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JULY 35¢

# American Home

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# American Home

JULY 1970, VOL. 73, NO. 7

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**COVER:** Ranunculi are a sunny California favorite for lavish splashes of color in the home (see pages 18 and 41). This beguiling bouquet was arranged by *Terrestris florists* in the casual West Coast style. **Photographer:** Rudy Muller.

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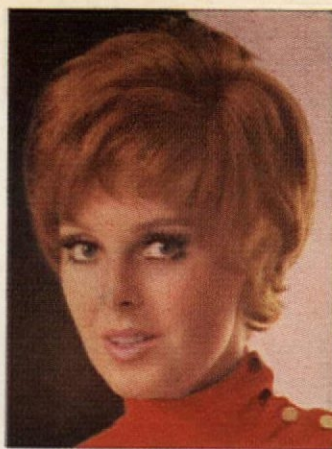
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Nancy Gray scouts a San Francisco shop.

## THIS MONTH IN AMERICAN HOME

We are pleased to share our editor's desk with two delightful women this month. The first is Nancy C. Gray, our Pacific Coast Editor. Actually, Nancy hardly had time to sit at any desk, for she was running up and down the State of California, standing behind photographers, rearranging flowers, charming people, meeting the planes of New York staffers and, finally, writing the lion's share of this issue. You will find her by-line on three stories this month—a rarity with *AH*—and you'll find her loving hand in almost every layout. She was driving us

across the Golden Gate Bridge for a bayside lunch in Sausalito, for example, when she pointed to a marvelous green hill overlooking all of San Francisco Bay and said, "Now *that* would be a wonderful location to photograph something sometime." Thanks to California photographer Fred Lyon's keen camera work, that *something* turns out to be one of the most beautiful food pictures you're likely to see. You will find it on pages 58 and 59.

Nancy looks like everybody's idea of the sunny California woman, even though she is a native Iowan. But as she says, what Californian isn't? She lives in San Francisco, just below the wiggle of one of the crookedest streets in the world, Lombard Street, and from there she surveys the whole state, its people, its lifestyle, its craftsmen, its excitements. She brightens *our* lives in New York with the California spirit, by daily phone calls, letters, scouting photographs and discoveries of the kind of people you will find throughout this issue.

Meanwhile, in Manhattan, Patricia Sarr, who is also a San Franciscan, came for a roundtable with our staff on Earth Day (April 22). She led us in a thoughtful discussion about the environmental and ecological problems that face all of us—New Yorkers, Americans, citizens of the Earth. Patricia works for Friends of the Earth, the organization that published, in conjunction with Ballantine Books, the best-selling paperback, *The Environmental Handbook* (95¢). Members of our staff that day circulated through the streets of New York, passing out a leaflet we call "The Endangered Earth—24 Insignificant Ways to Cause a Significant Change." We were happy to discover that nobody littered the sidewalks with the paper that carried the message, but put it away to read later and reflect upon.

We'll be glad to send you a free copy of this list so that you can spread the gospel on your block. *Just send a postcard to: Endangered Earth, American Home, 641 Lexington Avenue, New York, N.Y. 10022. Single copies only—no bulk requests.*

"House proud" note: The two exciting California houses featured this month had, as we went to press, just been given special recognition in a judging by the American Institute of Architects. "The House in the Forest" (page 48) is an Honor Award Winner; "A Custom House That Budget Built" (page 52) has been tabbed for a Merit Award. Two out of two is not a bad batting average in any league.

Editor

Patricia Sarr leads the AH staff in an Earth Day talk-in on environment and ecology.







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At courtyard conference (right), Jan and Sam Currey go over building details with homeowner Dennis Weaver. The tiled fountain is Jan's design. Dennis's wife, Gerry, antiqued the spouting lion's head.

A handmade address plaque for the front wall (below) is one of Jan's projects for do-it-yourselfer Weaver. She designed it, located the tiny, patterned tiles he will use.

Weaver shows Sam plans (bottom) of work he'll do himself under the Curreys' direction. He sealed the lath-strip wall of the playroom, antiqued and distressed doors and woodwork throughout, even paneled the wall of a son's room with wood from packing crates. Gerry Weaver is antiquing all ironwork and light fixtures. Says Jan, "It's great to work with people who do things themselves. I usually have to do this detailing for them."



Christa



# Lifestyle

Jan and Sam Currey, a highly successful Los Angeles designer-builder team, number among their clients such celebrities as **Dennis Weaver**, now on his second Currey home—this one at Calabasas, west of Los Angeles. The original Chester on TV's durable "Gunsmoke," Weaver is soon to star in a new series called "McCloud." He'll play a deputy marshal stationed in New York. "After 15 years, I got promoted," he says dryly. As for the Curreys, if they look familiar it's because they've had an equally successful career as models. In recent years they've appeared in fashion magazines and countless advertisements, all because of what Sam now refers to as "a series of flukes." Jan was an artist who had won an art scholarship to UCLA. Sam was an international-relations graduate of USC who worked off-hours as a carpenter and later started his own contracting firm. Friends introduced the Curreys to photographers who asked them to model and, says Sam, "The thing began to snowball." While the ball rolled, the Curreys salted away profits in spec houses which they designed and built with their collective talents. "Jan has a fantastic ability with floor plans," Sam explains, "and as time went along, we'd sit down and work out a house together—inside and out."

continued



*"The weatherman said 'mostly fair.'  
I mostly think this is unfair."*

*"Yes, you still have to  
take a bath tonight."*

*"A little kiss and  
a very big bandage  
is the best cure."*

*"Sunday's roast beef  
is delicious by  
Tuesday candlelight."*

JEANS AND SWEATER  
BY MADLEY

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**In their home (above), a handsome old-timer they are continually redecorating, Jim and Nancy Wright treasure family moments with 2-year-old Treece.**

**Jim planned La Gare's remodeling (right)—sand-blasted walls, tiled floors, added equipment—and rounded up antiques like the mirror behind Nancy.**

#### LIFESTYLE continued

Jim and Nancy Wright's two lives are split six days a week between a big, blue-frosted sugarlump of an old house on one of San Francisco's proud hill streets and a one-time sculptor's studio and warehouse they've turned into the city's newest (since December) fine French restaurant, "La Gare."

Behind La Gare's fresh white and green peak-roofed facade, ex-banker, ex-real-estate salesman Jim supervises a staff of chefs, a maître d' and numerous other restaurant functionaries. Before the dinner hour, he is joined by Nancy, who interrupts her life as a young wife and mother in the upper reaches of fashionable Cow Hollow to become La Gare's cocktail hostess. "People know I'm not typical," she confides. "I get orders confused." But guests are charmed by such young, unlikely and dedicated restaurateurs.

Thirty-three-year-old Jim, born outside Herrin, Ill., and raised in St. Louis, sank his California roots while in the service and "because I liked to eat, but didn't go for a bachelor's diet of steaks and chops," immersed himself in cookbooks and experimented. "I just plain got interested," he explains. Food became his thing. Wines, too. And finally, La Gare. "While I was in real estate, I was also interested in starting a restaurant. I showed this building to one prospect who said, 'What a great place for a restaurant,' and it was like an explosion. I'd found my place."

**Jim samples pâté en croute (right), taken fresh from the oven by La Gare's 26-year-old Swiss chef, René Fug. All dishes on the menu, including pastries, are prepared in full view of restaurant diners.**



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Design-decorator team John and Mary Hall stroll on their Los Angeles hillside property. Their home, planned by John, shares a slim ribbon of flatland with Mary's garden, family play area and patio.



The Halls' living room fuses old-country spirit with contemporary comfort. Its Mexican influences (tiles, beams, adobe-like walls) blend with culturally mixed furnishings—English, Moroccan, "Early Hollywood."



Mary lights the ornate brass chandelier that hangs in the dining area. The Halls enjoy entertaining, and their 17th-century English oak table, surrounded by Windsor chairs, is set with a constantly growing collection of fine china, silver and colorful linens.



Robert Stein

"Working with your hands is pretty basic and satisfying," John maintains. A skilled cabinetmaker, he's often in his wonderfully cluttered Santa Monica woodworking shop fabricating furniture from sketches. Above, he operates a mortising machine.

### LIFESTYLE continued

John and Mary Hall live and work with beauty—beautiful carved woods, beautiful fabrics, beautiful objects. Since their marriage five years ago, they have combined their bright talents in a thriving interior design business whose clients are, for the most part, as young as they (both are in their 30's).

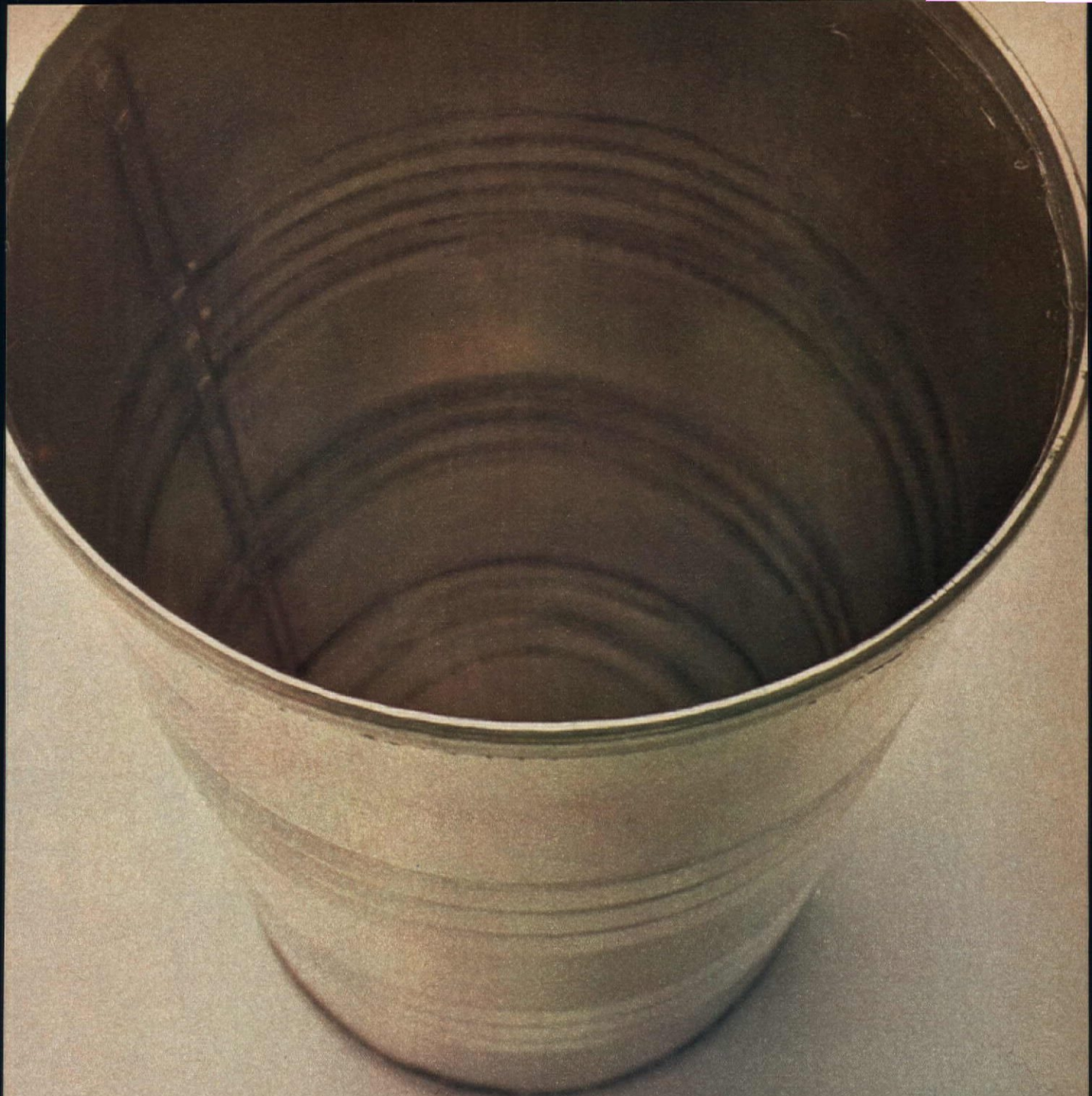
With John as overall designer and artist Mary in charge of finishing touches (whipping up sprightly children's rooms, slick accessories and unique occasional pieces), the pair has been responsible for the creation of several delightfully personal homes. This includes their own, a disarming one-story, white-stucco structure perched on a knoll in the upper reaches of Los Angeles' Bel Air area. Their home reflects the Halls' insistence on quality—both in materials and furnishings—though practicality is never sacrificed for "show."

John, who was born in Mexico, designed and built

the house around 14 immense, now-rare, antique carved doors which he uncovered South of the Border. (The Halls make frequent sorties to Mexico on buying trips for themselves and others.) He and Mary have furnished it with European antiques plus handsome reproductions he has made himself.

In addition to being trained as a designer, John is an expert cabinetmaker who apprenticed in the trade as a youngster and even now spends spare hours in a woodworking shop tucked away in an industrial corner of nearby Santa Monica. "You have to know how to do things right yourself for a perfect job," John explains. His specialty: adapting period pieces to the life of today.

Between assignments, partner Mary oversees a rollicking pair of young towheads—Key Katherine, 4, and Tucker, 2—for whom she's chauffeur, cook and playmate. In short, a devoted young mother.



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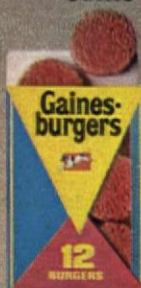
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THE GOOD-LOOKING  
HOMEMAKER  
By Constance Bartel

## BEAUTY GLOWS IN CALIFORNIA

Mrs. Barry Coe keeps her size 10 figure by staying active. She spends lots of time biking with her children. At right, Vivi and Mom take little William for a ride in Los Angeles' Crestwood Hills Park.



Joruun Coe lives the California life and looks it. She's an outdoor girl whose idea of heaven is to "go down to the beach and run." Running along the beach, she could easily be mistaken for a Hollywood actress. But it's her husband, Barry Coe, who is the actor in the family. (He's appeared in the film, *Fantastic Voyage* and on NBC-TV's *Bracken's World*.) Joruun (a Norwegian name, pronounced EW-run) is a full-time mother to Chris, 9, Vivi, 8, and William, 4. She thrives on activity—jogs, bikes, plays tennis, swims, ice skates year-round and skis. In her spare time she even teaches gymnastics to 25 third-grade girls. The entire Coe family loves the outdoors. They enjoy back-packing hikes in the Sierra Nevada Mountains and take week-long camping trips to Rosarita Beach in coastal Mexico.

Like Joruun, the California woman lives outdoors. If she can't swim in her own backyard, she hops into her car, heads for the freeway and drives to the beach. Californians love to bicycle, play tennis, ride horseback—and golf is nearly everybody's game. If you don't belong to a country club, there are many public links available.

The California woman is also apt to be a gym-goer, a health-clubber, or she (continued)





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## BEAUTY GLOWS continued

may begin each day with exercises at home. She's both weight- and nutrition-conscious. Health-food shops and snack bars abound. When out shopping, she is more likely to drop in for ice-cold borscht—served with a sliver of cucumber—than an ice-cream soda. The array of fresh fruits and vegetables at the Los Angeles Farmers Market reflects her devotion to vitamins.

In her approach to skin care, the California woman has a special consideration—sun. Although she is blessedly free of the raw winters and prolonged indoor heating of other parts of the country, the same sun that permits her to live outdoors also requires that she have special protection for her skin. So she chooses a sun preparation that promotes either a fast tan, a gradual tan or a preparation that blocks the sun entirely, depending on her type of skin.

The basic rule for every woman's skin—nonstop moisturizing—is an inborn habit of the Californian. But she doesn't stop with her face. She's a lavish user of protective body lotions, bare-armed and bare-legged as she is so much of the time. Going body lotions one better, Max Factor has just introduced a collection of Geminesse Body Fitness aids and abettors—a massage cream, balm, cleanser and leg-conditioning stick, to be combined with exercise.

Think of California and you think of sunglasses. As much a necessity as a fashion with the California woman, they protect her eyes from squinting and consequent wrinkling.

Because the outdoor life requires casual hairdos, California is long on enlightened shampooing and conditioning

and short on elaborate sets. The cut is most important. Master stylists such as Hugh York, Gene Shacove and George Masters provide them.

Californians who tint their hair are wise to the need for covering it in bright sunlight to prevent color change and brassiness. Thus, head scarves are popular—as are the new, little preset wigs of Dynel, a modacrylic fiber, or Kanekalon, which wash like hankies and cost less than \$30.

In makeup, the California woman favors the natural, see-through look—translucent face and lip tints that look as though they come from within, light, gauzy, soft eye makeups, credible fake lashes. California makeup colors are particularly ravishing, perhaps, as the Max Factor people suggest, because the California light is so pure. Max Factor chemist Dr. Robert Connor, in fact, often takes a lipstick up to the roof to see it in natural light.

And what could be a greater tribute to the native California look than Clairol's collection named California Girl? From Pacific Ocean Fresh-Up Lotion to Dew-Good Moisture Balm to Sunshine Makeup and Sunshine Lip Gloss, the entire line is aimed at reproducing the sunny, spirited look of California.

Can the California look be exported to the rest of us, like oranges and grapefruits? Partly. The sunshine can't be bottled, perhaps, but the relaxed, easy, healthy way of life—the good food, outdoors and exercise—are beauty benefits any woman can make her own. If you can't live in California, you can glow as though you did. **END**

## End the Problem of Dry Skin

Unless you take particular care, low humidity, both indoors and out can easily rob your complexion of the precious moist oils quicker than the oil ducts of the skin can replace it, thus resulting in dry skin and the formation of wrinkles.

A little extra attention should be taken at this time of year by smoothing Oil of Olay over the face and neck daily before applying make-up. Oil of Olay is recommended because of its special proper-

ties that help nature to maintain the natural oil and moisture balance of the skin.

Beauty, the glow of a healthy complexion and protection of your skin from dryness are yours all year 'round when you use this unique tropical oil regularly. Skin beauty specialists are recommending that Oil of Olay should be smoothed over the face last thing at night before retiring to give your skin the added benefit of night-time care.



Nancy Wright's fish cooker becomes part-time flower holder. California bouquets are relaxed, personal, "unschooled."



ALL ABOUT DECORATING  
Edited by Vera D. Hahn

## THAT FRESH WEST COAST FLAIR

Fresh flowers bloomed in every home we photographed for this California issue. Flowers are a way of life in California. More often than not, a weekly stop for flowers goes right along with rounding up the groceries. And the result is no mere cluster on the coffee table. You'll find bouquets in bathrooms, on bedside tables, in youngsters' rooms, even in the kitchen—which is where we spotted the huge bouquet above when we visited Jim and Nancy Wright (page 10).

"That's what you do with a fish cooker when it's between fish," Nancy explained. "You fill it full of flowers—at least I do." She frequently uses yellow and white daisies, ranunculi ("I love them") and baby's breath. Nancy buys flowers by the armload every Friday at one of San Francisco's numerous little flower markets. What she does with them, as here, is decidedly young-Californian. Her arrangements follow no school. They're relaxed, informal and completely personal—like Stephanie Murphy's.

Stephanie, too, uses wonderfully mixed and casual bouquets. Wherever you look in the Murphys' remarkable one-room apartment there are flowers. Typical is the colorful burst of ranunculi on page 41 and on our cover. Kissing cousins to the buttercup, these tiny bulbs are widely cultivated on the West Coast. Needing no "artful" arrangements and only the simplest of containers, they have a breath-of-fresh-air look that is distinctively California.

Stephanie's favorite containers are those familiar Pyrex canisters—without their lids. They're cylinders—tall and skinny, tall and wide, a variety of sizes all with a classic simplicity which makes them perfect for flowers. They are an interesting example of a practice we've noticed in California: the most effective flower containers are frequently simple, honest forms originally intended for use in other ways. They are the chemistry beakers or flacons

or wide carafes, ordinary glass pitchers, Mexican terra-cotta casseroles, salad bowls, baskets, bean pots—even those small earthen crocks that come packed with marmalade. None of these objects draws attention to itself, yet each, in its very unpretentiousness, is beautiful.

California has always welcomed and nourished fine artists and craftsmen. And in recent years, retail stores have sprung up to showcase the work of these West Coast potters, weavers, glassblowers and wood and plastics designers. Several are notably successful—House of Today in Palo Alto, The Egg and The Eye in Los Angeles (see page 47), Raku in Claremont and Taylor & Ng in San Francisco.

Taylor & Ng's old red-brick building south of San Francisco's Market area, though not on the foot-shopper's beat has nonetheless become a one-stop shopping center for a crafts-oriented population. Owners Spaulding Taylor and Win Ng, both eminent young designers, contribute heavily to the merchandise. Spaulding's award-winning ceramic goblets, Win's familiar glazed chicken and fish cookers, dinnerware, egg-shaped serving bowls and garden furniture complement the work of such other noted craftsmen as Pamela Weir, Jonathan Brooks, John Lewis, Paul Nelson, Tim Rose and Bill Sanders, who did the handsome hibach table owned by Frank and Edith Wyle (see page 47).

Newest offering from this shop is a set of six window shades—regular 3-by-6-foot roller shades—that unfurl bold message graphics by Berkeley artist Abe Aminetzah. With the exception of "Window," a brilliantly colored shade that sells for \$12.50, all are in black and white and carry a price tag of \$10.

Double proof that designers are going after windows and hurling mighty graphics at them may lie in the dozen clear-vinyl window posters silk-screened by 29-year-old El Segundo artist Brian Neary. These 1-by-3-foot gems offer nugget thoughts from e.e. cummings, Bob (continued)

Now, for every woman:  
*the [second] deodorant™*  
 you may need whether you  
 know it or not.



*Norforms,®*  
 the *[internal] deodorant,*  
 stop feminine odor  
 where it starts.

Sure, your underarm deodorant protects you.

Under your arms.

But what about an even more serious odor problem—internal feminine odor? For that you need Norforms, the *second deodorant™*.

It's every woman's worry...

Internal feminine odor is different from the feminine odor that starts on the *outside* of the vaginal area, the type that sprays deal with. Internal odor is caused by germs inside every woman, germs present every day—not just once a month.

**What can you do about it?**

Many doctors say you shouldn't douche daily. (It's so time-consuming and messy anyway!) Even bathing

every day or a feminine hygiene spray won't solve the problem. They can't get inside to give protection *internally* where this problem starts.

That's why Norforms are the perfect second deodorant. It's the internal deodorant.

**Why are Norforms better?**

These tiny suppositories spread an antiseptic film that kills germs. The size of your fingertip, Norforms are so easy to insert...stop odor internally where it starts.

Yet doctors have found Norforms so safe, you can use them as often as necessary to feel clean, fresh and secure.

Now you can stop odor internally. Make your second deodorant, Norforms, the internal deodorant.



FREE... 12-page booklet, "Answers to Questions Women Ask Most Often." Send coupon to: The Norwich Pharmaceutical Company, Dept. AH-07, Norwich, New York 13815.

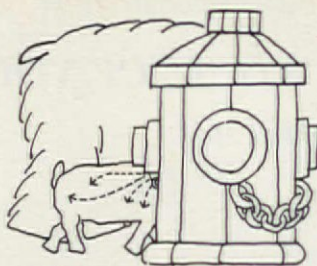
Name \_\_\_\_\_  
 Street \_\_\_\_\_  
 City \_\_\_\_\_  
 State \_\_\_\_\_ Zip \_\_\_\_\_  
 Don't forget to use your zip code.  
 The Norwich Pharmaceutical Company

"We live where fleas are worst. Right?"



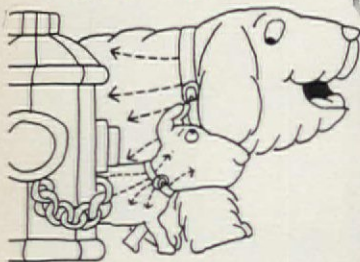
"So get a Sergeant's Flea Collar. 8 out of 10 dogs here wear 'em."

"What're the arrows for?"

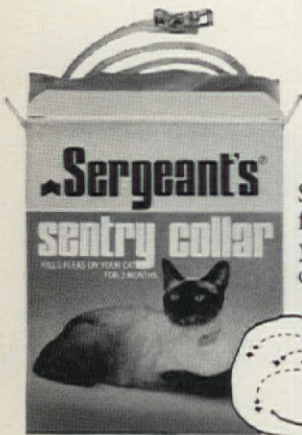


"They show how Sergeant's tracks down fleas and kills 'em dead."

"Oooh. That's better."



**In parts of the country where fleas are worst, 8 out of 10 dogs who wear collars, wear this one.**



Strong enough to kill fleas for 3 whole months, yet so gentle it won't disturb a whisker.



**Now a Sergeant's flea collar especially for cats.**

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**WEST COAST FLAIR continued**

Dylan and Corita Kent. Design-lettered in strong color they are easily mounted on glass. You'll find the posters accessory emporiums across the country. Price, \$4.

A fad for paper furnishings shot through our lives three years ago—remember? And today, in California at least there are signs of a return—this time with an integrity of design and a technical perfection we missed before.

In the vanguard is a brightly conceived group of units by Harry Murphy (husband of Stephanie, mentioned earlier). In his studio, against a giant graphic wall, we saw four sections of a paper system, by a firm quite logically called Paper Systems, which had something decidedly new to say. For one thing, it was well designed. For another it was sturdy. And for a third, the finish was a unique patent-leather gloss that suggested distinctly unexpected quality. "When it's treated as it deserves, paper acquires an entirely new dimension," maintains the producer Al Denola, who has spent his lifetime developing an making containers for industry.

The design we saw was the first in a series—there are more to come. These initial units, now on the market, can be stacked (as in the photograph below) or hung on the walls. Shelves can be upended for pedestals, the small storage cubes inside them used alone or piled into a column with their graphics arranged in many combinations.

Backs are finished so that units may be grouped as full-blown divider. Depth of each is 12½ inches, length is 32½ inches and heights vary from the 12-inch shelf units to 22 inches for what is called a partition shelf. Prices range from \$7.95 to \$18.95, and cubes can be purchased separately at \$1.95 each. —Nancy C. Gray

Paper system, against wall graphic in the Murphys' studio has rearrangeable graphic cubes, can be stacked or hung



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... where everything's electric,  
including the heat.

# THE GERANIUM MAN

By Nancy C. Gray

One man's paragon may be another man's pest—like the geranium. "It's a weed!" snort some blasé Californians who watch it cascading down their hill-sides, crawling over their front yards, ballooning into bushes. A friend, in fact, recalls once seeing a car crammed six-feet high with someone's worldly goods and carrying a sign that read, "Good-bye California and your goddamned geraniums!"

