

MARCH 35c

American Home

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ALL OUT FOR TENNIS—The good family life around our fastest-growing game

How to wear and care for beautiful hair

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MAKE YOUR BASEMENT A FUN-AND-GAMES ROOM



Want to lose 4 pounds fast?

Slender's nutritionally balanced program gets quick results.

You, too, may lose 4 pounds the first week with Slender. Why not? Just don't backslide. Stick with 900 Slender calories a day and you'll get a thrill when you step on the scale.

Clinical study works for problem dieters

We put people, who were at least 20% overweight, on Slender for three weeks. That's four Slender meals a day, totaling 900 calories. At the end of the first week, dieters had lost an average of more than 4 pounds. During the next two weeks, losses averaged 3½ pounds a week. Many of the dieters on the program told us they were not unduly hungry and found Slender "surprisingly filling".

Low in calories, high in nutrition

Many 900 calorie diets are fad diets which emphasize one nutrient over others. But a Slender meal is nutritionally balanced. Whether it's instant Slender, mixed with the substantial nutrition of milk, or Slender chilled from the can — every glass supplies ¼ of your daily recommended adult dietary allowance of

protein. Plus the regular vitamins and minerals you need, including vitamins C and B-complex.


Slender counts calories for you

With Slender, you don't have to get involved with measuring out tiny portions of this and that. And you avoid costly calorie mistakes which may undo your diet. Slender counts the calories, so you always know where you stand in the calorie battle.

How to slim down sensibly with Slender

If you want fast results to get your incentive up, go strictly Slender for a week. Then go back to other foods in diet proportions, but have your Slender for at least one meal. Whether you go strictly Slender again for another week later on depends on how much you want to lose. But you should ask your doctor before starting any program aimed at weight loss.

One thing's certain, you'll find Slender wears well in your diet. It's so rich and satisfying. Slender from Carnation. Dieting without nonsense.



**Is it soup? Is it rice?
No! It's Souper-Rice!**

Tomorrow, serve your kid soup he can really sink his teeth into: Souper-Rice. To make it, you just add Minute® Brand Rice to a can of vegetable beef soup, and between the Minute Rice, and the vegetables, and the beef, your child will have more than just plain soup. This new, hearty lunchtime idea is fun to eat, and it's easy to eat.

It's easy to make, too. In just minutes, the Minute Rice soaks up all the soup flavor.

Here's how you make Souper-Rice:

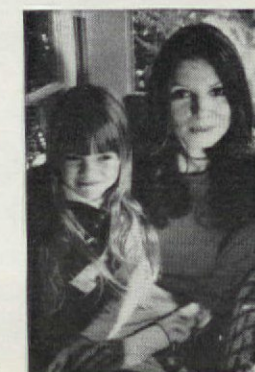
- 1 can vegetable beef soup
- ½ can Minute Rice
- ½ can water

Empty soup into a saucepan. Fill empty soup can half full with Minute Rice. Add enough water to fill the can.

Combine with soup, quickly bring to a full boil. Cover, reduce heat, and simmer five minutes. Serve the



THIS MONTH IN American Home



Laurie McBride of Aspen, Colo., Sanna May of New York City, Patty Snyder of Los Angeles, Gay Rogers of Bronxville, N.Y., and Babette McDougall of Beverly Hills—the five young women pictured at right, top to bottom—have much in common. They believe that enhancing her looks through beauty and health care is as much a woman's obligation as enhancing the meals she prepares, the home she furnishes. None of them is a professional model. All lead active lives at the center of a family and a home. That is why we have featured them as Good-Looking Homemakers in recent issues of *American Home*, showing you how they have learned to make the most of their natural good looks.

This month, on pages 12 and 16, you will meet two more Good-Looking Homemakers, both tennis enthusiasts, who tell how that popular game can help give you the handsome glow of fitness and health.

This month we also bring you a beauty bonus—the first of a new series. We're expanding our beauty pages, emphasizing the achievable-at-home instead of the go-out-and-spend-a-mint-at-the-hairdresser road to good looks. Healthy, lustrous hair—how to have it and how to wear it in 1972—is the subject of our first advice-from-the-experts feature, beginning on page 20. Next month we'll bring you the beautifying benefits, both body-pampering and mind-relaxing, of the bath ritual and, of course, another Good-Looking Homemaker, who will discuss her own formula for beauty and physical fitness.

More news: Nancy Gray, our peripatetic West Coast editor, fills our mails each day with so many delightful reports of California innovations in living—some inspired, some lunatic—that we're putting them all together to share with you in a new *AH* feature. It's called "California Current," and you'll find it on page 68.

Judith Smith
Editor

Look for this sign



In many areas, there's a new kind of flooring store. Armstrong Floor Fashion Centers offer the complete selection of Armstrong floors, assistance in color-coordination, professional installation, and budget payments. Check your Yellow Pages under "Floors" to see if there's an Armstrong Floor Fashion Center near you.

Solarian™ by Armstrong

The sunny floor that shines
without waxing.

You've probably heard claims about floors that are supposed to keep a shine with no waxing. Armstrong has never made such a claim . . . until now.

Until Solarian.

Solarian is a totally new *kind* of floor. It comes with—and *keeps*—a gleaming shine with *no waxing!*

And it takes a lot less work to keep clean.

Its secret is a major development from Armstrong research: the Mirabond™ wear surface. Just as an egg won't stick to the new coated frypans, most waxes won't stick to this unique surface.

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How long will the Solarian shine last? For over two years we've been keeping a close watch on many Solarian floors in busy

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Of course, every home is different, and eventually your Solarian floor could begin to show some slight gloss reduction in heavy-traffic areas. So just in case you should ever need it, your Armstrong retailer can supply a Solarian Floor Finish that you can use in these areas like any floor polish to maintain the shine the way you like it. Choose Solarian from the many designs and colors available. See them at any flooring store that carries the Armstrong line. They're listed in the Yellow Pages.

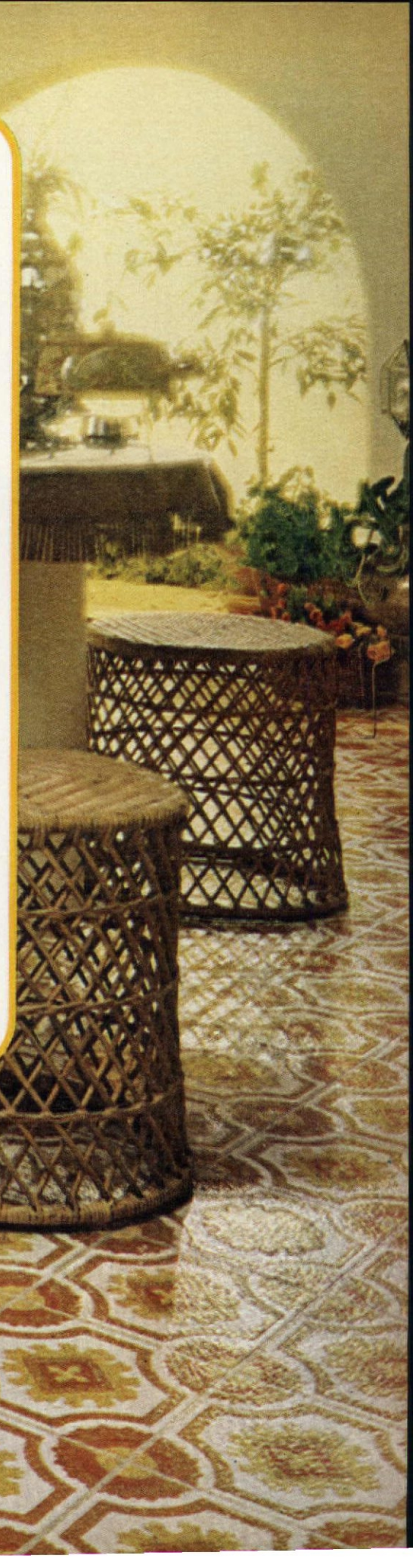
And if you'd like more information about Solarian direct from us, write Armstrong, 7203 Pine St., Lancaster, Pa. 17604.

Armstrong

CREATORS OF



THE INDOOR WORLD™



DEAR American Home

EASY-WAY MEALS

Your January issue featuring "New Shelf Game—Main Dishes" and "New Shelf Game—Desserts" is just great! I have tried two main dishes and two desserts this week and the family raved.

Then for Christmas dinner I made the milk-chocolate torte and felt like I'd created a masterpiece!

Thanks so much for such an easy way to dress up humdrum meals.

Mrs. Kenneth Bordner
Cherry Hill, N.J.

FAN FARE

"Crafting in Style" (November AH) was excellent. The macramé examples and instructions do your magazine proud. Macramé, as you have proven, is much more than belts, chokers and headbands.

(Mrs.) Theresa A. Parker
North Brookfield, Mass.

I just wanted to let you know how much I like your magazine. I enjoy all the features, but I must admit I turn to the needlework first!

I taught myself, an "average" homemaker, and now there isn't a picture on my wall or a pillow on my couch that isn't needlework.

Mrs. Charles C. Merrick, Jr.
Melbourne Beach, Fla.

STYLE-CONSCIOUS

I am a fan of *Early American*, as are so many of my friends, and I found your historical article "Colonial Deerfield Village" (October AH) and its photographs of early homes very interesting. Somehow the homes seemed to blend very nicely with the modern modular house you cover in the same issue ("House of the Year").

Keep up your present style; you picture homes that people can really identify with. As my 11-year-old son would say, "You're outta sight."

(Mrs.) Sue Lemaster
Columbus, Ohio

GRATEFULLY YOURS

Thank you, thank you for those splendid gift hints in your December issue ("129 Great Gifts from 25¢ to \$10"). As a result, my husband stuffed my Christmas stocking with

all sorts of drawing pencils, beautiful pastels and paints.

Samantha Hardaway
Phoenix, Ariz.

A CLUE FOR QUILTERS

I have just finished painting Miss Pellegrini's quilt ("Paint a Quick Quilt," January AH), and discovered one tip that may be helpful to others: If you goof and drop paint on an area that's supposed to be white, just wipe the paint off. If it doesn't come clean, paint over the spot with white acrylic paint.

Jane Andrews
Minneapolis, Minn.

THE REEL THING

My husband has been making his own tapes for several years now. Our tapes are not just limited to party use ("A Reel Winner," November AH) but are also great for playing while doing household chores. We even transferred some of our reel tapes to cassettes for easy listening while driving.

Thanks for the article. Now more people can share this good idea.

(Mrs.) Carol J. Nase
Sellersville, Pa.

FURNISHED FOR LESS

I couldn't resist responding to "Student Protest" (November "Dear American Home"). Low-cost decorating is possible if you are willing to put time and hard work into it. My husband, a recent college graduate, and I have furnished a two-bedroom apartment for under \$500 by building our own furniture.

