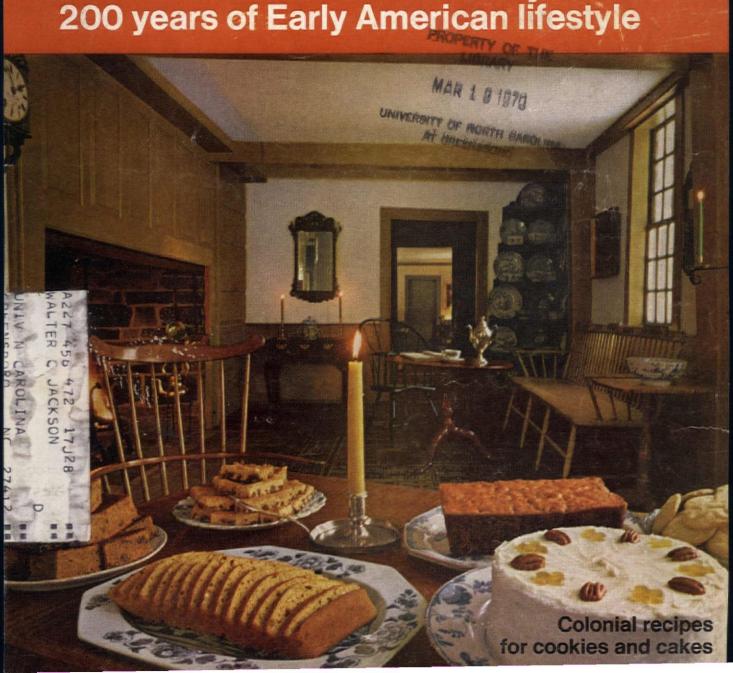
# Imerican Home

1970 MIRACLE—A HOME FOR \$13,500

NEW WALL MAGIC WITH FABRIC:
8 BEAUTIFUL ROOMS AND HOW TO DO THEM
MAKE A MUSEUM LION IN FINE NEEDLEPOINT
Great American Treasury:





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Put down Excelor Tile yourself, and you can have a floor like this for about \$60.

A family room is a curl-up-with good-book room, a ride-a-rockin horse room, a listen-to-Bach-an Bacharach room, a try-your-hand-watercolors room, a write-you congressman room. A do-your-ow thing room.

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And put yourself into the remo



square, so you can fit them together as snugly as a professional can.

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Free: "Brighten Your World," a colorful booklet of decorating ideas and today's most exciting floors. Write Armstrong, 7004 Pine Street, Lancaster, Pa. 17604.



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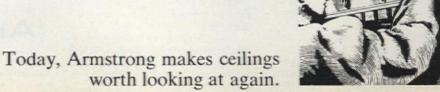


THE INDOOR WORLD



## **Armstrong introduces Chandelier Ceilings:**

Years ago, master craftsmen made ceilings worth looking at.





CHANDELIER CEILING DESIGN SHOWN CHATHAM

## The high spot of an elegant room.

no but the Ceiling Masters could cree ceilings for the finest rooms in your me? Ceilings with an elegant, sculpred look, made to dine under, entern under.

Armstrong's new Chandelier Ceilgs are different from all other ceilings cause they're made of a different kind material—called Trilon™. From Trin we can create richer, more interestg textures and finer detail. And it's fire resistant. Chandelier Ceilings are made for easy installation by do-it-your-selfers. A good-size room—say 10' x 14'—can be done over a weekend. And the Chandelier Ceiling tiles will cost less than \$50.

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Chandelier Ceilings made from Tri-Ion are available only from ArmstrongThe Ceiling Masters. You can see them at your building supply dealers now. For a colorful, free Chandelier Ceilings booklet, write Armstrong, 7004 Rand Rd., Lancaster, Pa. 17604.



CREATORS OF THE INDOOR WORLD

# THE SPANISH HAVE A WORD FOR IT. THOMASVILLE.

They have a word for style, too. *Elegante*. It's what makes the difference between a beautiful bedroom and a bedroom that makes you feel beautiful. That bedroom is Coronado.

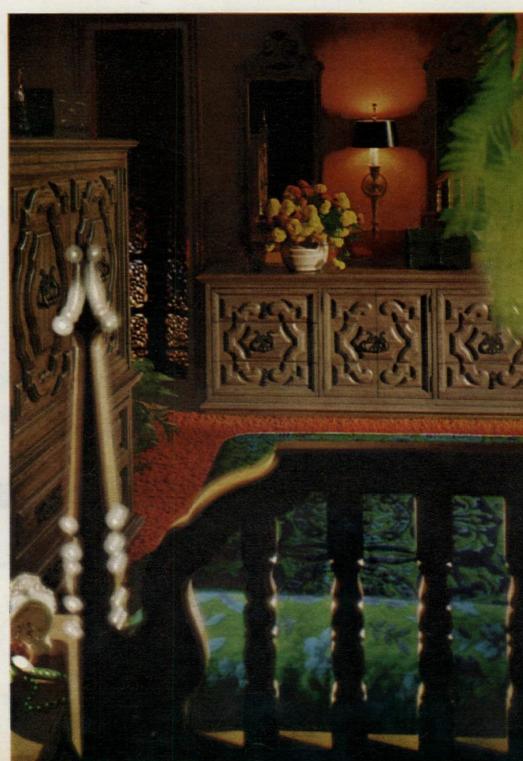
See how the Baroqueinspired double doors are translated into drawers for the triple dresser? Notice the heavy hardware, executed with the flourish of medieval Spanish artisans. And the glowing Fiesta finish with the warmth and richness of Spanish sherry. Or you can have Coronado in Spanish Umber, a deeper finish.

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A tiny step forward for Womankind

# **American Home**

APRIL, 1970 VOL. 73. NO. 4

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COVER: Early American cakes and cookies, like those served at the American Museum in Bath, England (page 74), complement Colonial furnishings from the collection of Kenneth Hammitt of Woodbury, Conn. Photographer: Richard Jeffery

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

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### THIS MONTH IN AMERICAN HOME

We have many missions here at American Home but none is stronger than this: to help improve the design and lower the cost of the American dwelling, to revitalize our cities, to preserve-to improve-our landscape. Instead of crying "crisis," we prefer to offer solutions. It is with this thought in mind that we examine the Building-Block House this month-the factory-built, modular system of construction that is designed to turn out houses on assembly lines and send them off and rolling to prepared sites. In 1949, Congress passed the Housing Act, promising "a decent home and suitable living environment for every American family." Today we are so far behind

that goal that we will have to build or rehabilitate 2.6 million houses a year for ten years to catch up. To do so will require radical changes in our ideas of what a house should look like and in conventional building methods. With the support of government funds and incentives, such industrial giants as U.S. Steel and Westinghouse are tooling up housing factories.

And just what does a factory-built look like and would you want to live in one? You will find the answers beginning on page 58. In addition to one fine architect's ideas for the future, there is an award-winning house that now reposes on a Southern California hillside. The Ford Motor Company has an interest in the firm that produces this house for \$13,500 and if anyone knows about assembly lines, they should.

Until the day arrives when you can turn to "Houses, Modular" in the Yellow Pages and order one C.O.D., you might consider a spring tonic for your old-fashioned, hammered-and-nailed-at-the-site home or apartment. Interior Design Editor Vera D. Hahn offers eight variations on a greatlooking, easy-to-do idea: put fabric on your walls. With new tapes, adhesive backings and the ingenious use of a staple gun, wonders can be wrought. Look, for example, at the Arabian Nights transformation Walls by tape. of writer Mary Evans's bedroom on page 70. Mary, by the way, is a frequent contributor to our pages. This month her first novel, A Romantic Education, will be published under the name Mary Richie.

We have yet another American Treasury for you beginning on page 74. This time we visit the American Museum at Bath, England, the only comprehensive museum of Americana outside the U.S.

The Bath Museum has the reputation among tourists of serving the finest tea of any Stately Home in England. The cover photograph and the story on page 80 show why. What better way to end a mini-tour of Early America than with tea and George Washington's favorite cake?

> Rev Sonoth Editor



House by crane.

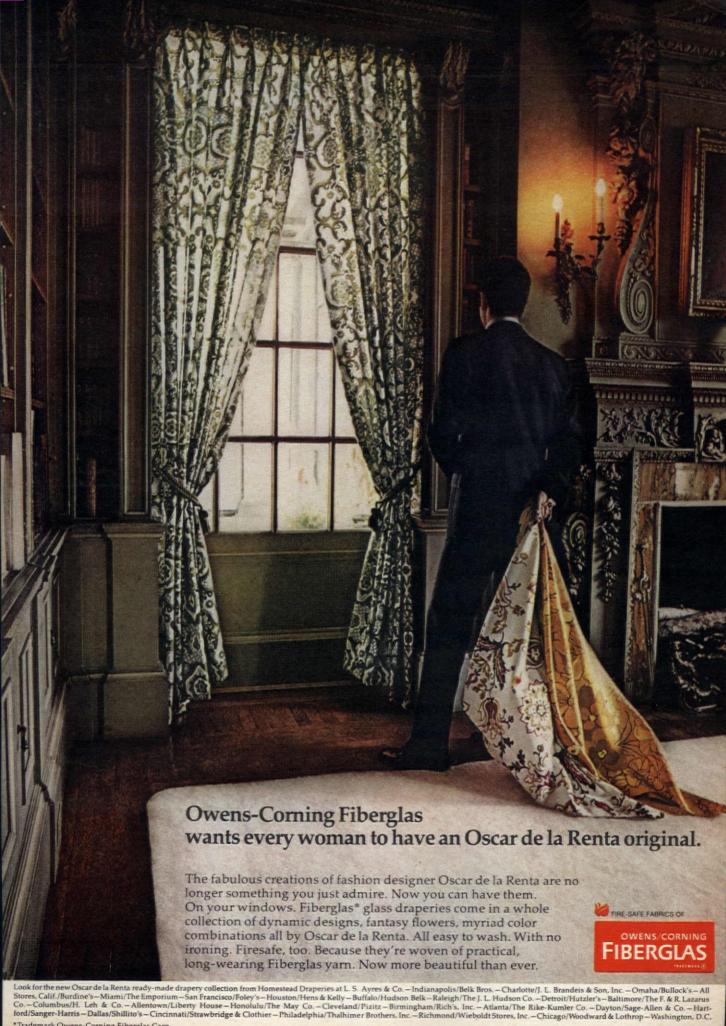




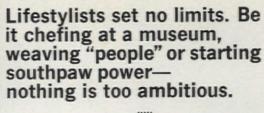
Mary's book.



George's cake.



\*Trademark Owens-Corning Fiberglas Corp.







Barbara Shawcroft of Lagunitas, California, weaves people—great big people, eight and nine feet tall, stuffed with kapok. Her gold Buddha took six months, 12 pounds of yarn and 70 pounds of kapok to construct. Her people have been exhibited at the Anneberg Gallery in San Francisco and have appeared on TV. Now they are back home and Barbara is weaving an environment for them.



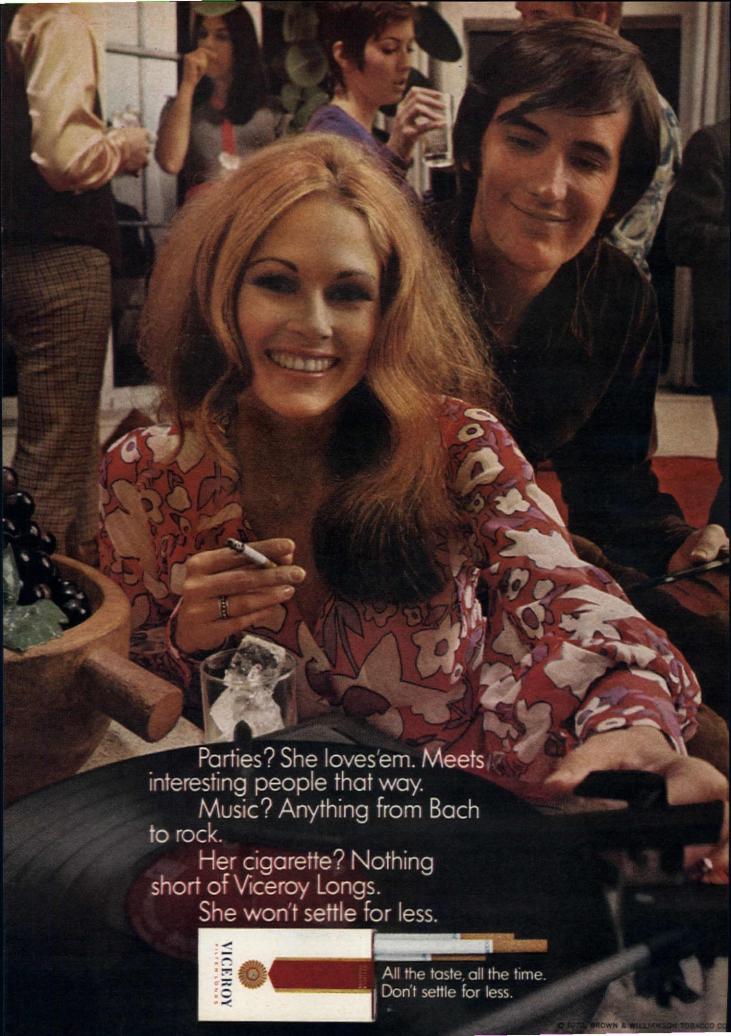


The Philadelphia Museum of Art has a fine Japanese art collection, an entire temple and an exquisite teahouse, complete with garden. Now, on Wednesdays, visitors may remain entranced through dinner. Once a week tiny Mrs. Keiko Nemcoff prepares a five-course Japanese meal for 150 museum goers with reservations. The Shrimp Sanbaizu and Takuan and Sukuginzuki (above) are the beginning—Sukiyaki is the specialty.

Southpaws, help is at hand—the left hand. June Gittleson has opened a shop for you in New York City, calling it simply The Left Hand. Those of you who have had to be contortionists just to get a cork out of a bottle can now buy corkscrews of your own. June also sells aprons with pockets on the left, scissors, pens, transistor radios, baseball mitts, double-spouted teapots and electric irons all designed for lefties. Golf clubs and guitars are available on special order. Left-handers, drop in to the store or write. Stop feeling left out!

continued

Richard Duning





Bright colors, bold shapes and virtually indestructible materials create the modern design of the Centers. The Highland Park, New Jersey, Center (left) is typical. One large room is separated into different play areas. Everything is very low so the children themselves can run the works. TV camera, headsets, slide projector, computer, tape recorder and building toys are all there for the kids to operate. Specialists-one for every five children-are there to supervise all the activity.

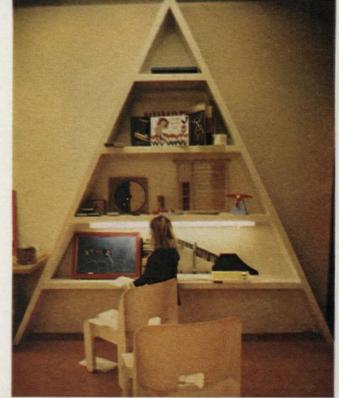
Children are not grouped by age or level of achievement. They simply pick and choose the toys or games that interest them. At the numbers corner (below), Nancy will develop counting skills.

#### LIFESTYLE continued

We all know that a child's education does not begin on the day he hits the first grade. But how should a preschooler's learning capacity be fed? Well, the Universal Education Corporation has spent five-million dollars and four years of study finding out. Their answer is Discovery Center—a super-rewarding environment for three- to six-year-olds.

Children enrolled in a Discovery Center spend two hours a week amidst surroundings, toys and equipment selected, in some cases invented, to stimulate their interest and challenge their capacities. The cost is \$36 per month. Trained "learning advisors" and psychologists supervise and encourage the kids while also staying out of their way. Parents are an integral part of the program too. The premise is that children learn as easily as they breathe, and parents, who see the preschool child the most, should nurture this capacity. Each child is given special play materials for home use, with instructions and forms for parents to fill out—that are later evaluated at the Center.

So far Discovery Centers have opened only in the East (Long Island, Westchester, New Jersey, suburban Philadelphia, Connecticut, Massachusetts). By the end of 1972, however, 300 Discovery Centers are expected to be in full operation across the country.





In the office corner (above) Nancy now "types" on a computerterminal machine. Here the tots become accustomed to using computers, play reading and accounting games with advisor.



The toys are also learning devices. Warren plays a chatterbox-machine. When he inserts a card with a picture of a letter into the machine, the chatterbox "speaks" the letter to him.

# IN 5 SHARES OF EVERY STOCK ON HE DOWJONES INDUSTRIAL LIST! Beef Pot Pie

Cart home a financial windfall, a big...

Lucky winners will cart home shares in each of the 30 companies on the Dow Jones Industrial list and, at the same time, share in some of America's greatest eating with Morton Pot Pies and Casseroles. Only the choicest of juicy meats, garden-tender vegetables, tangy cheeses and seasonings go into these delicacies-a sound investment in eating pleasure!

To win the Windfall, just send in the entry form below together with the ingredients panel from a Morton Pot Pie, Morton Spaghetti & Meat or Morton Macaroni & Cheese package, or the words "Morton Pot Pies" or "Morton Casseroles" on a 3" x 5" piece of paper. Invest a minute of your time right now-you could make a killing in the market for you and your family!

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a portfolio of 5 shares of each of the Dow Jones Industrial Stocks

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a portfolio with 3 shares of each of the Dow Jones Industrial Stocks

الله Morton الله Macaroni & Cheese

a portfolio with 1 share of each of the Dow Jones Industrial Stocks

#### **EXTRA \$1,000** DIVIDEND DECLARED!

If you win the Grand Prize and have included with your entry a section of a grocer's ad in which Morton Pot Pies, Macaroni & Cheese or Spaghetti & Meat are featured, or a 3" x 5" piece of paper with the words "Morton Bonus Prize" printed on it, you win a Bonus Prize of \$1,000 to invest as and if you please!







More Smart Market Investments Stock up on mouth-watering Morton Pot Pies, Spaghetti & Meat and Macaroni & Cheese Casseroles-and watch your stock go up at the family dinner table!

#### OFFICIAL RULES-NO PURCHASE REQUIRED

1. To enter, print your name and address on an official entry blank, or on a plain 3" x 5" sheet of paper, and mail to Morton "Share in America" Windfall, P. O. Box 594, New York, N. Y. 10011.
2. Each entry must be accompanied by an ingredients panel from any MORTON Pot Pie, Macaroni & Cheese or Spaghetti & Meat package, or the words "MORTON POT PIES" or "MORTON CASSEROLES" hand printed in block letters on a plain 3" x 5" piece of paper.
3. BONUS PRIZE—II the Grand Prize winning entry is accompanied by a 3. BONUS PRIZE—II the Grand Prize winning entry is accompanied by a MORTON Pot Pie, Macaroni & Cheese or Spaghetti & Meat listing clipped from a grocer's ad or handbill (or a 3" x 5" piece of paper with the words "Morton Bonus Prize" printed on it), a Bonus Prize of \$1,000 will be awarded.

4. Enter as often as you like. Each en-

try must be mailed separately, postmarked by June 13, 1970, and received 
no later than June 30, 1970.

5. Winners will be selected in a random drawing conducted by Blue Ribbon Promotions, an independent 
judging organization, whose decisions 
are final. Only one prize to a family. No 
cash substitutions. Liability for taxes is 
the sole responsibility of the winners.

6. Contest open to all residents of the 
United States and Canada except employees and their relatives of ITT Continental Baking Co., its advertising 
agencies and Blue Ribbon Promotions, 
Inc. Canadian Winners must answer 
skill-testing questions.

7. Contest void wherever prohibited or 
restricted by state or local regulations.

(Residents of Missouri enclose no proofot-purchase or substitute therefor.)

Morton "Share in America" Windfall Box 594

New York, New York 10011

Yes, I'll invest a 6¢ stamp to have a chance to win 150 shares

I'd like to win the \$1,000 Bonus Prize as well, and have therefore enclosed the Morton listing from my grocer's ad or handbill (or a 3" x 5" piece of paper with the words "Morton Bonus Prize" printed on it).

With Morton you've got it madel

Name	PLEASE PRINT	
Address		
City		



### STRETCH IS THE NAME OF THE FITNESS GAME

To look great-exercise. Even if you don't need to lose a pound. That's Mrs. F. W. Sarnoff's beauty credo. To keep fit, this New York mother of two girls plays golf whenever she can and is a three-times-a-week faithful at the Manya Kahn salon in New York City.

A much respected and authoritative fitness expert, Miss Kahn has for twenty-five years been encouraging women to make a lifetime habit of exercise. She feels strongly that the obvious differences in feminine and masculine physiques are unaccountably overlooked in many exercise programs and, while push-ups and toe touches are fine for building masculine muscles for athletes, they hardly make for a really feminine figure.

Miss Kahn's own emphasis is on body rhythms employing breathing and stretching, always done with a slow, rhythmic motion, most effective when accompanied by music with a slow, even tempo. Miss Kahn likens many of her exercises to the controlled action of a spring: gradual contraction, slow expansion or stretch. In her salon, Miss Kahn personally charts a program suited to the individual needs of each client. It often includes, in addition to body rhythms, heat therapy, massage, and lessons in the art of relaxing.

You can do your figure one of the greatest favors if you simply regiment yourself and follow a daily exercise routine, much the way Mrs. Sarnoff does. We say regiment because, for most of us, discipline is necessary. We have a built-in resistance to physical activity for activity's sake-and most women, kept busy by children, working around the house or at a job, find it difficult to make the time for a regular day-in, day-out exercise plan. But only regular exercise does any good.

And if you're really serious about becoming as good-looking as you can be, you simply must exercise. Even if your figure is bikini perfect now with no special effort on your part, your muscles must be toned as nature intended them to be-or flab and sag inevitably set in. If your figure does need help, exercise improves everything. But most of all, and a reason for exercise we all tend to forget, exercise makes you more fit and you feel better.

And it does get easier. Once you've trained yourself to hold to a constant no-skipping routine, exercise will become a permanent part of your lifestyle. You will allow for it much the way you allow time for brushing your teeth and bathing.

In addition to her salon services, Manya Kahn also offers a "Lovely to Look At" home course, from which the series of six body-rhythm exercises appearing on page 20 have been selected. Requiring no more elaborate equipment than a slant board, they can be accomplished in a minimum amount of space. The home course offers fourteen

large body-rhythm charts, which have easy-to-follow exercise illustrations and daily diet menus for reducing, maintaining and-for those lucky enough to need it-gaining weight, plus a 64-page beauty manual, all for \$10, from the Manya Kahn salon in New York City.

Consistency is everything. If you can discipline yourself to do these body rhythms on a daily, no-fair-skipping basis, your reward will be a great feeling of overall well-being, a graceful, flexible, better-proportioned body and a dancer's lovely posture. It's worth the effort.

Start with the six exercises on page 20 and start today!

Slow body stretch slims waistline, firms abdomen, trims down hips and thighs.



eautyrest, the mattress built to conform to Senta Berger.

u've got to admit she's special.

U've got to adm

better if her back is properly sup-d when she lies down. Beautyrest® mattress supports her rly. Because it's built differently.

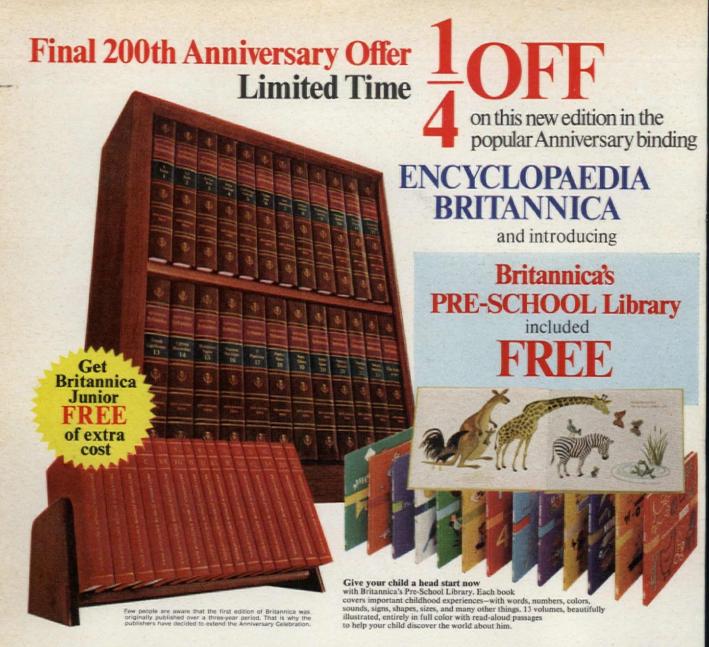
the coils are free to firmly support the small of her back. By conforming, Beautyrest doesn't have to be hard to be firm. Or soft to be comfortable.

Queen size gives you 20% more than old-fashioned double beds. King size, gives you 50% more, Beautyrest mattresses are now treated with Scotch-gard Fabric Protector to resist spots

Choose Simmons' normal-firm Beautyrest Supreme. Or Beautyrest Back Care for extra-firm support.

Try a Beautyrest. We built it to conform to Senta Berger. And you. And that's exactly what it does.

For a free booklet, "How To Buy A Matt ons, 2 Park Ave., New York, 1 rrently starring in American Interd Beautyrest by Simmons. It gives every part of your body a good night's rest.



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Yes, the response to our 200th Anniversary Celebration last year was so favorable that Encyclopaedia Britannica has decided to extend it with a completely new offer. Under this amazing offer, you may obtain the new edition of the magnificent, 200th Anniversary binding—pictured above—at a full 25% discount for this year only. This handsome, beautifully textured binding is strikingly accented in gold—beauty and durability combined.

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10,400 of the world's great authorities and its use develops the active, alert minds that bring success in school and later life.

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Remember, this unprecedented discount offer on the popular Anniversary binding is available only during this year.



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a bird in the bush usually has a friend in there with him!



Ben Swedowsk

Here are two creative-stitchery kits by one of California's top designers. Diantha Fielding has an unusual feeling for embroidery, making her designs appealing to everyone. Whether it is her sly touch of humor or a fond rapport with nature, her motifs sing a special song to all women who love needlework. The sturdily beautiful, earthy Geranium has all the strength and nostalgia of the living plant. The size (with frame) is 19½ by 14 inches. The handsome moss-green-and-gold frame is also available. The amusing Bird in the Bush will be a delight any place you care to hang it. The size (with frame) is 17¼ by 20¼ inches. The black-and-gold handmade frame is a perfect complement and is available.

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 or foreign orders. To avoid delays please indicate your zip code.

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61174 Frame for above @ \$9.98 each ....\$
61202 Geranium @ \$5.98 each ....\$
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Total enclosed

Send C.O.D. I enclose \$2 goodwill deposit and will pay postman balance plus all postal charges. American Home Dept. 3251 4500 N.W. 135th Street, Miami, Florida 33054

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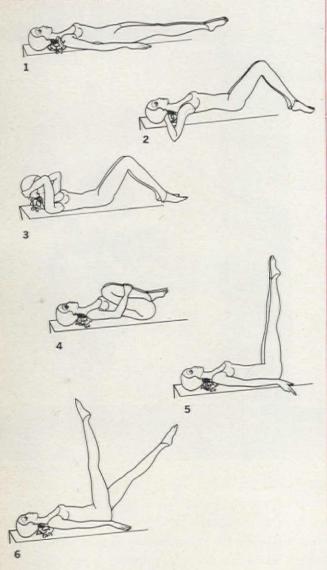
state

zip code

#### THE FITNESS GAME continued from page 14

Start each exercise session with this series of spine stretchers. They correct your posture and strengthen your abdominal muscles. Do with slow, sustained movements and coordinate with deep breathing, as directed. Repeat each one five times. These exercises can be done to music.

#### SPINE-STRETCHERS



exercise I. (Uses positions 1, 2, 3). 1 Lie flat on floor or on slant board, knees straight, arms at sides. Press small of back against board, point toes. 2 Clasp hands behind head. At the same time, bend knees and place feet securely on board. 3 Inhale, lift head, push firmly toward chest. Exhale as you return to the starting position. Relax body completely. Then start again.

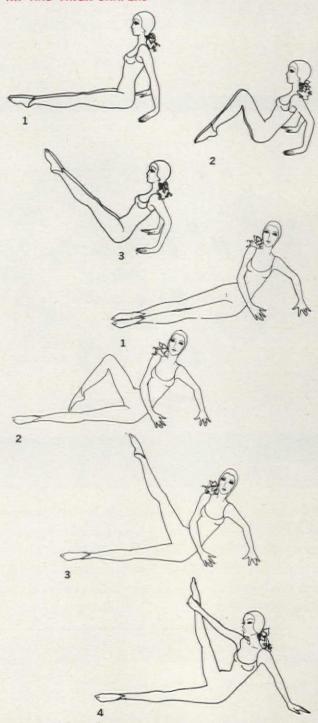
EXERCISE II. (Uses positions 1, 4, 5). 1 Assume first position. 4 Inhale, bend knees, clasp with hands. Hold and exhale. Inhale, unclasp hands, exhale, assume next position. 5 Arms at sides, inhale, raise legs. Exhale, lower legs.

EXERCISE III. (Use positions 1, 5) .1 Assume first position. 5 Inhale deeply. Raise legs slowly as high as possible, keeping knees straight. Exhale and slowly lower legs.

EXERCISE IV. (Uses positions 1, 5, 6). 1 Assume first position. 5 Inhale deeply and raise legs slowly as high as possible; keep knees straight. 6 Lower one leg. Then raise it and simultaneously lower the other one in a slow, scissors movement. Inhale and exhale as you lower and raise.

Exercises V and VI slim and firm both hips and thighs but if your thighs are already too thin, they add shape. Repeat each exercise five times, slowly and rhythmically.

#### HIP AND THIGH SHAPERS



**EXERCISE V. 1** Sit on floor with knees straight and toes pointed. **2** Rest weight on hands behind body, palms forward. Inhale as you slowly bend knees and bring them toward chest. Keep head up, toes pointed. **3** Stretch legs forward and up, keeping toes pointed, head back. Exhale and slowly return to the first position. Illustrations, top.

exercise VI. 1 Sit on floor, roll weight to left, support torso with hands on floor with palms down. 2 Raise right leg, bend knee, point toes, touch knee of left leg with toes. 3 Straighten right leg. 4 Grasp heel with right hand. Return to first position and repeat on opposite side.



# If you can bake you can bake you can bake the Turn your mix cakes into higher, moiste

Take your ordinary cake mix. Add an envelope of Dream Whip topping mix and two extra eggs, and bake according to our new Dream Cake recipe. You'll get a cake that's so extraordinary, it will have your neighbors sighing in envy.

It's easy to see why: the new Dream Cake recipe makes your favorite cake mix so extra-moist, you can actually hear it when you press down with your fork.

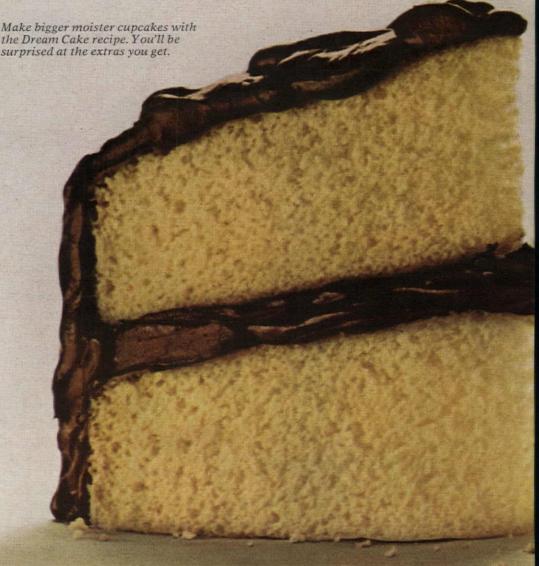
Extra eggs alone can't give you this kind of cake-you need Dream Whip for that extra moistness height and texture.

