Vermont, "In 1967 we sold vacation-home land for $1500 an acre. Today, we're getting an average of $7000 an acre."

Many families believe a vacation home just about pays for itself. That is, if they count what is ordinarily paid for vacations at a hotel or trips abroad, weekend jaunts, summer cottage rentals and camp for the youngsters. Moreover, there is possible income from renting the house. At Jamaica Beach on the Texas Gulf Coast, moderate-income owners have recouped their entire investment in a few years by renting for the summer. At Mt. Snow, a winter rental of four months may run as high as $3500 while the non-skiing owner enjoys the home the rest of the year.

Financing a vacation cottage is tougher than for a first home and interest rates are higher, the term shorter, more cash is called for. Many banks regard a seasonal home as a luxury. Cabins in remote areas are not considered good security risks. But local banks, especially in California and New England, are friendlier to year-round vacation homes at a complete leisure-time community, particularly where the builder or developer obtains the mortgage for the buyer. The Federal Housing Act passed last year permits FHA mortgages up to $5000 for eight years on vacation homes, but savings and loan guidelines still have not been fully worked out.

World's Fastest Way to Remove Stomach Bulge!

Designed by a leading physician to help carve inches off your waist line (without diet or weight loss) *in less time than it takes you to smoke a single cigarette every day!*

How? *In a completely different way than you have ever dreamed possible before...* as easily and logically as this:

Builds You An Invisible "Muscle-Girdle" That Automatically Holds In Your Waist-Line AT THE SAME TIME THAT IT STRENGTHENS YOUR LOWER BACK!

Quite frankly, the development of this SLIM-WHEEL is based on this simple fact: That the Number One Sign of Ageing (and the Number One Cause of the low-back pain that makes you *feel*, as well as look, ten years olders than your age) *is the bulging, protruding, bloated-looking stomach that sets in in your twenties-and destroys your posture, your appearance, and your vitality from that moment on.*

What causes this bulging stomach? *Gravity!* The fact that the older you grow, the more gravity *pulls down* your internal organs—presses them against those weak stomach muscles—draws your lower spine forward, twisting it hopelessly out of line.

And what can you *do* about this bulging stomach, to pull it hard and flat again, *permanently?* Only one thing, of course—EXERCISE! *The kind of exercise that builds you a permanent muscle-girdle clear around that vital mid-section—that coaxes those internal organs back where they should be—that straightens that terribly-vulnerable spine right up again—and then gives you the DAY-LONG HOLDING POWER to keep that mid-section flat and hard and firm and straight, right up until the wee hours of the morning, if you decide to go out and do the town!*

Now, there are dozens of good exercises that will do this for you. But — *until today* — almost all of them had a "hidden handicap" that kept them from giving you the *real* benefits you need for your stomach!

You could, for example, jog. *But jogging is mainly an exercise for your lungs and legs,* and you would have to religiously use it for *at least a half hour a day* before it could pull in your stomach.

You could try knee bends, toe touches, and other standing exercises. *But they still take ten to fifteen torturous minutes a day, and they can easily injure your back.*

Or—even better—you can try sit-ups or a slant board. Ten minutes a day will do here. But again, *all your weight is focused right on that lower back* —and you *can* be terribly hurt.

Or—now, this very next week, and entirely at our risk—*you can try a completely new kind of CONDENSED exercise, in which you exercise ONLY the great holding muscles of your center stomach... in which NOT ONE OUNCE OF WEIGHT presses down on your back... and which you are ABSOLUTELY FORBIDDEN to do more than two or three easy minutes a day!*

It's as simple as this—

First You Warm Up For 30 Seconds.
Then You Exercise For 60 Seconds.
Then You Admire Yourself All Day Long!

This Muscle-Girdle Exercise Plan consists of a simple wheel with a handle through it, and an ingenious, medically-developed and medically-proven idea.

What you do, every morning for two exhilerating minutes, is this:

You put the wheel on the floor and stand above it. Take a deep breath and greet the morning. In two minutes you'll be in your shower or at breakfast, and it's going to be a wonderful day. *You'll prove that to yourself in the next ninety seconds.*

Now, put your hands on your hips and do the simple shoulder warm-up we show you. You do it three times with the left shoulder, and three times with the right. You don't bend from the hips. You don't twist your spine. There is no conscious exertion. You won't even take a deep breath. *But you will have warmed up and loosened your stomach muscles; you will feel better, and you'll be ready to zip right through your real exercise.*

Now get down on your knees. Take the handles of the SLIM-WHEEL in your hands. Roll out the wheel as far as you can comfortably stretch, in the way we show you. Then roll it back again. *That's it! You've done it!* Five more times in the morning ... six times at night ... *and you're finished!*

(Later, you'll work your way up to twenty times. To do any more would simply be ridiculous.)

Now—what happened in those five or six little wheel-out, wheel-in exercises? Quite simply, *you have stretched tight, automatically, without your own conscious effort, muscles in your stomach and back that you may not have exercised for years!* You will absolutely FEEL the effect of that stretch the first time you roll that wheel out! It is NOT a gentle feeling! *It is a feeling of firmness and hardness and good strong exercise (and, above all, CONTROL) so exhilerating that it may be difficult for you to stop with a mere five or six roll-outs!*

But stop you must, because that's all you'll need at the beginning! *Because this exercise will only work for you if you do it EVERY SINGLE DAY!* And that's why it's been made so simple ... so easy ... so quick! *So you can do it every single day in less time than it takes you to smoke a cigarette—and get every one of these benefits to boot:*

You See The Results—OVERNIGHT!

Of course you'll look slimmer, in a mere week or two. Of course you'll have to start taking in clothes —one inch ... two inches ... three inches ... maybe four. Of course friends will start pestering you— to find out what kind of "diet" could take off that kind of bulge, that quickly, *without caving in your face!*

These are all the obvious benefits. *But there are even deeper and more meaningful benefits, that will stay with you for years.* There's the marvelous feeling of *control*, and looking young again.

But most of all, *there's the drain-off of back pain and back-caused fatigue that could take ten years off the way you feel!* Nothing drains vitality as much as a back that's too weak to carry you through the day! Nothing kills sleep as much as a back that's too tired to stop hurting! *And no pills, no brace, no belts will ever do as much good for your back as this continuous, gentle, strengthening, muscle-girdle-building exercise that protects you for the rest of your life!*

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And the full course is yours FREE—during this one advertisement only—*even if you return the SLIM-WHEEL for your full money back!*

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You'll remember the Christmas you gave your family a Wurlitzer piano or organ as your best Christmas ever. Because a Wurlitzer ties your family together with music . . . with enjoyment everyone can share. And music never sounded better than it does on a Wurlitzer.

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three or four years. This also applies to co-ops and some condominiums in large cities. Such apartments often offer substantial income tax advantages. For a co-op, all cash is generally required, above the mortgage granted to the co-op as a group. A bank, however, may give you a personal loan on collateral such as stocks or bonds. An individual mortgage is more feasible on a condominium apartment, which is owned outright. In resort areas like some of those in New England, mortgages for $25,000 second-home condominiums are obtainable on a 25 percent down payment.

WHEN TO BUY

Whatever the property investment, is now the right time? "Young couples should buy a new home now, rather than wait and see," advises George Hitchings, an economist at C.I.T. Financial Corporation. Waiting for building prices and mortgage interest rates to relax or slide down seems to be an exercise in wishful thinking. The consensus of financial experts points to a prolonged period of high interest rates. Nationwide, building-material costs have been soaring. Thus far this year, wages in certain building trades have mounted approximately 15 percent.

It's reasonably safe to predict that property values will continue to outleap living costs. Across the country, during 1967 and 1968 prices of homesite land, for example, advanced almost 10 percent a year, compared to an average annual rise of 4.2 percent in consumer prices.

By and large, property has proved to be a better hedge than investment in common stocks. One study, based on U.S. Bureau of Labor Statistics and Dow Jones averages, shows that over a 20-year period funds put into real estate in a New England resort area rose about three times as much than if they had been invested in common stocks. Moreover, owning property provides income tax deductions from mortgage interest and realty taxes.

"If we ever get into a runaway inflation," Curtis Hagen reminds us that "a house is good security. With the interest fixed, the mortgage can then be paid off with relatively cheap dollars."

Evidently it's not too late to cope with creeping inflation by buying property, particularly for the long haul. But in the long run sound investing in real estate calls for thorough investigation, canny judgment—and maybe some kind of crystal ball. END

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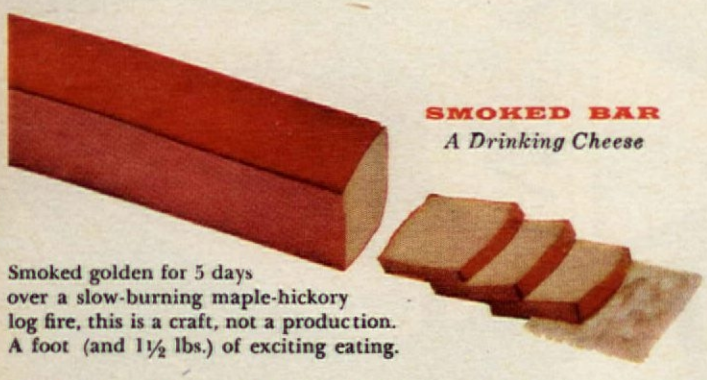

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Cone (white with blue, left)	61,046	$1.49ea.	$___
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NEWS & NOTES

There are many moments of pleasure during the holiday season. Certainly one of them is coffee time, whether it is the first morning cup or the one at the end of a memorable meal—a special coffee brew with a glorious little cake. For example, it would be a pleasant experience to be served café brûlot in a New Orleans home where the gracious traditions of hospitality are lovingly preserved. In one home, the traditions for this ceremony have been handed down for generations. A large 18th-century silver tray holds a wide china brûlot

bowl, demitasse cups and a gleaming silver ladle. There are little china containers for thin slices of lemon, orange rind, spices, small lumps of sugar and brandy that go first into the bowl. Over and over again lumps of sugar and brandy are ladled out and set aflame, then carefully put back into the bowl until the entire surface is covered with blue flames. Then, a little at a time, the hot strong coffee is added and the mixture is gently stirred until the flame dies and the brew is ready to be ladled into the special demi-tasse cups.

We like the idea of baking our French toast instead of frying it. Beat 4 eggs slightly; stir in 1 cup of milk and ½ teaspoon salt. Pour into flat, shallow dish. Dip 6 slices of day-old bread in the mixture, turning to allow both sides to take up liquid. Place on well-buttered cookie sheet and pour ¼ cup melted butter over tops of slices. Bake at 500° for about 8 minutes. Turn slices over and bake 5 minutes more or until golden brown. Serve hot with butter and syrup.

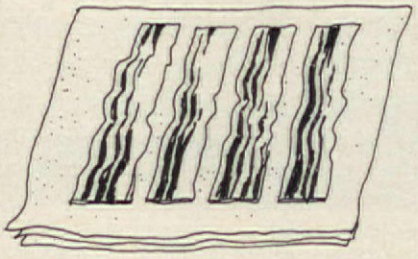
Add the pizza craze to another trend, toaster cookery, and you'll come up with Toasta Foods' newest discovery: Toasta Pizza. A new process holds the pizza ingredients in vertical suspension, so there is no drip or running to the bottom of the toaster. This one is open-faced just like a regular pizza. All the others are sandwich types. Available in cheese (80¢) or sausage (90¢) in cartons of 6. The kids should go for them!

The new massager from Saunda, Inc., Masseuse, has a handle that makes it easy to reach any part of the body with the unique quilted massaging head. It is approved by the Underwriters Laboratories, and sells for $25.

The new Eureka upright vacuum is engineered to adjust suction automatically no matter how high or low the carpet nap. It sells for around $140.

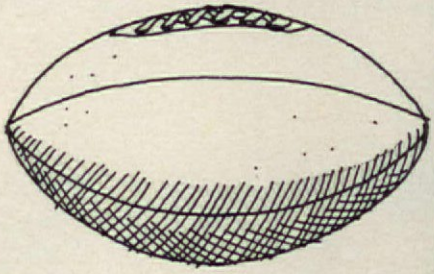
Sunbeam's new automatic 12-cup percolator is made of glass. Its features include a strength selector; stainless-steel pump, stem, basket, well and base; snap-tight top; coffee-level numerals and a large comfortable handle. The glass vessel is removable for easy cleaning. About $20.

An automatic bacon cooker from Westinghouse called the Bacconer was designed to cook up to eight slices of



extra-thin to extra-thick slices of bacon in five to ten minutes. It looks like a toaster with a control that has infinite settings for varying heats. It will be available in markets throughout the country in late 1969 or early 1970, and will sell for around $22.

The National Football League invited us to lunch at New York City's St. Regis Hotel to tell us about the foods that are served at their players' training tables. (What we didn't tell them was that we were busy planning our own menus to



serve to their fans at tailgate picnics during the football season; see page 100.) At the luncheon we ate some of the foods the players eat while they are in training: shrimp and avocado salad, black bean soup with garlic-flavored, shredded-wheat croutons, ham pie, banana raisin bread and coffee. (Who says training is rough?) New York Giant players, Pete Gogolak, Ernie Koy and Steve Wright answered questions—both football and nonfootball, sensible and nonsensical.

Nicholas Roosevelt has this very important message about seasonings in his book, *Good Cooking*. "Just as anyone who wants to paint a picture must have many colors, or a mechanic must have a variety of wrenches and other tools, so the person who wants to cook well must have on hand those seasonings with which simple dishes can be improved. This need not mean a large outlay, either of space or money. Nor does it demand such luxuries as truffles, *foie gras* or caviar. But the right seasonings can point up so many well-liked dishes that to be without them is a serious handicap. In the final analysis seasoning is the decisive factor in good cooking. Rarely is a dish served which hasn't been seasoned—if not with anything else, then at least with salt or sugar. The skill with which seasoning is carried out plays a major part in the success of a dish." (continued)

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t not Thanksgiving.
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Cranberry Holiday Salad

packages (3 oz. each) Jell-O Orange Gelatin
cups boiling water
teaspoons grated orange rind
can (16 oz.) jellied cranberry sauce
can (8¼ oz.) crushed pineapple, drained
cup diced celery

olve gelatin in boiling water; add
ge rind and cranberry sauce. Chill
l thickened; stir in pineapple and
ry. Pour into 1½-quart mold. Chill
l firm—3 to 4 hours. Unmold on crisp
d greens. Makes 10 to 12 servings.

Cranberry Festival Salad
(Shown above)

- 1 package (3 oz.) Jell-O Wild Strawberry Gelatin or any red flavor
- 1 cup boiling water
- ¾ cup cold water
- ½ small orange, unpeeled
- 2 cups raw cranberries
- 1 medium apple, diced
- 3 tablespoons sugar

Dissolve gelatin in boiling water; add cold water. Chill until thickened. Cut orange in wedges and remove seeds. Put orange and cranberries through food grinder; mix in apple and sugar. Fold into thickened gelatin. Pour into 3-cup mold or individual molds. Chill until firm. Unmold on lettuce. Makes 6 servings. Recipe may be doubled for shallow 1½-quart mold.

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On developing discriminating taste in food

There is a challenging paradox in food attitudes that exists today: At one and the same time there are children who think milk originated in waxed cartons but who also know all about the energy foods, fruit bits, toast squares and meat tidbits that our Apollo 11 astronauts took to the moon with them. We are in the midst of a revolution, both in the supermarket and in the kitchen—convenience foods are leading the uprising against time-consuming, old-fashioned ways; we must learn to compare the two.

It was not many weeks back that I found myself involved in a rather lengthy discussion of food tastes and standards. The gist was how can one tell the difference between good food and mediocre (downright lousy) food and is there any compromise in this vast range of taste? In my opinion, there is no compromise. How can one compromise with mediocrity? Food is either good or bad—no in between. This is true whether you are cooking from scratch, buying a convenience food or dining in a restaurant.

It is really a very difficult question to tackle because everyone's taste varies and for different reasons. As for cooking from scratch, some like food overcooked, others like it undercooked, some hig spiced, others bland. Taste is develo by one's sociological background, scope of travel, ethnic knowledge exposure to variety and cultures.

There *are* ways to measure good ta I like to call them built-in standa That's what recipes are for. A good well written and followed precis should give you repeated and perfect sults time after time (all other thi being equal—a good range, proper u sils and correct techniques). On other hand, you must experiment taste-test, and develop your own s dards as you learn to be more creat Once you've mastered a recipe t nique, don't be afraid to try this that, to add or delete. Get to know difference between underdone and o done and "just right." Learn the sub ties of flavoring, the nuances of sea ing and aroma and contrasts of text Discover how the temperature at w foods are served affects their taste.

On the other side of the coin, there over 7000 quick-preparation foods, quiring little or no preparation at that allow us to widen our repertoir menus and recipes. But there seem be a growing tendency to compare taste, aroma and texture of convenie foods to those prepared from scra You really cannot and should not do because it is impossible to prepare on a mass-produced scale, with the essary additives to prolong storage create flavors and, expect them to t like prepared foods. Time-saving tures, consistent results and storag pantry or freezer are the worthw standards for which convenience f were primarily designed. Some pe use these foods almost entirely beca they say, "I don't like to cook and is better than I can make from scrat

And there are the second- and th generation mothers today who hav other criterion upon which to base t food standards except those of the venience foods on which they were ra Some have never enjoyed the pleas of a freshly brewed cup of coffee, n from freshly ground coffee beans. S actually prefer instant coffee. Now t is freeze-dried coffee which tastes b than instant coffee. Compared to way some people brew fresh coffee, instant is heaven! Everything is rela Some have never experienced the jo a perfect rice pilaf, fluffy but (contin

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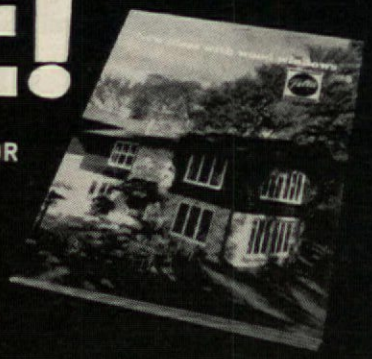

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Discriminating Taste continued

with substance, seasoned as only their personal taste dictates. Some will never know what the real taste of a vanilla pudding is, made with a vanilla bean, savoring the true essence of a creamy, smooth texture. Can you judge canned versions without trying the original?

It is nice to know the differences and accept (or not) each on its own merit. The sad commentary is that some people will never really care to know the differences, while others will go to great lengths to seek perfection. We can separate women into three kinds of cooks:

1. *The open, heat and eat set:* They want to spend the minimum of time in the kitchen. Cooking is a necessity and little more, so they serve precooked foods that you simply open and heat—frozen fried chicken, a TV dinner.
2. *The embellishment set:* They are essentially purists who have accepted change. Time is a factor to them, yet their standards will not allow them to compromise completely. They will accept certain of the better convenience foods and add embellishments. They will shortcut the classics, using a yeast roll mix to make a baba au rhum or instant potatoes to make Duchess potatoes.
3. *The purist set:* This is the classical cook who insists the original way is the only way and follows the recipe exactly.

There seems to be all kinds of cooking in today's way of life. It is a comfort to know that you can pluck a package of pie-crust mix from the pantry shelf, embellish it slightly and come up with a delectable French pastry. Security is knowing you can use a white-cake mix and create an almost perfect Lady Baltimore cake. Or that you can make a better biscuit from a package if your own technique is not up to par.

On the other hand, think of what you might have missed by not knowing how the original was made or how it is supposed to taste. Discovering these differences and developing your own educated tastes can be a source of consistent culinary pleasure. Just as one's taste in wines grows from sweet to dry as it becomes more discerning, so will one's comparisons of tastes in convenience food versus those prepared from scratch become more sharply critical.

One final reminder: Don't compare the taste results of a recipe cooked from scratch with the same food out of a can, package or jar. Find your own measurement of "good taste" based on time-honored recipes. Then develop your own good standards. Virginia T. Habeeb

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By Mary Anne Guitar

THE TURN-AROUND YEAR

In 1969 major victories were won in the battle to improve the American landscape.

Michael Gross

As Americans sit down to Thanksgiving dinner this year they have much to celebrate. Not only did we land a man on the moon, but we began to make earth more livable.

It was a turn-around year for all who had written the home planet off as polluted, ravaged and just plain abused. Mercifully, we stopped talking about what was wrong and began doing something to set it right. Surely, that is cause for thanksgiving. As the 60s close, we might well pause and count up some of the surprises, the big wins, the credits on the balance sheet.

Saved: Kentucky's Red River Gorge, called by some the "Grand Canyon of the East." Thanks to strenuous efforts by Kentucky's Senator John Sherman Cooper and Governor Louie Nunn, plus protests from the Sierra Club and Audubon Society, the Army Engineers abandoned their plan to build a dam there that would flood the gorge.

Pushed: The GIVE A DAMN campaign by the New York Urban Coalition. Like the other 43 coalitions (of business/labor/community leaders), the New York organization is out to bridge the gap between the haves and the have-nots. John Gardner, chairman of the National Coalition, says, "A common piece of ground to stand on is an immensely powerful and effective thing."

Suspended: DDT by the Department of Agriculture pending study of its toxic effects on wildlife and man.

Spared: Storm King Mountain and the Hudson River from Consolidated Edison's proposed power plant.

Stopped: The controversial Lower Manhattan Expressway in New York City fought by such advocates of sensitive city planning as Ada Louise Huxtable and Jane Jacobs.

Killed: The New Orleans Expressway which would have run through and destroyed much of the character of that city's historic French Quarter.

Launched: A Citizens' Crusade for Clean Water to press Congress to appropriate $1 billion for sewage treatment.

Projected: A four-state recreation/conservation area for the Connecticut River Valley, giving New England a much needed national park.

Proposed: A cabinet-level post for Human Environment and Natural Resources. Senators Ribicoff, Muskie, Jackson and other legislators are all offering some variation of this idea.

Pioneered: Overview Group by former Secretary of the Interior Stewart Udall. As consultants on ecology and planning, his experts will devise strategies to keep natural resources from being destroyed by industrial growth.

Clearly this has been a banner year for the citizen conservationists, the ones who send the telegrams, wear Ban DDT and Keep Mineral Spring Natural on their bumpers, raise the cash for Sierra and Audubon, nag their public servants to be better stewards of the nation's treasures. They include celebrities such as Pete Seeger and Arthur Godfrey who cry the conservationist's call like modern-day Paul Reveres. Pete Seeger sailed the polluted Hudson in a sloop called the Clearwater all summer, rallying citizens along its shores to a cleanup campaign. Arthur Godfrey flies around the country making speeches on pollution, directs his foundation's funds into ecological research. He is dead serious about how much needs to be done, says simply, "Let's not look for a scapegoat. No person or group in particular is to blame. We are all equally culpable. Now that we know our mistakes—somebody had better start doing something."

Government agencies, large organizations and public firms are not the only forces at work improving the quality of the American scene. The country is alive with quiet doers, people who care, people like you who can perform small miracles in their own backyard. We'd like to say thank you to just a few of them. Their energy, imagination (continued)

Right in your dishwasher.

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

Even in the hardest water.

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Dishes and glassware will come out spotlessly clean.

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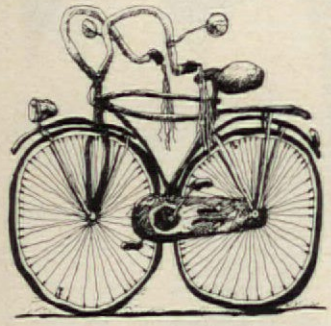
PUT A CHEMICAL BRUSH IN YOUR DISHWASHER.

and dedication made this world a better place in which to live this year.

Harry L. Coe is now known as "the bicycle man" in Seattle, Washington. When he was a boy Coe used to pedal around town with ease. After he retired he set out to chart a protected network of cycling trails so that youngsters could enjoy what he had once known. He persuaded the city fathers to lay out the routes, put together a pamphlet showing



points of interest for cyclists and pushed for Bicycle Sundays, closing streets to automobiles. An engineer by profession, he went at the project with precision but what really got it rolling was his enthusiasm for the outdoors.

George Millar Jr., executive director of the Little Rock (Arkansas) Housing Authority persuaded local merchants to finance a portable park. Complete with benches, trees and flagstone, it is being used to brighten up an urban-renewal site, will be trucked to another project when this one is complete. Millar talked businessmen out of "asphalting everything for a giant parking lot." The park was his idea instead. "We thought we ought to have some beauty," he says.

Mrs. Ruth Wright of Boulder, Colorado, has sparked a drive to acquire Enchanted Mesa, a 160-acre tract in the foothills. She was also a prime mover in the Citizens for Greenbelts Committee, an action group that has pressed successfully for open-space acquisition by the city. The point, says Boulder's city planner is "to provide an environmental quality of openness." To Mrs. Wright goes a good share of the credit for keeping Boulder clean and green.

Jocelyn Shaw, housewife and mother of three, set up a year-round conservation-education program for the children of Fairfield, Connecticut. She started with "one school, one teacher, one principal and one botanist." Last year she and her 41 volunteers guided 2000 children and their teachers (from 14 schools) on a continuing ecological tour of the Old Mill River. "They learned how the Indians lived, saw the dramatic change in the river when it was used for power." Mrs. Shaw wants to dramatize the relationship between man and nature. "You just feel that this kind of program should be in every community. When you get right down to it, what's ruining our environment is our own values. You can't just look and say, 'This really turns me on.' You've got to try to save it."

Mrs. Clark Kerr has formed a citizens' organization to Save the San Francisco Bay. The movement has enlisted some 13,000 members since 1961 and this year the campaign was won when Governor Reagan signed a law to protect this beautiful and historic waterfront from uncoordinated land-fill operations and from dumping.

Dr. Samuel F. Hulbert, a Clemson (N.Y.) University professor is developing a new bottle which will "hydralize"

and after a few days turn into a puddle of water. What a breakthrough when you consider the tons of glass that must be disposed of each year. Now, if only Dr. Hulbert could do something about cans, cardboard and plastic.

Dr. George Georghiou has been recording the mating call of the beet leafhopper in his lab at the University of California. Once he gets it down pat he hopes to lure female leafhoppers into a trap and thereby eliminate the need for insecticides. Two other scientists at UC have discovered that sticky weed seeds can kill mosquitoes by the millions. "The potential is rather fantastic," said Dr. Eldon

L. Reeves. "Theoretically, a pound of seed could eliminate as many mosquito larvae as are produced by four acres of marshland."

Herbert H. Mills, executive director of the World Wildlife Fund, gleefully announced the acquisition of 5000 acres of South Jersey marshes this year, saved from draining, dredging and over-development. Mills says, "The miles of water courses running through these marshes will provide healthful recreation areas for fishermen and boatmen."

Helen Mary Williams, who is a Pasadena, California, teacher, wanted to expose ghetto children to the great outdoors. Twelve years ago she and three other adults started Outward Bound Adventures which has since led 50,000 youngsters from Watts and Spanish-speaking East Los Angeles into the desert, up the mountains, onto the beaches. Mrs. Williams says "we did it because we were interested in total conservation and people are our most valuable resource. People in ghettos are prisoners. They don't know about parks and seashores. We want them to know there is something in the world that is worthwhile and that it can belong to them if they care to make it theirs."

These are only a few of the doers, the movers and shakers, the people who make things happen. We invite you to send in your own nominations. We'd like to know about the people who care, whether they are housewives, scientists, politicians, garden club members, Scouts, businessmen, inventors. If we could spread their good ideas, help them take hold, the world could be a cleaner, more beautiful, happier place. END

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But you can still tell him a thing or two. For instance: Lark's Gas-Trap™ filter reduces certain of those harsh gases by nearly twice as much as any other filter on any other popular brand!