We built two sofa-storage units—the simple plywood boxes have hinged lids and are topped with cushions covered in crushed corduroy. We turned a phone-company cable spool into a coffee/TV table, made a buffet/bookcase that serves as a room divider and sofa back, and built an extension table that easily seats 10!

(Mrs.) Martha Tibbetts
Blacksburg, Va.

Address all letters to the editors of *Dear American Home*, 641 Lexington Ave., New York, N.Y. 10022.

Armstrong
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Lancaster, PA 17604

Please rush me my packet of literature on Armstrong Chandelier Ceilings—including full-color brochures, photographs, and detailed information.

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Armstrong

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Armstrong Chandelier® Ceilings

High fashion comes to the ceiling

There's a new elegance overhead. Chandelier Ceilings, made to dine under, entertain under—made for the rooms you care most about.

Chandelier's designs and textures have such warmth and richness, you won't believe you're looking at a tile ceiling. Seams are hardly noticeable because there are no old-fashioned "v-grooves" between tiles, so the rich texture flows smoothly from wall to wall.

Chandelier elegance isn't expensive, either. Material for an average 12' x 14' room costs less than \$80. Chandelier Ceilings are fire resistant and acoustical to help soak up noise. They are made for easy installation by the do-it-yourselfer. Or, your dealer can arrange for professional installation.

See the entire collection of Chandelier Ceilings at your Armstrong dealer's. To find the one nearest you, call this

special toll-free number: 800-243-6000. (In Connecticut, call 800-942-0655.) Or mail the coupon on opposite page for a free, colorful Chandelier Ceilings information packet.

CEILINGS BY
Armstrong

CREATORS OF  THE INDOOR WORLD™



Your back will tell you the difference between a Sealy Posturepedic and just any firm mattress.

You can't conquer the world with a morning backache. That's why Sealy Posturepedic® doesn't make an ordinary firm mattress. We created something entirely different—the unique back support system.

Here's how we made it different. First we put in extra coils. And positioned them for more support. Then we firmed up the edges, where ordinary mattresses first start to sag.

And we replaced the old-fashioned box springs with a torsion bar foundation. To work together with the mattress. For more give and take. For better all-around support.

But frankly, we didn't do all this by ourselves. Sealy Posturepedic is designed in cooperation with leading orthopedic surgeons for firm comfort.



The result is a bed that comes with a promise of no morning backache from sleeping on a too-soft mattress. With features so unique we've had them patented.

What's more, you can get all this Posturepedic comfort and support in big modern sizes. The beds that don't end before you do.

An ordinary bed or a Sealy



Posturepedic? Your back will tell you the difference. All night. And all day.

SEALY POSTUREPEDIC
The unique back support system



RONDESICS LEISURE HOME



WIN THIS VACATION HOME & A PIECE OF "SALEM COUNTRY"

(\$10,000 TOWARDS PURCHASE OF THE BUILDING SITE)

OR \$30,000 CASH!

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"SALEM COUNTRY" STAKES OFFICIAL RULES

an official entry blank or on a 3"x5" piece of hand print or type your name, address and zip

each entry send 2 empty Salem packages (any or the words "Natural Menthol Salem" printed in block letters. Enter as often as you wish but each must be mailed in a separate envelope. Mail to "Salem Country" Stakes, P.O. Box 8200, St. Paul, Minn. 55182. Entries must be postmarked by May 31, and received by June 7, 1972.

winners will be determined in random drawings conducted by Spotts International, an independent organization whose decisions are final.

First Prize is a \$12,000 3-bedroom vacation home plus \$10,000 towards purchase of the building site or as an alternate prize \$30,000 cash. Second prizes are a \$9,520 2-bedroom Rondesics in home—the 800 sq. ft., 12-sided model, and \$9,500 towards erection of the home or as an alternate prize \$15,000 cash. 5,000 third prizes are a miniature 7"-10" San Jose Juniper tree. All winners notified by mail.

prizes are non-transferable and non-redeemable for cash. No substitutes for prizes as offered. Only one

19 mg. "tar", 1.3 mg. nicotine av. per cigarette. FTC Report AUG.'71.

prize to a family. The odds of winning will be determined by the number of entries received. All 5,000 prizes will be awarded.

6. Local, state and federal taxes, if any, are the responsibility of the winners.

7. Open to residents of the Continental United States and Hawaii only. With respect to first or second prizes, residents of Alaska and Hawaii are eligible for cash alternative prizes only. Entrants must be 21 years of age or older. Employees and their families of R. J. Reynolds Tobacco Co., and Rondesics Leisure Homes, Inc., their subsidiaries and affiliated companies, their advertising agencies and Spotts International are not eligible. Void in Idaho, Missouri, Washington, Florida, Georgia, and wherever else prohibited or restricted by law. All federal, state and local laws and regulations apply. To obtain a list of winners, send a stamped, self-addressed envelope to: "Salem Country Winners," P.O. Box 8254, St. Paul, Minnesota 55182. Winners lists will be mailed by September 1, 1972.

To obtain further information and literature on Rondesics Leisure Homes, write to: Rondesics Leisure Homes Corporation, Dept. S32, 527 McDowell St., Asheville, North Carolina 28803.

Entrants must be 21 years of age or older.

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Name _____
(PLEASE PRINT PLAINLY)

Address _____ Phone No. _____

City _____ State _____ Zip _____
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No purchase required. Enter as often as you like.



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Vacation Home
or \$15,000 cash

5,000
Third Prizes—
Miniature 7"-10"
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American Home

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COVER: Crowned with whipped cream and sprinkles of toasted coconut, this regal Lemon Angel Pie is one of the irresistible desserts in our springtime tribute to "Luscious Lemon Pie," pages 92-93. Photographer: Rudy Muller

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A decorator treasure at everyday prices.

You've scoured the stores. So you know. Bedspreads with hand screened imported linen prints can be pretty expensive.

Not this time! This exquisite Sears bedspread is a marvelous buy. It's beautifully made. The imported linen facing is quilted onto a firm white cotton back. Thickly filled with Sears own Dura-Puff[®] polyester. With corded seams,

blindstitched hems.

The colors glow with beauty, the pattern is inspired by antique crewel embroidery. And both bedspread and matching pinch-pleated draperies are easily dry-cleaned.

See Sears unique linen bedspread collection. Now available at larger Sears, Roebuck and Co. stores.

Sears Linen Bedspread Collection

Lifestyle

A Princeton, N.J., housewife takes her whole town to the courts just for the fun of it. Tennis, everyone?



Eve believes that group lessons are the only way to teach tennis. Here, working with a class of youngsters, she is assisted by two high schoolers from her "leader corps."

Richard Meek

Eve Kraft has made tennis the center of her life ever since she found her "sweet spot"—the place in the middle of a racket that hits the ball best. The wife of building contractor Lewis Kraft, Eve passed her passion for the sport on to their three sons—now 22, 21 and 17—and to all of Princeton, N.J. Because she wanted her boys to have tennis partners, she began teaching their friends, and that's how the Princeton Community Tennis Program was started, 18 years ago. Today it serves up to 2,000 children and adults annually. "Tennis," says Eve, "was traditionally a country-club sport. Here in Princeton, we have sought real grass-roots participation, opening the courts to everyone because tennis, like skiing and golf, has the advantage of being a lifetime sport." The group program, largely sustained by lesson fees, uses facilities of Princeton University, town schools, parks and the YM-YWCA. It provides part-time and summertime employment for adult instructors and for high-school students who have been trained to teach tennis in the "leader corps" program—100 all told. Eve, who receives no pay, has established a scholarship fund for less-advantaged children. Sparked by Princeton's tennis fever, the town has added 15 courts—and the program is still growing! That kind of tennis love adds up to more than zero.



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TAKE THIS COUPON TO YOUR GROCER

THE GOOD-LOOKING HOMEMAKER

THAT WINNING TENNIS GLOW



John Zimmerman

Tennis enthusiast Mary Anne Katz wears sunglasses on the sidelines, switches to an eye-shading hat when she plays to protect her blonde hair and prevent "tennis squint." A newcomer to the game, she now spends weekends on the courts of Southern California's La Costa resort.

By Laurie Muir

Former model Mary Anne Katz (above) plays tennis for fun and also for beauty's sake. "It's great, healthy exercise," says this young Los Angeles homemaker—and her firm figure and glowing complexion attest to that. The most surprising element of the game, says Mary Anne, is that tennis is an energy producer: "I always thought so much exercise would leave me worn out. Instead, tennis makes me feel *more* energetic."

Mary Anne began playing about nine months ago, when she and her banker husband, Fred, bought a weekend/vacation condominium at La Costa, Calif. (featured on pages 72-75), with tennis-club membership. Now she spends her weekends on the courts, learning the

game and diligently following the advice of La Costa tennis pro Pancho Segura.

While playing, fair-skinned Mary Anne combats sunburn by wearing a sunscreening lotion and fights the sun's drying effects with moisturizer. Carole Graebner, captain of the well-known women's Wightman Cup Tennis Squad, says moisturizer is a *must*: "Anyone who is in the sun a lot or has dry skin should use it—it's one of the most vital cosmetics for a tennis player."