For people in other parts of the country, though, this is a sacrilege. And even the majority of Californians agree that there is something so fresh and bright and downright beautiful about the geranium that it deserves to be enshrined among the all-time garden favorites. It's that pot of instant spring you move onto your patio. It's the splash of brilliant color that livens up a deck or window box or plant bed. And it's that seemingly indefatigable perennial that blooms all year in California and somehow survives neglect few blooming plants would think of putting up with.

What most people don't know, however, is that their cherished geraniums really aren't geraniums at all. They're pelargoniums, the result of confusion centuries back when sailors returned to Europe from South Africa with cuttings



Fred A. Bode Jr. (left)—Mr. Geranium—examines a new pelargonium hybrid, Georgia Peach, to be introduced to the public next spring. The Sunrise (below, left), according to Fred, "is the third most popular variety of pelargonium."

didn't stop the wave of hybridizing—crossing them back and forth—which has produced today's versions, a far cry from their small-bloomed, woody ancestors. Today's geraniums puff out as wide as outstretched hands, growth is lush and colors chase the rainbow.

We saw an eye-boggling sample of it all not long ago when we dropped in on the Southern California Geranium Gardens, owned by Fred A. Bode Jr., a wholesale grower and shipper, and located near the coast at Encinitas. This area is one of the few in the world where the plants can grow in an open field.

Here on a ranch, within sight of grazing cattle, 40 acres of geraniums bloom their heads off. Neat, cultivated rows crowd all sizes, shapes and varieties (over 1,000)—from dwarfs, just coming into their own as houseplants in this country (they'll nudge African violets, experts predict), to the large zonals (the familiar "garden geranium") and glorious azalea-types of Lady Washingtons which, for some mysterious reason, have always been properly called pelargoniums. In among these are the trailing ivy leaf group and—something no nose can miss—those scented geraniums, 50 distinct varieties whose leaves emit a spicy aroma that finds its way to per-

of a plant that reminded them of geraniums at home. For years, botanists agreed they were geraniums. Until, that is, one William Aiton took a closer look and announced in 1789 that it was all a big mistake. The immigrants, he said, were genus *Pelargonium*. This didn't stop their popularity, of course. It didn't stop their being known, for the most part, as geraniums. And it certainly

This bright array of Irene's includes two of Fred's own home-grown hybrids—the pink (Party Dress) and the white (Modesty).



Rudy Muller



fume, apple jellies and old-fashioned potpourris. (Grandmothers covered pound cake with the leaves, and often dropped one into canned pears.)

From the plants growing in these lush fields, Bode, one of the foremost propagators in the business, supplies some four million cuttings annually to growers and nurseries all over the world. If anyone is Mr. Geranium, it's this kind, quiet man. And if anyone is Mrs. Geranium, it's his ebullient wife, Alice, a botanist whose knowledge has made her one of the top lecturers on the subject.

The Bodes, who have been in the business since 1937 when Fred's father and mother started with a three-acre backyard plot, are responsible for introducing many of the most popular varieties on the market today. Though once they did their own hybridizing—a painstaking process—they start brand-new comers now from seedlings already hybridized by specialists like Frances Hartsook with whom they closely work. As Fred showed us, when you pick up a bloom, you'll find tiny seeds tucked, one each, into five compartments of the ovary located at the base of each flower. When the time is right, the walls open and each seed flicks out, propelled by a feathery tail that burrows it into the ground where it drops. That's nature's way.

The Bodes, however, take no chances. The little seeds are carefully planted in pots for starters, then transplanted to test plots in the fields where each one is watched and reported on for one year. Those that offer promise—that grow strong and large, resist disease—are moved on to other areas. Two years later, if they've passed more tests, they are ready for introduction to the public. Three-quarters of the new candidates, Fred explains, never leave the lot—standards are that rigorous. Those that do move on are shipped out to Europe, Asia, Australia and North and South America as cuttings from which professional growers will produce the plants you finally buy.

Which geraniums are the most popular? The zonals, by far, according to Fred. Three-fourths of all Bode sales are this huge, hardy type and of them, the

progeny of the Irene wins hands down. The original Irene (a mere slip of a plant), which was first introduced in 1942, gained popularity in the 1950s and has given birth in intervening years to untold successors with names such as Modesty (a pure white, considered something of a triumph), Party Dress (pink), Mexico (a brilliant red), Salmon Irene, Penny (neon pink), Apache (dark red), Lollipop (scarlet), Rose Irene, Crimson Charmer, and others.

Among the pelargoniums, or Lady Washingtons, for which the Bodes are the world's largest source of propagating stock, there is a roster of favorites that includes Sunrise (a glowing apricot), Grand Slam (rose red), Lavender Grand

Slam, Dubonnet, White Chiffon and Country Girl (pink).

What kind of treatment do these plants require? Says Alice, "I tell people that if they would give their geraniums just half the care they give good patented roses, the geraniums would far outshine roses in the amount of plant bloom and continuity."

One and all, the plants require a good soil (the Bodes recommend one part sand, one part peat and two parts good loam) and they need a good watering "with the privilege of going reasonably dry between soaks." What geraniums don't like are "wet feet," persistent cold or excessive heat. But after all, few of us do.

END

# Hotpoint 1/2 price icemaker sale!

For a limited time, Hotpoint is making available to its dealers 17.6 cubic foot and 13.7 cubic foot refrigerators equipped with an automatic icemaker at less than half the price that this additional feature would normally cost.



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Look for the  
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Difference

By Dorothy Lambert Brightbill

# THE LONG AND SHORT OF NEEDLE- WORK



California comes to the fore again with this "long," a contemporary version of a flower border designed by Louise Richards. Let its intriguing quality entice you into the fascination of creative needlework. It is easy to see that it won't take a great deal of time, and you will enjoy the making. Size is 19 by 25 inches.

The "short" is an enchanting little bit of needlework by Charlotte Patera, another Californian. Called "Town Houses," the stitchery is needlepoint in very easy-to-do variations. Size is 5¼ by 7¼ inches. The large frame is of a soft, brown fruitwood finish with gold inner edges; the small frame is done in handsome orange-red lacquer with an outer edge of brown and an inner gold lip.

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.

Check items desired:

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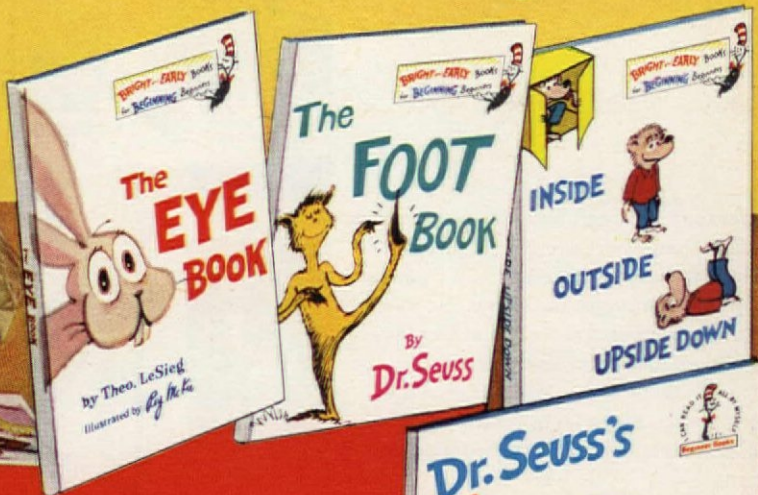
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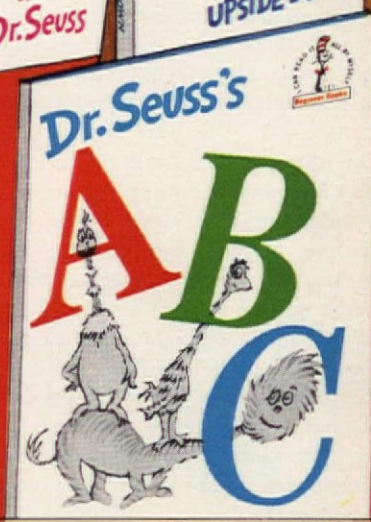
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**3 BRIGHT AND EARLY BOOKS \$1.65**  
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Dr. Seuss and his hilarious cartoon creatures turn the 26 letters of the alphabet into a riot of fun for any child learning to read. Watch your child's excitement and pleasure as he learns his ABC's, the sounds of the letters, and how letters grow into words he can read *all by himself!* This vital book is yours free when you enroll your child in 'THE BEGINNING READERS' PROGRAM.'

What fun to be able to read books *all by yourself*—when you're only three (or perhaps just two and a half)! Lots of little kids are doing it these days, with a wonderful new kind of book created by Dr. Seuss and his friends.

They're called BRIGHT AND EARLY BOOKS, and they're filled with big, bright illustrations and funny little rhyming words. Children love them. And with their help, "beginning" beginners—from two-year-old tots to six-year-old first-graders—take to reading as happily as ducklings take to water!

These BRIGHT AND EARLY BOOKS tell about the things that are delightfully familiar to your child: his feet and the marvels they can perform... his eyes and the fun of seeing... the ideas of "inside, outside, and upside down" that a young child finds so fascinating.

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on to bigger things!**

The three BRIGHT AND EARLY BOOKS shown here are the starter books in the BEGINNING READERS' PROGRAM. They cost \$5.85 at the publisher's catalog price. But you may have all three for only \$1.65 as an introduction. They'll get your "beginning" beginner off to a happy start in reading. And then it's an easy glide right into reading regular BEGINNER BOOKS... they begin where BRIGHT AND EARLY BOOKS leave off!

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Parent's Signature \_\_\_\_\_

(Also available in Canada. Shipment and services from Canada.)

# ARRANGE A FAMILY FRAME-UP

By Lee Lewis Ball

If amateur photography is now in its heyday, then where are all the pictures?

They are no longer gorgeously framed and proudly hung in the home. No. Today's family photographs—pictures lovingly taken and expensively processed—are more likely to be found interred in closets, racked in seldom-used projector magazines or arrayed in long-forgotten albums.

For the run-of-the-mill picture, an album is probably an appropriate resting place. But what about the once-in-a-lifetime picture, the quintessential shot that captures that *special* quality in some member of your family, the portrait that's good enough to become part of your daily household life?

The pictures here and following show how photographs can be used imaginatively to produce, if not art, at least decorative pieces that become a permanent, on-show part of your family scene.

All are within the ability of the amateur photographer having some competence with workshop or model-making tools. The basic ingredients are the perfect picture—and perfect patience.



**ANCESTRAL PORTRAITS** (above) allow the family tree to flourish in the open, provide a ready genealogical reference. This wall embraces five generations. Pictures of the current generation should, like those of its forebears, be given antique frames. They are best grouped tightly together, and as the gallery grows, with grandparents and youngsters contributing, it should spread ivy-fashion across the wall. A mixture of oval, round and rectangular frames produces an attractive effect. If you wish, throw in bits of nonphotographic memorabilia, such as this family has done.



**A JIGSAW PUZZLE** (left) may be less of a challenge when the subject is a family face, but it's bound to be more fun. The blowup should first be at least 8x10 inches in size. The picture is then mounted on a sheet of hardboard or plywood. Study a commercial puzzle for tricky tongue-and-socket fittings, then carve the puzzle in random pattern with a fine fretwork saw.

# With a Sears electric range, neither side has to compromise.

## Neither him.

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### Sears service

is fast and competent, and it's available anywhere in the United States.

### Built-in design

gives you a custom look without the work and expense. Like instant modeling.

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is built into the self-cleaning oven. Now your wife won't mind broiling your chicken.

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ough steel cabinet is rust resistant inside and out. Oven interior is porcelain finished.

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Controls both ovens and outlet. Lets you cook automatically. Gives you more free time.

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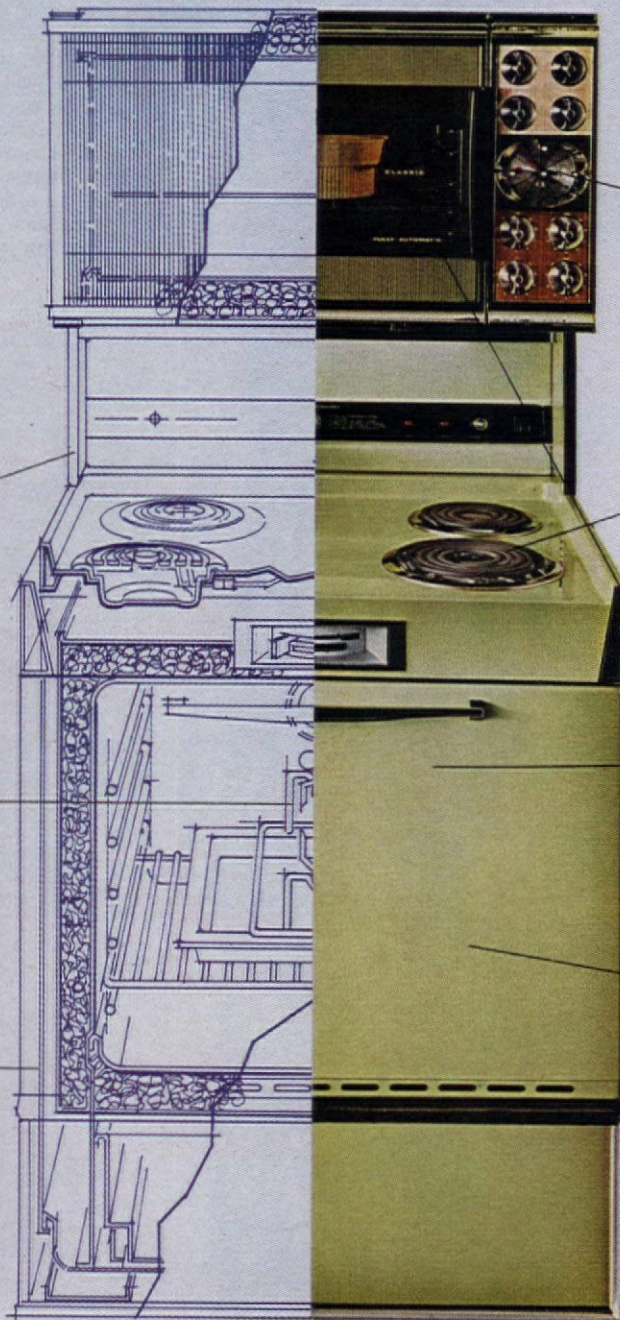
Fast, clean, odorless. And each unit unplugs for easy cleaning.

### Two ovens

Upper oven gives you extra cooking space. You can bake a pie above while you're roasting a turkey below.

### Self-cleaning oven

Set the controls and it cleans up after itself—even in the corners. Cleans liners from top oven, too.



Available at most larger Sears stores and through the catalog.

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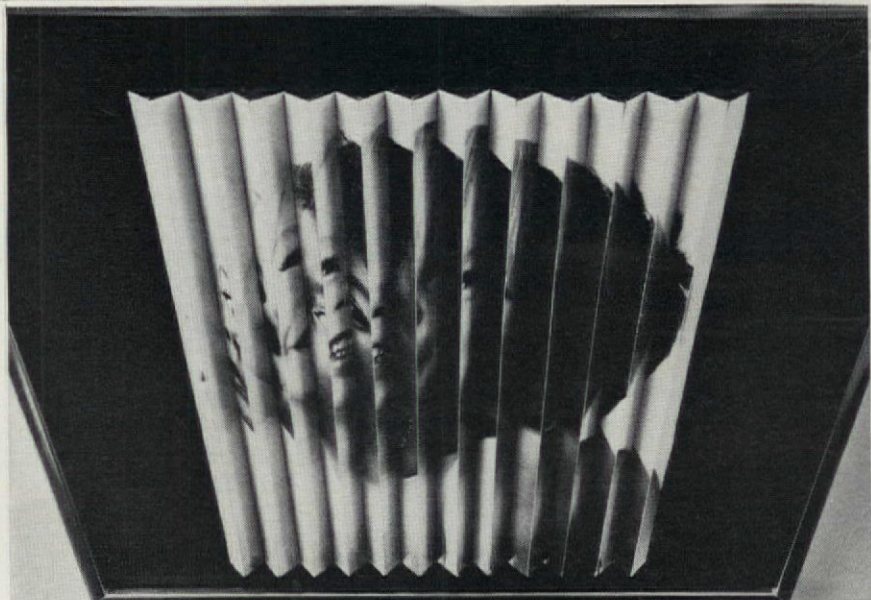
**Kenmore Range. It's designed for you, but built for your husband.**

**July is National Home Appliance Month at Sears. Don't miss it.**



THE 35MM "JACKPOT" (left) is a roll of film with every frame interesting and worthy of the enlarger. What usually happens is that one or two frames are printed and the rest discarded. The action, excitement and success of the sitting are lost when the "contact" sheet (photographic paper, usually 8 by 10 inches, on which the entire roll of film is printed to original frame size) is consigned to the wastebasket. Contact sheets have always been regarded as little more than a guide to the desired picture. In themselves, they are useless—but only because of their size. A good photo-processing house, however, can give you a 16x20-inch contact sheet. The resulting enlargement gives contacts with each frame four times the size of a normal proof. This enlarged and framed contact sheet tells the story of the picture-taking session—the grimaces as well as the smiles—a warmer, more human record than a single portrait.

TROMPE-L'OEIL technique, used by 18th-century artists, creates a fool-the-eye effect easily achieved with photographs. Here two brothers, photographed separately, share a common frame. Viewed from one side (bottom, right), the picture offers one portrait; viewed from the other (bottom, far right), the portrait is a totally different one. Seen straight on (above, right) the picture is a puzzling mélange of the two portraits. Full-face portraits, the heads in roughly equal proportion, were chosen and 8x10-inch enlargements made. The blowups should be done on single-weight paper for easier handling and mounting. Each picture is then stripped into rectangular slivers, 10x½ inches. A metal-edged ruler and a scalpel-sharp cutting instrument are essential to obtain precise dimensions and crisp edges. In this picture, 12 "ribs" were used, so only a central 6-inch-wide section of the enlargements was "stripped." The wooden ribs, triangular in cross-section, are made by either cutting half-inch square wood lengthwise on the diagonal or buying half-inch quarter-round molding and planing off the semicircular side. The width of each plane on the ribs should correspond to the half-inch width of the portrait strips. The ribs are glued to a suitable base, either black or white matting board or painted plywood. The strips of each photograph are then pasted onto the ribs to produce the double-faced portrait. Uncovered ends of the ribs may be painted black or left natural.

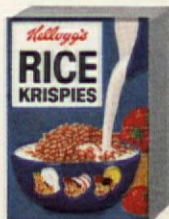


Stephen Green-Armytage



Take the simmer out of summer with  
**NO-BAKE**  
**Summertime Treats**  
 made with Kellogg's Rice Krispies

Tasty treats that Snap! Crackle! Pop! with refreshing fun for hot summer days. You whip 'em up quick 'n easy with Kellogg's® Rice Krispies® cereal, vanilla ice cream, and your favorite fruits.



COOKING WITH *Kellogg's*

**MALLOW-CRUNCH TARTS**

In 2-quart saucepan, melt 2 tablespoons regular margarine, or butter, and 20 regular marshmallows (fresh) over low heat, stirring constantly until mixture is smooth and syrupy. Remove from heat. Stir in 2½ cups KELLOGG'S RICE KRISPIES cereal, mixing until well coated.

Portion mixture into 8 buttered 6-ounce custard cups or 3-inch muffin-pan cups. With buttered spatula form into tart shells. Let stand until firm. Whip 1 cup whipping cream and 2 tablespoons sugar until soft peaks form; fold in well-drained, 10-ounce package thawed frozen raspberries.\* Just before serving, remove tart shells from cups; fill with whipped cream mixture. Garnish with additional fruit.

YIELD: 8 servings

\*Other sweetened fruits, fresh, frozen or canned, may be used in place of raspberries.

**PEANUTTY-CRUNCH PIE**

In bowl, mix ⅓ cup peanut butter and ⅓ cup corn syrup until thoroughly combined. Add 2 cups KELLOGG'S RICE KRISPIES cereal; mix until well coated. Press mixture evenly and firmly around sides and in bottom of buttered 9-inch pie pan. Chill until firm.

Spread 1 quart slightly softened vanilla ice cream evenly in pie shell. Freeze until firm. Cut into wedges to serve; top with peach slices or other fresh fruit.


YIELD: 8 servings

**TEENY-POPPER PARFAITS**

1 cup Kellogg's Rice Krispies cereal, 1 pint French vanilla ice cream, slightly softened.

Starting with Rice Krispies, alternate layers of Rice Krispies and ice cream in Parfait glasses. Top each Parfait with sweetened whipped topping and a cherry. Serve immediately.

YIELD: 4 Teeny-Popper Parfaits



**Low-cost luxury in rugged surroundings lures young families to Yosemite Valley's Ahwahnee.**

## **GREAT HOMES AWAY FROM HOME THE AHWAHNEE**

By Bea Seidler

Tucked away in the corner of one of the world's grandest natural splendors is a hotel that still has style—and a staff that cares about you.

Here in California's Yosemite Valley, The Ahwahnee brings to the rugged wilderness surrounding it a genteel comfort. While deer graze in adjoining meadows and stark granite peaks rise up around the hotel, you can sit in upholstered grandeur and have a quiet 5 o'clock tea, attended by a waiter with all the aplomb of an English butler.

Chiseled millions of years ago by a glacier, Yosemite Valley was set aside by Abraham Lincoln in 1864 "for public use, resort and recreation . . . inalienable for all time." Though it occupies only eight square miles of the 1,200-square-mile area of Yosemite National Park, the valley packs in some of the world's most spectacular and dramatic scenery.

When you first see it, The Ahwahnee seems very much a part of the surroundings—but modest, understated. A stone gatepost carries a discreet wrought-iron sign announcing the hotel. You then proceed over a metal deer guard and around a sweeping driveway to the rustic log-and-slate entrance. Even the reception lobby seems modest. You pass through a connecting corridor to the elevator lobby, and then you begin to realize that you've come into something special—a mansion to match the mountains.

The vast lounge is too overpowering to drink in at one glance. Oriental and Indian rugs are placed about the floor and draped over balconies. Overstuffed chairs and couches in a myriad of colors are grouped around massive tables. Great windows are crowned with stained glass, and the fireplaces at either end appear to be awaiting a mighty ox to roast. Somehow it all seems to work, and even manages to come off as cozy.

In this day and age, the public rooms at The Ahwahnee seem like a delicious waste of space. It's hard to believe that anyone would use the Writing Room for anything other than penning a Victorian novel, and though the matching Winter Club Room just across the lounge is filled with trophies and pictures of club activities, its members and activities are limited.

Continuing through the lounge, you discover a solarium with a trickling fountain and an almost hidden staircase leading up to the Tudor Lounge, named for the paneling on its walls. Here, a park ranger appears nightly (except Sundays) to show slides and movies of the park. For although The Ahwahnee has all of the trappings of a splendid hotel, it is very conscious that it is part and parcel of Yosemite Park. And that's the big lure for visitors.

Most of the guests who come to The Ahwahnee these days use it as headquarters to visit and enjoy the surrounding park. Families find it particularly appealing after a day of rock climbing or horseback riding in the area. Baby-sitters are available through the hotel, allowing parents to dine later, and a combo plays for dancing in the Indian Room off the lobby every night except Sundays.

Many of the hotel's guests are young families. As one staff member explained, "We're getting a younger crowd—lots of families with children who come to spend their vacation in the park. Many of them aren't used to the kind of service that's been a tradition here at The Ahwahnee."

Small wonder The Ahwahnee is attracting the young. In spite of its splendors, it is one of the best bargains on the grand-hotel scene today. The hotel is a National Park concession, and its prices are approved by the Department of In-



rior with the idea that they should be within the reach of all who visit. For years, The Ahwahnee offered American Plan rates that included meals. Recently, in keeping with the new mobility of its guests, the hotel went on the European Plan. The main building has 95 bedrooms, each with a private bath, and rates (the same year-round) are from \$12.75 a person (with three in a room) to \$24 or one. There are two sitting-room suites available. Children from three to nine stay at half rate if they share a room with an adult; tots under three come long free.

The Ahwahnee, open all year except during December 1-19, also boasts eight cottages with another 2 bedrooms and two sitting rooms. Rates are the same.

Somehow it isn't quite right to dismiss the accommodations at The Ahwahnee as mere rooms. The wings of the big, rambling building have been so strategically placed that each bedroom has a dramatic view of many of Yosemite's wonders.

The decor of the bedrooms, as in all the hotel's rooms, has for years been chosen by Jeannette Dyer Spencer. In summing up the periodic refurbishing that must go on, a staff member said, "Rather than redoing The Ahwahnee, we think of it as restoring what is already here."

With the hotel's elegant service and casual grandeur in curious contrast to its rugged surroundings, the question occurs: What is The Ahwahnee doing in Yosemite Valley in the first place?

The answer frequently given is that it was built "in case the king came." To view the park, he would need a worthy place to stay. Various kings and heads of state have indeed come since The Ahwahnee opened its doors in 1927, but for the most part, the guests have been average vacationers like you and me.

The hotel was one of the first projects of the then newly formed Yosemite Park and Curry Co., which still handles most of the concessions in the park. The quality of The Ahwahnee's accommodations today is likely based on the standards of hospitality and service that "Mother" Curry, at the turn of the century, instilled in her employees and heirs. Until the arrival of David Curry and his wife in

## Only Saran Wrap\* keeps them miles apart.



No other wrap seals in a smell  
as well as Saran Wrap.  
Ask the peach.



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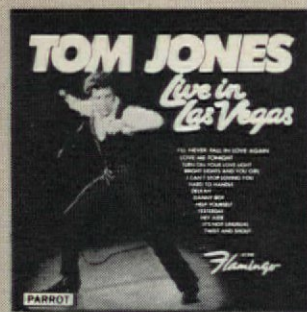
\*TRADEMARK

Yosemite in 1899, visitors here had found little more than makeshift quarters. The Currys, who were both schoolteachers from Indiana, started with tents and later cabins. They specialized in good food and gradually established a pattern for tourist service that has since spread to all national parks.

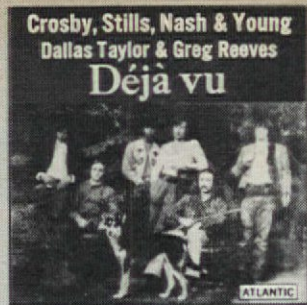
*Ahwahnee* is an Indian word for "great, grassy valley," and the tribes who roamed in and out of Yosemite were expert basket weavers. Their colorful designs were adapted as the underlying theme for all decorations in the hotel. The geometric motifs are everywhere you look—etched into the cement slab floor of the lobby, banding the beamed ceilings and walls, emblazoned on tran-

soms over doorways. The crest of the hotel, described as a "three-legged Indian," has been fired into the china and woven into the table linens.