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So clip our new Dream Cake recipe, and tur

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# the ordinary, extraordinary. Dream Cakes with this miracle recipe.





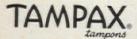
# A time to decide

Part of growing up is choosing the right steps to take. The day you walk away from your old oxfords in a new pair of heels probably comes around the time you face an important question: how to take the problems out of those problem days that happen every month.

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Dress by Fred Leighton



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Special Book Preview

### GLENN FORD,

STAR GARDENER Take a leaf from this leading actor's greenery system. Try talking to your plants.

Back in the days when The New Yorker magazine was under the able and acidulous guidance of Harold Ross, a cartoon was published, drawn by Carl Rose with caption by E. B. White, which I daresay was posted in more kitchens and stuck onto more desk blotters than any other cartoon in history.

It shows a small boy staring morosely at a dab of something on his plate, as his mother says, "It's broccoli, dear," to which the kid replies, "I say it's spinach—and I say the hell with it!"

Any parent who has gone through the I-can't-eat-that, it-makes-me-sick stage with a child who sits wanly or tearfully at the table, turning his head away from anything resembling a vegetable, has an instant rapport with that cartoon.

It might have been inspired by my son Peter.

I had fairly stable ideas about his diet and tried with about average success to make allowances for the normal antipathies children develop toward foods that are supposedly "good for you." But generally speaking, I felt that a child should eat what was put before him and avoid making unattractive noises over the things he didn't care for; in short, to "behave mannerly at table, at least as far as he is able," to quote one of Robert Louis Stevenson's less-inspired verses.

But it became more and more difficult to cope with the sight of a small boy apparently preferring death by starvation unless he was assured a 100-percent-vegetable-free diet.

I wavered from one theory to another, as advanced by friends, family and child specialists: 1) he was being stubborn and capricious; 2) he was enjoying the attention; 3) he was a victim of some obscure neurosis or vegetable trauma; and 4) what he needed was a father's hand—right across the seat of his pants.

But vegetables were an insuperable obstacle. We tried dressing them up, and down; we chopped, creamed, boiled, baked and featured animal crackers in the vegetable soup, with no success. I tried understanding, but it was hard, because I can honestly say I have never met a food I didn't like.

One day I said, more in desperation than in hope, "Let's you and I plant a garden, Pete."

He said, "Okay, sure!"

The next day I brought home packets of assorted vegetables, radishes, lettuce, parsley, beans and corn.

Because radishes are the fastest germinating seeds, we put them in first. They were doing push-ups before they had had time to get comfortable in the bed.

I didn't realize it then, but the morning I shouted, "Hey, Peter! We've got radishes!" was the turning point. "Look there!" I said, when he came running out, "Isn't that a great feeling? Our own radishes!" (continued on page 30)

From the book, GLENN FORD, RFD BEVERLY HILLS, by Glenn Ford and Margaret Redfield, to be published in May. Copyright © 1970 by Hewitt House, a division of Fleming H. Revell Company, Old Tappan, N. J.



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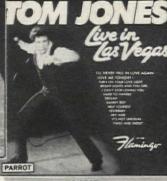


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oven's a lot easier to clean than your big oven. It has a removable glass door, and the inside is chrome-finished with

rounded corners.

A neat little idea, don't you think?



### STAR GARDENER continued from page 24

"Gee!" he said, "I guess I didn't really believe they'd come up." He pulled up one of the seedlings, and I didn't demur. I wanted him so radish-oriented that he would know them from infancy, right on into that magic moment when he could pull a full grown root from the brown earth, brush it off on his sweater sleeve and hear the pleasant crack! as his teeth bit into it.

To Peter, the root vegetables were the most exciting because they were nature's grab bag—reach down, pull, and see what the prize is. So we planted more radishes, carrots, turnips and potatoes.

Next we tried lettuce, parsley and beans.

Meanwhile, we ate radishes with everything but ice cream. I began to hope for a crop failure, but I need not have been concerned. Nature's balance wheels were turning... The flea beetles were on the way.

I am only one of many people who believe that plants are sensitive to sounds. I have talked mine out of a drooping lethargy, and seen them literally turn over a new leaf—at the very brink of the compost pile.

Personally, I see nothing absurd about it. Most of us in our city living have days when we seem to be almost physically assaulted by noise. And all of us know the therapeutic value of a retreat to the quiet of mountains or country.

I don't find it at all strange that plants, being living, breathing organisms are sensitive to their environment.

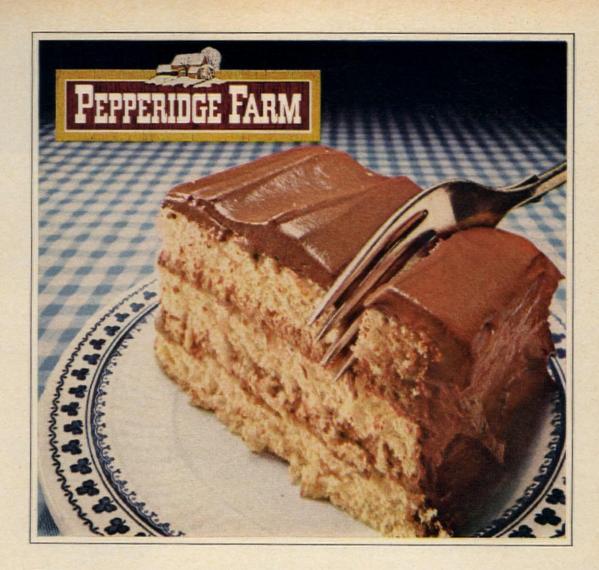
This is not to suggest that I spend my off-hours out in the backyard crooning to the kohlrabi, but it is to say that you will see some remarkable results if you will make the effort to establish this sort of verbal rapport with your garden.

So try it on your cauliflower one of these days. Like Shakespeare's soothsayer, you may discover that "in na ture's infinite book of secrecy, a little I can read."

Certainly we need not be soothsayers in order to "read" the effects on garder and houseplants of our own attitudes and emotions.

As far as houseplants are concerned I have had great success with a sizable atrium. Roughly 24 by 18 feet, it is filled with a dozen varieties of trees and plants, ranging from philodendron to an 18-foot kentia palm.

The planting area is on the ground floor, and the taller of the trees reach well above the ground-floor (continued



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

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

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

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

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



#### STAR GARDENER continued

level. Entrance to the house is on this second level, so that the tops of the trees are visible as you come into the hall.

It gives a jungle-like effect, and firsttime visitors have a tendency to hang over the wrought-iron railing and peer down into the tropical greenery, as if they expect someone in a pith helmet to pop out saying, "Dr. Livingstone, I presume?"

When I designed the atrium, or rather, expanded the original design, I violated, I am told, several rules for indoor planting. Namely, the number and combination of plants, the distance from ground to skylight, circulation of air and the use of fluorescent lighting as an alternative to the chandelier suspended over the well.

Still, I have had good results, and I am frank to state that I think it is due to the fact that I talk to my plants.

They, in turn, demand certain courtesies. When they hear the click-splash of raindrops on the glass high above them, they like to have me turn on the indoor sprinkler to make the experience more realistic. Don't ask me how I know this. I just know it. I have a subtle rapport with them, and I am convinced that many other avid gardeners have a similar sensitivity, although they may be reluctant to admit it.

Of course you can overdo this empathy thing, and find yourself getting involved with the emotional problems of your plants.

Take the matter of the stocks. We had planted both High Double and Column varieties, for color and fragrance and also because stock was the only plant we found on the charts that carried the notation, under Problems: "None."

Think of it. A plant without problems.

Anything without problems in our complex society!

They were getting ready to bloom in their customary lavish, carefree manner when Peter remarked one morning, "The stocks are looking terrible."

"Which stocks?" I asked nervously. (The market had been on the jumpy side lately.)

"The pink ones," he said.

"Oh. Those. Maybe they need more sun than they're getting. I'll take a look."

"I'll go with you," my son said. I didn't think he was looking his light-hearted self.

The plants were lying around in an acute state of melancholia.

"I just did what it said," Peter commented as I poked and puzzled over the limp, bruised-looking stems.

"What did 'it' say?" I asked.

"It said to hammer the stems, and that would make them absorb the water and last longer."

"I'd like to take a look at the book where you read that," I commented.

After some rooting around in the tool house, he returned with a pamphlet on "Flowers for Indoor Beauty." It said just what he had reported:

"Pound stock stems with a hammer. They will absorb water more readily."

I looked down at the flower bed and I knew the air must be blue with the kind of thoughts and flower talk not generally associated with these gentle nymphs of nature.

"This book is talking about cut flowers, Pete. You pound the stems before you put the flowers in a bowl or a vase—after you've cut them." It had to mean that!

"Oh," he said. "Cut them!"

"That's right. This fool, this writer doesn't make it very clear. He skips from flower care in general, over to flowers for the house."

"It's okay to pound them after you cut them though?"

"That's right. It's supposed to draw the water up into the stems, so the flowers last longer."

I kept thinking there must be a kinderway. The stocks probably would have a few well-frozen words to say on the subject when they got their strength back.

The theory of plant sensitivity has inevitably engendered some good-natured guffaws. But at the price of vegetables, I don't think we have anything to lose by being courteous to the cauliflower, and giving a word of praise to the apricot tree for an especially generous crop.

In all seriousness, why should we not feel a sense of responsibility for all growing things, and a joyful acquiescence to this green demand?

We know the value of encouragement and kindness in our dealings with people. It seems perfectly reasonable to me that it should be just as effective with plants.

I believe, with Montaigne, that "There is, nevertheless, a certain respect, and a general duty of humanity, that ties us, not only to beasts that have life and sense, but even to trees and plants."

So keep a civil tongue in your head, or you may find yourself stuck with a lot of uncooperative vegetables and parsimonious fruit trees. You have to tell them Good morning if you want them to do their best.

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#### \$3 billion-a-year success story

By Stanley Schuler

"Do you know what I came across the other day?" a friend of ours asked during a lull at a recent party. "An aerosol spray that smoothes out wrinkles in clothes. Just like an iron. Think what that means for people traveling! You press the button—sst—and you're all neat and smooth once again."

The remark touched off a flurry of reports about other unusual aerosol products. And as party conversation goes, the brief interchange rated an exceptionally high score for arousing group interest.

The reason is obvious: the ubiquitous aerosol container has so much popular appeal that manufacturers go out of their way to put products into it. As a result, there will always be new aerosol products in stores.

This year approximately two and three quarter billion aerosol containers will be sold in the United States. (That is about 41 per household.) They will be filled with over 300 different types of products in 15 major categories.

For anyone who has ever used an aerosol (is there anyone who hasn't?) there is no mystery why so many products are packaged in this way. It's convenience. Although they cost more than similar products in conventional packages, they are generally easier to use. They also save time and reduce mess. Spray starch for example, is so much more convenient to use than liquid or dry starch that it now accounts for roughly 95 percent of all starch sales, even though a 15-ounce spray can costs about 30 cents more than a quart bottle or pound box and does a less uniform starching job.

Another advantage of aerosol products is that they do not spill or drip if turned over. And because they are sealed off from the air, they deteriorate very little if at all.

Some products are put into aerosol containers to simplify application in hard-to-reach places. Man's first sure yet easy defense against wasps and hornets, for instance, was an aerosol that shot a stream of insecticide for 20 feet.

Finally, a few products owe their very existence to aerosol containers. These include hair sprays, windshield de-icers, a spray that gives tires traction on icy roads and artificial frost for decorating. (continued on page 40)



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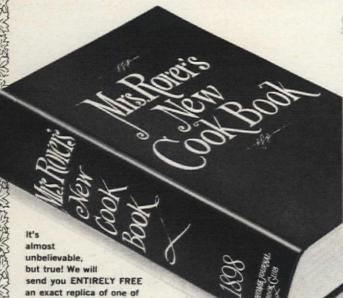
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#### AEROSOLS continued from page 34

The first successful aerosol was invented in 1941 by a chemist named Lyle D. Goodhue, with the help of his associate Bill Sullivan. Because both were employees of the U.S. Department of Agriculture, the patent was assigned to the government and they never received a cent of royalty on it. Within a few months their idea was snapped up by the Air Force to give GIs better protection against malarial mosquitoes. This proved so successful that by the time the war ended, more than 40 million bug bombs had been produced.

An aerosol might be described as a mechanized package. It consists of a metal or glass container, a propellant, a dispensing valve and the product.

The majority of aerosols made are continuous-dispensing units. If all goes well, the product keeps on pouring out of the container as long as you keep your finger on the button. What actually happens depends on the design of the aerosol and whether or not you are holding it correctly.

Most aerosols operate properly only when they are held more or less right-side up. If you turn them upside down, nothing but the propellant comes out. Since this limits the usefulness of aerosols, the industry has developed a continuous-dispensing container that works only when it is inverted. This is used for

rug shampoos and other products that must be applied downward.

For many years continuous-dispensing aerosols were the only type in use But no longer. Four so-called secondgeneration aerosols are now available

The oldest of these is an aerosol with a metered valve. When you press the button, you get one brief spurt of product and no more until you press the button again. This kind is used most commonly for dispensing products which are very expensive or which should be used only in small, measured doses, for example, an asthma-control spray.

A second new kind of aerosol is a codispensing unit that contains two sepa-

> rate products which are mixed together to form a third. Hot shaving lather is the first consumer product to be packaged in a codispensing aerosol

> The two remaining new aerosols are essentially similar. Both stem from a basic weakness of other aerosols: Often the product must be specially formulated to make it compatible with the propellant and to permit it to be dispensed from a tiny valve in the form desired. For example, aerosol paint must be much thinner than conventional paint or you could not apply it in a fine spray; and it must also be made in a different formula to combine happily with propellants.

One solution to this problem is a can (called Sepro) with an interior plastic bag surrounded by propellant. The bag can be filled with almost any ordinary liquid or viscous product and is already being used to dispense thick caulking compound and lithium grease.

The other new aerosol is called a Preval power unit. It is simply a slender can of propellant with a valve. The bottom screws on to a six-ounce glass jar. To use the device, you fill the jar with any household liquid you want to apply as a spray, attach the aerosol cartridge and go to work.

Look what aerosols can do:

Ease ladies into their girdles.

Keep used paintbrushes soft.

Prevent snow from sticking to

shovels and snow blowers.

Repair Teflon coatings.

Blow dirt out of crevices.

Condition wigs and falls.

Tint picture windows to screen
out the hot, glaring (continued)



So if you want your dentures really clean-fast-then Polident®

© 1970 Block Drug Company, Inc.

Green is for you.

# I nearly turned into a banana sour-cream cake, before I lost 83 pounds

By Ellen Clausing Jepertinger - as told to Ruth L. McCarthy

Believe it or not, I began to cook at the age of seven. Not because my mother made me, but because I wanted to. And up in Saskatoon, Saskatchewan, where I was raised, that meant hot rolls, cream puffs, baked bread, everything that was delicious and fattening. It was a great beginning for one who was to marry a Milwaukee, Wisconsin grocer and develop a wild reputation for banana sour-cream cake. Unfortunately, it was a terrible start for someone who wanted to be slim. The fact is, between my mother's cooking and my own, I ate myself into a size 22½ dress, which is a lot of body. 230 pounds in all!

Of course, I wasn't that heavy on my wedding day. Just good-and-solid. Changing my name from Clausing to Jepertinger also meant adding some hearty German dishes to my collection of recipes. Sauerbraten, cheese cake, chicken fried in beer, tortes – no wonder I had little success trying to diet.

The birth of my daughter didn't help my figure, either. And even after she was born, I continued to eat for two. This added 30 pounds in almost no time. When I look back now, I realize how wonderful my husband was about the whole thing. Never a sarcastic word. All he used to say was: "There's more of you to love." But in my heart, I wasn't fooled.

I went to the doctor more than once about my weight. Then I'd wind up with diet pills, but somehow I could never stick to them. Besides, they made me feel nervous. So I finally went back to baking banana sour-cream cakes. At least, they brought me praise. Even got me some newspaper publicity. You see, my cakes were very much in demand at school PTA meetings. And they made a great Easter pastry special for the store.

Isn't it a shame that everything that tastes so good going down looks so ugly showing up on the scale?

I guess what really jolted me into reducing was a photograph taken by a friend of mine at her son's confirmation. When my daughter saw it, she said: "Mother, you've taken up the whole picture." That did it. At last, I saw myself as others did. I'll always be thankful to her, because it made me do something about my weight, and faster than all the warnings I'd had about my health and high blood pressure.

My husband remembered that my mother had used the Ayds Plan to lose weight. And I can tell you, she had a figure any woman would be proud of.



On the sofa is yours truly, all 230 pounds of me. Funny how I never saw myself as others did.

Now that I'm down to 147 pounds, you can see why I feel like strutting in my new clothes.

Well, I went to the drugstore and bought a box of the plain chocolate fudge Ayds. Though later on, I switched around and tried both the chewy vanilla caramel kind and the chocolate mint fudge. I took them like the directions say, one or two before meals with a hot drink. For me, it was coffee. And you know, it had the same effect on me that eating candy before a meal has on kids. I just didn't feel like eating as much when I sat down at the table. It actually helped me cut back my appetite. Yet this candy contains no harmful drugs.

I might mention that in reducing, one other thing was working for me along with the Ayds Plan. My husband sold the grocery store and I took a job in an office. And having all those slim young girls around made me really want to reduce. So I not only took Ayds before meals, but also at my coffee breaks and while watching television in the evening. And I started to lose weight.

That doesn't mean I stopped baking. I'm quite active in Job's Daughters and Eastern Star and we have lots of luncheon meetings and affairs where we sell food to earn money. So I still make my banana sour-cream cake, but Ayds keeps



me so satisfied, I don't have that craving to eat everything I bake.

Of course, the most satisfying part of the Ayds Plan is the compliments. When I'd lost most of my weight, I went to a school meeting with my husband. Afterwards, Bob showed the principal his new model car. Then laughingly, but proudly, said: "Now meet my new model wife." Having lost nearly 83 pounds, I'd gone from a size 22½ dress to a 14 and, believe me, that's some difference.

I just can't tell you how good it makes me feel to think about my weight loss. Especially since it's the first time in my married life, thanks to the help of the Ayds Plan, that I weigh less than my husband.

### Before and After Measurements

	Before	After
Height	5' 6"	5' 6"
Weight	230 lbs,	147 lbs.
Bust	44"	38"
Waist	38"	29"
Hips	47"	39"
	22½	



### AEROSOLS continued

rays of the sun.

Frost windows for privacy.

Coat cookware with stick-resistant film.

Apply local anesthetic.

Clean tars out of smoking pipes.

Change the creases in permanent press fabrics.

Change the color of upholstery fabrics.

Kill germs on telephones.

Spread sandwich fillings.

Remove adhesive tape.

Clean ovens with strong solvents.

Prevent fraying fabric edges.

There are a few problems with aerosols. They do not always work as they should. The cans have exploded. And more than 55 families are mourning youngsters who sprayed propellant into their mouths and inhaled.

Aerosols are probably no more dangerous or any more failureprone than countless other products. For one thing, all aerosols are regulated under one or more federal and state statutes. Besides, all metal aerosol containers must meet specifications established by the Department of Transportation for pressure products. Among other things, these require that before any single aerosol container leaves the filling line, it must be heated with its contents to 130° F. to make certain the can will not leak.

Even though aerosols contain a propellant, they are not much more likely to explode than other kinds of containers. You can heat an ordinary can of peas and it will blow up too.

You need not worry about propellants polluting the air or harming people so long as you use aerosols as they were intended. If they are misused—purposely inhaled for a kick or a "high," they can produce any of four serious, often fatal, physiological effects: change in the rhythm of the heart beat, laryngeal spasm, unconsciousness and asphyxiation.

The complaint most often made against aerosols is that they work improperly. Many manufacturers insist that, upon investigation, they almost always find that the aerosols failed, not because of an inherent weakness in them, but because the users did not follow the directions on the containers.

Here is the best thing you can

do to get good, safe use out of all those aerosols you will be buying this year.

Read and follow the directions.

Hold the container in the position recommended.

Note that some aerosol products need to be shaken; others do not.

Don't use the aerosol close to your face.

Avoid breathing in spray mist. Some products must be used only in a wellventilated room.

Store all aerosols out of reach of your children.

Don't expose aerosols to direct heat, a radiator, range, furnace or full sunlight. And don't keep them in a car parked in the summer sun with the windows closed. They might explode.

Don't smoke while using aerosol cleaning products, hair sprays, paints, or any product marked "flammable."

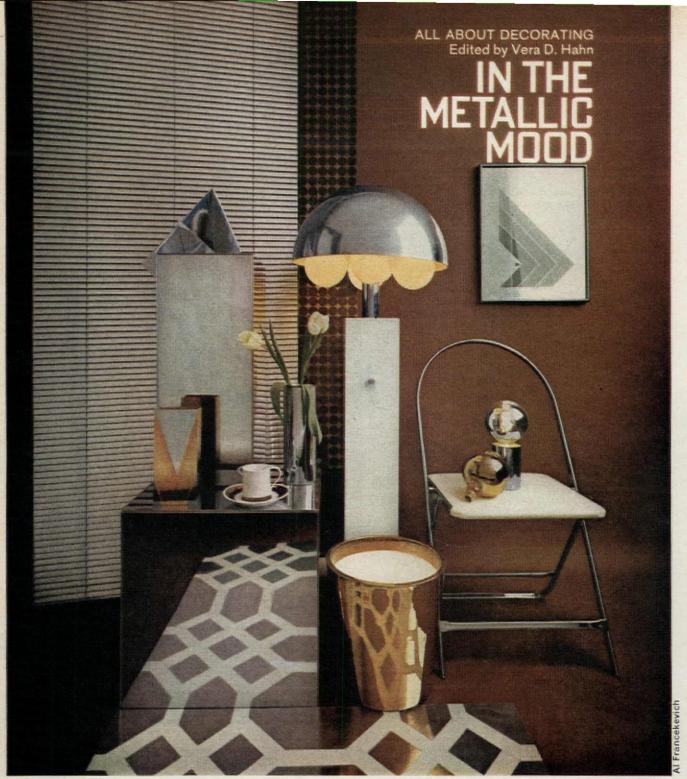
Never puncture an aerosol container. Before discarding a container, depress the button until all product and propellant have escaped. Then put the con-

tainer in a trash can. Never put it in an incinerator or fire because some propellant may remain and precipitate a small explosion.

There is one other rule: Teach your children a sense of responsibility. Aerosols are not meant for spray-painting the neighborhood on Halloween. END







Fleeting reflections occur in the most unexpected places today. Images dance and glimmer on the metallic surface of a whole new range of home furnishings, from the light bulbs and flooring shown to upholstery, drapery fabrics and major pieces of furniture. Gold, silver, bronze and brass—real or simulated, mirrored or textured—are meant to be mixed freely, bringing touches of theatrical glamour to your everyday surroundings.

All the metallics above are available at New York City sources unless otherwise indicated. Clockwise from center: Floor lamp has a chrome shade, Shop 2, \$250. Original serigraph on wall is called Delta M, Gary Arts Ltd., \$25, framed. Chrome chair folds flat, Georg Jensen, Inc., \$35. Tovibulbs cost \$5 in silver, \$10 in gold, Tovi and Perkins, Inc. Glazed ceramic planter, in two sizes, silver or gold, Luten-Clarey-Stern, Inc.," \$75. Metallic vinyl tiles come in a variety of colors and finishes from Eden Manufacturing Corp., \$3.50 to \$4 per square foot installed. Chrome cube, \$57.50, and pedestal, \$50, are available in many sizes and shapes at Bonniers, Inc. Vase with V is

designed by Schule-McCarvIlle at Luten-Clarey-Stern, Inc.,\*
\$115. Cup and saucer banded in copper is Horizons pattern,
Block China Co., five-piece place setting, \$27.50. Silver on
pottery vase is largest of set of three, Harriet Amanda Chapman, Inc., \$24 a set. Folding chrome sculpture on pedestal,
TouchMe, can be rearranged at will, limited edition, designed
by Merle Steir, \$250. Riviera blind is brushed aluminum, also
comes in polished aluminum, Levolor Lorentzen, Inc., Hoboken, New Jersey, \$1.50 per square foot. Polka-dot wallpaper, Omega, is printed on bronze foil, Winfield Design
Assoc. Inc., San Francisco, California, \*\$14.25 per single roll.

# Sears own French Revolution. Damask draperies you can wash.



Imagine—damask draperies that aren't fragile. If you like, go pound them clean at your nearest neighborhood shore. Or—toss them in the washing machine and tumble dry. That's the big revolution.

And yet, the look is still rich. The

fabric elegant. With tiny feathers woven throughout. That's why Sears calls them Petit Plume.

Petit Plume cotton and Avisco® rayon damasks are Perma-Prest®. Just tumble dry and hang without ironing. And they're backed with Thermalgard acrylic foam to keep the heat in and to keep the cold out.

The revolutionary damasks. In twelve regal colors like emerald green, bluejay. All made in our own U.S.A. See them at most Sears, Roebuck and Co. stores, and in the catalog.

You've changed a lot lately. So has Sears



### ALL ABOUT DECORATING continued

### DECORATING CLINIC

QUESTION: What hope is there to make an attractive living room out of a hodgepodge collection of furniture... with a decorating budget of only \$200? I can sew and paint but need inspiration.

ANSWER: There is no such thing as a hopeless room and frequently money isn't the answer. Color is the budget decorator's best friend. In your case this means painting your walls a dark color (and we mean really dark) such as navy blue, charcoal or plum. Dark walls will make the less attractive furniture melt away. Add some bright new things as attention getters. We suggest pillows in several bold patterns (or perhaps make some yourself of needlepoint). Select one existing piece of furniture and give it a face-lift. This could be a coffee table or chest that you can lacquer in a sharp, contrasting color. Results: a new and fresh room well within your budget.

QUESTION: I have two dogs that shed quite a bit, so I want to buy carpeting for my house that will be easy to clean but really impervious to the dogs. What can you suggest?

ANSWER: Carpet constructed in a tight, low-level loop will be easy to keep clean since there is no deep pile where dirt and animal hair can get buried. Two-tone effects and patterned carpets are more practical than solid colors. Fibers that are solution-dyed (acrylics and polypropylenes) have color built into the fiber, so in case of pet accidents you will not have to worry about the color coming out of the carpet.

QUESTION: I still use the mirror over my bedroom dresser for makeup purposes. Now I need new lamps, but they must be pretty as well as useful.

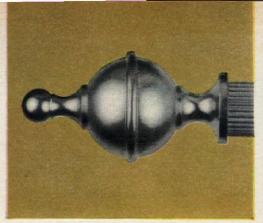
ANSWER: This is a real rule breaker. While most so-called task lamps shed their light from the bottom of the shade down, yours must have shades that transmit light onto your face. In a sense, the shade becomes the light source. Select shades made of fiber glass, silk, rayon or sheer linen. For functional makeup lamps, choose them high enough so that the center of the shade is about level with your cheek. If you are considering a pair of lamps, be sure there is enough room to place them at least 36 inches apart. Otherwise they will only get in your way and obscure the mirror.

QUESTION: We'd like to create a nursery for our new baby daughter in a six-by-seven-foot dressing room that adjoins our bedroom. Please suggest something to make it as pretty and bright as possible and practical as well.

ANSWER: Vinyl-coated wallpaper with a splash of magenta and yellow flowers on a white background will be both lively and practical. Yellow-and-white striped awning fabric looped across three wooden dowels can be used on the ceiling for a gay tent effect. Line one wall with a white plastic wall unit that can be added to later on when your daughter moves into her own room.

Letters submitted to Decorating Clinic will be selected for an answer on the basis of their general interest. We are unable to send any personal replies.





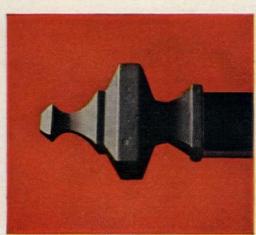


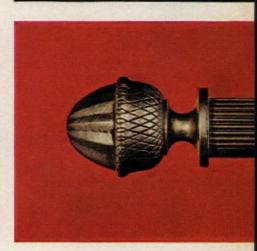












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For windows people care about

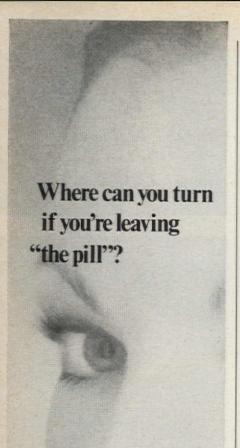
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Windows Beautiful" Volume III is all new I 117 colorful room settings. A complete how-to book by interior decorating experts. A "must" for making the most of your windows.

Kirsch Company, Dept. A-470, Sturgis, Michigan 49091.
Please rush my all-new copy of "How to Make Your Windows Beautiful" (Vol. III). I enclose \$1,00.

No. of the last		

Allow three weeks for delivery. No stamps, please.



Of course "the pill" is the most effective form of contraceptive known to woman. But if you're forced to look for another answer, consider modern, easy Delfen\* Contraceptive Foam.

Delfen gives you instant, highly effective protection that has been proven in extensive medical research. Although it is undetectable in use. Delfen creates a chemical shield with the most effective spermicide you can get. (Clinical data is available to your doctor.) In fact, there is no more effective method of vaginal contraception than Delfen. And, for most women, no side effects.

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### ALL ABOUT DECORATING continued

#### DECORATING NEWSLETTER

Coming up in the world. Vinyl asbestos, that dependable and low-cost workhorse of a floor covering, is feeling its oats. Recently introduced patterns will give it texture and dramatic definition. Admirable examples of what we mean are Armstrong Cork Company's new Craftlon and Johns-Manville's equally new Vinyl-craft tiles. Our favorite in the Craftlon collection is Adelphi. a small Delft tile that is a real charmer etched in blue on white. Others are foolthe-eye reproductions of old English clay tiles: a parquet and a brick pattern. Tiles are 12 by 12 inches square and retail for about 49 cents apiece. The two deeply etched Vinylcraft patterns have lots of style at little cost (12-inchsquare tiles retail for approximately 70 and 80 cents each). Woodbine is a stylized floral of 17th-century English derivation, Fountainbleau has classical overtones. Congoleum Industries' new Cameo is a vinyl-asbestos tile with an edge designed to make pattern matching easy for do-it-yourselfers. The design consists of a medallion framed in scrolls. Price per square foot is about 29 cents.

Classic men's wear. Glen and clan plaids, argyles, checks and houndstooth checks are what upholstered furniture (see love seat and chair, page 73) and well-dressed floors will wear. The plaids for carpets and rugs tend to have an authentic clan look to them. The checks and houndstooth checks in upholstery, soft-surface carpeting and resilient flooring were taken right from the sports-coat racks. Classical contrast with all this tweediness: the solid flannel grays and blazer navy blues that are coming on strong in flat-weave carpets, and the suedes and leathers, real or faux, in upholstery.

Upholster it yourself. Group M chairs and sofas by Metropolitan Furniture, a San Francisco-based firm, can be reupholstered, re-covered and refinished by any home handyman. Because side and back panels are removable with a special tool that comes with the furniture, it is no more difficult to re-cover them than it is to re-cover the average dining room chair slip seat. The seat edge is also removable for upholstery. Seat and back cushion "unbutton" once the rear panel of the piece is removed. Twocushion sofas, 56 and 62 inches wide, are about \$400; three-cushion ones, 83 or 92 inches wide, about \$500; and a 29-inchwide chair is about \$250. All have square wood frames, neatly joined corners.END

# Jaquet is now available at these fine stores:

DES MOINES - Younker Bros.

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MAINE PORTLAND - Porter Mitchell & Bro

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Art as something precious, unique and handcrafted is more and more becoming a thing of the past. As new media, materials and "ORIGINALS" processes are developed, and as the demand for art increases—particularly on the part of the young collectors—artists and a number of enterprising dealers have formulated a new concept for the creation and ownership of artworks. They have invented the phenomenon known as Multiples. What, precisely, are (continued)



Tell someone you like about Lark's Gas-Trap" filter. It's an art in itself.