After her game, Mary Anne gets a massage to ease any muscle soreness she has developed. You might try this at home after *you* exercise: Soak in a hot tub to relax those muscles; then apply body lotion in kneading, rotating motions over leg, arm and shoulder muscles.

continued on page 16



LENGTH
AND
COOLNESS
COME
TOGETHER

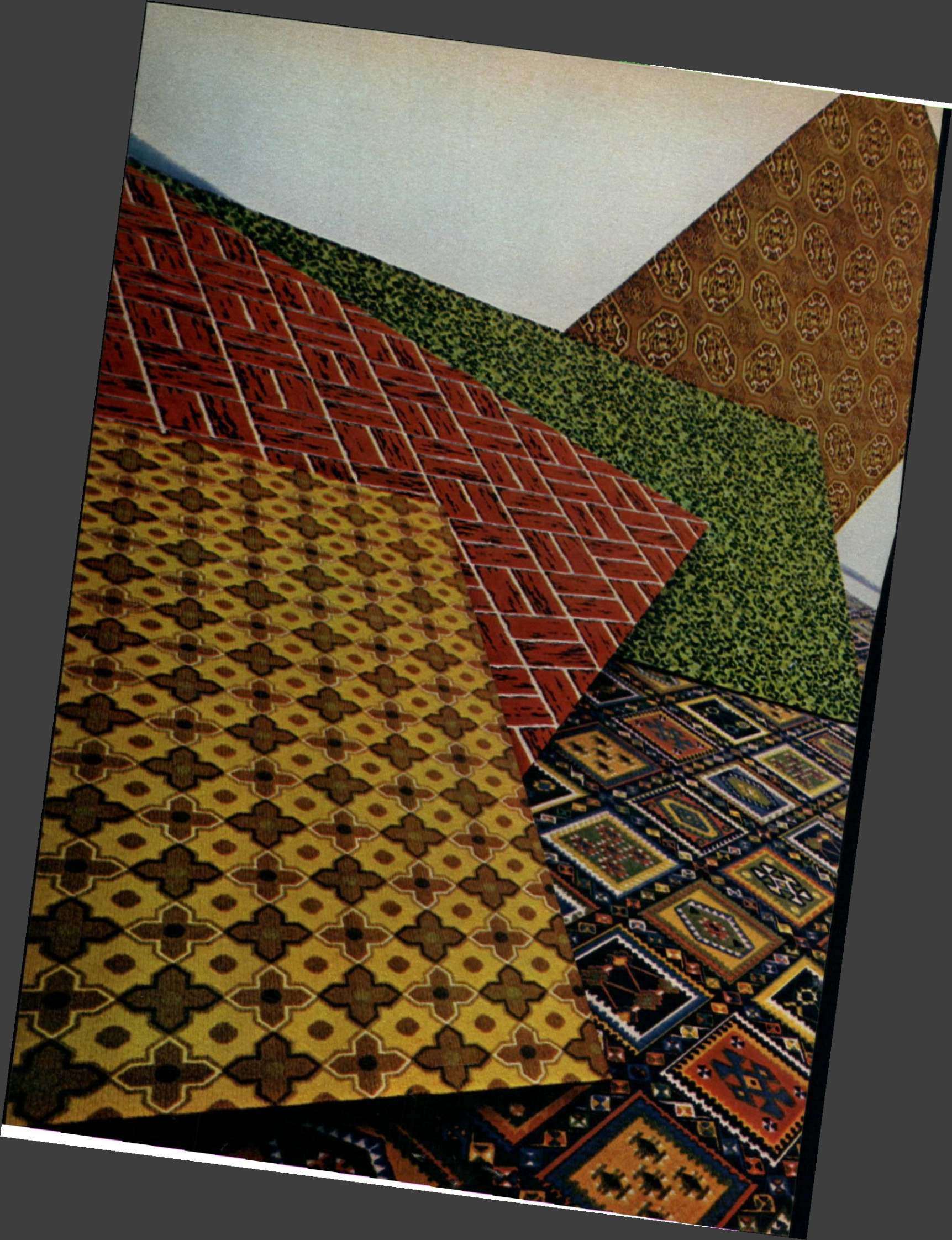
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Sears Footlights is easy to install. Just unroll, trim to fit (or let Sears have it done for you). And enjoy, enjoy for years to come! At most Sears, Roebuck and Co. stores and by catalog.



The Great Put-Downs.
Only at **Sears**

California tennis beauties radiate the healthy good looks of America's fastest-growing sport.



Shari Brown waits her turn at the court while daughters Lucinda and Tina set up for a game. For the Browns, tennis has become a happy family sport.

For Shari Brown (above), another tennis-playing Los Angeles homemaker, the game is a family affair. Her husband, Noel, a toy-company sales rep., is a nationally ranked tennis player and daughters Lucinda, 11, and Tina, 9, are now learning to play.

"Tennis is a wonderful tension reliever," says Shari. "When you're concentrating on a game, you turn off all your problems."

A brunette, Shari tans easily and needn't worry about sunburn on the court. But the sun's *drying* effects can be treacherous to her skin. So, like our La Costa beauty, Mary Anne Katz, on page 12, she uses a moisturizer lavishly, both morning and night.

A very practical beauty plus for the tennis court is a neat hairdo. (Choose one that will still look good when you're photographed accepting the winner's trophy!) Both Shari and Mary Anne wisely wear off-the-face hairstyles. Shari keeps her hair tied back with a bow; on

the court, blonde Mary Anne opts for a brimmed cloth hat to keep the sun off her face.

For the well-turned-out tennis beauty, proper accessories are as important as the proper-weight racket. Pro Pancho Segura believes the right tennis gear not only improves the game but also protects and beautifies the player. "A tennis glove with the fingers cut off gives the player a good feel for her racket," he says, "and it also guards against blisters and calluses."

You can wear mini-socks to keep sun-marks on your legs to a minimum; the tiny pompon that hangs out the back of your shoe will keep the socks in place and also prevent blisters. And there are new lined leather tennis shoes (by Tre-torn and Adidas), which are lighter than canvas sneakers and help alleviate foot and leg fatigue. Try keeping your palms dry by wearing wristbands—they're also handy as forehead moppper-uppers.

On the fine points of the game and its gear Shari and Mary Anne may differ. But on one point they both agree: With a little outside help, the healthy inside glow that tennis gives can and *should* come through to the surface.

THE BEAUTY COUNTER

On the courts or off, the greatest enemy your skin can have is dryness. To help fight this problem, Estée Lauder has added Azurée Moisturizing Shower Spray to her Azurée collection of bath and body products. Spray it all over yourself at the end of your shower, then pop back under the water for a few seconds. Those extra moments will give you the long-lasting effects enjoyed by bath-takers who soak in softening bath oils. The spray is \$6.50 for 4 ounces. Bath-lovers, meanwhile, can turn a five-minute soak into a low-cost spa treatment with new Vaseline Intensive Care Bath Oil, \$1.60 for the 4-ounce size.

To nourish and restore the skin, Charles of the Ritz now has Revenescence Soft Body Lotion (8 ounces, \$7.50). A must after tennis or long exposure to the sun, it helps maintain your skin's proper moisture balance. And Revenescence Protective Moisture for the Hands is great for trouble spots like heels, elbows and knees, as well as hands. A 5-ounce tube costs \$5.

For hair with more bounce than a tennis ball, try Great Body Protein Conditioner Shampoo by Clairol. This pearly pink shampoo in an unbreakable bottle or tube is specially formulated to condition your hair and give it body. Tote the 3-ounce tube (\$1.40) in your bag for an after-tennis shower. Hair damaged by too much sun, too many shampoos and not enough care needs Breck's new Satin conditioner. The lanolin in Breck Satin will make dry, brittle hair shiny and manageable. A 4-ounce bottle sells for \$2.50.

To get an all-over, all-the-time spring feeling, choose from the fresh and fragrant Revlon Lemon Tree. Select the 8-ounce Lemon Cologne, a splash-on after-bath refresher (\$2.25), or the 4¼-ounce Lemon Cologne Mist (\$3.50), a cooling bare-body spray. If you prefer a powder, match the scent with Lemon Glow Body Powder (6-ounce-box, \$3.50).

Tennis players have a special friend in Bonne Bell, whose new moisturizing lip gloss comes in a handy pin-on tube (\$1.75) that goes right on your tennis dress. And for freshening up between games, there are Bonne Bell's cleansing tissues, presoaked in Ten-O-Six deep-pore cleansing lotion. You can buy a box of 30 moist towelettes for \$2. Bonne Belle cosmetics are endorsed by the U.S. Lawn Tennis Association. END

Select The Kind Of Music You Like Best...



Charley Pride Sings Heart Songs 13749	ASOUND MUSIC 00046	Steppenwolf For Ladies Only 23343
TWIN SETS Each has double the music - but counts as one selection!	VAN CLIBURN EUGENE ORMANDY PHILADELPHIA ORCHESTRA GRIEG LISZT No. 1 Piano Concertos 03472	LED ZEPPELIN III 04162
TWIN SET JESUS CHRIST SUPERSTAR 04204	Tom Jones I Who Have Nothing 04105	JEFFERSON AIRPLANE JA BARK 13505
TWIN SET Monty From Monty With Love 10154	Charley Pride I'm Just Me 13748	THREE DOG NIGHT Golden Bisquits 23271
TWIN SET Crosby, Stills, Nash & Young 4 Way Street 04359	Henry Mancini The Concert Orchestra Mancini CONCERT 13503	LORETTA LYNN You're Lookin' At Country 13635
TWIN SET FRANK SINATRA A MAN AND HIS MUSIC 01756	Carole King Writer 13466	James Taylor SWEET BABY JAMES 03802
TWIN SET Nashville Gold 24 Artists 24 Hits 13295	Johann Strauss Greatest Hits Blue Danube, Emperor Waltz, Pizzicato Polka, others 10143	The Best Of JIM REEVES HELL HAVE TO GO FOUR WALLS 00267
TWIN SET THIS IS EDDY ARNOLD 04344	John Denver Poems, Prayers, & Promises 04341	THE MOODY BLUES Every Good Boy Deserves Favour 13611
TWIN SET The Grateful Dead 21660	THE WHO WHO'S NEXT 13612	Jerry Reed Ko-Ko Joe 21351
MANTOVANI'S GOLDEN HITS CHARMAINE GREENSLEEVES 03369	Partridge Family Sound Magazine 13322	Jerry Lee Lewis Touching Home 04196

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Tom Jones SINGS She's A Lady 04366	THE BEST OF CHARLEY PRIDE 12039
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JERRY REED When You're Hot, You're Hot 04367	James Taylor Mud Slide Slim And The Blue Horizon 04370
RUBINSTEIN PLAYS THE CHOPIN WALTZES 01987	

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By Bettie Wysor
**HEALTHY
HAIR**
Your shining asset

*Fair tresses man's imperial race ensnare
And Beauty draws us with a single hair.*

So wrote Alexander Pope in 1712. Today, two and a half centuries later, beautiful hair is still every woman's goal. What should you do to keep your hair as shining and healthy as the luxuriant mane shown above? Heed the advice of the New York experts! We consulted Leonardo de Vega, top stylist at Charles of the Ritz; Pierre Henri, director of Saks Fifth Avenue's Salon; (continued on page 26)



“We have two reasons for urging you to dial your Long Distance calls direct: You save. And we save too.”

When you dial your interstate calls direct, you do most of the work. And that saves the phone company money.

When we can save, you should save. That's why we offer lower rates on dial-it-yourself, station-to-station, interstate calls except to Hawaii and Alaska. When you dial direct from your home or office phone without operator assistance or involvement, you can take advantage of these lower rates.

There's no difference in the "quality" of the calls, of course. What makes the difference in cost is the fact that you're not involving the operator.

So interstate dial-direct rates don't apply to coin phone, credit-card, person-to-person, collect and hotel-guest calls, or to calls charged to another number—because an operator must get involved in such calls.

Knowing when you can save and when you can't is worth the effort—as you can see from the rate chart on the right.