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Here's your Pièce de Résistance: tell him Lark's Gas-Trap™ filter is patented (U.S. Patent No. 3,251,365) so it's unique—just like him.

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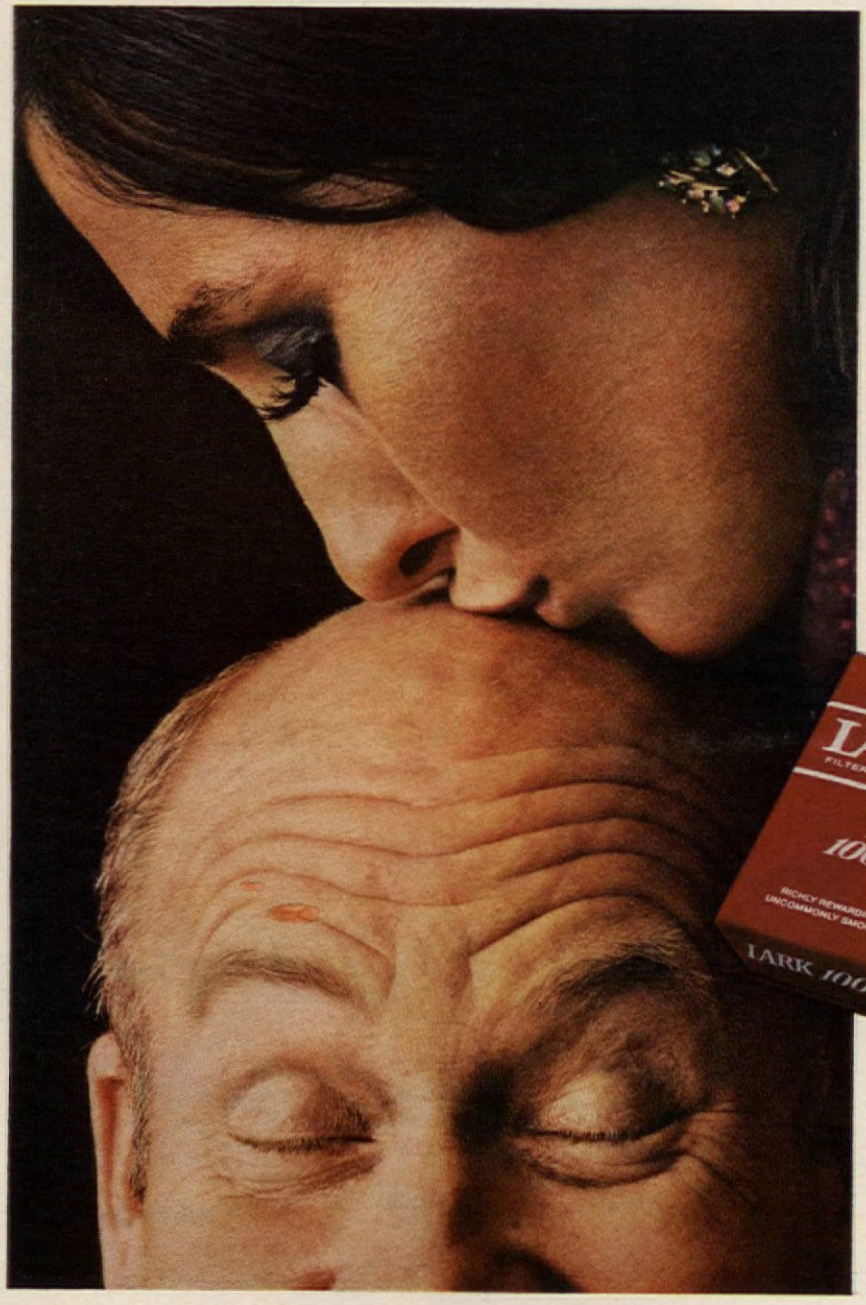

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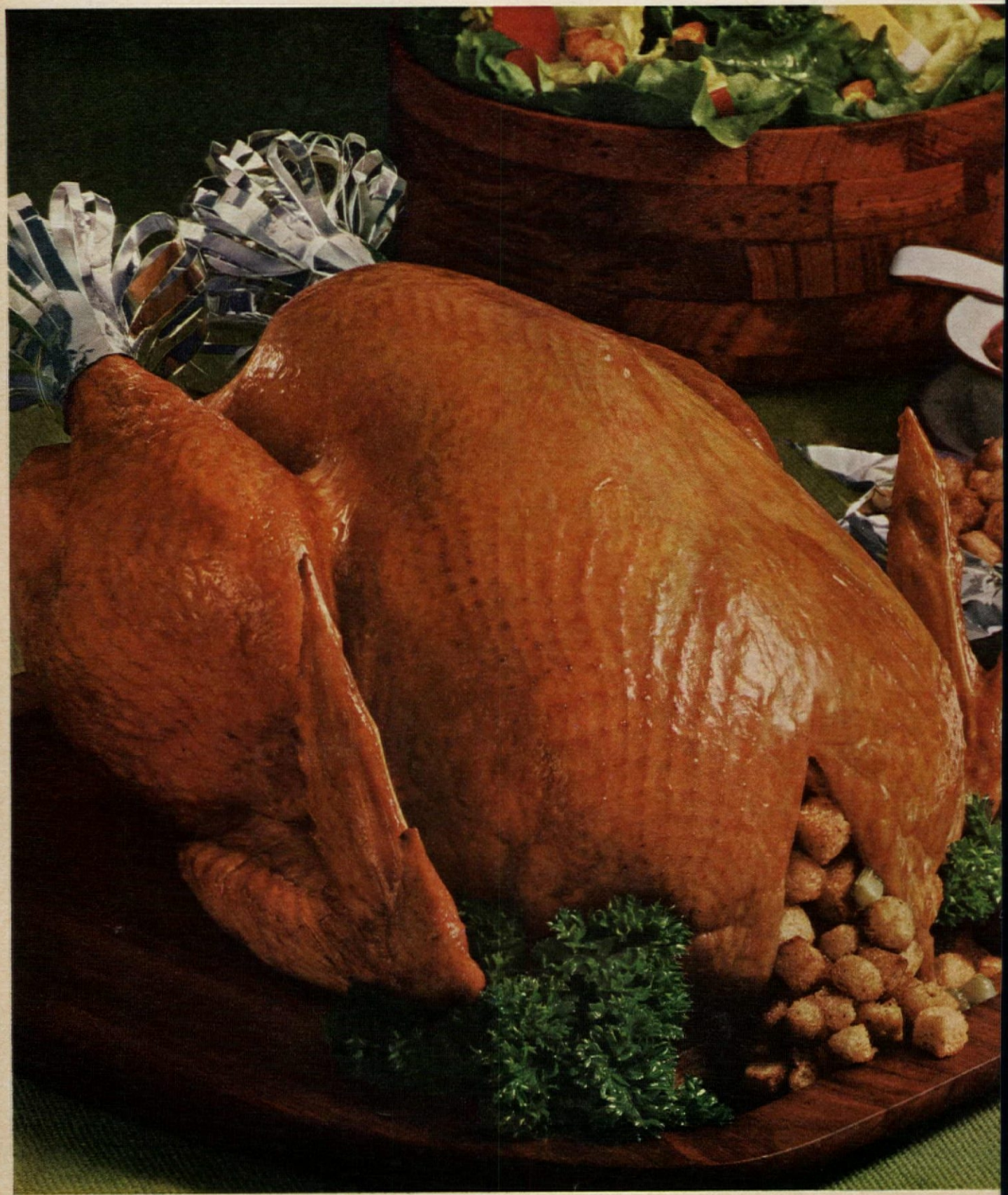

easy modern way, stuffing.

Easy directions for stuffing and roasting on Kellogg's Croutettes packages.

1. Stuff your bird with perfectly-seasoned Kellogg's Croutettes Stuffing.

Here's real old-time stuffing that's even tastier than Grandma used to make. So easy to fix, too. You start with Kellogg's® Croutettes® Stuffing Herb Seasoned Croutons, the modern croutons with the old-fashioned flavor of eight different seasonings. They're made from herb-seasoned bread baked especially for Kellogg's Croutettes, then neatly cubed and slowly oven-toasted. All you do is add liquids and the stuffing is ready to "pop" into your bird.

Festive Suggestion: Most families want more Croutettes Stuffing than their bird will hold, so satisfy 'em all by baking some foil-wrapped "Stuffin' Muffins", too. The easy recipe is on the Kellogg's Croutettes package.

2. Roast it golden brown the easy, no-baste way under a "tent" of Reynolds Wrap®.

Your turkey browns beautifully, stays moist and tender, when you roast it under a "tent" of Heavy Duty Reynolds Wrap. The foil eliminates the need for basting and prevents oven spattering. And, if you line your roasting pan with Heavy Duty Reynolds Wrap, you'll save yourself a scouring job. What could be easier?

Strong, tear-resistant Reynolds Wrap is Oven-Tempered for Flexible Strength.

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1-2-3 GUIDE TO BUYING LAUNDRY APPLIANCES

By Stanley Schuler

It used to be easy to buy laundry equipment. All you had to decide was whether you wanted a wringer washer or a spinner; and from then on it was just a question of which make you liked best. Dryers, of course, didn't exist, although there was a marvelous ironing contraption called a mangle which has since gone the way of the dodo bird.

Things are different now. When you set out to buy a washer—an automatic, naturally—or a dryer, also automatic—you must consider more than just the makes and features available. You should also consider what you have to launder and what kinds of laundering aids you like to use.

How come things have gotten so complicated? Because, everyone in any way connected with laundering is coming up with a stream of wonderful new ideas. The textile industry is introducing new fabrics and fabric processes. The soap and detergent industry is introducing new kinds of cleaning agents and fabric conditioners. And the appliance industry not only must keep up with what the textile and soap people are doing, but is also introducing new features that it dreams up on its own.

No wonder that a young homemaker who wanted to buy a washer said to us: "I simply don't know what I need."

Here, based on our tests and research, is a one-two-three suggestion that should help you make your own decision.

1. Take a look at your laundry basket. What do you find? Cottons, linens, woolens, silks, nylons and acetates, of course. You've been laundering them for a long time, and the way you did it in the past is pretty much the same way you do it today. In other words, these fabrics do *not* require washers and dryers that are very different from the ones you purchased in 1960. But look at the new fabrics and fabric processes that have come along. Several have unusual washing and drying requirements.

Permanent press, for instance: Items made of permanent-press fabrics are filling a bigger and bigger part of the laundry basket, and for one very simple reason—they do not need ironing.

That is, they don't need ironing if you wash and dry them properly. This, alas, is no toss-them-in-and-pull-them-out process. To keep permanent press fabrics from setting undesirable wrinkles and creases to which they cling stubbornly thereafter, three things are important: First, you must not overload them into your washer and dryer. Second, they should be allowed to cool down at the end of the drying cycle. (It is also highly desirable to let them cool down in the washer at the end of the rinse cycle.) Newer machines, as you will note later on, will accomplish this. Finally, they must be removed from the washer and then the dryer as quickly as possible.

Textured polyester knits and laminated fabrics, two other new items that are found in the laundry basket, are laundered in the same way.

So is *washable rainwear.* But in this case an additional precaution is called for: You must rinse the garments extra well. If you don't, the water repellent with which they are treated will become less repellent and more absorbent.

Two more new textile developments you should at least be familiar with are *Qiana* (by DuPont) and a whole lot of *nonwoven fabrics* made, like felt, by bonding fibers together rather than by weaving. These, however, have no effect on your choice of laundry equipment today. Qiana is a nylon, and although it has the lustrous appearance and feel of the most beautiful silk, it is laundered like ordinary nylon. The nonwoven fabrics, as presently made, are not washable. This situation will undoubtedly change, and when it does appliance manufacturers may have to make further changes in their equipment. But that's a bridge still to be crossed.

2. Take a look under your laundry sink. Do you see some new laundering aids tucked in among the old? You bet.

Fabric softeners, for instance. In five years, more or less, they have come from nowhere to a point where they are now used by better than half of all owners of automatic washers. Dispensers on many washer models save the bother of adding softeners at the proper time.

Enzyme presoakers. Everyone seems to be talking about them—even at cocktail parties. That's a good indication of what they will do. However, there is some divergence of opinion: Understandably, the people (continued)

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One day it'll happen. You'll wake up and notice your eyes are puffy. Again.

And you'll notice those things people call laugh lines are turning into those things called "crow's feet"

That's the day you'll either start to panic, or the day you'll start to take care of your eyes.

Jaquet Crème Appateer (eye cream) is a corrective treatment that reduces puffiness and excess dryness. And, a treatment that only takes a few minutes, together with Jaquet's specially medicated eye pads, will make you look younger not only by smoothing away tiredness and puffiness, but by helping to turn those "crow's feet" back to laugh lines.

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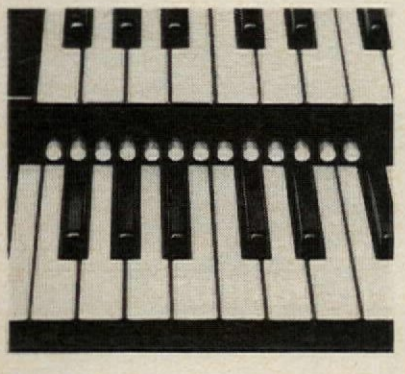

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Here's all you do: Flip a switch, touch a foot pedal. The chord plays. Pressing one pedal after another, you can play an entire chord progression without ever touching the keyboard.

Want to start learning the chords? Flip a different Show-Chord switch and small lights above the keyboard signal finger positions. Conn's exclusive Show-Chord helps you learn to play the right way.

Conn has a whole bundle of easy-play, fast-learn features, including a new built-in automatic rhythm unit called Min-O-Matic.

And the tone? It's what you'd expect from the people with the finest reputation in the music business. Send the coupon. We'll rush a free record to you that has the proof of Conn's tone excellence. And literature you should read before you buy *any* organ.

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Made by C. G. Conn Ltd., Elkhart, Indiana, world's largest manufacturer of band and orchestral instruments . . . since 1875.

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making presoakers are more enthusiastic about them than appliance and textile manufacturers. But even the latter agree that these are genuine aids—especially to get rid of protein stains.

Enzyme-active detergents. These detergents also contain enzymes and other additives to aid in soil removal.

Bleach. For liquid chlorine bleach users, dispensers on washers help in the addition of the bleach at the proper time.

3. Now take a look at the washers and dryers available today. You'll find you can launder everything in your laundry basket, and you can also take good advantage of those new laundry aids under the sink. And you can make wash day easier in other ways too.

Permanent-press cycles have been added to all but the very simplest dryers and washers. In dryers, the drying cycle is extended to give a ten-minute cool-down period during which tumbling continues but the heat is turned off. This prevents wrinkles that might appear if hot permanent-press articles were allowed to cool off in the bottom of the dryer drum. It is the most important single permanent-press feature to look for in laundry appliances.

For the benefit of forgetful homemakers, some dryers sound a signal at the end of the cool-down period as a reminder to remove the laundry from the drum at once. And a couple of dryers even go so far as to sound a reminder signal every five minutes for two-and-a-half hours after the cool-down. Between signals the dryers start up again and fluff the clothes for a few seconds.

Washers have a comparable permanent-press cycle. In these, however, cold water is injected near the end of the final rinse. Then, after the clothes are spun damp-dry, a signal sounds.

Washer flexibility has been increased once again. One of the marvels of modern laundry equipment has long been its extraordinary flexibility. In washers you can adjust the water level from minimum to a tubful. You have a choice of five water temperatures: hot, warm and cold wash; warm and cold rinse. You can change agitator and spin speeds. And, of course, you have several cycles in addition to permanent-press.

In dryers, you can select different cycles and heats. You can tumble-dry or dry at lowest heat in a stationary drum.

All these features have been developed over the years to allow homemakers to wash and dry more and more kinds of articles—from the sturdiest dungarees to gossamer handkerchiefs. And now, a new kind of washer flexibility has been introduced: agitator flexibility.

This is provided in completely different ways by two manufacturers. One uses adjustable agitator vanes. You just twist the top of the agitator and the vanes extend or retract to give four different wash actions ranging from vigorous to gentle. In the other case, the washer has two agitators, one nesting inside the other. The outer agitator, which is used for normal washing, lifts off to expose the inner agitator when you want to wash delicate fabrics.

Capacities are up—and down. Not so long ago the biggest washers and dryers handled 12 pounds of clothes in one load. This year there are many makes that handle 18, although the dimensions of the machines have not changed.

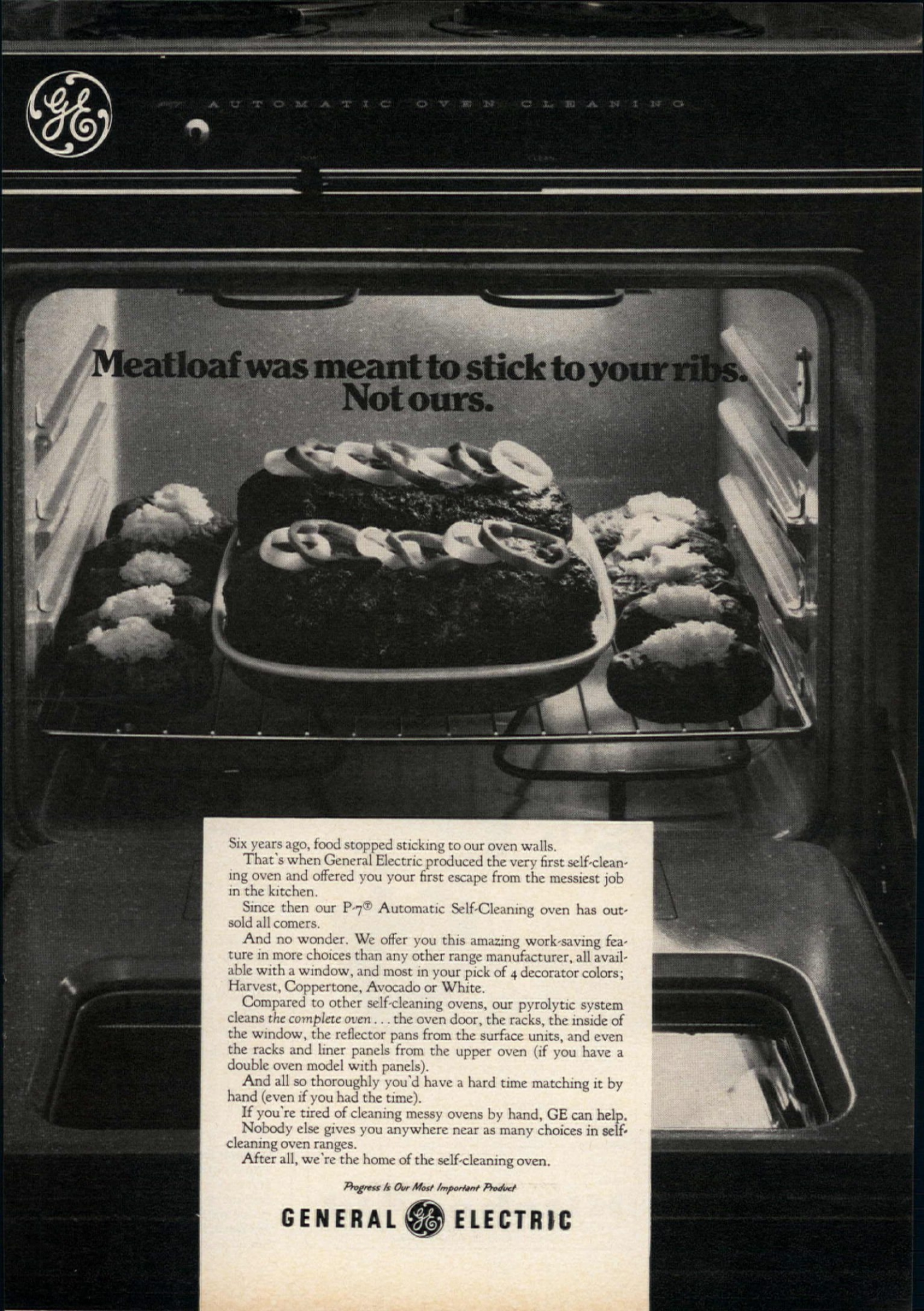
Appliance dealers selling these new behemoths sometimes claim that the extra capacity makes for better washing of permanent-press materials. But this must be put in the category of exaggerated truths. It's true that the more room you give permanent press to tumble around, the less likely it will be to set wrinkles. But if you overload an 18-pound washer, it will not do as good a job on permanent press as a 12-pound washer with a normal load. In other words, it's not washer size that counts; it's the way the washer is loaded.

At the same time that washer and dryer capacities have been increased, two manufacturers have made special provisions for you to wash very small loads in small amounts of water in their largest washers. Both washers are equipped with a small, removable tub which fits on top of the agitator post.

In one machine, when you set in the small tub, you can wash only in that tub for a ten-minute cycle.

The other machine is more versatile. In this you can wash clothes in the small tub only or in the small tub and large tub at the same time. Since there is no water transfer between the tubs when used together, you can put bleach in one and not in the other or you can wash colored clothes in one and white in the other. Each tub also has its own water-temperature control.

For good measure, a third manufacturer has just come up with a radical dryer which also allows you to handle two loads at once or separately. Standing 51 inches high (15 more than other dryers), it has a deep bottom drawer that is used for drying shoes, newspapers and other articles that can't be tumbled. In the top is a tumble-dryer. (continued)



Six years ago, food stopped sticking to our oven walls.

That's when General Electric produced the very first self-cleaning oven and offered you your first escape from the messiest job in the kitchen.

Since then our P-7® Automatic Self-Cleaning oven has outsold all comers.

And no wonder. We offer you this amazing work-saving feature in more choices than any other range manufacturer, all available with a window, and most in your pick of 4 decorator colors; Harvest, Coppertone, Avocado or White.

Compared to other self-cleaning ovens, our pyrolytic system cleans *the complete oven*... the oven door, the racks, the inside of the window, the reflector pans from the surface units, and even the racks and liner panels from the upper oven (if you have a double oven model with panels).

And all so thoroughly you'd have a hard time matching it by hand (even if you had the time).

If you're tired of cleaning messy ovens by hand, GE can help.

Nobody else gives you anywhere near as many choices in self-cleaning oven ranges.

After all, we're the home of the self-cleaning oven.

Progress Is Our Most Important Product

GENERAL ELECTRIC

Ladies and Gentlemen. Story & Clark present The White Plastic Irresistible.

It's the Play button on the cassette tape recorder built into our new organs. You can record yourself, accompany yourself, or play along with a big name band. But most important, you can play the special tape recorded music course which comes with the organs. Which has you mastering organ in five minutes. Which, (fair warning) makes our Story & Clark organs irresistible.

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Baking bread is easy. It's the kneading that's tough.

A tough job for you.

But easy for a KitchenAid Food Preparer.

A KitchenAid Food Preparer takes kneading yeast dough in stride. It has the power to knead dough for bread, pastries, rolls. As well as mix heavy batter for fruit cakes, etc.

And with optional attachments, it does more than a dozen jobs in the kitchen—chopping, grinding, shredding, to name just a few.

The KitchenAid Food Preparer (Model K45) comes in all the newest fashion colors—golden harvest, avocado, sandalwood and white. For colorful literature, send the coupon.

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Housewares Div., Dept. 9HA-11
The Hobart Manufacturing Co., Troy, Ohio 45373

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FOOD PREPARERS AND COFFEE MILLS
50 years of good old-fashioned quality.

LAUNDRY APPLIANCES
continued

Soak cycles are longer to let you use enzyme presoakers in the washer instead of a laundry tub or bathroom basin. An important point about these soak cycles should be noted, however: For enzyme presoakers to be fully effective, fabrics must soak in them for at least 30 minutes and preferably much longer. But some automatic soak cycles last only about 15 minutes, and the only way you can lengthen them is to turn off the machine and then turn it on again. By contrast, a few new washers have extended soak cycles which automatically take care of everything up to the time you think the soak should end. Then you must turn a dial to restart the washer.

Rinsing has been improved so you can be sure of getting all the detergent out of washable rainwear, diapers and other articles. In most washers, rinsing is actually a long, continuous series of actions involving deep soaking, agitation, spraying and filtering. Some washers can be set for a second rinse.

Automatic fabric softener dispensers have joined the automatic detergent and bleach dispensers you have been using for years. All top-model and some middle-priced washers have automatic fabric softener dispensers.

Top-of-the-line washers and dryers do your thinking for you. In appliance industry parlance, such washers are said to be "programmed." All you do is push a single button—for the type of load you are washing (permanent press, delicate fabrics, etc.)—and the machine automatically takes over. It sets water temperatures, wash and spin speeds and cycle sequences, then goes into action. You can relax till it's done.

Top-of-the-line dryers have electronic sensors which continuously measure the amount of moisture in the load. When the load is dry, the machine stops.

Combination washer-dryers are still with us—but just barely. In our opinion this is a shame. Combinations fill an important space need.

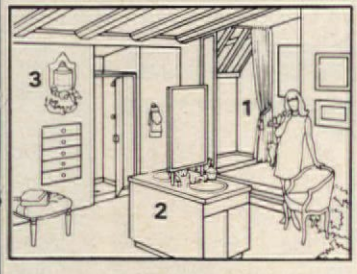
Three types are available this year for the first time: 1) Front-loading, counter-height models. 2) A full-size dryer that is stacked on top of a full-size, front-opening washer. 3) A small-size, top-opening washer with a small dryer on top. END

Manufacturers who have supplied us with information about their washers and dryers are: Barton, Blackstone, Easy, Frigidaire, General Electric, Hamilton, Hotpoint, Kelvinator, Maytag, Montgomery Ward, Norge, Philco, Sears Roebuck, Speed Queen, Westinghouse, Whirlpool.

The no-tile bath

Carpet: CRESLAN® acrylic fiber.

Create a new environment of elegance that's practical with FORMICA® brand products.



Your tile-fussing days are over. In the shower. Around the tub. On the wall. Anywhere there's moisture. Exclusive FORMICA® Panel System 202 ends tile and grout mess forever; requires no more care than an occasional sponge-down. Double-sink vanitory, surfaced with FORMICA® brand laminate, won't warp, never needs waxing or refinishing. Shown here: **1** Classic Cremo Marble pattern matched to vanitory top and Fiat® shower; **2** Rosewood pattern is keyed to walls, beams and built-ins; and **3** Sauterne Finesse on floor-to-ceiling wall.

If you're building or remodeling, look into Formica's wide selection of patterns and designs for a no-tile, no-worry bath.
Contact your local dealer or write Dept. AH 119

The Name of the Game is Living. Explore a New Home Today.®

There are other brands of laminate but only one

FORMICA® BRAND laminate

Leadership by design

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Don't let ugly water spots spoil your party.

Discover the 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 ugly spots or streaks. Try Cascade, and prove to yourself it's unbeatable.

Cascade eliminates drops that spot.

A patchwork rug on a marbleized floor adds to the pattern pile-up in this country living room. For more pattern, needlepoint cushions and a quilt are played against printed and woven upholstery and slipcover patterns. Such old-fashioned handiwork as quilting and embroidery are having a great revival today. Room was designed by Paul Krauss, A. I. D.

A VERY NOW NOSTALGIA

An open fire, patchwork quilting, needlework—the very essence of a cozy November afternoon at home in times past is also the essence of now. So are rugs and carpets, antique and modern, piled on decorated floors. Here begin seven pages of exciting new ways to use them. Children's rooms clothed in bright fabrics, Thanksgiving feasts of wild game birds and the best of red wines, football games and the picnics that go with them—these, like autumn leaves, color this warm-hearted season.