Can a cigarette filter be beautiful?

We think so. You see 90% of cigarette smoke is made up of gases. That makes the fact that our filter can reduce gas as well as "tar" and nicotine, gorgeous. And the fact that it reduces certain harsh gases by twice as much as ordinary filters is downright avant garde.

But our masterpiece is the fact that Lark's unique gas reduction gives Lark

a uniquely smooth and easy taste.

So tell someone you like about Lark's rare combination of hard-working Gas-Trap filter and easy taste. He'll know you're a connoisseur.





# ART'S NEW "ORIGINALS" continued

Multiples? To put it simply, Multiples are machine-made art objects designed and supervised by the artist, nearly always produced in limited quantities and sold at a fraction of the cost usually demanded for an "original." But the fact is, a Multiple is an original. It is created specifically for multiple reproduction.

The idea of reproducing art is, of course, not new. Small editions of bronze sculpture casts, for example, have been a taken-for-granted commodity in the traditional art market. The same holds true for signed and numbered etchings, engravings, lithographs and silk screens. Multiples, however, have an entirely

new technology at their disposal. The machine, long the enemy of art, produces its very own aesthetic, and forward-looking artists have embraced the machine with open arms. Indeed, today's artists consider the machine an extension of their own ability.

They relish the notion of planning and programming their artworks on drawing boards and allowing trained operators and technicians to manufacture the final products. More often than not, the artist supervises the operation and is present during every step of the machine-made creation. What is more, the whole idea of machines producing nonutilitarian objects intrigues the

artist. The vast possibilities inherent in commercial, mechanical and industrial processes ignite his imagination and, far from wishing to absent himself from such creativity, he goes to it with all manner of new inventiveness.

He knows, for example, that only a machine can effectively vacuum-form plastics; that only a machine can shape and mold neon tubing; that it can cut accurately, and to specification, any number of materials from steel to wood to glass to plastic. The artist also knows that a machine can do this again and again. Thus, each work of art produced in this manner has the look of technical perfection—a perfection that does not

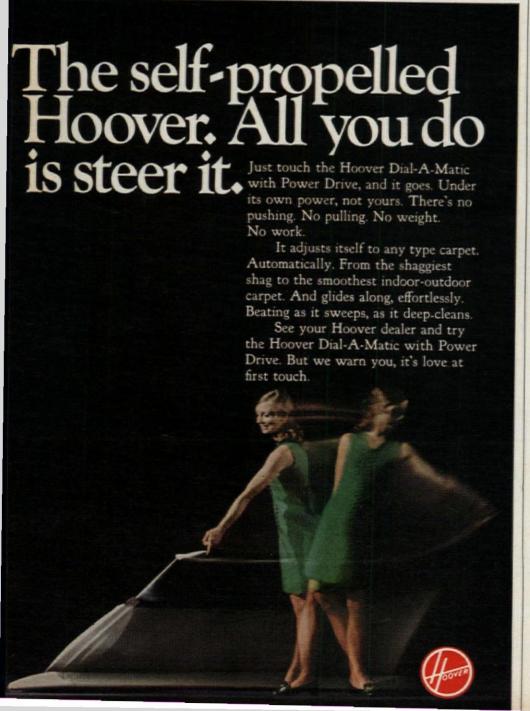
diminish by being duplicated. In other words, the "duplicate" is really the same as the "original."

This perfectly executed object becomes the Multiple, and as far as art dealers are concerned, Multiples constitute the fastestgrowing art market both in this country and abroad.

Who are the Multiple artists? Their names range from the brand new to world famous. Everyone. it seems, has suddenly become interested in creating Multiples. Among well-known American artists, Robert Rauschenberg, Andy Warhol, Saul Steinberg, Ernest Trova, Louise Nevelson, Claes Oldenburg, Barnett Newman, Larry Rivers, Robert Indiana. Jim Dine, Roy Lichtenstein and Richard Lindner, to name only a few, have produced a variety of Multiples all in their own individual styles. These works are neither paintings nor traditional sculptures.

They are usually three-dimensional objects employing new materials, new techniques, but bearing the unmistakable stylistic imprint of each artist. The works are often signed and numbered. Large editions are usually less expensive, although the fame of the artist or the technical intricacy of any particular work may command a higher price.

The point about Multiples is that they are less expensive and, therefore, more accessible to the average buyer. For example, one of the least costly works, a brightenameled jewel (it can be worn as a pendant or displayed on a Plexiglas stand) by pop artist Roy Lichtenstein, sells for only \$50.



This happens to be a small work, measuring three by three inches, and is in an unlimited edition. Nicolas Schöffer's mini-sculpture, Multiple, also in an unlimited edition, is \$150. It looks like a motorized mobile, the four geometric stainless-steel, cutouts revolve on a cylindrical base that holds the motor. An extremely witty Multiple in the form of a simulated cigar box, the cigars all in a neat row, by Larry Rivers sells for \$650. There are 25 in the edition. The Night Leaf Multiple by Louise Nevelson is one of her mysterious, subtle black boxes that gives out a light all its own. There are 150 in the edition, each selling for \$500.

But there are lesser-known artists whose imagination and ingenuity run just as high as some of their better-known contemporaries. Billy Apple, a young "light" sculptor, has designed a neon-tube Multiple of great charm and elegance. He has twisted bright-colored neon-tubing into a pleasing abstract shape that flashes across a 19-inch, brushed aluminum base. The effect is both eve catching and up to the minute. It costs \$375. Cecile Abish designed an interesting white paper construction Multiple that costs \$100. Another artist, Mon Levinson, works with Plexiglas. Among his latest is a 20-by-20-inch wall construction employing two colors. It is highly geometric in design and offers the optical illusion of advancing and receding space. It sells for \$140.

The young California artist, Fred Eversley, has created a series of beautiful objects manu-

factured out of plastic resin. They are handsome abstract forms meant to rest on coffee tables or open shelves. When these objects catch the light, their colors appear to change and the effect is quite magical. The price for an Eversley Multiple varies with the size, \$175 or \$250.

For those who can afford one, the most spectacular Multiple has recently been created by Ernest Trova. Its price is \$1500—very high for a Multiple. But this is a veritable tour-de-force which, on the surface, appears to be nothing more than a large, shiny black box, inside of which rests a 5½-inch bronze sculpture of a typical Trova Falling Man. In actuality, the box is made up of a

In about an hour, you'll be all washed up. "Hoover's little Washer", people call it. Because it's compact and portable. Hooks up to any faucet. Even stores in a closet. But you shouldn't be mislead by its size. Hoover's unique turbo-action agitation gets clothes amazingly clean, amazingly fast. It washes a full load in just four minutes. Spin-dries in two. The Hoover Spin-Drying Washer can finish off 48 pounds of laundry in about one hour. And that's no small job.

series of tiers, removable from top to bottom, each tier containing the wildest assortment of objects, all small Multiples in their own right. Trova calls this Multiple his Index. There are only 150 such boxes to be had, and the Falling Man in each is signed and numbered. Talking of expensive Multiples, the one created by Mary Bauermeister contains her usual collage-like configuration encased in white wood. For those who can afford it, the price is \$1500. Only six are in the edition.

Of one thing Multiple owners can be certain: each work has received the same careful attention in terms of concept, execution and production. The greatest care is taken by the manufacturers to adhere to the artist's design and technical stipulations. Artists are extremely finicky about their finished products, and there have been cases where a Multiple has been canceled or destroyed because of an artist's dissatisfaction with the technical results.

There is no question but that Multiples also have their detractors. They question the whole notion of duplication and claim that such works lack the nuance and singularity of an "original" work. Finally, however, the faction adhering to the "genuine hand-painted original oil painting" syndrome simply misses the main point of (continued)



Dry-Hards are tough-to-clean foods—like chocolate pudding, eggs, oatmeal, sauces—that dry and cake and stick. And stick. And stick. To plates. On forks. Filming glasses. Electrasol, fortified with 20% more active cleaning ingredients than other leading dishwasher detergents, really removes Dry-Hards. Lets your dishwasher give you cleaner, brighter, film-free dishes.



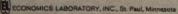
Test proves fortified Electrasol's superiority against Dry-Hards. Dessert glass with Dry-Hard paste of chocolate pudding that was baked on for 12 minutes at 330°F, came out looking this way when washed in another leading dishwasher detergent.



Identical Dry-Hard dessert glass—but cleaned in Electrasol, fortified with 20% more active cleaning ingredients than other leading brands. Try Electrasol. It removes Dry-Hard soils, prevents them from drying into spots on dishes, glasses and silverware.







# ART'S NEW "ORIGINALS" continued

Multiples—namely, they produce their own aesthetic, their own identity and originality. Indeed, Multiples may be said to have engendered a new movement in art; one that looks toward technological advance and an engagement in processes that involve the use of new and challenging materials.

The best proof of its acceptance as a form of creative expression lies in the enthusiasm shown by artists of international reputation who, while continuing to produce their own singular works, have turned to Multiples as a vehicle of experimentation and variety.

Most artists have always been aware of the fact that machine-made objects can be very beautiful—that they have their own character, their own quality of perfection. In joining the commercial craftsman, the artist has liberated himself from difficult, sometimes insoluble technical problems. Now, with the aid of machines and gifted technicians, he is able to widen his creative horizons, and give life to limitless creative impulses.

Best of all, the artist sees in Multiples the distribution of his artworks on a far larger scale than ever before. This, plus the fact that his work is made available at more sensible prices, gives him a greater tie with the public.

Today's artists have no desire to remain invisible. Their entry into machine-made art is an affirmation of their willingness to share in the industrial and commercial developments of their age.

The Multiples shown on page 50 are available at the following galleries: MULTIPLES, INC., 929 Madison Avenue, New York, N.Y. 10021
Billy Apple, neon light sculpture
Roy Lichtenstein, enameled jewel
Fred Eversley, cast plastic circle
Cecile Abish, paper construction
Larry Rivers, cigar box
Mary Bauermeister, collage-like configuration
PACE EDITIONS, INC., 32 East 57th

PACE EDITIONS, INC., 32 East 57th St., New York, N.Y. 10022 Ernest Trova, *Index* 

Louise Nevelson, Night Leaf

BROOKE ALEXANDER, INC., 328 East 78th St., New York, N.Y. 10021 Mon Levinson, Plexiglas construction

DENISE RENÉ RIVE GAUCHE, Bloomingdale's, 59th St. & Lexington

Ave., New York, N.Y. 10022 Nicolas Schöffer, mini-sculpture Multiples are available across the coun-

try at museum shops, college bookstores and major department stores. END

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I am enclosing with this Offer Form the front labels (they soak off) from 2 Jars of the Kraft Toppings listed here, together with the brand name cut from a pint or more of ice cream. Please send me a 50¢ refund.

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You keep life alive. You really get into it. By taking every opportunity to express yourself. Here's one—Libbey's SUPER GRAPHICS. Available in rocks, beverage and cooler sizes. Less than 2 dollars for a set of 4. That's almost free expression.



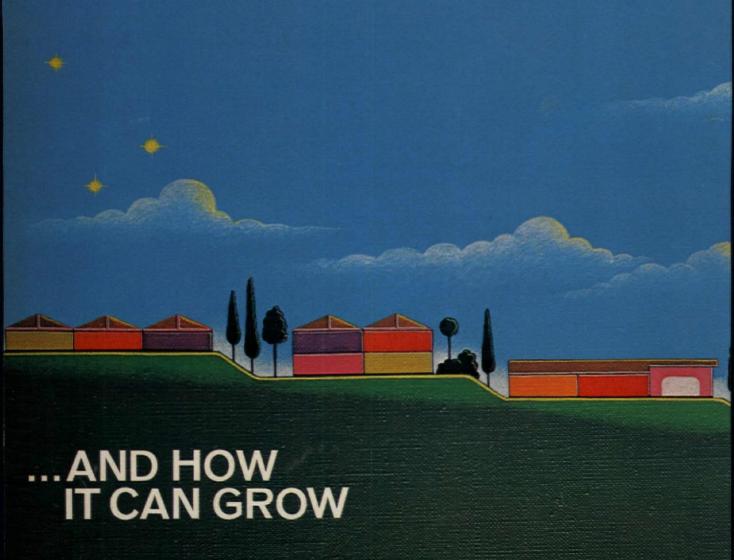
Modular housing, a term you'll be hearing a lot, could do for the home what the assembly line did for the automobile. Also known as sectionalized or systems housing, it is one method of solving our current housing crisis. But what exactly is it? Unlike the mobile home or a house put together from precut lumber or prefab wall panels, it consists of completely finished blocklike units resembling the four shown here. Each can be trucked to the site and deposited on a foundation to form one (or many) homes. Turn the page to see what this could lead to. For an actual example that's now being produced in California, see page 61. You may discover there's a modular home in your future.

THE BUILDING-BLOCK HOUSE By Maxwell C. Huntoon Jr.

Those unusual-looking, blocklike structures in the illustration below may not mean anything to you now. But a lot of people who should know what they're talking about think they promise a real revolution in home building for many kinds of living.

Called modular housing, its revolutionary aspect is inherent in its name. The conventional way of building a house is to assemble it stick by stick on the site it is going to occupy. But the modular is put together on an assembly line in a factory, usually in the form of what are appropriately called modules or, in the builder's vernacular, modular boxes. These boxes, completed sometimes right to the carpeting on the floor, are hauled to the site on wheels where a crane picks them up and drops them neatly onto their foundations, and water, electricity and other utility lines are then hooked up. It is entirely possible for a house to arrive in the morning and have a family snugged down in it by suppertime.

This does not mean—quite yet—that you can look up "Houses, Modular" in the Yellow Pages, go down and select a home in your local dealer's showroom and move in the next day. One or two companies are



California Architect Robert E. Jones envisions modular units as attached houses, ranch houses,

turning out modulars for military and government housing. A few small manufacturers are making modular vacation, single-family and town houses. And literally dozens of factory-built systems exist as prototype models or ready-to-go plans. But modular housing is, so to speak, only on the brink. The final push that will start it rolling off the assembly lines in quantity has yet to come.

That push may be given by Operation Breakthrough, a government housing program intended to stimulate the production of housing for low-income families. The idea behind it is that our traditional stick-by-stick way of building is hopelessly archaic and expensive, and if instead we can put houses on assembly lines like automobiles, prices will come tumbling down and housing will go rumbling up.

Operation Breakthrough has stirred up enormous interest in modular housing. Because it holds out the promise of federal backing, a lot of big companies have now gone ahead and designed modular systems. These include such giants as Boise Cascade, Alcoa, Westinghouse, Fruehauf, U.S. Steel, Ford, and General Electric. And because (continued on page 114)



low-rise apartments, even fitted into a concrete tower. A housing expert explains the pros and cons.

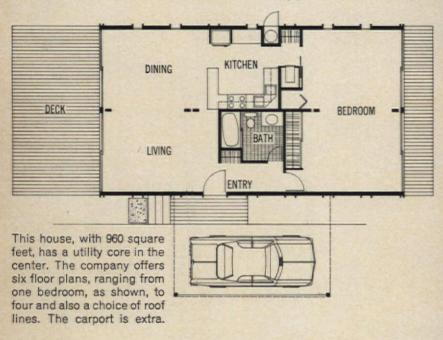


This Concept House, as it is called, costs \$13,500. Produced in a factory in Buena Park, California, it consists of two basic modules, each 12 by 40 feet, delivered by truck to this handsome hill-side site. Cost for cartage: \$1.40 a mile or 70 cents-a-mile per module, within 300 miles. Five other versions are available. Decks, carport and landscaping custom-fit the house to its site. (continued)



## FACTORY-BUILT continued

The house pictured here has already logged more than 1200 miles. It was carted from its factory in Buena Park to Sacramento to be displayed in a design show sponsored by the Pasadena Museum of Art. Then it was moved to its present site in Highland Park, California. Like certain vintage wines, the Concept House travels well. It has also picked up several design awards en route, and the Ford Motor Company has bought an interest in the company that produces it—Concept Environment, Inc. It is on its way. Lamont Langworthy, the architect, explains that with the factory-controlled conditions, it (and its assembly-line sisters) can easily meet the widely accepted Uniform Building Code for strength and safety. And, when the customer orders from a book, he knows exactly what he is getting, which in this case, is the house itself, plus carpeting, plumbing and heating, lights, some appliances, small end decks, and window screens. It is financed conventionally. All you provide is a foundation, large decks, the cost of trucking and a building permit. —Marcia Spires



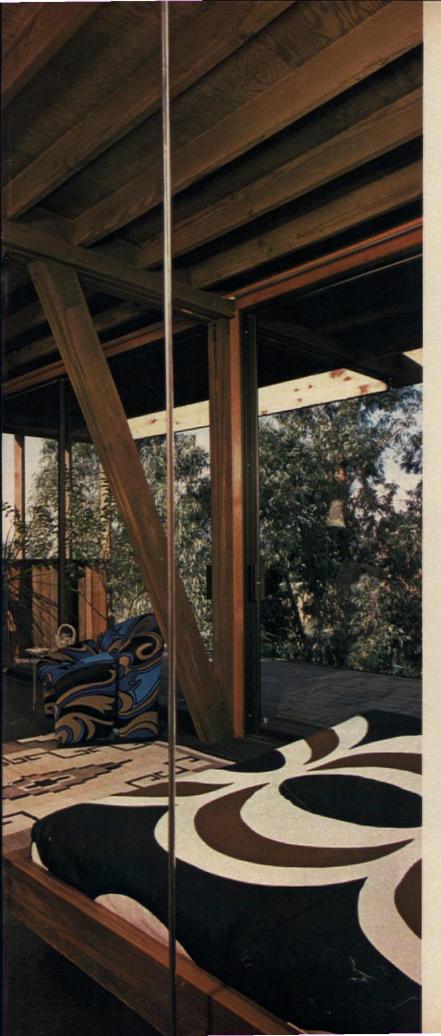


the center of the house. where the two modules join. permit an open, spacious plan, which ordinary stud walls would not. You can walk right through them. The architecture is so dominant that decor is low-key. The rope-suspended bed, side chair and cube tables were all designed by Maurice Martiné specially for the Concept House. The rugs are Navajo. The bedspread is a Marimekko fabric from Design Research. The walls, inside and out, are resawn redwood plywood. Trusses are Douglas fir, lightly stained. Generous amounts of glass are used. Everything is selected for easy-care.

The ten-foot-high trusses in



62



# Built like bridges, houses survive airlift.

The modules use bridge trusses (the triangular arrangements of wood which multiply the effective strength of the material) as side walls to make them rugged enough to withstand travel, and therefore much stronger than ordinary houses. They are sturdy enough to be supported only at six points like a bridge, without an ordinary foundation, or cantilevered as much as 20 feet from merely two supports. This makes them ideal for hilly sites where they can be deposited by crane (top two photographs). On flat land (two lower photographs), they are moved into place on crib rollers. The two modules are then bolted together securely to complete the house.



rry Frost



Bob Lopez



The view across the living room looks pretty horsey, tennisy and talky at the moment with Jean Sherman, Damon Gadd,

# PACKAGE HOUSE

My house is probably best described as a combination of kitsch, camp and country clutter. It is a mixture of things-I've-always-wanted, things-that-evolved and things-on-impulse. Maybe because, starting out as "house" scrawled on a dime-store letter file full of ideas, it was originally thought of as a ski house, it never learned to take itself seriously in its rapid transition to permanent, year-round residence. My choice of a packaged house from the Deck House people of Massachusetts as a starting point was a matter of chance. I was told about a young man in the Sugarbush area, where my half acre of Vermont was tilted to a view 64



Hanne Williams, Ruth Henderson and me (right) casually posing. The telescope is to watch buds burst and skiers fall.

# **FULL OF SURPRISES**

By Denise McCluggage

of the ski slopes, who was putting up these stock design houses. (I then held the common but mistaken notion that architects were always too expensive, so I didn't even consider one.) I drove up from New York to look at a few finished Deck Houses in the area and was impressed by the quality of materials and the integrity of the design. I welcomed the flexibility they offered, allowing me to make a wide range of modifications and still keep the price the same. After becoming a major consumer of graph paper and spiral notebooks, and detailed "can I" and "can you" discussions with the builder, I signed a contract. All (continued) 65

John Zimmerman

## FULL OF SURPRISES continued

things going smoothly, I would have a completed house by mid-October, it then being June, for \$24,500 with kitchen appliances "B/O." (That cryptic little symbol meaning "by owner" came to be very familiar to me as I added laundry appliances, a wrought-iron staircase to the deck and various other items as we went along.)

Things did go quite smoothly, really, time being the smoothest of all and thus outracing the best efforts and intentions until it was mid-January before the last carpenter closed the door behind him. That is a far cry from October, but somehow those frustrations recede in memory. And I had, thanks to my vigilance at the site, the flexibility of the Deck House and a crew of capable, patient and understanding Vermont craftsmen, pretty much what I had hoped to have. And, except for those B/O additions, the bank and I paid out pretty much what we had expected. It all came to under \$30,000 including the well, the culverts for the (continued on page 92)

The kitchen (below) was meant to mix fun and function—real Brillo and soup on my Andy Warhol shelf, for instance. I like both open and closed storage and gobs of gadgets. (The trophies are for motor racing, not cooking, but don't tell my guests.) Below right, a corner of The Pub reflects barn sales and auctions. Stenciled on the wall are words I have seen on barns.





At right, people in The Pub, which also functions as an extra bedroom. Below left, the downstairs hall, with all doors painted differently, ends in a half-bath with comic-book words printed on the walls. The mug of tin horns and candy canes (below right) began as a Christmas decoration. (That is Hathaway, my cat, in the chair.)











The bedroom (left) is Every Color. Wooden battens were put over plasterboard to make hanging lots of things easier and less holeleaving when changed. The laminatedplastic counter top was built in, allowing room for the spray-painted wicker baskets used as drawers. In the living room (below left) an oxbow is the mantel. The letters above are a jumbled ego trip-my name. Plastic horns from Italy are colorful-and noisy. The Turned-On Table under them flashes colors and words. The prismatic glasses fracture the world legally and the Plexiglas cube is a marble game. Below, a wooden thread-chest with flat drawers is a functional and decorative end table.



# WALL MAGIC WITH

FABRIC New techniques, and fabrics and tapes with sticking stamina make do-it-yourself room redo's look professional.

By Vera D. Hahn

Rooms with fabric-covered walls have extraordinary charm and appeal. They create a sense of intimacy that is hard to explain, difficult to define and all but

impossible to achieve with other wall coverings.

Until very recently, fabrics had to be seamed, flannel-lined and then installed on walls by expert craftsmen. As a consequence, the price for such professional coverage was close to prohibitive. Now one manufacturer has developed fabrics with self-adhesive backing; another has introduced a double-faced tape specifically engineered to hold fabric on a wall. Still other techniques include the use of the tool no household should be without—the displayman's staple gun—and the application of a simple fabric adhesive.

The rooms shown here and on the following pages were all transformed by these four methods. And they were all do-it-yourself projects—some by more-, others by less-skilled nonprofessionals. According to one of them who has worked wonders with wall fabric, it is easier to use irregular stripes, plaids and other linear prints than flower patterns for starters. Dispite the fact that stripes must be carefully lined up to hang plumb, the horizontals and verticals do give a good cutting and alignment guide.

Most of the fabrics in our photographs are close to drapery-weight cottons, ranging from \$3 to \$4 a yard. Heavier weights will be difficult and tiring to handle; lighter ones, flimsy and therefore not recommended. Patterns with giant repeats are notorious fabric wasters. The more neatly and precisely patterns can be matched, the more pro-

fessional the job will look. Basically, the fabrics shown here fall into four overall design categories. There are the "now," hard-edge geometrics that look best with their coordinates, usually another geometric in related colors but larger in scale; Indian- and African-print cottons in dark, mysterious-East colors; toiles, small-scale documentaries and bandbox prints; and solids—but keep in mind that solids must have a texture to be most effective. For How To's, complete with diagrams, on working wall magic with fabric, see page 104.





As wall covering and draperies (opposite), coordinated cottons, designed for Riverdale by Lemeau, have a sunny effect on a career girl's first apartment. She applied fabric to wall with Arno's Vinyltak (above and left), a new, double-faced tape developed for this purpose. Against this fabric-covered wall are inexpensive campaign chests. An advantage of fabric over other wall coverings is that nail holes do not show through.





### WALL MAGIC continued

The neat geometry of an African cotton print (right) makes a handsome background for mixed patterns—American quilts, needlepoint pillows, a Turkestan rug and modern graphics. Not only does it hold together this medley of designs, it is also easy to apply (with staples and lath strips), since a geometric print has builtin guidelines for hanging it straight.

A wilder African pattern, applied by the same method used above, covers foyer walls to detract from the ungainly ceiling beams (below, right). Fabric also covers an antique French church bench. Building-block sculpture decorates wall above it.

Writer Mary Evans transformed a dreary, tiny cubicle (below) into a Far Eastern fantasy bedroom (left) with the advice of designer Jean-Pierre Durante. She chose a richly patterned batik which was stapled to walls, swooped down from the too-high ceiling in a canopy effect and repeated to block out the badly placed windows. A matching bedspread emphasizes the one-fabric effect.









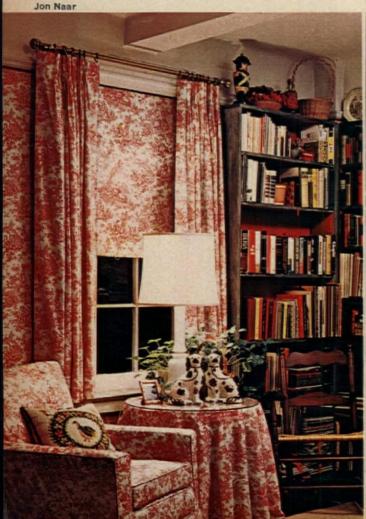
Mulberry-colored paisley becomes wall covering (applied with staples) and curtains in fashion designer Mario Forte's breakfast room (above). He and his wife did the work.

WALL MAGIC

Easy to apply, even over a mantelpiece or water pipe, is self-adhesive Con-Tact Brand fabric by Riverdale (opposite). Peel-off paper backing is marked to facilitate measuring and cutting. Dot pattern shown is among many designs with and without sticky backing. Notice fashionable men'swear look in Glen-plaid upholstery on Victorian love seat and chair.

In Mr. and Mrs. Forte's big, oldfashioned apartment, a huge helping of pink and white toile de Jouy gives the den a country-house look (below left). Here the wall fabric adhesive was Elmer's Glue-All.

Hard to believe, but this is the sleeping alcove of a one-room apartment (below). Deep-blue velvet applied to the walls with a very light coat of adhesive, stapled to a multifold screen and edged with matching grosgrain ribbon makes a luxurious background for a pair of painted Louis XVI chairs. Bed throw is the same fabric as walls.









"And there is an American eagle," said the gray-haired, proper-British lady guide, shepherding a dozen local small-fry, aged six to seven, through the American Museum in Britain. She pointed to the gilded eagle over a mirror in the Connecticut parlor (circa 1778). "It was a symbol of independence, you know—

a very long word. These people in America who came from England thought, 'Oh, England is too far away and doesn't really know what's good for us.' So they decided they were going to be independent and they fought a war about this." She paused and smiled significantly. "I expect they were quite right, don't you?" The listening children nodded, solemn and big eyed, taking it all in. AN AMERICAN TREASURY



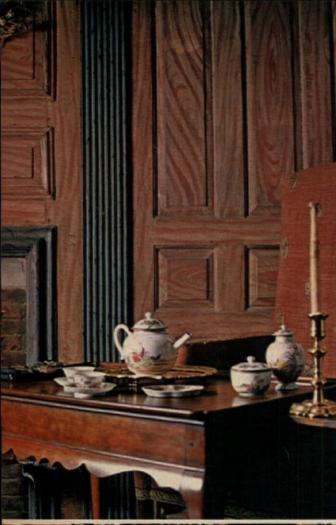
(continued) The American Museum in Britain—Europe's only comprehensive museum of Americana—is housed in Claverton Manor near Bath. Built of golden stone, it was designed in 1820 by Jeffry Wyatville, the future architect to King George IV. The manor was famous as the site of Sir Winston Churchill's first political speech in 1897.

The triumphant eagle at left, boldly carved in full flight, was found in a Philadelphia insurance building and dates from the early 19th century. The wooden snipes, decoys used in shooting, are part of a very rare set of two dozen, all made by the same anonymous carver.

In this 1830 bedroom (opposite) from Windham, Conn., almost everything—furniture, coverlet and wall—is stenciled, the latter by a journeyman artist. The mahogany four-poster and doll's bed have traditional American netted canopies. The portrait of the young girl was painted by William Matthew Prior of Bath, Maine.

PHOTOGRAPHS BY STEPHEN GREEN-ARMYTAGE AND FROM THE AMERICAN MUSEUM IN BRITAIN





# MUSEUM IN ENGLAND continued

The 1763 Perley Parlor (left)—Captain William Perley was a hero of Bunker Hill—was fashionably painted with "marbleized" pilasters and "cedar"-grained panels. The Queen Anne tea table is set with Chinese porcelain.

This Borning Room (right), from an early 18th-century house in Lee, N.H., was a small chamber located near the kitchen used often in times of sickness or childbirth. The candlestand by the fine embroidered bedspread is adjustable; the painted chest is from Connecticut. A ghostly hand, it is said, still rocks the cradle.

The opulent mid-19th century New Orleans Bedroom (below) has an imposing half tester bed carved elaborately in mahogany. The tester's underside is upholstered in deeply studded satin; the hanging rope was used to pull the netting forward at night on brass rails. The cheval mirror belongs to an ornately carved dresser called the Princesse made by Prudent Mallard, a French craftsman who came to New Orleans in the 1830s.





This 1690s Keeping Room, from a house in Wrentham, Mass., was for living and dining. Small table is said to have belonged to Peregrine White, first Americanborn English child. This is the 350th anniversary of his birth and the Pilgrim landing.



Captain's Cabin (above) is reproduced from the *Charles W. Morgan*, one of the last great whalers. Built in New Bedford, Mass., in 1841, it is preserved at Mystic, Conn. The bed is slung on pivots and balanced on a beam to keep it from rocking.



So goes a typical low-key indoctrination at this unique museum, once referred to by the *Manchester Guardian* as the most entertaining museum in England. Our Ambassador to Britain, Walter Annenberg, regards it as "an example of how America's history and heritage can be preserved overseas and brought to the knowledge of people abroad." The American Museum in Britain is, in fact, the only comprehensive museum of Americana outside the United States. Housed in Claverton Manor, a Regency mansion two miles from the Georgian city of Bath, it dominates 55 stately acres above the valley of the River Avon. Here, Winston Churchill made his first political speech. The manor now houses (continued)

The Pennsylvania-German influence shows strongly in this chair, one of a set of six painted in the 1820s, and in the colorful toleware, popular in 19th-century homes.



# MUSEUM IN ENGLAND continued

an astonishing display of American decorative arts and crafts from the late 17th to late 19th centuries. In addition to eighteen complete period rooms from New England, New York, Maryland, New Orleans and New Mexico, the museum includes more than a score of galleries and outdoor exhibits. It presents a vivid picture of life when this country was young. And it not only demonstrates the originality and talent of American craftsmen, but manages to recreate some 200 years of history.

Open to the public every afternoon but Monday from Easter to October (and to special groups at other times by application), the museum draws some 70,000 visitors a year. Almost 90 percent of them are British, from schoolchildren to octogenarians, from the Honourable Association (continued on page 84)

Museum garden (right), a replica of the one at Mount Vernon, is planted with the same kinds of flowers sent by English relatives to George Washington in 1785. Octagonal garden house, school-room for his step-grandchildren, is meticulously reproduced down to Windsor chairs (far right).





# How to have ground beef 3 times a week and love it.

Campbell's Soup puts welcome new variety in the daily grind.