**Examples of Long Distance rates
for station-to-station coast to coast calls**

	Operator-assisted calls	Dial-direct calls	Your discount when you "dial it yourself"
Weekends 8 a.m. to 11 p.m. Sat. and 8 a.m. to 5 p.m. Sun.	\$1.40 first 3 minutes	70c first 3 minutes	70c first 3 minutes
Evenings 5 p.m. to 11 p.m. Sun. through Fri.	\$1.40 first 3 minutes	85c first 3 minutes	55c first 3 minutes
Nights 11 p.m. to 8 a.m. daily	\$1.40 minimum call (3 minutes)	35c* first minute (minimum call)	\$1.05 on the minimum call
Weekdays 8 a.m. to 5 p.m. Mon. through Fri.	\$1.85 first 3 minutes	\$1.35 first 3 minutes	50c first 3 minutes

Rates shown (plus tax) are for the days, hours and durations indicated on station-to-station calls. Rates are even less, of course, on out-of-state calls for shorter distances. Dial-it-yourself rates apply on all out-of-state dialed calls (without operator assistance) from residence and business phones anywhere in the continental U.S. (except Alaska) and on calls placed with an operator where direct dialing facilities are not available. Dial-direct rates do not apply to person-to-person, coin, hotel guest, credit card, and collect calls, and on calls charged to another number.

*One-minute-minimum calls available only at the times shown. Additional minutes are 20¢ each.



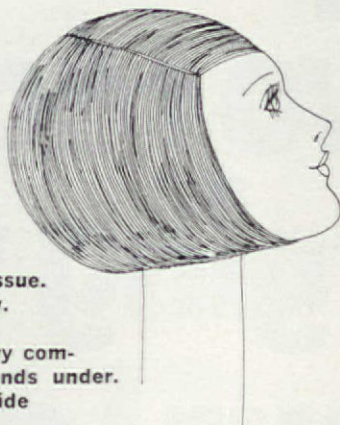
Three New York master stylists—Leonardo de Vega, Pierre Henri and Marc de Costa—have each created a hairdo that can be combed out in a variety of ways from one basic cut and set.

LEONARDO'S "ORIENTAL SLING"

"I like to liberate my clients so they can feel comfortable and keep their hair looking good between visits," says Leonardo. The Oriental Sling (far right) is his easy-maintenance choice for straight or curly hair. It starts with a chin-length blunt cut.



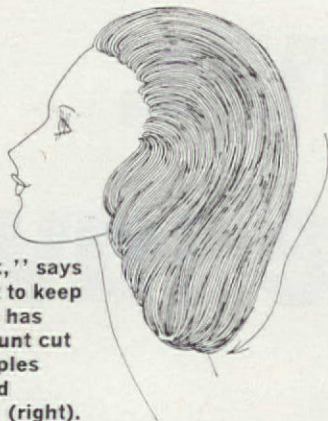
After shampooing, set two large rollers at crown (left). Wrap rest of hair around head left to right; cover like a turban with a crepelike stretch tissue. Secure; let dry halfway. Rewind right to left and rewrap with tissue. Let dry completely. Brush, turning ends under. For a 40's variation, pin side bangs with a barrette.



Follow the direction arrows shown in the sketch at left for this modified shag hairdo. Set hair on top and in back on large rollers; use medium and small rollers for the very short hair. The same cut and set can be brushed out into the two completely different hairdos shown below, left and right.

PIERRE HENRI'S MODIFIED SHAG

"Long hair that lies flat on top and just droops on the sides gives you a tired look," says Pierre Henri. And so, for people who want to keep their hair long and still have softness, he has designed the modified shag. It takes a blunt cut that is layered on the sides from the temples down. The top is one length and smoothed back with ends turned slightly under (right).

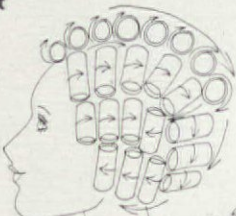


For an even softer version (right), comb hair sideways over the ear and let waves fall, framing face and hugging ears and neck. This style fills out a small face and makes a full one appear thinner.



MONSIEUR MARC'S "LION"

"I believe a cut should have style, but be free to follow the line of the hair; it should be flattering from every angle," says Marc de Costa. His lion cut is easily adapted to different head shapes and types of hair. Short in front and on sides, it's layered to center and crown for sculptured effect, nipped at neck, then long for soft line. Top is longer and fuller.



Set with medium and small rollers, in direction of arrows (above). Use larger ones on crown where hair is longer. Use pin curls for short strands.



How you comb out creates the two hairdos seen here. First, brush out the set from back, forward. Then comb through and begin styling. Using brush, flip hair in the direction of the arrows for a full lion's mane (left). To achieve the sculptured artichoke effect (right), brush top hair back and up; brush sides forward.



Richard Giglio

THE BIG THREE.
FIRST THEY'RE OLDSMOBILES. THEN THEY'RE STATION WAGONS.

SPACE.

OLDS CUTLASS CRUISER: Over 93 cu. ft. of load space, 116" wheelbase; seats 6 adults. Tailgate swings out or down. Power front disc brakes, Rocket 350 V-8 engine, all-vinyl interior—all standard.

MORE SPACE.

OLDS VISTA-CRUISER: Up to 105 cu. ft. of cargo space. Exclusive observation roof lets the sights in, helps keep the glare out. All-vinyl interior, wood-grain vinyl paneling outside, Rocket 350 V-8 engine—all standard; 121" wheelbase; 2- or 3-seat models.

MOST SPACIOUS.

OLDS CUSTOM CRUISER: As luxurious as most luxury sedans. Load space, 109 cu. ft. Wheelbase, 127". Glide-Away tailgate actually disappears. Standard: Rocket 455 V-8, Turbo Hydramatic transmission, power steering, power front disc brakes . . . and a front bumper that helps absorb minor impacts. Wood-grain vinyl paneling outside, supple vinyls inside.



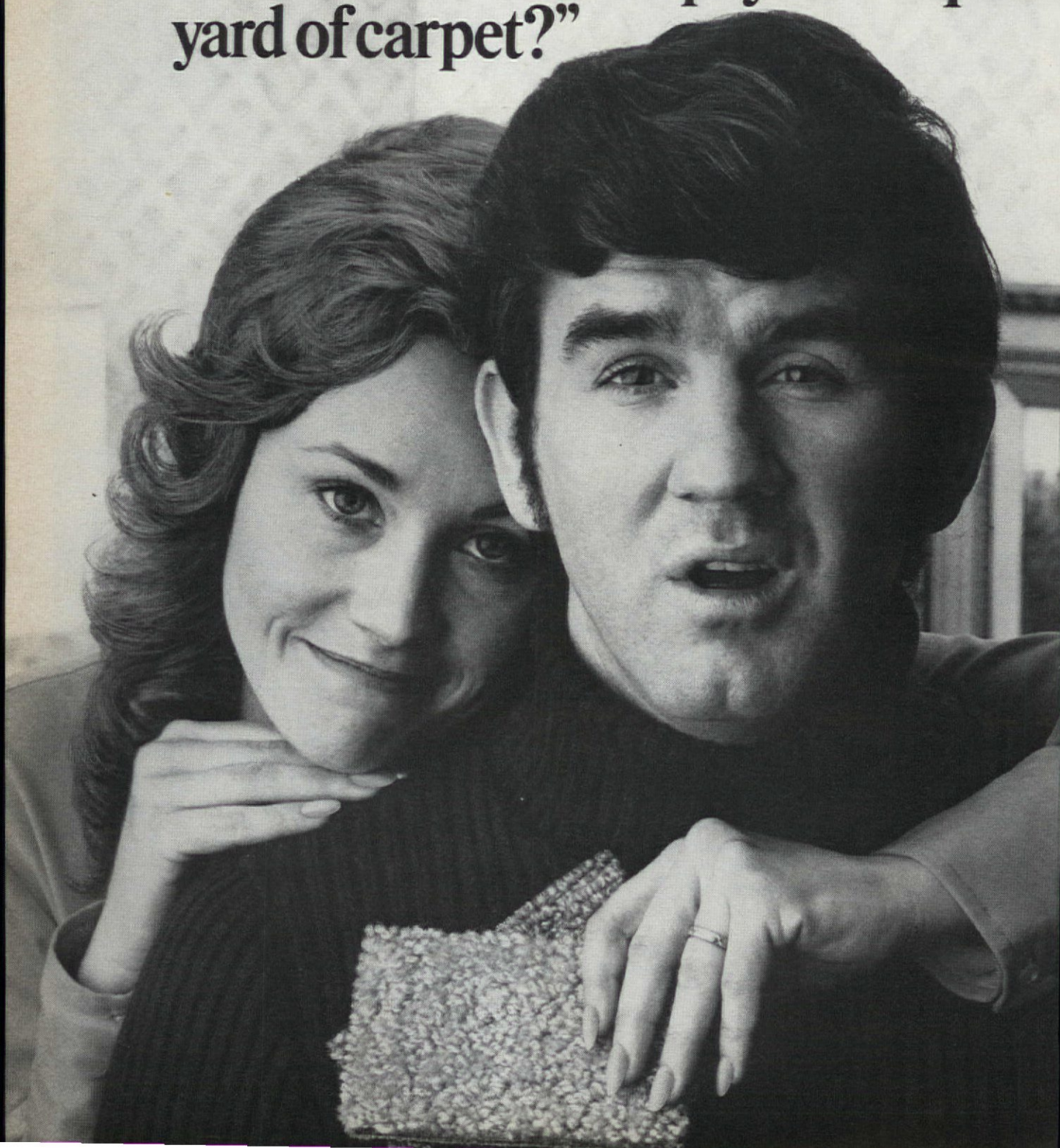
OLDSMOBILE
ALWAYS A STEP AHEAD



“Dear Joanne Lees:

**Red or orange is up to my wife,
but \$5 or \$25 is up to me.**

**What should we pay for a square
yard of carpet?”**



You're right to be concerned. Carpet's not just "something for the house." It's an investment.

Once you've both read this, you'll have some idea what price carpet is right for *your* situation.

Getting a rough idea of your total cost.

This'll take you back to the third grade. Measure the length and width of your room in feet. Multiply the two numbers and divide by 9. This gives you the number of square yards you need. Let's say your room is 12 ft. by 18 ft. 12 eighteens are 216. Divided by 9, that's 24 square yards.

Now, if the carpet you like is \$10 a square yard, your total cost will be \$240-plus. You usually need a little extra yardage, because carpet comes in standard widths that don't always match your room's dimensions.

What the square yard price includes.

Usually, when you see "\$10 a square yard," that means for the carpet only. Installation and padding together add another few dollars. Sometimes the quoted price will include installation, or padding, or both. If it's not clear, ask.

Why the big spread in prices?

A carpet's price—and performance—varies with the kind of fiber it's made of and the thickness and density of its construction.