One of the pioneer visitors to Yosemite Valley wrote of the joys of breakfast beside the open campfire as the cook flipped flapjacks "turning each cake three times over in midair." He went on to say that he felt it was a sacrilege to eat them, as they were such works of art. It's comforting to know that The Ahwahnee pastry chef, Jean Grigmani, is carrying on this art. Featherlight hotcakes and delicate, miniature breakfast rolls await the visitor each morning in a dining room that has all the proportions and drama (continued on page 79)



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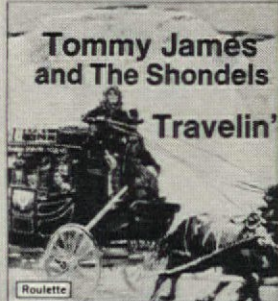
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# Any 12 records for \$39.98



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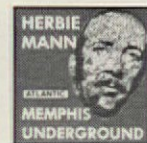
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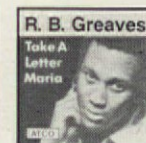
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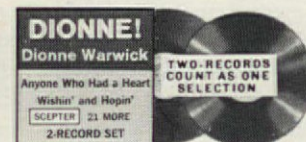
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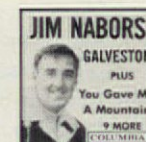
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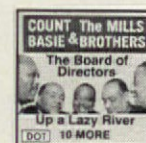
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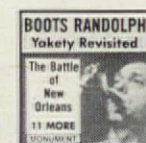
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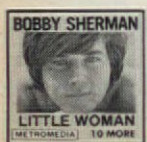
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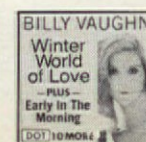
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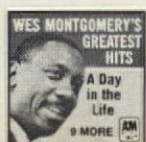
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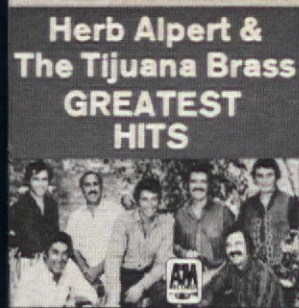
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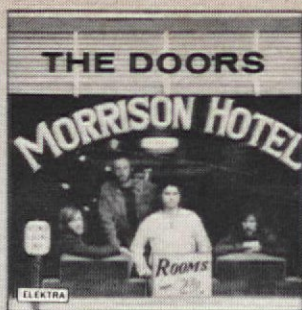
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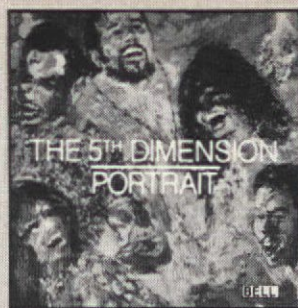
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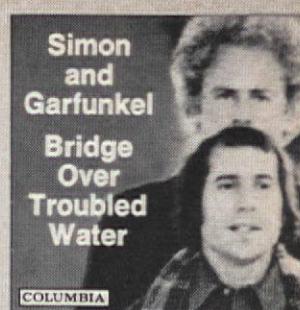
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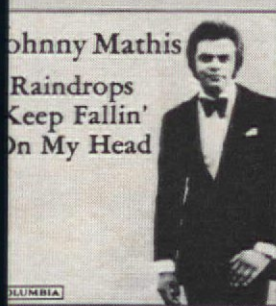
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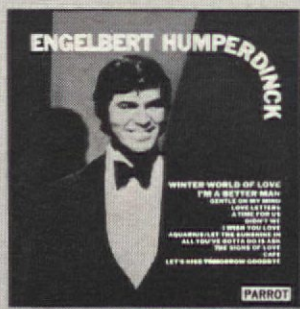
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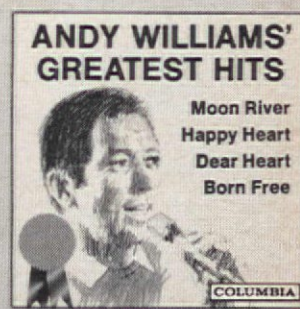
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# ...and a radio, too!



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

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

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

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

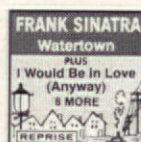
**FANTASTIC BONUS PLAN.** As soon as you complete your enrollment agreement, you will automatically become eligible for the Club's generous bonus plan, which entitles you to one record of your choice free (plus 25¢ for mailing and handling) for every one you buy thereafter!

**SEND NO MONEY—JUST THE POSTPAID CARD.** Write in the numbers of the twelve records you want, for which you will be billed only \$3.98, plus mailing and handling. Be sure to indicate the type of music in which you are mainly interested. Act today!

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 Terre Haute, Indiana 47808



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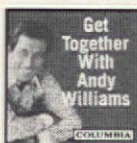
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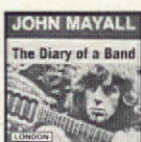
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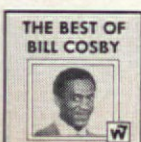
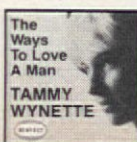
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This kit of eight fine Belgian linen napkins will enhance your table as well as your appreciation of Americana. They are stamped with familiar wild flowers from a cross-section of the United States. Embroidery threads and directions are included. The choice

# EMBROIDER WILD-FLOWER NAPKINS

By Dorothy Lambert Brightbill

of edging is up to you (ours is a narrow lace). Flowers are, clockwise from left: poppy, California; goldenrod, Kentucky, Nebraska; Cherokee rose, Georgia; violet, Rhode Island, Illinois, New Jersey, Wisconsin; mountain laurel, Pennsylvania, Connecticut; clover, Vermont; bluebonnet, Texas; hawthorn, Missouri.



Regional wild-flower bouquets created with blooms from all over America, each representing a different area, were the inspiration for these handsome wild-flower napkins.



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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# The Bar-Tender's<sup>®</sup> touch.

It does delicious things to tall, cool summer drinks.

**Tall Collins.** Use gin, rum or vodka. 1½ oz. liquor, 1½ oz. water, envelope of Collins Mix. Shake with ice. Pour over ice in tall glass. Top with soda.

**Tall Mai-Tai.** Use rum, gin or vodka. 2 oz. liquor, 2 oz. water, envelope of Mai-Tai Mix. Shake with ice. Pour over ice in tall glass. Top with soda or pale dry ginger ale.

**Tall Whisky Sour.** Use whisky, rum, gin or vodka. 1½ oz. liquor, 1½ oz. water, envelope of Whisky Sour Mix. Shake with ice. Pour over ice in tall glass. Top with soda or pale dry ginger ale.

**Tall Cranbreaker.** Use gin, rum, vodka, whisky or bourbon. 1½ oz. liquor, 1½ oz. water, envelope of Cranbreaker Mix. Shake with ice. Pour over ice in tall glass. Top with soda.

**Tall Pussycat.** 1½ oz. of whisky, 1½ oz. of water and one envelope of Pussycat Mix. Shake, pour over ice in tall glass. Top with soda.



The Bar-Tender's touch. It makes the quickest, easiest, most inviting quenchers under the sun. As 1-2-3 easy as this: just open an envelope of Bar-Tender's Instant Cocktail Mix, and combine with water and your favorite liquor. Add a splash of soda and you've got it made. It's instant temptation, and you'll find it in 11 different and delicious varieties at your favorite supermarket or package store.

12 individually pre-measured envelopes in each box.

**The Bar-Tender's touch: for the best tasting cocktails under the sun. Bar none.**

# IF YOU DON'T MIND PAYING LESS, YOU CAN GET A BETTER STEAK.

Some people still judge things by their price tags. If it costs more, they reason, it must be worth more.

To which Adolph's says, "Nonsense!"

Especially when it comes to steaks. Because the less-expensive cuts, like round steak, flank steak and sirloin tip steak are just as nutritious as the costly ones. They have a richer, beefier flavor. They have less fat, usually less bone. More protein, fewer calories. Pound-for-pound, they're a better value for your money.

In fact, the only thing they lack is natural tenderness.

And that's where Adolph's Instant Meat Tenderizer comes in. Use Adolph's on those less-expensive cuts and you can broil or barbecue a round steak to taste as tender and juicy as a porterhouse. You can barbecue a flank or sirloin tip steak deliciously tender enough to serve company.

And if you'd like to vary your menu, use Adolph's 15-Minute Meat Marinade instead. Then you can have the deep-down flavor and juicy tenderness of a delicious gourmet meal. And have it quickly too. Because Adolph's has taken the time and trouble out of marinating. It works in just 15 minutes!

So, next barbecue time, remember: If you don't mind paying less, you can get a better steak.

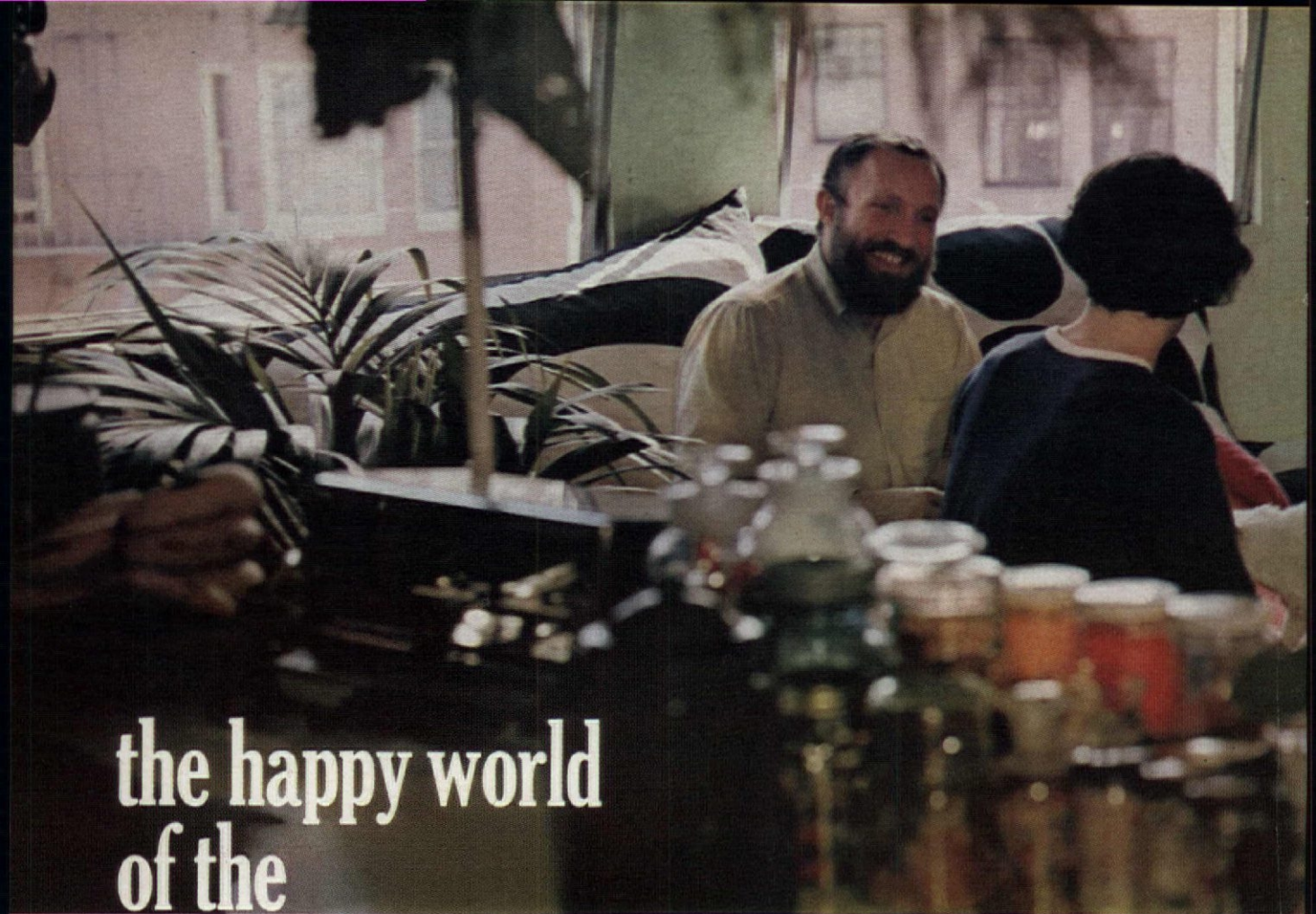


\* Prices from U.S. Bureau of Labor Statistics.  
Average national meat prices, 1969.



As California goes, frequently so goes the nation—in great ideas for living the good life. Californians are persuasive trend-setters. In the 22 pages that follow, we show fresh evidence of this West Coast spirit. You'll meet San Francisco's Harry and Stephanie Murphy (that's Stephanie pictured) who, by ingenious decorating, merge studio and home life in a one-room, 4,000-square-foot former pickleworks. Next come Edith and Frank Wyle. Their world is folk art and fine food, uniquely blended in a Los Angeles gallery-gourmet dining enterprise. California houses? There's the Herman D. Ruths' splendid, secluded "house in the forest" set on a third of an acre in busy Berkeley, plus the \$24,500 weekend house at Sea Ranch, custom-built for Dr. Leonard Rush and family. In addition: stylish but casual table settings in the California vein; fruit desserts, picnics and patio cookouts with a special West Coast flavor. Join us on our journeyings in El Dorado country. You'll find the route well marked with provocative new ideas.

## CALIFORNIA... the good life



# the happy world of the

# Harry Murphys

Combining design studio and apartment in a former pickle

By Nancy C. Gray

Past the unprepossessing facade of a wedge-shaped building that sits on a busy corner of San Francisco's North Beach warehouse area and up three flights of breath-squeezing stairs, there's a surprising world of sunshine and flowers at once pristine and cluttered with good things galore. The sign downstairs says "Harry Murphy & Friends." Harry's world, his studio and his home, are shared by Stephanie, his wife of one year and, during the working day, by seven "Friends" who work with him on product and package design, environmental projects and on the restyling of corporate images. The restyling job done on this 4,000-square-foot former pickle factory, vacant for many years, is a tribute to the powers of white paint and ingenuity. Tall, bearded Harry Murphy (above, at left, with Stephanie and "Friend") likes to live surrounded by his own designs. Yet Stephanie's romantic and colorful possessions married happily into the hard-edge black and white of Harry's bachelor surroundings. The apartment, in the rear of the studio, takes up 1,500 square feet. All vital living areas are accounted for within this single space, defined beautifully by fabric panels, tall units of open shelves and rods of neatly hung clothes that are the Murphys' version of a closet. (continued)





Fred Lyon

factory, San Franciscans Harry and Stephanie Murphy prove that you can live with your work.



Harry and Stephanie (above) dramatize their apartment with graphics, greenery, sculpture. The ceilings, from which tables and panels hang, are put to use.

Marimekko supergraphic fabric panel, canopying chessmates Murphy and Doug Akagi, lowers the ceiling to provide an intimate touch. Steel chess set was designed and made by Murphy. Clothespole at rear serves as bedroom "wall."

Kitchen and worktable (rear) are seen through a pattern of hanging plants and suspended tables. Flowers, a must in California, flood the apartment.



Stephanie busies herself over the kitchen worktable, a door set upon two sawhorses. Says she, "It's the least expensive kind." Canisters at left are decorative and functional.

#### THE HARRY MURPHYS continued

With everything out in the open, the Murphys' personal possessions are displayed rather than stored and are thereby turned into decorative accessories. Ceilings are another specialty of the house. Most people forget they've got them, but the Murphys make theirs functional. In the apartment, tables, panels, towel rods and fabrics are hung from the ceilings; in the studio, similarly suspended hollow-core doors provide necessary work and display space. What makes this apartment so special? A mixture of discipline and the way everyday things have been used with playful creativity.

Open shelves above the kitchen range (left) are closed off with sliding panels of smoky Plexiglas. The suspended giant ring holds a variety of household and personal necessities: handbags, kitchen utensils, belts, aprons, spices—even a Yo-Yo.





The Murphys' dining area (above)—though "the chess table is really where we eat"—is set off with sliding, hollow-core graphic door panels. Firewood in background adds a rustic touch, while the overhead globe light, a Murphy apartment trademark, echoes the white, Formica-topped table.



In the bathroom, colorful rolls of toilet tissue (above, right) form a decorative, under-the-counter design. *Bright-idea note:* Kitchen and bathroom soap dishes, not shown, use marbles for soap rests—blue in the kitchen, yellow in the bath.



A parade of towels (right), hung on suspended dowels, patterns the passage leading to the bath. Bottom of bookcase in background houses the "wine cellar," within reach of the dining area.

Stephanie's scarf wardrobe splashes across bedroom wall (below). Open shelves at right display her ribbon collection—"I'm a ribbon nut!"—and double as linen closet and room divider. Fabric at left divides bedroom and living room.







The Wyles take a coffee break over their arrange-it-yourself table, the creation of designer Bill Sanders. Of wood and tile, the table has carving-board squares and recessed hibachi.



A Pakistan embroidery adorns the dining table. Pen drawing on wall, left, was done by Edith. Candlesticks are Flemish.



Nancy Getz, one of the Wyles' three married daughters, is an anthropologist. Here, sitting with her mother in the family room, she scans a book on insects from the shelves behind.

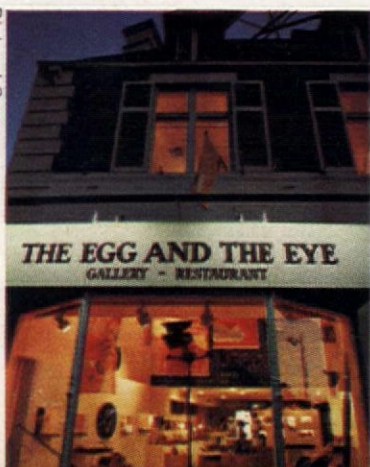
By Vera D. Hahn

## FOLK ART AND FINE FOOD

Californians have a great knack for combining work and play, marriage and careers, homes and hobbies into a marvelously successful lifestyle. A prime example is Edith Wyle, opposite, shown during a rare relaxed moment in the family room of her Westwood home in Los Angeles. This talented painter's fascination with folk art, her far-flung travels with her husband Frank (a mechanical engineer, he's president of Wyle Laboratories) and her own gourmet leanings merged four-and-a-half years ago into "The Egg and The Eye," a gallery-restaurant on Los Angeles' Wilshire Boulevard. Rodessa Moore presides over The Egg, a balconied restaurant whose patrons can sample 52 versions of her omelet classic. Downstairs there's a gallery—The Eye—that houses a treasure of rare folk art and contemporary domestic crafts. The Wyles' finds come home to roost here or in their own family room. "We're our own best customers," says Edith, who surrounds herself with Yugoslavian rugs, Mexican devil sculpture, African stools, Peruvian dolls and other exotica—all mementos of their worldwide expeditions.

Gallery exhibits at The Eye (below, left) include modern crafts and folk art, are changed every eight weeks. At The Egg (right), a 52-omelet menu, in newspaper format, awaits the visitor.

Richard Gross



The white stucco house is divided into a living pavilion on the right and a sleeping pavilion on the left with an entrance for



By Barbara Plumb

# THE HOUSE IN THE FOREST... on 1/3 acre

Although this house appears sequestered in the middle of a forest, it actually sits upon a third of an acre in heavily developed Berkeley, Calif. Herman and Minnie Ruth, city-planning consultants, commissioned architect Donald E. Olsen to design the house—his second for the Ruths—because they wanted larger quarters now that their boys (David, 18, Larry, 16, and Steven, 9) were growing up and entertaining more. "When I saw the site," Olsen recalls, "there was such a complexity of foliage and trees that I decided the only way to make the house come off was to create a geometric entity, distinct from its natural surroundings." He designed a narrow-beam foundation in order not to destroy roots of trees surrounding the house. (continued)

between. The crisp, box forms contrast dramatically with the curved, primordial contours of the oak trees surrounding the house.



Windowed walls, skylight and cutouts in partition-divider separating the foyer and living room provide the interior with an abundance of natural daylight. A black-and-white Formica storage unit divides living-dining areas, leaving the perimeters free for windows while accommodating books, stereo, cement fireplace.



**An ingenious use of space, natural light and a woody setting bring the outdoors in.**

Olsen then covered a wood-frame construction with white stucco to act as a giant reflecting screen. "It's a changing show," Minnie says. "I never tire of watching the lights, shadows and textures that are always shifting. The whole exterior seems to come alive." The entrance cube has the main entrance door on one side and a door to the patio on the other so guests can go outside without tracking through the house. The roof of the cube has a parapet to make it a private sun deck. The interior fits the Ruths' requirements perfectly. "I told Don if we had enough storage room," Minnie explains, "we'd never have to move again." Olsen's answer for juggling plentiful storage space with abundant natural light was a low divider island between living and dining rooms that does not choke off the flow of space. Artificial lighting that washes the ceilings is hidden in the top of the divider. Although the interior walls and cabinetry are neutral black and white, color erupts in brightly painted panels on the dining-room cupboard doors, in large paintings (most of them by California artist Nancy Genn) and in rugs and pillows.



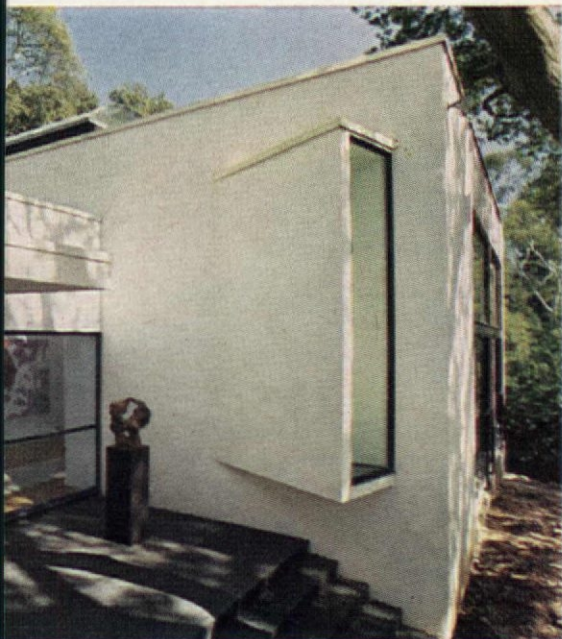
The breakfast room, which adjoins the kitchen, can be completely or partially opened to the out-of-doors by three sets of sliding glass doors. To keep within their budget, the Ruths installed an inexpensive wood ceiling for which they eventually plan to substitute glass. Breakfasting around the simple, white table are Herman, Minnie and sons Larry and Steven.

The breakfast area is a separate pavilion that juts into the backyard with a view of trees and flowers on three sides. Minnie can serve guests in the backyard either from the breakfast area or through windows that open as an outdoor pass-through from the kitchen. Despite all the glass, there is no need for air conditioning. Oak trees form a cool canopy.





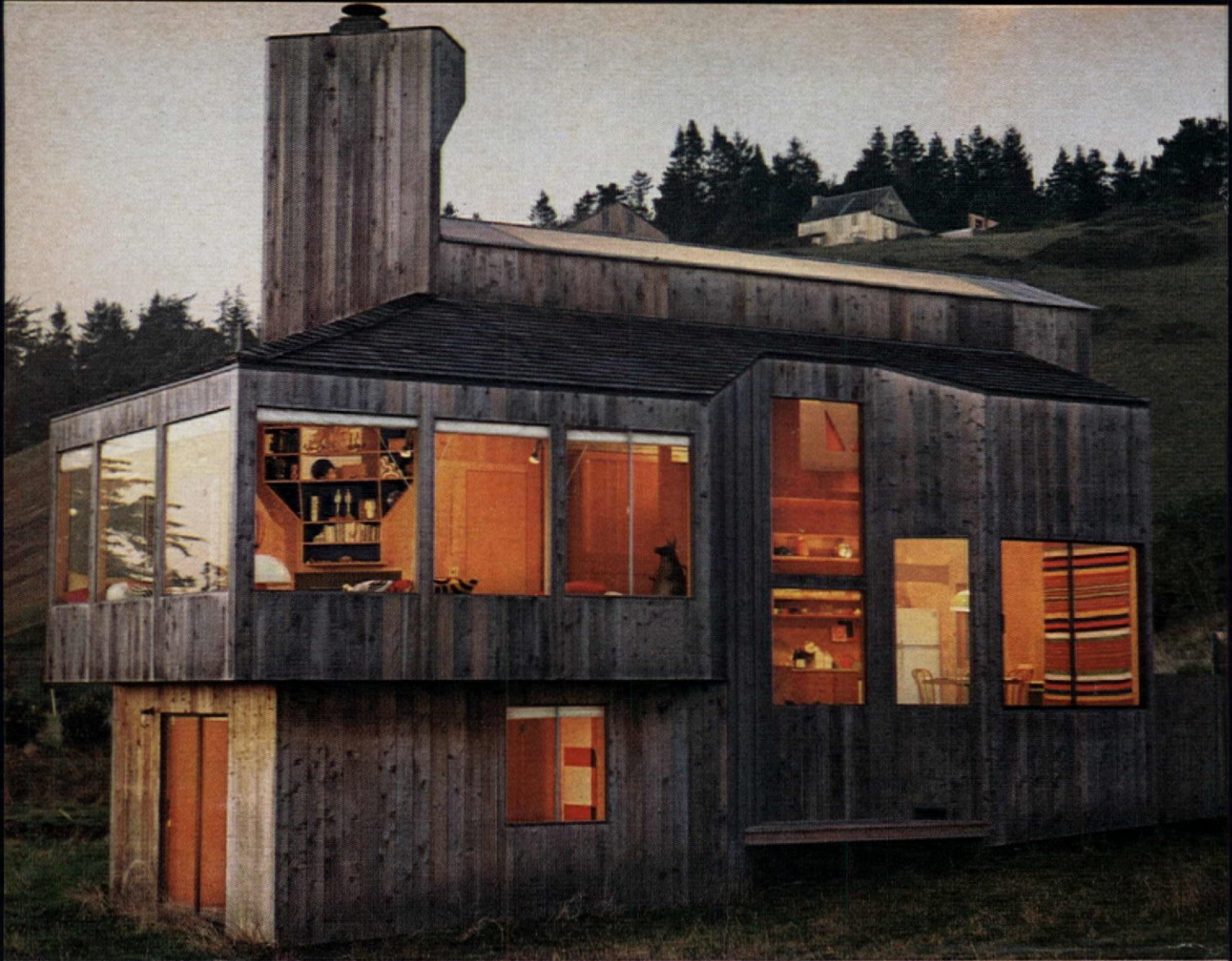
Although the foyer, living, dining and kitchen areas are separated from one another by dividers, they seem part of one large, sunlit space because divider walls are low or pierced with cutouts, giving a glimpse into adjoining areas.