## SOUPERBURGER

- 1 pound ground beef
- 1/2 cup chopped onion tablespoon shortening
- can (103/4 ounces) Campbell's Vegetable Soup
- 2 tablespoons ketchup 1 teaspoon prepared mustard Dash pepper
- 6 buns, split and toasted

In skillet, brown beef and onion in shortening; stir to separate meat. Add remaining ingredients except buns. Cook 5 minutes; stir now and then. Serve on buns. Garnish with onion and tomato slices. Makes 6 sandwiches.





### **UPSIDE DOWN PIE**

- 1 pound ground beef 1/2 cup chopped celery
- 1/2 cup chopped onion
- 1/4 cup chopped green pepper
- 1 tablespoon shortening
- 1/2 teaspoon salt
- 1 can (10% ounces) Campbell's Tomato Soup 11/2 cups prepared biscuit mix 1/2 cup milk
- 3 slices (3 ounces) process cheese, cut in half diagonally

In oven-proof skillet (10 to 11 inches), brown beef and cook celery, onion, and green pepper in shortening until tender. Stir in salt, soup. Combine biscuit mix and milk; roll or pat dough into a circle slightly smaller than skillet. Spread meat mixture evenly in skillet; top with biscuit dough. Bake at 450°F. for 15 minutes. Turn upside down on platter. Top with cheese. Cut into wedges and serve. 6 servings.

> M'm! M'm! Good and easy!



# **BURGER BEAN CUPS**

- 1 can Campbell's Cream of Mushroom Soup
- pound ground beef 1/3 cup fine dry bread crumbs
- 1/4 cup finely chopped onion 1 egg, slightly beaten
- 1/2 teaspoon salt Dash pepper
- 1 package (9 ounces) frozen cut green beans, cooked and drained
- 1/4 teaspoon dried dill leaves

Thoroughly mix ¼ cup soup, beef, bread crumbs, onion, egg, salt, and pepper. Divide into 4 mounds on waxed paper. Flatten each into 5-inch circle. Turn up edge of meat to form a half-inch rim; remove from paper. Place in shallow baking dish. Combine remaining soup, beans and dill. Spoon into burger cups. Bake at 350°F. 30 min. 4 servings.

# CAKES AND COOKIES continued MARY BALL WASHINGTON'S GINGERBREAD. 1784

This recipe was found in an old, worn cookery book. Many descendants of Mary Washington (mother of the President) have this recipe.

1/2 cup butter or margarine 1/2 cup dark brown sugar, firmly packed 1/2 cup light molasses 1/2 cup honey 1/4 cup sherry 1/2 cup warm milk 3 cups sifted all-purpose flour 2 tablespoons ground ginger 11/2 teaspoons ground cinnamon 11/2 teaspoons ground mace 11/2 teaspoons ground nutmeg 1 teaspoon cream of tartar 3 eggs, well beaten 2 tablespoons grated orange rind 1/4 cup orange juice 1 cup sultanas or raisins 1 teaspoon baking soda 2 tablespoons warm water

Heat oven to 350°. Grease 13x9x2-inch pan; line with wax paper; grease paper. Cream butter or margarine until light. Add brown sugar; beat well. Add molasses, honey, sherry and milk. Beat very well. Sift flour, ginger, cinnamon, mace, nutmeg and cream of tartar together. Add alternately with beaten eggs to sugar mixture. Add orange rind and juice, raisins and baking soda dissolved in warm water. Pour into prepared pan. Bake 45 to 50 minutes or until cake is firm in center. Cut into squares. Makes 12 servings.

### GEORGIA NUT BREAD

In this great nut-producing state, nuts became the chief flavor ingredient in pies, cookies, cakes and breads. We give you a deliciously sweet bread, almost as rich as a cake, particularly nice at teatime or dinner.

2 eggs
1 cup dark brown sugar, firmly packed
4 cups sifted all-purpose flour
4 teaspoons baking powder
½ teaspoon salt
2 cups milk
1 cup finely chopped pecans

Combine eggs and brown sugar; beat until sugar is dissolved. Sift flour, baking powder and salt together. Add flour mixture alternately with milk to egg mixture. Stir in pecans. Pour batter into two well-greased 9x5x3-inch loaf pans. Cover pans; allow to stand 30 minutes before baking. Bake at 350° for 45 to 50 minutes or until golden brown. Cool on wire racks 15 minutes. Remove bread from pans; cool thoroughly before slicing. Makes 2 loaves.

## GEORGE WASHINGTON CAKE, 1780

Rich fruitcakes with spices were most popular at Mount Vernon. They were known as "great cakes."

1 cup butter or margarine
1½ cups sugar
2 eggs, separated
2 cups sifted all-purpose flour
2 teaspoons baking powder
½ teaspoon ground mace
½ teaspoon ground cinnamon
½ teaspoon salt
½ cup milk
½ cup milk
¼ cup seedless raisins, cut in pieces
¼ cup currants
3 tablespoons finely chopped citron
1 tablespoon flour
Buttercream Icing

Heat oven to 350°. Grease two 8x11/2inch layer-cake pans; line with wax paper; grease paper. Cream butter or margarine and sugar together until smooth. Beat in egg yolks. Sift 2 cups flour, baking powder, mace, cinnamon and salt together. Add to butter mixture alternately with milk, beginning and ending with dry ingredients; blend well. Combine fruits with 1 tablespoon flour. Toss until fruits are covered with flour. Stir into batter. Beat egg whites until stiff but not dry. Fold into batter. Spread in prepared pans. Bake 55 minutes or until top is golden brown and cake is firm. Cool on wire racks 10 minutes. Remove from pans. Cool thoroughly. Fill and frost with Buttercream Icing. Garnish with pecan halves and cutout pieces of citron, if desired.

BUTTERCREAM ICING: Sift 1 package (1 pound) confectioners' sugar. Blend ½ cup butter or margarine, 1 teaspoon vanilla and half the sugar. Beat in remaining sugar. Add 3 to 4 tablespoons milk or cream gradually, adding just enough to make a smooth frosting of good spreading consistency.

### CHEWY DATE BARS

This recipe is from Nantucket Island off the coast of Massachusetts, near Cape Cod.

1/2 cup butter or margarine
1 cup sugar
2 eggs
1 teaspoon vanilla
1/2 cup sifted all-purpose flour
1 cup finely cut pitted dates

Heat oven to 350°. Grease and flour 9x9x2-inch pan. Beat butter or margarine until light. Add sugar, eggs and vanilla; beat until well blended. Stir in flour; blend well. Add dates; mix. Spread mixture in prepared pan. Bake 20 to 25 minutes or until golden brown. Cool on wire rack. Cut into bars. Makes 18 bars.

### MRS. SMALL'S FRUITCAKE

Mrs. Small was a native of Nantucket. Her pleasant, spicy, not too rich fruitcake was no doubt in great demand for celebrations when the ladies baked their "great" cakes.

1 cup butter or margarine
2 cups sugar
4 eggs, well beaten
3 cups sifted all-purpose flour
1 teaspoon ground cloves
1 teaspoon ground cinnamon
1 teaspoon ground nutmeg
1 teaspoon ground allspice
½ teaspoon baking soda
1 cup milk
1 box (15 ounces) seedless raisins
(3 cups)
1 box (11 ounces) currants
½ pound citron peel, coarsely chopped
(1½ cups)

1/2 cup sifted all-purpose flour

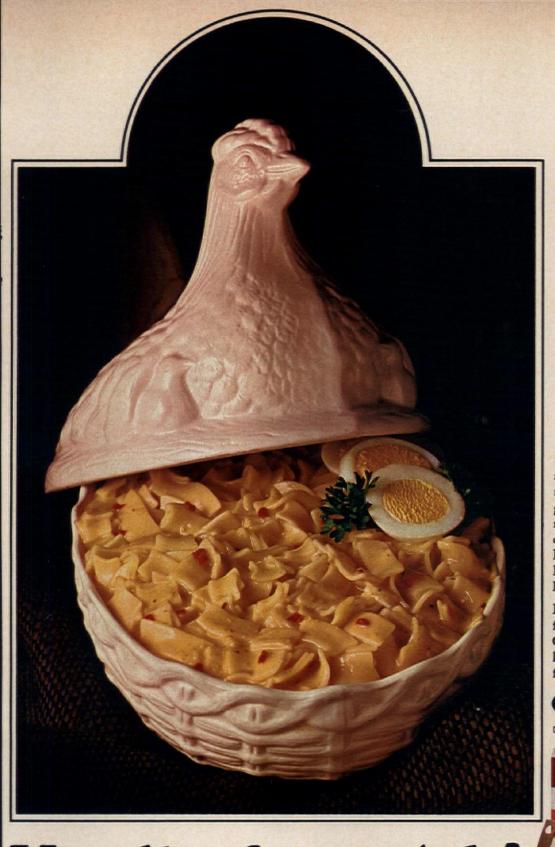
Heat oven to 275°. Grease two 9x5x3-inch loaf pans; line with wax paper; grease paper. Cream butter or margarine until light. Add sugar and eggs. Beat until smooth. Sift 3 cups flour, spices and baking soda together. Add alternately with milk to butter mixture; begin and end with dry ingredients. Toss fruits with ½ cup flour; stir into batter. Spread in prepared pans. Bake 2 to 2¼ hours or until brown and firm in the center. Cool on wire rack 15 minutes. Remove from pans; cool thoroughly before slicing.

# OLD-FASHIONED SUGAR COOKIES

Deliciously crisp in texture and buttery in flavor, these are wonderful to keep in your cookie jar.

1/2 cup butter or margarine
1 cup sugar
1 egg or two egg yolks, well beaten
1 tablespoon milk
1/2 teaspoon vanilla
11/2 cups sifted all-purpose flour
1 teaspoon baking powder
1/4 teaspoon salt
Sugar

Cream butter or margarine. Beat in 1 cup sugar, egg or egg yolks, milk and vanilla. Sift flour, baking powder and salt together. Add to butter mixture. Mix well. Cover. Refrigerate three to four hours or until dough is firm. Heat oven to 375°. Roll dough into small balls about 3/4 inch in diameter. Place 2 inches apart on lightly greased cookie sheets. Flatten tops lightly with the bottom of a glass that has been dipped in sugar. Bake 8 to 10 minutes or until cookies are lightly browned around the edges. Transfer to wire racks; cool. If desired, brush warm cookies lightly with melted butter or margarine; dust with confectioners' sugar. Makes 3 dozen.



Serve it up in heaping, steaming portions. Then ring the dinner bell for golden egg noodles and a rich, thick sauce with real chicken dinner flavor. How about tonight? Noodle with Chicken Dinner.

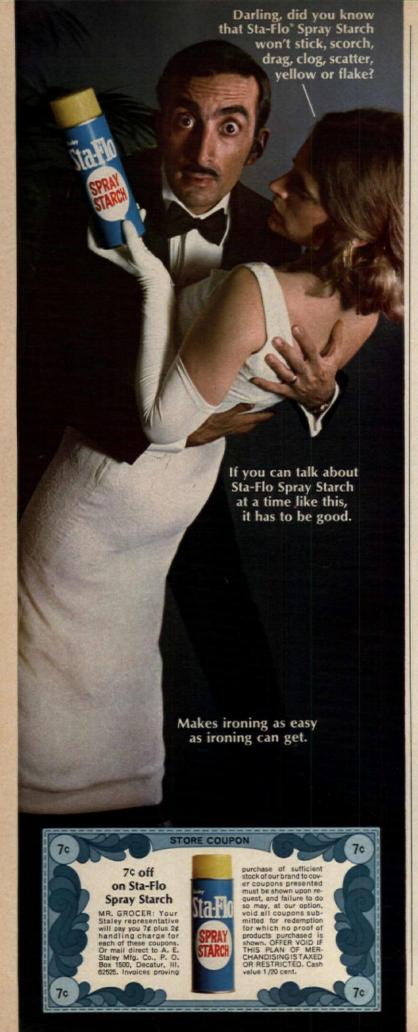
It's one of the famous Kraft Home Cooked Dinners, the kind you cook up fresh—and quick.



Division of Kraftco Corporation



Noodles farm-style!



# MUSEUM IN ENGLAND continued from page 7

of Fishmongers to Princess Margaret and her husband, the Earl of Snowdon (two-time visitors). The rest divide about evenly between Americans, fascinated by their own passand travelers from 48 different lands, including a delegation of Red Chinese—who remained inscrutable, of course. More responsive was the American wife of Briton, who wept when she saw the Conestoga wago standing outside. "It was so small and rickety," she said "yet they made the journey West and lived in it. I wante everyone in the world to see it."

You don't have to have a love affair with Britain t enjoy a visit to the museum, but it helps. Bath, little mor than a hundred miles from London, is a beguiling citythe best example of unified 18th-century architecture i Britain, with medieval and Roman accents. The museur itself naturally emphasizes the links between the Britis and American pasts, sometimes to the point of confusin an American visitor. For example, in the Keeping Room or Puritan living room (circa 1690), you spot a steel cuiras hanging on the wall. "The settlers brought their armo over from England after the Civil War," says a guide "Civil War?" you say (if you're an American). "Our Civ War-Cromwell, Roundheads and all that," she explains "The armor wasn't much good to the Puritans, I'll te you-clanking around in great bogs and Indians hidin behind trees. They found padded cotton armor betterrather like the kind we see on the telly when American are playing baseball."

On call at the museum is a paid staff of 66 guides—cheer ful Bathonian ladies who serve part-time. There's one stationed in each room, not to give a formal spiel, but the answer questions. And they've done their homework. The cram all winter in lecture courses and seminars until they're prepared to discourse on such matters as American flamfinials or the difference between a tepee and a wigwam If you wonder whether our overseas cousins care about the difference, you should see the grounds on Indian Day when American Indian buffs from all over Britain gather round the museum's tepee and perform dances in full was paint and feathers.

For the lover of fine American antiques, however, the chief lure of the museum is its period rooms and galleries. They are a tribute to the taste and resources of two U.S. citizens who founded the museum in 1958—the late Joh Judkyn, a British-born antique dealer, and Dr. Dalla Pratt, a New York psychiatrist and collector. They worke for three years rounding up furniture and accessories



Built in 1794, Bath's Lansdowne Crescent is a masterpied of Georgian planning. Handsome houses of golden Bat stone follow the contours of the site in winding serpentine.

buying astutely in a market far less inflated than now. When the museum opened in 1961, they had a collection worth perhaps twice what they paid for it and almost impossible to match today. Many dealers donated pieces. Judkyn, a perfectionist, combed through hundreds of objects before choosing the right one for each spot. In the period rooms, every piece goes in proper relationship to the next: the chair by the sewing box; the lamp by the open Bible; in the worldly, late 18th-century Baltimore parlor, French playing cards are strewn by a decanter. The result is an extraordinary sense of living presence. You feel as if the occupants had just stepped out of the rooms and might return at any moment.

The man largely responsible for the museum's design, and its director since the beginning, is Ian McCallum, a tall, youthful-looking Scot with slate-blue eyes. An architect, he is author of Architecture U.S.A. and taught for a time at Yale. McCallum, who has been called "the most lively minded museum director in Britain," is inclined to be modest about the collection. He feels it is notable for its breadth and variety. rather than its quantity and quality. "We don't have as many objects of value as some museums," he said, "but there is no museum even in the States that covers as wide a field as this one, when you take into account such exhibits as the Shaker, the Pennsylvania German, the New Mexican, the West, Whaling and so forth."

To the casual visitor, nevertheless, the exhibits seem not only eclectic, but brilliantly selective. The most valuable single piece is the Philadelphia highboy, a gift of the late Henry F. du Pont. Worth \$50,000 when he gave it, the piece is now valued at \$85,000.

As a good museum director should, McCallum keeps an eye on gaps in the collection. "We have one lack that some complain of," he noted, "Southern 18thcentury furniture. The late Lady Astor (Virginia born) once called the museum 'just a damnyankee set-up.' Our answer is that suitable pieces from the South of that period are hard to come by. If someone would give us a few we would be delighted to show them."

McCallum combines ability with charm. He needs both to keep the museum thriving, for the annual budget of about \$130,000 must be raised anew each year, chiefly from private contributions by the Friends of the Museum. (Active Friend, \$25, up (continued)



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to Life Friend, \$1000.) He gives fundraising lectures every winter in the United States and conducts benefit tours of country houses abroad for the Friends. Because he knows owners of great houses in Britain and on the Continent, he is able to open doors for his tour groups that would otherwise be closed.

Members of the Museum Council comprise a glossy roster on both sides of the Atlantic interested in Anglo-American understanding. Council member David K. E. Bruce, who opened the museum when he was U.S. Ambassador to Great Britain, recently said in Washington, "I think it's the most important single American cultural effort in Great Britain, and it's steadily arousing more interest and enthusiasm." Mrs. Bruce added that she had been inspired by the museum's Textile Room to start collecting patchwork quilts. "Now I use them everywhere at home," she said, "even on tables."

Douglas Fairbanks Jr. became a Council member, he said, because for four generations his family has shuttled between America and Britain. Last fall, he ran a benefit antique auction for the museum in Delaware, at Wilmington's august Greenville Country Club, attended by a pride of Du Ponts. "They kept seeing each other in the antique mirrors," he remarked. The affair netted upwards of \$25,000.

Artist and writer Fleur Cowles (Mrs. Thomas Montague Meyer), who lives in London and serves as the museum's corporate fund-raising chairman for the United Kingdom, said she found herself hooked-her word-after one visit to the place. "The American image looked good there. As an American I was proud of it, so I joined the Council. The museum deserves support because it deemphasizes cops, robbers, lack of culture, the American myths. We have a culture and it's all there." Mrs. Meyer, also a collector of Early American needlework, confessed, "I lose my mind over the quilts and rugs. If ever there was larceny in my nature, that display brings it out."

Almost every visitor to the museum claims a favorite room or exhibit. A ten-year-old girl coos over the Stenciled Bedroom from an 1830 house in Windham, Connecticut, obviously because it is a little girl's room. A canopied four-poster doll's bed stands against the wall, and a hobbyhorse rocks on the floor. For stenciling, journeymen decorators used skim milk to mix their pigments. In this room, virtually every surface, including a wall and candle shades, is painted or stenciled in colorful designs, even the bedspread.

Another girl is entranced by the Miniature Rooms—precise copies of five American interiors displayed in peep-show cases. "Ever so pretty dollhouses," she called these works of love. The scale is minute, the realism painstaking, down to a miniature *Police Gazette* in the 19th-century barbershop.

Boys, on the other hand, gaze spell-bound at the museum's latest exhibit, The Opening of the West, a skillful bit of showmanship. It starts with a vast illuminated map that marks the course of our westward trails. A series of life-size habitat groups follows—pioneers camping on the Plains, miners panning California gold and, inevitably, a pair of cowhands. "It's a jolly, lovely life being a cowboy," observes the guide.

Grown girls are stirred by the mid 1800's New Orleans Bedroom, a lush antebellum bower that came from a respectable house, yet looks as if it didn't. A great half tester bed, (continued)



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### MUSEUM IN ENGLAND continued

voluptuously carved in mahogany, all but fills the room. French lamps and English silver accessories, bold-figured crimson wallpaper turn the chamber into something of a Hollywood dream. Said a blonde, mini-skirted waitress in Bath, "I liked that room most of all—the one with the big bed."

Perhaps most popular with all ages is Conkey's Tavern, a reproduction of a Massachusetts tavern with "June ye 21st 1776" carved over the fireplace. This carved fireplace lintel and the sign-board were taken from William Conkey's tavern in Pelham, Massachusetts. Free gingerbread may have something to do with its appeal today. A hostess dressed in period costume bakes the gingerbread in a beehive oven, exactly as in the 18th century, according to a recipe of Mary Washington (not Martha) and passes it out to visitors.

Last of the rooms, a 19th-century Country Store, sells everything from George Washington ashtrays to local copies of Pennsylvania slipware, and displays items such as high-button shoes and Acme Adjustable Comb Cleaners (not for sale). Nor is the British rite of afternoon tea slighted. Conducted in the tearooms or on the terrace overlooking the 150-year-old lawn, it is accompanied by cookies baked from Early American recipes. On a busy day the museum serves as many as 300 teas, and the cookie recipe book has a brisk sale. (Updated versions of several of these recipes are pictured on page 80.)

Outdoors, the garden fan may stroll in a replica of Mount Vernon's flower garden, surrounded by its neat white picket fence and luxuriant with blooms from spring to autumn. "We tried to get the oldest varieties of roses and bulbs we could," said the gardener, Edward Pearson, a grave, slow-spoken man who has written three novels on the side. "Some bulbs go back to the 17th century, like this 1660 daffodil." Such horticultural heritage is unique. Still other exhibits on the grounds include a Colonial Herb Garden, which stocks the nearby tiny herb shop; a Milliner's Shop displaying a collection of 19th-century decorated bandboxes; and the Folk Art Gallery, filled with American primitive portraits and wood carvings of enormous vitality.

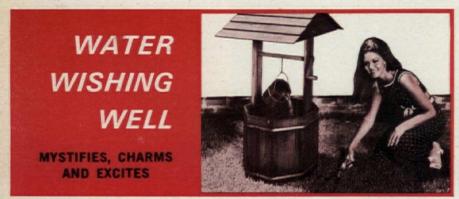
In Bath itself, the 18th century (elegant British version) persists almost untouched in the Georgian houses of the Royal Crescent and the nearby Circus, where William Pitt, Gainsborough and Gladstone once stayed. Lansdowne Crescent, higher up, affords a splendid view of this green and flowery city, which is small enough to be explored on foot. The golden Bath stone of the buildings glows in a slanting light. As one taxi driver put it, "Bath stone dwellings are proper sun-traps."

Among other sights of Georgian Bath are the Assembly Rooms, once known as the finest suite of rooms in Europe; the Pump Room where Beau Nash ruled Society and where his fleshy-faced portrait hangs. Inside, the King's Spring still dispenses the mineral waters that gave Bath its name. A small visitor, commenting on the taste, said, "Well, it won't kill you."

In Gothic Bath Abbey, cool and mysterious under its delicate fan vaulting, a vestryman will show you, among 614 memorial tablets, inscriptions to Beau Nash and Sir Isaac Pitman, inventor of the shorthand system that bears his name. And in the Roman Baths, almost 2000 years old, a gentleman with magnificent rolling r's warns, "On the av-erage, someone falls in the G-r-eat Bath ev-er-y 15 weeks. It has now been 20 weeks since anyone fell in. So do be careful, won't you?"

A comfortable base for exploration is the Francis Hotel, facing Queen Square and a row of Bath's earliest Georgian houses. Gourmets dine at the Hole in the Wall, one of the best restaurants in the west of England. The menu runs to quaint mottoes—"Kissing don't last, cooking do"—but the food is superb: for example, a rich fish soup, tarragon chicken with brandy and cream. Reserve early, also for Bath hotels in summer, particularly at Bath Festival time, this year from June 5th to 14th.

In his flat on Claverton Manor's top floor, surrounded by his own Jasper Johns and Andy Warhol pictures, museum director Ian McCallum summed up the reaction of many American visitors to the scene. "What strikes them most about the museum is that the exhibits have an even stronger American accent in a setting as English as Bath." If the accent is unmistakably American, the languages are still the same. END



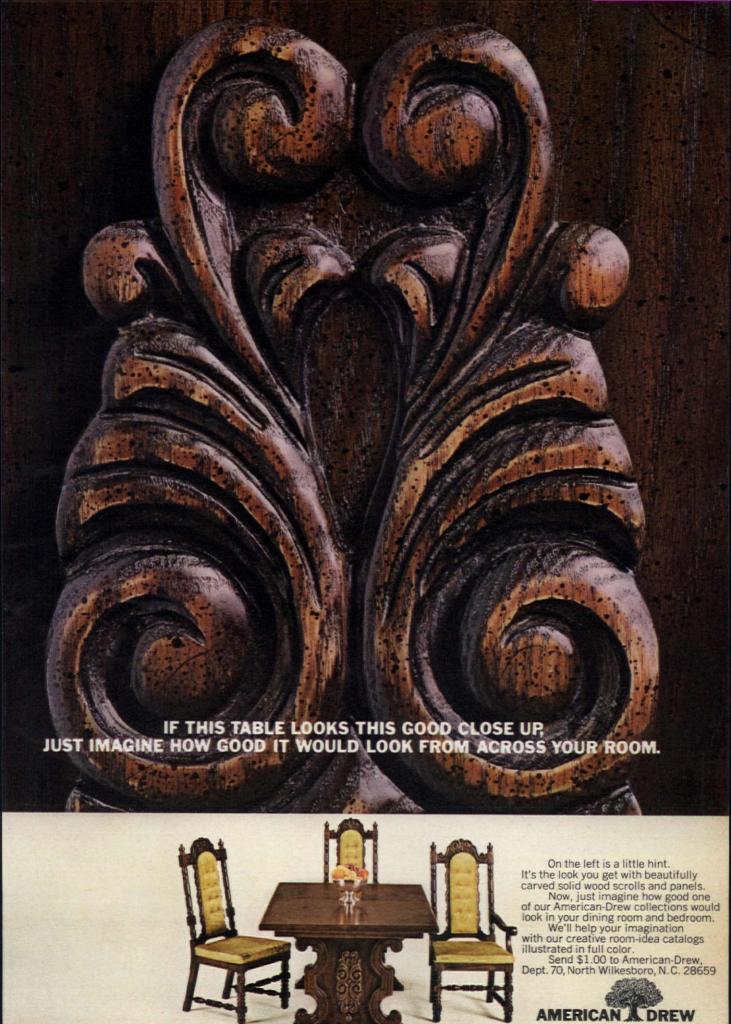
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# MAKE A MUSEUM NEEDLEPOINT LION



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# FULL OF SURPRISES continued from page 66

driveway, septic system, a phone jack in nearly every room and some built-ins I thought of as we went along.

I am told that the Deck House people are no longer as keen on customizing as they were when I built my house back in 1965. (Today the price for this model is \$29,800.) But just as when buying a car your dealer is more important than the manufacturer, so is your builder the most important element in building a house. And there are many packaged houses to consider. Just keep in mind with all of them there are two varieties of "can't" when it comes to customizing: One is "can't" for engineering reasons, the other is "can't" because they do not want to. Learn the difference.

The first change I made in the fourbedroom model Deck House I had selected was to convert it to one bedroom. After all, there was only one of me and I was not interested in running a ski-weekend hotel. I wanted to be able to use every room myself. Instead of the three, moderate-size bedrooms on the lower floor, plus full bath and utility room, I have one large room which I call The Pub, a den, a sauna, a combination laundry and darkroom and a half-bath. The sauna still leaves room in its corner for a shower and a double bunk bed. The Pub has a trim, foam-cushioned sofa that makes up into two twin beds

or a queen-size single. And the den also has a convertible sofa. So I have a hotel but only when I want one.

I saved space in the laundry-utility room by insisting on electric heat. No furnace. Maybe I pay more for heat because of it, because the Deck House is not super-insulated. (I understand they have gone to urethane instead of cork in the roof now but there is still lots of glass and most of it in heat-draining, metal frames.) Still, I prefer heating only the rooms I am using at the time, a simple matter with my electric baseboards. And it is much easier for electricity to climb my steep hill than for a fuel truck.

On the main floor of the Deck House, I objected to the standard plan which had a closet opening into the living room and the bathroom accessible only through the bedroom. These were changed by creating a small hallway to make the bathroom available without traipsing through the bedroom. (Frankly, there are some mornings I never make the bed, but I prefer it to be my secret.) This change made possible little closets, one for coats and one divided for cleaning equipment and linens. It also necessitated moving the bathroom fixtures around. It seemed simple enough to put the bathtub against the wall, but that was a "can't"

because tubs have to have pipes under them and the upstairs of the house overhung the downstairs by two feet. Could the tub be raised for the necessary pipes to hide under it? Yes. So I have a stepup-into bathtub and I love it.

The list of things-I've-always-wanted in my house included genuine barn-wood siding on some of the interior walls, a corner sink in the kitchen (why, I do not know), a sound-system outlet in every room, a bidet, a sauna and furniture with names-like Eames chair, Thonet rocker, Saarinen table, Triennale lamp. Things-that-evolved were the wrought-iron deck railing and spiral stairway to the deck (I did not like the view-blocking, on-end plank that Deck House provided for a railing), the added deck at the front entrance, the bench and cabinets at one end of the living room and a zinc-covered bar in The Pub. Impulse covered the walls and sparked the addition of various auction pieces, toys and games and things that change as whim dictates. For all of that, basically, the house is the one I "lived" in on graph paper, flicking imaginary light switches and measuring for furniture fit and struggling to visualize the scale of various things. The finished product is recognizably a Deck House and recognizably mine. I like It!

But next time. . . . END

On the first floor, one large room was made out of one and a half, leaving the half for a laundry, darkroom, utility room. The bath was split up, with the shower put in the room next to the sauna. There was still room for two small bunks and a little breathing space. On the upper floor, I moved closets and bathroom fixtures around to make a small hallway and provide access to the bathroom without going through the bedroom. Originally, the kitchen was open to the dining-living area with a counter-top bar, but I preferred it closed off with a pass-through. A deck was added to the entry side of the house (below) and the deck joining the kitchen deck with that at the front was eliminated. I was afraid that this would darken the room beneath too much.

### Original plan



### Original plan



## My revision



### My revision



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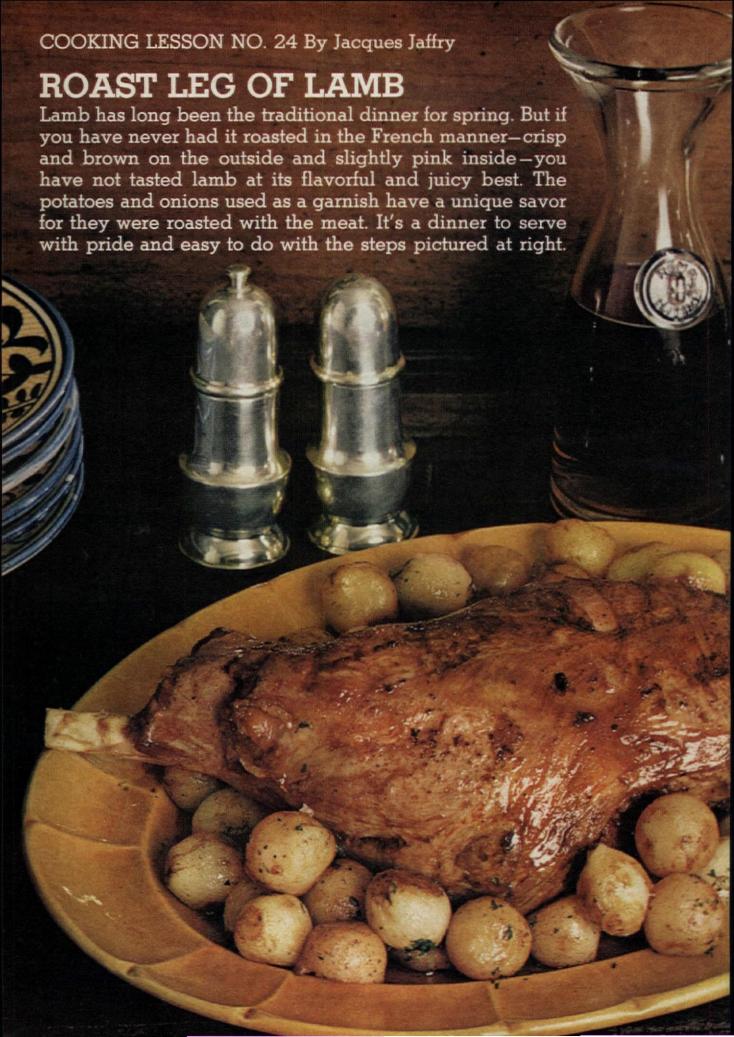
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1 Trim off all but a thin layer of fat from the leg of lamb.