Here's an approximate breakdown by fiber, though you may see prices both lower and higher:

A good nylon carpet costs from \$5 to \$11 a square yard. Acrylic, such as Acrilan®, \$7 to \$13. Polyester about the same. And wool from \$9 to \$25 or more.

Notice I said "good" carpets. If prices are *much* lower, beware. A wool carpet under \$9 could spell trouble.

A surprising rule.

Construction is almost more important than fiber. The thicker and denser the carpet, the better it will wear. But of course, the thicker and denser, the more yarn is needed and the higher the price.

Hence the Golden Rule of carpet-buying: Spend as much as possible! Only the rich can afford cheap

carpeting... they don't mind replacing it.

Room-size rug or wall-to-wall?

There are ways to save money without buying cheap quality. Like having good carpeting made up as a room-size rug instead of wall-to-wall. You'll save quite a few yards, plus the installation cost.

Also, you can turn a rug to distribute wear, and take it with you when you move. Wall-to-wall, of course, is more luxurious, and to most people it's worth the extra money.

Other hints for tight budgets.

If right now you can't afford top-quality carpet for the whole house, do one room at a time.

Also, many good stores have time-payment plans—they know it's a lot to shell out all at once.

Come-ons, frauds, and things to watch out for.

"Any Room In Your House Carpeted For \$75. Sounds fantastic. But it may turn out your room can't be over 9 ft. x 12 ft.

Or, an ad plays up a certain style at just \$2.95. Chances are, you won't want it once you see it, but now they have you in the store as a captive audience.

I'm not saying you can't get a good carpet at a bargain. Reputable stores do have honest-to-goodness sales.

But make sure it *is* a reputable store. Be leery of fly-by-night "discount" outlets or store-less telephone salesmen. If you have a complaint about your carpet, you might not find the man who sold it to you.

Know your brand.

A sure way to size up a carpet store is by the brands it carries. If it's something you never heard of, watch out. If it's a name you know, like Lees, there's someone backing it up. A free phone call to 800-243-6000 will get you the name of your nearest Lees dealer. In Conn. it's 1-800-882-6500.

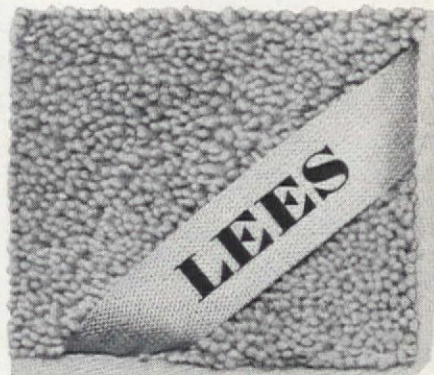
Once inside the store, you'll easily recognize the Lees samples. They all have the Lees ribbon across one corner. And they're all made of top fibers. (If it's acrylic, we use Acrilan.)



Do you have a question for Joanne Lees?

Write to me. That's my job here at Lees Carpets—helping people with their carpet-buying problems. You'll get straight, honest answers. You see, as the largest-selling carpet brand in the world, we don't have to high-pressure you. Whatever is honestly right for you, chances are we have it in the Lees line.

So write. And if there's nothing particular you want to know, ask for our booklet "101 Questions About Buying a Carpet." Write to Joanne Lees, c/o Lees Carpets, Dept. A4-03, Valley Forge, Pa. 19481. We think buying a carpet should be a joy—not a chore.



Lees Carpets, a Division of Burlington Industries

Marc de Costa, proprietor of Monsieur Marc, one of the most elegant midtown salons; Don Lee, who specializes in the treatment of hair problems; and Dr. Irwin I. Lubowe, clinical professor of dermatology at New York Medical College and author of the book *New Hope for Your Hair* (E.P. Dutton, \$5.50).

Beautiful hair is healthy hair, according to all five experts. It must begin with a healthy body—a body that is in nutritional, metabolic and hormonal balance. So watch your diet and check with your doctor to see if you need vitamin supplements. "Just as

you cannot grow a good tree on bad soil, so you cannot grow good hair on a bad scalp," says Leonardo. And, if the body is healthy, a healthy scalp is primarily a matter of cleanliness.

If the scalp isn't kept clean, pores can become clogged and problems begin. "Nine times out of 10," says Don Lee, "hair loss and other hair problems stem from little, mild infections." Shampooing can stop these infections before they start.

A proper shampoo is a relaxing and invigorating experience, and the best way to shampoo is under the shower or with a sprayer attachment. Too many

women merely upend their head in a basin and wash the daylight out of hair ends, neglecting the scalp. You should make a point of shampooing your scalp and the hair closest to it. This cleans the oiliest area and helps avoid split ends. Just lather up, rubbing the scalp firmly but gently, pulling the suds through the hair strands. Pay specific scrubbing attention to the areas behind the ears and at the base of the skull, where the oil-producing glands are. The top of the head, which has no glands or muscles, needs massaging to stimulate circulation.

Next—a good rinsing with water.

And here's a tip for women with oily hair: After rinsing, give your hair a last-minute spurt of cold water; it will temporarily discourage oil glands from producing.

A weekly shampoo is usually sufficient for normal hair, three times a week for excessively oily hair. Pierre Henri believes that one should not over-shampoo. "People believe that because their hair is oily, they must shampoo more often," he says, "but over-shampooing simply activates oil glands and produces more oil." Since dryness may be due to clogged pores in the scalp, dry hair should also be shampooed once a week.

Which is the "right" shampoo? It's up to you to experiment and find the one that suits you. Start with a shampoo labeled especially for your type of hair. Some women with dry hair find that a mild, gentle shampoo such as a castile shampoo is excellent; women with oily hair often prefer a stronger, detergent-base shampoo. The "right" one will make your hair clean, soft (not dry) and manageable.

Shampooing sometimes leaves hair tangled and full of static; a cream rinse will solve this problem and also help remove any residue of soap. There are almost as many cream rinses on the market as there are shampoos. Again, the best is the one that works for you. Besides the rinses sold in the drugstore, there are some good ones right in your kitchen: Vinegar for brunettes and lemon for blondes are still fine standbys. But don't use a lemon rinse on hair that's been overbleached—the acid in the lemon could weaken the hair. (continued)



Maybelline Introduces GREAT-LASH, The Protein Mascara.

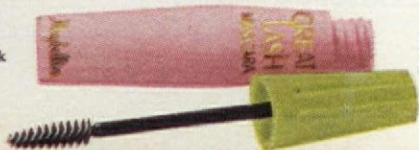
**Builds rich full body onto your lashes
the way protein formulas build your hair.**

Now you can make even skimpy lashes look thick, thicker, thickest. Microscopic photo proves new Great-Lash Protein Mascara greatly increases the diameter of every lash. Left, a lash without Great-Lash; thin, skimpy. Right, after Great-Lash; thicker, lusher, more beautiful.

Great-Lash method is so easy! Builder-Brush applicator delivers thicker coverage, more first-stroke color. No smearing, sticking, or lumping. No waiting to dry. Just keep brushing on formula until lashes are as thick as you like.

Left: Before Great-Lash.
Right: After Great-Lash.
Unretouched microscopic
photo 40 times actual size.

- Very Black
- Brownish Black
- Dark Brown
- Dark Green
- Dark Blue



**Puts your lashes
in the thick
of things!**

The finest in eye make-up, yet sensibly priced.

HEALTHY HAIR continued

If you have dry or damaged hair, use a conditioner instead of a cream rinse. The proteins and emollients in a conditioner will soon give your hair a healthy balance. A conditioner (along with some judicious trimming) will help curb split ends and hair breakage. Women with oily hair who are troubled by split ends should use a conditioner only on the *ends* of their hair.

Now your hair is washed and ready to set. Any rollers are fine, as long as you don't wind them too tightly (which creates tension and may cause the hair to break). Wind hair on and off the roller *gently*, to avoid snaring and breaking it. If you are using a hair dryer, set at a moderate temperature; excessive heat will dry hair out and may burn the scalp.

Brushing is vital to healthy hair. The proper way to brush, says Marc de Costa, is to lower your head and brush the hair up over it, then out from the sides. This brings the blood to the top of the head, and helps spread the natural oils up from the back of the head and behind the ears. A good brushing cleans the hair because it removes dandruff and dirt particles (and in these times of increasing air pollution, there are *plenty* of dirt particles). The beauty of brushing is that it keeps hair cleaner between shampoos. And the old 100-strokes-a-day routine is not necessary. According to Dr. Lubowe, 25 strokes are enough to keep your hair clean and healthy.

As for combing: To remove tangles, comb gently; take a section at a time and work from the lower parts of the hair up, rather than from the top of the scalp down. The best comb is one with wide teeth that have rounded edges, so that combing won't "cut" your hair or scratch your scalp.

Dyeing the hair is not harmful, if you have it done professionally the first time around; in a salon, they test your hair and carefully supervise coloring. A good, professional hair coloring may actually give more body to fine hair. When coloring hair at home, women tend to leave the solution on too long and use harsh products that produce fast results. Always follow package directions.

Stripping the natural color from your hair is always devastating, according to Dr. Lubowe. Marc de Costa adds that straightening is a mixed blessing: "It works, but because it stretches the hair it takes the life out of it, making it difficult to manage."

Wigs are not harmful to the hair; but if you wear one constantly and are lax in caring for your own hair, problems will develop. And relying on a wig to cover up problem hair will only accentuate the problem.

If you want healthy hair, there are some don'ts to keep in mind, according to Dr. Lubowe:

- Don't use hair spray too often; it coats the hair and causes dryness. When hair spray accumulates on the hair, it leaves a white film and clogs the pores of the scalp.
- Avoid wearing a pony tail; it puts tension on the hair, which may make it fall out, especially along the sides.
- Don't tease your hair. Besides being out of fashion, it's brutal on the hair. If you must tease lightly to achieve an effect, brush the teasing out carefully afterward; and work layer by layer, from the base of the scalp up toward the top of the head.

If your hair isn't as lovely as that in the photograph on page 20, you can certainly do something about it. Keep it clean, well-brushed and healthy, and it will become your shining asset. **END**

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NO-IRON Polyester and Cotton Shift and Pantsuit



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SIZES
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STYLE 40059 — SPORTY SPECTACLE sleeveless, eight button front, sports shift. There's a self tie belt through large hip pockets. 100% machine washable cotton-poplin. Colors: navy and red. Sizes 10 to 18, 14½ to 22½. Only \$4.88

STYLE 40113—THE SLENDERIZING PANT SUIT . . . with seamed tunic top, vivacious V-neckline, shiny button trim and flared pants. Tunic has back zipper, pants, elastic waist. Machine washable polyester-and-cotton woven check never needs ironing. Colors: Blue or Pink. Sizes 10 to 18, 14½ to 22½. Only \$7.98

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If you're confused about pantyhose..