A tall, narrow window angling out of the living-room wall (above) brings more light into the room without allowing curious outsiders a view of the interior.



On the dining-room side (right), the Formica divider incorporates storage behind brightly painted sliding doors. A black Formica shelf, with backdrop for art or china, was created for buffet serving.



## A CUSTOM HOUSE THAT BUDGET BUILT

In our era of shrinking dollar power, \$24,500 is a micro-budget for a custom weekend house for six. Architect William Turnbull could meet this price because of the flexibility of his clients, internist Dr. Leonard Rush, his wife Elizabeth and their four daughters. Designed with a single bath and a sleeping well for four, the Rushes' house at Sea Ranch, sitting on a half-acre site three hours north of San Francisco, commands an ocean view but also has roads and lots surrounding it. Turnbull gave it privacy by fencing in the deck, by planting hedgerows and by elevating the view areas from a central spine tower. While the redwood house is essentially a split level, the Rushes can glimpse portions of other interior areas from their living room. As a relief from the cool climate, the interior is a warm bath of daylight and bright design. Even the quadruple bunks have turned out to be a plus for the Rushes. Six-year-old Sarah, who chose the top one, says, "I like it. It's like a separate room."



Living-room bay (above), designed like a ship's bridge, overlooks the coast. Bookshelves and storage area are built as a playful, functional mantel above fireplace at right. The Rushes wanted "sprawlatory" space, so Turnbull designed cushioned benches, with ample storage, along the windows. Tabletop is from an old parquet ceiling. Spotlights wash the wooden supports between windows.

John Zimmerman

pine tower (opposite) encloses kitchen and bunk well. Bays extending from it provide views for dining and living rooms.




The Rush family enjoys an afternoon walk (right) along the coast near Sea Ranch. Too cold to swim in year-round, the waters are a favorite with surf-gazers.



Dining room-kitchen (left) doubles as entrance. "You walk into the kitchen," Turnbull explains, "because the Rushes' vacation lifestyle is so informal that standard-use patterns have no meaning. They cook in the living room and might sleep in the kitchen." Brightly painted cutout wall by Sausalito artists Martha and Jerry Wagner above the kitchen covers exposed framing. Beam, extending across lower kitchen shelving, shields indirect lighting.



The girls bunk in a 16-foot-high sleeping well (above), each having individualized her domain with a different bedspread. Ten-year-old Ruth slides down pole fireman-fashion while sister Ellen, 7, watches from the floor below.



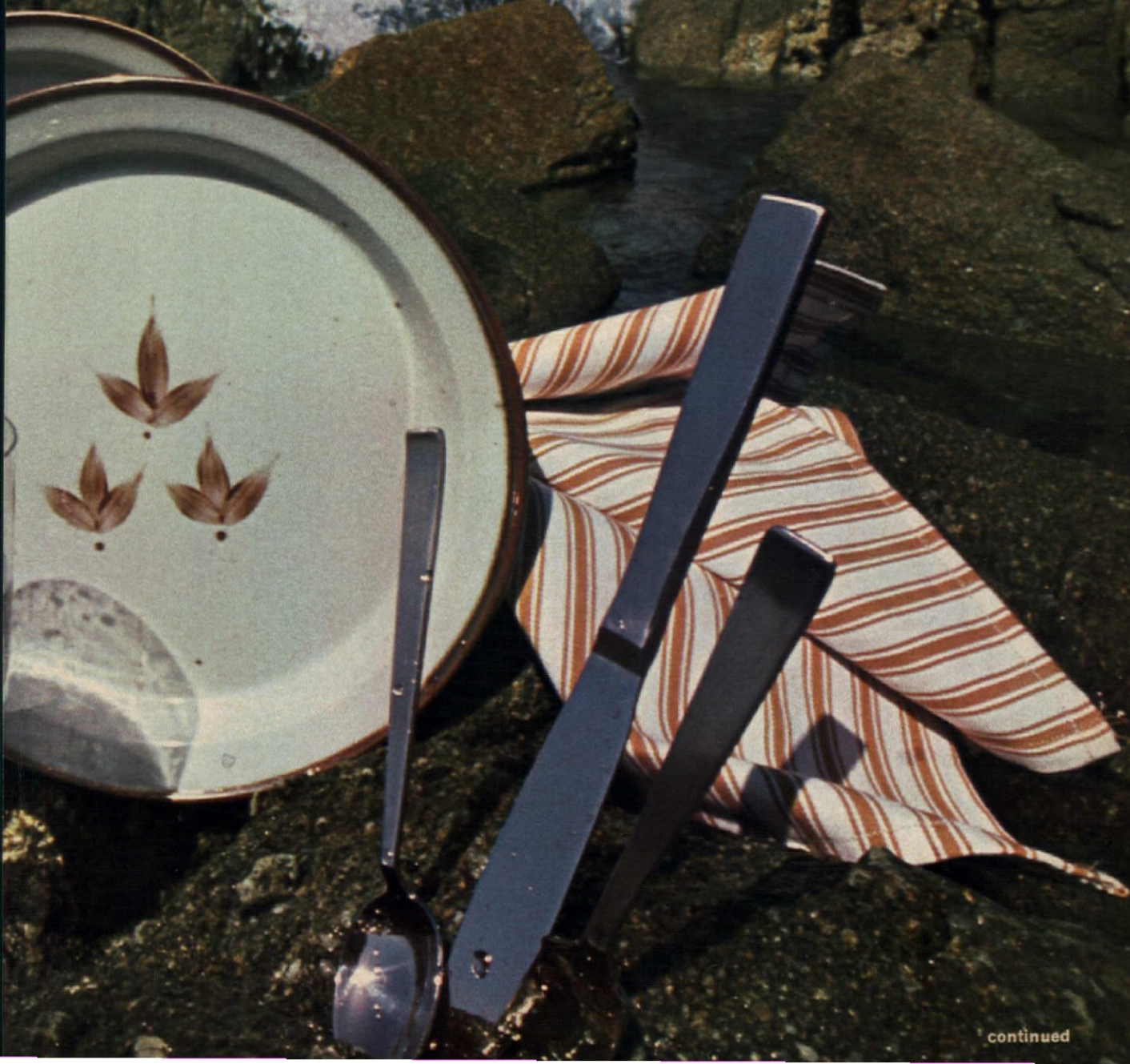
Jerry White

The rough texture and sun-bleached look of Dansk's stoneware from Bonniers in New York blend harmoniously with this rocky, surf-pounded strip of California's Pacific coast. Simple stainless flatware by Lauffer, goblet by Royal Crystal Imports and the striped napkin of rugged ticking further accent the down-to-the-sea mood.

The rigid, mannered table settings of yesterday are rapidly giving way to a new, relaxed informality in dining. To achieve this carefree look, you don't have to sacrifice the beauty of fine tableware, for even the most elegant designs can be used casually—like the place settings pictured on these pages against the ever-changing panorama of California's outdoors. Available at leading department stores and gift shops, they can bring the same combination of color, texture and style to your table.

# CALIFORNIA SETS THE DINING SCENE

by Alexandra Walker

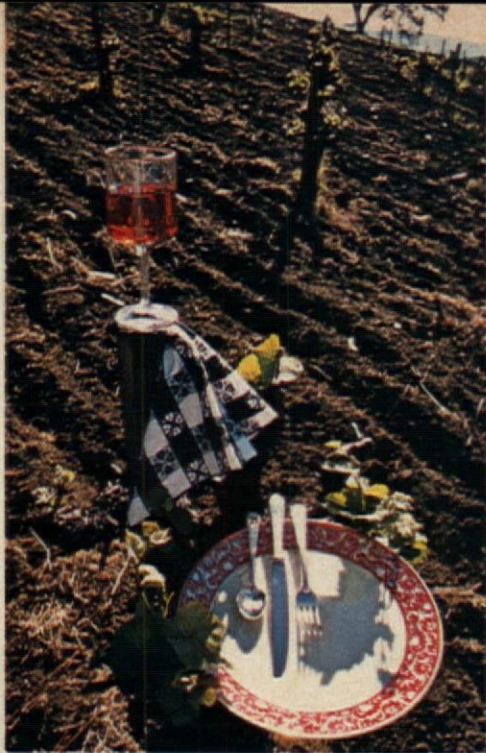


continued

## DINING SCENE continued

The bas-relief pattern of Syracuse's carefree china, handsome multipurpose crystal by Spode and Reed and Barton's stainless (far right), go with any color scheme. The counterpoint here: California poppies (the state flower) at Santa Barbara's Botanic Gardens.

Lenox plate (right), bordered in a rich, red vine pattern, well suits the locale—the vineyards at the Inglenook Winery in California's Napa Valley—and the Cabernet Sauvignon claret in Lenox's crystal. Kirk's Colonial-pattern sterling becomes less formal with the checked napkin by Leacock.



Robert Stein


Franciscan's lightweight earthenware (right), sterling by Towle and crystal by Rosenthal USA Ltd. look inviting against cool blue-and-white Mexican tiles that serve as a place mat. Beer glass, shown with wine, can also be used for desserts. The site is Fisherman's Wharf at Monterey, once a whaling center and the Spanish heart of California.



Ceramar's wildly patterned china rests serenely in a California artichoke field. The subtle greens are the perfect foil for Morgantown Glassware Guild's white goblet and sterling from the Sterling Silversmith Guild of America. The oversized napkin, an almost forgotten dining luxury, is from Tablerie, New York.



Jerry White



Block's sleek new pattern is framed by the glossy leaves and fragrant blossoms of a Southern California orange grove. Though innately elegant, the brushed-gold geometric crest and Reed and Barton's vermeil flatware still lend themselves to casual dining—indoors or out.

With her rich soil, benign climate and long growing season, small wonder that California is America's No. 1 greengrocer. Nor is it surprising that fruits, abundant in the lush valleys, are national favorites for family desserts. Here, high on a hilltop overlooking San Francisco's Golden Gate Bridge, a wine gel-

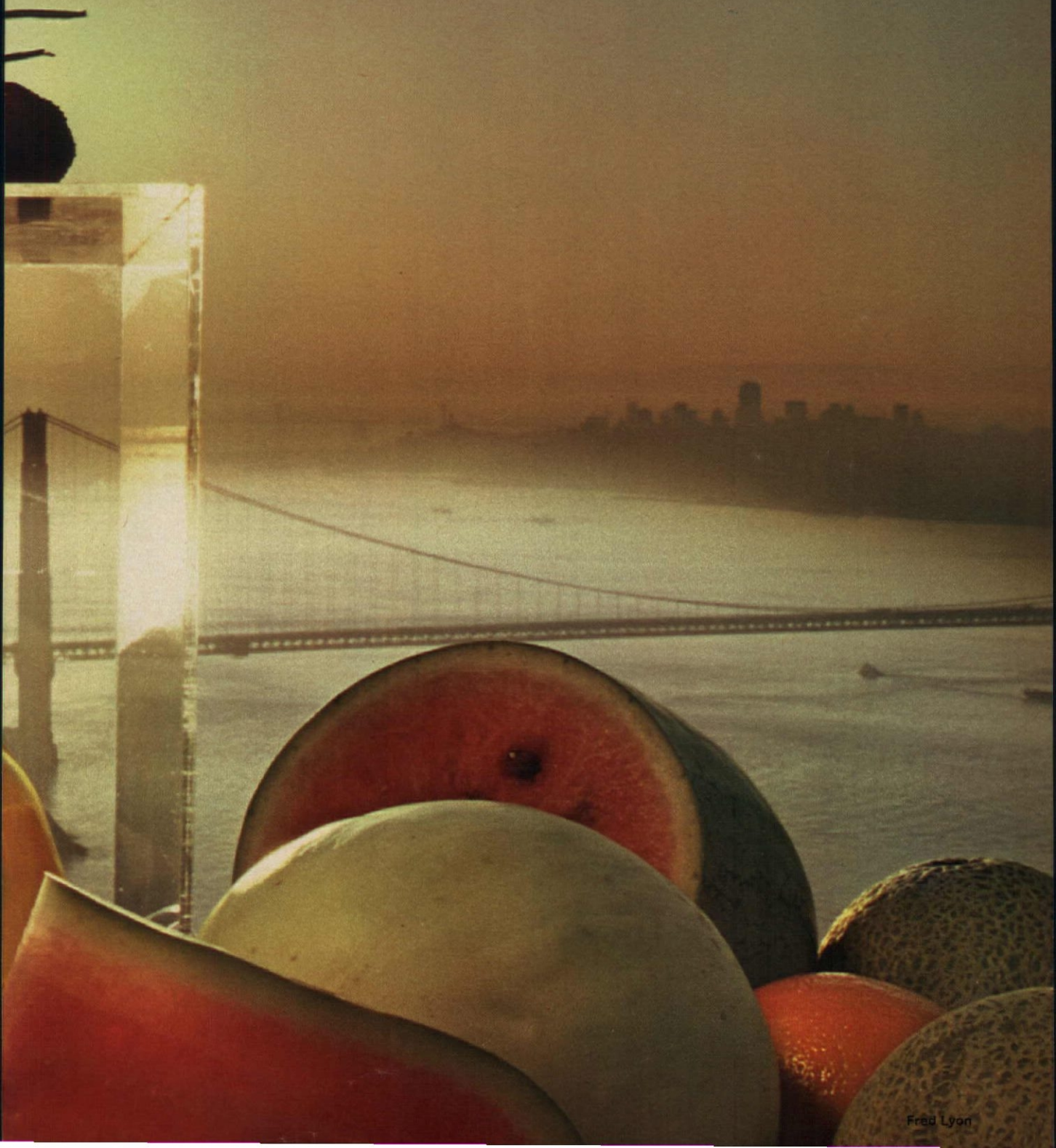
# FRESH FRUIT DESSERT BONANZA

By Frances M. Crawford and Food Staff





atin bejeweled with cantaloupe, honeydew and watermelon balls glistens in the early morning Western sun. This tempting recipe and others for several more dessert specialties involving fresh fruits are on page 62. For additional food ideas in the California outdoor spirit, turn to pages 60 and 64.





## PICNICS PACIFIC-STYLE

Dungeness crab is one of the prides of the Pacific coast. The fishing fleet brings it to San Francisco's Fisherman's Wharf, where it is boiled fresh, then displayed on ice, ready to become a memorable picnic at the beach, in the backyard or a meal at home. This succulent crab needs little more to enhance it than mayonnaise, French or sour-dough bread and a chilled, dry white wine. For extra flourish we've added a salad that is a *mélange* of vegetables and a second mayonnaise—one delicately flavored with sherry. The recipes for these and other unique picnic dishes, such as Escabeche de Pescado (marinated fish) and Mexican Beef with Orange Sauce, begin on page 66.



## FRESH FRUIT DESSERTS

continued from page 58

### CALIFORNIA MELON MOLD

(pictured on page 58)

- 4 tablespoons (4 envelopes) unflavored gelatin
- 1½ cups cold water
- 8 cups boiling water
- 2 packages (3½ ounces each) lemon-flavored gelatin
- ¼ cup sugar
- 1½ cups sherry
- Cantaloupe balls (about 1 inch in diameter)
- Watermelon balls (about 1 inch in diameter)
- Honeydew melon balls (about 1 inch in diameter)

Soak unflavored gelatin in cold water. Dissolve in boiling water. Add lemon-flavored gelatin and sugar. Stir until gelatin and sugar are dissolved. Stir in sherry. Cool mixture to room temperature. Meanwhile, place 3 trays of ice cubes in a large, open kettle. Place a Bundt pan or 12-cup mold in ice to chill. Spoon enough gelatin mixture into mold to make a layer about ½ inch deep. Let set until thick and syrupy. Arrange melon balls on gelatin, alternating the colors. Let set until gelatin is firm. Add enough gelatin to cover melon balls completely. Let set until firm. Repeat layering of melon balls and gelatin twice more. Spoon remaining gelatin on top. Remove mold from kettle. Refrigerate 4 hours or overnight if possible. To unmold, dip mold in warm water for about 15 seconds. Invert onto serving platter. Arrange extra melon balls in center of mold or around edge, if desired. Serve with salad dressing for a salad, or plain as a dessert. Makes about 20 servings. Recipe may be cut in half and poured into a 6-cup mold.

### STRAWBERRY SNOW

- 2 cups fresh strawberries, washed and hulled
- ½ cup sugar
- 3 egg whites
- 1 cup heavy cream, whipped

Puree strawberries in food mill, electric blender or through a fine sieve. Stir sugar into puree. Beat egg whites until stiff peaks form. Fold strawberry puree into egg whites; fold in whipped cream. Pour into serving bowl or individual sherbet glasses. Serve immediately or refrigerate until serving time. Makes 6 to 8 servings.

Note: For an extra special taste, 2 tablespoons orange-flavored liqueur may be added to the cream before whipping.

### FRUIT WITH LEMON CUSTARD

*This delicious combination of fresh fruits, nuts and tangy custard should be served icy cold.*

- 1 cup diced banana (1 large)
- 1 cup seedless grapes, halved
- 1 cup diced, peeled orange (1 large)
- 3 egg yolks
- 3 tablespoons sugar
- 1 cup milk
- ½ teaspoon grated lemon rind
- ½ teaspoon vanilla
- ½ cup chopped walnuts

Combine fruits in small bowl. Cover; chill. Blend egg yolks and sugar in top of double boiler. Stir in milk and lemon rind. Cook over hot water, stirring constantly, about 5 minutes or until mixture thickens. Remove from heat. Stir in vanilla. Chill custard thoroughly. At serving time, drain juice from fruits. Stir half the chopped nuts into fruits. Spoon mixture into sherbet glasses or small dessert dishes. Pour custard over. Sprinkle each serving with remaining nuts. Makes 4 or 5 servings.

### STRAWBERRIES WITH ORANGE CREAM

*An old favorite, strawberries and cream, with a subtle new flavor.*

- 1 pint fresh strawberries, washed, hulled and quartered
- 1 tablespoon sugar
- ½ cup sugar
- 2 teaspoons grated orange rind
- ½ cup orange juice
- 1 cup heavy cream

Combine strawberries and 1 tablespoon sugar in small bowl. Combine ½ cup sugar, orange rind and juice in small saucepan. Bring to boiling, stirring until sugar dissolves. Simmer 10 minutes without stirring. Cool syrup. Whip cream until soft peaks form. Fold in orange syrup gently. Serve over strawberries. Makes 4 to 5 servings.

### CLARET SPICED ORANGES

- 6 large oranges, peeled and sectioned
- ½ cup sugar
- ½ cup water
- ¾ cup claret wine
- 3 whole cloves
- 3-inch piece stick cinnamon
- 1 tablespoon lemon juice

Place orange sections in large bowl. Combine remaining ingredients in saucepan. Bring to boiling. Simmer 5 minutes. Pour syrup over orange sections. Refrigerate 3 to 4 hours. Remove spices before serving. Makes 8 servings.

### APRICOT ICE

*A very delicate and refreshing ice that is delicious served as is, with Crème de Menthe poured over, or atop a fresh fruit compote.*

- ½ cup sugar
- ⅓ cup light corn syrup
- 2 cups water
- ¼ cup lemon juice
- 6 fresh apricots, pitted and pureed

Combine sugar, corn syrup and water in small saucepan. Place over low heat; stir until sugar is dissolved. Remove from heat; stir in lemon juice and apricot puree until well blended. Pour into 9x5x3-inch loaf pan. Freeze until firm throughout. Remove mixture from pan and place in a chilled bowl. Break up with a wooden spoon. Beat with an electric mixer or rotary beater until mixture is a thick mush. Return to pan and freeze until firm. Makes about 1 quart.

### PEARS POACHED IN GRENADINE

*For a spectacular dessert, serve these delicate, rosy red pears.*

- 6 firm, ripe pears
- ⅓ cup sugar
- 2 cups water
- ½ cup grenadine syrup
- 1 tablespoon lemon juice
- ⅛ teaspoon salt

Pare pears, leaving them whole with stems intact. Combine remaining ingredients in a deep saucepan. Bring to boiling. Add pears. Cover; cook about 12 minutes. Turn pears over; continue cooking about 10 minutes or until fruit is tender. Remove pears from syrup; set aside. Boil syrup 10 minutes or until reduced by half. Pour syrup over pears. Refrigerate 2 to 3 hours or until thoroughly chilled. Makes 6 servings.

### PEACH AND PLUM IN WINE COMPOTE

*A perfect ending for a summer meal, and it takes only minutes to make.*

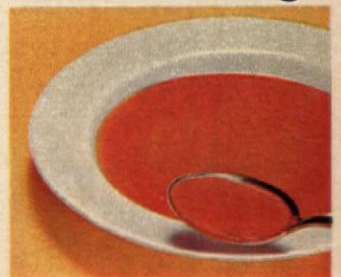
- 3 large ripe peaches, peeled, pitted and quartered
- 4 ripe red plums, pitted and cut in quarters
- 1 cup dry red wine
- 1½ cups sugar
- ¼ cup lemon juice

Combine all ingredients in large saucepan. Cover; heat to boiling. Reduce heat. Simmer about 5 minutes or until fruit is tender. Turn into serving bowl; chill. Serve with whipped cream, if desired. Makes 4 to 5 servings.

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# Spaghetti U.S.A.



Stars, stripes and spaghetti forever. Kraft American Style Spaghetti. Thin tender spaghetti, grated Romano, savory cheddar. And of course, a subtle blend of herbs and spices. Add tomato sauce or paste and serve hot, hearty spaghetti, gently spiced the way you like best.

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By Dorothy Lambert Brightbill

# KITS TO PAINT WITH A NEEDLE



Are you a beachcomber? Or is fruit your thing? Make it known with these art forms that you "paint" with a needle, both designed by Grace Coffin. This easy, fast method is possible for a beginner, for kits include not only all necessary materials but stitch charts, color guides and easy-to-follow instructions.

The little sandpipers, Kit 61180, are a familiar sight on many shorelines and these bring the fresh sea air with them. They are stamped on cotton homespun, size 5 by 23½ inches. We mounted the plain, narrow moss-green frame (see coupon) on a sheet of white plywood.

The big, bold watermelon, Kit 61179, reminds us of the fascinating Mexican paintings that are so expensive. You can "paint" your version for a tiny fraction of the cost and be proud of your handiwork. The large, bold stitches worked with heavy yarn will cover the solid areas of the watermelon quickly. The design is stamped on cotton homespun, size 19 by 25 inches. The frame, which we painted green, is also available. It comes unassembled (to save money) and has easy put-together instructions. We added color with a narrow red velvet ribbon.

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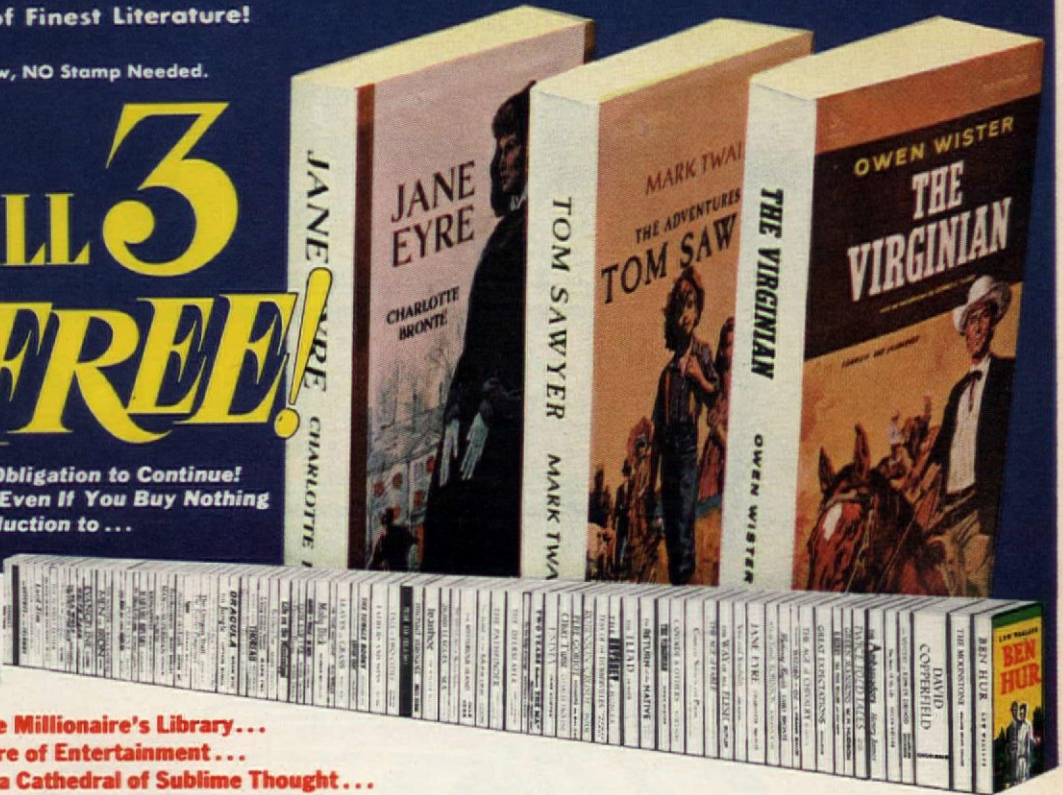
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**OFFICIAL RULES: National Biscuit Company's Nabisco People Pleasers Snackstakes™**

On an official entry blank or a plain 3" x 5" piece of paper, print your name and address and zip code. Each entry must be accompanied by two box tops or the names of any two different SNACK MATE CHEESE SPREADS or Nabisco Snack Crackers (TRIANGLE THINS, BACON THINS, CHICKEN IN A BISKIT, WHEAT THINS, SOCIABLES, TWIGS SNACK STICKS, FRENCH ONION CRACKERS, SIP 'N CHIPS, CHIPPERS) printed in block letters on a 3" x 5" piece of paper. Enter as often as you wish, but mail each entry separately to: "Nabisco Snackstakes," P.O. Box 730, Rosemount, Minnesota 55068. Entries must be postmarked by July 31st, 1970 and received no later than August 7th, 1970.