2 It is easier to carve a leg of lamb if the tail and pelvic bones are removed. Have your butcher do it or you can do it. Cut closely along the bone with a small, sharp knife, then cut off the bone.

3 Heat the oven to 450°. Make slits in the shank end of the leg and insert the garlic slivers. Tie the leg with string. Rub with salt and pepper. Place, fat side down, in a roasting pan. Brush with 2 tablespoons butter or margarine. Roast 20 minutes.

4 Parboil potatoes in boiling, salted water 5 minutes. Drain well. Turn lamb fat side up in pan. Arrange potatoes and onions around meat. Pour remaining 2 tablespoons butter or margarine over vegetables. Sprinkle them lightly with salt. Reduce oven to 400°. Roast 45 minutes or, if you use a meat thermometer, to an internal temperature of 125° to 130° for medium rare. Stir potatoes and onions occasionally during roasting. Remove the roast to a heated service platter and let it "rest" 15 to 20 minutes. This allows the meat to firm up and makes carving easier. Leave the vegetables in the pan. Before serving, place them around the roast and sprinkle with parsley.

5 I like to carve on a board so, after presenting the platter to the guests, I return the lamb to the kitchen and place it on the board, full rounded side up. Holding it firmly by the shank end, I start slicing the meat about 2 inches below the end of the meat on the shank, then cut thin slices parallel to the first cut. Use a curving stroke upward toward the bone to release the meat.

**6** When all the meat has been cut from the first side, turn lamb over and slice meat on that side parallel to the bone.

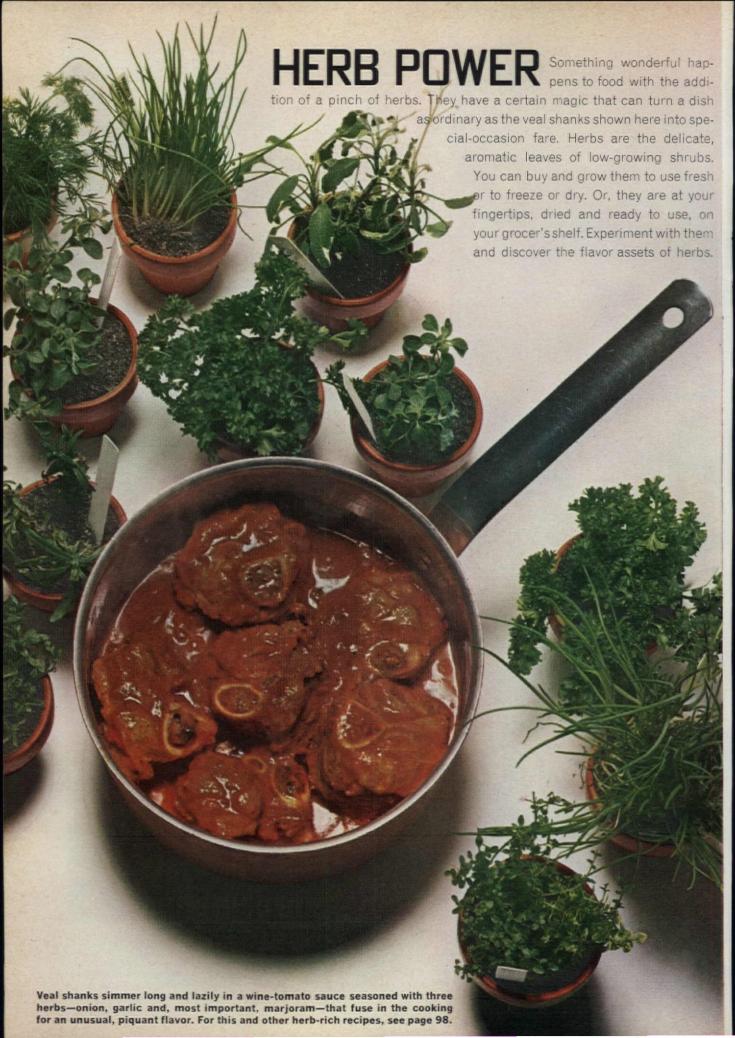


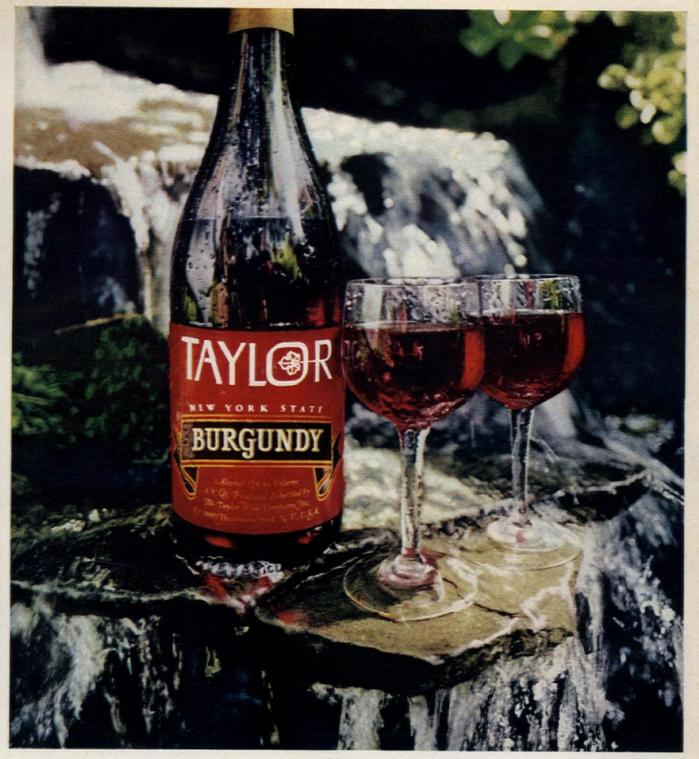






Roast Lamb Boulangère with its accompaniment of onions and potatoes will make any dinner superb, whether for family or company. Serve it with a green vegetable, a salad, your favorite dessert and a red or rosé wine.





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Or, for that matter, it doesn't have to be served with dinner. Cooled to a gentle 60 degrees—or even on the rocks—our red dinner wine is refreshing anytime, anyplace.

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

# HERB POWER continued

## BRAISED VEAL SHANKS IN MARJORAM SAUCE

2 tablespoons butter or margarine

2 tablespoons pure vegetable oil

veal shanks (5 to 6 pounds), cut in 21/2-inch pieces

1 cup chopped onion (1 large)

1 large clove of garlic, minced

1 cup dry white wine

2 cans (8 ounces each) tomato sauce

2 tablespoons dried marjoram, crumbled

1 teaspoon salt Dash of pepper

2 tablespoons chopped parsley, stems reserved

Heat butter or margarine and oil in

kettle or heavy saucepan over medium heat. Add shanks; brown on all sides. Remove from pan; reserve. Add onion to fat left in pan. Cook 5 minutes, stirring occasionally. Return shanks to pan. Add garlic, wine, tomato sauce, marjoram, salt, pepper and parsley stems. Bring to boiling. Cover. Reduce heat. Simmer 1 hour to 1 hour and 15 minutes or until meat is tender. Remove shanks to serving dish with slotted spoon. Correct seasoning of sauce. Strain over meat. Sprinkle with chopped parsley. Makes 4 servings.

### ROAST DUCKLING WITH SAGE AND ONION STUFFING

1/4 cup butter or margarine

2 cups chopped onions (2 large) 2 cups soft bread crumbs

2 tablespoons finely cut chives

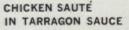
2 tablespoons dried sage, crumbled

1 teaspoon salt Dash of pepper

1 duckling (5 to 6 pounds)

Salt

Heat butter or margarine in large skillet over medium heat. Add onions; cook, stirring frequently, until pale yellow and soft. Remove from heat. Stir in bread crumbs, chives, sage, I teaspoon salt and pepper. Mix well. Heat oven to 450°. Rinse duckling with cold water. Drain; pat dry inside and out with paper towels. Spoon stuffing into body cavity lightly; do not pack. Skewer opening closed; lace closed with white string. Truss. Sprinkle duckling with salt. Place on rack in shallow roasting pan, breast side up. Roast 30 minutes. Discard fat from pan. Reduce heat to 425°. Roast duckling 45 minutes or until leg can be moved up and down easily. Remove from pan. Let stand in warm place 15 to 20 minutes. Remove stuffing from duck and arrange on warm serving platter. Cut duck in serving pieces and place over stuffing. Garnish with parsley, if desired. Makes 4 servings.



1 broiler-fryer (3 pounds), cut up Salt

Pepper

3 tablespoons butter or margarine

1/2 cup minced onion (1 medium)

1/2 pound mushrooms, thinly sliced

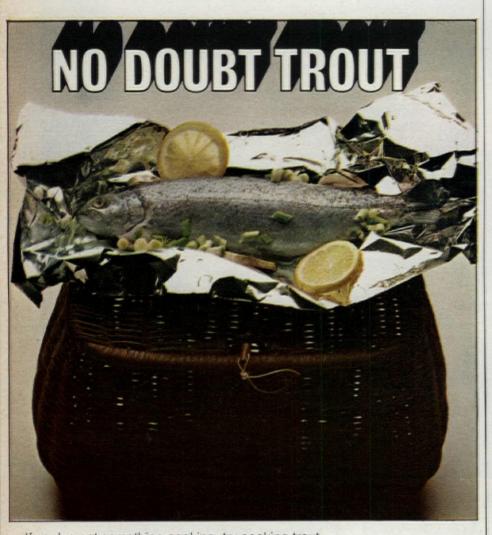
1 tablespoon lemon juice

2 tablespoons dried tarragon leaves, crumbled

1 cup heavy cream

Sprinkle chicken pieces with salt and pepper. Heat butter or margarine in large skillet over medium heat. Add chicken; sauté until brown on all sides. Remove: reserve. Add onion and mushrooms to fat left in skillet. Sprinkle with lemon juice and tarragon. Cook 2 to 3 minutes, stirring occasionally. Return chicken to skillet. Cover. Reduce heat to low. Cook about 15 minutes or until chicken is tender when tested with a two-tine fork. Arrange chicken pieces in serving platter. Keep warm. Add cream to skillet. Bring to boiling. Correct seasoning to taste with salt and pepper as desired. Pour sauce over chicken or serve it separately in a sauceboat. Makes 4 servings.

(continued)



If you've got something cooking, try cooking trout. Our way. Slice scallions on squares of Alcoa® Wrap aluminum foil and put a brook trout on each. Garnish with lemon, cover with sauteed mushrooms, a little sherry, a little salt and bake about a half hour. A little white wine to go with it, and you're on your own. All Alcoa Wrap does is make it easier. It gives you the strength you need these days. For almost anything.

Alcoa Wrap...the something else foil.



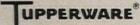
You know the basics for great coffee. Clean pot. Cold water. And fresh coffee.

Sometimes you worry whether your coffee stays fresh after it's been stored for a while. The way to be sure is to put it in Tupperware.

We have a stylish new canister now, especially for coffee. (And one for tea, to match.) It keeps coffee fresh longer. Longer than you ever thought possible, because of the unique Tupperware Seal. With the narrow groove that snaps into the rim of the container. When the Seal is in place, you lift the tab to burp the air and moisture out and lock the freshness in.

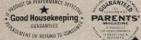
So that your coffee, or anything else you store in a Tupperware container, stays as fresh as the day you put it away. In Tupperware... the one with locked-in freshness.

You buy Tupperware at a Tupperware Party. Have one in your home between March 30 and May 9, and a Syroco Sunburst Wall Clock may be yours. For details, call your local Tupperware distributor. In the yellow pages under "Housewares."



An airtight case for freshness





# HERB POWER continued

HERBED BRAISED PORK CHOPS 6 pork chops, each 1 inch thick Salt

Pepper

2 tablespoons butter or margarine

2 cups sliced onions, (2 large)

1/2 teaspoon thyme leaf, crumbled

½ teaspoon dried rosemary, crumbled

½ teaspoon dried sage, crumbled 2 tablespoons lemon juice

Season chops with salt and pepper. Heat butter or margarine in large skillet over medium heat. Add chops; brown on both sides. Add onions and herbs to skillet; place chops on top of onions. Reduce heat to low; cover; cook 15 to 20 minutes or until pork is tender when tested with a two-tine fork. Remove chops to serving platter. Keep warm. Discard as much of the fat left in skillet as possible. Stir in lemon juice. Spoon onion mixture over chops. Makes 6 servings.

### SAUSAGES AND LENTILS IN SAVORY SAUCE

1 cup dried lentils

2 tablespoons butter or margarine

1 cup minced onion (1 large)

2 cans (8 ounces each) tomato sauce

1 tablespoon ground savory

1/4 teaspoon salt

2 tablespoons chopped parsley

1 pound smoked link sausages Salt

Pepper

Prepare lentils according to package directions but cook them only until just tender. Heat butter or margarine in skillet over medium heat; add onion; sauté 2 minutes. Add tomato sauce, savory, salt and 1 tablespoon parsley. Bring to boiling. Add sausages. Simmer 10 minutes. Correct seasoning of sauce to taste with salt and pepper. Add lentils to sausage and sauce mixture. Mix well. Heat through. Turn into serving dish. Sprinkle with remaining parsley. Makes 4 servings.

# BROILED SEA BASS WITH FENNEL BUTTER

1/4 cup butter or margarine, softened 2 tablespoons fennel seeds, well

crushed
1/4 teaspoon salt

Dash of pepper

1 tablespoon lemon juice

1 sea bass (2 to 2½ pounds), dressed

1 tablespoon pure vegetable oil Parsley sprigs

Lemon slices

Place broiler pan and rack under broiler; heat 5 to 7 minutes. Combine butter or margarine, fennel seeds, salt, pepper and lemon juice. Wash bass;



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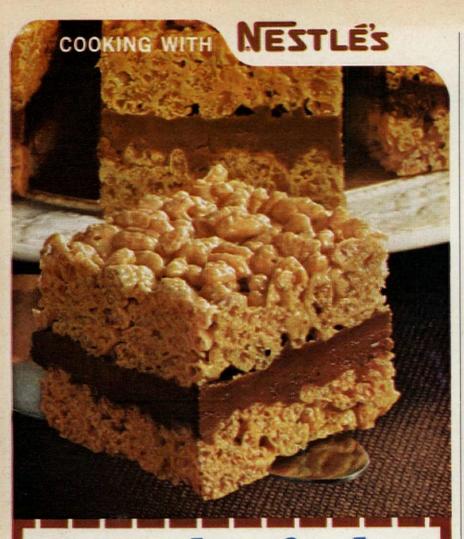
And because Fleischmann's Margarine is made from 100% corn oil, it has a fresh, delicious flavor your whole family will enjoy.

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pat dry with paper towels. Brush generously, inside and out, with fennel-butter mixture. Reserve remainder for basting. Brush oil over area of broiler rack that will be covered by fish. Place sea bass on rack. Broil 8 to 10 minutes on each side, 4 to 6 inches from heat; baste occasionally with reserved fennel-butter mixture. Transfer carefully to warm serving platter with 2 large spatulas. Garnish with parsley and lemon. Makes 4 servings.

BAKED SEA BASS. Heat oven to 450°. Prepare femnel-butter mixture as above. Sauté ½ cup finely sliced pared carrot,

1/2 cup finely sliced celery and 1 cup finely sliced onion in 2 tablespoons butter or margarine 5 minutes, stirring occasionally. Place in shallow baking dish. Wash 2- to 21/2-pound dressed sea bass with cold water; pat dry with paper towels. Brush bass generously inside and out with fennel-butter mixture. Reserve remainder. Place bass over vegetables in baking dish. Bake 30 to 40 minutes or until fish flakes easily. Baste occasionally with reserved fennelbutter mixture. Garnish with parsley sprigs and lemon slices. Serve from baking dish. Or transfer to a platter and add the garnish. Makes 4 servings.



# crunchy fudge sandwiches

Build 'em high and fill 'em tasty with Kellogg's Rice Krispies and Nestlé's Morsels

- 1 6-oz. pkg. (1 cup) NESTLÉ'S® BUTTERSCOTCH MORSELS
- 1/2 cup peanut butter
- 4 cups KELLOGG'S® RICE KRISPIES® cereal
- 1 tablespoon water
- 1. Melt Butterscotch Morsels with peanut butter in heavy saucepan over very low heat, stirring until well blended. Remove from heat.
- 2. Add Rice Krispies cereal; stir until well coated with butterscotch mixture. Press half of cereal mixture into buttered 8 x 8 x 2-inch pan. Chill in refrigerator while preparing fudge mixture. Set remaining cereal mixture aside.
- 3. Combine Chocolate Morsels, sugar, butter and water in top of double boiler; place over hot water and stir until chocolate melts and mixture is well blended. Spread over chilled cereal mixture. Spread remaining cereal mixture evenly over top. Press in gently. Chill. Remove

- 1 6-oz. pkg. (1 cup) NESTLÉ'S® SEMI-SWEET CHOCOLATE MORSELS
- 1/2 cup sifted confectioners' sugar
- 2 tablespoons soft butter or margarine

from refrigerator for about 10 minutes before cutting into squares. Yield: about 25 1½-inch squares





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# FOOD QUESTIONS YOU ASK

QUESTION: Can you tell me the difference between soft and dry bread crumbs? What is the best method for preparing soft crumbs?

Mary Kotkow, Queens Village, N.Y.

ANSWER: Soft bread crumbs are made from fresh bread, either in a blender or by pulling the bread apart with your fingers. Dry bread crumbs are made from stale, very dry bread. They may also be purchased in a package. Soft and dry bread crumbs should not be used interchangeably in most recipes.

QUESTION: Can cream puffs be frozen? I would like to make them in advance for a party.

P. Vollmer, Kansas City, Mo.

ANSWER: Cream puffs and eclairs may be completely baked and frozen. Do not fill them. To thaw, place them in a 400° oven directly from the freezer and bake 10 minutes. Small ones take less time.

QUESTION: I buy whipped margarine because I am counting calories. However, when I use it for baking, things just don't turn out right? Can you tell me how I should measure it?

Mrs. E. Rowley, Minneapolis, Minn.

ANSWER: When using whipped butter or margarine for baking, you have to go by weight rather than volume. If a pound of butter or margarine has been whipped into six sticks instead of four, you would use 1½ sticks in place of 1 stick of the regular.

QUESTION: Why do so many yeastbread recipes call for varying amounts of flour. For example, 4½ to 5 cups of flour?

Beverly Gentine, Plymouth, Wisc.

ANSWER: Flour varies in different parts of the country and from brand to brand. Also, the amount of moisture varies enough in flour so it is necessary to give a range as to how much flour can be kneaded in.

Direct any questions you have about food, food products and food preparation to:

Questions You Ask, Food Department, American Home Magazine, 641 Lexington Avenue, New York, New York 10022.



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MIRRO ALUMINUM COMPANY, Manitowoc, Wisconsin 54220

# HOW TO COVER WALLS WITH FABRIC

Before hanging fabric on walls, vacuum wall surfaces. Remove nails and hooks.

We recommend cutting off selvages to prevent puckering when seams are sewn and to permit more even stretch. Do all painting before hanging fabric; be sure floor is immaculate. Even plain fabric has an up and down weave so be sure the weave always goes in the same direction. Velvets have a nap and nap must always go in same direction.

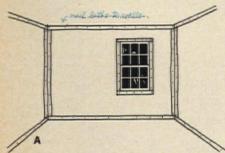
Few walls are straight so you will have to make allowances with fabric alignment. You can stretch fabric (which incidentally you cannot do with paper) so you will find it easy to adjust. Fabric must be straight and very taut.

Turn off electricity and unscrew electrical outlet plates. When the fabric strip that goes over the plate area is hung, cut an opening over the outlet slightly smaller than the plate. Rescrew in position, covering raw edges.

Regular cleaning with a vacuum will keep fabric-covered walls clean. Spots can be removed with dry-cleaning fluid. You can hang pictures or paintings anywhere at all and change their positions at will because the nail holes for hanging will not show.

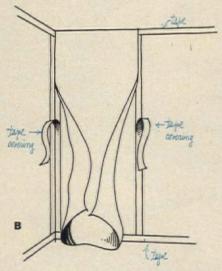
# DOUBLE-FACED-TAPE METHOD (see pages 68 and 69)

Cut and measure fabric lengths starting at one corner. Pattern, if any, must match. Allow about two extra inches at bottom of each length, but trim selvages on side so fabric can be butted together with no overlap. Apply double-faced Vinyltak tape at ceiling line, floor line, two in each corner and around door and window openings. (See lath strip method, drawing A.) Then apply vertical



strips where edges of each fabric length will meet on wall. The edges of fabric should butt, not overlap. Do not remove blue protective covering at this point. Do not stretch fabric too much, just keep the design flat and even.

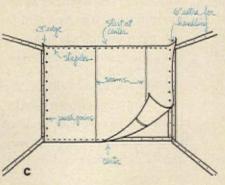
Starting in one corner at ceiling line, remove protective paper from adhesive tape for one width of fabric. Smooth fabric over tape, lining up pattern. Then remove protective covering from corner tape about 12 inches at a time; smooth fabric over adhesive tape. Repeat for other side stretching and pulling fabric taut. Edge of fabric opposite corner should go down center of tape. (See drawing B.) Stretch fabric and press



onto bottom tape a little at a time, lining up weave or pattern. Surplus will be trimmed away later.

Repeat with second fabric length. Match pattern (if any) on seams and butt edges of second fabric length to first length. Repeat for around doors and windows, trimming away surplus fabric over doors and windows. Edges of fabric should fit closely around door and window openings. The tape will hold down all raw edges.

When all walls are covered, trim excess fabric at floor line with a razor blade. Vinyltak may be ordered from Arno Adhesive Tapes, Inc., Midwest Mailing



Service, P.O. Box 1148, Elkhart, Ind. 46514. 14 yards, \$2.98 plus 50¢ handling. LATH-AND-STAPLE METHOD (see pages 70 and 71)

Be sure to select straight lath strips. These usually will not be long enough to cover entire wall area across ceiling line or above baseboard or floor line, so it will be necessary to piece lengths to

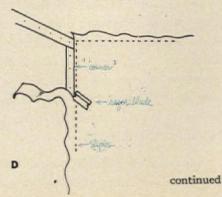
required size. Butt ends, do not overlap.

Nail laths to wall surface at ceiling line, along baseboard or floor line and around door and window openings (on all sides). Nail two strips in each corner so they butt at wall joints. (See drawing A.) Each wall area is covered with a seamed panel of fabric.

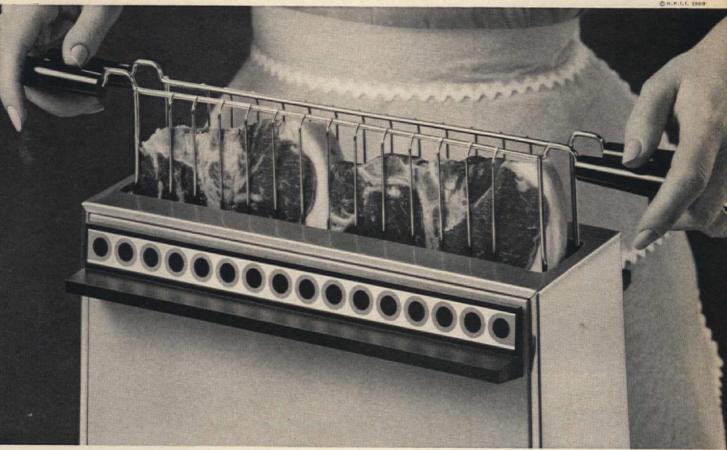
Cut fabric to proper length, allowing three extra inches at top and bottom of each strip. Also allow three extra inches of width for each fabric length that starts a new corner. All lengths must have an extra allowance of a half inch for seams (after selvages have been cut away. This will prevent puckering and permits more even stretch).

When measuring and cutting at corners, if fabric runs over onto second wall area, cut off surplus width after allowing an extra six inches for holding and handling. Save surplus fabric; it may fit into another corner.

Seam fabric lengths to make up panel for first wall area. Press seams flat. The best way to staple fabric panels to lath strip is to start at center top, work over to left edge. Then starting at center point again, work over to right edge. All staples should be a quarter inch in from edge of fabric. Repeat for bottom of fabric. Use pushpins to secure fabric at sides temporarily. When entire wall is hung, staple sides a quarter inch in from edge of corner. Trim corner with a razor blade using lath strip for a straight line guide. (See drawings C and D.)



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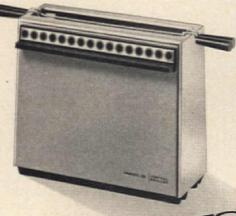


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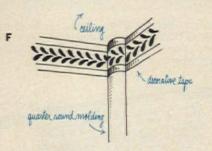
# COVER YOUR WALLS continued

Continue for second wall area. If you are using a patterned fabric, be sure to match design where it meets at corners, even if you must cut away a partial strip of the first fabric length for second wall area, but be sure to allow an extra six inches for handling. This will lap over first corner. Again, save the surplus for possible later use. Continue measuring and cutting fabric strips. You may be able to use one of the surplus fabric strips at a corner. When you come to door or window openings, first staple fabric to lath strips. Then cut away fabric, slightly smaller than opening. (See drawing E.) When entire room is

- cut & inside staples

completed, trim edges evenly and carefully with a razor blade close to frame of door or window. If you have heavy window or door moldings, cut fabric slightly smaller than opening before tacking or stapling.

Apply second wall panel. Trim edges at corner as you did previously. Repeat for remaining walls. If you wish, some of the walls could be painted or wood paneled. Trim fabric at ceiling line and floor line with razor blade. Cover staples with braid, tape, webbing or ribbon secured with fabric adhesive. (See



drawing F.) Use pushpins to hold the trim straight until adhesive dries.

You could use a narrow flat or halfround molding, painted, stained or covered with fabric. Use small, thin brads to secure to lath strips.

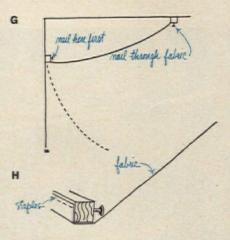
The corners may be finished with a quarter round molding. Cover with fabric for a neat, inconspicuous finish. (See drawing F.)

# CEILING CANOPY (see page 70)

Cut fabric for width and length of ceiling allowing two extra inches for

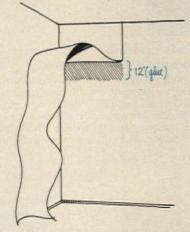
hems plus about a quarter to a third extra length for "drape" of canopy.

Hem fabric to exact width of ceiling. Cut two lath strips to exact size of width of ceiling. Staple fabric to the back of the lath strips at each end, then nail the strips to the ceiling with thin brads, right through the fabric; the nails will not show. (See drawings G and H.)



# FABRIC-ADHESIVE METHOD (see page 72)

Cut fabric to length allowing a few extra inches at bottom. Design at top of each length must match exactly across top of wall. Trim selvages if any. Apply adhesive across top of wall (not on fabric) for area one width of fabric, about 12 inches deep on wall. Smooth fabric across top from center point out to each side. Line up carefully so top of wall looks straight. (See drawing I.)



Smooth fabric carefully over all glued area. Keep side edge straight and even. Lift up loose fabric and carefully apply adhesive to another 12-inch area of wall surface, full width of fabric. Smooth fabric in place. Repeat until entire length of fabric is hung. Allow bottom area to dry thoroughly before trimming evenly with a razor blade. Repeat for each additional length. (continued)



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# COVER YOUR WALLS continued

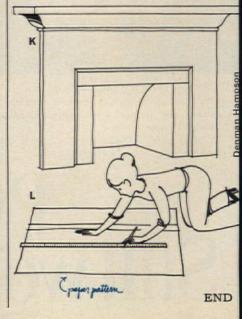
When you come to a door or a window, stretch the fabric right across the opening, gluing only around the door or window. When the adhesive has dried, cut away the fabric stretched (but not glued) over door or window. (See drawing J.) Note: Elmer's Glue-All or Sobo are both satisfactory.



# SELF-ADHESIVE-FABRIC METHOD (see page 73)

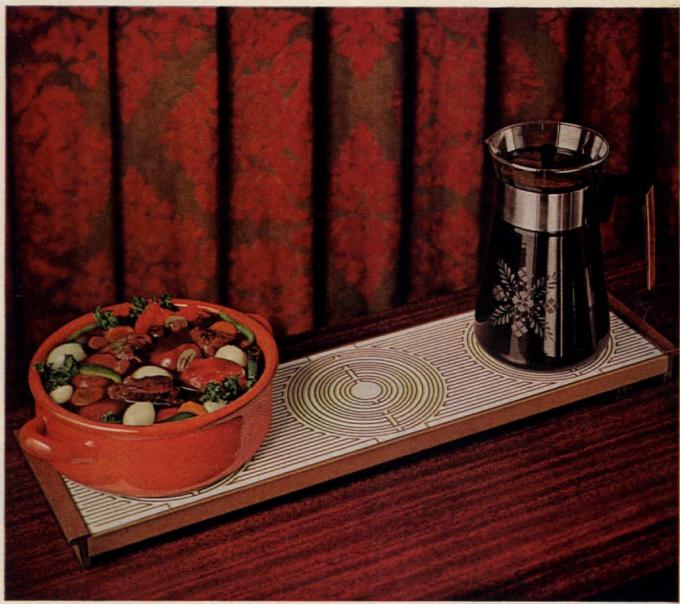
Cut strips two inches longer than wall from ceiling to floor line. Strip paper backing from Con-Tact Brand, fabric by Riverdale, down about 12 inches from top and apply fabric at ceiling line. Make sure it hangs straight and even, then press fabric to wall surface. Strip paper backing for another 12 inches or so and repeat. Continue until entire strip is laid. Trim at bottom floor line. Repeat for remaining strips. Measure and cut out door and window openings before applying strips.

For covering fireplace mantels, picture frames, boxes, etc., cut a paper pattern to size. Be sure it fits perfectly. (See drawings K and L.) Measure and cut strips to size. Peel off paper backing and apply to surface.



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# HELP ABOUT THE HOUSE

Does a simple home-maintenance or repair job have you stumped? Here is the place to air your house or apartment problem and get a practical solution. Letters submitted to this department will be selected for answers on the basis of general interest. Send inquiries to: Dept. HAH, American Home, 641 Lexington Ave., New York N.Y. 10022.

### BLEACH A BATHROOM WALL?

The cement (grout) between tiles on my bathroom walls has discolored and looks dark gray. What can I do? San Francisco, Calif.

Hardware stores generally carry a cleaning liquid formulated for this very situation. However, you can do as well or better by rubbing laundry bleach into the grout lines with an old toothbrush. After brushing, let stand for 15 minutes; rinse. Repeat if necessary.

If the discoloration persists, make a batterlike paste of Portland cement and water. Rub this in with a toothbrush, then wipe with a damp rag.

### PICTURE FRAMING ISN'T EASY

In making my own picture frames, I can never seem to get four perfect corners. I make all cuts with a miter box. When I fasten the first three corners together, everything seems fine. But that fourth corner never seems to go together properly. What am I doing wrong?

Detroit, Mich.

You are not alone. Most instructions on how to make picture frames ignore the fact that four corners require a total of eight perfect 45-degree cuts. The slightest error, therefore, is multiplied eight times. This seldom shows up until you try to assemble the last corner, unfortunately.

The answer is a good-quality miter box very carefully adjusted. In fact, one made specifically for cutting picture frames is quite expensive, costing more than many power tools.

When using and adjusting your miter box, be sure that you always apply a slight pressure to the handle, either to the left or right. Always apply that pressure in the same direction, as varying it will introduce tiny changes in the cutting angle.

# QUIET SQUEAKY FLOORS WITH NAILS

Is there a fast do-it-yourself method for silencing squeaky floorboards in our apartment?

Brooklyn, N.Y.