(Style 811. 6 sizes. \$5.95*)

Hanes explains *For the working woman, it's graduated support all the way.*
Alive® All-Sheer Support Pantyhose.

And nude right to the waist.

Holds up through that yoga ritual.



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Hanes explains *For super elegance, choose one of 19 delicious colors. This is Ice Blue.*
Ultrasheer Pantyhose.

There's nothing sheereer. Note the tailored nude heel.



(Style 709. 4 sizes. \$3.00*)

Hanes explains *Start off a busy day with a good secure feeling. This panty has a little lift for tummy and hips knit right in.*
Top Control Pantyhose

But it's not a girdle.



(Style 885. 2 sizes. \$3.00*)

Hanes explains *The nymph in you is daring. All-Sheer is almost like wearing nothing.*
All-Sheer Pantyhose

(Nary a trace of a line at the thigh. It's nude from toe to waist.)

Hanes Explains.

walk across this page and unconfuse yourself.



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For times when there's no time for sitting.



...being smoother on the leg.

Feel gorgeous.

Indulge yourself.

Ultrasheer.

For dressing up and going out and feeling very rich.



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Top Control takes out the jiggle without pinching.

In 14 colors.

The park will be fun today.



9 Hanes colors. Leg colors, wild colors. For turning on the world... or just one guy.

Free booklet. If you still feel like walking, walk over to your favorite store and pick up our "Hanes Explains" booklet. It's all about how to care for, wear and select the hosiery that's just right for you. Or, write: Hanes, P.O. Box 1541, Winston-Salem, North Carolina 27102, and we'll send you one.

Hanes

*Suggested retail price.

THE ABC'S OF COOKING

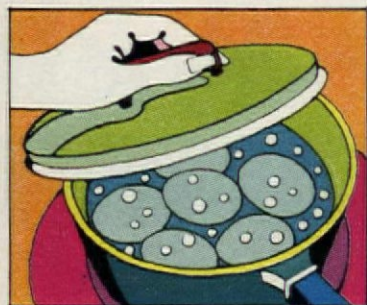


Eggs are delicate and need gentle cooking to be at their tender best. Anyone can do it by following these simple steps.

EGGS COOKED IN THE SHELL

Soft- or hard-cooked, these must be done at the right temperature and for correct length of time.

1. Put eggs into a wide, deep saucepan without crowding them.
2. Add cold water until it is 1 inch above the tops of the eggs.



3. Bring to boiling over high heat.
4. Cover pan tightly and remove from heat at once.

Soft-Cooked Eggs: Let stand covered in hot water 2 to 4 minutes, depending on how firm you want them.

Hard-Cooked Eggs: Let stand, covered, in hot water 15 minutes.

5. Pour off hot water. Run cold water over eggs to stop the cooking and cool them so they'll be easier to handle.

FRIED EGGS

These should be tender and not greasy. They need to be cooked at medium heat for as short a time as possible and in a minimum of fat.

1. Heat 1 to 2 tablespoons of butter or margarine in a skillet until it is hot enough to sizzle a drop of water.
2. Break eggs, one at a time, into a saucer and slip into the hot fat.
3. Reduce heat immediately.



4. Cook 3 to 4 minutes or until of desired doneness. To set the tops, baste them occasionally with fat from the skillet or cover the skillet. Or you can turn the eggs over carefully with a broad spatula or pancake turner.

5. Remove from skillet and serve at once.

POACHED EGGS

Eggs cooked in simmering water or other liquid, such as consommé or milk, are called poached. To be poached perfectly, they should be very fresh and cold—two things that will keep the white from spreading.

1. Put enough water or other liquid into a saucepan or skillet so it is about 2 inches deep.
2. Bring to boiling. Reduce heat to keep liquid at a simmer.
3. Break eggs, one at a time, into a saucer or saucedish.



4. Slip egg into liquid gently.
5. Cook 3 to 5 minutes, depending on firmness preferred.

6. Remove egg on a slotted spoon. Hold over paper towel to drain.

SCRAMBLED EGGS

Perfect scrambled eggs should be light and fluffy, soft but firm when cooked through. The size of the skillet you use can make a difference in the results. If it is too large, the egg mixture will spread out too thin; if too small, the mixture is too thick and will not cook quickly enough. Use a 7- to 8-inch skillet for 3 to 4 eggs, a 9- to 10-inch one for 5 or 6.

1. Use 2 eggs for each serving. Break into mixing bowl.
2. Add 1 tablespoon milk or water for each egg. Add salt ($\frac{1}{4}$ teaspoon for 3 or 4 eggs, $\frac{1}{2}$ teaspoon for 6) and a dash of pepper.
3. Beat until yolks and whites are well blended but not foamy. Use a fork or wire whisk or, for fluffier results, a hand beater or mixer.
4. Heat 1 to 2 tablespoons butter or margarine in a skillet until it is just hot enough to make a drop of water sizzle.

5. Pour in egg mixture. Turn heat to low. High heat has a toughening effect.



6. Cook slowly, lifting eggs from sides and bottom with a spatula or rubber scraper as they set, to allow the thin, uncooked part to flow to the bottom. Don't stir constantly. Cook until thickened throughout but still moist. Serve immediately.

Hotpoint offers a word of advice on self-cleaning ovens.



MODEL RB 776

There are two kinds of oven-cleaning systems you can buy today. This simple guide will help you tell the difference.

1 The "self-cleaning" method, called pyrolytic, is the only one that cleans the oven interior completely. This is done by raising the temperature inside the oven above 800°.

The "continuous cleaning" method does not clean the oven completely because it uses only normal 300°–450° baking temperatures. This is not enough heat to remove all soil and you still have to do some messy cleaning by hand.

Hotpoint uses the "self-cleaning" pyrolytic method because it is the only kind that automatically cleans every part of the oven interior: walls, floor,

inner window, door and racks.

2 Among self-cleaning ovens there are important differences, too. The Hotpoint Self-Cleaning Oven interior is larger than most self-cleaning ovens.

3 Hotpoint has a window door on most of their self-cleaning ovens that lets you see what's cooking. That's something else you won't find on

many other self-cleaning ovens.

4 We put a special Calrod[®] heater around the outer edge of the oven to assure cleaning of the front part of the oven and the inside of the oven door.

5 We also put solid-state oven controls on for accurate baking and self-clean temperatures.

All of these features together make the Hotpoint Self-Cleaning Oven the best your money can buy.

And, like every other Hotpoint appliance—refrigerators, washers and dryers, air conditioners, compactors, dishwashers and disposals—they are built for a life of dependable performance.

And Hotpoint doesn't love you when you buy an appliance and leave you when it comes to service. Should anything keep a Hotpoint appliance from doing its job, one telephone call will bring a Hotpoint factory-trained serviceman to your door. And that's a promise.

**Hotpoint.
Customer care.
Everywhere.**

Fast, dependable service.



Hotpoint

A QUALITY PRODUCT OF GENERAL ELECTRIC COMPANY

PUSSY WILLOW AND GOLDENROD STITCHERY KITS



Fill out coupon and enclose check or money order. Sorry, we are unable to handle Canadian or foreign orders.

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- For great knitting, crocheting, sewing ideas, order
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By Dorothy Lambert Brightbill

Autumn or springtime—it's often hard to decide which is lovelier, so here is a charming pair of embroideries to bring *both* of these beautiful seasons into your home. In the embroidery on the left, above, bright goldenrod and fluttering butterflies celebrate the warm, hazy days of September and early October. On the right, a bouquet of forsythia and furry, gray pussy willows in a delightfully primitive-looking basket herald the coming of spring. The soft pussy willows are worked in three dimensions, so that they look and feel like the real thing. Both embroideries, done on off-white cotton homespun, were designed by Barbara Sparre, and both measure 18 by 24 inches overall. To order, see coupon at left. The rusty red-and-gold-colored frames are also available. They come unassembled to prevent breakage in shipping; special braces make them easy to put together.

THE PLUMB LINE

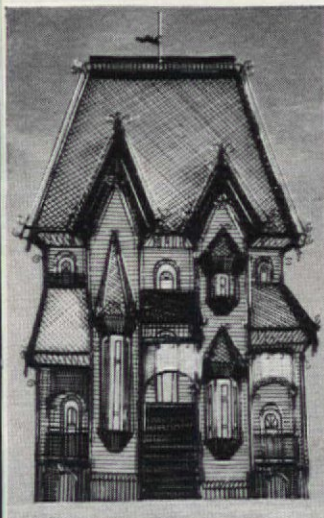
News from an architecture and environment editor's desk

WIRE WONDERS

It began as a hobbyist's pastime, but it quickly became a profitable enterprise. A young Californian, Guy Pullen, found a cache of old telephone wire in a refuse dump. Being recycling-conscious, and also imaginative and handy, he hauled the wire to his home in Carson, a Los Angeles suburb, and began sculpting wire figures in his spare time. Then fate intervened.

"A friend of mine was over one day, while I was working on a figure," Pullen recalls. "He challenged me to do a house like his, in wire. That started me." Pullen enjoyed doing replicas—or adaptations—of actual houses, and he soon found that there was a market for them as shelf or coffee-table decorations.

Rod McKuen was among the first to commission a wire replica of his own house. Other clients have ordered miniature versions of such California landmarks as Heritage House in Los Angeles and Hotel del Coronado. Each model is handmade—shaped and welded—and prices range from \$125 to \$500. Demand for Pullen's art has grown so much that he figures he uses two tons of wire a year. Needless to say, he no longer rummages for it in the scrap heap.



Pullen wire sculpture (above) depicts a Victorian house in Los Angeles. Below, Woodsy sounds off against pollution.

POLLUTION HOOTER

Smokey Bear, that furry cartoon creature who's been saying for years that only we can prevent forest fires, has a new feathered companion: Woodsy Owl. Recognizable by his forest-green pants and Robin Hood hat, Woodsy is another brainchild of the Forest Service. His message, "Give a hoot!" is an urgent reminder that only we can prevent pollution. Woodsy symbolizes the Forest Service's broadened concern for the out-of-doors—water, air, plant life, soil—and a vigorous new campaign against vandalism and the willful destruction of nature. Woodsy appears on a 13-by-18½-inch poster available free from the National Forest Service, Pasadena, Calif. 91101.

—Barbara Plumb



Vinegar vs. Norforms

(Or, home remedies aren't always the best remedy.)

2:33

You dig out the vinegar and all that ugly equipment for douching to stop internal odor.

2:33

Instead, today you decide to use doctor-tested Norforms® *The Internal Deodorant!*"

2:36

You start mixing vinegar and water *very* carefully. (But the recipe's not on the bottle.)