Winners will be determined in random drawings conducted by Marden-Kane, Inc., an independent judging organization whose decisions are final. No substitutes for prizes as offered. Only one prizewinner per family. Winners will be notified by mail. Snackstakes open to residents of the United States except employees and their families of National Biscuit Company, its advertising agencies and Marden-Kane, Inc. in Missouri, Washington, Wisconsin, Georgia, Idaho and Maryland and wherever prohibited or restricted by law. All federal, state and local laws and regulations apply. Liability for federal, state or other taxes is winners' sole responsibility.

**Mail to: People Pleasers Snackstakes  
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Please enter me in the NABISCO PEOPLE PLEASERS SNACKSTAKES. Enclosed are two box tops, or the names of any two different SNACK MATE CHEESE SPREADS or Nabisco Snack Crackers (TRIANGLE THINS, BACON THINS, CHICKEN IN A BISKIT, WHEAT THINS, SOCIABLES, TWIGS SNACK STICKS, FRENCH ONION CRACKERS, SIP 'N CHIPS and CHIPPERS) hand printed in plain block letters on a 3" x 5" piece of paper.

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# Lea & Perrins Worcestershire Sauce. What's in it for you.

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**You don't taste the Lea & Perrins. You taste the difference.**

Set aside. Beat egg yolks about minutes or until very thick a light. Beat in 1 cup sugar gradually; continue beating until very thick. Stir in orange rind. S flour and salt together; add alternately to egg-yolk mixture with orange juice, beginning and ending with dry ingredients. Fold orange mixture gently into meringue. Pour into ungreased 8-inch tube pan. Cut through batter gently with knife to remove large air bubbles. Bake 1 hour or until cake springs back when lightly touched with fingertip. Invert pan immediately on wire rack to allow to cool completely. Loosen with spatula; remove from pan.

**COOKOUT CLASSIC**  
continued from page 64  
**CALIFORNIAN SALT-ROASTED BEEF** (pictured on page 64)  
For a new flavor experience, try this at your next cookout.

**5- to 6-pound eye of rib or tenderloin round roast**  
**1 large clove of garlic, halved**  
**1 jar (6 ounces) prepared mustard**  
**2 to 3 cups coarse salt**

Prepare a bed of coals 2 to 3 inches deep. Light and let burn until coals are covered with gray ash. Rub meat with the cut surface of garlic. Spread mustard evenly over meat. Pat in all the salt that will cling to the mustard. Place the meat gently right in the coals. Cook 45 to 60 minutes, giving a one-third turn to the meat every 15 to 20 minutes, in such way that the meat rests on fresh coals after each turn. Remove roast to cutting board. Let stand 10 minutes. Slice in 1/8- to 1/4-inch slices. Makes 8 servings.

**PICNICS PACIFIC STYLE** continued from page 67

## **NAPA POTATO SALAD**

**4 pounds small potatoes**  
**1/2 cup mayonnaise or salad dressing**  
**1/2 cup dry white wine**  
**1/2 teaspoon prepared mustard**  
**1/4 cup minced green onions**  
**2 tablespoons chopped parsley**  
**Salt**  
**Pepper**

Wash potatoes; do not pare. Cook in salted water until just tender. Drain. Let cool a few minutes. Pare; slice. Combine mayonnaise or salad dressing, wine, mustard, green onions and parsley. Add salt and pepper to taste. Pour dressing over potatoes while they are still warm. Toss gently until all potatoes are coated. Makes 8 to 10 servings.

## **CALIFORNIA ORANGE CAKE**

*Dessert for a picnic should travel well and be appetite-satisfying. This cake scores on both points.*

**6 egg whites**  
**1/2 teaspoon cream of tartar**  
**1/2 cup sugar**  
**6 egg yolks**  
**1 cup sugar**  
**1 tablespoon grated orange rind**  
**1 1/2 cups sifted cake flour**  
**1 teaspoon salt**  
**1/2 cup orange juice**

Heat oven to 325°. Beat egg whites and cream of tartar in large mixing bowl until foamy. Beat in 1/2 cup sugar, 2 tablespoons at a time; continue beating until meringue forms stiff, glossy peaks.

## **STUFFED STEAK OLYMPIA**

**4 shell steaks (each 1 inch thick)**  
**2 tablespoons butter or margarine**  
**1 cup minced green onions**  
**24 fresh, frozen or canned oysters, coarsely chopped**  
**1/4 cup chopped parsley**  
**2 tablespoons melted butter or margarine**  
**Salt**  
**Pepper**

Make a pocket in each steak by cutting through meat with a small, sharp knife. Cut from one side of meat almost to the fat on the opposite side. Keep opening as small as possible. Melt 2 tablespoons butter or margarine in skillet over medium heat. Add onion

continued

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# AMERICAN HOME MENU MAKER

Here is the roomiest, most helpful recipe file, one that promises better organization than ever. Thousands of homemakers find these files an easy, permanent way to arrange their personal recipe collections. This unbreakable, polypropylene, pebble-finished file is light to handle and easy to keep clean. Capacity is about four times that of the usual small file box; it contains **24 index cards** tabbed in the categories you will find most helpful.

Each index card has room for your own reference notes. **Sixty recipes** have been selected by our Food Editors, ready for you to clip and add to your own collection. For easy reference, an **equivalent chart** shows measurements and equivalent quantities of basic ingredients. **100 new, uniform-size, clear plastic sleeves** hold recipes neat and ready-to-use. **A shopping list pad**, including handy lists of food and household products, will make meal planning easy and take the indecision out of shopping. The pad can be reordered with the recipe sleeves.



## BRAISED CELERY WITH TOMATOES

- 2 bunches celery  
 3 tablespoons butter or margarine  
 ½ cup sliced, pared carrots  
 ½ cup thinly sliced onion (1 medium)  
 1 can (1 pound) tomatoes, coarsely chopped  
 ¼ teaspoon salt  
 ¼ teaspoon pepper  
 ½ teaspoon leaf thyme, crumbled  
 1 tablespoon chopped parsley

Wash and trim celery. Remove leaves; cut stalks into pieces 2-by-½-inch. Place celery in boiling, salted water; reduce heat to medium and cook 15 minutes. Drain.

Heat butter or margarine in large skillet. Add carrots and onion; cook 3 minutes over medium heat, stirring occasionally. Add celery, tomatoes, salt, pepper and thyme. Cover. Simmer 20 minutes or until celery is tender. Remove celery to serving dish. Sprinkle with parsley. Makes 8 servings.



## 4th of July Barbeque Sauce. Fireworks.

A recipe with a will all its own. This hot and spicy sauce, with a dash of the fiery, a touch of the untamed and the subtle maple flavor of Log Cabin. Just right for a spirited barbeque.



## COOKOUT CLASSIC continued

cook until pale yellow and soft. Add oysters; cook 1 minute, stirring constantly. Remove from heat. Stir in parsley. Divide stuffing into 4 parts. Spoon one part into pocket in each steak. Close opening by inserting wooden picks at a slant. Brush steaks with melted butter or margarine. Broil to doneness desired, seasoning each side after it has browned with salt and pepper. Makes 4 servings.

### SPIT-ROASTED CHICKEN

2 tablespoons butter or margarine  
1 cup minced onion (1 large)  
2 cloves of garlic, minced  
½ pound chicken livers, chopped  
½ teaspoon dried tarragon, crumbled  
¼ cup chopped parsley  
1½ cups soft bread crumbs  
1 teaspoon salt  
Dash of pepper  
2 broiler-fryers (2 to 2½ pounds each)  
¼ cup butter or margarine, melted  
Salt  
Pepper

Heat 2 tablespoons butter or margarine in large skillet over medium heat. Add onion; cook, stirring frequently, until pale yellow and soft. Add garlic and chicken livers; cook 1 minute, stir-

ring constantly. Remove from heat. Stir in tarragon, parsley, bread crumbs, 1 teaspoon of salt and dash of pepper. Mix well.

Wash chickens; drain; pat dry inside and out with paper towels. Spoon half the stuffing in body cavity of each chicken. Do not pack. Skewer openings closed. Truss. Insert spit rod through center of birds from tail toward front. Insert skewers firmly in place in chickens and screw tightly. Test the balance; birds must balance on spit so it will rotate smoothly throughout cooking period. Arrange charcoal briquettes at back of firebox. Place a foil drip pan in front of coals. Brush birds with melted butter or margarine and sprinkle with salt and pepper. Place spit on rotisserie and start motor. Cook, basting with remaining melted butter or margarine from time to time, 40 to 50 minutes or until thickest part of leg is fork-tender. Cooking time will depend on size of chicken, heat of fire, weather conditions. Remove chickens from spit. Let rest 10 minutes to let meat firm up for easier carving. Makes 4 to 6 servings.

### SPIT-ROASTED CANADIAN BACON

*Something different for a barbecue. A perfect main dish for a brunch or Sunday supper.*

1 can (1 pound 14 ounces) sliced pineapple  
¼ cup lemon juice  
¼ teaspoon ground cloves  
1 cup brown sugar, firmly packed  
2- to 2½-pound piece Canadian-style bacon, casing removed

Drain pineapple; reserve slices. Put pineapple juice in small saucepan. Bring to boiling over high heat. Boil until juice is reduced to ½ cup. Reduce heat to medium. Add lemon juice, cloves and brown sugar. Stir until sugar is dissolved. Remove from heat. Cut bacon in ¾-inch-thick slices. Alternate bacon and pineapple slices on spit rod beginning and ending with a bacon slice. Insert skewers firmly in place; press the slices together. Arrange charcoal briquettes at back of firebox. Brush meat and pineapple slices with brown-sugar sauce. Place spit on rotisserie and start motor. Cook 35 to 45 minutes, basting slices often with the remaining sauce. Makes 6 to 8 servings.

### SPICY BARBECUE SAUCE

1 tablespoon butter  
½ cup chopped onions  
½ cup Log Cabin Syrup  
¾ cup vinegar  
½ cup water  
1 cup catsup

2 beef bouillon cubes  
1 tablespoon Worcestershire sauce  
1½ teaspoons salt  
½ teaspoon pepper  
2 drops Tabasco sauce

Melt butter in saucepan. Add onions and sauté until lightly browned. Add remaining ingredients. Boil slowly 15 minutes or until sauce is glossy and thick. About 6 servings.



### CELERY IN BUTTER

1 large bunch of celery  
1 teaspoon salt  
Dash of pepper

6 tablespoons butter or margarine  
½ cup minced onion (1 medium)  
1 tablespoon chopped parsley

Wash and trim celery. Cut into 2-by-½-inch pieces. Place in saucepan with enough water to just cover. Add salt and pepper. Cover. Bring to boiling. Simmer about 20 minutes or until celery is just tender. Drain well. Melt butter or margarine in saucepan. Add onion and celery. Cover. Cook over low heat for 3 to 4 minutes, stirring occasionally. Arrange in serving dish. Sprinkle with parsley. Makes 4 servings.

### MONTEREY SALAD

(pictured on page 64)

- 1½ quarts salad greens
- ¼ cup pure vegetable or olive oil
- 1 clove of garlic, quartered
- 4 slices white bread, cubed, or 2 cups packaged bread cubes
- 1 bunch large radishes, washed, trimmed and sliced
- 2 avocados, peeled, seeded and sliced
- 1 pound Monterey Jack cheese, cut in thin strips

Wash and dry salad greens. Break into bite-size pieces. Wrap; chill. Heat oil in large skillet. Add garlic and bread cubes. Sauté until croutons are golden brown. Remove croutons from skillet. Drain on paper towels.

Place greens, radishes, avocados and cheese in salad bowl. Before serving, toss gently with Lemon Dressing. Sprinkle with croutons. Makes 10 to 12 servings.

### LEMON DRESSING

- ¾ cup pure vegetable or olive oil
- ½ cup lemon juice
- 1 teaspoon salt
- ¾ teaspoon pepper
- 1 teaspoon prepared mustard

Combine all ingredients in screw-top jar. Shake until blended. Makes 1 cup.

### BEAN SPROUT SALAD

- 2 cans (1 pound each) bean sprouts, drained
- 2 tablespoons soy sauce
- 2 tablespoons sherry
- ¼ cup lemon juice
- ¼ cup pure vegetable oil
- ¼ cup minced green onions
- ½ teaspoon ground ginger

Put bean sprouts in salad bowl. Combine remaining ingredients. Beat well. Pour over bean sprouts. Toss gently. Allow to stand several hours before serving. Makes 2 to 8 servings.

### FOIL-ROASTED ONIONS

- 6 medium-size onions

Cut tops off onions; peel. Wrap in foil. Place in hot coals. Bake 35 to 40 minutes or until tender when pierced with two-tine fork. Makes 6 servings.

### FOIL-ROASTED POTATOES

- (pictured on page 64)
- 6 large baking potatoes

Scrub potatoes well. Wrap in foil. Place in hot coals; cook 45 to 60 minutes or until tender when tested with two-tine fork. Unwrap potatoes partially or completely; cut a cross in each; press gently to let steam escape and some potato to come through. Top with butter or margarine. Makes 6 servings.

### LATTICE TOP PEACH PIE

- 2 cups sifted all-purpose flour
- ½ teaspoon salt
- ¾ cup shortening
- 6 tablespoons cold water
- 5 cups sliced, peeled, pitted peaches (about 10 medium-size peaches)
- 1 teaspoon lemon juice
- ¾ cup sugar
- ¼ cup flour or 3 tablespoons quick-cooking tapioca
- ⅛ teaspoon salt
- ¼ teaspoon ground cinnamon
- 2 tablespoons butter or margarine

Sift flour and salt into mixing bowl. Cut in shortening with pastry blender until mixture resembles corn meal. Sprinkle cold water evenly over surface; stir with fork until all particles are

moistened and pastry clings together. Shape into ball; divide in half. Roll out one half to a 12-inch circle; line 9-inch pie plate. Heat oven to 425°. Combine peaches, lemon juice, sugar, flour or tapioca, salt and cinnamon. Turn into pastry-lined pie plate. Dot with butter or margarine. Roll pastry for top crust; cut into ½-inch-wide strips. Lay half the strips over top of pie about 1 inch apart. Weave cross strips over and under until lattice is complete. Fold lower crust over pastry strips; press firmly. Flute edge. Bake 40 to 45 minutes or until peaches are tender and crust is browned. Remove from oven. Cool to room temperature.

# control yourself!

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# FOOD QUESTIONS YOU ASK

*QUESTION: I recently switched my family from whole milk to skim milk. Do I need to keep whole milk on hand for baking or will I get the same good results with skim milk?*

*Mrs. R. Beebe  
Cheboygan, Mich.*

**ANSWER:** Skim milk has most of the butterfat removed. You may substitute it in most recipes for whole milk, but for baking it is recommended that 2½ teaspoons of butter or margarine be added for each cup of milk.

*QUESTION: I have always wondered what capers are. Can you supply an answer?*

*J. Gundersen  
Tenafly, N.J.*

**ANSWER:** Capers are the flower buds from a shrub that grows in the East Indies, the Orient, and along the Mediterranean. They are picked early in the morning, before the buds open, and are quickly dropped into a solution of vinegar or are packed in salt. They are used in sauces, salads and as a garnish for seafood and cold meats.

*QUESTION: How do you keep steaks and chops from buckling or curling when you broil them?*

*Mrs. P. Schmidt  
Sussex, N.J.*

**ANSWER:** To prevent steaks and chops from curling, make several slashes in the fat edge, cutting through to the meat before cooking.

*QUESTION: What is the difference between cooking and drinking wine?*

*Jerry Hodges  
Lansing, Mich.*

**ANSWER:** There are several bottles of wine labeled "cooking wine." The wines have salt added to them, an idea attributed to Prohibition to prevent the consumption of wine. Generally, we use the same table wine for drinking and for cooking. Common sense dictates using a less expensive wine for cooking, but a quality wine adds greatly to a recipe that calls for wine.

*QUESTION: What does one do about "livestock" in flour, crackers and such? I don't have a cool place to store these things and I am unhappy about my generous contributions to the incinerator!*

*Irma Bassett  
Detroit, Mich.*

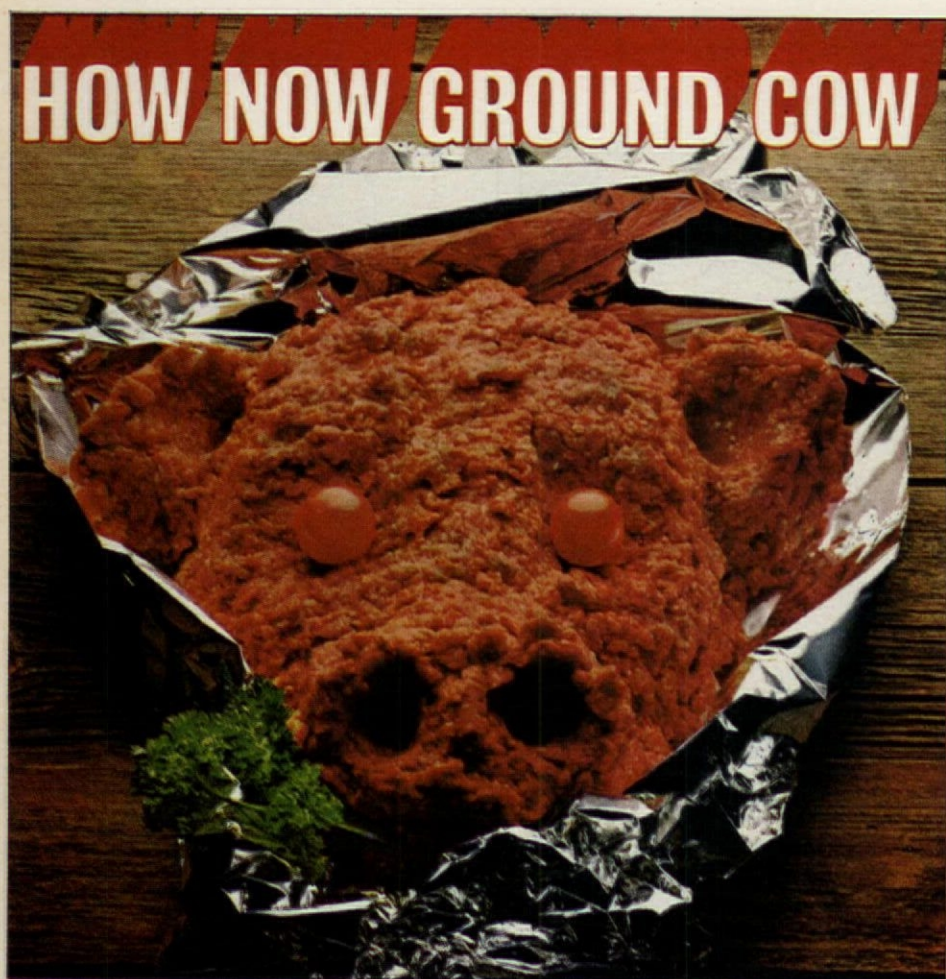
**ANSWER:** This is a common problem no matter where you store dry food. We suggest you place these foods in airtight containers. Plastic containers are fine, and the new shortening cans with plastic lids work beautifully. Check to be sure that all foods are bug-free before storing them.

*QUESTION: Is it possible to triplicate a bread recipe and still get satisfactory results?*

*G.T. Rochford  
Anaheim, Calif.*

**ANSWER:** A bread recipe may be triplicated if you follow these hints: The kneading time should be increased to 15 to 20 minutes. And the product will be much lighter if you divide the dough into 3 equal portions before setting aside to rise.

*Direct any questions you have about food, food products and food preparation to: Questions You Ask Food Department, American Home 641 Lexington Avenue, New York, N.Y. 10022.*



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# TAKE THE MANIA OUT OF MOVING

By Rebecca Hight

Last year some 36,000,000 Americans packed up their household goods and settled in new surroundings. If you're planning a move, you may well be regarding the prospect with all the enthusiasm one reserves for the Hong Kong flu. But here are some hints as you begin.

Do a lot of weeding before the movers arrive by cleaning out those closets you've been avoiding. Give away outgrown clothing, worn furniture, unused toys. Charities will be glad to get them, and they're tax deductible.

Avoid the last-minute rush by packing early. Label every carton with its contents and the room where it's to go. The things you need the most, mark "In van last—out first."

Pack your things the right way. Small, sturdy cartons are sufficient for books and records; large cartons should be used for lightweight goods. Fill dresser drawers with pillows and blankets. Lampshades should be packed one to a carton and surrounded with crumpled paper. The mover can supply you with wardrobes to protect your clothes.

Wrap each of your dishes in plenty of paper; place corrugated cardboard between flat pieces. Put both dishes and glassware into heavy cartons.

Don't pack flammables, and if you must pack liquids, put them in a separate carton with each bottle upright and wrapped in paper. Leave fitted-bottom sheets on your mattresses—they'll help protect during packing. Cartons should be closed and sealed with paper tape. If a carton is not full, fill it with crumpled paper.

Check with the mover to insure that your washer and dryer will be bolted down or otherwise secured during transit. Drain fuel and oil from the power mower. Empty, unplug and defrost the refrigerator and freezer. Pack suitcases with whatever you'll need during the move.

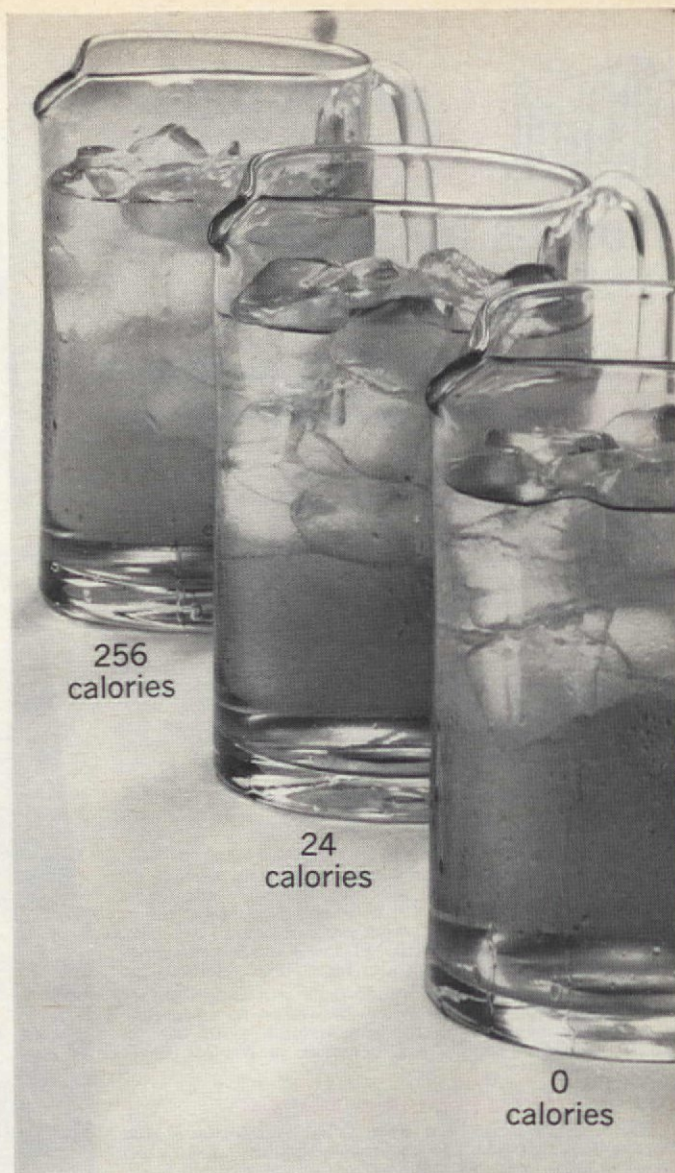
And remember, too, to have your car serviced in advance for the trip. Also pick up anything you have left at repair shops. Return library books. Pay current bills. Get the children's school and medical records. If yours is a move of some distance, make motel reservations along the way.

Many parents wonder what effect a move will have on their children. Thoughtful attention to their needs will help to make the transition from the familiar to the unfamiliar as smooth as possible. Tell them about the move early, and stress the advantages to them. If possible, take a tour of the new neighborhood before your move.

On moving day, arrange for a familiar place for the children to stay (at a neighbor's house perhaps) while the movers are loading the van. Make sure they have a favorite toy, game or book with them. These will amuse them as you catch your first breath in your new home.

And remember: Although it may be convenient for you to move between October and May, a move during the summer will give children time to adjust to a new home. Just as important, they will not take time out from school.

The strange feeling brought on by a move will soon wear off if the family is together. Your own attitude about the move will be transmitted to the children, so be calm. Moving day will never be entirely painless, but careful packing and planning can reduce your aspirin intake. **END**



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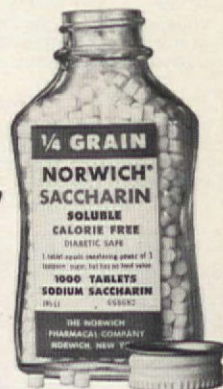
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# FROM HOME BASE

Here are helpful household ideas for a better, safer summer.

**Grilling on gas:** Outdoor chefs who love to barbecue but hate to clean up will welcome the gas grill. For gas is the neatest way to barbecue; it substitutes pumice rock, ceramic briquettes or volcanic rock "coals" for sooty charcoal. Only the spattered grates will need cleaning. The gas flame may come from three sources: a permanent connection to an underground line; a semipermanent installation; a gas cylinder attached to a portable grill cart. The flame heats the "coals" and cooks the food. Fat drips onto the "coals" and flares or smokes to produce a barbecued appearance and flavor. If your family just dotes on smoked flavor, add hickory chips to the "coals."

**Hot-weather relief for apartment dwellers:** A few years ago the only escape from heat and humidity in buildings not wired for 220-volt air conditioners was to leave. Philco-Ford now has six models in small 115-volt air conditioners for various types of windows and sizes of rooms. The units can be plugged into regular house current (as long as the building is wired properly). Before that sweltering summer night when you finally decide to buy an air conditioner, stop. Measure the room and sketch the windows and doors. Rather than purchase any model (or the only model left) in a store, show your sketch to the dealer. Certain units perform better under various conditions in various-sized rooms and the dealer can tell from his chart which is best for you. Then you're sure to keep cool.

**Safety first:** Stay in your apartment if the building catches fire, says the National Safety Council, unless the fire is on your floor. If it isn't, you have a better chance if you stay put. Avoid the elevators if you must leave. Tenants crowding halls and packing themselves into elevators may hinder rescue efforts. Besides, smoke sometimes so confuses the elevator's electronic eye that the door won't close. Also, water may short out the elevator control switch, causing the car to stop.

Fireproof stairwells are built to provide smoke-free escape routes.

They are your best chance, as long as the doors to the halls have not been propped open "to let the air circulate" (a misconception—air, if you recall your General Science class, feeds the flames).