THE BIG PILE-UP

By Vera D. Hahn

Today's new look in floors is layered—rug on rug, rug on wall-to-wall carpeting, rug on tile—rug on wood—a happy mix of pattern and color, texture and shape.

If you are considering doing or redoing a floor think in terms of using more than one floor covering per room. Suddenly, even the prettiest floor looks naked without something to cover it. The rooms on these pages suggest all kinds of colorful combinations underfoot. Some are richly expensive, some are bargains. All suggest new ways to clothe your floors.

Siberian wolf rug on black-and-white wall-to-wall carpeting is country dressing for this in-town bedroom. The fur rug comes from Harmony Carpet, the plaid carpet from Stark Carpet. Apricot linen sheets, scalloped in burgundy, pick up tawny colors of the fur. Black leather bed has pewter nail-head trim. Lions are copper. Designer is Melvin Dwork, A.I.D., an associate of Burge-Donghia.

Parquet floor stained red is topped with a purple-patterned wool rug from Saxony Carpet. Color scheme, initiated by the horizontally striped wallpaper, continues up the purple-carpeted stairs. The console is wrapped in faux alligator and x-base stool in a purple print. Designer is Bebe Winkler.

continued

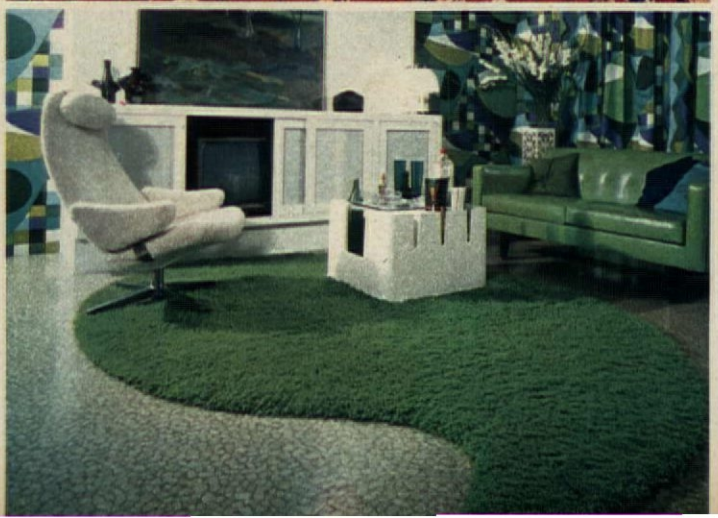
Ceramic tile in a diamond pattern is foil for an *art moderne* rug. The tile, especially developed for laboratories, is by American Olean; the Acrilan rug by Cabin Crafts. Both are in the living room of Mr. and Mrs. Thomas K. Owen.

Inexpensive peel-and-stick vinyl asbestos tile and coordinated nylon carpeting are both by Lawrence Peabody for Sears.

continued

Wall-to-wall carpeting of deep royal blue wool is partially covered by a brightly patterned Tibetan Dharrie rug. Custom carpeting is by Edward Fields; rug is from Stark. This master bedroom in the Long Island home of Mr. and Mrs. Alvin Boslow is what every bedroom should be—a retreat from the world, a haven of relaxation and calm. White and lime green, lively additions to the basic blue of the scheme, are from the stylized tree-of-life print that covers large areas of the room—walls, draperies, bedspread and headboard. Designer is Melvin Dwork, A.I.D., an associate of Burge-Donghia.

Wall-to-wall carpeting, a flat-weave modern geometric, makes a stunning background for an American Indian rug in the master bedroom of Mr. and Mrs. Tomas K. Owen's Chicago apartment. The nylon carpeting, by Scientific Carpets, has an affinity for the traditional geometric of the Indian rug from the American Indian Arts Center. Painting over the bed is by David Hickman.



Needlepoint rug with a tiny overall pattern shows up as a border for the shaggy Moroccan rug and both set off the pattern explosion in this study. Rugs are from Stark and Morjikian respectively. To make this intimate room in the home of Mr. and Mrs. William Seltzer as exotic as a harem, pattern even covers chair legs. Designer is Ronald Bricke, associate of Burge-Donghia.

A super-shaggy, 100 percent polyester rug colored grasshopper green rests like a giant lily pad on a floor of terrazzo-textured vinyl. Paisley shape of the rug by Armstrong Cork, like the vinyl, repeats the Pucci pattern of the drapery fabric and creates a seating oasis in this family room.

PHOTOGRAPHS BY BOB GOMEL

Shopping Information, page 118

Lauren and Susie share a book surrounded by their menagerie in a room as fresh as country air. Colors of the crisp floral print are repeated in rug and painted furniture. Interior designer: Paul Marchetti.

Jennifer and Lisa (opposite) share a secret in a bedroom that is garlanded with flowers. The shirred, inexpensive cotton that drapes walls and table fills a room with year-round summer. Painted furniture and shaggy rug are lemon yellow. Billet-doux quilt is from Freedom Quilting Bee.

By Helene Brown

COLOR GIRLS BRIGHT, COLOR BOYS BOLD

Face it, most children live in make-do rooms. But just look what happens when fabric, paint and wallpaper splash color in every corner.

continued

Toys are a major part of the decoration in a child's room and throughout these pages are some of the best new playthings for the coming Christmas season. Assembled in the polka-dotted playroom, above, left to right: A stuffed doll sits in a plastic chair; on its side, table becomes a young executive's chair; Instant Insanity cubes blow up to seating size. Center: A canvas playhouse is a fun hideaway for two girls and a doll. Bottom row, left to right: Multipurpose tables are stacked for climbing and twirling spokes are a colorful thingamajig.

CHILDREN'S ROOMS
continued

Color, used in strong doses, works magic. The transformation is immediate; the effect, exhilarating. In a child's room, colors should be bright, should contrast with one another and should have impact. Color makes an appearance in these rooms in furniture made of plastic or coated with vinyl paint, in bright cotton fabrics, in carpets of easy-care fibers. Pattern is also important. The little girls' rooms on the preceding pages, wrapped in fabric printed with lots of flowers, are immensely feminine, without being frilly. The boys' rooms shown here contrast simple backgrounds with the strong colors and bold patterns of posters and space-age toys.

Stephen Green-Armytage

Shopping Information, page 118

Charlie assembles a space station in his military headquarters—a red, white and blue boys' room. Soldiers march around the walls on a wallpaper border. Pillows pick up the motif—and even Charlie Brown is a red, white and blue observer. Sculptured wire chairs are grouped around a plastic table. Interior designer: Benjamin Baldwin.

Scott and his young friend Danny work on a jigsaw puzzle in Scott's private domain. The secret of success is again in the fabric—boy-bold black and white graphic prints. White desk drops out of a natural wood storage wall. The only vibrant color is a sharp green upholstered lounge chair. Interior designer: Paul Marchetti.

This house looks as if it has been on this hillside in Virginia for at least a century and a half. It is located near Fort Defiance, in the Shenandoah Valley, with a view of the Blue Ridge Mountains on one side and the Alleghenies on the other. Built by Mr. and Mrs. Dean Wilson, it reflects their love for the flavor and detail of early New England architecture and their fondness for the rolling Virginia countryside. The interior is an eclectic collection of all things American which have caught their fancy. The house sprawls back from the crest of the hill in a series of wings, dependencies and "additions" that is typical of early farmhouses that housed generations of self-sufficient farmers. (continued)

A HOUSE OF HISTORY ONLY FIVE YEARS OLD

By Marcia Spires

The house and a flock of suffolk sheep bask in late autumn sun which also throws into high relief the imposing entrance. The doorway is a careful reproduction of the broken-arch pediment style of the Connecticut River Valley.

Taylor Lewis

Richard Meek

Master bedroom, left, like most rooms in the house, has beamed ceiling and working fireplace. Paneling is from New Hampshire. Furnishings include a half-canopy bed with linsey-woolsey spread, William and Mary chest, three signed Windsor chairs, and a Connecticut tea table.

The library is furnished with a Chippendale desk with a mid-18th-century English portrait over it and a Hepplewhite game table. The candlestands are from Connecticut.

The dining room, right, has a balcony reached by a steep, ladder-like stairway, salvaged in Plymouth, Massachusetts. Brick floor, paneling and beams were also salvaged. The wood and iron chandelier is late 17th-century English. Dining table is Queen Anne mahogany. Chairs are Country Chippendale.

Although new, the house incorporates many antique house remnants. The Wilsons salvaged parts of old houses in nearby Virginia towns and from various parts of New England. Their dedication extends to the furnishings, many of them prize examples of colonial Americana. To the Wilsons, antique collecting is addictive, so satisfying that it continues even though the house is already furnished. No doubt next year there will be more finds ensconced in these rooms which so happily borrow the best of the American past. A Thanksgiving feast there which also recaptures the past is shown on pages 88 and 89.

American Chippendale mirror, left, reflects a Massachusetts oxbow front mahogany desk.

A new generation of garden apartments sprouting in the suburbs combines excellent architecture with wise and careful use of land. Two of these complexes, one in Connecticut (shown here) and one in Washington State (shown on the following pages) won awards in the annual Homes for Better Living program sponsored jointly by House & Home Magazine, the American Institute of Architects and *American Home*. These, the Heritage Apartments in Simsbury, Connecticut, are a five-minute walk from the main street of a small, 300-year-old town. John M. Payne of the California architectural firm of Callister and Payne placed the 121 apartments in 43 buildings on 24 acres—or five to an acre. How much better a place to call home than a one-family house on a fifth of an acre.

CLUSTERED IN A GARDEN

Apartments are carefully detailed with contrasting fascia boards, interesting bay windows and coordinated rails.

William Maris

The buildings were placed where they best fit on the terrain. The developers, the Paparazzo Heritage Corporation, made every effort to save the trees; and they do the gardening. Trees that had to come down for clearing land were used in log retaining walls. Buildings of rough-sawn cedar were finished in a variety of "no-color" stains. Roofing is cedar shakes. Grassy dells and winding paths link the different clusters of buildings which branch off a serpentine road. There is a community lake.

continued

privacy in a crowd

The Lakeridge View Apartments in Bellevue, Washington, are just a 15-minute drive from downtown Seattle, 45 minutes from skiing and boating territory. They are a welcome alternative to single-family houses on jammed-up lots and high-rise apartments. This award-winning plan shows what can be done on a difficult triangular site—five acres of sloping land between two well-traveled roads. The Portland, Oregon, firm of Zaik-Miller arranged the 88 units in 17 buildings which climb the hill in staggered rows. Tilted roofs (see below) periscope out to the view, giving most living rooms two-story height. Careful planning lends this densely settled land a sense of privacy plus a casual neighborly atmosphere and a view.

Christa

Tall Douglas firs (at right) were carefully retained on the site by the builders. Tan-bark groundcover was used for the easy-to-care-for look of a forest floor. Dark tones of the split-cedar siding fit in with the woodsy Northwest design. Each apartment has a private entry and sheltered balcony (it rains a lot in Seattle).

Each apartment has a view between buildings. A community swimming pool, visible from many balconies, is the recreational center. The Cascade Mountains are on the horizon.

A balcony, reached through sliding doors, gives an open outlook yet is so designed that it maintains privacy indoors. The other end of the living room is two stories high, a welcome contrast to the boxy rooms in typical multiple dwellings today.

Winding paths and play equipment are fitted between clusters of apartments. Parking lots are small, unobtrusive, integrated into overall design.

Resident Basil Vyzis built his own dining table of laminated 2 by 6 boards. Dining area has kitchen pass-through, window at side.

GREAT DESIGN AT THE DIME STORE

A sharp eye can spot good design anywhere. Look what we found at the housewares counters of Kress and Woolworths. Available in almost every town in the country: kitchen wares with heiress designs selling at poor-girl prices.

Mort Schreiber

A set of assorted wooden spoons, $1.20
Wooden chopping bowl, $1.70
Giant hot-yellow ceramic salt and pepper shakers, $2 the pair
Double-bell brass alarm clock, $6
Cast-iron skillet, $1.60
Matte aluminum tea ball, 40¢
Buffed aluminum garlic press, 60¢
Individual stacked or hanging stainless steel measuring spoons, $1 the set
Painted-glass oil and vinegar cruet set, $2
A set of four bright yellow, orange-banded ceramic stack mugs, $2.80
Polished chrome tea strainer, 60¢

THE FESTIVE GAME BIRD

The first Thanksgiving bird was naturally a wild bird, three and a half centuries before the turkey became the super-civilized, hyper-fattened and self-basting tour de force that dominates today's holiday tables. Why not emulate the Pilgrims and make a wild bird the center of your Thanksgiving feast this year? Wild turkeys are rare today, even from the game purveyors flourishing in our gourmet-conscious society. But pheasant and partridge, grouse, quail and mallard are easy to find—even when there is no hunter in the house. Here, three plump mallards, crisp and golden on the outside, flesh pink and rare, garnished with apricots, make a Thanksgiving dinner mindful of a festive past. For more about wild game birds, see page 94. Recipes begin on page 96.

Consommé
Roast Mallard Duck with Apricots*
Wild Rice
Brussels Sprouts and Celery*
Carrots and Potatoes Mousseline*
Spiced Cranberry-Apricot Relish*
Currant Jelly
Cabernet Sauvignon
Hazelnut Torte*
Coffee

Richard Meek

california's collector reds

By Bob Thompson

A Thanksgiving game bird needs a great bottle of wine and California can provide it. The wine country around San Francisco has always been wild-game country. Wine producers, their sons and friends have spent the summers fishing for steelhead in the narrow rivers and the winters hunting for deer and game birds among the oaks, pines and red-limbed, bushy manzanitas of the hills overlooking the vineyards. Perhaps one of the motivations that went into the development of fine California reds, (continued)

Eight potentially great California red wines, all fit for a Thanksgiving game-bird feast, glow in a Napa Valley sunset. Four are Cabernet Sauvignons, three are Pinot Noirs, one is a Zinfandel. They come from small vineyards and may be hard to find, but are more than worth the search.

Fred Lyon

Remember pressing your nose against the bakery window, wishing you could get at the flaky, fruit-filled turnovers inside? Pepperidge Farm remembers.

You'd lean your bike against the wall, and stop to reconnoiter the day's crop of goodies in your favorite bakery. Your eyes would rivet on some high, triangular pastries, flaky and yummy-looking, with a hint of juicy filling coming out of one corner.

And you'd wish you hadn't already spent your allowance at the 5 and 10.

PepperidgeFarm® remembers.

With turnovers you bake up at home, so you can have one anytime. And not just simple crust-and-filling turnovers, either.

Ours are made with puff pastry—layers and layers and layers that are paper-thin and flaky. They rise up tall when you put them in your oven.

Inside, we put any of seven succulent fillings: Apple, Cherry, Blueberry, Lemon, Peach, Strawberry, Raspberry.

You keep them frozen till you feel like a turnover, and then you have a turnover. Isn't it nice? You don't even have to wait for next week's allowance.

4 apple turnovers

besides the almost instinctive professionalism of those committed to the trade, was the desire for something superlative to drink with the game hunters brought in from the foothills.

The good California varietal wines are very good indeed and already have the experts solidly behind them. One expert, a European one at that, Hugh Johnson, has written that California's "best red wines are great wines, within a strict understanding of that difficult word." And he goes on to say that California will ultimately become one of the finest vineyards in the world because of the Cabernet Sauvignon grape. Since the Cabernet Sauvignon is the red-wine grape of Bordeaux, this is high praise.

The fact of the matter is that there is hardly any better deal in the U.S. at the present time than a small investment in really good California reds from the best of the producers—to be put down for a few years until they mature into great wines. This requires some self control. The wine lover has to be willing to spend his money now for the enjoyment of a great bottle five or six years from now. He also has to be able to resist opening the wine for next week's Thanksgiving bird.

The fine California reds, like the French reds, are the result of hard and painstaking work; they are produced in small amounts by small vineyards. If they are genuinely fine wines, they will take a long time to mature, and they will continue to live and improve in the bottle over a long period of time.

Unfortunately, tax laws in California discourage the producer from keeping his wine for more than three or four years, because a tax is paid on the entire inventory each year. So the producer sells it unaged to the retailer, who sells it quickly (most retailers don't keep a great deal of storage space) and the consumer consumes.

A wait of four, five or six years will make, in many instances, a great wine of a good one. What the wine producer and the retailer are unable to do, the consumer can do for himself—if he has the proper strength of mind. To put a price tag on it, if you paid $3 or $4 for a bottle of Cabernet Sauvignon or Pinot Noir (California's great Burgundy grape) six years ago, it might be worth $20 today. Looking at it this way, $4 is a small price to pay for a red wine of distinction, to go with a future pheasant.

For those who want to look to the future, and still enjoy contemporary drinking, here is a summary of the wines, the region and the vineyards:

The districts to seek out are Napa, Sonoma, Santa Clara and, in some cases, Livermore (which is better known for its white wines). Wines are named for the variety of grape from which they are made—Cabernet Sauvignon and Pinot Noir for collectors (and if you can't wait, some are still very good when young) and Zinfandel and Barbera for instant drinking.

The names of the wineries are Beaulieu Vineyard, Heitz Wine Cellars, Inglenook Vineyard Co., Charles Krug Vineyard, Louis M. Martini, Robert Mondavi Winery and Souverain Cellars from Napa; Buena Vista Winery and Sebastiani from Sonoma; Mirassou Vineyard from Santa Clara, Concannon Vineyards and Wente Bros. from Livermore. The districts ring San Francisco Bay. Napa and Sonoma are side by side to the north. Livermore is east. Santa Clara lies southward, with its extension into San Benito and Monterey Counties sprawling farther south still.

There are some general standards for measuring a red wine's claim to excellence, or if such is the case, greatness. It should age well. A sip should leave the flavor behind after the sip is gone. It should make a good meal memorable.

The wines in the following list meet these requirements. They are the ones where the desire for improvement is constant and the ones on which California should be judged. The list is not complete. There are other manufacturers of good California wines—wines that can be opened and used immediately.

CABERNET SAUVIGNON

Beaulieu Vineyard	Charles Krug
Buena Vista	Louis M. Martini
Concannon Vineyards	Mirassou
Heitz Cellar	Robert Mondavi
Inglenook	Souverain

Cabernet Sauvignon from a child's birth year is a wine to keep for celebrating his 21st birthday.

Of course, a wine strong enough to endure two decades is likely to bite back when it's young. Cabernet Sauvignon does, whether the grape is grown in Bordeaux or California. It takes ten years for a bottling of real merit to reach its full potential as an aged wine.

The austerity of Cabernet can be tempered by blending with other grapes, or by shortening the time it spends in the fermenting vats.

Of this list, Louis Martini, Charles Krug, Mirassou and the regular (not the Georges de Latour) bottling from Beaulieu are all likely to be pleasant for drinking within four years of the vintage. Souverain, Beaulieu's Georges de Latour reserve and vintage-dated bottlings from Heitz are the ones to put down. Eight years is not too long to wait.

PINOT NOIR

Beaulieu Vineyard	Louis Martini
Heitz Cellar	Wente Bros.
Inglenook	

If the flavors of Cabernet Sauvignon go well with rich meats, then the lushness of Pinot Noir enhances beef or the dryly grainy flavors of many game birds in a reverse pairing of lean and fat.

There is more range of quality in California Pinot Noirs than there is in Cabernets. Each in this list is likely to come up with a full-bodied example.

Andre Tchelistcheff of Beaulieu probably has the record for getting the most out of this grape, year in and year out. Heitz has made a couple of beautiful wines in the five years it has been in buiness. The Martini Pinots live longer than the usual six to eight years.

ZINFANDELS

Buena Vista	Mirassou
Charles Krug	Robert Mondavi
Louis Martini	

Zinfandel, because the traces of its origin have been lost, is a grape that California can claim as its own. It does not need to age, but can and does age well. Young, it is a sprightly wine with some Cabernet-like qualities, making it take care of today's wild duck while waiting for the Cabernet.

Zinfandel is also less expensive.

BARBERAS

Louis Martini	Sebastiani

Barbera, from an Italian grape, relates to Pinot Noir much as Zinfandel relates to Cabernet Sauvignon. It is a big, full-bodied wine and unlike Pinot Noir, it has a tart side which goes well with tomato sauces or stuffings for game.

Age does not appear to have much effect on Barbera one way or another. Its healthful vigor makes it a natural choice for a hunter to take with him. August Sebastiani takes a bottle of it along when he goes deer hunting.

As a general last word of advice about collecting California wines—vintages do matter. If some wise old uncle leaves you a cellar full of 1951, 1955 or 1958 Cabernet Sauvignons, or 1962 or 1965 Pinot Noirs, don't feel pressed to get through them quickly. They are getting along very well indeed. END

Is cycling as good for you as Fleischmann's Margarine?

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THE ART OF COOKING GAME BIRDS

By Jacques Jaffry

Chef Jacques Jaffry prepared the roast mallard duck you see on page 88. Here, Jacques discusses game birds, how they are cooked here in America and in his native France.

The best, and for most of us, the most pleasant way of getting game on our tables is to hunt for it. This is as true in France as it is in America. But we cannot all go hunting, and the taste for game is still with us, a survival from our ancestors. Federal regulations in the U.S. unfortunately do not permit the sale of game caught or shot in the wild state. However, game specifically raised for that purpose on wild game preserves has, in the last 10 years or so, made its appearance on the frozen-food shelves of butchers' shops, so that we have now, in the U.S. at least, a constant and stable supply of game birds, quick frozen, ready to cook. France is still lagging behind in that respect, but the game fanciers there are not about to complain —for fresh killed game, hung with feathers and all for several days, is still superior to the frozen variety.

But whatever the source of supply, cooking methods and times are still very important. The main point in game cooking is that any kind of bird, large or small, should always be served sizzling hot and cooked just to the indicated point. There are two simple rules to follow: Remember to wrap the breasts of all but the fattest birds (wild duck and goose) with fresh larding pork, and above all, never overcook. In America people seem to think that long cooking makes game birds tender, but this is not true. On the contrary, too much cooking makes the meat stringy and takes all the flavor out. To be on the safe side, whatever your recipe may say, keep your birds rather underdone, particularly the small game, and you'll seldom have a tough or dry meat. At least it won't be your fault if you do. All birds of the air, field and forest have layers of muscle, pure lean meat, and little of the fatty tissue of domestic ducks and chickens. Some are tougher than others, and nothing at all can be done about that.

The most common game bird on the French table is the *perdreau*—the gray or young partridge, to be exact. This bird is not found in the U.S., although to add to the confusion that surrounds the nomenclature of game birds, some varieties of grouse—like the ruffed grouse—are called partridge in some parts of the U.S., and the quail, or bobwhite, is incorrectly called partridge in the southern states. In any case, my French recipes for grouse and quail are entirely suitable for American "partridge."

Grouse is found on both sides of the Atlantic, the ruffed grouse being the best known of the numerous species here. In France grouse is represented by two species, the *gelinotte*, or hazel hen, and the *coq de bruyère*, literally heather cock, which are found in high, wooded mountains. French and American recipes for grouse are interchangeable, the birds being very closely related, but again I believe that the American recipes overcook them. Grouse should be cooked rare to be really appreciated.

And so, of course, should wild duck. It will be tough and tasteless if cooked too long. This is one of the most popular game birds the world over, and from more than 100 varieties the most popular seems to be the mallard, known in France simply as *canard sauvage* or even just *sauvage* (wild) for short. Wild duck is often treated in the same manner as the domestic bird, using fruit stuffing or sauce. The time-honored sage dressing is excellent and so is wild rice. Canvasback and mallards have a special affinity for celery, so use it freely.

The wild turkey, to me, is the most delicious of all American game birds—in a young bird the skin is soft, fine-grained and velvety and the meat more juicy and flavorful than in its domestic counterpart. Its origin is uncertain, although most authorities believe that its original habitat was North America—in any case the North American continent is the only place where it is found. We have no *dinde sauvage* in France.

The wild goose is a splendid game bird but not what I would call a splendid food. The best-known varieties in North America—the brant, the Canada goose and the blue goose—are at best rather tough and dry. They should always be hung several days, and if there is any doubt about the age of the bird it should be braised rather than roasted. *Oie sauvage* is seldom eaten in France—my countrymen complain of its fishy taste—but I have successfully stuffed the American bird with prunes and raisins.

Pheasants have existed in Western Europe from time immemorial—the story goes that the Argonauts brought them from Asia, and there is a third-century BC Etruscan metal mirror carved with a pheasant. The bird arrived in the U.S. from China in 1881. Pheasant is one of the birds—the others are the French partridge, woodcock and snipe—that should be eaten *faisandé*, meaning aged by hanging. (The word comes from the French for pheasant, *faisan*.) When hung and eaten at the right time the roasted bird is sublime. But if the pheasant arrives in the kitchen frozen and not hung, my advice is to make a *salmi* or a *pâté*. Otherwise you will find that your freshly killed and frozen pheasant, when roasted, doesn't even taste as good as a supermarket chicken. It is truly extraordinary that a country that hangs its beef cannot do

as much for the king of game birds.

However, the *salmi* is specially suited to the American bird, since the sauce provides the missing flavor. A pheasant *pâté* or *terrine* is good too, since for this the bird should not be hung.

Quail is always prepared in the fresh state. Hanging doesn't suit these fragile birds. America has seven species of quail and Europe only one, the common quail, or *caille commune*. The best-known American quail is the bobwhite, found mainly in the South. In France, the plump little quail, one of the smallest and most agreeable of game birds, is highly considered and belongs to the *grande cuisine*. We usually wrap it in a vine leaf, with a thin slice of larding fat, and sauté it. But in the U.S., where quail are more plentiful than in France, you have more recipes than we do.

The woodcock, or *bécasse*, is about the size of a small quail, but with darker meat and a gamier taste (it is always hung in France). Three varieties are found in France and one in the U.S. Broiling or roasting are the usual ways of preparing woodcock here, although it is not too well known as an eating bird. In France woodcocks are never drawn before being cooked, and the cooked intestines are pureed and spread on the toast squares on which the small birds are served. The French also apply pheasant recipes to woodcock, including *salmi*, which is the way it usually comes to the table in restaurants.

Snipe, the *bécassine*, an even smaller bird than woodcock, can no longer be taken in the U.S. I am not sure of the laws governing such tender morsels as larks, thrushes, wood pigeons and ortolans, but sentiment plays no part in a Frenchman's food, and these tiny birds are stuffed with grapes, braised in cream, perched on *foie gras*, and devoured. In fact we have trapped, shot and eaten so many game birds in France that we have practically exhausted our own resources. For instance, we are now obliged to import quail from Algeria. The way things are going the day of the frozen French bird is not far off. END

COOKING WITH Kellogg's

marshmallow treats

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(Offer limited to one per family and expires May 31, 1970.) Each family's request must be mailed separately. All others will be returned. Sorry, we cannot honor multiple requests.

¼ cup regular margarine or butter
6-10 ounces regular marshmallows (about 40) or 4 cups miniature marshmallows
5 cups KELLOGG'S RICE KRISPIES cereal

1. Melt margarine in 3-quart saucepan. Add marshmallows and cook over low heat, stirring constantly, until marshmallows are melted and mixture is syrupy. Remove from heat.

2. Add Rice Krispies cereal and stir until well-coated.

3. Press warm mixture evenly and firmly into buttered 13 x 9 x 2-inch pan. Cut into squares when cool.

Yield: 24 squares, 2 x 2 inches

Note: About 2 cups marshmallow creme may be substituted for marshmallows. Add to melted margarine and cook over low heat about 5 minutes, stirring constantly. Proceed as directed in step number 2 above.

A Nancy Sasser suggestion.