2:36

You insert one tiny *odor-free* Norforms—that's it!

2:38

Oh, dear, it's too strong. Hey—now it's too weak. Oops, you just spilled some. And what's that smell? Of course, the vinegar.

2:38

Quickly, Norforms kill germs—stop odor. (Instead of adding odor!) And Norforms are safe and easy to insert. Unlike douches, they can be used as often as needed.

2:40

You begin douching. How awkward. And the bathroom's smelling like a tossed salad.

2:40

You know you'll be odor-free for hours with Norforms.

2:50

Still douching. And the vinegar smell is spreading.

2:55

And you still have all that mess to clean up.



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

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Don't forget your zip code.

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PETER PAUL & MARY
IF I HAD A HAMMER
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LEMON TREE
LEAVING ON A JET PLANE
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**Jeannie C. Riley's
GREATEST HITS**
HARPER VALLEY P.T.A.
THE RIB
THINGS GO
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**WAYNE
NEWTON**
THE LONG and
WINDING ROAD
ARIZONA
LOVE GROWS
CAPITOL

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**TEN YEARS
AFTER**
WATT
SWEET
LITTLE
SIXTEEN
I SAY YEAR
DECCA

93428

Jerry Lee Lewis
A TASTE OF
COUNTRY
I CAN'T
SEEM TO
SAY GOODBYE
NIGHT TRAIN
TO MEMPHIS
SUN

93204

DONNY OSMOND
TO YOU WITH LOVE
DO YOU
WANT ME
GO AWAY
LITTLE GIRL
BYE BYE
LOVE
MGM

93978

Susan Raye
PITTY, PITTY, PATTY
I'M GOIN'
HOME
EASY
LOVING
CAPITOL

80807

Yes, as a special introduction to America's fastest-growing full-service record club, you can actually own this deluxe Longines Symphonette AM-FM Radio/Stereo Phonograph for only a fraction of its \$89.95 value—just \$19.98 plus shipping/handling!

As a member of Capitol Record Club you choose from such top artists as Tom Jones, Glen Campbell, Elton John, Aretha Franklin, Johnny Cash, Mantovani, Grand Funk, Dionne Warwick, Bobbie Gentry, The Who, Engelbert Humperdinck, Carole King, The Carpenters, and many others! Plus top labels: Atlantic, Capitol, A&M, Decca, ABC, Warner Bros., Parrot, MGM, Scepter, Polydor and many more!

Earn FREE records! Once you have completed your enrollment agreement, you receive one album FREE (just 25¢ shipping/handling) for every album you purchase!

How the Club works: In each issue of the Club magazine, KEYNOTES, sent FREE every 4 weeks, you will find a review of the Selection-of-the-Month in your musical division plus over 400 other albums from which you may choose.

Club price never exceeds suggested retail price of \$4.98 to \$6.98 per record. If you wish to take alternate or additional albums... or no album at all... simply mark the Selection Notice appropriately and return it by the date specified. You always have at least a full week to make your decision. From time to time, the Club will offer some special selections, which you may reject by returning the special dated form provided—or accept by doing nothing. The choice is always yours! All of the above record purchases, with the exception of occasional money-saving sales, will count toward fulfillment of your enrollment agreement. All purchases, including your introductory package, are fully guaranteed. You must be delighted with every Club selection or you may return it within 10 days for full credit.

So don't delay! Join Capitol Record Club today and own this deluxe Longines Symphonette AM-FM Radio/Stereo Phonograph for just \$19.98 plus shipping/handling! (Optional stereo headphones—just \$4.98 extra.)

Send no money now! Fill in and mail the attached postpaid card today!

ENJOY THESE OUTSTANDING FEATURES

- High-powered AM-FM Radio with AFC lock-in control
- Stereo Phonograph with two full-range modular speakers
- Multi-speed turntable, automatic record changer
- Complete solid-state circuitry for cool, instant-on performance
- Slide-type tone and volume controls
- Stereo headphone jack for private listening enjoyment
- Simulated wood-grain enclosures for added protection, tinted dustcover
- Auxiliary jacks for stereo tape deck
- 90-day warranty on parts and service

AN EXTRA BONUS FOR NEW MEMBERS!

Take these Stereo Headphones for just \$4.98 (a \$9.95 value). High-quality 8-ohm impedance, smooth frequency characteristic, softly padded adjustable ear speakers. Adaptable to any stereo headphone jack. Great for private listening!



CHOOSE YOUR FIRST SELECT

CARPENTERS
FOR ALL WE KNOW
RAINY DAYS AND MONDAYS
BACHARACH / DAVID
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93801

**Carole King
TAPESTRY**
IT'S TOO LATE
I FEEL THE
EARTH MOVE
WILL YOU LOVE
ME TOMORROW
ODE

93812

**BURT
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CLOSE TO YOU
ONE LESS BELL TO ANSWER
THE APRIL FOOLS

93802

Who's Next
BARA D'RIEY
MY WIFE
GETTING
IN TUNE
DECCA

93884

**ENGELBERT
HUMPERDINCK**
another time,
another place
HELP ME MAKE
IT THROUGH
THE NIGHT
PARROT

93889

Cher
KAPP
GYPSIES,
TRAMPS
& THIEVES
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TOUCH AND GO

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**GRAND FUNK
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GIMME
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I WANT
FREEDOM
COUNTRY
ROAD
CAPITOL

80764

Tom Jones
I AM
A HAUNT
DOWN IN THE
CHART

93

Joe COCKER
DELTA LADY
SHE CAME
IN THROUGH
THE
BATHROOM
WINDOW
LAWDY
MISS CLAWDY
A&M

93841

MUSIC FROM THE ORIGINAL SOUNDTRACK
COMPOSED BY FRANCIS LAY
**LOVE
STORY**
Love makes
me happy every
single day...
PARAMOUNT

93442

Neil Diamond
TAP ROOT MANUSCRIPT
CRACKLIN' ROSIE
HE AIN'T
HEAVY... HE'S
MY BROTHER
SOULAIMON
UNI

93501

**JANE MORGAN'S
GREATEST HITS**
FASCINATION
TWO DIFFERENT
WORLDS
THE DAY THE
RAINS CAME
KAPP

93498

The Mamas & The Papas
People Like Us
I WANNA BE A STAR
STEP OUT
ABC-DUNHILL

93908

**Johnny
Cash**
FOLSOM PRISON
BLUES
I WALK THE LINE
Original Golden Hits
Volume I
SUN

92085

The Lettermen
FEELINGS
YES, I'M READY
CAPITOL

80781

LYNN AL
I'M A
HAUNT
DOWN IN THE
CHART

93

Hank Williams, Jr.
I've Got A Right To Cry
MGM
THEY ALL USED TO BELONG
TO ME / I CAN'T BE MYSELF

93924

ELTON JOHN
11-17-70
HONKY TONK WOMEN
TAKE ME TO THE PILOT
SIXTY YEARS ON
UNI

93771

Nancy's
GREATEST
HITS
THESE BOOTS
ARE MADE
FOR WALKIN'
SUGAR TOWN
REPRISE

93291

STEPHEN STILLS
2
CHANGE
PARTNERS
MARIANNE
ECOLOGY
SONG
ATLANTIC

93854

Al Martino
My Heart Sings
SNOWBIRD
JOANNE
CAPITOL

80497

LORETTA LYNN
YOU'RE LOOKIN' AT COUNTRY
TAKE ME HOME,
COUNTRY
ROADS
INDIAN
LAKE
DECCA

93954

Conway Twitty
I WONDER WHAT SHE'LL
THINK ABOUT ME LEAVING
WINE ME UP
JOY
TO THE
WORLD
DECCA

93955

**JETHRO
AQUALUN**
CROSS-EYED
MARY
MOTHER
GOOSE
LOCOMOTIVE
BREATH

93

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OUTSTANDING STEREO PHONO



for just **\$1998** \$89.95 VALUE

when you agree to buy just one record now and as few as 12 more during the next two years



OR

If you already own stereo equipment, take advantage of this exciting offer:

any **10 Records** **\$187**

for just worth from \$49.80 to \$59.80

PLUS your first selection **FREE** when you agree to buy as few as 12 more records during the next two years



AM THESE TOP HITS!

<p>THE KING'S BEST HITS MARLEN T. PAULSEN THE PRAYER DOUBLED WATER LET IT BE ATLANTIC 968</p>	<p>Unforgettable NAT KING COLE Answer Me, My Love Mona Lisa CAPITOL 80357</p>	<p>NEIL DIAMOND STONES SUZANNE I AM... I SAID UNI 93989</p>	<p>BILL COSBY "WHEN I WAS A KID" BUCK JONES SNAKES & ALLIGATORS DOGS FROGS UNI 93760</p>	<p>WILLY WONKA & THE CHOCOLATE FACTORY MUSIC FROM THE ORIGINAL SOUNDTRACK PARAMOUNT 93877</p>	<p>YOU'VE MADE ME SO VERY HAPPY LOU RAWLS Mama Told Me Not To Come Hurtin' CAPITOL 80427</p>	<p>BLACK SABBATH MASTER OF REALITY SWEET LEAF SOLITUDE INTO THE VOID WARNER BROS. 93896</p>	<p>Merle Haggard HAG SOLDIER'S LAST LETTER SIDEWALKS OF CHICAGO JESUS, TAKE A HOLD CAPITOL 80735</p>
<p>M NASH S FOR INERS 911</p>	<p>GLEN CAMPBELL THE LAST TIME I SAW HER IF YOU COULD READ MY MIND DREAM BABY CAPITOL 80733</p>	<p>Three Dog Night LOVE SONG FAMILY OF MAN HARMONY ABC-DUNHILL 93914</p>	<p>DIONNE WARWICK very dionne THE GREEN GRASS STARTS TO GROW WE'VE ONLY JUST BEGUN SCHEPTE 93720</p>	<p>DEAN MARTIN ON THE SUNNY SIDE SEND ME THE PILLOW SIDE BY SIDE 18 OTHERS! Club Exclusive 24 P. Set Counts as 1 REPRISE 93929</p>	<p>BUCK OWENS RUBY HEARTBREAK MOUNTAIN CORN LIQUOR UNCLE PEN CAPITOL 80795</p>	<p>Louis Armstrong's GREATEST HITS SATCHMO HELLO DOLLY MACK THE KNIFE L.S. 93883</p>	<p>The cry of love JIMI HENDRIX FREEDOM ASTRO MAN DRIFTING REPRISE 93467</p>
<p>Patricia & Company BEING GREEN LADY DAY (PLUS 12 OTHERS) 900</p>	<p>Roger Williams SUMMER OF '42 The Summer Knows RAINY DAYS AND MONDAYS NEVER CAN SAY GOODBYE KAPP 93944</p>	<p>Kitty Wells ONE HUNDRED CHILDREN MIDNIGHT TIL DAWN DECCA 93956</p>	<p>FOR LADIES ONLY STEPHENWOLF RIDE WITH ME SHACKLES & CHAINS BLACK PIT 93910</p>	<p>The Sensational SONNY JAMES BRIGHT LIGHTS, BIG CITY IT KEEPS RIGHT ON A HURTIN' CAPITOL 80804</p>	<p>THE MOODY BLUES Every Good Boy Deserves Favour EMILY'S SONG NICE TO BE HERE THERESHOLD 93895</p>	<p>b.j. thomas most of all NO LOVE AT ALL CIRCLE ROUND THE SUN SCHEPTE 93742</p>	<p>James Taylor MUD SLIDE SLIM HIGHWAY SONG RIDING ON A RAILROAD WARNER BROS. 93747</p>

*Electronically re-channeled to simulate stereo

*Electronically re-channeled to simulate stereo



EASTER-EGG ZOO STORY

Have you ever seen a more amusing menagerie? Designed by Nina Pellegrini, a fresh, young artistic talent, these five beguiling little creatures convey the happiest of Easter greetings. And they're fun to make! With whole eggshells, some colored tissue paper, scissors and glue, you can make yourself an Easter-egg zoo.