**U.L. watches tippy pots:** Many accidents involving portable appliances occur because their long cords get tangled. So Underwriters Laboratories changed its rule. Now electric coffeepots, teapots and other liquid-heating vessels with spouts shall sport cords no longer than three feet or shorter than two.

**Start a fire with your bare hand?** Grisly. But that's what will happen if you dip into the swimming-pool sani-

tizer bag (calcium hypochlorite) with a hand freshly slathered with suntan oil—unless you use flameproofed Sentry pool sanitizer. This special chlorine formula developed by the Pennwalt Corporation, Philadelphia, kills bacteria and algae just as effectively as the flammable variety. Unlike the conventional type, Sentry will *not* ignite spontaneously, near a cigarette or even if it is deliberately lighted. It will finally catch fire only if it is exposed to the soaring temperatures of an already-raging fire. At a penny a pound over the cost of standard sanitizer, it is a low price to pay for safety.

—Maidee Kerr Spencer



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# FIVE DON'TS FOR HOME REDO'S

By Shirley G. Streshinsky

Let us say you own a house that you like very much except that it is going to be too small—going to be, perhaps, because of the baby you are expecting. The obvious thing to do is to build an addition; in your case, the logical place happens to be over the master bedroom. Here, then, is a list of “don’ts” for building on to your house.

**Rule No. 1: Don't give birth to the baby on the day the roof comes off your bedroom.** Baby doctors and building inspectors are an unpredictable

combination, so be prepared. Doctors often tend to be notoriously inaccurate about predicting a precise birth date. You can also count on the county building inspector to discover that your house is too close to the property line. And so you have to apply for a variance.

To do this, you'll be required to appear before the county planning commission to plead your case. That's fine with you, except that the county planning commission will not be meeting for another four weeks. And there goes your

lead time. In order to spare yourself this predicament, check the building code early and settle problems in advance.

**Rule No. 2: Don't think that because you pay the general contractor you won't have other builder liabilities.** It doesn't matter that you have conscientiously paid your contractor. What matters is that he pays the subcontractors, such as the plumbers, electricians, roofers, etc. If the contractor fails to pay, the subcontractor can slap a lien on your home.

You should protect yourself against such a contingency. For a fee, you can have your contractor bonded. Then, if a subcontractor is not paid, the bonding company will pay him.

**Rule No. 3: Don't choose a contractor who works so hard that you never get a chance to talk with him.** What you want is a man who turns up faithfully at 7:55 and joins you for a cup of coffee before starting to work. It's at these congenial klatches that you bring up changes you want made. Chances are that, in this atmosphere, his attitude will be, “No trouble at all.”

**Rule No. 4: Don't be afraid to make any suggestions that, to your female mind, seem warranted.** Say you have an inch of water in your basement that you never had before. You ask the contractor to explain the new gutter system. Sure, he says, all the gutters empty out right here. Here, of course, is the spot where the water seeps through the ground and into the basement. If you approach him right, he will say he can solve your problem by adding a few strategic downspouts.

**Rule No. 5: Don't lose your cool.** The day will arrive when the electrician, the painter and the plasterer will be working on your addition—all at once. The painter wants to know what color you have decided on for the walls. A local building inspector drops by, and the baby demands to be fed immediately. It is raining furiously and the new roof leaks.

At that chaotic moment, there is nothing to do but repeat to yourself, “This is all a big joke and someday it will be over.” And someday it is. **END**



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a mountain cathedral. The great, oiled ceiling of logs rises loftily to the sky and massive windows seem deliberately placed to frame the best views.

By night, the dining room takes on a dramatic intimacy, with lights twinkling in its hand-forged iron chandeliers and candles flickering on each table. A new French chef, Roger Cortello, has given the menu new life with such delicacies as Escargots Bourgogne and Cornedons with Sauce Béarnaise, much to the amazement of returning guests who thought the older menu would be hard to improve on.

The Ahwahnee management thinks of the dining room as "a restaurant within a hotel" and other park visitors are encouraged to use it. Here again, prices are surprisingly modest—\$5.75 will take care of a complete dinner. A fine wine cellar carries some noteworthy domestic and imported vintages at bargain prices. Christmas at The Ahwahnee is a tradition with many of its guests who return year after year for the Bracebridge Dinner, a combination pageant and dinner that has been held every year since the hotel opened, except during the period 1942-45. Photographer Ansel Adams is director of the ceremony, a re-enactment of Washington Irving's *The Sketch Book of Geoffrey Crayon, Gent.* complete with costumes, yule log and "peacock pie."

Yosemite is approximately five hours from either San Francisco or Los Angeles. Freeways will take you to Fresno's Highway 41 or Highway 140 in Merced. From either city, the remaining 80 or so miles is over good, all-weather roads that are kept free of snow in the winter. Air, rail and bus lines operate to Merced and Fresno and buses from the Yosemite Transportation System will take you into the park. There's also a 2,200-foot landing strip at Mariposa, which can accommodate private planes. Rental cars are available there, or the hotel will send someone to pick you up (not included in the price of your room).

Every year, the crowds continue to roll in, drawn by the tales of wonder in the special valley. The allure of Yosemite is strong, evidenced by the staff of The Ahwahnee. They're here because they love the park and the life at Yosemite. The boy who carries in your bag chats easily about the mountain-climbing expedition he's just returned from. Or, in the winter, he might be a ski buff, taking a semester or two out from col-

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lege to work here. A college-recruiting program is used to attract high-caliber employees for the heavy summer season.

Through the years the hotel has entertained an impressive roster, including the U.S. Navy, which converted it into a special hospital from 1942 to 1945. Other visitors have included the Eisenhowers, John Kennedy, Haile Selassie, Marion Anderson, Judy Garland, the Shah of Iran, Red Skelton and Shirley Temple Black.

In addition to the many activities available in the park, The Ahwahnee has its own tennis courts, a pitch-and-putt course for golfers and a year-round heated pool (a staff member reported seeing a mother bear and her twin cubs taking a midnight dip recently, but they're not regular features). The gift shop specializes in American Indian crafts and is also a fine source of books on Yosemite history and lore.

Bob Rissel, an energetic and young 39, is the relatively new manager of The Ahwahnee, though he's no stranger to Yosemite ("I took a couple of winters off from college to be a ski fitter at Bad-

ger Pass"). He admits that running The Ahwahnee is a real challenge today when most people expect a TV set in every room and accept indifferent service and poor food as a necessary part of the vacationer's dream.

"We don't even have radios," he says, "and we don't plan to change, except to enhance the hotel and what it has stood for. Some of today's guests seem almost embarrassed by having their beds turned down at night.

"We plan to keep up with the Seventies—perhaps make changes that will make cleaning the bedrooms easier. I'd like to see a sauna bath put in. But we're not an action place. The action is in the enjoyment of Yosemite. We're going through changes right now, weighing the importance of some of our ways. Is it still important to use the finest percale sheets? Or the thickest turkish towels? Or to ask our guests to wear jackets and dresses for dinner? I think so. I believe there are still plenty of people who want the type of elegance that has been a tradition here. And the ones who don't? Well, we'll bring them along." END

By Rasa Gustaitis

# PABLUM IN PARADISE

California's instant communities

It could have been the set for a Doris Day movie, or maybe the "modern living" exhibit at a world's fair. Anyway, it certainly was the model of what everybody was supposed to want—the super-pretty picture right out of the real estate salesman's brochure.

I had come here, to The Heather apartment complex at Inglewood, southwest of Los Angeles, because it was something new in urban living, a rental development designed around a nursery school and tailored in other ways to the needs of young families. Signs and billboards had guided me from the freeway to "Fox Hills, America's most distinguished apartment community," past a golf course, past some California-Mediterranean and California-Moorish dwellings, and to Green Valley Circle. On my left, an artificial waterfall marked the entrance to The Meadows, an apartment community "exclusively for adults." On my right, an artificial brook bubbled across the path into The Heather.

Following the path across the brook—

the type of streamlet you'd find in a miniature golf course—I entered a most intimate and orderly little world. Suddenly urban noise seemed to fade. Ivy grew and trees rustled along paths that wound between stucco and dark-beamed buildings. The two-story town houses with their patios, the apartments with terraces and balconies, were set irregularly, so that the feeling was one of being enclosed but not boxed in. Here and there the space between them opened into greenbelts surrounding the swimming pools and playgrounds.

Perhaps it was all a little too orderly, too intimate. The plate-glass windows of some apartments were so close to the paths that I couldn't help looking in. I wandered into a model apartment. Green wall-to-wall carpeting; a fireplace with artificial logs; an abundance of toilets and washbowls; and, in a color-coordinated kitchen just one step up from the living room, the latest in fixtures. It was all the American Dream.

On the bar separating the kitchen

and living room I found tastefully designed pamphlets telling me I was in "a new world for young families" just 15 minutes from downtown Los Angeles and 10 freeway minutes" from UCLA and the airport. I was in one of the first rental-apartment villages with a nationally accredited nursery-play school and day-care center on the premises. The school is part of the Center for Early Education, a teacher-training college in Los Angeles.

Upstairs there were more green carpeted spaces. The master bedroom looked out on a lush lawn and a young eucalyptus blowing in the wind. All was peaceful and quiet. But in the children's room I heard a sound that made me uneasy, a kind of steady whooshing.

Of course, it was the freeway. Now it all became clear. There it was outside the window, just beyond the last hill where workmen were ripping up earth to build more apartments along new streets newly planted with palms. On the elevated roadway the never-ending stream of cars whizzed by, sil-



Edith Juline and daughter Erin, 17 months, (far left) enjoy the balcony view from their apartment at The Heather, a planned rental community billed as "a new world for young families."

At "tot lot" (left), a community play area for infants, Erin's parents help her into the swing of things. When she's older, she'll be eligible for The Heather Center, a fully staffed and accredited nursery-play school for local children.

Westlaker Margaret Marvin (in yellow sweater) extends a hand to a fellow boatowner (below, left) at her backyard dock. The 150-acre man-made lake, stocked with fish and dotted with boats, is one of Westlake's great attractions.

In front of their Westlake home (below), Margaret and daughter Casey, 13, holding "Puddin," unload after a trip to a nearby, recently opened shopping center.



## have been called models for America Tomorrow. But is clustered conformity the American Dream?

houetted against the sky. Here, as everywhere in this sprawling metropolis, the freeway had shaped mind, dream, design. I finally began to understand my puzzling discomfort.

In Los Angeles the freeway is a constant presence. It both defines and erases reality. As you drive in from another city, you know you are heading toward Los Angeles because the highway signs tell you so. But as you enter the city it disappears. It fragments into scores of anonymous towns. You speed through neighborhoods you never see, grasping for landmarks and finding none. Now the highway signs point toward other cities—Bakersfield, Long Beach. Where is Los Angeles?

Millions of Los Angeles-area residents drive freeways daily, losing contact with other humans and with their city when they enter their cars in front of their homes, regaining it only when they step from their cars at work or at school. Millions of women stay home, in houses looking out on empty streets. A deep longing develops for some kind of oasis, some community, some nest or cocoon.

Builders have been quick to translate this longing into profit by offering "apartment villages," "planned communities" and even "new cities." They supply them full-blown, with instant trees and instant creeks, as intimate refuges from all that the freeway implies. Most of these new communities are designed for people who are in some way homogeneous—retired, or single, or above a certain income level. The Ring Brothers built The Heather and The Meadows. Other developers have already begun to imitate their tack.

Everything at The Heather contrasts with the speed and isolation of the freeway—the soothing sound of the brook; the piped music around pools and walkways; the smallness of scale which makes contact, even intimacy, inevitable. But still the freeway's presence cannot quite be screened out. It remains as a cold whooshing outside a child's window.

Nevertheless, as a place to live this is far beyond the usual apartment complex filled with people who are strangers to one another. Only a few months after the first tenants moved in, they got together as members of a com-

munity with common gripes and interests. They organized a baby-sitting exchange and drew up complaints to the management. This I learned from several young mothers I found sitting on swings in the "village's" playground, which occupies more than two acres at The Heather.

"There are bound to be some problems," one of them said. "The Ring Brothers are new at this sort of thing. They didn't put in benches here for the mothers, for instance, and they made a rule that toddlers stay over there," she added as she motioned to a set of swings on a hillock, separated from the other play equipment by a walk.

She got up to help her little boy onto a slide. Other children had appeared and were climbing on the jungle gym, slipping down the slide into the soft sand, laughing and yelling around the three sets of canvas-seated swings.

Beyond the fence to one side of the playground, youngsters in the nursery school were about to have some hot lunch. The nursery school and day-care center will take a youngster who is over two years 10 months and under six years old from 8 a.m. to 6 p.m. for \$100 a month. It will take him for part of the day as well.

On the other side of the playground, women lounged beside one of the three "lagoon" pools. The mothers told me their husbands went to work in the family cars, making it hard for them to go elsewhere. But they had little desire to leave the "village" anyway. "I never want my own house anymore," a salesman's wife said. "Here everything is done for you. It's like living in a resort."

Baby-sitting help is never far away with mothers living in nearly all of The Heather's 404 apartments. And residents of The Meadows, mostly older and apparently missing the presence of children, have also offered their services.

Housekeeping is a breeze. All apartments have "miracle" kitchens with the latest labor-saving devices. The preplanted patios are automatically sprinkled daily. If anything needs fixing, maintenance men are but a phone call away. On Sundays, management provides ice cream for the kids and brunch in the recreation hall for mamas and papas.

To be sure, you have to give up things when you move into The Heath-

er. New tenants get a five-page list of rules. No pets, according to the lease, "not even when they accompany visiting friends." Families are asked to have no more than one guest per weekend. Parties in apartments should be limited to "a few people." "Any guest here for any length of time should be registered." No glassware on pool decks, no roller-skating or climbing trees.

Nobody I met seemed to mind these restrictions. The rules are "just great," in the view of Carole Gunson, a 32-year-old divorcee dedicated to her career as a fashion coordinator. "They allow people to live together without friction. After all, the space is limited here," she explained. Sure her daughter, Jennifer, had to give up a puppy when they moved in. But the nursery school, which Carole has found to be superb, often has animals for the children to play with. It also has an abundance of toys and competent, enthusiastic teachers.

Moving into The Heather has not only relieved her of worries concerning Jennifer, Carole said, but it has also led her to new friendships and freed her of the pressure she felt to remarry. Here she no longer feels the social inacceptability many divorcees experience. She mingles freely with married and single people, doesn't feel she necessarily needs an escort to go out, doesn't feel out of place.

Carole and most other tenants I met liked it here and appreciated the conveniences. Why then, as I continued to explore, did I increasingly become oppressed by a sense of ennui?

All the apartments I saw looked alike. Most of the women I talked with sounded listless. In the home of Eric, Edith and Erin Juline, furniture matched the color-synchronized scheme provided by management. The wood-paneled and grass-cloth-lined walls were noticeably bare. Edith, a pretty 23-year-old with long brown hair, had intended to hang some Don Quixote posters but found that in her apartment they somehow looked wrong. She had put in a brown couch and an olive-green refrigerator to go with the brown wall and olive carpet. Beyond that, she had little decorating in mind.

Like many other families, the Julines moved here after a fruitless (continued)

## PABLUM IN PARADISE continued

search for an apartment that was reasonably priced, would accept children and provided play areas. In finding their \$250-a-month two-bedroomer at The Heather, Eric feels, they found the good life at last. Eric, training to become an accountant, works long hours. He enjoys the opportunity to relax at home on Sundays. As for Edith, she finds daily companionship among other women at the playground or at the community exercise gym while her husband is away.

After talking with the residents and walking about the grounds, I knew why The Heather seemed so unreal. It was a stage set, built by management in Hollywood style. Tenants merely had to play their roles. In a sense, they were pre-selected. For anyone who was bothered by standardization and adherence to

numerous rules would simply not think of moving in.

"I think it's terribly important to develop programs that permit women freedom and this goes some length toward that," says a psychologist who lived at The Heather for a while. "But the problem with planned communities tends to be that they're planned by an elite group—the developers. They aren't the invention of residents."

Leaving The Heather, I decided to check out the Irvine Ranch, southeast of Los Angeles, the biggest and most ambitious of all new privately financed city developments anywhere.

Sprawling over one-fifth of Orange County, an area six times the size of Manhattan, it was to be a self-sufficient new city where people of all income levels would live and work in an

environment designed for all to enjoy. The 83,000-acre Ranch, owned by the Irvine Company, is being developed according to a master plan.

I drove south for about 50 freeway minutes and, near the Orange County airport, turned toward Newport Center, the current commercial heart of the new complex. I saw the twin office towers from a distance, towering over a landscape of fields and rolling hills dotted by new developments and crisscrossed by wide roads.

Across from the twin towers was Fashion Island, a shopping center surrounded by parking lots. I left my car and walked in. Stores and restaurants—in muted browns, tans, white and red tile—surrounded a lovely series of plazas with fountains and an open-air coffee shop. I saw a playground with blue and red plastic windmills among young eucalyptus trees. When the piped music stopped, I heard birds and the warm sound of distant conversations.

It was all very new, very carefully done according to the principles of what planners proudly call aesthetic control or good design. And during the 45 minutes I sat at one of the sunny tables, I saw only white faces pass—no Orientals, no blacks, no Latin Americans. Other parts of the Irvine Ranch also turned out to be well-designed and pleasant suburban islands, bridged only by automobile.

In the industrial park, buildings loomed like huge ice cubes, each separate, far from streets where workers might browse or eat. At the Irvine campus of the University of California, another focal point in the master design, a few shops were provided, but they were not enough. You had to drive to get to the nearest drugstore. The Irvine Company donated 1,000 acres for the new campus, which it wanted as a nucleus for the new city. The original intent was to design a campus that would make cars unnecessary. But that plan, apparently, had been abandoned.

The developers talk vaguely of public transportation and bicycle paths. But so far, these are nothing more than dreams. Students who can't find on-campus housing, and workers on the lower end of the pay scale, must commute by car from other towns. A one-room apartment at the Ranch starts at \$135; the cheapest house sells for about \$25,000. As yet there are no definite plans for low-cost, government-aided housing.

"If the city is to be built as a

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commodity for private profit you have to exclude a number of necessary community facilities," points out George Gatter, former president of the California Association of Planning Consultants. The Irvine Company, like any other developer, he explains, is concerned with maximizing returns and minimizing its liabilities on land. Still, Gatter adds, the Ranch is "a significant forward step in development. How many ranchers go out and hire an urban design team? Most just sell the land."

The Irvine Company has announced that it would like 53,000 acres of the Ranch to become one political unit, the City of Irvine, with a population of 430,000 by the year 2000. Whether it does will be largely up to those who buy the land, for the company relinquishes control at the time of sale.

The master plan may never make Irvine a city in the traditional sense. But it will probably prevent the kind of "jerry-built junk" that typifies fast suburban developments, Gatter says.

"Ticky-tackies" were mostly what Daniel and Susan Dennett saw as they shopped for a home within reasonable distance of the UC Irvine campus where Daniel teaches philosophy. Susan was amazed at the number of little houses she found, each with its own little swimming pool in its minimal backyard. The townhouse they bought in University Park, one of the Irvine Ranch "villages," has no pool. But there's a sizable one nearby for all the village residents. There are also tennis courts, playgrounds and an open-air pavilion that can be reserved for parties.

The Dennetts are not happy that they can't travel to other parts of the Ranch without using a car. But they enjoy strolling through the village, especially evenings when the lawns are being sprinkled, the lights are on, and Susan and Daniel have the illusion of walking through a garden of sparkling fountains. Residents share in responsibility for upkeep and use of common grounds and facilities through a neighborhood association.

In 1968-69 Daniel sat on the association's architectural committee and Susan was earlier a member of the recreation committee. "For all the politicking,



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the association did help to make this a community," Daniel said, "where most developments never get that way."

Meanwhile, more subdivisions sprout throughout California as orchards and farms are bulldozed to make way for homes for the people who are rushing to own a chunk of the state before it's too late. Many developers promise parks, green lawns, open spaces and other niceties that have become linked in the public's mind with good planning. But most such promises turn out to be little more than sales come-ons.

Westlake, off the Ventura Freeway, is billed as "the new city in the country." It's not that, according to San Francisco planner Lawrence Livingston: "It's a

satellite to Los Angeles. To qualify as a new town it would have to have at least 50 percent of its population working there or in the vicinity." New industry in and around Westlake employs more than 4,500 people. But Westlake's management could offer no figures on how many of the employees were residents.

Set in a valley among still-virgin hills, Westlake—like Irvine Ranch—is a complex of residential clusters, each done by a different builder. Some nestle among the hills, their red-tiled roofs suggesting European mountain villages when viewed from a distance. Others, shingled with cedar, curve and meander along winding streets, around a 150-acre man-made lake and on the (continued)

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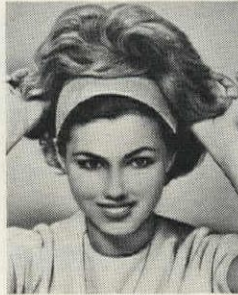


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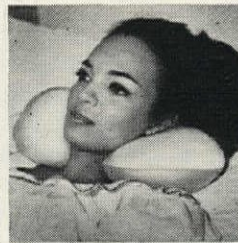
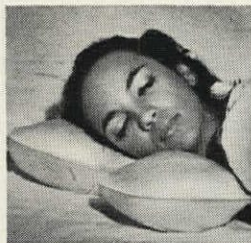


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**PABLUM IN PARADISE  
continued**

edges of Westlake's village golf course. The entire complex is so charming, according to Mrs. Robert Watkins, one of the homeowners, that a number of airline pilots, looking down on the community while in a holding pattern above, were enchanted. Some are now West-lakers.

Mrs. Watkins, wife of an industrial executive, lived at 22 other addresses throughout the country before moving here. "We're not lacking in anything," she told me, taking a moment out from watching her dogs romp on the front lawn. Her horse is at a stable 10 minutes away. The swim and racquet club of her subdivision, Deane Homes, offers daily programs and organized activities. There are neighborhood get-togethers. Two restaurants and two shopping centers are nearby. Los Angeles is "close enough if you want to go in but not so close that you're sitting on top of it," Mrs. Watkins said. At night, she added, "our own security guard drives around. It makes you feel good to know someone is keeping an eye on what's going on here."

At a secluded spot beside the lake I stopped to talk with a gray-haired fisherman. He was a high-school chemistry teacher in the San Fernando Valley and had gotten off early that day. Standing there with his line, gazing out at the hills, he was the picture of contentment. "Will this ever be a real city?" I asked him. He didn't think so, for Westlake straddles the Los Angeles-Ventura county line. There's new industry on both sides and neither county is likely to give it up willingly. The developers project a population of 70,000 in Westlake in another 18 to 20 years. The teacher wasn't looking forward to such expansion. But while the hills were still green and lovely, he was relaxing and filling his soul with the view.

There are provisions to keep some of the hills green, even when they are dotted with new houses. The management has also made efforts to preserve as many oak trees as possible. But it's not certain that the trees, which need dryness, can survive the moisture of watered lawns and greenbelts.

In its sales literature, Westlake offers a chance to "get away from it all yet remain close to everything you want to be near." And that, indeed, it provides for those who can and will pay the price. (The lowest-priced house sells for \$31,000; one-bedroom apartments start at \$155.) Westlakers breathe fresh air

blown in from the nearby coast, wake to a view of lovely hills. They sail, fish, play tennis and ride horses, protected against smog, crowding, noise and turmoil as long as they're home. Just as the sales pitch promises.

"It looks like an easy life, but I guess that's what we're all searching for after years of raising children," said Mrs. Margaret Marvin, a mother who gave up a house "with a pool that cost \$40 a week and a gardener who cost \$40 a week" to move to the shore of the lake. Now stocked with fish and often dotted with sailboats, the lake is a constant delight to those living around it.

Margaret's 13-year-old daughter Casey, a shy, thoughtful girl, thinks Westlake is "far out." She attends the riding academy which, says Margaret, is "first-rate." But 17-year-old Kim Marvin has mixed feelings. "It's like a resort here," she explained, echoing the salesman's wife at The Heather. "But everything's all planned for you. It's like they wind you up and you buy a house in Westlake and you're Westlake people. They all get together and they plant exactly alike lawns in front of exactly alike houses. I can't stand how orderly it is. When I drive off in the car I sometimes throw something out just so the place will look lived in."

How do you design an instant community, yet avoid uniformity? It's a problem planners have not yet solved.

Perhaps, I thought, Kim might like Canyon, a Contra Costa County retreat across the Bay from San Francisco that also, in its way—like The Heather, Irvine Ranch and Westlake—is a cocoon, a refuge from the horrors of the city. But it's not designed by any master planner according to his own version of tastefulness. It was invented, anarchistically, by the residents.

Canyon grew naturally along the sides of a wooden ravine as people bought land there and built their homes. One couple, a model and a teacher, raised a geodesic dome on top of a ridge. A sculptor designed a house with a roof of hyperbolic parabolas structured from eucalyptus beams. He incorporated some pines and eucalyptus trees that he found on the site, allowing them to grow right through the two floors of his house and out through the roof.

Many of the homes were constructed partly from lumber, windows and fixtures discarded by wreckers in the Bay area. For Canyonites practice the art of scrounging and make up in ingenuity



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Every toothbrush made loses its effectiveness after three months of daily brushing. Which includes ours, the Pro Double Duty. For three months, the Double Duty is one of the best dental hygiene devices you can use. It's the only one with two kinds of bristles. Firm to scrub teeth clean. And soft to gently exercise gums (which is just as important). Take a look at your toothbrush. If it's old, worn-out, get a Pro Double Duty today. It's better than any old toothbrush.

### Pro Double Duty

VISTRON PRO Cleveland, Ohio

what they lack in money. Many of the residents are partial dropouts, working only part-time at their professions and crafts—law, physics, engineering, teaching, painting.

Now, partly because they tend toward long hair and because their land is prime real estate, the Canyonites are engaged in a struggle for survival. Last year, when a utilities firm tried to buy land in the community, residents got together and outbid the company. Shortly thereafter, a posse of building inspectors swept through the community and condemned 20 of the 50 houses. The Canyonites hope to establish that a homeowner has the right to build his own house as he pleases, unless he explicitly shows that he is endangering others.

If Canyon survives its troubles it could become a trend-setter for future living in a manner very different from that offered at The Heather, Westlake and Irvine Ranch. If the community loses its fight against encroaching conformity, perhaps Kim Marvin will find, riding up the freeway a few years from now, that her choice of living style has been severely limited.