Very easy. You have probably noticed that the squeaking is caused by some of the floorboards moving when stepped on and rubbing against adjoining boards. For an apartment, where you cannot repair the problem from the floor beneath, drive 1½-inch, annular-ring nails into each squeaky board at the spot or spots where it seems to move the most. If dealers in your area have not heard of annular-ring nails, use 1½-inch finishing nails. Drive two or three of them at different angles into each part of the board that moves. Nailheads cannot be hidden, but they are unobtrusive. (continued)

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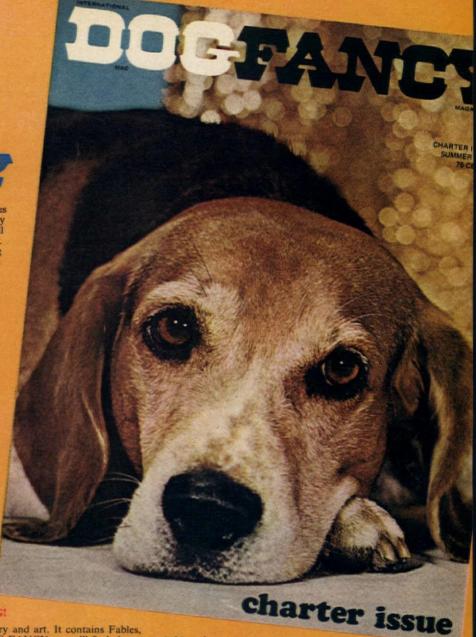
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### HFLP ABOUT THE HOUSE continued

### WORK UP TO A DRY BASEMENT

We recently bought a house that is over a hundred years old. Although the grounds have been tiled, water and mud came into the basement during last summer's rains. The foundation is of large sandstone blocks. Do you think we could at least make the basement dry enough for a washer, dryer and freezer?

Zanesville, Ohio

Drying a wet basement is a hit-or-miss proposition. Start with the inexpensive remedies and work up toward the more expensive ones.

First see that the ground around your foundation is graded to run all rainwater away from the house. To check on this, inspect the landscaping right after a shower and fill with tamped earth any low spots near the foundation in which puddles form.

Also, make sure your gutter system has not clogged. Clogged gutters dump water right next to the foundation, gouging out little ditches in the process. And put a concrete block under the end of each leader pipe (downspout) to prevent puddles from forming there. Blocks specifically shaped for this purpose are readily available at garden centers and building-supply yards. Basement still wet? Apply epoxy liquid sealer to the floor and inside walls. If only the walls are wet, a cement-type sealer will do just as well. If walls or floor are cracked, widen each crack with a chisel and ram in hydraulic cement.

Water still coming in? Drill <sup>3</sup>/<sub>4</sub>-inch holes into the wet areas of the walls, a few inches above the floor. Use roofing cement or caulking compound to secure copper tubing in the holes and run the tubing to a floor drain or sump pump. This will relieve water pressure behind the walls.

Of course, a dehumidifier can be used along with the above to take dampness from the air. And your appliances may be kept out of trouble by setting them on low, wood platforms.

From here on, there is nothing simple

or inexpensive we can recommend, as only a contractor can help you. The drain tile you mentioned may be clogged or otherwise not up to the job. Excavation will probably be called for, along with expert inspection.

# ADD WARMTH AND COMFORT TO A CONCRETE FLOOR

In converting our garage to a family room, we would like to put a vinyl floor over the concrete garage floor, but we want some sort of wood structure underneath the vinyl for warmth and softness underfoot. Is this feasible?

Weston, Conn.

Quite feasible. You can nail 1x2 strips of lumber, spaced 16 inches apart, to the garage floor. Use masonry nails or cut nails. Spread a sheet of polyethylene over these strips, and nail more 1x2s right over the first ones you nailed down. Pour vermiculite insulation into the spaces between the second set of 1x2s, and nail your plywood subflooring over the 1x2s. Your vinyl floor can go on top of the plywood. (continued on page 118)

# RIT PUSH-BUTTON SCHOOL STATE OF THE PUSH-BUTTON



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# BUILDING-BLOCK HOUSE continued from page 59

Operation Breakthrough has received considerable publicity, builders all over the country who were perfectly happy building in the conventional way are now seriously looking into the possibilities of modular housing.

Housing experts see another important advantage in putting houses on assembly lines. If you have built or remodeled a home recently, you probably found that carpenters, plumbers and other craftsmen are not only expensive but very hard to find. There is a desperate and growing shortage of building labor. And factory building, which standardizes much of the building process so it can be done by less-skilled workers, is the best—if not the only—solution to this shortage.

So there may be some very practical reasons behind the imminent modular-house revolution. But to many people the idea of a house turned out on an assembly line is abhorrent. At a time when everything from automobiles to nail clippers is standardized, a house seems the last chance for the individualist to express himself. Will we lose even this? Are those of us who want our homes to represent our own thing now to be reduced to combining the "Old Virginny" living room module in gray with the "French Provincial" bedroom module in two-tone pink?

Not necessarily. For one thing, technological change in such a large industry as home building must inevitably come slowly. For another, there are limitations in modular building (which we will discuss later) which make it unsuitable for many types of housing. And finally, as long as there are people who want to be different, architects who want to create and craftsmen who do fine work for its own sake, we will continue to build truly individual houses.

It is also worth asking if standardization is always stultifying. After all, millions of people manage to impress their personalities on apartments and town houses that are standardized down to the last inch.

Nevertheless, the modular house will impose a number of changes in the kind of homes we buy or rent—chiefly because of its physical characteristics. Let's take a look at some of the more important changes.

In most modular systems, the modules themselves are shaped like big, wooden boxes. Their fundamental construction is the same as that used in most conventional houses—wood studs covered with a plywood skin on the outside and a plasterboard skin on the inside. The mechanical elements—plumbing, heating and electrical wiring—are the same as those in ordinary houses.

Typically, a system is designed so that out of a few modules, many houses can be created. One box, for example, might be a utility module containing a kitchen and two baths, plus perhaps a small dining room. To this can be added one of several-sized living room modules and any desired number of bedroom modules. A family could thus order anything from a small, one-bedroom cottage to a large, four- or five-bedroom house from the same basic components.

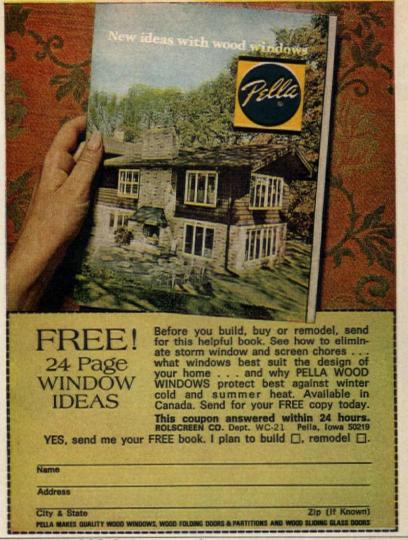
There are certain limitations inherent in this system. Modules must be transported over the roads, and there are very stringent state laws about such matters: No module may be more than 12 feet wide or more than 13 feet from the bottom of the wheels of the truck to its highest part.

Obviously these restrictions will affect the way a modular house both looks and lives. The 12-foot width, for example, puts a definite limit on one dimension of every room and, in so doing, imposes a relatively small scale on the house. The limit on height affects the roof design; high-pitched roofs are ruled out in favor of very low-pitched, flat or mansard roofs. And wide, side roof overhangs are out because they would project beyond the 12-foot width.

To some degree these limitations can be circumvented by on-site surgery. A high roof can be built on after the house is in place and so can overhangs. But such alterations defeat the basic purpose and economic advantages of the modular house. So, for the most part, we are going to have to accept the modular house for what it is and not turn it into a Cape Cod or ranch imitation.

Nor must this acceptance mean the end of good design. It is regrettably true that, to date, most modulars have ended up looking like nothing more than boxes. But they can be combined more imaginatively, even in towerlike structures, as the illustration on pages 58 and 59 suggests. And the now-in-production modular house on pages 60 to 63 is a hand-some, livable home whether judged by modular or conventional standards.

An often-asked question about modulars is whether they aren't really just glorified mobile homes. Both are basically boxes, both travel to their site on wheels and both are completely (continued)



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# BUILDING-BLOCK HOUSE continued

finished (sometimes even furnished) when they leave the factory.

Well, the factory-built and the mobile home are certainly first cousins. But there are some all-important differences between the two.

Primarily, the mobile home is a rulebeater. As long as it has wheels under it, it is presumed by most local building and zoning ordinances to be more or less temporary housing. And as such it is allowed all sorts of cost-cutting specifications: light studs, thin outside and inside skins, undersized plumbing fixtures, etc. The idea, of course, is to produce a very low-cost living unit and that's just what the mobile home is. On the other hand, the mobile home almost always depreciates both in physical condition and value, just like a car; at the end of seven or eight years, it may be worth a small fraction of its original cost. But a factory-built must measure up to the same specifications as a permanent home, and there is no reason it should not appreciate in value just as a conventional home does.

There is another key difference between the mobile and the modular. The former is almost always a one-module house and, aside from cosmetics, its possibilities for varied size and plan are just about nil. The modular, on the other hand, is a system out of which an almost endless variety of homes can be created. For example: One or two small modules can make up a small house or vacation house. And they can be so arranged that additional modules can always be added if more space is needed.

Rows of boxes stacked two stories high can make very attractive row or town houses. This is a particularly promising use for factory-built modules because the repeated facade is an accepted feature of town houses-witness the handsome row houses of New York, Baltimore and Philadelphia.

Various module groupings of one, two or three stories can create an almost endless variety of garden apartments. This may well be the most important aspect of modulars because we are on our way to becoming an apartment civilization. A decade ago less than a quarter of all our housing built each year was apartments; today this proportion has risen to almost half and it seems destined to go even further.

Many modules stacked up on each other could-perhaps-make a high-rise apartment building. An exterior steel or concrete frame might be built, into which the individual modules could be pushed like drawers, sharing common utility lines and any necessary corridors and elevators.

If such a concept proved feasible in either high- or low-rise buildings, it would open some wildly Orwellian vistas. Suppose you had lived in your apartment for several years and decided that, while the location was delightful, the apartment itself was getting old and out of date. Instead of having to move, you would simply drop down to the nearest modular showroom and select a new apartment from this year's models. Your old unit would then be pulled out from the building and the

new one pushed in in its place. Presumably you might get something on the old unit as a trade-in; it would be reconditioned and someone on a lower budget would buy it and move it into a building in a lessexpensive neighborhood.

Or how about this? Your company transfers you from Boston, where you have a spacious two-module home in a space-frame building, to Los Angeles. Today you must turn your belongings over to a moving company who packs them into a van. Then you wait until the mover feels like driving to Los Angeles and moving you into your new home. But with the factorybuilt system your modules would be unplugged from their frame in Boston, put on wheels (which is the way they were delivered in the first place) and towed like a two-car train across the country to be plugged into your new building.

So much for science fiction. What of the immediate, practical future of modular housing? For the next year or two, you are most likely to encounter the modular as a second or vacation home. A few manufacturers are already in this field, chiefly because conventional construction is often difficult, expensive and slow in remote areas, and a home that can be delivered and moved into in a day has advantages.

Also, conventional-looking apartments and town houses built of modular components will begin appearing in large numbers. Big housing projects of modulars should start springing up within two to three years. These will usually be made up of lower-priced homes, and many will be bought by young families who prefer owning to the more convenient but less personal life in an apartment and who like the idea of adding a module or two as the family grows and finances increase.

Will higher-priced houses be built from modules? Probably not for a long time. People of means will certainly want bigger and more individualized homes than modular systems can now provide. And it is reasonable to assume that, as the modular becomes more comdardized house will rise proportionately.

Paradoxically, standardization may turn out to be the modular house's greatest contribution to our environment. As houses become more alike, builders and developers, forced to find other ways to make their projects stand out from the crowd, will have to turn to the area around their houses. Thus we can expect to see our current unimaginative tracts replaced by parklike communities whose landscaping, walkways and recreation areas are so attractive that we forget the fact that their buildings came off an assembly line.

If this happens, the modular house will have more than paid its way. END



# HELP ABOUT THE HOUSE continued from page 112

# VARNISH BEAUTIFIES SLATE

The slate floor in my foyer shows every speck of dirt that is tracked in and is very difficult to clean because of its porous surface. Is there a coating I can apply to make this floor more practical?

Des Moines, Iowa By applying satin varnish or satinfinish urethane varnish, you will not only make the floor easy to clean, but improve its appearance as well. Instead of its naturally dull look, the slate will have the same bright surface it has when wet. Urethane varnish is very durable.

### DRIVE THE RASCALS OUT

Help! We're being invaded by silver-

San Gabriel, Calif.

Place moth crystals or flakes on the top shelf of each infested closet or cupboard, except those containing food. The fumes are heavier than air and will work downward, killing or driving out the silverfish.

In food cupboards, use a vacuumcleaner hose to suck the insects out of cracks and corners. Do this weekly at night, when silverfish are most active, until they disappear.

Also, be scrupulously clean about stray crumbs on the floor or storage shelves, and put some moth flakes under your appliances, radiator enclosures and any other spot that you think might be strategic. These bugs especially like dark places and feed on anything containing starch. You can also squirt liquid insecticide or powder in the cracks between baseboards and walls to discourage the silverfish invasion.

# NEVER PAINT A WOODEN LADDER

Why do they say you should never paint a wooden extension ladder?

Dover. Del.

For two reasons. First, painting might trap moisture in the wood and this moisture could eventually cause decay. Naturally, this would weaken the ladder. In addition, there is a safety factor. Painting will hide any defects in the ladder that might be readily detected if the wood were left bare.

# CLEAN ANTIQUES GENTLY

How can I clean an antique music box without damaging the original varnish?

Newark, N.J.

Use water and a gentle hand soap. Rub lightly with a soft cloth, but you must be careful not to run water into the joints. On stubborn spots, you can use very fine steel wool-but with this procedure also, you must be extremely careful. To help reach into the cracks and grooves, try using a swab of cotton on a wooden pick.

# COVER CRACKS YOU CANNOT FILL

Some cracks in our plaster walls keep reopening no matter how carefully we fill them with Spackle. Can this be prevented or must we live with the cracks?

Denver, Colo.

The problem is that the wall surfaces move slightly, due to vibrations, temperature changes and the like. The remedy, however, is really quite simplecover the crack in the wall before you do any painting instead of continuing to fill it with Spackle.

Several products on the market will do the job. One is a fine, gauze tape that you place over the crack with wallpaper paste. Sandpaper it before painting. Another product is an adhesive-backed paper tape that you moisten and press over the crack. A third type of product designed to cover cracks is a fiber-glass tape that comes with a special nondrying mastic you apply it with. Large paint stores usually carry one or more of these useful items.





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# TEQUILA By Jo-Ann Simpson

Tequila, Mexico's national dynamite, is exploding with popularity in California and the Southwest. The Mexican travel boom helped contribute to a passion for Mexican food and drink, and consequently tequila is suddenly having the kind of push vodka received in the early 60s. The Margarita, favorite among visitors to Puerto Vallarta and Acapulco, started the tequila cult on the West Coast, and now barkeeps from Sausalito to Manhattan are as blasé about making a Lolita as they are with Margaritas.

Tequila is made from the maguey plant, a cactuslike species of the agave family growing in select areas of Mexico. The state of Jalisco, where the town of Tequila is located, offers the best soil and weather conditions for the maguey plant. Mexicans of the region are trying to have the name legally controlled, as "champagne" and "Burgundy" are in France. At present, Californians consume well over half of the 600,000 gallons that cross the border each year.

The classic way to drink tequila is taking it "neat"—with a lick of fresh lime and rough salt as a chaser. A variation called Sangrita adds a spicy tomatojuice chaser. Beyond these are numerous possibilities, a few of which appear below. Or why not experiment for yourself?

TOREADOR

1 jigger tequila

1/2 ounce crème de cacao
Whipped cream
Cocoa

Pour tequila and crème de cacao into cocktail shaker with crushed ice. Strain into glass. Top sparingly with whipped cream. Sprinkle lightly with cocoa.

LOLITA
1 jigger tequila
1 teaspoon honey
Juice of 1 lime
Dash of bitters

Combine ingredients in cocktail shaker with ice. Pour into cocktail glass.

CANDY BAR 2 parts tequila 1 part Pernod ½ part lemon juice

Put ingredients in cocktail shaker with cracked ice. Shake well. Serve in stemmed glass, garnished, if desired.

SANGRITA
Orange juice
Tomato juice
½ teaspoon salt
Dash of black pepper
½ jigger lime juice
½ jigger Worcestershire sauce
Dash of hot-pepper sauce
Onion salt or chopped
onion to taste
Tequila
Salt
Halved or sliced limes

Fill a tall glass one-third full of orange juice. Fill rest of glass with tomato juice. Add ½ teaspoon salt, pepper, lime juice, Worcestershire, hot-pepper sauce and onion salt or onion. Mix well. Chill. Pour into small glasses and serve with jigger of tequila, salt and a piece of lime.

MARGARITA
1½ ounces tequila
½ ounce Triple Sec or Cointreau
Juice of ½ lime

Pour ingredients over crushed ice in mixing glass. Stir until thoroughly chilled. Rub rim of cocktail glass with lime rind; spin in salt. Strain cocktail into glass.

TEQUILA SUNRISE

1½ ounces tequila
2 or 3 dashes grenadine
½ teaspoon creme de cassis
Juice and rind of ½ lime
Carbonated water

Put all ingredients except carbonated water in a tall glass or old-fashioned glass with several ice cubes. Fill with carbonated water. Stir. END



# WHAT'S DOING IN DISH-WASHING?

Two types of products are designed to whisk away food waste from dishes: the hand dishwashing variety and those for the automatic dishwasher.

The "pure" or "mild" soaps used in laundering may also be used for hand dishwashing. These are the ones originally meant for lightly soiled garments and fine fabrics and are available in bars, flakes and powders.

Since detergents were developed, they have become so popular they have almost supplanted soaps. That they cut grease so well and perform equally in hard and soft water are their greatest advantages. The light-duty liquids have made washing dishes by hand a much easier chore since they leave no film.

The very first detergent, introduced in 1930, was a light-duty powder suitable for dishwashing and laundering fine fabrics by hand. Since then, more of these detergents have continued to appear in a range of colors, scents, states and shapes. Now almost all are liquids. Since these detergents are highly concentrated, only a small amount is needed. Follow package directions for best results.

Detergents formulated specifically for the automatic dishwasher are entirely different. They are more alkaline than other washing products and create very little or no sudsing. They also contain a number of additives to remove stubborn stains, to inhibit metal corrosion and tarnish, to reduce water spotting and to soften hard water. These detergents are usually powders or granules and are used in very small amounts because they are highly concentrated.

Many dishwashers contain a builtin automatic dispenser for rinse agents or rinse aids. Especially valuable in hard water, these additives are wetting agents which reduce the surface tension of the water droplets making it "wetter." They are added during the final rinse and condition the surface of the dishes, glassware and pans so the water flows off them in sheets more rapidly to prevent spotting and filming. Rinse aids are available in small vials; you need to add only a few drops in the final rinse. For dishwashers which do not have a dispenser, a solid rinse aid is available. -Maidee K. Spencer

Anchor Picket ... quaint, yet modern.
All-aluminum with baked-on enamel.
No rusting or chipping.





Anchor Permafused Chain Link. Its green vinyl coat is fused to tough steel wire. Attractive and strong.

An Anchor Fence is like adding another room to your home—outdoors.
Only Anchor protects children, pets, and property in so many beautiful ways.
Because only Anchor gives you such a complete selection of fence styles, materials, and colors. For an Anchor Fence that suits perfectly your purpose, your pocketbook, and your home—call your Anchor man today.

Or mail coupon below.



Any style of wood, from Anchor.
All Anchor fences are erected
only by expert Anchor crews.

Anchor-weave aluminum strips, in a bevy of colors, fit into chain link fence for beauty and privacy





Modernmesh or standard chain link, aluminum or steel, by Anchor: world's largest fence-makers for homes.

# Outside living is fun and safe inside Anchor Fence.



Privacy Board-on-Board, in baked-on enamel: white and color. Boards are rustproof aluminum.



# Best selection. Best protection.

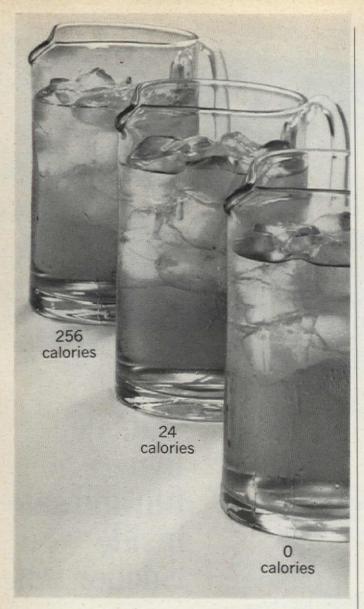
FREE COLOR BOOKLET, 12 pages of	other fence ideas that make outside living fun
and safe. Mail coupon to Anchor Fence,	6464 Eastern Ave., Baltimore, Md. 21224.

Name\_\_\_\_\_\_Nall coupon to Anchor Fence, 6464 Eastern Ave., Baltimore, Md. 21224.

Address\_\_\_\_

City\_\_\_\_\_State\_\_\_Zip\_\_\_

Please list fence or fences which interest you most\_\_\_\_\_\_ Thank you. (Mail coupon, or call Anchor Fence in your city.)



Norwich Saccharin: better than high calorie, better than low calorieit's no calorie. And safe.

Just two level teaspoons of sugar per glass add enough calories overall

(256!) to ruin a dieter's 8-glass pitcher of iced tea.
And just one packet of low-calorie sweetener per glass can still add an unnecessary 24 calories.

NORWICH'

SACCHARIN

But Norwich Saccharin gives you no calories . . . and no worries, either.

Unlike even low-calorie sweeteners, which are part sugar, we have no calories. No carbohydrates. And we have no cyclamates—good news for everyone's health.

That's because we're safe, pure 100% saccharin—specially processed to dissolve faster. Taste more natural. Blend in without a trace . . . hot or cold. Available in liquid or tablets.

# WHAT'S NEW IN HOUSEWARES?

Nearly everyone who ever made any appliance in white is now also making it in avocado and harvest (read pea green and yellow). That means an old line of ten items in two new colors equals twenty "new" products. Ho-hum. It is nice for you who have just purchased your new refrigerator and dishwasher in harvest to be able to contrast them with avocado mixers, blenders and coffee makers. But we wish manufacturers would not try to claim that a paint job makes something new. Two cookware colors, one new and one revived, have also emerged to change or mix with the green and yellow pace: a deep blue-blue and poppy red.

What the housewife really needs in pots and pans is three one-quart saucepans—one for each vegetable and one for the gravy. It would not matter if the pans were in different styles as long as they distributed heat evenly, the handles were comfortable and the lids fit.

Hamilton Beach Division of Scovill has a sleek, chrome mixer with a built-in automatic timer. Pour the cake-mix ingredients in the bowl, set the timer for three minutes and it shuts itself off. Now all we need is an automatic, intermittent bowl scraper.

Toastmaster's new steam travel iron has a water tank in the handle. No need to fill an accessory bottle and screw it on the iron as in the old models. Its design is fat in the handle so it will be easy to grasp. Under \$17.

Dazey's new meat grinder is designed with parts storage in the base. Every piece has its own slot so nothing rattles inside. In white with avocado, it will sell for about \$20.

New storage ideas are in plastic organizer racks. Rubbermaid has three cabinet-door organizers: a grocery-bag holder; paper, foil and plastic-wrap box organizer; and a cleanup caddy for aerosols including a built-in brush tray and a towel rack. Under \$4 each, sand color only.

The Penncrest Swing'n Sew is a new, zigzag sewing machine weighing less than 20 pounds. J. C. Penney Company had this little powerhouse designed for the student, young homemaker or second-home owner. For less than \$100, it mends, darns, overcasts, hems, scallops, sews on buttons and makes buttonholes as well as stitching forward and backward. You can buy it in gold or decorated with spring flowers in 900 of Penney's 1700 stores or from the Spring 1970 Penney catalog.

The big news in major appliances is small models. Maytag has a spinner washer for tight spaces and limited electrical service. It has the same heavy-duty power center as the large washers. Their Porta-Dryer matches this Porta-Washer in size, style, colors and load capacity: 30 by 24 by 15 inches; avocado, copper and white; 11-gallon water capacity versus the 22-gallon of regular models. No special power or water connections are needed—it operates on a water tap and a regular 115-volt outlet. The spinner chamber has a safety lock that must be latched before it will spin. Even though you must transfer wet clothes from the wash bin to spin chamber, it would help small families limited to a commercial laundry before.

General Electric offers a small refrigerator which looks like part of a modular shelf system for the living room, family room or bedroom. It has a walnut-grained, vinyl finish and a storage shelf with removable sliding doors above the refrigerating section. Maybe it is just what you need to put next to the bar.—Maidee K. Spencer

# DEAR AMERICAN HOME

THE METROPOLITAN MUSEUM

What a sensation your December issue created in our library office! The article on the Metropolitan Museum of Art, "A Wing Full of Glory," was responsible for the uproar. Please allow me to explain. Last year we received Blue Cat of Castle Town by Catherine Cate Coblentz. At the conclusion the author says, "For that carpet, together with the hearth rug of the blue cat, hangs in the Metropolitan Museum of the City of New York. If you doubt this story, you can go and see for yourself."

My students asked if the above statement was true. I told them I'd let them know, and I did.

At the moment, your magazine and the book are the center of a very intriguing display in our library—together with the leitmotif of the blue cat, "Sing your own song, sing well, sing well!" In this age of doing one's own thing, it's nice to know that my generation is really not so out of date—since the rug was made in 1832–35—and to do one's own thing is really a traditional part of Americana!

Mrs. Carole Silver, Librarian Long Beach Jr. High School Long Beach, N.Y.

# CONDOMINIUMS

I especially enjoyed The Ski Life and "The Dollars and Sense of Condominiums" in your January issue. We're a family of ski enthusiasts and condominium living sounds tailored to our needs. How does one go about locating these vacation apartments? We're especially interested in Vermont.

Mrs. Roger Toll Berkeley Heights, N.J.

You've taken the first step—pinpointed the area and type of recreation you want. You might try the State of Vermont Development Department and Information Center, 1268 Avenue of the Americas, New York, N.Y. 10020.

Other states have similar information bureaus, but better still would be the local Recreation Commission or Chamber of Commerce in the specific town. for festive entertaining

# Fondue is fu AMAZING VALUE! 13 PIECE Hostess Fondue Set

Server with Alcohol Warmer

Four Molded Snack Trays

Four Fondue Forks

 Four "Use-and-Use-Again" Plastic Bibs . . . colorfully decorated

CHOICE OF THREE DECORATOR COLORS Lemon Yellow Flame Orange Apple Green

Fondue is the most delicious snack of all . . . and fondue is great fun for all! Serve a cleverly seasoned cheese fondue and turn your guests loose! Fondue makes any party a festive event! Creating your fondue snack with this wonderfully attractive set is amazingly simple . . . instantly, it's the center of attraction. Here's everything you need! The ceramic server holds plenty for all your hungry guests . . and there are four matching molded snack trays . . . complete with four gleaming fondue forks

and four cleverly decorated plastic aprons that you can use over and over again. The server keeps your fondue piping hot with the aid of an alcohol flame. The complete 13 piece set is just \$9.99... and you have your personal choice of three new decorator colors! Only a limited number of sets are available for this special offer . . . so send your order today. We'll ship at once so you can start your own fondue entertaining right away!

Examine in your own home for 10 full days on our

MONEY BACK GUARANTEE You must agree that this exciting new Fondue set is worth far more than our low introductory price . . . or return it for full and prompt refund. We think you'll fall in love with your Fondue Party Set . . . but if you don't, send it right back!



# FKEE GIFT

Yours to use and enjoy even if you return the

Dozens of delectable ideas for fondues . . . piquant sauces to mix with your favorite fondue cheese to create a taste treat worthy of a master chef! No other fondue book offers so many clever party treats! Yours FREE with Fondue Set!

THE WHERE HOUSE
15 East Rosecrans Avenue

# USE THIS HANDY ORDER FORM THE WHERE HOUSE, Dept. 68006 815 E. Rosecrans Ave., Los Angeles, Calif. 90059

Please rush me\_\_\_\_\_complete 13 piece Fondue Party Sets. I enclose 

Check 

Money Order for 

(\$9.99 for each Fondue Set plus \$1.00 per set for shipping and handling.) (If California resident add 5% sales tax.)

NOTE: Check here if you want shipment C.O.D. 
Enclose \$3.00 and pay balance upon delivery.

Check Color: Yellow Orange Green

Name \_\_\_\_\_

Address \_\_\_\_\_

Complete Satisfaction or Return for Refund

### CHICAGO STYLE

The contrast in houses and periods in the February AH stimulated the imagination. But I do not think, that the sky-rise apartment can compete with life in a house. The view from the city tower is a heartbreaking one, with the smog spread out thickly below while the princess looks down and attempts to imitate a way of life that is becoming rare, a way of life that is real. What is tower living but an imitation of reality.

Mrs. Robert Cassady Charleston, W. Va. Your February issue was delightful! Regal Lake Point Tower . . . a lovely blend of glass, sky, water and steel. Hopefully more designers will grace the eastern seaboard with replicas.

> Mrs. Sabina Mandell Sharon, Pa.

Who washes the windows on the outside?

F.C.R.

Dayton, Ohio

The management has a contract with an outside company to wash the windows a minimum of six times a year.

continued



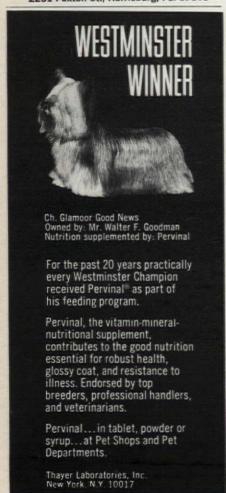
Step into this modern home elevator instead of climbing up and down the hard way. "Elevette" is a life-saver for the handicapped or elderly . . . is a convenience for the whole family. And the variety of color-coordinated designs includes one to complement your decor.

Write for new color-illustrated catalog-

free facts on "Elevette"; Inclinette, low-cost, single-seat stair lift; IN-CLIN-ATOR, stair lift for two people. Equipment is tax deductible when recommended by doctor.



INCLINATOR COMPANY OF AMERICA 2251 Paxton St., Harrisburg, Pa. 17105



# DEAR AMERICAN HOME continued

#### SKI ARCHITECTURE

I had the pleasure of reading and viewing your article in January AH, "Towering Like a Tree." The sharp, concise description and the exquisite photography certainly compliment Mr. MacDonald's creation.

I have been considering building such a home and using natural wood in a similar manner. My sincerest compliments to you and the photographer, Richard Gross, for the very fine article.

> Alvin M. Philpet Windsor, N.J.

#### FACIAL FIGURE

In the February American Home Constance Bartel mentioned, "isometric facial exercises." Is there a book on these exercises? I would like to buy one.

> Mrs. E. J. Kennedy Belle, West Va.

Facial Isometrics by C. E. Patterson, Simon and Schuster Publishers, \$1.00, from your local bookstore.

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

# SHOPPING INFORMATION

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

# WALL MAGIC WITH FABRIC

Page 69: Card table, The Lane Co., Inc. Altavista, Va. White plastic chairs, Design Research, N.Y.C. Campaign chests, The Door Store, N.Y.C. Orange lamps, George Kovacs, Inc., N.Y.C. Lithograph, Everyman Gallery, N.Y.C. Record player, Electro Home of Canada, Bloomingdale's, N.Y.C. Ostrich eggs, Hunting World Inc., N.Y.C. Fabric on wall, Aeros, Riverdale Drapery Fabrics, N.Y.C. Drapery fabric, Carousel, Riverdale Drapery Fabrics, N.Y.C. Page 72: Persian blue cotton velvet on walls, Crompton-Richmond Co., Inc., N.Y.C.\* Flowered linen rug, Stark Carpet Corp., N.Y.C.\* Venetian mirror, Richard Carleton, Ltd., N.Y.C.\* Page 73: Irish rug, Design Research, N.Y.C. Mirror, Tyndale, Inc., N.Y.C. Mercury spheres on mantel, Soovia Janis, Inc., N.Y.C. Fabric on walls, Accent and Alton, Riverdale Drapery Fabrics, N.Y.C. Tablecloth fabric, Parallels, Riverdale Drapery Fabrics, N.Y.C.