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Consomme
Roast Mallard Ducks with Apricots*
Wild Rice
Brussels Sprouts with Celery*
Carrots and Potatoes Mousseline*
Spiced Cranberry-Apricot Relish*
Currant Jelly
Cabernet Sauvignon
Hazelnut Torte*
Coffee

ROAST MALLARD DUCKS WITH APRICOTS

3 mallard ducks (about 2 pounds each)
Salt
Pepper
¼ cup butter or margarine
1 can (1 pound) whole apricots
½ cup water

Heat oven to 425°. Wipe ducks dry with paper towels. Sprinkle insides with salt and pepper. Truss. Brush with butter or margarine. Place birds on a rack in large, shallow roasting pan. Roast 15 minutes. Pour off fat from pan. Roast 15 minutes more, basting frequently with juice from can of apricots. (Wild duck is usually cooked rare or medium rare, never well done which will toughen it.) Remove birds to serving platter. Arrange apricots around ducks. Discard fat from pan. Add water to pan. Bring to boiling. Season to taste. Strain into sauceboat. Garnish platter with watercress, if desired. Makes 6 servings.

BRUSSELS SPROUTS WITH CELERY

3 tablespoons butter or margarine
2 cups thinly sliced celery
½ cup finely chopped onion (1 medium)
3 tablespoons flour
1 teaspoon celery salt
1 can (13¾ ounces) chicken broth
1 pound fresh Brussels sprouts or, 2 packages (10 ounces each) frozen Brussels sprouts, cooked and drained

Melt butter or margarine in large saucepan over low heat. Stir in celery and onion; cook until just tender. Stir in flour, celery salt and chicken broth. Cook, stirring constantly, until sauce thickens. Add cooked Brussels sprouts. Heat thoroughly. Place in serving dish. Sprinkle with chopped parsley, if desired. Makes 6 to 8 servings.

CARROTS AND POTATOES MOUSSELINE

1 pound carrots (about 12 carrots), pared and quartered
6 medium-size potatoes, pared
¼ cup butter or margarine
Warm milk (about 1 cup)
Dash of freshly grated nutmeg

Cook carrots in boiling salted water until tender; drain. Cook potatoes in boiling salted water until tender; drain. Mash vegetables in large bowl with potato masher or electric mixer or put through food mill until no lumps remain. Beat in butter or margarine. Beat in just enough milk to make fluffy. Season with nutmeg. Makes 6 servings.

SPICED CRANBERRY-APRICOT RELISH

1 pound (4 cups) fresh or frozen whole cranberries
2 cups chopped, dried apricots
1 cup chopped, seedless golden raisins
1 tablespoon grated orange rind
¼ teaspoon ground ginger
2½ cups water
1 cup sugar

Combine cranberries, apricots, raisins, orange rind, ginger and water in large saucepan. Bring to boiling over high heat. Reduce heat. Simmer 10 minutes or until cranberries have popped and are tender. Remove from heat. Stir in sugar. Cool. Store, covered, in the refrigerator until ready to serve. Makes 5 cups.

HAZELNUT TORTE

6 egg yolks
1 egg
¾ cup sugar
1 cup finely ground hazelnuts
⅓ cup packaged bread crumbs
1 cup sifted cake flour
6 egg whites
Buttercream Frosting (below)
½ cup chopped hazelnuts

Heat oven to 300°. Beat egg yolks, egg and sugar about 5 minutes on electric mixer or until mixture is pale yellow in color. Gently fold in ground hazelnuts, bread crumbs and flour. Beat egg whites until stiff but not dry. Fold into batter. Butter 9-inch springform pan generously. Pour batter into pan. Bake 1 hour and 15 minutes or until cake is lightly browned and begins to shrink from sides of pan. Remove from oven; remove side of pan; cool cake thoroughly. Slice horizontally into 2 equal layers with a long, sharp knife.

Reserve ½ cup frosting for decoration. Spread about ½ cup over bottom layer; set top layer in place. Frost sides and top of cake. Sprinkle top and sides of cake with chopped nuts. Fill pastry bag with reserved frosting; attach medium-size star tube. Pipe rosettes around top of cake. Store the cake in a cool place.

BUTTERCREAM FROSTING

½ cup butter or margarine
1 teaspoon vanilla
1 package (1 pound) confectioners' sugar, sifted
3 to 4 tablespoons milk or cream
2 egg yolks

Blend butter or margarine, vanilla and half the sugar. Beat in remaining sugar. Add milk or cream gradually, adding only enough to make a smooth frosting of good spreading consistency. Blend in egg yolks. Enough to fill and frost two 9-inch layers.

BRAISED PARTRIDGE WITH RAISINS

6 partridges
Salt
Pepper
¼ cup butter or margarine
½ cup Madeira or sherry
½ cup orange juice
1 cup raisins

Heat oven to 400°. Season birds with salt and pepper. Melt butter or margarine in large skillet over medium heat; brown partridges on all sides. Remove to ovenproof casserole or small Dutch oven. Combine wine, orange juice and raisins in saucepan. Bring to boiling. Pour over partridges. Cover. Bake 30 minutes or until birds are tender. Remove to serving platter. Correct seasoning of sauce to taste. Pour over birds. Makes 6 servings.

WILD TURKEY WITH CHESTNUT STUFFING

1 wild turkey, 8 to 10 pounds
2 tablespoons butter or margarine
1 cup chopped onion (1 large)
1 cup diced celery
1 pound sausage meat
2 cups soft bread crumbs
2 cups cooked, peeled chestnuts
¼ cup chopped parsley
½ teaspoon salt
⅛ teaspoon pepper
¼ cup melted butter or margarine

Wipe turkey dry with paper towels. Melt 2 tablespoons butter or margarine in skillet over medium heat, Sauté onion and celery until tender. Add sausage meat. Cook, stirring frequently, until meat has lost its color. Place mixture in colander to drain off fat. Combine meat-vegetable mixture, bread crumbs, chestnuts, parsley, salt and pepper. Mix well. Heat oven to 450°. Spoon stuffing lightly into neck and body cavities of turkey. Sew up opening or lace closed with skewers and cord. Truss turkey with cord. Season with salt and pepper. Place, breast up, on rack in roasting pan. Brush with ¼ cup melted butter or margarine. Roast about 30 minutes or until lightly browned. Reduce oven temperature to 375°; roast for 2 hours, basting frequently. Allow a total roasting time of about 15 minutes per pound. To test for doneness press thick part of drumstick between fingers protected with paper towels. Meat should feel soft. Or, move drumstick up and down. It should move easily. Makes 8 to 10 servings.

continued

INTRODUCING: THE VERY DRESSY DRESSING.

Prepare two 6 oz. packages of Uncle Ben's® LONG GRAIN & WILD Rice, according to package directions, adding two chicken bouillon cubes to the cooking water.

Meanwhile, saute 1½ cups diced celery, ½ cup chopped onion, and liver from turkey (cut in small pieces) in 3 tablespoons butter.

Add to cooked rice mixture along with two 4 oz. jars drained button mushrooms. Makes about 8 cups dressing, enough for a 10 lb. turkey.

Uncle Ben's LONG GRAIN & WILD Rice. A one-of-a-kind blend of rices and spices.

UNCLE BEN'S

GROUSE IN WINE SAUCE

4 grouse
Salt
Pepper
2 tablespoons butter or margarine
½ cup chopped onion (1 medium)
1 celery stalk, diced
1 tablespoon flour
½ cup port wine
1 can (10½ ounces) chicken broth
¼ teaspoon ground cinnamon
2 whole cloves
2 tablespoons currant jelly

Wipe grouse dry with paper towels. Season inside and out with salt and pepper. Melt butter or margarine in saucepan over medium heat. Brown birds on all sides. Remove; reserve. Add vegetables to fat left in pan. Sauté until lightly brown. Sprinkle with flour; stir 1 minute. Add wine, chicken broth, cinnamon and cloves. Return grouse to pan. Bring to boiling; cover. Simmer 15 to 20 minutes, turning birds occasionally in sauce. Remove grouse to serving platter. Keep warm. Stir currant jelly into sauce remaining in pan. Heat, stirring, until jelly melts and the sauce is smooth. Correct seasoning of sauce to taste with additional salt and pepper. Strain sauce over the grouse. Makes 4 servings.

Make every party a holiday.

Lipton California Dip
1 envelope Lipton Onion Soup®
1 pint dairy sour cream

Blend Lipton Onion Soup Mix with sour cream. Chill. Makes 2 cups.

Beefy Mushroom Dip
1 envelope Lipton Beef Flavor Mushroom Mix®
1 pint dairy sour cream

Blend beef mushroom soup mix with sour cream. Chill. Makes 2 cups dip. Serving suggestions: Chips, crackers, crisp raw vegetables such as celery, carrot sticks, green pepper strips or cherry tomatoes.

PHEASANT SALMI

Salmi is a sauced dish made from game. The bird is cooked, the meat removed and served in a sauce made from the carcass and skin.

1 pheasant (3 pounds)
Salt
Pepper
3 tablespoons melted butter or margarine
½ cup chopped onion (1 medium)
1 celery stalk, diced
2 tablespoons minced shallots or green onions
6 to 8 peppercorns, crushed
1 cup dry white wine
1 can (13¾ ounces) chicken broth
1 tablespoon tomato paste

Heat oven to 450°. Wipe pheasant dry with paper towels. Season inside and out with salt and pepper. Place in open, shallow roasting pan. Brush with butter or margarine. Roast 25 minutes, basting frequently. Add onion and celery to pan; continue roasting 20 minutes (pheasant should roast 15 minutes per pound). Remove from oven; cool few minutes. Discard fat in pan; reserve vegetables. Carve pheasant into serving size pieces. Remove skin; reserve skin and carcass. Put pheasant pieces in deep serving dish; cover; keep warm. Chop skin and carcass coarsely; place in saucepan. Add shallots or green onions, peppercorns, wine and reserved vegetables. Bring to boiling. Cook until liquid is reduced by half. Add chicken broth and tomato paste. Cook 5 minutes. Strain into another pan; skim all fat from sauce. Correct seasoning to taste. Pour the sauce over pheasant. Makes 4 servings.

SOUTHERN PANBROILED QUAIL

4 quail
Salt
Pepper
¼ cup butter or margarine
2 tablespoons lemon juice
½ cup water

Split quail down the back, but do not separate them. Flatten. Wipe with paper towels. Sprinkle with salt and pepper. Melt butter or margarine in large skillet over medium heat. Place quail; skin side down, in skillet. Put pie plate over birds to press them during cooking. Weigh pie plate down with a heavy object (we used a 1-pound can of vegetables). Cook 3 to 4 minutes. Turn quail over; replace pie plate and weight. Cook 4 minutes. Remove to serving platter. Keep warm. Discard drippings left in skillet. Add lemon juice and water to skillet. Bring to boiling. Season sauce to taste. Pour over quail. Makes 1 to 2 servings.

DAST GOOSE WITH FRUIT STUFFING

wild goose (8 to 10 pounds)
package (12 ounces) pitted prunes
cup dry apricots
cups soft bread crumbs
teaspoon salt
ash of pepper
tablespoons butter or margarine
cup minced shallots or green onions
cups chopped onions (2 large)
celery stalks, diced
cup port wine
can (13¾ ounces) chicken broth

Heat oven to 400°. Wipe goose with per towels. Remove giblets; chop ver; reserve. Place prunes and apricots boiling water. Simmer 2 minutes. rain well. Combine prunes, apricots, ead crumbs, ½ teaspoon salt and pper in large bowl. Melt butter or argarine in skillet over medium heat. uté shallots or green onions and goose er 2 or 3 minutes, stirring occasionally. dd to bread-crumb mixture; mix well. Pull loose fat from inside goose. Wipe y inside and out with paper towels. it wings off at elbows. Spoon stuffing osely into body cavity. Close opening th skewers and truss bird with white ing. Prick skin at 1-inch intervals ng legs, back and lower breast. rinkle goose with salt. Place, breast de up, in large roasting pan. Roast for hour, basting frequently and occasionally removing fat accumulating in n. Add vegetables to pan and continue cooking for 1 hour to 1 hour and 15 inutes, allowing about 20 minutes per und. Goose is done when juices run ear from second joint of leg if pierced th two-tine fork.

Remove goose to serving platter. eep warm. Drain off all fat from asting pan. Add port wine. Bring to iling over surface heat. Cook 1 minute. Add chicken broth. Simmer 5 inutes. Correct seasoning of sauce taste. Strain into sauceboat. Makes to 8 servings.

r information on buying game birds, ite to:
eorge H. Shaffer's Market, 1097 Third Avenue, New York, N.Y. 10028
on Gate Products Co. Inc., 424 West 54th Street, New York, N.Y. 10019
aryland Gourmet Mart, 414 Amsterdam Avenue, New York, N.Y. 10024
Joseph, 183 Van Brunt Street, Brooklyn, N.Y. 11231
ne Czimer Foods Co., 953 West 63rd Street, Chicago, Ill. 60621
rgensen's 601 South Lake Street, Pasadena, Cal. 91109
unders Poultry Shop, 3rd and Fairfax, Los Angeles, Cal. 90036 END

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TAILGATE PICNICS

By Virginia T. Habeeb

Fall is open season for that great America institution—the tailgate picnic. Whether it's the journey back to the big homecoming game or a crisp day' outing in the country, tailgating is one of the joys of the season. If fried chicken is your whole repertoir for a tailgate picnic, you're behind the times. Here and on the pages that follow are some menu ideas tha will make the clan in your Pontiac the envy of the gang next door in their champagne-laden Bentley

Mary Dewart (above) entertains a group of friends at a fall brookside picnic. All the fixings are served from a giant wicker hamper-trunk. The menu is planned around some novel eat-with-the finger foods: the Cornish "pasties" so popular in English pubs, and pan-fried pork chops. Ale is the perfect drink. The only thing you need a fork for is the unusually good cucumber salad. The picnic starts off with a chipped beef dip, ends with cheeses, pears and sugared crispies. One way to make eating and serving easy: stock a big hamper with the kind of contemporary picnic gear shown here and on page 34. Turn to page 106 for menus and recipes.

PHOTOGRAPHS BY MARK KAUFFMAN

box-seat picnic at home

From August exhibition games until January's Super Bowl finale, there is hardly a home in America that doesn't have the same problem: how to feed the TV crowd for the round-the-clock marathon of football that takes over the weekend. One great way is to move the tailgate picnic indoors.

The great picnic shown above: Sliced tenderloin of beef, mustard sauce, white asparagus vinaigrette, dill pickle chips, poppyseed rolls and dark rye all arranged on your indoor-outdoor tailgating hamper. Recipes on page 106.

continued

Pumpkin pie and all the trimming.

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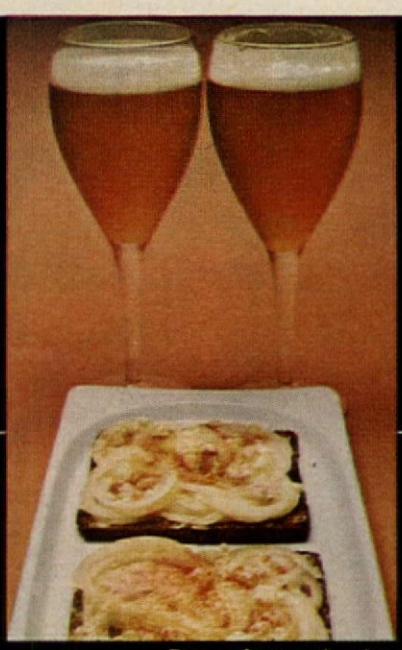
GENERAL FOODS KITCHENS

pub food the whole game through

Since the football festivities may well start before noon and last until the wee hours, a football hostess can't be expected to serve a meal every hour on the hour. The answer is to have an appealing assortment of appetizers, snacks and drinks on tap where guests can serve themselves. Pub fare makes perfect fare for a TV-tailgate. We've developed a new drink, the Bloody Martini, designed for both male and female tastes. Recipes, page 106.

Bring this out during the between-quarter commercials: cold seafood with a zippy tartar dill sauce.

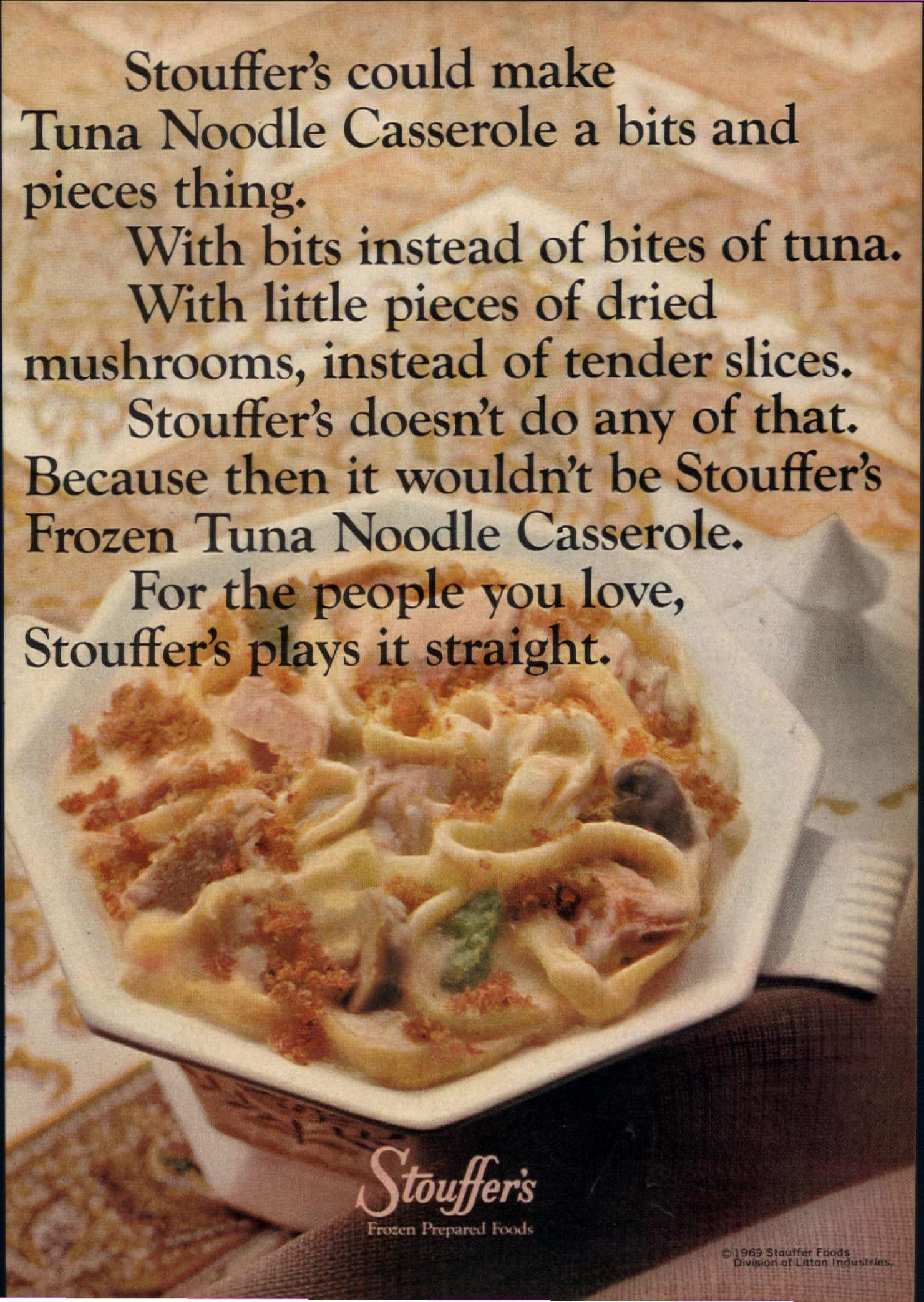


Roquefort and onion sandwiches are tailgate fare designed to make ice-cold beer taste even better.

Make-ahead pickled eggs, seasoned with onions, herbs and spices are great for indoor-outdoor tailgating.

Our own invention, the Bloody Martini, turns the best of two classic drinks into a pre-game cocktail that is less potent than a martini, more interesting than a Bloody Mary. Perfect drink-side: crisp cheese rounds.

continued


Stouffer's could make
Tuna Noodle Casserole a bits and
pieces thing.
With bits instead of bites of tuna.
With little pieces of dried
mushrooms, instead of tender slices.
Stouffer's doesn't do any of that.
Because then it wouldn't be Stouffer's
Frozen Tuna Noodle Casserole.
For the people you love,
Stouffer's plays it straight.
Stouffer's
Frozen Prepared Foods
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Division of Litton Industries.

TAILGATE PICNIC
continued from page 101

Chipped Beef-Horseradish Dip*
Pretzel Sticks
Ale
Cornish Lamb Pasties*
Picnic Pork Chops*
Cucumber and Red Onion Salad*
Watermelon Pickles Sweet Relish
Stilton and Port du Salut Cheeses
Bartlett Pears
Sugared Crispies*
Coffee

CHIPPED BEEF-HORSERADISH DIP

1 jar (3 ounces) chipped beef
1 cup dairy sour cream
1 tablespoon chopped green onion
¼ teaspoon pepper
Salt to taste

Empty chipped beef into small bowl; pour on boiling water to cover. Let stand a few minutes. Drain; dry with paper towels; chop beef. Combine with remaining ingredients. Chill. Pack in container with tight-fitting lid. Makes 1½ cups. Recipe may be doubled.

CORNISH LAMB PASTIES

These may be prepared ahead, refrigerated and baked just before serving.

3 packages pie-crust mix
2 pounds boneless lamb, coarsely ground or chopped
2 cups diced onions (2 large)
½ cup chopped parsley
2 cloves of garlic, minced
¼ cup shortening
2 teaspoons salt
¼ teaspoon ground pepper
1½ cups cooked, cubed potatoes
2 packages (10 ounces each) frozen mixed vegetables, cooked and drained
Butter or margarine
2 egg yolks
1 tablespoon water

Prepare pie-crust mix according to package directions. Wrap tightly in plastic wrap until ready to use.

Sauté lamb, onions, parsley and garlic in shortening until onions are golden. Add salt, pepper, potatoes and vegetables; toss; remove from heat.

Heat oven to 425°. Roll out pie crust on floured board to ¼-inch thickness. Cut into 6-inch rounds. (Use a saucer as a cutting guide.) Spoon meat mixture onto front half of each circle; dot with butter or margarine. Moisten edges; fold over. Scallop edge or crimp with fork. Prick top several times with fork. Place on greased cookie sheets. Mix egg yolks and water; brush on pasties. Bake 18 to 20 minutes or until golden. To keep warm when toting to a picnic, cool pasties slightly and pack in napkin-lined box or basket or wrap each one in aluminum foil. Makes 16.

PICNIC PORK CHOPS

16 rib pork chops, 1-inch-thick each
1 cup all-purpose flour
1 teaspoon paprika
1 teaspoon salt
¼ teaspoon pepper
⅓ cup pure vegetable oil

Trim all fat from chops. Combine flour, paprika, salt and pepper in paper or transparent plastic bag. Shake chops, 2 at a time, in seasoned flour to coat them. Heat oil in large skillet. Brown chops on both sides in hot oil. Reduce heat; cook chops 30 to 35 minutes or until done. Cool completely before wrapping or packing to carry to picnic. Makes 8 servings.

CUCUMBER AND RED ONION SALAD

3 medium-size cucumbers
2 tablespoons salt
2 cups water
1 large sweet red onion
¾ cup white vinegar
¼ cup pure vegetable oil
2 tablespoons sugar
Few sprigs fresh dill, chopped or ½ teaspoon dill seed
Pepper to taste

Remove ends from cucumbers. Slice unpared cucumbers lengthwise thinly. Mix salt and water; pour over cucumbers; let stand 1 hour. Drain well. Slice peeled onion thinly; separate into rings. Toss with cucumbers. Combine remaining ingredients; pour over vegetables; toss until well coated. Chill. Carry to picnic in container with tight-fitting lid. Makes 8 servings. Recipe may be doubled.

SUGARED CRISPIES

Sugar
2 cans (9½ ounces each) refrigerated cinnamon rolls

Heat oven to 375°. Separate rolls. Sprinkle board generously with sugar. Roll out rolls in sugar, one at a time, until they are 5 inches in diameter. Add more sugar to board as needed. Place on greased cookie sheets. Bake 8 to 10 minutes or until light brown. Remove from cookie sheet with broad spatula. Cool completely on wire racks before packing to take to picnic. Makes 16.

BOX-SEAT PICNIC
continued from page 102

Roast Tenderloin of Beef*
Mustard Sauce*
Poppyseed Rolls Dark Rye Bread
White Asparagus Vinaigrette*
Dill Pickle Chips Potato Sticks
Beer
Chocolate Layer Cake
Coffee

ROAST TENDERLOIN OF BEEF

3-pound tenderloin of beef
1 large clove of garlic, split
¼ cup pure vegetable oil
Salt
Pepper
2 tablespoons melted butter or margarine

Heat oven to 400°. Rub tenderloin thoroughly with cut surface of garlic clove. Tie filet with white string (tying helps keep its shape and retain its juices). Heat oil in roasting pan over high heat; brown tenderloin on all sides. Discard oil left in pan. Season meat with salt and pepper. Brush with butter or margarine. Roast 25 to 30 minutes for rare. Remove to serving platter. Serve hot or cool and chill. Remove string before serving. Makes 8 servings.

MUSTARD SAUCE

2 tablespoons prepared mustard
1 tablespoon cider vinegar
Dash of pepper
1 cup mayonnaise

Mix all ingredients well. Makes 1 cup.

WHITE ASPARAGUS VINAIGRETTE

2 cans (1 pound each) white asparagus spears, drained
½ cup olive oil
¼ cup lemon juice
3 cloves of garlic, crushed
½ teaspoon dry mustard
Dash of pepper
1 tablespoon chopped parsley
1 tablespoon chopped, drained capers

Arrange asparagus spears in shallow dish. Combine remaining ingredients; pour over asparagus. Cover dish. Let stand at least 1 hour. Makes 8 servings.