What happens in California is often repeated throughout the rest of the country. As I drove away from Westlake, passing signs that offered hillside "for sale in whole or part," I wondered, will the nation continue fragmenting into homogeneous communities linked only by freeways, each speeding, each growing—toward what? **END**

# DEAR AMERICAN HOME

## RECIPES AND BEYOND

*A note of appreciation for your recipes and menus. I rarely read recipes, but the step-by-step cooking lessons are easy to follow and superb. I enjoyed learning how to roast a leg of lamb, featured in your April issue; I've roasted lamb before, but your recipe made a fabulous difference. I also found your menu suggestions helpful. I hope you'll keep them coming.*

Enjoyable, too, are your architectural and decorating articles. You show real homes of real people—far more interesting than the “displays” favored by other magazines. My husband is an architect and I am a designer, so we find real solutions to houses, such as you show, very informative. We appreciate the price range of the homes, too—from make-do to expensive, but all selected for their style.

Mrs. Frank Hendler  
Malibu, Calif.

## COLUMBIA VISIT

*Thank you for the article in your May issue on Columbia, Md. [“Columbia, Gem of America's ‘New Towns’ ”]. As you said, you have to see it to believe it. I did, and I hope to see it again. If you can imagine 17 college students and a priest invading the city and the people being so wonderful, you'll know why I want to go back.*

Marian Pocket  
Lower Burrell, Pa.

## MUSINGS ON THE MANOR

*The 1830 bedroom pictured on page 75 of the April issue [“The Most Entertaining Museum in England”] is causing me sleepless nights. No matter what I do, I cannot make the placement of William Prior's portrait match the line of the floor edge. What am I missing?*

Mrs. Patricia Di Stefano  
Alexandria, Va.

We never mean to cause our readers sleepless nights. We believe you (and you're not alone) are confusing the chest on which the doll's bed is resting with the floor line. The rocking chair to the left is on the floor.

*I enjoyed reading James Egan's article on Claverton Manor. However, I question the accuracy of the statement that Peregrine White was the “first American-born English child.” Peregrine White was the first English child born in New England but Virginia Dare was the first English child born in America, on Roanoke Island in what is now North Carolina. August 18, 1587, was her birth date. 33 years before the Mayflower left Plymouth, England, for the New World.*

Mrs. Ann S. Haskins  
Chesapeake, Va.

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

# HELP ABOUT THE HOUSE

## BARBECUE WITH LESS CHARCOAL

**QUESTION:** Most portable barbecues seem very impractical. Typically, they have concave bottoms that must be completely filled with charcoal before you can get a uniform cooking heat. Most of the charcoal goes to waste. Is there a way to make such a barbecue perform more efficiently?

Seattle, Wash.

**ANSWER:** The portable barbecue burns too much charcoal only because people have forgotten how to use it. Before it's used, the concave area at the bottom should be filled with gravel. Then all you need is a single layer of charcoal briquettes to cover the gravel, leaving an inch of space around each briquette. Determine this amount by trial and error, then pour the briquettes into a pail or large tin can and mark the level to serve as a measure for future cook-outs.

To ignite the charcoal, pile it together in the usual fashion. When fully ignited, spread the briquettes to achieve the inch of space around each. Now put the grill in place and slap on the steaks. (See beef-cookout feature on page 64.) Although you will be burning much less charcoal, you'll get an intense, uniform heat. Some outdoor chefs cover the

gravel with aluminum foil to keep ashes and fat drippings out.

## “STUCCO” A CEILING WITH A BROOM

**QUESTION:** I recently finished a ceiling with sand paint, hoping to get a stucco effect. I was disappointed with the result. Although the sand does give a rough texture, it doesn't look like stucco—at least not to me. How can I get this paint off? It dries very hard.

Moline, Ill.

**ANSWER:** Don't take it off. Go over it with another coat of the same paint. But this time use a whisk broom instead of a brush. Work with short, curved strokes of varied lengths and directions. You'll get a very realistic stucco effect. It's a pity you didn't write before starting the project, as this method works beautifully with a single coat.

## BRICK PATIOS DON'T NEED SAND

**QUESTION:** I'm planning a brick patio and am told that the proper method of laying the bricks is to place them in a bed of sand about four inches deep. While this seems a lot simpler than laying them with mortar, it still involves a lot of digging. Is the sand necessary?

Erie, Pa.

**ANSWER:** We've seen many patios in which the bricks lie right in the ground. They tend to get a little uneven as the bricks settle. And moss often appears between them, along with spots of grass and little weeds. But these “imperfections” can also enhance a patio. It all depends on your point of view. In other words, go ahead.

## COLOR CONCRETE WHILE IT'S WET

**QUESTION:** When I pour a concrete patio, I would like to tint it with a color that penetrates the material rather than just surfacing it as paint does. Is this possible?

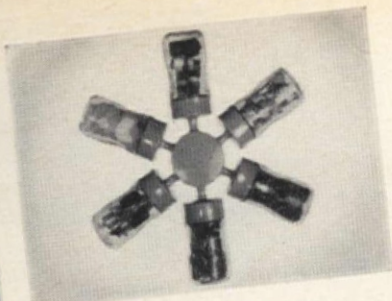
St. Louis, Mo.

**ANSWER:** Possible, easy and a good idea. There are both powdered and liquid tints which are applied before the concrete hardens. The liquid, called colored water seal, can be found at many garden centers and building-supply yards. It is the easier type to use, and gives the added benefit of protecting the concrete from water damage.

For help with a home-maintenance or repair job, write to Dept. HAH, American Home, 641 Lexington Ave., New York, N.Y. 10022. Letters will be selected on the basis of broad, general interest.

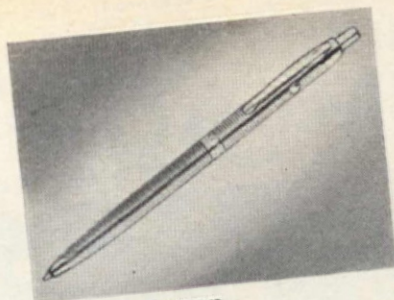
LYNN HEADLEY—Editor

# AMERICAN HOME MARKET PLACE



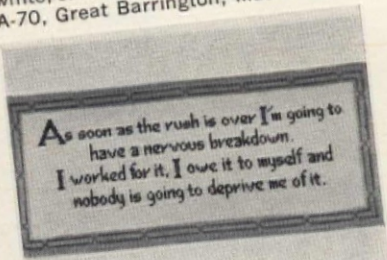
## Round she goes

No lazy gal here, Busy Susan sprouts 6 glass bottles to hold household "musts"—spools, pins, tacks, etc. Plastic shaker tops twist into plastic wheel. Rotates smoothly. Attach to wall. Yellow, avocado, red, orange, white, or blue. \$5.95. Seth & Jed, Dept. A-70, Great Barrington, Mass. 01230.



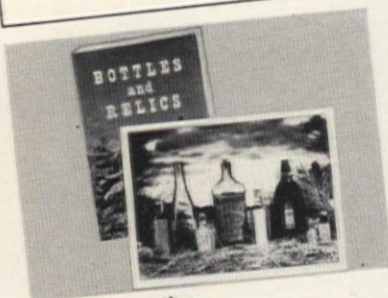
## Astronaut's pen

You don't have to enter outer space to go for this beauty. Writes at any angle, won't skip or leak. Care to stick around? Cartridge gives enough ink to last 100 years! Developed by NASA, it works on gas pressure principle. Silver finish. \$2.95. Holiday Gifts, Dept. 607-B, 7047 Pecos St., Denver, Colo. 80221.



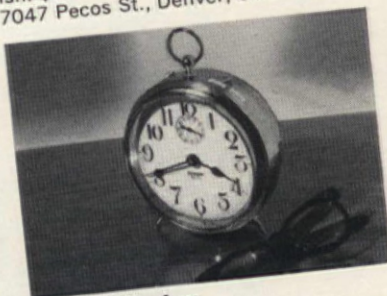
## Keeps you in stitches

Indulge yourself and stitch this witty needlepoint motto. The black letters and red border have already been worked on 12x24 in. canvas. "As soon as the rush is over," it's nice to give. \$7.95 plus 55¢ postage. Add \$4.80 for ivory background yarn. The Stitchery, AH-7, Wellesley, Mass. 02181.



## Happy hunting

Bottles and Relics Guide tells where and how to "treasure hunt" for bottles, fruit jars, guns, utensils, lanterns and other collectors items. 119 pages of photos of over 500 items with dollar values. \$4.50 plus 15¢ postage. Sturbridge Yankee Workshop, AH1 Brimfield Tpke., Sturbridge, Mass. 01566.



## Perfect timing

Reproduction of the 1910 model Big Ben alarm clock is as "now" as its first tick years ago. Made and guaranteed by the original manufacturer, Westclox, it's 7½ in. On the expensive side but, in a limited edition, it's well worth \$40. Add 75¢ postage. Hobi, AH-7, 35 Engel St., Hicksville, N.Y. 11802.



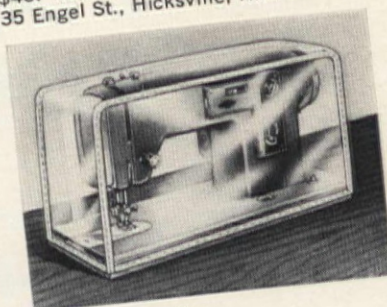
## Sealed with a blessing

Personal letters carry warmth and inspiration when they bear this seal printed with an Irish blessing. In green (naturally) letters on white, non-curling gummed papers 1½x2 in. In plastic box, 125 for \$1. In black on gold, \$2. Add 30¢ for airmail. Bolind, Dept. AH-7, Boulder, Colo. 80302.



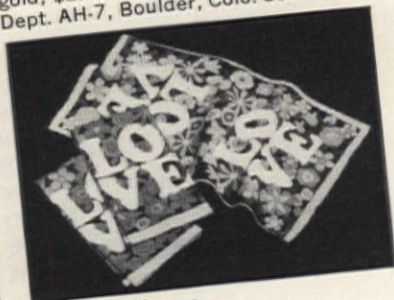
## An edgewise curtain

Bleached muslin tiers enhance any window with their delicately crocheted rosebud edging to give a hand-made look. Preshrunk; wash with care, of course. 74 in. wide per pair. 25, 30, 36, 40 in. long. \$5.50 per pair. 10x80 in. valance, \$3. Country Curtains, Dept. AH-7, Stockbridge, Mass. 01262.



## Sewing saver

Do you dread putting your machine out of the way after every use? This see-through vinyl sewing machine cover takes care of that nuisance and keeps your machine free from dust, dirt and damage. Fits any size head—console or portable. \$1. Breck's, W-16 Breck Bldg., Boston, Mass. 02210.



## Love in bloom

Pure linen LOVE towels aid clean hands and serve to think clean with love-thoughts. The message is surrounded with colorful posies in gold, pink, or blue predominant. 16x30 in. \$1.29 each; 3 for \$2.98. Add 25¢ for postage. Vernon, Dept. A71, 560 So. 3rd Ave., Mt. Vernon, N.Y. 10550.



## Shimmering chandelier

"Petit Trianon" looks as though a myriad of crystal, maxi-earrings dangles from its "candle holders." Dainty in design, it's about 18 in. wide; 22 in. long. Imported Baccarat-type crystals and cut beads. In brass or silver. \$200. Catalog, 25¢. King's Chandelier, AM-7, Eden (Leaksville), N.C. 27288.



## Weave a spell

It's fun and magic-easy to make ties, place mats, rugs, etc. with this wooden weaver! Has 2 filled shuttles with assorted color yarn to weave into cloth up to 8 in. wide. 13½x10½x11½ in. Instructions. \$6.95 plus \$1 postage. Amtech, Dept. AH, 108 New South Rd., Hicksville, N.Y. 11802.

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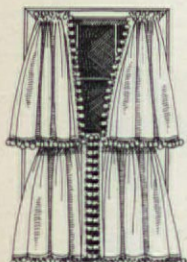
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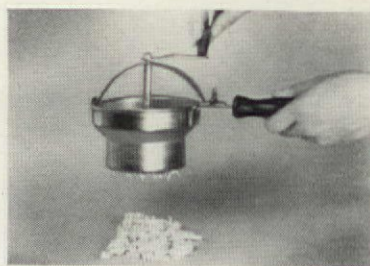
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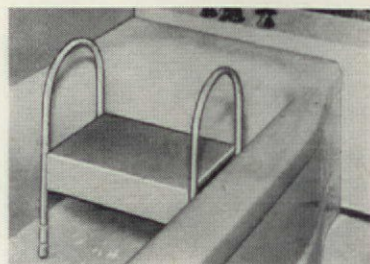
## Trip the light fantastic

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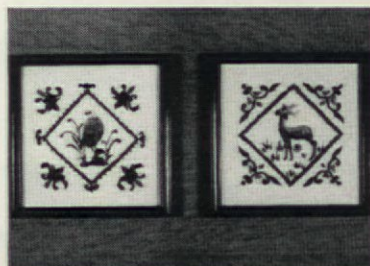
## Machine maid

Let this noodle and dumpling making machine assist you in making yummy dishes. Just fill the cup with batter and turn the handle—out comes rich golden soup dumplings, fancy noodles or spaetzle, etc. With instructions and recipes. \$6.98. Maison Michel, AH-7 Michel Bldg., Hicksville, N.Y. 11802.



## Tub treat

Bathtub safety seat with sturdy grips is ideal for foot baths, bathing children, etc. In white enameled aluminum with non-skid rubber feet. Choice of 3 positions. A great help for convalescents and elderly folks, 11x16x20 in. \$7.98. Walter Drake, AH-57 Drake Bldg., Colorado Springs, Colo. 80901.



## Tile treatment

Embroider old tile designs. Kit: design on oyster Belgian linen, wool, needle, instructions. Select deer, oriental bird, knight, ship, flower, fruit, ornamental or pomegranate. 8x8 in. \$1.50 each. Blue or mahogany finish wood frame, \$1. Add 35¢ postage. Victoria Gifts, 12A Water St., Bryn Mawr, Pa. 19010.

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**GUARANTEED TO TAKE FROM 1 TO 3 INCHES OFF YOUR  
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## SAUNA BELT WAISTLINE REDUCER

—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 dieting. Users report unbelievable results like these—results which speak for themselves:

**Mrs. Irene Johnson:** "I decided to try your Sauna Belt and I think it is great. Waistline before using Sauna Belt: 27 inches. Waistline after Sauna Belt: 22½ inches."

**Mildred Ivie:** "I relax with my Sauna Belt while I watch TV and I have lost 4 inches in just 4 days."

**Mrs. Carol Sudol:** "Lost 6 inches from my waist and abdomen in 3 weeks. The fastest and easiest thing I have done in my entire life."

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

The Sauna Belt waist reducer is made from a special non-porous plastic material. It 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—voilà!—a tighter, firmer waistline from which the excess inches are already beginning to disappear.

**HOW LONG MUST I USE THE SAUNA BELT WAISTLINE REDUCER?** That depends on your goals, how many inches you



1. Slip the belt around your waist—inflate—and you are ready to do your two 'magic' waist reducing exercises: 5 to 10 mins.



2. After your exercises, you simply relax for about 20 minutes while keeping the belt around your waist.



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



want to lose from your waistline and the rate at which your body responds.

Each person's body make-up is different, therefore, 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 waist reducer 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 refunded.**

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

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**MONEY BACK GUARANTEE.** We are so convinced that Sauna Belt has the fastest, surest, most convenient, most comfortable, most sensationally effective waistline reducer ever discovered that we offer this unconditional Money Back Guarantee: **Man or woman, if your waistline is not 1 to 3 inches smaller after using the Sauna Belt waistline reducer for only 3 days, you may simply return the belt to us and your money 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 waist reducer 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.

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 inches from my waistline \_\_\_\_\_  
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 For each Sauna Belt waistline reducer and complete instructions I en-  
 close \$9.95. Cash  Check  Money Order  (No COD's)  
 If you wish your belt rushed Air Mail to you, add 80¢ (per belt)  
 for additional postage.

Woman: waist size \_\_\_\_\_  
 Man: waist size \_\_\_\_\_

Name \_\_\_\_\_  
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Inflatable chair will float you into the comforts of tomorrow! Modern as a stroll on the moon, floating on a cloud. Heavy duty vinyl, choice of three colors. An exclamation point to the design of modern furniture. Indoors or out! 34 x 34 x 16". Chairs—\$8.88  
8686—Black; 8687—White; 8688—Red

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**PALM COMPANY, Dept. 3727, 4500 N.W. 135th St., Miami, Florida 33054**

Please send me the following items on 10-day money back guarantee if not completely satisfied. Enclosed is check or m.o. for \$\_\_\_\_\_

- \_\_\_\_\_ 8686 Inflatable Lounge Chairs Black @ \$8.88
  - \_\_\_\_\_ 8687 Inflatable Lounge Chairs White @ \$8.88
  - \_\_\_\_\_ 8688 Inflatable Lounge Chairs Red @ \$8.88
- (Please add 35¢ postage for each item.)

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_



**CREATIVE STITCHERY** kits to decorate your home. 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**
- Queen Anne's Lace on gold.....\$3.50**

PLUS 45¢ POSTAGE & HANDLING  
Pa. Res. Add 6% Sales Tax. Sorry No COD's.

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

## 500 RETURN ADDRESS LABELS

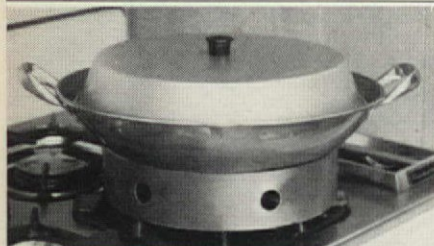


**50¢**

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

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

3047 Drake Building  
**Walter Drake** Colorado Springs, Colo. 80901



**SUPER-WOK** with stand and dome lid **\$3.98**

Fabulous Chinese Wok—now better than ever! Deep dome lid assures proper sauté-and-steam method for delicious dishes—the stand holds pan steady, guarantees even heat. Authentic centuries-old design is the secret of cooking mouthwatering Oriental delights at home. AND the secret of low-calorie results, because you use mere drops of oil or water. Steel pan, 12" diam. Recipes included.

#6389 \$3.98 (add 75¢ postage)

**The Country Gourmet Inc.**  
Dept. A7, 545 Fourth Ave., Mt. Vernon, N. Y. 10550



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The latest craze—you think of the slogan and we'll print it! Any slogan for your team . . . candidate . . . club . . . your favorite hobby . . . or whatever. Up to 30 letters printed on these quality cotton sweatshirts or T shirts. Machine washable, paint will not run or fade. Colors—Powder blue or navy blue. Size S, M, L, XL. Specify size & color. Add \$1.00 extra for printing on both sides. We ship in 48 hours.

- Sweatshirt (long sleeve).....\$3.95 + 50¢ hdlg.
- T shirt.....\$2.95 + 25¢ hdlg.

**HOLIDAY GIFTS**

Dept. 607-A, 7047 Pecos St., Denver, Colo. 80221



## Food fashions

It's easy and fun to decorate your own cakes. *Cake and Decorating Book* shows how easy it is to do flowers, leaves, borders, etc., to decorate cakes, hors d'oeuvres for parties. 194 pages of step-by-step instructions. \$1. Wilton, Dept. AH-70, 833 W. 115th St., Chicago, Ill. 60643.



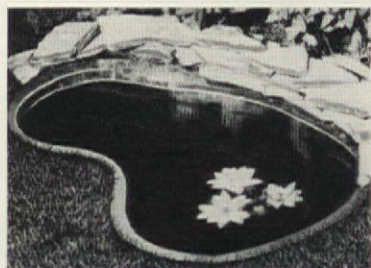
## Watch the birdie glow

These lovely birds are made of beautiful leaded cathedral glass. Hang them in a window, the birds actually glow. 6 to 7 in. Cardinal on holly branch, \$7.95. Chickadee on pine, \$6.50. Blue Jay on dogwood, \$9.95. Add 35¢ postage. Clymer's of Bucks County, Dept. AH-7, Point Pleasant, Pa. 18950.



## Goodbye grease

Spray electric frypan cleaner is a boon for kitchen queens who seek a quick and easy way to strip off baked-on grease. Solvent loosens it, water washes it away with no scouring or scrubbing. Ideal for aluminum, chrome, porcelain. 6-oz., 98¢. Breck's, W-14 Breck Bldg., Boston, Mass. 02210.



## Gay garden pool

It's easy to install this sunken garden pool that needs no plumbing. Kidney shaped, its recessed pot takes 1 to 3 water lily bulbs (1 comes with pool). Polypropylene. About 3½ ft. long; 8 in. deep. \$3.98. 2, \$7.65. Add 50¢ postage. Michigan Bulb, Dept. BP-1402, Grand Rapids, Mich. 49502.



# AMAZING \$1 ART OFFER

4 Lovable Wide-eyed Puppies in Full Color for Your Home



NANETTE



POPPER



CLIPPER



DUFFY

**Excitingly Beautiful Original Oil Paintings  
Reproduced as Large Full Color Art Prints**

**ALL 4-YOURS ONLY \$1**

To bring new decorating dash to the walls of your home, or to spice up a children's room or den, place these lovable puppies with their all-too-human expressions where everyone can see and admire them. They've got instant appeal and create a feeling of warmth and joy. That's because the artist, Coby, seems to know exactly the right touch to make these irresistible paintings spring to life. Painted with love, each of the characters will capture a special place in your heart. Unfortunately it is impossible to show all the warmth and beauty from the small illustrations shown here. Only when you see them in your home can you fully appreciate their marvelous appeal and fine artistry.

**OFFER WILL NOT BE REPEATED THIS SEASON**

To bring this decorating beauty and simple joy of living into your home now, we urge you to order right away while our supply lasts. Portraiture of animals is the latest rage and these are certain to go fast. In order to show some of the craftsmanship and intricate detail in all the pictures, we have shown one picture larger than the rest. Actually all four fine full color art prints are the same size, a full 11" x 14" decorator size. So hurry, order now, this offer will not be repeated this season in this magazine.

© Copyright 1970, Colonial Studios

**COLONIAL STUDIOS, DEPT. BD-27  
20 Bank Street, White Plains, New York 10606**

Please send me the four full color 11" x 14" Puppy prints for only \$1 plus 10¢ postage and handling on full money back guarantee if I am not delighted.

Enclosed is \$..... (Print Clearly)

Name .....

Address .....

City ..... State ..... Zip .....

**SAVE! SPECIAL OFFER:** Order three sets of prints only \$2.00 (You save \$1.30). Extra sets make ideal gifts.

**BIG \$2.00 BOX of**  
**24** Deluxe 1970  
 Christmas Cards  
**FREE**  
 To Help You  
**MAKE EXTRA MONEY**

**Pays Full \$1<sup>00</sup> Profit Per Box!**

It's easy to make \$10.00 on 10 boxes, up to \$250.00 on 250 boxes for yourself or your organization. BIG value \$2 Christmas or Everyday Assortments sell on sight. Over 450 Cardinal money-makers to show friends. *No experience needed.* Many exclusive extra-quality, -value, -profit Assortments—like 36 cards for \$1.50.

**MAIL COUPON NOW**

to get 3 best-sellers on approval with your FREE \$2 Assortment—PLUS FREE Exclusive Personalized Card Album of 77 Selections and handy Carry Kit FREE. Send no money. Act today.



Send for \$2.00 Box  
**FREE**

**CARDINAL CRAFTSMEN, Dept. 10-G**  
 1400 State Ave., Cincinnati, Ohio 45214

Send handy Introductory Money-Making Kit on approval with FREE \$2.00 box, FREE Cardinal Carry Kit and FREE Personal Album.

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**STARK BRO'S Nurseries & Orchards Co.**  
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 Rush New Color Catalog...FREE!  
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 1st name 2nd initial last name  
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 or St. \_\_\_\_\_  
 P.O. \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 CHECK HERE for Free Money-Making Outfit.



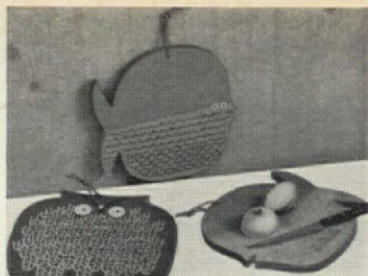
**SEAHORSE SALE!**

Order a mated pair of Seahorses for \$2.99. SPECIAL SALE: send \$2.20 and get two mated pairs (4 Seahorses) and also receive a Free PREGNANT MALE who will give birth up to 20 babies. See baby ride on Father's back! Keep entire Seahorse family in ordinary bowl or jar. Free food, instructions included. Live delivery guaranteed. Florida Seahorse Co., Dept. 115, Box 300, Miami Beach, Fla. 33139

**NOW! GET 5**  
**REAL OLD**  
**LINCOLN CENTS**  
 --for only **10¢**

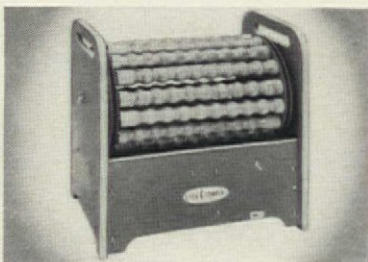


Only 10¢ brings you 5 old Lincoln pennies issued before 1927. (One set to a customer.) This offer made to introduce our "Coins on Approval" service. You may return without purchase and can stop service at any time. Also big free illustrated catalog. Just send 10¢ with name, address and zip code to: LITTLETON STAMP & COIN CO., INC., Dept. ML-16, Littleton, N. H. 03561.



**Quaint cutting boards**

Cut-up in the kitchen with adorable hardwood cutting boards. In red Owl or blue-and-green Whale designs, hang colorful side from leather thong—the other side use for cutting and slicing. Over 8 in. in diameter. \$1.29 each. The Country Gourmet, Dept. A7, 545 So. 4th Ave., Mt. Vernon, N.Y. 10550.



**Roller derby**

Vita-Master's Roller Massager with its free-turning hardwood rollers gently kneads, stimulates and reduces where you want to trim lines. Smooth or knobby (add \$10) rollers. 1-speed, \$170; 2-speed, \$210. Catalog, 25¢. Iben, Dept. AH-7, 24-08 Jackson Ave., Long Island City, N.Y. 11101.



**A perfect solution**

Acne Solution is a beauty aid that may help any one bothered with blemishes. Wipes away blackheads, blemishes and other externally-caused acne-pimple surface symptoms as they form. 4-week supply, \$2.98; 8, \$4.98; 16, \$8.98. Anne Sloane, AH-7, 4115 29th St., Long Island City, N.Y. 11101.