\*through decorators only

# 3 Real Jewels for Music Box Lovers

# IMPORTED MUSIC BOXES

All Play Theme from Dr. Zhivago



Somewhere My fove" Childhood sweethearts revolve to

hearts revolve to the classic theme. Old World beauty handpainted girl and boy, with white dove of peace, circle like carousel. Set mood for romantic eve or let kids trundle off to slumberland. Handcrafted. 7" high with 4" figures. No wind-up key, twist turntable to play. 5803—Somewhere My Love 54.88

PIANO JEWEL BOX PLAYS "LARA'S THEME"

Silvery piano has a cupid on top with exquisite filigree, through which shows red velvet. Inside is a space for your finest rings or earrings. Also see inside the imported mechanism, under glass, as it plays the theme of Dr. Zhivago. Heavy, embossed jewel box is truly a pleasure. 414x224x314" 8211—Jewel Box....\$6.98

Iso
orted mechs, as it plays
thivago. Heavy,
lox is truly a
374/"
\$6.98



Delicate, Dresden-like figures waitz round and round to Dr. Zhivago theme. Set the mood for a candle-light dinner with its soft, lilting tune. Handcrafted and handpainted, waltzing couple is dressed in period costumes. A lovely wedding or anniversary gift. 7½" high. 7888-Music Box \$6.98

WALTZ

PALM CO., Dept. 3369 4500 N.W. 135th St., Miami, Fla. 33054

Please send the following on 10-day moneyback guarantee. Enclosed is check or M.O. for \$\_\_\_\_\_\_

\_\_\_6803 Somewhere My Loves @ 4.88 \_\_8211 Jewel Boxes @ \$6.98 \_\_7888 Music Boxes @ \$6.98 (Add 55¢ post.)

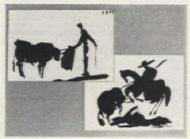
 LYNN HEADLEY-Editor

# **AMERICAN** HOME MARKET PLACE



# Contours of calico

Quaint and colorful calico ruffles add an old-fashioned accent to unbleached muslin tieback curtains. 3-in. wide ruffles in basic green, red, or brown. Wonderfully washable. 80 in. wide. 45, 54, 63, 72 in. long, \$6.50 a pair. 81 and 90 in., \$7.50. Country Curtains, Dept. AH-4, Stockbridge, Mass. 01262.



# Pair by Picasso

Toros and Moment of Truth bullfight prints make an impressively imposing pair on any wall. Black and white silkscreen on canvas. 18x24 in. Nice to show under glass on a Mediterranean (or any) coffee table. \$7.90 plus 45¢ postage. Lambert, Dept. 219, 15 West 24th St., New York, N.Y. 10010.



# Swivel 'n' see

TV Runabout for "portables" produces vantage viewing. Rolls or swivels on ball bearings. 29x27x14 in. Pine in maple or walnut finish. Assembles easily. Finished, \$29.95; unfinished, \$26.95. 333/4 in., \$36.95; unfinished, \$32.95. Add \$2.50 west of Miss. Yield House, AH-4, No. Conway, N.H. 03860.



Now even if you have the smallest kitchen, you can enjoy a fully automatic dishwasher that works just like big expensive models—but needs absolutely no plumbing, no installation. No pre-rinsing or scraping, not even for egg and milk dishes. Washes, rinses, dries crystal-clear without spotting, and your hands never touch water. Amazing speed; does complete service for 6; dinner plates, and the street county of the street count salads, desserts, cups, glasses, silver, the works; in 10 minutes flat!

Homemakers—Send Your Dishpan to the Smithsonian!

Join the thousands who've already bought this mini miracle worker. The first machine of its talent, ever, 100% safe even for delicate crystal, even for plastic! Gentle yet thorough. Even gets rid of persistent food odors, Scrubs up pots and pans, Sterilizes as it washes with water hotter than the hands can stand, And hear this—you don't hear this! Runs in blissful silence.

# Be A Guest At Your Own Parties-Take On Vacation!

Stands on counter, stores right in dish cabinet. Stacks at fingertip level; no stooping. Automatic detergent dispenser. Costs less than 2¢ per wash to use. See-thru dome. 20½" x 20½" x 18½". Completely portable; take anywhere! Precision-made in U.S.A. to last. Full-year guarantee on all parts. Wash 10 days worth of dishes at our risk. Money back if not delighted!

Free 10-Day Home Trial—See For Yourself
Wash 10 day's worth of dishes entirely at our risk. Give a party.
Do all your best china. Then, if you are not thrilled and delighted, return for refund of every penny of your purchase price.

MAISON & MICHEL, Ird. Dept. A-40 Michel Bidg., New Hyde Park, N.Y. 11040





CREATIVE STITCHERY kits to decorate Kit includes design stamped on B Kit includes design stamped on Belgian linen, colorful floss, wool yarn, needle, instructions, and 12" x 15" white wood frame.

Daisies on blue background (shown) \$3.50

Black-eyed Susans on olive \$3.50

\$3.50 \$3.50 \$3.50 en Anne's Lace on gold AGE & HANDLING

VICTORIA GIFTS 12-A Water Street, Bryn Mawr, Pa. 19010



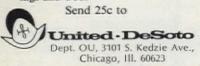
F48 BRECK BLDG., BOSTON, MASS. 02210

# Decorative Wallcoverings

to fit your lifestyle!



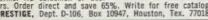
See the great new United-DeSoto designs-from traditional to groovy-now in wet-strength, strippable, prepasted papers. Write for informative 32-page, full-color booklet, "Wallcoverings and You."







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.





Quick and easy way to put your name and return address on letters, checks, books, rec-ords, 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 Colorado Springs, Colo. 80901



# Noted for artistry

Beethoven music scrolls with vibrant colors applied by hand on elegant, antiqued parchment. Enriches any wall arrangement or distinctive displayed singly. Measures 21x31 in. Superb above a piano or over stereo. Scroll is \$3.95 each. World Art, Dept. AH-4, E. Norwalk, Conn. 06855.



#### Travel tote

Carry this beautiful bag anytime, but when you do plan a trip, the 3 inside compartments are the ticket for passport, etc. 131/2x12 in. Pebble-grained plastic. Antique brown, fawn, bone, or black. \$5.95 plus 75¢ postage. Old Pueblo Traders, 600-A4T, So. Country Club Rd., Tucson, Ariz. 85716.



# Silhouette treat

Rich, black silhouette heads on 5x7 in. white paper: man/woman; Dutch girl/boy; woman/man; young girl/boy, \$2.50 each. Lincoln, George and Martha Washington, \$3.75. All, \$12. 2 frames with gold trim and glass, \$3.50. Historic House, Dept. RA10, 1810 Mackenzie Dr., Columbus, Ohio 43220.



# All spruced up

Plant Colorado Blue Spruce around your home and property for lovely landscaping. Ideal Christmas trees. Hardy, Maine-grown 4-yr. old trans-plants, 5-10 in. tall. 10 for \$3. (West of Miss. River, south of N.C., Tenn. add 50¢). Western Maine Forest Nurs. Co., AH-4, Fryeburg, Maine 04037.



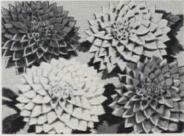
# Floristry forecast

Learn how to create floral arrangements, corsages, etc. with professional skill. Money-making opportunities and a future in floral business if you wish, or enjoy a happy hobby. Free booklet on home course. Lifetime Career Schools, Dept. B-987, 2251 Barry Ave., Los Angeles, Calif. 90064.



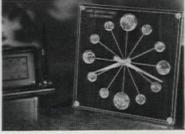
# Moon spoon

The names Armstrong, Collins, Aldrin and July 20, 1969 are etched in our minds. Now, enjoy a Moon Landing Spoon. Disc depicts moon, Apollo 11 module, astronauts in raised design; bowl is engraved with their names and date. 41/2 in. Silverplate. \$2. Downs, Dept. AH-4, Evanston, III. 60204.



# Dauntless dahlias

There's something so elegant about colorful dahlias. These will be giant decorative and double ball type. Plant as late as July. Quick-action, 8 blooming size healthy roots, \$1. 24 for \$2.50 plus 12 Imported Holland Anemone Tubers free. Michigan Bulb, Dept. DL-1402, Grand Rapids, Mich. 49502.



# Money talks

Coin Clock "tells" time with the last U.S. silver quarters and half dollars to indicate "1/4" and "1/2" time. By authority of Congress, U.S. Mint falsified 1964 date minted in 1965. Uncirculated, value increases. Walnut or black. Battery. 71/2 in. sq. \$39.98. Hobi, AH-4, Lake Success, N.Y. 11040.

# AN AMAZINGLY RAPID AND EFFECTIVE NEW WAISTLINE REDUCER

The Incredible New

# SAUNA BEL

# **GUARANTEED TO TAKE FROM 1 TO 3 INCHES OFF YOUR WAISTLINE IN JUST** 3 DAYS OR YOUR MONEY REFUNDED

SAUNA BELT—the first really new idea in slenderizing in years produces sensationally rapid results in reducing the waistline - for men or women - and without the need for any weight loss. Unbelievable results like these-results which speak for themselves:

Margaret Page, Madison, Fla.: "The very first time I used the Sauna Belt it took 2 inches off my waistline. It also took 2 inches off my tummy. I was thrilled and amazed."

Susan Hobgood, Washington, D.C.: "Using the Sauna Belt as directed, 3 days in a row (about 30 minutes each day), I lost a total of 3 inches on my waistline—1½ inches the very first day. My friends have certainly noticed the improvement in my appearance."

Mrs. M. Hahn, Mayer, Minn.: "Using the Sauna Belt just 3 times a week reduced my middle by 41/2 inches. When my friends commented on my shapelier figure and wanted to know my secret, I told them about your fantastic Sauna Belt."

#### WHAT IS THIS SENSATIONAL NEW "SAUNA BELT"?

The Sauna Belt is made from a special non-porous plastic material. It is completely different from any other so-called "waist reducing belt" on the market. The Sauna Belt is placed around your waist, directly against the body, and then by use of the special tube provided, the belt is inflated - just like blowing up a balloon. As the belt is inflated it will tighten itself around your waist and you will notice a snug, comfortable feeling of warmth and support throughout your waistline and lower back. After the belt is in place and inflated, you will then perform the two 'magic' waistline reducing exercises specially adapted for use with this remarkable belt. This will take just a few minutes and then you will relax, while leaving the belt in place on your waist for another 20 minutes or so. That is all there is to it. This inflated belt is specially designed to provide resistance to the movements and to provide heat and supporting pressure to every area of your waist—back, front and sides—and when you remove the belt—voila!—a tighter, firmer waistline from which the excess inches are already beginning to disappear.

## **WOW LONG MUST I USE THE SAUNA BELT?**

That depends on your goals — how many inches you want to lose from your waistline and the rate at which your body responds. Each person's body make-up is different, there-



1. Slip the belt around your waist - inflate and you are ready to do your two 'magic' waist reducing exer-cises: 5 to 10 minutes.

fore the degree of loss will vary with individuals. It is recommended that you use the belt for a few minutes each day for 3 days in a row when you first get the belt and then about 2 or 3 times a week until you have achieved your maximum potential for inch loss. After that, for waistline maintenance, you can use the belt about twice a month, or as often as you feel the need. Many, many people lose an inch or more the very first day they use the belt. There are those who have lost as much as 3 inches on their waistlines from just one session with this 'magic' belt. The results from the Sauna Belt have been dramatic, to say the least, but whatever speed and degree of inch loss your particular metabolism allows you with this belt, remember this: You must lose from 1 to 3 inches from your waistline in just 3 days or you may return the belt and your entire purchase price will be immediately vefunded.

# NOTHING ELSE LIKE IT ... AND THE PRICE IS ONLY \$9.95.

Nothing else that we have tested, nothing else that we have seen, nothing else that we know of can give the sensationally rapid results in reducing the waistline as does the incredible new Sauna Belt.

#### MONEY BACK GUARANTEE:

We are so convinced that the Sauna Belt is the fastest, surest, most convenient, most comfortable, most sensationally effective waistline will be refunded promptly and without question. So
if you want a trimmer, slimmer, firmer, tighter
waistline and you want it now — send for
your Sauna Belt today and discover what
a remarkable difference it can make
in the way you look and the way
you feel. It will be the best
investment in your appearance you will ever
make.

Sauna Belt today and discover what
a remarkable difference it can make
in the way you look and the way
you feel. It will be the best
investment in your appearance you will ever
make.

Sauna Reductions in the way with the process of the complete complete in the complete complete instructions.

Sauna Reductions in the complete instructions (No COD's)

Sauna Reductions in the complete instructions (No COD's) reducer ever discovered that we offer this unconditional Money SAUNA BELT INC., P. O. BOX 3884, Dept. At. 2, 580 Francisco, CA 94119

Rease send me the two as reducing stine to be to Back Guarantee: Man or woman, if your waistline is not 1 to 3 inches smaller after using the Sauna Belt for only 3 days,





2. After your exerlax for about 20 minutes while keeping the belt around your waist.



3. Then remove the Sauna Belt. Your waist will already feel tighter and trimmer. Many persons have lost an inch or more the very first day.

SAUNA BELT INC. 1970 - P.O. BOX 3984, SAN FRANCISCO, CA 94119

# CURTAIN CHARM

Ball Fringe on Unbleached Muslin



20", 25", 30", 36". 40" long 4.00 pr.

2 pairs to window

5.50 pr.

81", 90" long 7.00 pr.

(all pairs 80" wide)

Matching Valance 1.75

Please add 50c to each order for handling

Order these UNBLEACHED MUSLIN curtains with all the original New England simplicity, warmth and handmade look for every room in the house. Practical, long-wearing, these off-white mustin curtains will retain their crisp appearance with a minimum of care. Satisfaction guaranteed. Check or money order. No COD's please. Write for brochure showing full line of curtains in many styles and fabrics.

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DEPT. 45

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# Mother's Day Spoon

Exquisite first of a yearly dated and limited series. Full-color enamel design by Denmark's famed Falle Uldall; "Mors Dag 1970" on handle. 41/2" long, imported from Denmark. Every day is Mother's Day so honor her with this new spoon! Perfect for a collector, too. Postpaid.

7336 Goldplate . . . . . \$8.00 7337 Sterling Silver . . 25.00

FREE catalog of unusual items. OWNS DEPT. 3604-A EVANSTON, ILL. 60204

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NORTHEL Reactivator works to keep septic tank and cesspool clean. A bacteria concentrate breaks up solids and grease-works to pre-vent overflow, back-up, odors. Regular use can

digging. Simply mix dry powder in water, flush down toilet. Non-poisonous, noncaustic. Money back guarantee of satisfaction. Six months' supply, \$3.95; full year's supply only \$7.00 postpaid.

NORTHEL DISTRIBUTORS, AH-4 P.O. Box 1103, Minnea polis, Minnesota, 55440

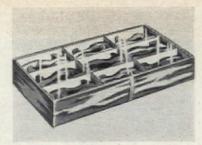


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Enjoy the beauty, creative satisfaction of painting a lovely 5-to 14 ft, wide mural directly on your wall? New "paint-by-numbers" method is fun, incredibly easy. Takes just 3 to 5 hours. Artists charge up to \$350; wall-paper scenics cost \$100 and more. Our complete kits, \$12.95 up? Also fabulous "Black Light" mural kits. Many exquisite modern, provincial, oriental, etc. designs. A stun-

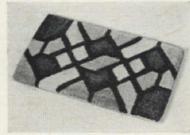
# FREE! THIS YEAR'S NEW COLOR CATALOG!

... over 25% new designs! This year's exciting new 36-page color catalog shows dozens new designs & big choice decorator color combinations plus easy "Hou to" details. (encl. 10c postage, handling.) MURAL ARTS COMPANY, 14713 Reswick, Van Nuys. Cal. 91405 Dept. AH2



# Clearly in sight

"See-thru" Shoe Chest slides under your bed or on a closet shelf. Lightweight vinyl, it holds 9 pairs of men's or women's shoes. Keeps them neat. clean, and easily visible. 17½x35x4 in. Handy when hurried. \$2.50 plus 25¢ postage. Colonial Studios, Dept. VS-6, White Plains, N.Y. 10606.



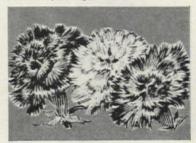
# Mondrian doormat

From the Malabar coast of India comes this rough-and-tough mat hand-crafted of coconut fibers. In an array of bright colors, it's a cheerful choice for any doorway. 16x27 in. Shake it up and hose it down, it takes a heap of foot traffic \$5.98 plus 50c postage. Hobi, AH-4, Lake Success, N.Y. 11040.



#### Memory in Bronze

Baby's shoes can be bronze plated in solid metal for \$3.99 a pair. Also all metal portrait stands (shown), ashtrays, bookends, TV lamps. Send no money. For full details, money-saving certificate, and handy mailing sack, write to American Bronzing Co., Box 6504-D-1, Bexley, Ohio 43209.



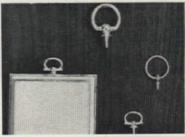
#### Hail, the hardy

Fragrant, large carnations bloom all summer even intermittently into fall, year after year, without replanting. 1-yr. nursery plants, strongly rooted, ready for 1st transplanting in a mix of colors. 8 for \$1; 24, \$2.50. Add 35¢ postage. Michigan Bulb, Dept. CR-1402, Grand Rapids, Mich. 49502.



# Country canister set

Even city gals go for these dairy darlings in their tidy kitchens. Replicas of milk cans, they're embossed with flour, sugar, coffee and tea. Made of stainless steel with chrome plated tops. Set of 4, \$9.95 plus \$1 postage. Amtech Creations, Dept. AHE-4, 3511 Lawson Blvd., Oceanside, N.Y. 11572.



# The brass ring is a catch

Do-it-yourselfers go for this swinging assortment of 19 brass-finished swivel rings. Kit has four 1 in., ten 3/4 in., and five 1/2 in. rings. With illustrated instruction brochure on decoupage plaque making. Swivel Ring Set. \$1.98 ppd. Flair-Craft, 4046-D East 25th Place, Tulsa, Okla. 74114.



#### Caters to cameras

Kodak Instamatic camera owners can catch close-up details and facial expressions with a telephoto lens; obtain complete group or scenic pictures with wide angle lens. Either lens with view finder slips on easily. \$7.95; both, \$14.95. Briar Haven, Dept. AH-4, P. O. Box 125, St. Ann, Mo. 63074.



# Soup-er tureen from Italy

Use this versatile server as a soup tureen or a punch bowl. Handsome in pewter-finished metal with insulated lining to keep contents hot or cold. Holds 51/2 qts. Matching 121/2 in. tray. Nice for ice. \$12.98 plus 75¢ postage. Maison Michel, AH-4, Maison Bldg., New Hyde Park, N.Y. 11040.

Imagine paying \$100 for a perfect two-carat diamond ring . . . \$100 for fabulous one-carat diamond earrings... \$60 for a full carat diamond tie-tac!

(A 69.2 carat DIAMOND costs \$1,000,000. A 69.2 carat Diagem costs \$2,500.)

#### Impossible?

Since diamond prices are so closely controlled the international cartels, of course that likelihood is extremely remote, but now thanks to an incredible space-age breakthrough, you can do practically the same

Now, for a fraction of what you would pay for a genuine diamond, you can purchase a man-made stone so perfect even an expert using a powerful magnifying glass can't tell it from the real thing for sure without actually subjecting it to scientific testing!

Imagine! Magnificent man-made diamonds so perfect that experts can barely tell them apart positively . . . So beautiful that jewelers - and even pawnbrokers-are fooled! . . . So flawless that few genuine diamonds can match their perfection . . . and for less than one twentieth the cost!

These magnificent stones are called Diagems. They are identical to diamonds in every respect except one!

## THE ONLY DIFFERENCE

Genuine diamonds are produced by tremendous heat and pressure. So are Diagems! Genuine diamonds have a cubic molecular structure. So do Diagems! Genuine diamonds have a fire and brilliance measured on the refractory scale as 2.4. So do Diagems! Genuine diamonds are cut by expert diamond cutters. So are Diagems!

What is the difference then? Simply this ... A diamond, which is the hardest substance in the world, is harder than a Diagem. A Diagem is almost as hard as an emerald, but isn't as hard as a diamond. This is the only basic difference between a genuine diamond and a Diagem, and that difference is of no practical consequence.

The woman who wears a Diagem will never be aware of the minute difference-nor will anyone else-unless you tell them! Diagems pass for real diamonds anywhere, under close examination, and in the most knowledgeable and most sophisticated company!

100 years ago, 50 years ago, even 20 years ago, there was no substitute for diamonds. There were paste, zircons, and a few laboratory-made stones of uncertain quality, but nothing that could actually pass as a genuine diamond. Now that situation has changed dramatically! Just as the cultured pearl can't be told from the genuine pearl, so the Diagem can't be told from the diamond, and knowledgeable people everywhere are taking advantage of that fact!

Those magnificent diamond earrings your friend's wife was wearing the other day may actually have been Diagems! That beautiful ring your best friend was wearing may have been a Diagem as well! More people - especially among the wealthy - are wearing Diagems than you would begin to suspect, but they're not telling, and unless they do, there is no way you could possibly know.

# WHY NOT YOU?

Unless you are buying purely for investment, Diagems make perfect sense because: 1. They



cost only a fraction of what diamonds cost, yet they are just as beautiful and often more so. 2. They pose no expensive insurance prob-lems. If one should be lost, strayed or stolen, the event is not the calamity it might other-wise be. 3. No one can tell them from the real thing for sure without subjecting them to a hardness test.

If you are wondering what kind of a gift to get for that special occasion . . . why not a Diagem? If you have an anniversary coming up, what better way to go all out than with a gift like this? If you are about to purchase an engagement ring, how much more sense to invest in a Diagem! You get a bigger (and since diamonds are judged by size), a far more lovely and impressive ring for a fraction of what you would expect to pay, and the huge savings can go towards furnishing the house or towards that new car.

Or, if you are simply trying to impress or win over a friend, what better way than this? If diamonds are a girl's best friend, so are Diagems because she'll never tell them apart!

No matter what kind of gift, no matter what the occasion, certainly Diagems make good sense, and if you have any doubts, you can actually see for yourself without risk. We are so confident you will be impressed with Diagems once you actually examine one, that

# FREE EXAMINATION OFFER

Diagems are available only in a few smart outlets in several of our larger cities and nowhere else. Now, for the first time, they are being offered by mail!

We are a highly reputable and well-financed organization. You may deal with us with complete confidence. No one will ever know you are our customer. If Diagems sound inyou are our customer. If Diagems sound intriguing to you, simply indicate your choice below. When your Diagem arrives, look it over for 10 full days at our risk. Have it examined by whomever you like. If, at the end of that time, you are not completely satisfied in every way, return for an immediate refund, no questions asked! Your friends must be convinced you are wearing a magnificent genuine diamond, or you pay magnificent genuine diamond, or you pay

# Don't Compare

these stones with zircons, white sapphires, paste or any of the "synthetic diamonds" you may have seen, heard or read about. Diagems are different! The product of years of research and development, they are virtually identical to and indistinguishable from genuine diamonds in important respects. Same basic cubic molecular structure, same light refractive index (2.4), same clarity and brilliance! Like a diamond, Diagems, too are forever.

# PAWNBROKERS BEWARE (TWO TRUE STORIES)

When Diagems were first introduced, a man we know approached a pawn-broker with a one carat Diagem ring. The broker examined it through his glass and said, "\$750." Look again, smiled our friend expecting the pawn-broker to recognize his error. "O.K., \$800," he replied, "but no higher."

The prospective mother-in-law was unimpressed by her daughter's choice of a beau. When the young couple showed her the magnificent engagement ring, Momma softened a bit. After all, anyone who could afford an \$1800 ring couldn't be all bad. The actual cost of that ring? Less than \$80, but to this day Momma hasn't the slightest inkling!

Diagems simply cannot be told from real diamonds by visual inspection alone!

MONEY-BACK
GUARANTEE

When your Diagem arrives, examine it for 10 days at our risk. If you aren't convinced it is everything we claim, indistinguishable from a genuine diamond except by hardness test, don't keep it. Simply return for full and immediate refund, no questions asked! © 1968 MONEY-BACK
GUARANTEE

When your Diagem arrives, examine it for 10 days at our risk. If you aren't convinced it is everything we claim, indistinguishable from a genuine diamond except by hardness test, don't keep it. Simply return for full and immediate refund, no questions asked!

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DIAGEM CO., 294 Hempstead Ave., Malv Please rush the Diagem(s) I have indicated	
below by insured mail with the understanding that I may examine them for 10 days without obligation. If, at the end of that time I am not completely satisfied, I will return for a full and immediate refund, no questions asked.	I enclose \$ check or money order. You pay postage and insurance.  ☐ Send C.O.D. I enclose \$10 for goodwill and will pay Postman balance plus C.O.D., handling and insurance charges.
Handsome FREE presentation case with each item.	Include appropriate sales tax.
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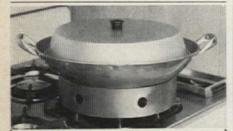
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# SIAMESE CAT TO STITCH

This charming needlepoint design has already been handworked in soft blues, greens, gray and brown. You fill in background on 15" x 15" needlepoint canvas that makes an eye-catching pillow cover. Design is 9" x 8". Only \$6.95 plus 65¢ pstg. Add \$2.95 for ivory background yarn.

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# The Tiger

Looking every inch the contented regal hunter, this magnificent reproduction of The Tiger by Hug will be at home in your den to overlook all he surveys. In browns, tans and yellow. 22x28 in. Nice to own or give. \$5.95 plus 45c postage. Lambert Studios, Dept. 220, 15 West 24th St., New York, N.Y. 10010.



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Re-Nu Hood is a new bonnet that fits any hair dryer. Replace worn-out hood and make your hair dryer like new again. Maxi-cap puffs out to cover and dry any style set. Fits comfortably over curlers. Plastic in floral pattern. \$2.98. Greenland Studios, 7195 Greenland Bldg., Miami, Fla. 33054.



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Slim your appearance . . . relieve backstrain. New, non-slip patented Princess Beauty Belt relieves strain on tired back muscles. Makes you appear inches slimmer. Weighs just 4 oz. Adjusts in seconds. Foam rubber back pad. Includes 4 long removable garters. \$5.95 + 35c post. Hip measure 28 thru 44. Larger sizes, \$1.00 extra. Send hip and waist measure. Money-back guarantee if returned postpaid in 30 days. PIPER BRACE CO., Dept. AH-48L 811 Wyandotte Kansas City, Mo. 64105

# Men! Women! WAIST-AWAY trims inches from stomach!

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# Wonderful news for Women! THIGH REDUCER Belts

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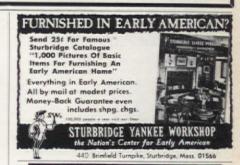


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Soupkins are bold bowls with vegetable motif in black on white ceramic. Soup seems to taste extra good from these taste-teasers, and grip-handle renders it appropriate to enjoy every bit. Set of 4, \$2.98 plus 35¢ postage. Country Gourmet, Dept. A4, 545 So. 4th Ave., Mt. Vernon, N.Y. 10550.



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Double Drawer File looks like wood but it's really made of strong fiber-board construction. Holds an abundance of papers, records, etc. In walnut woodgrain finish, steel frame, wooden pulls. 22x13x18 in. \$6.95 plus \$1 postage. Amtech, Dept. AHE-4, 3511 Lawson Blvd., Oceanside, N.Y. 11572.



# Magnifying glasses

Half-frame magnifying glasses in smart "Ben Franklin" design bring fine print up close."Look-over" normal viewing. Men's or women's frames: black with silvery threads; brown with golden; black or brown tortoise. With case, \$5.95. Joy Optical, Dept. 404, 84 Fifth Ave., New York, N.Y. 10011



# Instant coin collection

Twentieth Century Type Coin Set contains collection of 23 coins displayed in a see-through plastic holder. 10x12 in. Includes Indian penny, 1964 scarce Kennedy Half, plus the later silver clad halves, etc. \$28.95 plus 50¢ postage. Superior Coin Co., Dept. HP, 34 E. 12th St., New York, N.Y. 10003.



# Crewel pillow cover

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Berkshire Traveller on Country Inns and Back Roads famous from Maine to California, is a food-lodging guide in story form. Full of details and "feel" indigenous to each area from words to exquisite pictures from old woodcuts, engravings. \$2.95. Berkshire Traveller, AH-4, Stockbridge, Mass. 01262.



# All squared away

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the hula hoop?

For most of us, these are just dreams. But have you ever stopped to think that there is a way to get rich—possibly only one sure way? Most fortunes, as you know, are made by people who own their own business.

Perhaps you've thought of starting a small business of your own . . . a franchised drive-in, or maybe a service business. Trouble is, you need \$10,000 to \$15,000 to get started and even then it's a gamble-with slim chance of ever making really big money.

But there is one business which could make you rich-almost overnight! And the beauty of it is, you can start on a shoestring during your spare time, even while holding your regular job.

# Cash by Mail

The business is Mail Order—and it's fabulous! Come up with a 'hot' new item . . . and WHAM! em . . . and WHAM! It strikes like a bolt of lightning!

Suddenly, you are deluged with cash orders from all over the country MORE MONEY than you could ever make in a lifetime!

Like the Vermont dealer who ran one ad in Sports Afield Magazine. His ad pulled 22,000 orders—over A HALF MILLION DOLLARS IN CASH!

There is no other business where you

can make a fortune so quickly!

• A beginner from Newark, N.J. ran his first small ad in House Beautifuloffering an auto clothes rack. Business Week reported that his ad brought in \$5,000 in orders. By the end of his first year in Mail Order, he had grossed over \$100,000!

· Another beginner-a lawyer from the midwest, sold an idea by mail to fisherman. Specialty Salesman Magazine reveals, "he made \$70,000 the first three

months!"

# Proof

It's a fascinating business! Running ads in newspapers and magazines mailing gift catalogs . . . getting cash orders in your daily mail—steady as clockwork

There is no other business where you can start on a shoestring and pyramid your profits-without investing in merchandise! One husband and wife mail order team took in \$40,000 selling one item. They obtained FREE ads in national magazines . . . didn't invest a cent in merchandise, and even got the supplier to ship all orders for them!

These exceptional cases are absolute These exceptional cases are absolute proof that you can get rich in your own Mail Order business. Very rich. Even a U.S. Gov. Report stated: "A number of one-man Mail Order enterprises make up to \$50,000!"

Pick up any magazine. Notice how the same mail order ads are repeated

. . . month after month? That's concrete proof! You know those ads wouldn't be repeated over and over again-unless they were bringing in big cash profits to their owners.

# The Secret

The secret of getting rich in Mail Order lies in financial leverage. It's a littleknown, almost secret method-using other people's capital to make money

for you!

You can get thousands of dollars worth of advertising in big national magazines-without investing your own money! And you don't have to write a single ad. Tested and proven ads are prepared for you by experts. Reinvest the profits from your first successful ad -to get more, larger ads, and the profits begin to snowball! It's like building a chain of stores . . each new store puts more money in your pocket.
You mail out beautiful catalogs which

offer hundreds of dollars worth of fine, quality gifts-yet you don't invest one



The thrill of receiving money in your mail is one you'll never tire of!

cent of your own money in merchandise! Your catalogs are printed with your name and address, so all orders come to you. Everything is "drop-shipped" for you, and there's up to 100% mark-up! You pocket the cash profits immediately-even before the orders are shipped to your customers!