PUB FARE
continued from page 104

ROQUEFORT AND ONION SANDWICHES

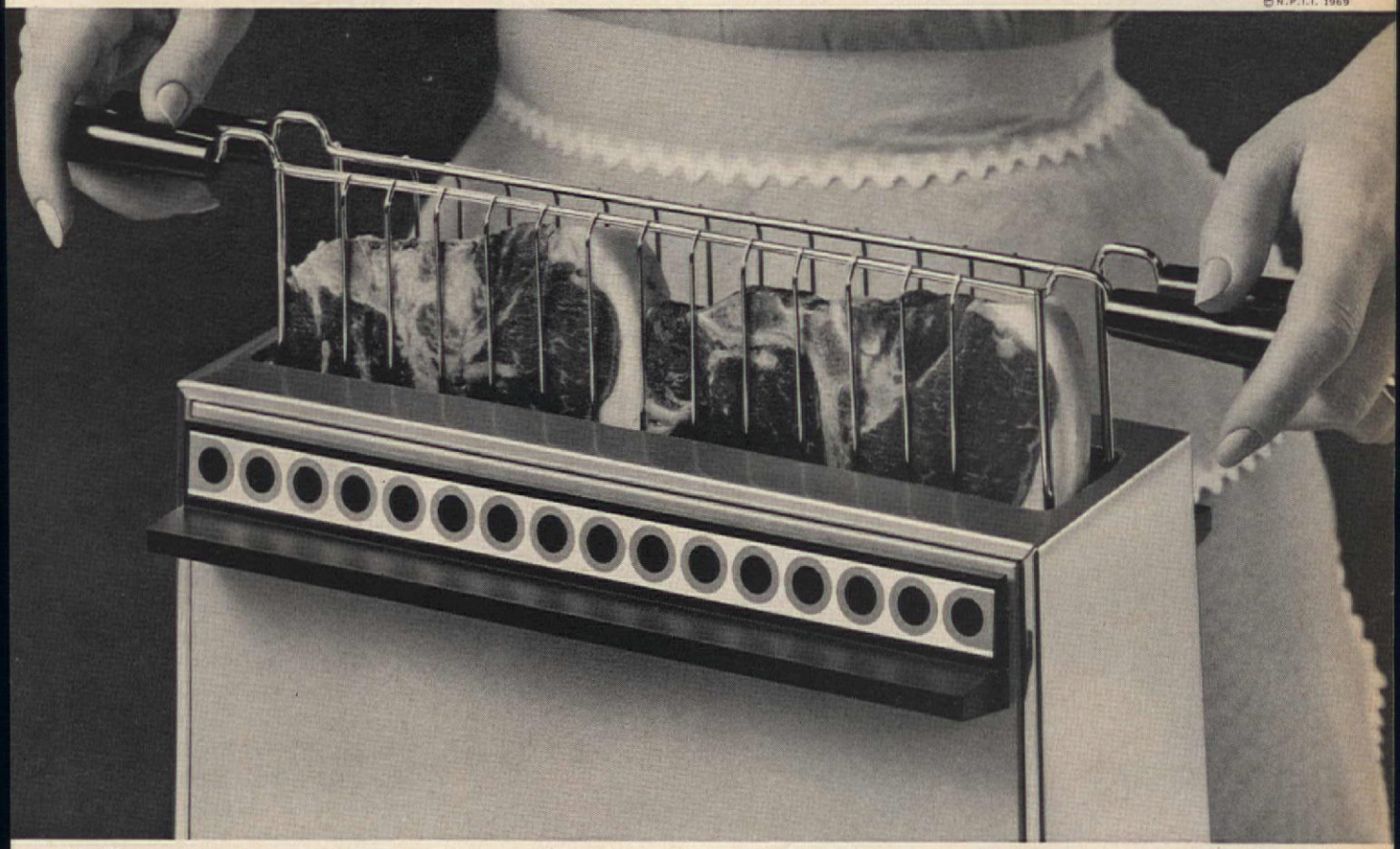
1 cup pure vegetable oil
¼ cup lemon juice
2 teaspoons salt
1 teaspoon sugar
Dash of pepper
Dash of paprika
6 ounces Roquefort cheese
1 large sweet onion, thinly sliced
Sweet butter
8 slices pumpernickel

Combine oil, lemon juice, salt, sugar, pepper and paprika in medium-size bowl. Break cheese into small pieces with a fork; add to oil mixture; stir. Add onion slices; turn gently in oil until completely covered. Cover bowl; refrigerate overnight. Drain liquid from cheese and onion; put mixture into serving bowl. Mound mixture onto buttered pumpernickel. Makes 8 servings.

continued

Presto's new broiler works like a toaster. It broils both sides at once.

©N.P.I.I. 1969



The first and only vertical broiler. Comes apart for easy cleaning. Smokeless, too! Now you can broil steaks, hamburgers, bacon, even chicken in almost half the time. Presto's new Vertical Broiler browns both sides at once—like a toaster. Seals in natural juices for better flavor. Grease drips into pull-out tray at bottom. Won't spatter, smoke or burn. It's the cleanest broiler ever. And so compact you can use it at table, patio or anywhere you can plug it in.

There's more cooking at Presto than pressure cookers. Coffeemakers, Fry Pans, Griddles, Can Opener/Knife Sharpener, Toasters, Hot Servers, Corn Popper, Portable Mixer, Deep Fryer, Spray-Steam Irons, Steam-Dry Irons, Cordless Toothbrushes, Hair Dryer, Electric Hair Brush/Massager, Electric Shoe Polisher, Portable Heaters, Humidifiers. National Presto Industries, Inc., Eau Claire, Wis. 54701.

Adjustable 8"x10½" rack lets you broil anything from chops and chicken to 'burgers and bacon.

Entire unit may be taken apart in seconds; parts wash easily in sink or dishwasher.

Our Hickory Smoked ham and Honey Glazed ham are the best tasting hams in the world.

So we hired a world famous designer to make Rath hams look as good on the outside as they taste on the inside.

See for yourself.

The Hickory Smoked ham is slowly smoked over real hickory until it's toasted with great flavor.

The Honey Glazed ham is deep cooked with fresh farm honey and topped with a rich, honey glaze.

Absolutely fantastic.

Just what you'd expect from the best.

Now Rath Hams look as good on the outside as they taste on the inside.

PUB FARE

continued from page 106

PICKLED EGGS

1 dozen eggs
2 medium-size onions, sliced ¼ inch thick
2 cups white vinegar
1 tablespoon peppercorns
1 teaspoon whole cloves
4 sprigs fresh tarragon
4 bay leaves
2 teaspoons salt
2 cups water

Place cold eggs in warm water and let stand a few minutes. This helps keep shells from cracking during cooking. Transfer eggs to large pan of boiling water (there should be enough water to cover the eggs). Reduce heat; simmer 8 to 10 minutes. Cool eggs promptly in cold water. Peel. Place in hot, sterilized jars. Combine remaining ingredients; simmer 10 minutes. Pour over eggs. Seal jars. Store in cool place.

CHEESE ROUNDS

1 cup shredded sharp Cheddar cheese
6 tablespoons butter or margarine
1 cup sifted all-purpose flour
1 cup oven-toasted rice cereal
Dash of salt
½ teaspoon hot-pepper sauce

Heat oven to 350°. Let cheese and butter or margarine stand at room temperature to soften. Combine in medium-size bowl. Blend thoroughly. Stir in flour, cereal, salt and hot-pepper sauce. Pinch off small pieces of dough. Place on lightly greased cookie sheets; flatten with spatula. Bake 15 minutes. Store in covered container. Makes 2½ dozen.

SEAFOOD WITH TARTAR DILL SAUCE

2 tablespoons finely chopped dill pickles
2 tablespoons chopped parsley
2 tablespoons minced fresh dill
2 tablespoons drained, chopped capers
⅛ teaspoon pepper
1 cup mayonnaise
Salt
Seafood

Stir pickles, parsley, dill, capers and pepper into mayonnaise. Add salt to taste. Chill. Serve with fish. Shown on page 104 are shrimp, lobster, smoked oysters, sturgeon, and smoked salmon. Makes 1 cup sauce.

BLOODY MARTINI

Here's a new eye-opener developed in our test kitchens (after work hours, of course) for a happy marriage of martini and Bloody Mary lovers!

Put equal parts of gin, vermouth, and tomato juice into mixer with ice. Add a dash of Worcestershire sauce and a few drops of hot-pepper sauce. Stir. Pour into chilled glasses. END

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Send for the World's Corniest Radio. Mail $4.95 along with 3 Green Giant frozen package fronts, for each radio. Send to: Green Giant Company, Box 9-154, Le Sueur, Minnesota 56058*

*Offer expires April 30, 1970. Void where taxed, prohibited, or restricted by law. Please allow 3 to 4 weeks for delivery.

ACTUAL SIZE
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5¢ 5¢

This coupon is worth 5¢ on your next purchase of any Green Giant frozen vegetables.

Dealer: As our agent, redeem this coupon for 5¢ on the purchase of 1 package of any Green Giant frozen vegetables. Mail this coupon to Green Giant Company, Box 90, Le Sueur, Minnesota, 56058. We will then pay you 5¢ plus 3¢ handling. This offer void in any state or locality where taxed, prohibited, or restricted by law. Fraud Clause: Any other application of this coupon constitutes fraud. Invoices proving purchases within 90 days of sufficient stock to cover coupons presented for redemption must be made available upon request. Coupon expires April 30, 1970.

5¢ 9-157 5¢

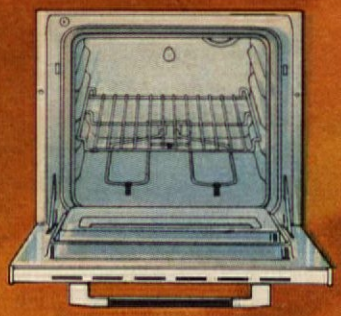
5¢ 5¢

This coupon is worth 5¢ on your next purchase of any Green Giant frozen rice item.

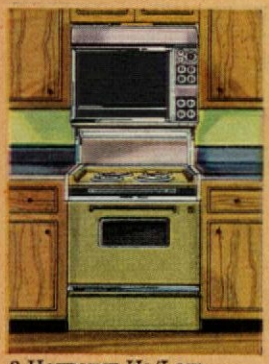
Dealer: As our agent, redeem this coupon for 5¢ on the purchase of 1 package of Green Giant frozen rice. Mail this coupon to Green Giant Company, Box 90, Le Sueur, Minnesota 56058. We will then pay you 5¢ plus 3¢ handling. This offer void in any state or locality where taxed, prohibited, or restricted by law. Fraud Clause: Any other application of this coupon constitutes fraud. Invoices proving purchases within 90 days of sufficient stock to cover coupons presented for redemption must be made available upon request. Coupon expires April 30, 1970.

5¢ 9-160 5¢

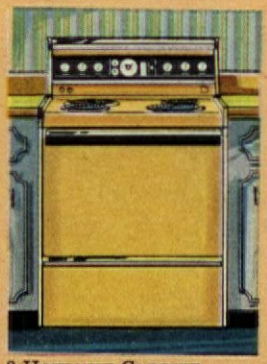
Want a self-cleaning oven?



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.

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Look for the Hotpoint Difference

YOU'VE GOTTA BE A FOOTBALL HEROINE

By Jeanne Lamb O'Neill

Herb Rogoff

In Niagara Falls, a young wife invited 30 people to an informal Sunday buffet and cried into her leftover lasagna when only three couples showed up. The rest of the husbands refused to leave The Game on TV.

In Baltimore, Maryland, a couple filing for divorce agreed amicably on everything except who was to get the two Colt season tickets. They postponed the divorce until football season was over.

In Grosse Pointe, Michigan, ten charming, attractive people sat around a gala postgame supper table tossing uncharming daggers at each other and speaking not a word. The Lions lost the game; Mr. Smith lost the battle of the Bloody Marys; Mrs. Smith despised football anyway; Mr. Brown called Mr. Green a near-sighted nincompoop. Mr. Jones said to Mrs. Jones: "I *told* you not to invite the Smiths"; and Mrs. Jones was sorry she'd invited anybody.

Am I exaggerating the way football has disoriented the American weekend, disrupted American social life, discombobulated the American housewife? A little perhaps. But, when you think of just the normal mix-up in mealtime hours and mores, the topsy-turvy TV games that turn day into night, the crazy traffic jams at the stadium, the wild endurance contest that goes from pregame brunch to game-time snort to postgame cocktail party—maybe I'm understating the case. Face it, wives of America, you're behind a silly, blown-up, ellipsoidal football.

Remember the crisp, lovely, togetherly autumn weekends of old? Husbands and wives raked leaves together, cleaned the garage together, planted tulips together—and maybe took in one or two nostalgic games at the old Alma Mater together. Remember when football was a haze of plaid blankets, marching bands, hip flasks and chrysanthemums—and nobody cared if a pretty (continued)

Coconut makes the pie crust that makes them remember the pie.

They'll be wowed by the strawberries.

They'll flip over the whipped topping.

And the generous mounds of ice cream will drive them mad.

But just wait until they get to the coconut crust.

Baker's has come up with a deliciously different idea for a pie crust. Just fill it with ice cream or any of your favorite chiffon, sherbet or cream pie fillings. A Baker's Coconut crust or coconut added to any dessert creates a dessert that your family or your guests won't soon forget. We feel that if you're going to make a great pie, you might as well begin with a great crust.

Baker's Coconut. Desserts deserve it.

Festive Strawberry Pie.

Combine ¼ cup melted butter and 2 cups Baker's®, Angel Flake® or Premium Shred® Coconut. Evenly press into an ungreased 9-inch pie pan. Bake at 300° for 20 to 35 minutes, or until evenly browned. Cool. Fill with 1½ quarts strawberry ice cream. Garnish with fresh strawberry halves. Top center with prepared Dream Whip® Whipped Topping and sprinkle with additional coconut. If desired, serve with a strawberry sundae sauce.

For more delicious recipes, send for our "Baker's Chocolate and Coconut Favorites" booklet. Mail 25¢, your name, address and ZIP Code to: Box 4052, Kankakee, Illinois 60901.

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So, do something sweet for your family. With Libby's Pumpkin Pie Mix. You'll see how easy pleasing can be. From Libby's.

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girl knew a field goal from a touchback or a halfback from the water boy? Remember 'way back when they played football in the *fall*—on Saturday afternoons?

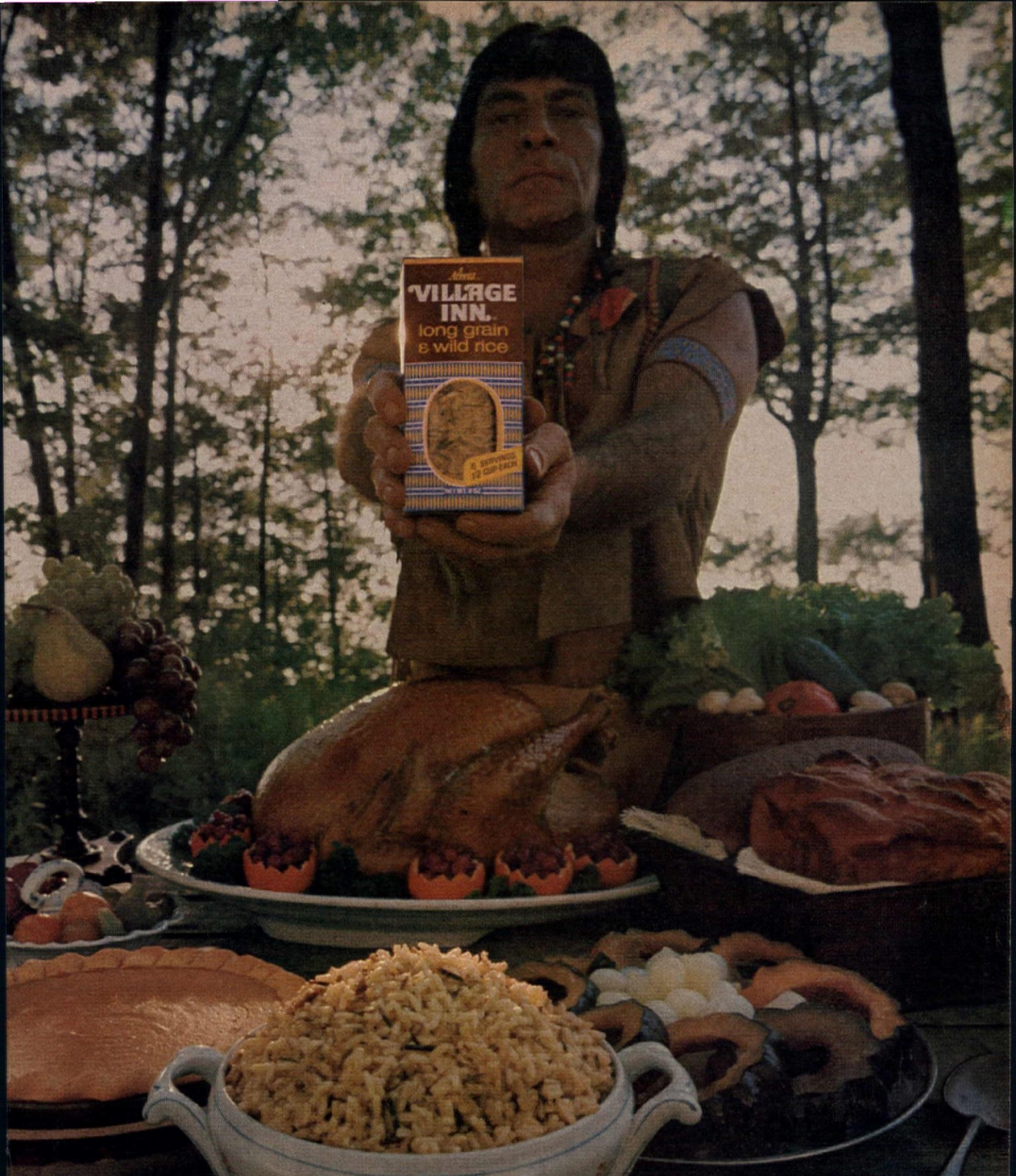
Now the backs start tearing by at the crack of August. And they don't block that last kick until sometime in January. You might as well face it—the only parties you'll be giving or going to are football parties. How is a wife and hostess to cope? The awful truth is that the only way to beat 'em is to join 'em. You've got to pull up your socks, girls—knuckle down, Winsocki! and fight, fight! You've got to tote that blanket, lift that Bloody Mary.

Of course, there are all kinds of football parties. If it's a home pro game, you can give a brunch—and only disrupt the Sunday school and church routine, miss reading the Sunday papers, and stay up so late Saturday you sleep through the game. Or you can throw a postgame dinner party and pray that the home team wins and that you're not too bone-chilled and battered to move.

Then there's always the TV party. Does chaining a whole roomful of people to a little lighted box for three hours with tape across their lips seem an asocial, if not sadistic, form of entertainment to you? Never mind—just keep the glasses full and your mouth shut. Later or sooner, the game will end and all the merry laughter and chatter can begin—unless, of course, the home team loses. In which case, dinner will be a fiasco and your exquisite *quenelles de brochet* might just as well be dog biscuits.

But suppose it's not the brunches or buffets or boob-tube pigskin marathons that you hate about football? Suppose it's the real, live, in-the-gooseflesh game itself that turns you off? Well, nobody says you have to sit for hours on end, on your bench-bruised own, sipping warm beer or cold coffee in the freezing cold or blistering heat, bitter winds or drenching rain. You can always stay at home by your stony-lonesome and sulk. Let's say you go to the stadium with the rest of the shivering idiots. You might as well dress for comfort, not looks. Better safe than sexy. Men go to football games to watch football. They don't go to hover over poor little, feminine, freezing you. (Likewise, you could stand in front of the TV set screaming "Fire!" topless and get nothing more than a surly "move over.") Worse still, the days of dumb Dora are definitely over. Maybe you don't understand what "off-side" means and never will; maybe you still keep asking where Joe Namath is when the defense is on the field; maybe you can always tell who the good guys are because they wear white helmets—if you're smart, you won't talk at all. If you must talk, try collecting slippery gambits like "I don't think O.J. could ever hold a candle to Y.A." or "Well, if he's a Heisman Trophy winner, I'm Bronko Nagurski!"

I assume that most people know the difference between college football games and pro football games. Oh, not that business about the goal posts or one knee touching the ground. The difference is tailgate picnics. At least I've never seen anybody tailgating in a big city stadium lot, next to all those big smelly buses. Ask any woman—tailgate picnics are the best part about football. But remember, they're not all beer and skittles these jet-set days—they're more likely to be whiskey sours and filet mignon, fancy portable bars and elaborate grills, cloth-decked tables and folding chairs. Especially since you have to get up at dawn if you don't want to picnic in the shade of somebody's exhaust fumes on the highway. If you plan to join friends for a tandem tailgate, (continued)



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at's why Village Inn Long Grain & Wild Rice is the perfect
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e chief does not speak with forked tongue. His people grow,
vate and harvest most of the wild rice grown in this country.
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lay dinner. The chief knows that Village Inn Long Grain & Wild Rice is better than the leading brand, because it actually contains 28% *more* wild rice. *(Someone actually sat down and counted everyone's long grain and wild rice mix and found *ours* was wilder. No kidding!)

Take the Chief's advice: serve Village Inn Long Grain & Wild Rice at your tribe's next dinner or holiday get-together. Even your papooses will love it!

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Circling Train Top

Colorful miniature 4-car train mysteriously whistles as it circles inside, while the outside dome stands perfectly still. About 11″ high and 9″ in diameter, it keeps the kids and you too, completely fascinated on each "trip" for hours! A new joy, this one! Each only $3.98; 2 for $6.98. Money back guarantee if not completely delighted.

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☐ Send C.O.D. I enclose $1 goodwill deposit and will pay postman balance plus all postal charges.

NAME_____

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you have to leave even earlier. You have to work harder, too. You can still get away with packing an anti-heroine picnic in the bosom of your family, but it's embarrassing to dig peanut butter sandwiches out of a paper bag while the lady next door is serving vichysoisse and buttered croissants out of a fancy picnic hamper. (That's one reason we've been dazzled pages 100 to 104 with one mouth-watering, status-making tailgate menu after another.) Actually, the only trouble with tailgate picnics though is that they're too much fun. Have you ever noticed how many *wives* there are behind the wheel driving home from a football game? (That's not really the reason we include indoor tailgate picnics. We just think they're fun al fresco or al family room.)

Maybe women aren't supposed to like football. Maybe men intended it to keep us out of their hair, like poker. Well, I don't mind tending to my knitting every other Thursday night—but not six months out of the year! I'm afraid Pete Rozelle and all the rest of them have gone too far. What's more, they're going even further. Would you believe *Monday* night pro games every week in 1970? Did you know more teams may be added to the professional leagues? Or that already more college games are being played at night—so George can go to one game in the afternoon and watch another one on TV at night? Would you like to bet against late-late games and post-post playoffs and maybe a few more Bowls some day? Let's see, we don't have a Fish Bowl yet.

Oh, I can read the writing on the wall and the stadium scoreboard and Mr. Neilson's rating sheets. Item: football attendance at the stadium has almost doubled just in the past 10 years. Item: the NCAA signed a TV contract for over $10 million this year. Item: 6 years ago the N.Y. Jets sold for about $1 million—guess what now? Conclusion: football is not going to just go away like hoola hoops and zoot suits, if we close our eyes.

The way I see it, even if you've always hated football (like me) and never understood football (like me) and get cold feet (like me), you'd better jump on the brunch wagon. But, you know—football's not so bad once you get the hang of it and once your toes drop off. In fact, many mature, intelligent, anti-football females even get to like the game. In fact, there's a fan born every minute (like me). Go Joe! Kill him Bubba! Whaddaya mean, clipping? On side, my elbow! END

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Julia Noonan

COMPANY'S COMING

Since the holiday season is almost here, dinner parties are beginning to happen on every block. Try this menu for your next party. For an appetizer serve Stuffed Mushrooms—chop the stems into your favorite shrimp or crab-meat salad and then fill the caps with the mixture.

Stuffed Mushrooms
Baked Chicken Rosemary*
Steamed Rice
Buttered Italian Beans
Minted Fruit and Sherbet*
Vanilla Wafers
Coffee

BAKED CHICKEN ROSEMARY

2 broiler-fryers (2½ pounds each), cut up
Salt
Pepper
¼ cup butter or margarine
½ cup minced onion (1 medium)
1 clove of garlic, crushed
½ cup water
1 envelope granulated chicken bouillon
¼ cup chopped parsley
1 teaspoon leaf rosemary, crumbled
2 teaspoons grated lemon rind
3 tablespoons lemon juice

Heat oven to 375°. Sprinkle chicken with salt and pepper. Brown chicken on all sides in butter or margarine in skillet; remove chicken to shallow baking dish. Cook onion and garlic until golden in fat remaining in skillet. Add water and bouillon. Cook, stirring, until bouillon and all brown bits in pan are dissolved. Add parsley, rosemary and lemon rind and juice. Pour over chicken. Cover. Bake 45 minutes or until chicken is tender. Makes 6 servings.

MINTED FRUIT AND SHERBET

⅓ cup sugar
1 cup water
1 pint strawberries, washed, hulled and sliced
1½ cups honeydew melon balls
2 tablespoons chopped mint
1 pint fruit sherbet

Combine sugar and water in small saucepan. Stir over low heat until sugar is dissolved. Bring to boiling. Boil 5 minutes without stirring. Cool. Combine fruits in large bowl; add sugar syrup and mint; mix gently. Chill. Serve over sherbet. Makes 6 servings.

SUBURBIA'S NEED: GOOD APARTMENT DESIGNS

It doesn't take much imagination to see what an asset garden apartments like the ones on page 82 would be to a community. But it won't take much looking around to convince you that apartments of this caliber are very rare indeed. The problem is that where garden apartments are concerned, suburban America is afflicted with schizophrenia. Some communities recognize the need for apartments, but in a completely indiscriminate way, allowing builders to put up any kind of design, regardless of how ugly it may be. Conversely, others dig in their heels and refuse to allow any apartments at all.

The fact is that despite the grave suspicions many suburban communities harbor, garden apartments can bring enormous benefits. That they *can* enhance the town esthetically is amply demonstrated by our award-winners. What is not so apparent is that apartments can also bring financial help to suburban towns that more often than not are taxed up to their eyebrows. While it is often thought that apartments tend to bring what are loosely referred to as "undesirables" into town, the truth is that they are the very thing that keeps "desirables" in town—young couples with few, if any, school-age children and older couples whose children have grown and who now appreciate the ease of apartment living over maintaining a large house. These families put little strain on the school system while the apartment's property taxes contribute considerably to the community till. Other town services follow the same pattern. On a per-unit basis, the cost of maintaining and plowing roads is much lower. And police and fire protection are also less expensive when spread over the denser population of the complex. So the question becomes not whether to build apartments, but *how* to build them well.

Most communities already have the municipal machinery by which apartments can be regulated; zoning boards which control where they can be built, planning boards which must approve the physical layout and architectural review boards which to some degree have a veto power over the actual design. The trouble is, these boards too often act as rubber stamps, approving any project which meets basic, functional requirements and sometimes actually opposing new or unusual designs. The battle here is to a considerable degree political and must be fought differently in every community. But if public interest can be aroused, the town fathers may be pressured to replace the rubber-stampers with people really concerned with raising apartment standards—architects and planners—who can bring some real expertise to the situation. With the boards thus staffed, builders can be gently but firmly pushed in the direction of better design.

Oddly enough, the communities that adamantly refuse to allow apartments now are the ones that probably will construct the best planned apartments of the future. Once the towns are convinced that garden apartments are desirable they will be super critical of the ones they allow to be built. As a result, the whole community will benefit.

Max Huntoon

THE AMERICAN FUNERAL:

Useless tradition for the dead... or useful therapy for the living?

In an age of change and challenge it is healthy to re-examine traditions . . . to appraise whether they are useless relics of the past or have become customs *because they serve human needs.*

What about the traditional American funeral?

Beyond providing the dignity of a proper burial certainly it can do nothing for the person whose life is ended.

According to leaders in medicine, psychology, sociology and religion, the funeral ceremony does a great deal, however, for those whose lives go on. The bereaved family. Their friends. Their close circle in the community.

One thing it does is help those who grieve accept the *reality* of death. They *know* it happened. But a part of their mind rejects it, runs away from it.

The funeral service takes them gently by the shoulders and turns them to face it. And having faced it, having *viewed* it, things are easier.

Things continue to be easier (though it may not seem so at the time) as the arrangements have them talking with sympathetic friends at the visitation.

Unburdening ourselves seems to make room for courage. As surely as sharing joy increases joy, expressing and sharing grief lightens grief.

That's why even those without deep religious convictions adjust more quickly to life when they have observed the funeral rites. To the religious family, of course, the funeral ceremony, presided over by their clergyman, is not only a personal but a public profession of faith. In its sharing with others, it is a source of strength that passes understanding. For the family . . . for friends . . . for society.

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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.