**Knot one, pearl too**

This magnificent rope of genuine pearls from Majorca is hand-knotted into a glamorous 60-in. length of 8mm flawless and lustrous pearls. Comes in a fashionable multi-colored leather and suede pouch, made in Spain. \$12. American Image Corp. AH-7, 276 Park Ave. South, New York, N.Y. 10010.



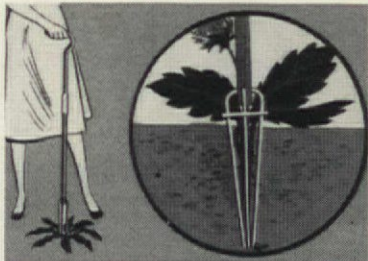
**Fun-fake lounge**

"Dashiki" leopard coat in flattering A-line, is made of fake-fur fabric. Soft and sleek, spot this cuddly beauty for a hostess gown or housecoat. Drip-dry flannel-feel cotton. Zippered back. S,M,L. \$5.95 plus 39¢ postage. Westport's World Art & Gift Shop, Dept. AH-7, Westport, Conn. 06880.



**Whimsical for wee folk**

Super-sized circus cut-outs are enchanting on a tiny tot's bedroom wall, or perky in a playroom. Colorful set of 48 pieces includes 8 impish 2-ft. tall animals plus yards of tent poles and canopies. With instructions. \$3.98. The Small Fry Shop, Dept. AH7, Box 76303, Los Angeles, Calif. 90005.



**Weary of weeding?**

Weed-O-Matic won't eliminate weeding, but this metal gripper turns a tiresome task into simple efficiency. No need to stoop, just push down on the long handle, twist and pull out weeds, roots and all. Ejects automatically. \$3.95. Walter Drake, AH-59 Drake Bldg., Colorado Springs, Colo. 80901.



**Marble 'n' mahogany**

Elegant dining table with lover's knot design hand-carved from solid mahogany is topped with 42-in. diameter imported Italian stone. 30 in. high. \$289.95, express collect. Chair, \$69.95. Victorian furniture catalog, fabric samples, \$1. Magnolia Hall, AH-7, 726 Andover, Atlanta, Ga. 30327.



### A hit with golfers

Tru-Drive Tee gives high results in lowering your score—prevents lateral spin which causes hooks or slicing. No matter where the club connects, the power goes behind the ball for a fast straight getaway. Set of 5, \$1.98; 3 sets, \$5.75. Alexander, AH-7, 26 So. 6th Ave., Mt. Vernon, N.Y. 10551.



### Spanish cruet set

Add dash to your dining table with this handsome wrought iron cruet ensemble topped with amber glassware. Scroll design, the flat black finish sets it off to match any decor. 8 in. high. Decorative when not in use. \$5.98. Colonial Studios, Dept. AGE-4, 20 Bank St., White Plains, N.Y. 10606.



### Cast iron stove lamp

Cozy as a fireside chat comes this quaint pot-bellied stove lamp to brighten any setting. A replica of an Early Americana stove, it's black iron topped with a red bushel basket shade with white ball fringe. \$17.95 plus 65¢ postage. Palm Company, 7245 Greenland Bldg., Miami, Fla. 33054.



### Listening library

Stash your stereo tapes in this album to keep them safe and handy. Convenient, it has page for easy indexing when it's listening time. Wood-grained volume has book-look and secures 12 tapes in individual poly bins. 9½x1¼x10 in. \$3.98. Breck's, W-15 Breck Bldg., Boston, Mass. 02210.



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MID-SUMMER  
SALE!**

LIMITED TIME ONLY

ONLY **\$14.98**

(A WHOPPING 50% OFF  
OUR REGULAR \$29.98 PRICE!)

We guarantee to ship your  
order the day we receive it.

**NOW...WORLD'S FIRST LOW-COST IMPORTED**

# FLAME GUN

**KILLS WEEDS FAST!...MELTS ICE IN WINTER**

A FINE BUY at regular price—a give-away at special super-sale price! You save \$15! From the land of pretty gardens comes this amazing jet Flame Gun that kills weeds in summer, melts ice in winter. Clears a 6-foot path in 3-5 minutes... melts a half-inch of ice in 30 seconds... kills a weed dead in just 2 seconds! No cumbersome cords, no expensive batteries, no costly fuel! Easy, clean, one-hand operation does the job fast from comfortable standing position—no bending—no back strain! Never any ugly grass stains on your clothing!

**SAFE...SIMPLE...  
COSTS MERE PENNIES PER USE!**

Sterilizes ground, gets rid of insect nests, keeps flagstone and cement walks clear, trims borders! Less than 2 pints of kerosene gives 30 minutes continuous use. Completely safe; weighs under 5 lbs.; full instructions included. Order today—you will soon be paying \$15 more! This season, do your weeding without bending. **ONLY \$14.98 plus \$1.00 for postage and handling.**

**SATISFACTION GUARANTEED**

**J. P. DARBY, Esq.,** Dept. A-70, Engel Street,  
Hicksville, N.Y. 11802

**MAIL NO-RISK COUPON TODAY**

J. P. Darby, Esq., Dept. A-70

Engel Street, Hicksville, N.Y. 11802

Please rush \_\_\_\_\_ imported Flame Guns (Catalog #1073) at special sale price of only \$14.98 each plus \$1.00 for postage and handling. If I am not absolutely delighted, I may return order for prompt refund, or full cancellation of charges any time within 10 days.

N.Y. residents, add sales tax.

Check or  Money Order Enclosed for \$ \_\_\_\_\_

Charge my  
Diners Club # \_\_\_\_\_

(signature) \_\_\_\_\_

Name \_\_\_\_\_

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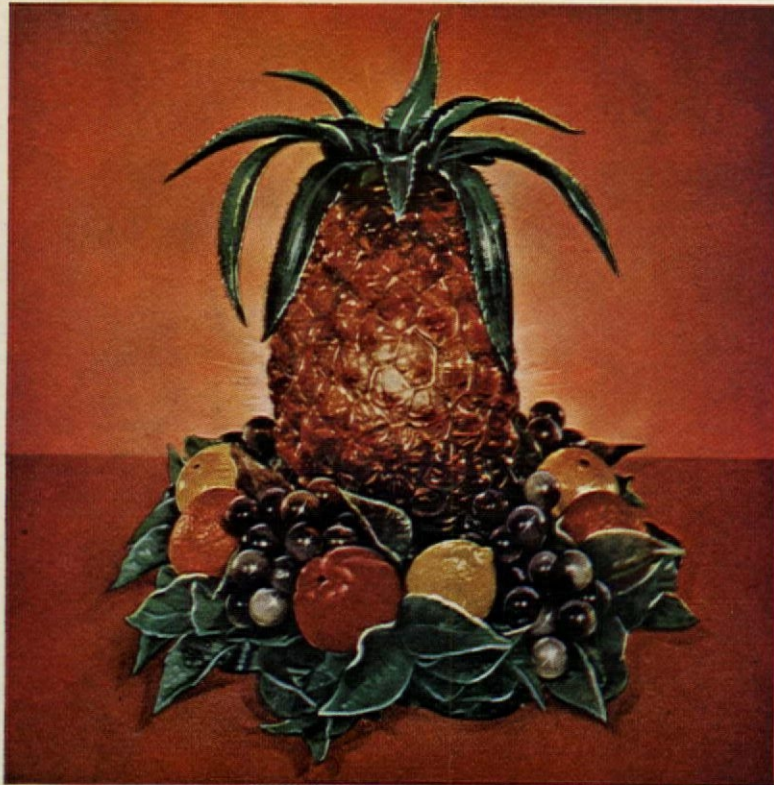
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State \_\_\_\_\_ Zip \_\_\_\_\_

Check here for FREE catalog of unique gifts

# An Amazing Value for only \$2.98

## Lighted Pineapple Centerpiece



With many luscious fruits around its base gives it 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! Uses 2 "C" batteries, not incl. A great buy for only \$2.98.

### MAIL 10-DAY NO RISK COUPON

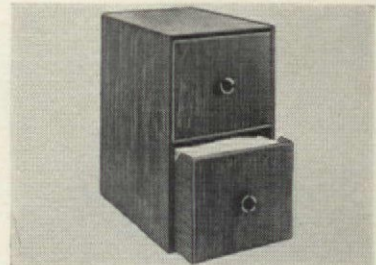
**PALM CO., Dept. 3721**  
 4500 N.W. 135th St., Miami, Fla. 33054  
 Enclosed is check or m.o. for \$  
 #8441 Pineapple Lamps @ \$2.98  
 (Add 35¢ post. each)

NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_



### To have and to hold

"Magnetic" Jumbo Giant Photo Album holds favorite photos neatly in place. 10 pages (20 sides) of transparent plastic film "secures" pictures. Of vinyl, it's 19x12 in. \$2.97 plus 40¢ postage. 2, \$5.50 plus 80¢. Gardner House, Dept. AH-1, 1506 Oakland Tribune Tower, Oakland, Calif. 94612.



### Handsome helpmate

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 wood-grain finish, steel frame, wooden pulls. 22x13x18 in. \$6.95 plus \$1 postage. Amtech, Dept. AHE-7, 108 New South Rd., Hicksville, N.Y. 11802.



### Be a bouncer

Ride a Bronco Ball and bounce along the beach, the patio, almost anywhere. Just grasp the two hand grips and away-y-y you go. Made of durable rubber, it inflates to 33 in. diameter. It's fun and, who knows, you may bounce off a pound or two. \$10.73. Hobi, AH-7, 35 Engel St., Hicksville, N.Y. 11802.

### FURNISHED IN EARLY AMERICAN?

Send 25¢ For Famous Sturbridge Catalogue "1,000 Pictures Of Basic Items For Furnishing An Early American Home" Everything in Early American. All by mail at modest prices. Money-Back Guarantee even includes shpg. chgs.



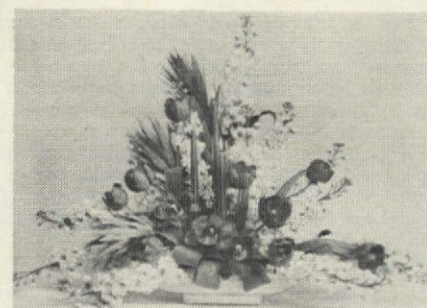
**STURBRIDGE YANKEE WORKSHOP**  
 the Nation's Center for Early American  
 470 Brimfield Turnpike, Sturbridge, Mass. 01566

## BASEMENT TOILET

**FLUSHES UP**  
 to sewer or septic tank  
 no digging up floors.



WRITE . . . McPHERSON, INC.  
 BOX 15133 TAMPA, FLA. 33614



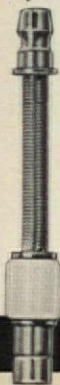
## MAKE \$5 10 WAYS WITH FLOWERS

Turn love of flowers to profits. Garden flowers or artificial cost pennies, bring \$'s. Corsages, Bridal Bouquets, Wedding, Table decoration. Hobby, home business, start your own shop. FREE Color Brochure shows you how to learn professional Flower Arranging and Flower Shop Operation. Also, FREE, 3-months subscription to "Flower Talk", the publication for home flower designers.

**Floral Arts Center**

(Home Study Division)  
 Dept. 13H, 1628 E. McDowell Rd., Phoenix, Ariz. 85006.

## FASTER STARTS!



**INSTANT STARTS FOR ALL MOTOR-DRIVEN EQUIPMENT**  
 Attach Vis-Arc-Tronic to plug and lead wire—motor turns right over! 2 1/2" metal device intensifies the spark insuring fast, easy starts, increased power—saves on gas, lengthens plug life, too. Flexible, fits all plugs; neon glows when spark plug fires.  
 26443 Vis-Arc-Tronic. 1.95

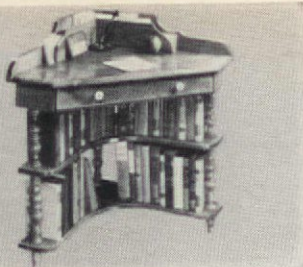
**BRECK'S** OF BOSTON  
 SINCE 1818

872 BRECK BLDG., BOSTON, MASS. 02210



### Pretty cover up

Plant Creeping Myrtle for a good-looking, evergreen ground cover. Hardy, 50 plants cover 100 sq. ft. of sparse spots. Each spring promises a myriad of "periwinkle blue" flowers. 50 plant divisions, \$2.98. 100, \$5.75. Add 40¢ postage. Michigan Bulb, VM-1402, Grand Rapids, Mich. 49502.



### Just the right angle

You won't have far to walk to this Corner Library that doubles as a desk. Fits flush to walls and tucks into a corner to add charm and utility. In pine with maple or walnut finish. 24½x34½x38½ in. \$39.95; kit, \$26.95 Exp. chg. col. Yield House, AH-7, No. Conway, N.H. 03860.



### It's a what?

An Ice Cream Freezer! And what's more, you don't have to churn it to get that old-fashioned, yummy taste. It works on a power motor, AC only. Of plastic, it's 9 in. high. With ice cream recipes, instructions. \$19.98 plus 75¢ postage. Maison Michel, AH-7 Michel Bldg., Hicksville, N.Y. 11802.



### Roll-up 'n' brush-up

This charming ceramic Roll-up Toothpaste Holder adds convenience and glamour to brush-up time. 2 in. long, its pretty rose petal design is completed in a glazed finish. Just insert tube, turn handle, and dispense daintily. \$2.98. Colonial Studios, Dept. TDE-5, White Plains, N.Y. 10606.



### Dull subject, but nice

Dread ironing hard-surfaced fabrics? Don a cover on your steam iron to stop "shine" when you press or iron serges, gabardine, dull-surfaced silks, woollens and knits. Set of 2 iron covers, \$1.00 plus 15¢ postage. Anthony Enterprises, Dept. AH-70, 585 Market St., San Francisco, Calif. 94105.

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It's Instant Profits for your treasury when you introduce this unique Gothic style candle with velour finish. Light glows through quaint windows that look like stained glass. Lends a warm highlight to mantel, buffet, table — brightens any drab corner.



Abigail Martin, Fund-Raising advisor, says: "If you don't raise the sums below, I'll make up the difference between your cost and your guaranteed profit!"

Order ...	And I Guarantee ...	Or Sell All and Make ...
15 Sales Kits	\$ 75 Profit	\$ 99 Profit
30 Sales Kits	\$150 Profit	\$198 Profit
60 Sales Kits	\$324 Profit	\$432 Profit
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**FREE SAMPLE**  
to show your group

Many Groups Make Up To \$2,000 In A Week.

ORDER 1 KIT FOR EACH MEMBER SELLING *Individually gift boxed, 12 candles in carrying case.*

**No risk 30 Days Credit Shipped Prepaid** 6 Shipping Centers: Cal., Mo., Pa., Mich., Tenn., Mass.

To: Abigail Martin, 1113 Washington, Dept. 202 St. Louis, Mo. 63101

SEND \_\_\_\_\_ CATHEDRAL SALES KITS (PLUS FREE SAMPLE) Retail \$1.50

Date Needed \_\_\_\_\_ No. Members \_\_\_\_\_ Area Code & Phone \_\_\_\_\_

Organization Name \_\_\_\_\_

Ship to (Name) \_\_\_\_\_

Address\* \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Send FREE CANDLE! (Offer subject to verification).

\*Do not use P.O. Box or RFD.

Within 30 days we agree to pay for 60 kits or more — \$10.80 per kit; for 15 to 59 kits — \$11.40 per kit; for 5 to 14 kits — \$12.00 per kit; for 1 to 4 kits — \$12.60 per kit.

SEND NO MONEY  
MAIL COUPON TODAY

## An Exciting New Offer!

# Blue Willow Pattern Stainless Flatware!

• Service for 4

• 16 pieces

Blue Willow pattern graces the melamine handles elegantly molded to gleaming stainless steel utensils. Fashioned after the famous English earthenware first introduced and made famous in 1780. Four each; knives with serrated edges, teaspoons, forks, soup spoons. Steak knife set has 6.

8667—Flatware Set ...\$9.98

8721—Steak Knife Set.....\$2.98



— MAIL 10-DAY NO RISK COUPON TODAY! —

**PALM COMPANY**, Dept. 3728  
4500 N.W. 135th St., Miami, Fla. 33054

Enclosed check or m.o. for \$

\_\_\_\_\_ 8667 Flatware Sets @ \$9.98 \_\_\_\_\_ 8721 Steak Knife Sets @ \$2.98  
(Add 95¢ post.) (Add 35¢ post.)

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

Tested and Approved

# You may lose 10 lbs. in 10 days with the chilled Grapefruit Juice Diet

DATELINE, U.S.A.

This is the revolutionary grapefruit diet that everyone is suddenly talking about. Literally thousands upon thousands of copies have been passed from hand to hand in factories, plants and offices throughout the U.S. and Canada.

Word of its success has spread like wildfire . . . Because this is the diet that really works. If you follow it exactly, you may lose 10 pounds in 10 days. There will be no weight loss the first four days. But you may suddenly drop 5 pounds on the 5th day. Thereafter you may lose one pound a day until the 10th day. Then you may lose 1½ pounds every two days until you get down to your proper weight. Best of all, there will be no hunger pangs. Now revised and enlarged, this new diet plan lets you stuff yourself with foods that were formerly "forbidden," such as big steaks trimmed with fat, roast or fried chicken, rich gravies, mayonnaise, lobster, swimming in butter, bacon, sausages, and scrambled eggs. You can eat until you are full, until you cannot possibly eat any more . . . And still lose 10 pounds in the first ten days plus 1½ pounds every two days thereafter until your weight is down to normal. The secret behind this new "quick weight loss" diet is simple. Fat does not form fat. And the grapefruit juice in this new diet acts as a catalyst (the trigger) to start the fat burning process. You stuff yourself on the permitted food listed in the diet plan, and still lose unsightly fat and excess body fluids. When the fat and bloat is gone you will cease to lose weight and your weight will remain constant. A copy of this new and startling successful diet plan can be obtained by sending \$1.00 to Gardner House, 1506 Oakland Tribune Tower, Oakland, California 94612. Dept. AH-1

Tear out this message as a reminder. Decide now to regain the trim, attractive figure of your youth, while enjoying hearty breakfasts, lunches and dinners.

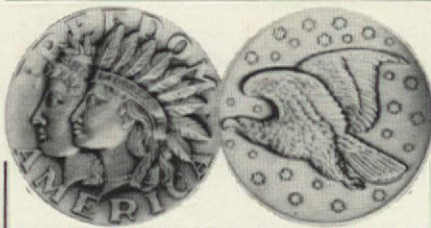
## CREWEL SIAMESE CAT



Here's a beauty of a Siamese cat to stitch in crewel embroidery on creamy 17" x 17" linen. The design is 10" x 10" with head, legs and tail in browns and tans. The eyes are a magnificent clear blue. Kit comes with design on linen, crewel wools, needle and instructions. Only \$3.95 plus 35¢ pstg.

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You can't buy a thing with this coin, yet money will not buy what it represents. A beautiful keepsake for purse or pocket. Freedom America half dollar size coins only \$1.00 postpaid. Coin with sturdy keyholder attached, \$1.50. Give one to a future President! T. Johnson, Box 247, Brewer, Maine 04412

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Why delay? Get 4 WILL FORMS and complete 64-page booklet about WILLS, written by a nationally known attorney. Just send \$1.00 to Legal Forms Company, Dept. 146, 1830 Guardian Building, Detroit, Michigan 48226.



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### Top headliner

Wig Liner is cool and comfy to make your wig feel better and stay cleaner. Just tuck your hair under it with no struggle or strain—it stretches for easy management. Flesh color, it fits like a stocking to keep your hair tidy. 2 for \$2.98. Greenland Studios, 7246 Greenland Bldg., Miami, Fla. 33054.



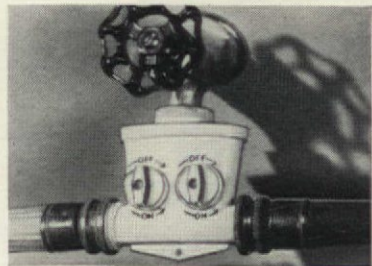
### Call of the Wild

Peonies, Iris, Daylilies—are all that Wild grows, and they are known worldwide for their highest quality. More than 1300 varieties are shown in an exciting catalog. Price is 50¢ which is deductible on the first catalog order. Write to Gilbert Wild & Son, Dept. A70, Sarcoxie, Mo. 64862.



### In a jam

Burglar-proof door jam keeps intruders out. Just prop the fork end under door knob and push the floor pad end toward the door. Adjusts from 26 to 38 in. Of steel; chrome finish. \$5.95 plus 75¢ postage. 2 for \$10.95 plus \$1 postage. J. W. Holst, Dept. A77, 1005 E. Bay St., East Tawas, Mich. 48730.



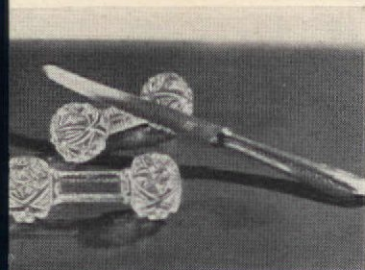
### A way with water

Two-Way hose control turns one faucet into two. Hook two hoses to one faucet and sprinkle large areas in half the time. Water back and front at the same time. Control screws right onto faucet with independent on/off controls. \$1.29. Walter Drake, AH-60 Drake Bldg., Colorado Springs, Colo. 80901.



### Pressed for time?

"Honey, is my blue suit pressed?" Instant Valet Presser answers rush requests. Fill with tap water, plug in—it steams away wrinkles and creases quickly. Saves time and money. Lightweight and mini-spaced for travel. \$10.95. Standard American, Dept. AH-7, 1 Park Ave., New York, N.Y. 11016.



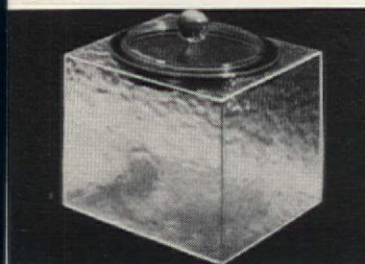
**Crystal knife rests**

Looking every elegant inch like carved, miniature bar bells, these useful and unusual knife rests are made of fine German lead crystal. Won't slip or roll when knife is placed on them. Lovely gifts. Set of 2, \$4.95. Add 50¢ postage. Holiday Gifts, Dept. 607-C, 7047 Pecos St., Denver, Colo. 80221.



**A fine tribute**

"Brothers United," by artist Alton S. Tobey, is a meaningful and fitting tribute to the memory of John and Robert Kennedy. Reproduced in full color, print is 14x18 in. Ideal to frame. A gift to cherish. \$1 plus 25¢ shipping. Brookbridge Art Print Co., AH7, 1701 Highway 35, Neptune, N.J. 07753.



**The maxi chiller**

Try this great big conversation piece at your next party: a maxi ice cube that's really an ice bucket! Holds almost a gallon of ice cubes. With tongs, it's a chilling beauty in clear lucite. 7 in. high. \$24.98 plus 75¢ postage. Maison Michel, AH-7 Michel Bldg., Hicksville, N.Y. 11802.



**Photo poster**

Go big and be a poster. Just send a black and white or color photo that will be blown up to 2x3 ft. Nice to have one of each family member for a gala wall grouping. A great addition to a den or family room. \$4.95 each. 3x4 ft., \$7.95. Photo Poster, Dept. ED35, 210 East 23rd St., New York, N.Y. 10010.

**Men! Women! WAIST-AWAY™ trims inches from stomach!**

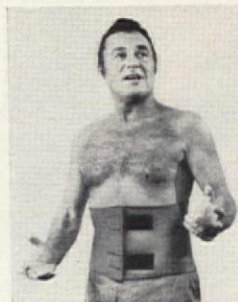
**RELAX INTO A YOUTHFUL SHAPE WITHOUT EXERCISE**

Athletes don't exercise to lose weight or reduce midriff fat! They "sweat it off" with special rubber suits. You can now use their proved, fast method. No weights!

So simple, it's amazing how easy it works while you relax. WAIST-AWAY is a pliable wide belt of soft rubber-like composition that you wear next to your skin. It makes your body heat melt away excess "flab" while you do housework, jog, or just sit and watch TV.

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Velcro® adjustment keeps belt snug. Specify man's or woman's model. **SEND YOUR WAIST MEASUREMENTS.** Check or money order, no COD.



Singer **TONY MARTIN** wears the **WAIST-AWAY** Belt to stay in trim shape for his personal appearances.

10-day money-back guarantee  
**WAIST-AWAY Belt postpaid . . . \$11.95**

add local sales tax (NYC 6%)

**Wonderful news for Women! THIGH REDUCER Belts**

**Spot-reduce legs the sure, fast way**

If you've struggled to reduce your thighs with exercise, massage, dieting, but have had disappointing results, take heart. There's a new way to slim those thighs where exercise alone can't help. IBEM's THIGH REDUCER Belts spot-reduce the heaviness at the top of the thigh while you walk, work, or just sit. Based on the same proved, effective principle as the WAIST-AWAY (see above)—using body heat to melt away excess fat with a relaxing massage effect.

Here's a sure way to slim thighs. Now you, too, can wear those revealing mini-fashions. Do it now and get results in time for the summer beach scene.

IBEM Thigh Reducer Belts are soft, pliable, rubber-like composition. Adjustable Velcro® fastening keeps them snug as your thighs get thinner. Send your upper thigh measurements at point indicated by arrow.

Whatever method of thigh reducing you've tried without success, don't give up. Order a pair of IBEM Belts today on 10-day money-back guarantee. Check or money order, no COD.

**ONE PAIR postpaid . . . \$16.95**

**IBEM SALES CORP., Dept. AH-375, 509 Fifth Ave., New York, N.Y. 10017**

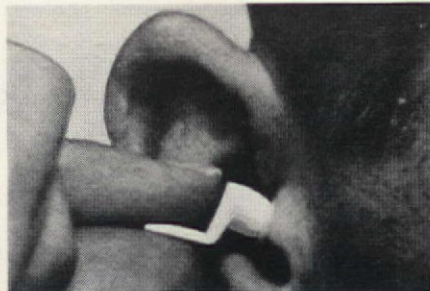
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American Bronzing Co., Box 6504-G1, Bexley, Ohio 43209

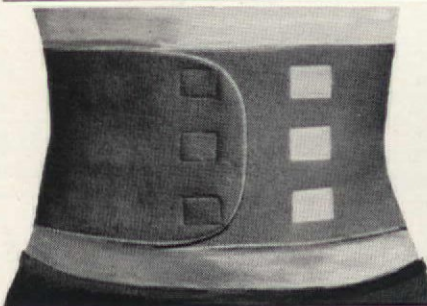


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