Repeat orders alone, just from mailing catalogs, could bring you a steady income for the rest of your life!
Yes, Mail Order is the fastest-grow-

ing, most profitable business in Amer-

ica! And now, with more people moving to the suburbs . . . the population explosion . . . and the expanding teenage we are on the verge of the BIGGEST BOOM in Mail Order his-

Now, with the help and backing of Mail Order Associates, Inc., of Montvale, N.J., you can follow the same proven steps to Mail Order successusing the 'secret' of financial leverage!

# Start Now

We supply you with beautiful gift catalogs throughout the year. All products are dropshipped for you, with up to 100% mark-up! You get free samples of top-selling mail order items, plus monthly trade reports on 'hot' new products . . . tested, successful ads are sent to you monthly. You get advertissent to you monthly. You get advertus-ing directories, postal laws, complete courses, expert guidance—EVERY-THING you need to practically guaran-tee YOUR SUCCESS. Why? Because our business depends upon your success. It's mutually profitable!

A recent feature article in Income Opportunities Magazine stated, "Mail Order Associates Inc., offers the most comprehensive Mail Order program ever offered to beginners." They go on to say, "This could be the opportunity you've been looking for. A chance to get in on the ground floor in a little-known business which we believe is on the verge of a new boom."

# Free

We are now accepting a limited number of charter members in our new Mail Order Program. No previous experience is required but you must be over 21.

If you are sincerely interested in starting a profitable business of your own . . . if you can see the tremendous advantages which Mail Order offers . . . then ACT NOW!

Mail the coupon today, or simply send your name and address on a postcard. No salesman will call. We will send you a free book—gift catalog, reprints of feature articles, plus complete facts about our program. Write to:

Mail Order Associates, Inc., Dept. 253 Montvale, New Jersey 07645

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# 28 New Discoveries by mail from Greenland Studios-



LIGHTED PINEAPPLE CENTER-PIECE with many luscious fruits around its base gives delightful "dining in the tropics" atmosphere! Light shines through the translucent true-to-life color of the pineapple, making a unique center-piece sure to be admired by guests! Two "C" batteries, not incl. Enhance the decor of any table! any table! 8441-Pineapple Lamp ..... \$2.98



INFLATABLE "GAY NINETIES"
HANGING BALL — GLOWS IN
THE DARK with wild, bright psychedelic colors! This is a great
hang-up for anybody who's with
t! Hang it from the ceiling...
the furniture—it's beautiful fun
anywhere—anytime! Great glowin-the-dark hang-up! Durable
vinyl. Hanging cord. A big 20"
diameter! Take two!
8489—Glow Ball \$1 2,\$1.89



SAUNA SUIT-KEEP FIT! Wear this new Sauna suit while working around the house, relaxing, exercising! Suit body-conditions, seals in heat to shed extra moisture. Diet and exercise books included in commonsense plans to help you melt lbs. away! One size for men and women. Being slim is "in" and wonderfu!!

6237—Sauna Suit \$3.98



EXECUTIVE MEMO PAD IS PER-SONALIZED to imprint your name in the mind of the person receiving the note, as it is im-printed on the pad beneath 'from the desk of.' Your name gently forces attention to itself. Perfect for office—or necessary little business notes from home. 4x5" Specify full name. 0-8541-Exec. 100 Sheets .\$1 D-8542-Exec. 250 Sheets .\$1.98

**AMAZING \$1 OFFER** 



ALL THE THREAD YOU'LL EVER NEED! 100 Spools! 50 Colors! Every popular shade. The perfect matching color...if you suddenly need to sew on a button, do a hem, just the correct shade will be here at your fingertips! It's mercerized cotton thread, on 30 foot spools. Beautiful assortment. sortment. 8420—100 Spools of Thread .....



GIANT PHOTO CUBE HOLDS over 300 of your favorite photos; shows off 5 of your best in clear giant 4" plastic, multi-sided cube! Just remove inner section, put in photos. Durable, attractive, space-saving, you can quickly slip in photo of your Aunt Millie when she comes on one of her regular visits! This is a must for a family with a lot of relatives! Great for your gift needs! \$390—Photo Cube \$1.98



"LEOPARD" ROBE HAS JUNGLE
EXCITEMENT! Exotic charm safari as
we know is this sleek "leopard" robe.
Can't tell it from the real skin. Soft
cotton "fur" on both sides, great for
chair, couch, floor, wall, auto, beach,
etc. Deluxe reversible has colorful
plaid on reverse side. 50 x 60". Washable and long lasting! Comfortable,
perfect for travel.
6659—"Leopard" Robe \$5.98
7491—Reversible \$6.98



Gives Gorgeous Blossoms For Months

· Blooms Yearly Even In Cold Climate

· Grows As A Tree With Tropic Ease

· Gives Luscious Tree **Tomatoes 5 Months** 

Now a super-hybrid variety that harvests up to 40 pounds, hundreds of tree to-matoes yearly for up to 10 years - FROM ONE TREE! An astonishing South American fruiting tree that gives gorgeous blossoms, outdoors or indoors, anywhere in the U.S.A.—and gives luscious salad size tree tomatoes 5 months a year.

Results of 4 Years' Work



After years of hybridizing the final supervariety is ready for you. Each seeding grows up to 8 ft. outdoors and 3 or 4 ft. indoors or growth can be stopped.

A Family Delight
Imagine! A constant changing show. First,
the stunning exotic shaped leaves up to
one foot long. Then, a shower of delicate
fragrant flowers, finally a beautiful array



of luscious tree tomatoes. And so prolific ..., as one crop ripens, another is ready and this fruiting period goes on for 5 months.

Delicious – Mouth-Watering Enjoy taste-terapting salads, fresh sat special jams and desserts. Get a full son's supply of seeds for only \$1. 7376–Tree Tomato Pack







# Pot-Bellied Stove Lamp & Bushel Basket Shade!

Exact replica of beloved Early Americana stove... heavy, black cast iron with moveable parts! Red bushel basket shade is a replica, with white ball fringe for accent. Truly authentic . . . will bring smiles of remembrance! 18" high! 8421-Stove Lamp .....\$17.98



GENUINE OLD INDIAN HEAD
PENNY CUFF LINKS! Rare
American Indian Head pennies
fashioned into unusual jewelry.
Expertly cleaned and polished,
each MUST be more than 50
years old. Real collector's items,
they will increase in value with
time. Perfect for history fans
or coin collectors.
3047—Penny Links \$3.98
3048—Penny Tie Bar \$2.98



Floral Needlepoint Covers Make Old Chairs Like New!

With a touch of old world elegance, exquisitely loomed needlepoint covers transform your worn-out chairs into lovely pieces of furniture again! Foam backing and superior durability assures your constant comfort! Covers are 20" square and can be cut to any

Chair Covers ..... \$3.98 8386-Black 8387-Olive 8388-Beige

# Niami, Florida 33054



I IDENTIFICATION RING! li IDENTIFICATION RING! ak away from old ring ideas a this new finger fashion. an I.D. bracelet in minias, custom made to fit your er. Completely authentic n to links and I.D. panel. In ming gold-plate or silver e. For guys and gals! Spec-Ring Size, Name or Initials. 555—Gold Ring. \$1

# GENUINE MINK

ANIMAL PINS! "BALL RINGS"

Have a genuine mink poodle, cat, ring. Glamorize your costume with lavish mink! Ring is 2" ball! Fits all sizes and will pamper any lady. Give your wife, sweetheart, intended, etc. You don't have to give a mink coat to think mink. Save money with Genuine Mink Jewelry at \$1.29! 8530 -Ring. 8531-Cat. 8532



# ORDER BY MAIL NOW FROM - - -**GREENLAND STUDIOS**

3368 Greenland Bldg., Miami, Fla. 33054

Rush me items listed below, I understand if I am not completely satisfied with any item, I can return it within 10 days for a full and complete refund.

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25¢ enclosed for a full year's subscription to your catalog



TANT PIE CRUST MAKER! TANT PIE CRUST MAKER!
te perfect pie crust every
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gh, then roll. Pie crust
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B—Pie Crust
Maker ...\$1 2/\$1.89

2/\$1.89



POCKET PRINTER gives distinctive printing touch to papers, envelopes—yet only 2¼" small so you'll always have it with you. Mark books, checks for identification and protection. Built-in inking unit ready to use, lasts for years, Print your 3-line name & address clearly for fast, prompt delivery, Compact for pocket or purse!



PEEL OFF FACIAL BLEMISHES! PEEL OFF FACIAL BLEMISHES!
Beauty Mask you apply like a
lotion, let dry for 15 minutes,
then peel away blackheads and
deep-down dirt! Leaves your
complexion radiantly clear and
clean—feels so soft and
smooth! You "peel-off" Beauty
Mask like a glove. Dirt and temporary imperfections are gone
—there's a new you! 2 oz.
8428—Beauty Mask . . . . \$2.98



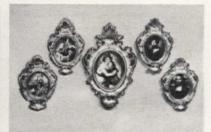
It's not a solid block, although it looks it. Mission Impossible: try to open it! You're a wizard if you do it...this puzzler may even stump a genius, Great fun at parties, or rainy days when you have a few minutes (or hours!) to spare. A real baffler! Great gag gift! Measures 2½ mysterious inches on each side. Plastic. Plastic. 8476 — Baffler Box ....



DIAMOND-LIKE BRILLIANT DIAMOND-LIKE BRILLIANT
SOLITAIRE sparkles in solid
sterling silver! Your friends will
wonder—is it or isn't it real?
Only your jeweler knows for
sure! Natural mineral Spinel
hand-faceted. Woman's 5-carat
stone, tiffany setting, Man's
massive setting, heavy solid
sterling. Specify size.
D-6676—Woman's Ring......\$5.98
D-6726—Man's Ring........\$5.98



SONALIZED WEDDING RING TRAY! AI-



MINIATURES OF WORLD FAMOUS PAINT-INGS! Five different reproductions of World-Famous paintings by Old Masters...Italian, Dutch and English! These exquisite miniatures are under glass in gorgeous, large baroque frames (gilded heavy plastic). Four are 4½", one is 7", making an elegant wall grouping to be proud of! Set has 5 pictures! -Miniature Masters

Shape Up Wheel ... Slims Down In 5 Minutes A Day!



Just roll the wheel for firm muscle tone, slim, sleek figure. Achieve results in minutes! Almost like magic you'll notice tummy and back muscles begin to tighten. Arms and waist will begin to slim! Roll your way to a better figure, better posture and better health. No more time consuming, strenuous exercise . . . now you can just roll it away.

8102-Shape-Up Wheel ...



MINI PANS FOR **BAKING!** Each guest receives his own com-plete cake or loaf when you prepare in these single-service pans! Perfect for gelatin desserts, angel-food cake, homemade ice cream. Also meatloaf, breads. Serve individual taste-

tempting por-! Pie pans are 4½" dia, angel pans are 3½" dia, loaf pans 4½" Easy-clean alum inum. Sets of 4.

-Mini Loaf -Angelfood Set ...



MAKE YOUR DOOR INTRUDER PROOF! Now your home becomes a fortress with the all-new Protect-A-Door! Just wedge it under the door knob and door can't be opened until device is removed. Adjustable to any height. For home, hotels, etc. Be and feel secure. Made of heavy gauge solid steel, rubber ends protect door and floor from marks. Compact, much protection for little.

8483—Protect-Door \$3.98



SATIN SLEEP-CAP HOLDS HAIRSET!
Awake with your hairdo fresh, in place with the miracle protection of this satin-lined sleep cap! Protects and prolongs set, reduces friction, hair glides—doesn't pull out. Bouffant sized, non-crush, for fullest hairdo. Eliminates nets, pins and curlers. Comfortable, perfect for travel—and washable! el-and washable! 7747-Satin Sleep Cap ...





# WORLD'S LARGEST SELLING PLANT TABLETS

# The British Miracle That Creates

# SUPER PLANTS

# IN THE GARDEN-IN THE HOUSE

Yes! From the greatest gardening nation on earth — England — comes a fantastic discovery! Developed by Britain's leading gardener — winner of the famed Victoria Medal for hortiof the famed Victoria Medal for norti-culture! Already used today by OVER THREE MILLION British gardeners! And now released to you — through this advertisement only — to try in your own garden WITHOUT RISK-ING A PENNY!

Think of it! Here is a gardening development that almost defies belief! It is a CONCENTRATED GROWTH It is a CONCENTRATED GROWTH FORMULA, prepared in the form of tiny pellets! It costs only pennies per treatment! And even a child can drop them in the ground in as little as ten

But once these tiny pellets are placed near the roots of your starved plants, they perform a scientific miracle that has been every gardener's dream for centuries! They SLOWLY . . AUTOMATICALLY feed your plants the life-giving nutrients they need — CONCENTRATED RIGHT AT THE ROOTS OF THESE PLANTS — POURING LIFE-GIVING ENERGY INTO THE VERY HEART OF THOSE PLANTS—DAY AFTER DAY—THROUGH EVERY VITAL STAGE OF THEIR GROWTH!

Just picture this breathtaking scene to yourself. The first result you will notice — almost immediately—is that these amazing English pellets pive your plants a tremendous new burst of growth! Whether your plants are new or old — they send out dozens of hidden shoots and buds! Some of your plants may actually DOUBLE in height and breadth in the very first month!

But this is just the beginning! Within one or two short weeks — without you even touching your plant these amazing pellets AUTOMATI-CALLY aid your plants in the second vital stages of its growth! Automatically — still more wonder-working nutrients enter into every cell of your plants' bodies — fill those cells with health and strength and sturdiness

and wonderful new resistance to disease and pests! Great, tall stems stand up with military precision! Giant buds begin to swell with vigor and vitality! Even tired old shrubs that you had almost given up for lost begin to straighten out — fatten up—send out the young green growth that you had never hoped to see again!

And then — the most remarkable part of all! When these fantastically beautiful plants have reached their full glorious height and strength, to them! These tiny English pellets automatically liberate still more wonder-working ingredients! These final concentrated stimulants pour into your roots — carried up through the stems and trunks and branches of your plants — are finally delivered to the great giant flower buds at the top of those plants.

And when those precious ingrediand when those precious ingredi-ents reach those ripe buds—THEN YOU WILL BE BLINDED BY THE EXPLOSION OF COLOR THAT GREETS YOU IN YOUR GARDEN!

#### Flowers So Beautiful You Can Hardly Believe Your Eyes!

Yes! When you follow this Streeter plan, you will walk through that garden as though you were in a dream! You will see rose bushes weighed down by masses of blossoms, of a richness and perfume and color that you have never imagined before! You will walk past solid, blazing rows of chrysanthemums so thick that you can't even see a leaf in between. You will see dahlias, and asters, and gladiolus and zinnias so massive, so exquisite, so breathtakingly beautiful that you hardly believe that they are the same plants that you put into the ground. And when your neighbors begin to pour into your yard—when you watch them bend and touch these flowers to see if they are real — THEN YOU WILL KNOW A FEELING OF GARDEN ACCOMPLISHMENT AND PRIDE THAT YOU MAY NEVER HAVE DREAMED OF BEFORE!

# Guaranteed For The Full Season

These Magic English Pellets-called FRED STREETER'S PLANT GROWTH TABLETS - cost only \$2.98 for a package of 125 pellets, or \$4.95 for the super-economy size, or 300 pellets. Since only a few pellets are required to treat the average plant, this is an investment of only a few pennies a plant for the most astounding beauty you have ever seen!

And these results are completely guaranteed! Here is what we ask you to do, when you receive your Magic Pellets next week!

USE THEM TO CREATE SUPER-FLOWERS! Place one tiny pellet be-side each of your hydrangers, zinnias chrysanthemums, a couple beside your roses—any kind of flower that you want super-blooms! And if you don't see fantastic new growth within just a few short weeks . . if you don't watch with amazement while handfuls of manifects new blossoms burst of magnificent new blossoms burst forth from those old plants—then sim-ply return the emtpy package for every cent of your money back! USE THEM TO CREATE GARDEN CLUB PRIZE WINNING BLOOMS! Your Mums, Roses, Dahlias, Daylilies, Annuals and late blooming Perennials will take on added size and color. Your garden this Fall will be the envy of the neighborhood.

YES! USE THEM IN YOUR ENTIRE GARDEN! Use them on hardluck plants where you've almost given 
up hope! Use them on the hardest-togrow house plants that you know! Yes, 
even use them in sand, and absolutely 
astound your friends! And if you don't 
agree that this British invention is a 
true gardening miracle . . . if your 
garden isn't the showplace of your 
neighborhood at the end of one short 
month—then simply return the empty 
package—for every cent of your money 
back! YES! USE THEM IN YOUR EN-

This guarantee is unconditional, protects you for the entire first month
entirely at our risk! You have absolutely nothing to lose! Act Today!



300,000

# PROVEN IN NOW 100,000 AMERICAN GARDENS

"Enclosed pictures show sun flower eleven feet high, with a twenty-eight inch flower head. I olini't heed your warning about dwarf plants however, and experimented with an imoor Rex Begonia. To my surprise and amazement of others we saw a Rex-Begonia of such monstrous size."

G. E. F., San Royal, Calif.

amazement of others we saw a Rex-Begonia of such monstrous size."

G. E. F., San Reyal, Calif.

"This squash was 7½ inches across, 22¾ inches around, and 3½ inches thick. I have never seen such a huge squash before — the results are unbelievable."

"Your claims for the Magic English pellets are not exaggerated one bit as far as bulbs, flowering shrubs and roses are convented to the success of the same results. I was raised in a nursery and have lined considerable experience with shrubs and considerable experience with shrubs and considerable experience with shrubs and roses. Your product is the best fertilizer I have ever used. It is much more economical than liquid or solid fertilizers now on the market."

Enclosing a snapshot of a cabbage I raised last year with the use of two of your Magic Pellets, and it weighs twelve pounds. My roses, snapuragons, flags, tomatoes, cabilias were the largest and most colorful and beautiful in the block. All the neighbors made a path to my flower garden to see what wonders were being formed and my garden was the topic of this block. I shared the pellets with my friends and their flowers that were almost dead came to life."

— Mrs. S. H. D., Nashville, Tenn.

"My zinnias grew six feet high, the blooms were bigger than tea saucers. I had marigolds bigger than teacups, they grew six feet tall; everyone came to see them."
— Mrs. C.M., Cartersville, Ga.

six feet tall; everyone came to see them.

— Mrs. C.M., Carterswile, Ga.

"I never saw anything in my life do so much good. I had the most beautiful roses in town last summer, and my muns were just covered with blooms. I had to pinch them back more than usual but they were the talk of the town — I soil so many.

"Two of my rose bushes died all the way to the crown—I put these pellets around them and now they came back to life and them and now they came back to life and are growing new stems. I also put some pellets around in row of hollies and they grew twice their size in just one season.

"I have no garden mow and use your tablets only for house plants. My African violets have been a mass of blossoms for months. The strawberry plant is growing like a weed, and another violet which did nothing for a long time is developing flower buds now."

A.M.R., Buffalo, N.Y.

nower buds now.

A.M.R., Buffalo, N.Y.

"I am live feet two inches and our gladiolas towered above me and they were the most beautiful ones I have ever seen, and I know what garden beauty is because I am from Durham, England, and before my father's death he won many trophies in lower shows, but my flowers and tomatoes outdid anything I have ever seen after using your pellets."

—Mrs. J.M., Tiluria, Ala.

If you are raising dwarf plants, do NOT use these English Pellets on them! These Pellets make plants GROW! Do not use them unless you wish super-blooming king-sized effects! This warning is reproduced on the inside cover of every box!

-MAIL NO-RISK COU	PUN TUDAT:
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G & D SALES CO	, INC., 4 East	46 Street, N. Y. N	New York 10017	Dept. AH-4
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Yes: I want to try your Magic English Pellets entirely at your risk. I will pay postman only the low introductory price checked below. I understand that I am to use these pellets in my home and garden for one full month, without risking a penny! During that very first month alone!

I must see fantastic new blooming power from every flower, every shrub, every vegetable, and every house plant that I treat with these amazing English Pellets!

TRIAL SIZE—25 pellets—only \$1.00

Regular Size—150 pellets—only \$2.98

Super economy—300 pellets—only \$4.95

I must be completely delighted and amazed—or I will simply return the empty package to you, and you will send every cent of my money back.

NAME	(please prin	1)
ADDRESS		A CONTRACTOR OF THE PARTY OF TH
CITY	ZONE	STATE
Check here to	save more. Enclose check	with your order and we pay postage.  © by Puritan Research Corp. 1970

# No Human Being Could Ever Feed a Plant

As Perfectly as This TINY PACKET

Just Plant it and forget it ...

Or turn those plants into BREATH-TAKING BEAUTIES—so spectacular your neighbors will gasp in astonishment! And do it for you— automatically—with just two minutes work on your part EVERY FIVE YEARS!

THE NEW YORK TIMES, Sunday, July 30, 1967-

One plant food introduced recently has come close to failing because its claims for long feeding sound all but impossible. The product, called Eezy-Gro, was developed at the University of Wisconsin and is backed by the highly respected Wisconsin Research Foundation. On the packet the product is said to feed trees and shrubs for a period of five

I am not in a position to say that it will feed for that length of time, but test shrubs on which I have used it definitely show a noticeable effect after two years. However, the University of Wisconsin has reported similar results for a period of five years!

#### UNIVERSITY-PROVEN! GOVERNMENT-PATENTED! THEY OPEN UP A WHOLE NEW ERA OF AUTOMATIC GARDENING TO YOU!

Let me explain: What you are being offered on this page, to prove in your own garden without risking a penny, is probably the most revolutionary and most important break-through in plant nutrition of our century! A completely self-contained and com-pletely automatic Fertilization System which was: 1) Developed by one of America's leading soil-

research specialists at the University of Wisconsin.

2) Awarded United States Government Patent

No. 3,059,379. And

3) Subjected to intensive laboratory and field proof for six jull years!

Here is what it does for your plants, trees, shrubs, garden. Here are the almost-unbelievable results it gives you-for exactly two minutes work, and not one second more, every five years!

#### FOR LAZY GARDENERS WHO WANT BREATH-TAKING RESULTS WITHOUT EVEN DIRTYING THEIR HANDS!

To use this amazing new Fertilizer System, all you do is this: Dig a hole next to the plant. Drop in one of these tiny packets. Close up the hole. Sit back FOR THE NEXT FIVE YEARS-never feed that plant again-and watch a spectacle of beauty unfold before your eyes, that will have strangers stopping on the street, and coming into your garden to beg you to tell them the secret!

Here is exactly what will happen-no matter how rocky or worn-out your soil . . . all for an investment on your part of only two minutes every five years!

## HUNDREDS OF DAZZLING ROSES, TO SET YOUR GARDEN AFLAME WITH BEAUTY!

First of all, simply place just one of these packets in your soil next to each rose bush in your garden. Watch those rose bushes shoot up-spread outbud weeks earlier than your neighbor's bushesbegin to swell up with gigantic buds the size of apricots!

And then-while your neighbors' bushes are still green with puny little buds-watch the explosion of color that floods your entire garden as flaming red and yellow blossoms begin to bloom by the dozens on bushes that you may even have given up for lost only one short year before! Scoop up handfuls of the most beautiful roses you have ever seen! And then come back again-and again-and again-to fill your home with clusters of beauty all season long-weeks and even months after your neighbors' bushes have yielded even a single faded blossom!

And this is just the beginning!

#### FRUIT SO DELICIOUS THAT YOU WILL SWEAR EVERY BITE IS FILLED WITH HONEY!

Now go to the fruit trees in your garden . three or four of these tiny packets next to each tree . . . and do nothing more! Simply sit back . . . let the "Built-In Brain" of this incredible fertilizer









When you feed the bottom,

Once fed with Eeesy Grow, Decorative and fruit trees, vines and berries, and all kinds of house plants will prosper for 5 years without additional fertilizer. Roots, foliage and flowers will all benefit and lead to bumper crops of superior flowers and fruits. packet take over . . . and watch the expression on your neighbors' faces when they see what these trees

What will happen is this: Let us say that your fruit trees are placed right next to theirs-separated perhaps by only a fence or a hedge. The same soil supports both their trees and yours—but you have a Fertilizer System working for yours that they might never even dream possible!

While they are spending day after day carrying and digging and spreading old-fashioned fertilizers, you are doing absolutely nothing! And yet, while they may be burning and killing their growing trees by feeding them too much fertilizer, or starving and of items to make retently to starving and stunting those trees by feeding them too little—the "Built-In Brain" in YOUR fertilizer is feeding those trees JUST THE RIGHT AMOUNT THEY NEED, AT THE VERY EXACT MOMENT THEY NEED, IT MOST!

And the results of this vital difference are so dramatic that you will have to struggle to keep a straight face, everytime you see your neighbors staring across that hedge! For at the same time that their trees are squeezing out a few shrunken apples, or pears, or oranges, the limbs of your trees will be weighted down with clusters of superb fruit, some of them even bending to touch the ground! And-as all perfectly nourished fruit is-they will be so indescribably delicious that a single one of them will be the most envied and sought-after present in your entire neighborhood!

# WHAT'S THE SECRET? SIMPLY ALLOWING NATURE TO FEED YOUR PLANTS AT THE EXACT MOMENT THEY NEED IT — RATHER THAN TRYING TO GUESS THAT TIME YOURSELF!

We realize, of course that these claims must sound impossible to you at this moment. And they are impossible with old-fashioned fertilizers that depend on your muscle and your brain-just as it was impos-sible for man to fly by using his arms as wings, or talk across continents by using his unaided voice.

What you are receiving here, with this offer, is a patented and proven scientific invention, which is as important to precision fertilizing as the invention of the telephone was to communication, or the gasoline engine to flying!

The scientific basis of this invention is quite simple: One of the world's most powerful fertilizers is packed into a small plastic bag, which contains just the right number of microscopic holes. You place this bag near the roots of your plant. You never touch the fertilizer within it, because you want Nature itself to feed that fertilizer to that plant, at exactly the right moment, in this way:

When the weather is cold, and fertilizer would harm your plant, the Packet does nothing-not a bit of fertilizer is released! When the growing season begins, however, and this hungry young plant of yours is seeking out food, the now-farm soil starts a special action within this packet, and it automatically begins to release just the right amount of its fertilizer, at exactly the right moment!

Because of this completely-automatic, completelynatural timing, there is absolutely no chance of this fertilizer burning or harming even the most delicate plants in any way! But-because this fertilizer is SO POWERFUL that it could only be used in this automatic, perfectly-timed way-it gives your hungry plants a continuous spurt of growth, at exactly the right time, month after month after month, causes them to leave untreated, or mistreated plants

And then-and this is the truly incredible and yet completely logical part-when the weather turns cold again, the cold soil automatically causes this packet to shut itself off! It goes to sleep for the winter, just as your plant does! Ready to wake up and feed your plant again that next spring, at the exact moment that the soil turns warm again, and your plant is ready to burst into dazzling new beauty once

#### EEESY-GROW PREVENTS OR MINIMIZES SHOCK FROM TRANSPLANT!

And now-the best money-saving news is that Eeesy-Grow will prevent loss of valuable shrubs and trees. What happens is that shock occurs after transplant simply because many of the small feeder roots, which normally carry nourishment to the plant, are cut off. Eeesy-Grow acts much the same as a blood transfusion does to a human, by safely force feeding soil nutrients to the wounded plant -and keeps on feeding-year after year.

#### PROVE EVERY WORD, ENTIRELY AT OUR RISK

Yes, you spend two minutes dropping this packet into the ground, and it feeds your plants, AUTO-MATICALLY, FOR FIVE FULL YEARS! Use it at our risk on every rose bush, evergreen, shrub, fruit tree, potted plant in your garden! Give it to those elms, maples, oaks that you had almost given up for lost, and watch them tower over your neighbors' trees season after season after season!

Prove it yourself, entirely at our risk! Send in the Trial Coupon below-TODAY!

## OVER 2 000 000 PACKETS SOLD!

_	
	MAIL TO: G&D SALES CORP. Dept. AH-4 294 Hempstead Ave., Malverne, N.Y. 11565
1	Please send to me at once the following order of Eeesy-Grow 5-Year Plant Food. I have enclosed cash, check or money order in total amount.
	☐ 1 Box (8 packets) \$3.98 ☐ 2 Boxes (16 packets) \$7.49 ☐ 3 Boxes (24 packets) \$10.98 ☐ 6 Boxes (48 packets) \$19.98 ☐ 18 Boxes (144 packets) \$54.98
	Print Name
1	Address
1	City
1 :	State, Zip Code
1	New York State Residents— add sales tax to total amount.



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SILVER MAPLE, 1 to 2 ft.
SILVER MAPLE, 3-1-2 to 5 ft.
MIMOSA, 1 to 2 H.
MIMOSA, 4-1-2 to 6 ft
RED BUD. 5 1 2 to 7 ft
WHITE FL. DOGWOOD, 2 1 2 to 4 ft
RED FL. PEACH, 2-1/2 to 4 ft
MANA PINK FL DOGWOOD, 1 to 2 ft 2
RED LEAF PLUM, 2-1 2 to 4 ft. 1
TULIP TREE, 4-1 2 to 6 ft 1
GOLDEN RAIN TREE, 1 to 2 ft
GINGKO TREE 1 to 2 H
MAGNOLIA SOULANGEANA, 1-1 /2 to 2 ft 1
LOMBARDY POPLAR, 1 to 2 ft.
LOMBARDY POPLAR, 5-1 2 to 7 ft
SWEET GUM, 3-1-2 to 5 ft
PIN OAK, 1 to 2 ft
SYCAMORE 3-1-2 to 5 ft
RED OAK, 1 to 2 ft.
LIVE OAK 1 to 2 H
WEEPING WILLOW, 4-1 2 to 6 ft
SCARLETT MAPLE 4 1 2 to 6 ft.
TREE OF HEAVEN, 3-1 2 to 5 ft
CHINESE ELM. 2 to 3 ft.
MOUNTAIN ASH, 2 to 3 ft
WILLOW DAK, 1 to 2 ft.
PURPLE LEAF PLUM, I to 2 ft
NORWAY MAPLE, 1 to 2 ft
CUCUMBER TREE, 2 to 3 ft.
LINDEN TREE 1 to 2 ft.
(All above trees are 1 or 2 yrs. old.)

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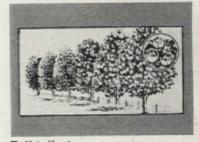
# A blanket of beauty

Strong growing Creeping Sedum spreads fast to form a dense blanket of semi-evergreen foliage and dark red, star shaped flowers on spots where grass won't grow. Thrives in shade, sun, 4 plants, \$1; 12, \$2.75. Add 35¢ postage. Michigan Bulb, CS-1402, Grand Rapids, Mich. 49502.



# Country charm

Imagine! A Little Red Barn in your back yard to use for stash space or a quaint play or club house for youngsters. Quick to build; no expensive tools. 8x12x9 ft. with 4-ft. sliding door. Simple step-by-step plans, material list, \$2. Hammond Barns, Dept. AH-4, Box 39027, Indianapolis, Ind. 46239.



# Tall tulip trees

Early-blooming tulip trees grow 40 to 80 ft. with shady, dense foliage and colorful tulip-shaped flowers about 21/2 in. Nursery grown, already 2 to 3 ft. \$1 each; 3 for \$2. Add 40¢ postage. Includes free Red Osier Dogwood. Dutch Bulb Importers, Dept. TT-1402, Grand Rapids, Mich. 49502.



# Rustic touch

Hanging basket may be used inside or outside to display your plants. Strong, it's joined with rustproof copper wire to create a "log look" design with the ½-in. wooden slats. Weather-resistant redwood oil finish; brass chains. 71/2x13 in. \$4.50. Breck's, K65 Breck Bldg., Boston, Mass. 02210.

# Antron lets you dare to go white.

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