THE BIG PILE-UP

Page 67: Handmade patchwork quilt by Freedom Quilting Bee, Alberta, Ala. **Page 69:** *Wallpaper, fabric on bench by Connaissance Fabrics Inc., N.Y.C. **Page 70-71:** Floor lamp by Neal Small. White sofa by Flair. Painted chair from Grand Ledge Furniture Co. Glass-topped lucite table by Eon Furniture Co. Plexiglas and chrome firetools by J. C. Christen Co., **Page 72: top,** *Stainless steel four-poster bed by Pace/Jil Assoc., N.Y.C. Beautyrest box spring and mattress by Simmons. Suede cloth bedspread by Nettle Creek Industries. *Lamp from Chiaroscuro collection through John Strauss, Chicago, Ill. Painting by David Hickman, courtesy of Gilman Galleries, Chicago, Ill. Handwoven basket, American Indian Arts Center, N.Y.C.

COLOR GIRLS BRIGHT, COLOR BOYS BOLD

Page 74: Fabric on walls, Primavera by Cohama. Allegro bamboo daybed by Thomasville Industries. Stuffed lion toy, Judith Garden, N.Y.C. **Page 75:** *Fabric on walls, John Strauss, Chicago, Ill. Collection of animals privately owned. **Page 76:** Life-size doll, canvas playhouse from F.A.O. Schwarz, N.Y.C. Instant Insanity blow-up cubes by Parker Bros. Yellow plastic tub chair by Rotodyne. Play tables with chairs and Darjo spinner toy both by Colorform, Santa Monica, Cal. **Page 77:** Space station by Mattel. Grippidee Gravidee from F.A.O. Schwarz.

TAILGATE PICNICS

Page 100-101: Cheese tray and board, **lower right,** by Lucidity, N.Y.C. Clothes by The Outdoor Traders, Little Women, both, Greenwich, Conn. **Page 102:** Chair by Dux. Rattan trunk, Vreeland. TV by RCA. **Page 104: upper left,** Crystal platter; **below center,** Martini mixer and glasses; all from Tiffany & Co., N.Y.C. **Upper right,** Octagonal plate by Independence Ironstone.

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Miniature Florida Key Lime

Anyone having had the pleasure of tasting Florida's famous "Key Lime Pie" will need no introduction to this wonderful little tree. Those who have not should start a lime grove in the kitchen window now. Eager and easy to grow indoors, the lush dark-green foliage, fragrant blossoms and subsequent fruit will provide a gardening achievement not soon forgotten.

Florida Palm Tree

A touch of tropical Florida in your home all year. Versatile, it is America's easiest-to-grow indoors tree. Simple growing instructions will permit you to be the sole judge of the tree size—from 12 inches to 6 feet! Palms love deep shade and thrive where other plants refuse to grow.

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Miniature Orange Tree

Get your greatest gardening thrill when these sturdy little trees BUD, BLOOM and BEAR fruit (up to 30 luscious pieces at a time) right in your own home! Easier to grow than many common house plants, their glossy green foliage is easily shaped. It's a fine way to have fresh fruit all year 'round.

Miniature Gardenia

Imagine the thrill of producing these delicate, fragrant, snow-white blossoms right in your own living room! Undoubtedly America's most romantic flower, they are easy to grow, have lustrous dark green foliage, up to 18 magnificent blossoms at a time, and an unforgettable fragrance. You can even make your own corsage for that special occasion.

Miniature Lemon Tree

Countless articles have been written describing the many, many years of pleasure growing lemon trees in your home. Watching these miniature trees bud, bloom and bear fruit as a direct result of your own efforts will be a great "green thumb" thrill.

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CATFANCY is down-to-earth! Tells you what to feed your cat; dangers of meat-only or fish-only diets; what to do about cats that won't drink milk; about feeding dog foods, or baby foods, to cats and what to do about cat malnutrition. What to feed pregnant cats; what are best overall cat diets. CATFANCY is scientific: tells all about medication, anesthetics, tranquilizers, surgery; also facts about veterinarians.

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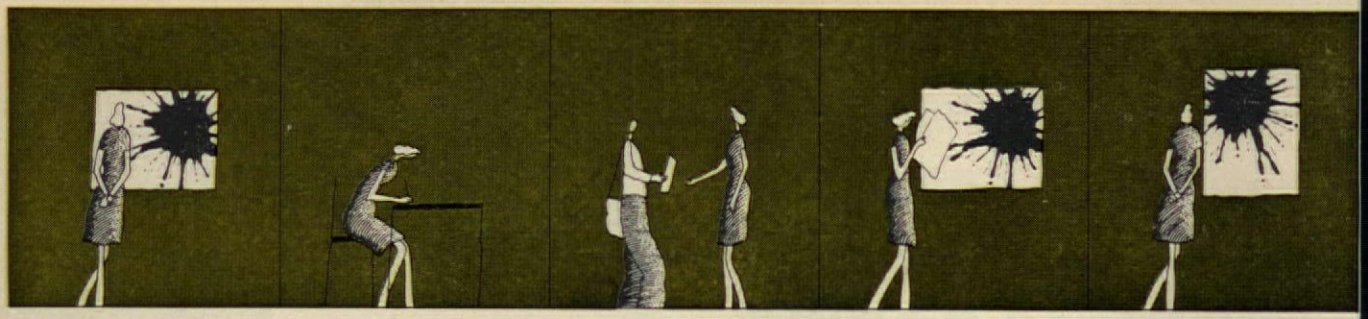
DEAR AMERICAN HOME



When a magazine undergoes such a complete face-lifting as AH has, beginning with the September issue, mail is bound to come pouring in. We are happy to report that most of you are delighted with our new size, our new look. Of course, there are those of you who loved us a little more the way we used to be, and we listen with just as attentive an ear to the sour as we do to the sweet music. We print an orchestration of both.

We've always liked American Home but talk about an improvement! Wow!

Mrs. D.O. Lutes
Portland, Indiana

Like most mothers and housewives, the only time available to me to do any reading is after I retire at night. The old size was just too large to hold comfortably while attempting to read the magazine in bed.

Mrs. Sue A. Fisher
Asheville, N.C.

It fits comfortably on a bookshelf and is easier to store and thumb through later for more enjoyment.

Mrs. Glenn H. Chapman
Durango, Colorado

I'm delighted that I'll now be able to relax in the tub with American Home *without getting the corners all wet.*

Mrs. John L. Krause
Riverdale, New York

What's happened to you
Cannot be a crime
You were the size of Life
But now, you're as big as Time.

Mrs. Margaret Blutreich
Columbus, Ohio

My sincerest compliments for reducing the size instead of increasing the price. I consider this to be one of the very first blows to hit inflation. I hope the other large magazines follow your lead.

Mabel E. Gleeson
Ballston Spa, New York

A while ago I had decided not to renew my subscription when it expired. Since receiving the September issue of your remodeled magazine, I have changed my mind.

Mrs. Agnes T. Defenbaugh
Columbus, Ohio

If American Home continues in this vein, I may never let my subscription run out.

Mrs. Carl Baker
Klamath Falls, Oregon

It's terrific! The ease of scanning through the magazine is now a complete pleasure.

Mrs. Marcel Mancini
Oak Park, Missouri

AND THE DISSONANT NOTES

In my opinion you have goof!

Mrs. J. A. O'Donnell
Topeka, Kansas

I wish to protest the new format. I do not like it.

Mrs. M. J. Bloch
Little Silver, New Jersey

Some time ago I purchased your April, 1969 issue and subsequently became a subscriber. September was the first issue I received. Do you have two different publications? If so, I prefer the larger issue.

Burt P. Augustsen
Paramus, New Jersey

I am pleased by the prospect of extra issues but frustrated by the smaller size. I felt I was looking through the wrong end of binoculars.

Mrs. Don Hart
Boone, Iowa

ANSWERS FROM THE KITCHEN

Can you tell me how to keep bananas from turning dark in banana cream pie?

Mrs. Clara Gamble
Phoenix, Arizona

Slice bananas just before they are added to the custard. If they are not going to be used immediately, dip the slices in or sprinkle them with canned or fresh pineapple juice, orange juice or lemon juice.

How can I keep the crust of my homemade bread crispy? It always softens as it cools.

Emily Watson
Shohola, Pennsylvania

Make your dough with water instead of milk for a crispy crust. Set the baked bread in a cool place and do not cover it.

How long may whipped cream be kept in the refrigerator? Can I whip it before dinner to serve for dessert?

Miss F. Crawley
New York, New York

Whipped heavy cream will keep in the refrigerator for 24 hours if kept well covered. If it starts to separate, rewhip with a wire whisk.

Are the dried seeds from California poppies edible? They look a lot like the poppy seeds sold in grocery stores, but are they safe to use in cooking?

Mrs. Calvert
Redlands, California

The seeds from the California poppy are not the ones you find at the grocery store. They do not have the same flavor and are of no culinary value.

Please tell me what to do when the ingredients in Hollandaise sauce separate.

Mrs. W.H. Ballering
New Berlin, Wisconsin

Curdling can be caused by too high cooking temperature, too long cooking time or too long standing over the heat before serving. It can be made smooth again by adding 1 tablespoon boiling water very slowly while beating with a rotary beater or a wire whisk. If sauce cannot be served immediately, it should be made in advance and allowed to cool. When you are ready to serve, reheat the Hollandaise over hot, not boiling, water for five minutes.

continued

It sure is a load off Roy, since I lost 59 pounds.

By Kerry Chesney—as told to Ruth L. McCarthy

Think I've changed?

If you've got a husband who likes you to sit on his lap—like my Roy does—all I can say is he better have fat knees. Or else don't eat the way I did, because poor Roy, being skinny, really got sat on when I reached 180 pounds.

You see, we live in the country. And we don't have all the fancy things folks have in the big cities. So for something better to do, I'd eat. Especially in the first years of my marriage, when I had two babies on bottles and in diapers at the same time. Why, I got myself so nervous, I just ate and ate.

Bread is mostly what I filled up on. For breakfast, I'd have four or five pieces of buttered toast, an egg, and maybe a pound of fried bacon. What's more, I'd have bread snacks between meals. Well, that kind of eating got to be a habit with me. As the kids grew, so did my appetite, until I reached 180 pounds.

Oh, I tried reducing lots of times. Mamma, who had a weight problem, bought all sorts of products. Then she'd pass them on to me, but I usually gave up before I got anywhere.

I guess it was having my two children go to school that finally made me take a good look at myself. Kids can be so cruel and I didn't want mine feeling ashamed of me because I was fat. So after a lot of looking around and reading catalogs and magazines, I decided to try that reducing-plan candy, Ayds. I bought the chewy vanilla caramel kind, but I noticed in the drugstore that they have a chocolate mint fudge and a plain chocolate fudge type, too.

I knew right off I had to change my eating habits, if I was going to lose weight. Couldn't be stuffing myself with bread all day long.

Well, I started taking Ayds like the directions say. One or two 15 minutes before meals with a hot drink. And Ayds really helped me curb my appetite, so I was able to eat less and lose weight.

Of course, I didn't rush things on the Ayds Plan. Losing was kind of gradual, so my skin didn't get all saggy. Matter of fact, when I got down to 140, I went off Ayds for a bit. Later, I went back on the plan and took off about 19 more pounds.

That's when Mamma told the whole CB radio audience I reduced. CB, incidentally, means Citizen Band. It's a two-way radio we have. And everybody, within 150 miles of Luttrell, Tennessee, got told I lost 59 pounds.

It sure set people talking. Made me wish our CB radio could flash a picture of me over the air. Course one person who doesn't need any picture is Roy. He gets to look at me anytime. And I've kept that weight off for more than a year. Why, Roy's so proud, you know what he does? When we're having company, he picks me up and shows everybody how light I am. So now you understand why I say: "Thanks to my reducing with the help of the Ayds Plan, it sure is a load off Roy."

Here I am on my husband's lap during the holidays. Some fat package, at 180 lbs.

Before and After Measurements

	Before	After
Height	5′4″	5′4″
Weight	180 lbs.	121 lbs.
Bust	36″	34″
Waist	34″	24″
Hips	44″	36″
Dress	20	8

This was taken at the Parthenon in Nashville. How do you like me at 121 lbs.?

I would like to know how long one may keep frozen foods in the freezer. I made a large pan of lasagna several months ago and now I am afraid to serve it for fear it has spoiled.

Mrs. Cory Briggs
Castroville, California

If you select top quality foods, package them carefully, using moisture-vapor-proof materials, and seal tightly, most foods can be kept six months. However, the length of storage varies with each individual food item. For more specific information about freezing foods, write Publications Division, Office of Information, United States Department of Agriculture, Washington, D.C. 20250. Also, the *American Home Cookbook* has a chapter on the freezing of foods.

Please tell me why recipes call for ground beef to be browned in oil or cooking fat. I thought the meat had enough of its own grease to brown.

Mr. R. T. Horton
Knoxville, Tennessee

As soon as the meat starts to brown, a certain amount of fat will drain out, but some extra oil or fat is needed initially to prevent sticking and burning.

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Pacific International has STOPPED BED WETTING for TENS OF THOUSANDS from ages 4 to 57!

Walter C. Alvarez, M.D., Prof. Emeritus, Mayo Clinic, says: "Bedwetting . . . is hard on the unhappy child, and on the mother . . . even if his parents do not scold him, he cannot help feeling that he is a terrible nuisance and a disgrace to the family." And bedwetting can go **on and on!**

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Address _____

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Zip _____ Phone _____ Child's Age _____ (Must be 4 or older)

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Could you tell me where I can find soft maple sugar? I would love to have some for Christmas cookies.

Mrs. Maxine Castle
Colton, California

Write to the State of Vermont Information Center, 1268 Avenue of the Americas, New York, N.Y. 10020. They have a product booklet listing stores in Vermont from which you can order maple sugar.

Why do manufacturers of potato flakes tell us to add cold milk when preparing them? I have always used warm milk when mashing regular potatoes.

Mrs. Earl Johns
Belvidere, Illinois

Cold milk is added to the boiling water to cool the water to the correct temperature for rehydrating the flakes. If the liquid is too hot, the final consistency of the potatoes suffers.

NURSERY BLUES

We are expecting our first child in January and have just started to shop for nursery furniture. I'm dismayed to find a wasteland—style and quality are totally absent. Our home is furnished with Scandinavian pieces and I'd like to keep the nursery in this same style.

Mrs. R. W. Hilmer
Bloomfield Hills, Michigan

We agree wholeheartedly about the dearth of good design in nursery furniture. It is a mistake, however, to think in terms of furnishing a room for an infant. It would be much more practical to buy storage pieces in the Scandinavian design you favor and add to them as the child and his needs change. Keep the colors and accessories young as these can easily be changed.

My boys are two and four years old and we have just moved into a new home with tiny bedrooms. Theirs are 9 by 10 and 10 by 11 respectively. I find them difficult to decorate; do you have any suggestions?

Mrs. Bingham
Kansas City, Missouri

Look at the boys' rooms on pages 76 and 77 of this issue. Although they are larger than the ones in your new house, you can easily adapt the simple, clear-cut style of decorating in the red, white and blue room. The room with the built-in bunk beds has more pattern but often a multiplicity of patterns can enlarge a small room. So can one pattern be used all over. Above all, don't worry, most small children feel most secure in small rooms.

IDEA FOR A SNIFTER

We received an oversized brandy snifter for a gift and I would like to know what to do with it.

Patricia B. Stuart
New Orleans, Louisiana

This can be used very nicely when entertaining. Fill it with a mixture of nuts, dried apricots and raisins for pleasant nibbling or heap it with ice cream balls in three different flavors—strawberry, pistachio and peach, set it on a silver tray and surround with small bowls of mixed fresh fruit, chocolate sauce and whipped cream for making your own gooey concoctions. But best of all, why not just use it for good brandy.

WHAT'S "IN"

In your September issue you told a reader that an avocado-gold scheme is on the way out. What is an "in" color scheme?

Mrs. Barbara Meyer
St. Louis, Missouri

Schemes that include purple are considered very new this season, so are ones built around a collection of neutrals like putty beiges, taupe, khaki, all rather "muddied" colors. These look marvelous with a dark royal blue (almost navy) and some touches of lacquer red. Black and white is still going strong and the grays are making a comeback.

A GIFTED PEOPLE

Thank you so much for reminding me once again that my Yankee heritage is colorful and something to be proud of. I especially want to thank Mary Evans for her article "The Shakers: A Gifted People" (AH, September). Her sense of humor kept a realistic view of these people from becoming all negative.

Mrs. Konni DePaolis
Pacifica, California

TRAVELING HOMES

I especially enjoyed the piece on double wide mobile homes (AH, September). My husband's job requires that we move frequently, which we all enjoy. But I am worried about the future. House prices won't go down but our needs will remain the same: a yard for the kids and dogs, privacy, 2 baths and at least three bedrooms. Maybe part of the answer lies in what can be evolved from the possibilities and opportunities in mobile homes. Please show more mobile homes and sectional housing innovations. Encourage your designers to work on them and help consumers visualize the decorating possibilities. You can perform an invaluable service in helping housewives like me answer the question: where will my family live five years from now?

Mrs. Richard A. Carter
Austin, Texas

A PAINTER'S NEED

I was especially impressed by your article on factory-built houses (AH, September). I am a painter in need of a studio, and if I were to build or remodel an old barn on my property, I would have to give up painting for six months—and I have three one-man exhibitions coming up. If the interior of the Deluxe Home Model can be tailored to fit my needs for a live-in studio, this is what I have been looking for. And the price is just right!

Emilio Sanchez
Water Mill, New York

KIT FANCY

I am so thrilled with my crewel map of the United States that I must say a special thanks for creating such a lovely design. I worked a total of 125½ hours on it and every moment was sheer pleasure. I look forward to many more exciting kits in your future issues.

Mrs. Felix N. LeBlanc
Dayton, Ohio

For those of you needlework fanciers who missed our State Flower Map when it was first offered, look for it in our December issue. END

SEPTIC TANK–CESSPOOL OWNERS...

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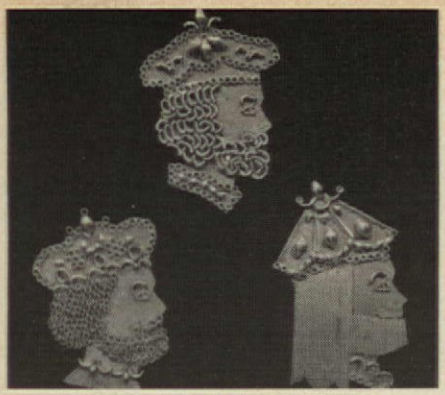

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If you love to make things, but have trouble coming up with fresh, original ideas like this 3-Kings plaque made of macaroni, you'll love Pack-O-Fun, the scrap-craft magazine. Each month Pack-O-Fun brings you nearly 100 clever ideas like this for turning ordinary household odds-n-ends (things like egg cartons, burnt matches, old flash bulbs, plastic bottles and such) into gifts, table and home decorations, toys, games, and bazaar items, etc.

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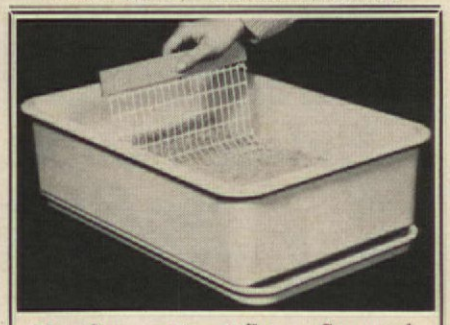

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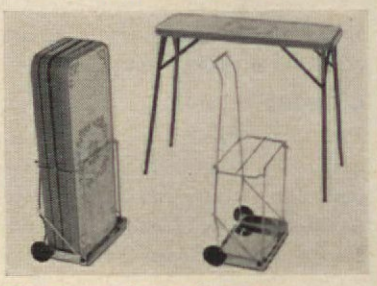
LYNN HEADLEY—Editor

AMERICAN HOME MARKET PLACE

Pick a wildflower kit

It's fun to "grow" flowers by cross-stitching lovely bouquets. Kit: linen, wool, instructions. Violet, rose, thistle, strawberry, dandelion, forget-me-not. $1.50 each. 7x8 in. wood frame in mahogany or maple finish. $1.25. Add 35¢ postage. Victoria Gifts, 12-A Water St., Bryn Mawr, Pa. 19010.



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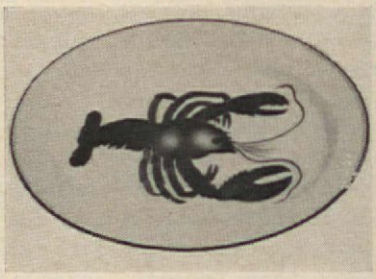
When guests drop by, "go easy" with space-saving servers. 4 tray-tables fold into roll-away caddy cart. All-metal, use indoors or outside. 11x27x 24-in. In Blue Flower (shown), Walnut, Pennsylvania Dutch, or Classic Green. Set, $27.50. Jenifer House, Dept. AH-119, Great Barrington, Mass. 01230.



Seafood show-off

Lobster dinners become even more appetizing on a seafood flatter platter with brilliant red lobster design. Nice for shrimp and crab-meat salad, too. 18x13 in. Baked enamel on steel. $1.98, 4 for $6.95. Add 50¢ each postage. Peers, Dept. AH1169, 242 Meachem Ave., Elmont, N.Y. 11003.

Boyish charmers

These irresistible little boy figures in big, oversized shoes are adorable additions for a lonely shelf or table. Made of strong styrene in walnut wood grained finish with a deep carved look. 7 in. tall. $1.50 each. World Art Group, Dept. AH-11, 2 First St., East Norwalk, Conn. 06880.

The Leopard

Highlight a fireplace or den with this handsome lithograph in rich browns, tans and yellow. By Hug, The Leopard adds marvelous drama to any setting. On artists' canvas, it's 22x28 in. $5.95 plus 45¢ for postage. Lambert Studios, Dept. 213, 15 West 24th St., New York, N.Y. 10010.

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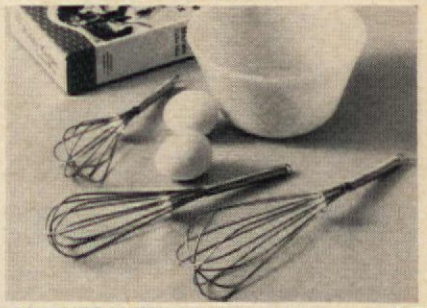

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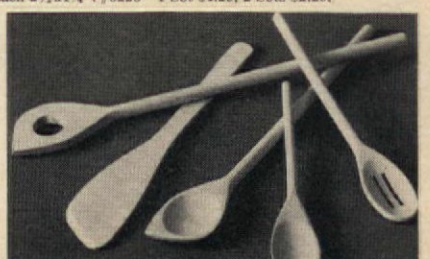

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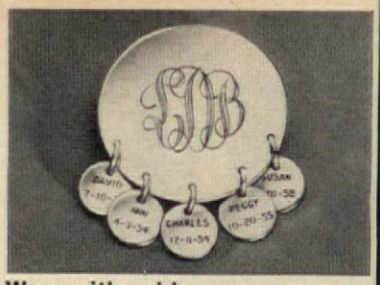

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Grandmother's monogram on sterling silver pin displays the number of grandchildren with each dangling disc engraved with first name and date of birth. 1¼ in. diameter. Underline initial of last name for monogram. Pin, $4.95; disc, $1 each. Ferry House, Dept. GP, Dobbs Ferry, N.Y. 10522.

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- Opens in Morning
- Closes in Evening

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May

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*** SATISFACTION AND PLEASURE GUARANTEED**

Each healthy, carefully chosen plant is covered with Plantron's full guarantee. Plan members not completely satisfied with a plant need only to return the shipping label and we will replace the plant. *Where state laws prohibit import of selected items we will substitute a plant of comparable beauty and value.

SEND NO MONEY. Just use the coupon to order exciting House Plant plans for those on your gift list and for yourself—we'll take care of the rest. You pay our invoice in January. Or—include payment with your order (thus saving us bookkeeping expenses) and we'll send you 2 easy-to-grow Miniature Orchid bulbs (a reg. $1.50 value) absolutely free! Note: We must receive orders by the 20th of the month for which shipment is requested.

Please Print Plainly

PLANTRON, INC. House-Plant-A-Month Plan, Dept. 102-5, 2207 East Oakland Ave., Bloomington, Illinois 61701

Here is my gift list. Please send the plans indicated. ☐ **Additional list attached.**

Send a _____ Month Plan beginning in _____ to

Name _____

Address _____

City_____ State_____ Zip_____

Send a _____ Month Plan beginning in _____ to

Name _____

Address _____

City_____ State_____ Zip_____

Send a _____ Month Plan beginning in _____ to

Name _____

Address _____

City_____ State_____ Zip_____

☐ Please send me a _____ Month Plan beginning in _____

☐ I enclose $_____ payment for my plans. Please send me 2 Miniature Orchid bulbs.

☐ Please bill me for the indicated plans.

Name _____

Address _____

City_____ State_____ Zip_____

DID YOU INCLUDE EVERYONE'S ZIP CODE?

"GOOD OLD DAYS" CHRISTMAS CARDS

Surprise and delight your friends with these authentic reproductions of colorful Christmas Postcards of "years-gone-by". Same cards which were so popular 40–50 years ago. Intriguing, different, truly a memento to save and cherish. 24 assorted cards to a package, two regular, one religious. $1 per package, all 3 for $2.50 (add 25¢ for postage). Tower Press, P. O. Box 412-(WF1), Danvers, Mass. 01923.

BIRTH SIGN PRINTS ANY 4 . . . $5.00

black 5 x 7 prints on white paper. 4 for $5.00. Save—order all 12 . . . $12.00. Cash or money order. Catalog 25c (free with order.)

DEPT. AH 119
HISTORIC HOUSE
1810 Mackenzie Drive
Columbus, Ohio 43220

Aries March 21-April 20
Taurus April 21-May 21
Gemini May 22-June 21
Cancer June 22-July 22
Leo July 23-August 23
Virgo Aug. 24-Sept. 23
Libra Sept. 24-Oct. 23
Scorpio Oct. 24-Nov. 22
Sagittarius Nov. 23-Dec. 21
Capricorn Dec. 22-Jan. 20
Aquarius Jan. 21-Feb. 19
Pisces Feb. 20-Mar. 20

MEISSEN BLUE ONION STAFFORDSHIRE from England. Dinner at eight—polished mahogany and fine linen—needs this lovely "Blue Onion" ware from England to complete the picture. Service for eight includes: 8 dinner plates, 8 salad/desserts, 8 soup bowls, 8 cups and saucers, 8 fruit dishes, vegetable server, platter, sugar and creamer. Also available in Old Red or Green. Complete 53-piece set, $34.95, shipping charges collect. Also available: Complete 55-piece set includes covered coffee pot, $37.50, shipping charges collect. *Send 25¢ for new catalogue.*

Jenifer House
Dept. A-119, Great Barrington, Mass. 01230

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. AH1169
242 MEACHEM AVENUE, ELMONT, N.Y. 11003

Hand-Painted Genuine Blue Delft

Shaped into "jewels" she'll wear . . . pair of ¾" Dutch shoes on 18" silvery pendant chain; or on dangling earrings, one for each ear! Hand-decorated creations—a must for collectors!

22343 Pierced; 14K GF wires.
22483 Pierced-Look Earrings.
22533 Necklace.
Each, 1.98

BRECK'S OF BOSTON OVER 150 YEARS
Z35 BRECK BLDG., BOSTON, MASS. 02210

PROUD OF YOUR DOOR?
Let us beautify and identify your door or doorbell with this impressive solid brass engraved nameplate. Your name smartly engraved in script. Money back if not delighted. Solid brass screws included. Full prices: 3 in. plate $2.00, or 5 in. plate $4.00. Sorry, no COD's. We ship in 2 days. Mail to ELGIN ENGRAVING CO., 614-B SOUTH ST., DUNDEE, ILLINOIS 60118

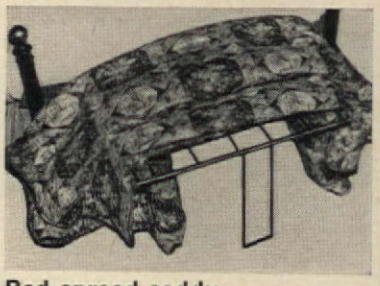
YANKEE DOODLE DANCER
This popular toy from colonial days will delight your kids today. Bouncy jointed figure dances and taps it's feet when you tap the vibrating paddle. It's fun to accompany the Dancer with singing and music. Carved hardwood with pole and paddle. Guar. **$4.95** ppd.
PLAN-IT-KIT, Dept. AH, Box 429-Y, Westport, Conn.

Soft stepper

Ladies will adore this Apache Boot for casual comfort. In soft deerskin with sturdy rawhide sole, it sports a nickel-silver button. In loden green, natural, rust or black. Sizes 4-10 and ½ sizes in M and N. $12.95 plus 75¢ postage. Old Pueblo Traders, 610-APB So. Country Club Rd., Tucson, Ariz. 85716.

Symphony in spoons

Keep your kitchen cookery on a happy note with these marvelous wooden spoons. All different shapes—slots for draining, paddle-shaped for folding, getting into corners, etc. From 9 to 16 in. Set of 5, $1.49. Country Gourmet, Dept. AN, 545 South 4th Ave , Mt. Vernon, N.Y. 10550.



Bed-spread caddy

Enjoy a night's sleep knowing the next morning won't bring a tug of war with your heavy spread. Caddy pulls out from beneath mattress, legs swing into position, and you just toss spread across, ready for easy morning make-up. $6.98; 2, $12.98. Garrett's, AH-11, Box 8415, Dallas, Tex. 75205.

Big on the scene

Project-O-Scope enlarges anything in black and white or color without film. Magazine pages, stamps—any object, projects to 4 ft. wide on any wall. Uses regular household bulb. 12 in. high, comes with carrying case. $8.95 plus $1 postage. Peers, Dept. AH1169, 242 Meachem Ave., Elmont, N.Y. 11003.

Just Arrived from Paris!

10 Fabulous French PERFUMES

Bottled, Packaged and Sealed in France

10 world famous fragrances $4.95

A PARISIAN SCENT FOR EVERY MOOD

Each in its own distinctive bottle and set in a beautiful tri-color gift box decorated with gay, crisp drawings of Paris.

We have imported a limited number of these exciting gift packages for distribution in the United States and Canada. Please rush your order now while the supply lasts. Upon receipt of your order we will rush this amazing gift package of 10 world famous French fragrances, each in its own different, distinctive bottle—all for only $4.95. You must be completely delighted or your money back promptly. Please do not delay. Mail the no-risk coupon today while our supply lasts.

- **An extravagant, exciting gift at an unbelievably low price.**
- **You save $10.00 when buying gift package of 10. Our price, $1.50 for each bottle if bought separately.**
- **These are all genuine full strength perfumes, *not toilet water or cologne.***
- **All perfumes sealed in the beautiful bottles you see pictured here.**

MONEY BACK GUARANTEE

Niresk Importers, Dept. PR-137
210 S. DesPlaines St., Chicago, Ill. 60606

Please rush at once the fabulous collection of 10 World Famous Fragrance perfumes for only $4.95 each set—plus 25¢ for postage, handling and insurance—on full money-back guarantee.

- ☐ I enclose $_____.
- ☐ Ship C.O.D. plus postage & C.O.D. fees.
- ☐ Charge to my Diners' Club Acct. No._____.
- ☐ Charge to my American Express Acct. No._____.

Name_____

Address_____

City_____

State_____ Zip Code_____

- ☐ **Order 2 gift packages for $8.90 plus 50c postage. (Save $1.00.)**
- ☐ **Send . . . additional sets @ $4.45 plus 25c postage each.**

Canadian orders filled same price.

NIRESK IMPORTERS
210 S. DesPlaines St., Chicago; Ill. 60606

This Year Send YULECARDS®

THE ORIGINAL PHOTO CHRISTMAS CARD

Greatest style selection anywhere.

BLACK & WHITE
with envelopes
20 FOR $1
PLUS 35¢ SHIPPING

FULL COLOR
with envelopes
20 FOR $3
PLUS 35¢ SHIPPING

SATISFACTION GUARANTEED

Send color negative or slide for color card, or black & white negative for black & white card. If no negative, send print and add $1.00 for new neg.

FREE SAMPLE CHRISTMAS CARD

Send negative or slide (or photo plus $1.00 for new neg.) for deluxe custom sample card. (Enclose 10¢ shipping). Free folder sent with sample.

YULECARDS® DIV. OF MAIL-N-SAVE®
BOX 310, DEPT. F-2, QUINCY, MASS. 02169

DANDELIONS AND CLOVER

Quick and easy to embroider, this design is especially handsome in a contemporary room. Crewel and heavy weight yarns create a dimensional effect. Kit includes design on 27" x 24" natural background; yarns in vivid golds, oranges, red, greens and white; needle and instr. Only $5.95 plus 55¢ pstg.

Send 25¢ For Our Next 3 Needlecraft Catalogs

The Stitchery
Dept. AH611 Wellesley Hills, Mass. 02181

Mouse & Cheese Sculptured
DECORATIVE ACCESSORY and PAPERWEIGHT

Temptation abounds everywhere—as this charming little grouping proves! The hungry mouse is beautifully sculptured in gleaming 14K Gold Plate; the wedge of cheese artistically crafted of heavy Lalique crystal-like Lucite with realistically textured surface. The combination of gold-plated metal and mysteriously suffused lighting within the Lucite produces a truly dramatic impact. 4" x 4" x 3".
Makes an amusing conversation piece, elegant paperweight, unusual accessory for desk, shelf, table, den. Only **$9.95** plus 75c postage. Two for $19.95 ppd.

PEERS, Dept. AH1169
242 Meachem Ave., Elmont, N.Y. 11003

HIDE A BAR
COMPLETE OR IN KIT

Locking—Rolling—
Fold-up Bar Holds 40 Bottles—4 Doz. Glasses

Now—a bar for the biggest party—or cozy twosome. This charming little giant is the most completely versatile bar ever. Use it 3 ways: corked, as liquor cabinet; open, for self-service; rolled out from the wall, turned around, for bartender service. Hinges open to reveal 20 bottles of liquor, 20 bottles of mix, nearly 4 doz. assorted glasses and all bar necessories. Adjustable shelves, brass guard rails and fittings. Simple, compact, fits smartly into home, apt., office, cottage. 21" W., 19" D., 36" H.—open 38" W. Finely crafted of knotty pine. In honey tone pine or maple, antique pine or walnut liquor resistant finish. $49.95 Express Charges Collect

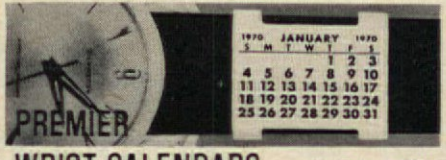
IN EASY KIT—Louvered doors complete. Pre-fitted, drilled, sanded, ready to finish. Easy directions. $34.95 Exp. Chgs. Col.

Beautiful New Free Catalog—1000 Pieces—Finished and Kits

Not sold in stores
Include Zip No.
Money-Back Guarantee

YIELD HOUSE
Dept. A11-9, No. Conway, N.H. 03860

WELCOME, USEFUL GIFT FOR MEN



WRIST CALENDARS

Current month slips on any type watch band. Reversible gold-silver color to match his watch. Large easy-to-read numerals that won't wear off. 12 month set in leather-grained vinyl pocket case. Specify starting month.

1 Set $2.00
3 Sets 5.50
6 Sets 9.00
POST PAID

Martens-Becker Co., Box 1008-V Willows, Cal. 95988
California residents add 5% sales tax.

DOWN COMFORTS *Beautifully* **RE-COVERED**

Also Wool Comforts Re-Covered and Feather-Fluff Comforts Made from Heirloom Featherbeds. Write for **FREE** samples of coverings, testimonials and picture folder. No salesmen — © 1958 Mail order only!

ALDEN COMFORT MILLS A-H11
Box 6070 Dallas, Texas

Traversed afar

Norwegian Christmas plate portrays the Three Kings in shades of cobalt blue on a white porcelain background. Norway's world famous Porsgrund Porselaensfabrik revives a 60-year old tradition in this exquisite 1969 plate. 7 in. diameter. $10. Downs, Dept. 3611, Evanston, Ill. 60204.

Season heavily

Crystal salt shaker and pepper mill set weighs an impressive pound and a half. Sure to stand in stead, and style for a long, long time. 4 in. tall. In quaint Cape Cod pattern. $13.95 ppd. 64-page catalogue, 25¢. Suburbia Mail Shopping Service, Dept. 11AE, 366 Wacouta, St. Paul, Minn. 55101.

Wide and warm

Cozy blanket-cloth slipper boots are wonderfully wide for the man with wide feet. Flexible foam rubber soles; adjust galosh buckles. In red-blue-tan plaid. Sizes: 5-13; EE through EEEEE. $8 plus 85¢ postage. Free color catalogue on wide styles. Hitchcock Shoes, Hingham 25-XL, Mass. 02043.

BUILD THESE BEAUTIFUL CLOCKS

Now at big savings: Send just $1 for plans & instructions to build choice of: (A) Grandfather (B) Steeple (C) Grandmother plus information-packed catalog of movements, dials, parts & kits to build these & 16 other fine clocks. All 3 plans $2.50. Catalog alone—25¢.

MASON & SULLIVAN CO.
Dept. AM, Osterville, Mass. 02655

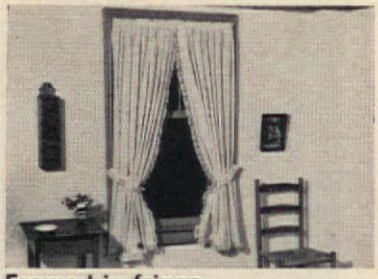
CHAIR CANING KITS

Restore your antique and heirloom chairs easily and inexpensively with a Newell Caning Kit. Tools, natural Cane & "easy-to-follow" instructions postpaid for only $2.00; Extra cane $1.25 chair-lot. Illinois residents, please add 5% sales tax.

NEWELL WORKSHOP
19 Blaine Rd., Dept. A.H.
HINSDALE, ILLINOIS, 60521

Old world globe

Revolving replica is handsomely styled after Magellan's 16th Century globe. With authentic details, latin names, and zodiac signs, it's an ideal gift for students. 11 in. wooden stand in antiqued fruitwood finish. $9.95 plus $1 postage. Peers, Dept. AH1169, 242 Meachem Ave., Elmont, N.Y. 11003.

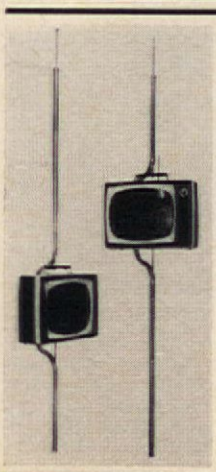


Framed in fringe

Unbleached muslin tiebacks are complemented with 2 in. short knotted fringe. 80 in wide per pair, they accent a window with puffy quaintness. 45, 54, 63, 72 in. long, $8 per pair. 81 or 90 in., $9.50. Ppd. Nice to "fancy up" garage windows, too. Country Curtains, AH-11, Stockbridge, Mass. 01262.

Jade love ring

A Sweetheart Ring to please the most romantic heart. Jade, the symbol of love, fortune, and happiness, is 1 in. accented with a circle of pearls. Antiqued 24K gold plate filigree setting. With gem warranty. $3. Westport's World Art & Gift Shop, Studio AH-11, 606 Post Rd., Westport, Conn. 06880.



ADJUSTABLE TV pole stand holds portable at level best suited for viewing comfort, does not take up valuable floor or table-top space. Holds any width up to 14" front to back, 17" top to bottom. Brass-plated pole has spring-tension rod at top to adjust. $10.95.

HOLIDAY GIFTS
Dept. 611-A,
7047 Pecos St.
Denver, Colo. 80221

AMAZING SAMPLE OFFER
from the famous Golden Ware people!

GENUINE 23-KARAT ELECTRO-PLATED GOLD FLATWARE

YOUR FIRST 5-PIECE PLACE SETTING BELOW COST!
(only one sample offer per customer!)

IMAGINE! 23 KARAT ELECTRO-PLATED GOLD Marie Antoinette Pattern ONLY $4.95 PPD. FOR ALL 5 PIECES (soon to be $13.00)

PICK YOUR OWN FAVORITE GOLDEN WARE PATTERN!

Choose #0100—Regal "Marie Antoinette" shown in place setting...or any of the patterns below

IT IS TO INTRODUCE you to the beauty, the splendor of exquisite Golden Ware in 4 exciting new patterns that we make this practically give-away offer. Your first 23-Karat Gold electro-plated 5-piece place setting unbelievably priced below our cost! Frankly, it is our hope that like many other discriminating customers, you will fall in love with Gold flatware and start building a complete set at continuing low direct-to-customer prices. We're gambling a fortune on that hope! Open stock is always available, plus many special sale offers. You also receive free "regal living" brochures crammed full of fascinating golden gifts not available anywhere in stores in your area! Easy credit terms, as low as $10 down.

HEIRLOOM QUALITY—UNIQUE 5-YEAR GUARANTEE

Your beautiful goldenware is first sculptured in lifetime heavy-duty stainless steel, then heavily electroplated in gleaming 23-Karat Gold. Fine-jewelry finish is fully guaranteed for 5 years. It has been specially treated to never tarnish, never need polishing. The original brilliant shine returns with just a damp cloth!

OFFER MAY NOT BE REPEATED IN THIS PUBLICATION

Understandably, only a limited number of below-cost place settings have been set aside for this special sample offer (please—only one offer per family!). To avoid disappointment, mail coupon below today!

GOLDEN WARE Dept.AH-203 2426 Grand Ave., Baldwin, N.Y. 11510

MAIL NO-RISK COUPON TODAY—MONEY-BACK GUARANTEE

☐ #0100—Regal "Marie Antoinette"

☐ #0102—Sleek, classic "Jet Set"

☐ #0101—Traditional "Rose Royale"

☐ #0103—Exotic, "Oriental Bamboo"

GOLDEN WARE, Dept. AH-203
2426 Grand Ave., Baldwin, N.Y. 11510

Kindly rush my 5-piece sample 23-Kt. electroplated Gold place setting @ only $4.95. *(Only one offer per family.)* My check or money order is enclosed. If I am not delighted, my money will be promptly refunded.

Check box next to the pattern of your choice

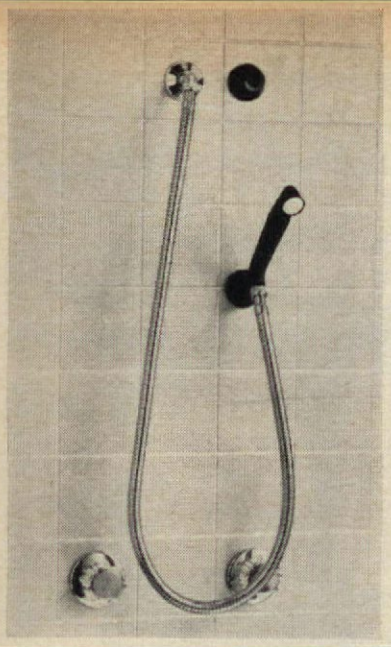
*Name*_____

*Address*_____

*City*_____

*State*_____ *Zip*_____

Allow 2-3 weeks for delivery. N.Y. residents add sales tax.



New...the do-it-yourself Kelta Mobile Shower.

(It's a tingling new experience in showering.)

• It's an overhead shower • A shoulder-height shower • A hand-held shower for shampooing • An easy way to rinse the tub • Simply unscrew your present fixed shower head, screw Mobile Shower in.

Now you can take advantage of Kelta's advanced design and enjoy this new luxury in showering. The Mobile Shower offers 2 sockets for a choice of 6 spray angles. A chrome-plated flexible tube provides easy mobility and a beautifully styled handpiece lets you shower with either high density or fine needle spray.

Send check or MO. No COD's.
30-day money-back guarantee. $11.95 ppd.

RICHARD FIFE, INC., Dept. AH-2
1140 Broadway, New York, N.Y. 10001

LUCKY IS THE GOLFER who has a four leaf clover (instead of a coin) to mark his place on the green. Brings a lucky putt! With any 2 or 3 letter monogram smartly engraved. Silver marker $2.00. 24K Gold Plate $3.00 ppd. Money back if not delighted. Sorry, no COD's. We ship in 2 days. Mail to **ELGIN ENGRAVING CO., 614-B SOUTH ST., DUNDEE, ILLINOIS 60118**

ONLY $8 PER CARAT
FINE CUT — 58 FACETS
PURE WHITE • FLAWLESS

STRONGITE is a hard synthetic stone, at a fraction of the cost of a diamond. STRONGITE's hardness enables us to offer an UNCONDITIONAL LIFETIME GUARANTEE in writing against scratching & chipping. All shapes & sizes up to 20 carat. Easy payment plan. Money-back Guarantee within 10 days. Send no money.

Write for FREE BROCHURE with settings for men and women

THE STRONGITE CO. Dept. 44A, 7 W. 45 th St., New York, N.Y. 10036

Send today for your

FREE

SLICE and BROCHURE

ORIGINAL DeLuxe® FRUIT CAKE

World-famous Christmas Cake from CORSICANA, TEXAS! Baked to order for you – shipped fresh and moist from our kitchens. Favored by European royalty, celebrities, famous hostesses since 1896. Only fruit cake ever honored by N. Y. Gourmet Society – enjoyed throughout America and in 148 foreign lands. Unconditional money-back guarantee!

CHECK COUPON FOR FREE SAMPLE or order your cakes now. 2-lb., $4.55; 3-lb., $6.25; 5-lb., $9.95. (Never sold in stores.)

COLLIN STREET BAKERY
P. O. Box 160, Corsicana, Texas 75110

☐ Please rush me a Christmas DeLuxe sample.

Name_____

Address_____

City_____ State_____ Zip_____

DISPLAY YOUR TREASURES

Here is a deep display case to hold treasures or awards in a handsome wall decor unit. The kit includes: a velvet-lined box (in classic red), a walnut-finished gilt-edged deep frame, a glass front, mounting adhesive and instructions. Pictured is the 8" x 10" case, at $6.95. Also available in 16" x 20" size, at $14.95. Cases will take any item up to one inch in thickness and are ideal for awards, medals, pins, spoons, coins, charms, glasses, antique jewelry, or any memorabilia. Please include 50¢ postage.

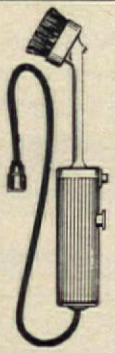
WORLD ARTS, Box 577-F Wilmington, California 90744

Collector's 1969 Christmas Spoon

Beautiful, full-color enamel bowl has charming scene of old-world musicians in tree-lit town square. Non-tarnish silvery finish handle has "Frohe Weihnacten" with tapers, branches. 3rd of a limited yearly series of dated scenes. 5½" long.

6780, 1969 Spoon (shown) . . . . . ppd, $4.00
6365, 1968 (Church where "Silent Night" began) ppd, $4.50

DOWNS • Dept. 3611-B • Evanston, Ill. 60204



JET-ACTION DISH WASHER

Easily portable . . . no special fittings or installation needed. Connects easily and quickly to any make faucet . . . delivers constant jetstream washing action. Detergent compartment in handle.

$6.95

Postpaid

Send check or money order to:

Collier's

Dept. AH-119, 9933 Lawler Skokie, Ill. 60076

Pretty catty

At your next gal gathering, this pert cat teapot is sure to bring compliments as you pour from its paw-like spout. With curving tail as the handle, it's black and white glazed ceramic. Holds 6 cups. 8¼ in. high. $4.98 plus 50¢ postage. Holiday Gifts, Dept. 611-C, 7047 Pecos St., Denver, Colo. 80221.

Family birthstone jewelry

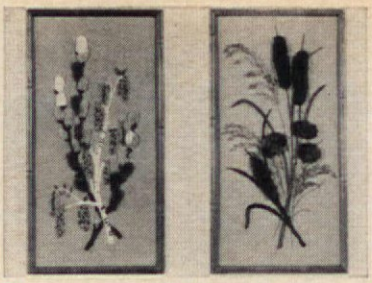
Simulated stones in color represent each child. State up to 10 birth months for 1½ in. pins; 7 for tie-tac. 18K gold plate Circle of Love, $3.95. Rhodium plate "Tiara," $5.95. "Unused" spaces in iridescent stones. Tac, 18K white or yellow gold plate, $6.95. Breck's Q84 Breck Bldg., Boston, Mass. 02210.

Swivel tape selector

Stereo tapes are easily accessible in a 12-compartment holder that turns on ball bearings. Pine in honey tone or walnut finish. Portable for 4 in. cartridges, $18.50; kit, $12.50. Cassette for 2½x4 in., $15.95; kit, $10.50. Add 80¢ west of Miss. Yield House, AH-11, No. Conway, N.H. 03860.

Make a good impression

Turn plain paper into embossed stationery with your name and address in distinctive raised letters. Nameplate on easy-grip Hand Embosser reverses for use on envelopes. Made of steel. Specify 3 lines. $8.95 plus 75¢ postage. Peers, Dept. AH1169, 242 Meachem Ave., Elmont, N.Y. 11003.

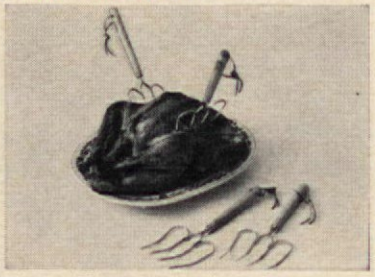


The nature of embroidery

Crewel Kits let you create these lovely Pussy Willows and Cat Tails with beautiful dimensional affects. Kit: design on gold linen, crewel yarns in "nature" colors, 7x14 in. bamboo-type frame, instructions. $4.50 per each kit. Add 45¢ postage. The Stitchery, AH11, Wellesley, Mass. 02181.

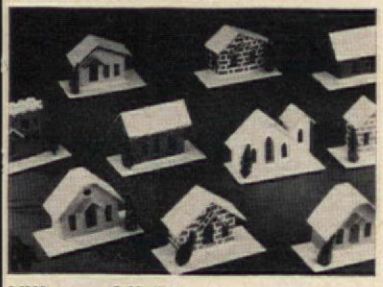
Maid to order

Love Troth Cup serves as an ideal wedding or anniversary gift for any happy couple. Bride's skirt is the groom's cup; swivel cup overhead is hers. 8½ in. high in silver plate lined in gold. $10.95 plus 95¢ postage. Holiday Gifts, Dept. 611-D, 7047 Pecos St., Denver, Colo. 80221.



Really big forks

Farmer Brown's "pitch forks" visit any table as marvelous meat and poultry servers. They hold securely, lift and turn with ease. 12 in. long with leather thongs for hanging. Set of 2, $1.49 plus 25¢ postage. The Country Gourmet, Dept. AN, 545 South Fourth Ave., Mt. Vernon, N.Y. 10550.



Village of lights

Ten frosted storybook houses blink cheerfully in a bright scene under your Christmas tree or holiday table. A wonderland in color with miniature lights, enough wiring for different arrangements. Set, $2.98 plus 35¢ postage. Amtech, Dept. AH-11, 3511 Lawson Blvd., Oceanside, N.Y. 11572.

The Fun Begins When The Lights Go Off!

Christmas Ornaments Glow in the Dark, Cost Five Cents! Won't Shatter, Wear Out, or Burn Out! Guaranteed!

(HOLLYWOOD) Now, for the first time, you can decorate your Christmas tree with amazing Magi-Glo ornaments that "come to life" when the lights go off!

Glow, Float in Space!

These unique gold, red, green and white ornaments add a festive spirit to the most elegant tree, under ordinary lighting conditions. *But listen to the delighted gasps of surprise when you turn the lights out.*

Then, *in total darkness,* your Magi-Glo ornaments *continue* to glitter, gleam, and glow and give the illusion of gently floating in space!

Won't Wear Out or Burn Out!

Magi-Glo ornaments will brighten your Christmas year after year! That's because your Magi-Glo ornaments can't wear out or burn out!

Magical Figures!

Magi-Glo designs embrace all the traditional, wonderful, magical figures of Christmas: Cuddly Santa Clauses! Darling Christmas angels! Sparkling stars! Delectable candy canes! Shimmering Christmas trees! Gleaming candles! Caroling bells! And many, many more!

'Accidental' Discovery!

A TV and motion picture producer accidentally discovered the secret process that makes this spectacular effect possible, while investigating special effects for a science-fiction movie.

Because he didn't know that it "couldn't be done" he developed *new* methods using high speed lithography and injection moulding.

Then, inspiration! He found that his secret process made it possible to produce multi-colored ornaments with sharpness of detail and delicacy of design that were never possible before.

They glowed in the dark – and could be turned out at the breath-taking speed of 200 per *minute!*

Shatterproof Ornaments!

Next, he ruled out breakable materials, so even the children could share the thrill of trimming the Christmas tree. The final choices included specially treated, shatter-proof materials (durable enough for outdoor display!) and colorful metallic laminates on heavy stock.

Excited by the enthusiastic comments of his normally blasé movietown friends, he arranged for exclusive distribution by a reputable mail order firm. "I wanted to keep the price down," he explains.

Set of 72 Only $3.50!

The successful result is the availability of Magi-Glo ornaments that glow in the dark with radiant, luminescent color. And they are priced so low that you can decorate your tree lavishly or even trim packages you want to "outshine" the rest.

A deluxe assortment of 72 individual Magi-Glo ornaments, (averaging over 3 inches in height!), is bargain-priced at only $3.95. That's less than five cents apiece! And quantity discounts make Magi-Glo ornaments *ideal* for Christmas gifts. You save $1 on each additional set you order!

Magi-Glo's Guarantee!

You must be completely and unconditionally satisfied with your Magi-Glo ornaments —or you may return them within 10 days for a prompt and unquestioned refund of the purchase price!

Offer Is Limited!

Because supplies are limited and time is short OFFER WILL NOT BE REPEATED! Order NOW to insure delivery! Magi-Glo ornaments are available ONLY by mail!

ORDER NOW!

P.M. PRODUCTS, Dept. AH-11
466 North Western Avenue
Los Angeles, California 90004

Please rush the Magi-Glo ornaments that magically glow in total darkness! I understand that they require no batteries, no electrical connections—that they will never shatter, wear out, or burn out! I must be completely and unconditionally satisfied, or I may return them within 10 days for a full refund!

- ☐ Deluxe assortment of 72 (six dozen!)—$3.50
- ☐ TWO deluxe assortments—$6.00 (Save $1)
- ☐ Additional Deluxe Assortments, each $2.50

PLEASE add extra fifty cents for handling and postage!
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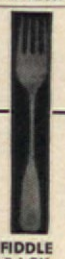

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FIDDLE BACK

An exact replica of a famous old sterling pattern, with graceful pistol-handled knives, 3 tined forks and rat-tailed spoons. In heavy hand-forged satin finished stainless. Service for 8 includes 8 dinner forks, 8 dinner knives, 8 salad forks, 8 soup spoons, 16 teaspoons, plus 2 serving spoons.

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All prices ppd. Send 25¢ for catalog and open stock price list

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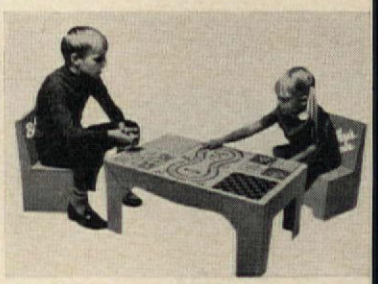

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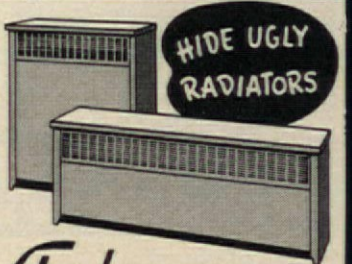

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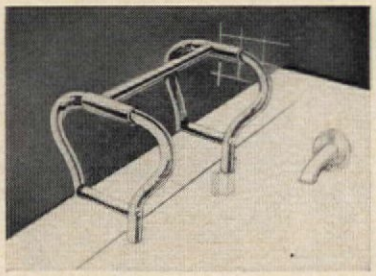

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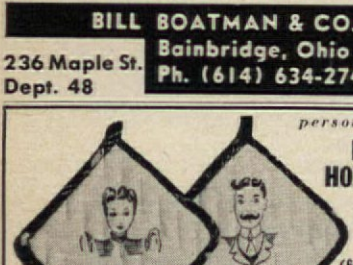

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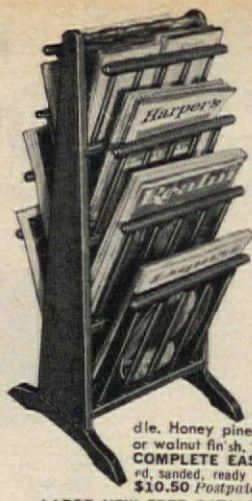

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6 FOOT INDIAN WIGWAM & WAR SET

- **14 SQUARE FT. OF PLAY AREA**
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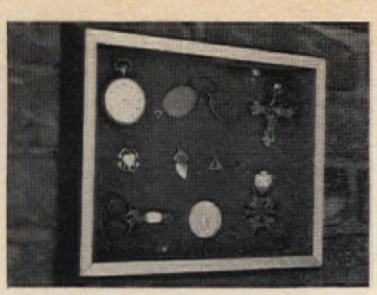
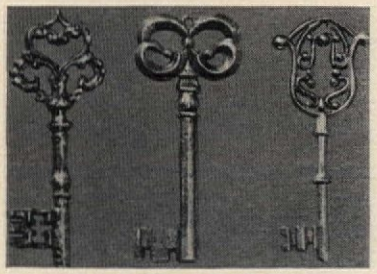
The "little chief" in your house will whoop it up for hours reenacting the exciting Indian way of life. Standing 6 feet tall with 14 sq. ft. of interior play area, this delightful toy wigwam offers youngsters a chance to enjoy new games especially decorating the Wigwam with their own designs. Assembles in a jiffy, no nuts, bolts or screws required. Hardwood poles are rubber capped to protect floors. A safe, durable, waterproof and educational gift.

SPARTAN AH-119, 945 Yonkers Ave., Yonkers, N.Y. 10704



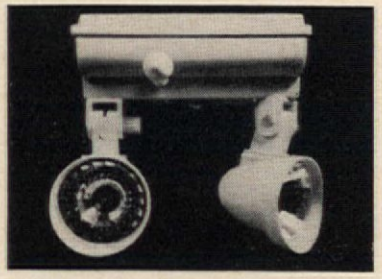
Treasure kit

You can make this handsome case that is plenty deep to display antique jewelry, glasses, charms, coins, etc. 8x10 in. Red velvet lined box, walnut finished frame, glass front, adhesive and instructions. Kit, $6.95 plus 50¢ postage. World Arts, Dept. AH-11, Box 577, Wilmington, Calif. 90744.



Fancy "antique" keys

Open the door to decorating fun with these 3 keys made of gold brass plated metal. Use as a group to brighten a dull wall area, scatter on a coffee table, or use them as unique paperweights. Each 5 in. long. Set, $1.98. Vernon, Dept. AN1, 560 South 3rd Ave., Mt. Vernon, N.Y. 10550.



Let there be light

Tired of fumbling around in dark closets? Cordless Light turns on automatically when you open the door covering a wide area with its powerful twin beams. Installs quickly above closet door. In ivory plastic. Batteries not included. $5.95. Collier's, Dept. AH-11, 9933 Lawler, Skokie, Ill. 60076.

TOOTHPASTE SQUEE-ZEE
SAVES MONEY AND MESS.

No more bent, cracked, leaky tubes of toothpaste! Ingenious plastic jacket fits all size tubes. Neatly controls quantity dispensed. Especially good for children to use. Can save 20% and more of your toothpaste costs in a year. Reusable. Satisfaction guaranteed.

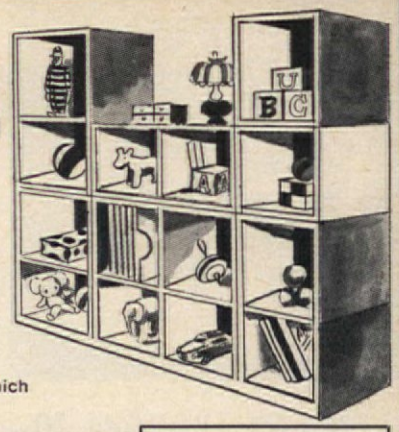
Two For $1.00
Six For $2.50
Postage Paid

SQUEE-ZEE COMPANY
P.O. Box 5788
Cleveland, O. 44101

INTRODUCING STACKABLES PUT EVERYTHING IN PLACE

CREATE A WALL OF CUBES AT LOW COST NOTHING STACKS UP TO STORAGE LIKE STACKABLES

only $4.95 Per SET



In situations where hazards or economy prevent the use of costly furniture, STACKABLES are ideal. Think about it. It's tougher to find a place STACKABLES wouldn't be in place.
Put STACKABLES anywhere and anyway you want. Put them side by side, make a room divider, or a storage wall. Designed of RIGID FIBERBOARD on a functional basic 12" Cube. Here's intelligent and attractive storage for books, toys, records, Hi Fi, clothes; ANYTHING. Sets up in seconds. GREAT for the Den, Children's Rooms, Office, Boat or wherever Decorative Storage is needed.
STACKABLES are available in Oyster White which works nicely in any interior or they can be personalized with Spray Paints, decorative STICK-ONS or Magic Markers.

SOLD AS SET THREE 12x12x12 inch cubes. $4.95 Per SET (add $1.00 p.p.)

IN WALNUT WOOD-GRAIN FINISH ONLY $5.95 PER SET OF 3 + $1 POSTAGE

PEERS DEPT. AH1169
242 MEACHEM AVENUE, ELMONT, N.Y. 11003

CHRISTMAS MAIL BASKET is fun to needlepoint. Hang it on door or mantel to display greeting cards, or give it filled with cookies or candy. Kit includes 9" x 5" x 6" high Madeira basket, needle, canvas, red, green, and gold wool, and easy instructions. **Each kit $2.95.** Also available, Christmas wastebasket kit with 11" x 10" dia. rattan basket, **$3.95 each kit.** Add 50¢ postage each item.
Pa. Res. Add 6% Sales Tax. Sorry No COD's
VICTORIA GIFTS
12-A Water Street, Bryn Mawr, Pa. 19010

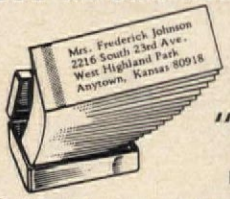
NEEDLEPOINT COVERS add new charm to old chairs! Machine-loomed to wear—look handmade! Black, beige or green frames colorful floral pattern. Foam-backed; cut to any shape.
20" sq.: 52662 Black. 52712 Green. 52522 Beige. Each, 2.98; 4/10.98
23" sq.: 53892 Black. 53942 Green. 54072 Beige. Each, 3.98; 4/13.98

BRECK'S OF BOSTON OVER 150 YEARS
Z48 BRECK BLDG., BOSTON, MASS. 02210

HEARING AIDS 2/3 OFF DEALER PRICES

LARGEST SELECTION of tiny, all-in-the-ear, behind the ear, eyeglass and pocket models. FREE HOME TRIAL. No obligation. Money back guarantee. No down payment. Easy terms. No salesmen or dealers. Order direct and save 65%. Write for free catalog. **PRESTIGE**, Dept. D-106, Box 10947, Houston, Tex. 77018.

500 RETURN ADDRESS LABELS 50¢



USE YOUR "ZIP" CODE
RICH GOLD TRIM
FREE HANDY BOX

Quick and easy way to put your name and return address on letters, checks, books, records, etc. ANY name, address and Zip code up to 4 lines, beautifully printed in black on white gummed labels with rich gold trim. 2" long. Free decorative box for purse or desk. Set of 500 labels just 50¢ postpaid. Shipped within 48 hrs. Money back if not pleased. Don't know the Zip Code? Add 10¢ per set and we will look it up. **Send for free catalog.**

Walter Drake 304-A Drake Building Colorado Springs, Colo. 80901

Custom Made From Your Original . . .

DECOUPAGED FINE WALL PLAQUES

From Any Invitation, Photo, Certificate, Drawing, Degree, etc...

Wall Decor By An Antique Art Technique . . .

Send us any size photo, wedding invitation, certificate, child's drawing, diploma—anything . . . and our trained artisans will create an aged scalloped honey toned pine wall picture exactly the same size. Your original, black and white or color, is mounted by hand, sealed in, lacquered, and antique toned for a quality look. Lovely brass finished hanging ring completes the lovely look. A very decorative touch for a favorite wall at home or office.

Decoupage Wall Plaque

Any Size to 5" x 7" ..... Only $3.98
Any Larger Size to 11" x 14" ..... Only $5.98
Sizes 12" x 15" to 18" x 20" ..... Only $7.98

Add 70¢ for pp. and hdlg.

AMTECH CREATIONS, INC., Dept. AH-11
3511 Lawson Blvd., Oceanside, N.Y. 11672

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. E20, Box 2559, Colorado Springs, Colo. 80901

WEE CRYSTAL VASES

Darling for buds or shorty flowers, at guests' places with tiny posies, 2 cigarettes; to hold toothpicks, for shelf or window display in prism color. Clear lead crystal from West Germany, cleverly cut to reflect brilliant sparks of light. 2½" tall; set of 3 in assorted shapes.

No. 6454 ..... 1 Set, $2.50 ppd.
Write for FREE catalog of unusual items.
Please, your zip code is required.

Downs DEPT. 3611-C EVANSTON, ILL. 60204

EXCLUSIVE PHOTO OFFER
GOLD-TONED ENLARGEMENTS FRAMED
(Entire photo in beautiful soft gold-tones, usually $2)

$1 BUYS 25 WALLET PHOTOS + 25¢ post/hdg.
+ FREE 8x10 Gold-tone Enlargement Framed
or 2—8x10 Gold-toned Enlargements Framed
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ORG. RETD.
Any enlargement artistically hand-colored in oils 50c extra. State color hair/eyes.
Copy-Kat Studios, Inc., Dept.LN 55 W. 42 St., N.Y.C. 10036

SAVE ONE DOLLAR

FLOWER POWER IN YOUR TUB—means safe footing when you rub-a-dub-dub! Blue, pink and gold blossoms with avocado green stems are soft, resilient, rubber-textured treads that self-stick permanently to shower, tub—in seconds. Odorless, can't mildew, easy to clean. Instr. included.
65227 Treads (22). 1 Set, 3.98

BRECK'S OF BOSTON OVER 150 YEARS
247 BRECK BLDG., BOSTON, MASS. 02210

CHRISTMAS SPECIAL

Baby's First Shoes BRONZE PLATED IN SOLID METAL

Only $3.99 a pair

GUARANTEED PARENTS' MAGAZINE

Limited time only! Baby's precious shoes gorgeously plated in SOLID METAL for only $3.99 pair. Don't confuse this offer of genuine lifetime BRONZE-PLATING with painted imitations. 100% Money-back guarantee. Also all-metal Portrait Stands (shown above), ashtrays, bookends, TV lamps at great savings. Thrillingly beautiful. The perfect Gift for Dad or Grandparents. SEND NO MONEY! Rush name and address today for full details, money-saving certificate and handy mailing sack. Write TODAY!

AMERICAN BRONZING CO.
Box 6504-L1 Bexley, Ohio 43209

Quick . . .

What's the Date?

Buy a Handy Watchband Calendar and you'll know the date anytime, anywhere. Runs for *full* 12 months. Easy to attach . . . Fits all men's watches. Handsome champagne color. Matches all watchbands. Fine for gifts. Start any month. 12 Metal Calendars Gift Packaged — 2 for 1 OFFER—BUY ONE SET @ $1.50—GET ONE SET FREE (Any Quantity).

HANDY CALENDAR CO.
HANDY BLDG. Dept. A-11, Scott City, Kans. 67871
BUSINESS MEN: Write or phone for quantity prices with imprint.

Up to $300 for your Child's Photo

National Advertisers pay BIG MONEY for photos of children to sell their products! Ages 1 mo. to 18 yrs. Send 1 photo for our approval. PHOTO RETURNED! ABSOLUTELY NO OBLIGATION! MONTHLY AWARD! Write: **ADVERTISERS PHOTOS**, Dept. E-11 5437 Laurel Canyon, No. Hollywood, Calif. 91607

A rose forever

Enjoy the garden-fresh look of a lovely china rose the year around. From iridescent reds to blushing pinks, it's handmade of English bone china. Lovely singly or in a bouquet. Unusual and inexpensive gifts. $1.50 each plus 25¢ postage. World Art Flowers, Dept. AH-11, Westport, Conn. 06880.

Investimatic

One turn of the dial on this complete stock market calculator tells total price, profit/loss, commissions, break-even cost. For any stock $1 to $100; in share units 5 to 500. Saves time and pencil work. $3.95 plus 50¢ postage. Peers, Dept. AH1169, 242 Meachem Ave., Elmont, N.Y. 11003.

Food fashions

It's easy and fun to decorate your own cakes. Cake and Decorating Book shows how easy it is to do flowers, leaves, borders, etc., to decorate cakes, hors d'oeuvres for parties. 160 pages of step-by-step instructions. $1, Wilton, Dept. AH-119, 833 W. 115th St., Chicago, Ill. 60643.

SEE Before You Buy! FREE!
Black & White
Sample Christmas Card
Send B&W neg. (75¢ with photo) Free Sample offer expires Nov. 20th.

HOLIDAY WISHES COME TO LIFE WITH
PERSONAL PHOTO CHRISTMAS CARDS

New Trim Black & White
25 FOR ONLY $1.00
Add 50¢ pstg. & handl'g
complete with envelopes
Only 25 to a customer at this price. Additional cards 5¢ each. Send negative. Add 75¢ if photo is sent. Beautiful DeLuxe Heavyweight cards. Size 3½x5.

New Trim Color
25 FOR ONLY $3.50
Add 50¢ pstg. & handl'g
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Only 25 to a customer at this price. Additional cards 16¢ each. Made from your favorite square color negative. From slide add 50¢ From color photo add $1.50. Sample card 25¢. Size 3½ x 5.

Satisfaction guaranteed or money back. No C.O.D. Send check, cash, M.O.

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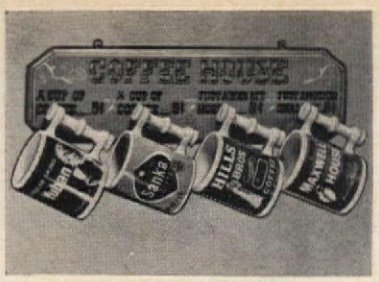
Profit from Flower-Power
FLORISTRY PAYS BIG!

Make $$$ 10 WAYS with flowers

Garden flowers or artificials cost pennies, bring in $'s. Corsages, Wedding Flowers, Table arrangements, Hobby, home business, start your own shop. FREE Color Brochure shows you how to learn professional Flower Arranging and Flower Shop Operation. Also FREE, 3-months subscription to "Flower Talk," Publication for home flower designers. **Floral Arts Center** (Home Study Div.) Dept. 13N 1628 E. McDowell Rd., Phoenix, Ariz. 85006

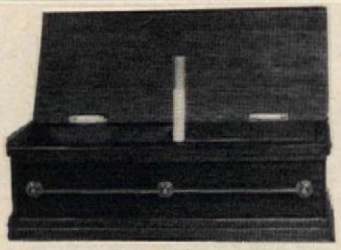


Coffee house mugs

Next time the neighbors drop in, let them pick their 10 oz. ceramic mugs from Yuban, Sanka, Maxwell House, or Hills Bros. designs. Dishwasher safe, too. 16½ in. old-time rack decorates a wall in friendly cheer. 4 mugs, $3.98; with rack, $4.98. Breck's J48 Breck Bldg., Boston, Mass. 02210.

Neat for the kitchen

Kitchen oil can pours cooking or salad oil with no dribble or spill. Made of polished tin, it doesn't affect flavor. Imported from Spain, it's 6½ in. high; holds 1 pt. Quaint and attractive on a shelf. $2.98 ppd. Alexander Sales Corporation, Dept. AH-11, 26 South 6th Ave., Mt. Vernon, N.Y. 10551.



MUSICAL COFFIN CIGARETTE BOX

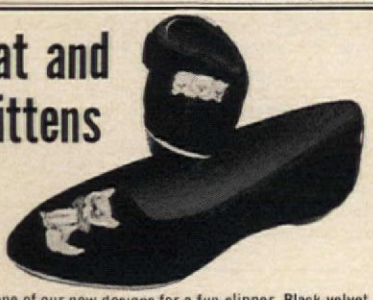
Press a button and open the lid of this miniature casket. The death march starts playing and slowly a cigarette rises until it is upright. Each press of the button repeats the cycle. A macabre reminder for those trying to "kick the habit". Solid mahogany with brass fittings. 9½" x 4¾". Will hold all size cigarettes. **$9.98**

PLUS 85¢ POSTAGE

MONEY BACK IF NOT DELIGHTED • Same Day Shipment

HARRIET CARTER Dept. AH-1169 Plymouth Meeting, Pa. 19462

Cat and Kittens



. . . one of our new designs for a fun slipper. Black velvet slippers with an embroidered appliqué of a Mother cat on front. She has sparkling green eyes. On the back are the silhouetted heads of her three kittens. Slippers are $6.50 a pair. Please send us your shoe size. Please add 50¢ if sent as a gift.

EC **Edith Chapman** ROUTE 303 • DEPT. 7
ROCKLAND COUNTY, BLAUVELT, N.Y. 10913

ENCHANTING MUSIC BOX PLAYS

"SOMEWHERE MY LOVE"

Sweethearts waltzing to Dr. Zhivago Theme. Capture the Beauty of Hummel Figurines.

Lover's Delight

"Lara's Theme" Music Boxes sell for up to $15.00 and more. Now yours for only $4.88 while supply lasts. Enjoy the unforgettable "Lara's Theme" from Dr. Zhivago. Captured forever in this hand-crafted china music box yours to play whenever you wish. You will thrill to the haunting melody and the romantic figure of the boy and girl revolving to the music. The small black and white illustration cannot convey the quaint beauty and magnificent craftsmanship. Only when you see and hear this magical music box in your home can you appreciate its warm and haunting melody.

OFFER WILL NOT BE REPEATED

Each full color glazed china box is almost 7" high and 4" wide. Yours at the incredibly low price of only $4.88 plus 35¢ pp. and hdlg. on full money-back-guarantee if you are not absolutely delighted with the charm and beauty it brings to your home. Mail No-Risk Coupon.

4.88

WORLD CO., 2 First St., E. Norwalk, Conn.

Fabulous Flurry of Snow Flakes!

SNOW FALLING CHRISTMAS TREE

Revolves to Christmas Music As Snow Flakes Cascade Continuously

Beautifully decorated Christmas Tree features miracle snow that recirculates and cascades continuously and gracefully. Revolving as it plays enchanting Christmas music. Rich, green branches are iridescent, true to life. Adorned with gaily-colored ornaments and topped with a Santa. Tree is encased with a see-thru dome, rests on sturdy double-tiered decorated base as it revolves to music. Place anywhere. Friends and neighbors will spend many enchanted hours watching the continuous snow fall listening to "Jingle Bells" etc. Operates on 2 "D" batteries about 10" high. A delight in home, office or club. Attractive full-color gift box.

Now only **4.95** plus $1 pp. Regularly $9.98

ORDER BY MAIL

WORLD COMPANY, AH11, 2 FIRST ST., E. NORWALK, CONN.
Please rush on satisfaction guaranteed basis:
☐ Snow-falling revolving musical tree @ $4.95 plus $1 pp. and hdlg.
☐ Lara's Theme music box @ $4.88 plus 50¢ pp and hdlg.
Name
Address
City State Zip
☐ **SAVE!** Order both gifts for only $10 postpaid. (save $1.18)

add stately beauty to your home or office

GRACEFUL GRANDFATHER CLOCK

with swinging pendulum

Precision electric movement! Richly embossed gold dial is crystal protected!

Now you can recapture all the beauty and grandeur of the majestic Grandfather Clock our grandparents knew so well with this precision timepiece for your home or office. Now for the first time all the warmth and beauty of this authentic decorating piece is recreated in exquisite wood finished case enriched by a beautifully embossed golden dial, complete with matching swinging pendulum. Both the clock face and the pendulum are crystal protected. Slow, soothing, precise guaranteed electric movement. Whether you decide to display it standing on desk, table or mantle, or hanging as a wall clock, it is certain to be admired by friends and neighbors. Act now, this detailed replica of a traditional Grandfather Clock is the perfect decorative accent for any room.

OFFER WILL NOT BE REPEATED . . . At this remarkable value these Grandfather Clocks are certain to go fast. We urge you to order now while the supply lasts and avoid disappointment. Clock is 19" high 7" wide and 3½" deep. You must see it in your home to appreciate its valuable antique look and magnificent craftsmanship. Satisfaction fully guaranteed if you are not thrilled and delighted. Mail coupon now — Offer will not be repeated.

12.98 Authentic Classic Model for desk, mantle or wall

WORLD TIMEPIECES, Dept. AH11, Westport, Conn. 06880
Please send _____ authentic working model Grandfather Clocks @ only $2.98 ea. on full money back guarantee if I am not 100% satisfied. (Please add $1 for pp. and safe hdlg. with each order.) Enclosed is $_____
NAME
ADDRESS
☐ **SAVE!** Order two Grandfather Clocks for only $22.98. Extra clocks make perfect gifts.

A Stunning New Decoration For Your Home
ZODIAC WALL PLAQUE

Crafted in Magnificent Hammered Iron

■ Here . . . in one exotic plaque . . . is captured all the timeless mystery and excitement of the Zodiac.

It measures nearly a full two feet in diameter . . . has the twelve Signs of the Zodiac arranged so that they radiate from the Sun.

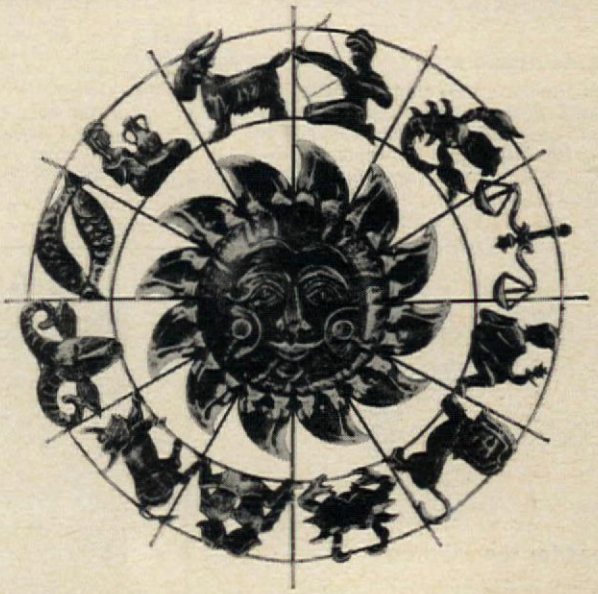
Just picture to yourself how it will look in **your** home. This black and white photo cannot possibly convey the beauty of its full color . . . the rich antiqued gold finish on black iron.

You will hear your friends talk about your plaque with words like **"MAGNIFICENT . . . BEAUTIFUL . . . LOVELY . . . FASCINATING . . . SO UNUSUAL."**

The original handmade plaque cost many hundreds of dollars to make . . . and our reproduction looks expensive. Yet we offer this plaque at the incredibly low price of only $3.98. It's ideal for home or office . . . over a mantel, above a couch, in your hall or den . . . almost anywhere. It will turn a bare spot into an area of beauty.

ORDER NOW! THIS OFFER WILL NOT BE REPEATED

■ Our first shipment was such a success it was a sellout . . . with leading decorators snatching up every one we could get



our hands on. We have just received another shipment, and are offering it to the readers of the American Home Magazine while the supply lasts.

#2406 ZODIAC WALL PLAQUE ..... **$3.98** plus 35¢ p.p. & hdlg.

Hear "Lara's Theme" from *Dr. Zhivago*

$7.95 plus 50¢ p.p. & hdlg.

■ This beautiful silvery musical jewelry box is a gem in itself. When you open the top it plays the beautiful, haunting "Lara's Theme" from *Doctor Zhivago*.

A lovely, decorative piece to grace your dressing table, a conversation piece that will fascinate you and your friends. The music box has a transparent top so you can see the imported mechanism work. Fascinating to watch. Delightful to hear. The charming old-world sound will please you—over and over again—for years.

Piano-style box has an intricate design, is lavishly finished with a red velvet interior. It measures 4¼" x 2½" x 3½".

Has just enough room for your favorite piece of jewelry. This looks like a precious jewel piece that could easily sell for two or three times its price. But because we have them imported for us, our price is only $7.95 each.

You can see what impressive and appreciated gifts they will make. Send them to friends who will love them—and you can save money, too. Special offer: 2 for $14.00. You save about $2.

Single music box #1736—**$7.95**
Money Saving Offer (#B1736) 2 for **$14.00**

MAIL HANDY COUPON

ALEXANDER SALES CORPORATION Dept. AH-1169
26 South 6th Ave., Mt. Vernon, New York 10551

Please send me_____"LARA'S THEME" Music Boxes #1736 @ $7.95 each, #B1736 2 for $14, plus 50¢ each p.p. & hdlg.
_____#2406 ZODIAC WALL PLAQUES @ $3.98 plus 35¢ p.p. & hdlg.
I understand that if I am not completely satisfied, I may return for a full refund.

I enclose payment of $_____

Charge my: ☐ Diners Club ☐ BankAmericard ☐ American Express

ACCOUNT # _____

NAME_____

ADDRESS_____

CITY_____ STATE_____ ZIP_____

(N.Y. state residents please add appropriate tax)

SPECIAL OFFER ON TWO
Buy a pair of plaques, and SAVE . . . You can get two for only $7.50 (We pay postage)
#B2406 ZODIAC WALL PLAQUES (2) **$7.50**

ALEXANDER SALES CORPORATION
26 South 6th Avenue Mount Vernon, N.Y. 10551

Hung up over dry taste?

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Cleaning blackened bluejeans has made Tide XK No.1 with women.

Women are warm for Tide XK because of cold hard cleaning facts. They've seen the way Tide XK, with XK enzymes, goes after grubby ground-in dirt and grass stains. That's why number one isn't just a number with them. It's the powerful detergent that soaks out stains while it washes out dirt.

Norge packs No.1

...in every new Norge VHQ washer. What a great washday team...Tide XK and a new Norge VHQ. Big 18-pound capacity, bigger than ever before. Multi-speed flexibility, extra slow speed for delicate hand washables. Automatic cool-down for permanent press. Norge VHQ—for trustworthy service year after year.

Tide has agreed with washer makers to supply Tide XK samples packed by them and to feature their washers in Tide XK advertising.

The makers of 25 leading washers pack Tide XK in every top-loading automatic.