Let the kids help you—with their special imagination and sunny humor, they'll turn out all kinds of funny and colorful characters.

Give someone the comical crocodile as a gift; make a centerpiece out of a pride of gentle, shaggy lions; plunk that floppy-eared pink rabbit into your Easter basket. Or just set the whole lot, including the tiger and seal, on your coffee table to look at and enjoy. Directions are on page 44.—Alexandra Walker

**"Do you all see the Cat Cracker coupon below?
Good. It's very important."**

"You see, we cats have unique eating habits. We do not gobble our food all at once like some species I could name. We prefer to snack throughout the day. So you can see how important the selection of a proper snack is.

MILK-BONE® Brand Cat Crackers are a proper snack. A superb snack.

They're nutritionally balanced. All those necessary vitamins, minerals and whatnot. So important for the health. And Cat Crackers stay fresh and crispy for days. Makes them ideal for trips and weekend snacking. They're really quite appealing to look at, too. But most important, they're immensely delicious. But don't just take my word for it, use the coupon."



**Put a smile on your pussy cat
and save 7¢**

Mr. Grocer: We will redeem this coupon for 7¢ plus 3¢ for handling when the terms of this offer have been complied with. Any other application constitutes fraud. Invoices proving sufficient purchases of MILK-BONE Cat Crackers to cover coupons presented must be available on request. Consumer to pay sales tax where applicable. Coupon may not be assigned or transferred by you. Coupon void when presented by outside agency or broker or where its use is prohibited, restricted or taxed. Good in U.S.A. Cash value 1/20 of 1¢. Mail to MILK-BONE Cat Crackers, P.O. Box 1754, Clinton, Iowa 52732.

Store coupon

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AH-3



Photo shown: Madison-4, Fabric: 6484 Champagne. About \$484. From the Golden Value Savings Collection. Most fabrics protected by **ZELFEL** Soil/Stain P.

What to look for in a sofa.

Sofa is one of the most important pieces of furniture you'll ever buy. It can cost you anywhere from \$200 to \$2000. And at any price you can—and should—get quality. Quality construction. Durable materials. Your sofa won't sag or buckle or bulge or only turn out to be a lemon. But would you know a lemon if you saw one? Most people simply judge a sofa by its cover. I never stop to check any further. And I shouldn't really know what to check further for. Simmons thinks you ought to know. What to look for when you buy a sofa.

1. Exactly the sofa you want.

Why start out making compromises? It's your life. And your living room. Simmons offers a full range of styles to choose from. And you get your choice of over 400 fabrics. And then you get a choice of custom tailoring options, like quilting, deep tufting, contrast welt and a choice of base and back treatments.

2. A choice of cushion filling.

Your sofa ought to *feel* right to you, too. That's why you should have a choice of cushions. Simmons offers you *four* choices, ranging from soft to springy. And made of superior materials. Our foam is NIMBUS, a high-density polyurethane foam made exclusively for us. We choose polyester fibers for their special softness and resilience. And only Simmons can offer you the Supreme Comfort Cushion—Beautyrest coils encased in Nimbus and wrapped with polyester fibers. All our cushion-cores are specially cut to fit the curve of the sofa, so they won't gap apart when someone sits down.

And, if you choose foam cushions, the inner core should be 4¾" thick, so the foam will hold up (and hold you up) well. A Simmons cushion measures up. Many others are only 4". Or less.

3. A hidden bed.

We think you aren't getting your money's worth if the sofa you buy doesn't also hide a bed. Especially since Hide-A-Bed sofas are priced in line with just-plain-sofas. From \$240 to \$1200.

4. A quality mattress for sleeping comfort.

Only the Hide-A-Bed® sofa by Simmons can offer you a Simmons Regency® or famous Beautyrest® mattress (illustrated here).

You simply can't get these quality mattresses in any other convertible sofa. And Simmons gives you a full-length mattress (75"). Most other convertible mattresses are only 72" long. And all Simmons' mattresses are protected from germs and mildew by a special Sani-Seal® treatment.

5. Seating comfort.

Simmons' hidden bed is set in so neatly, it won't interfere with seating comfort. And we keep the back comfortably angled to the seat at the normal slant. Others may give you no slant at all, which can feel like you're sitting in a straight-back chair.

6. Beautiful upholstery made to stay beautiful.

Because a convertible sofa opens, it puts an extra strain on the upholstery. So Simmons uses a special "Flexolator"® to provide the necessary extra "give" and keep the fabric neat and secure. Most other convertibles have nothing like it and the fabric can wrinkle or pucker and filling materials may work loose from the frame.

When you buy a Hide-A-Bed sofa by Simmons, you can also buy extra fabric for drapes. But we also give you some extra fabric. Free. Enough to make arm covers if you like. Or to patch up disasters, like cigarette burns. And most of our fabrics are stain-resistant to require only minimal care.

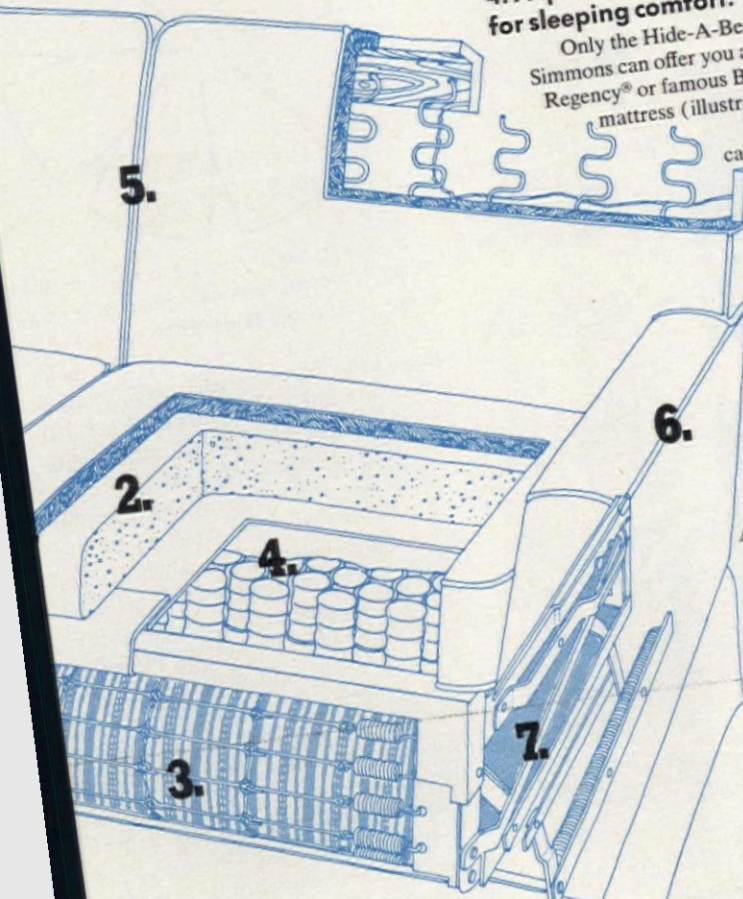
7. An easy opening mechanism designed for safety.

The Simmons mechanism is not only easy to open, but also quite effortless. It requires only 20 pounds of pull-effort, compared to 30 or 40 for most others. And Simmons has "Lock Stop" control as an extra safety measure. And doesn't have raised moving parts that can tear sheets, bump shins, or bruise fingers. Our mechanism is also designed so well it won't leave marks of wear on your rug.

8. A service guarantee.

Simmons guarantees the frame, mechanism, mattress and upholstery filling against defects in workmanship or materials. Each for a specified time period and of course within reasonable limitations as listed in our written guarantee. And because Simmons is a national company, our guarantee is good anywhere you move, all around the country.

If you think all these standards of quality we've listed simply add up to a sales pitch for Simmons, you're right. They do. But then think of it this way. Only the Hide-A-Bed sofa by Simmons could use those standards to make a sale.



Simmons Company Dept. C-3
2 Park Avenue, New York, N. Y. 10016
Now that I know what to look for in a sofa, I'd like to look at some Hide-A-Bed® sofas. Please send me your decorating booklet, "How to Buy a Sofa." I am enclosing 50¢.

Name _____
Address _____
City _____ State _____ Zip _____

The Hide-A-Bed Sofa by Simmons.

It's for wood.

It costs less than paint, goes on easier, lasts longer.

It won't ever crack, peel or blister.

It's trouble-free for re-do over paint or stain.

It comes in 30 solid colors and

36 semi-transparent.

That's the beauty of it.



Free color folder: Write Dept. A, 1148 N.W. Leary Way, Seattle, Wa. 98107. Olympic Stain. A division of COMERCO, INC.

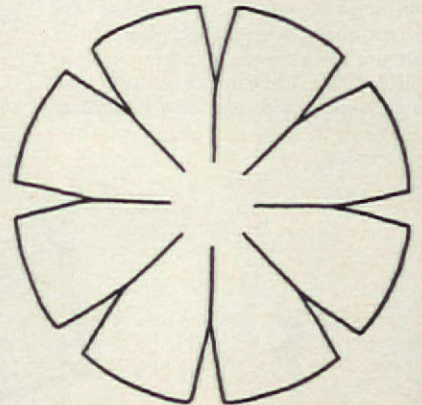
Architect:
Paul E. Marti, Jr.



EASTER-EGG ZOO continued from page 40

One sunny way to spend a rainy March afternoon would be to clear off the kitchen table, settle down with the kids and make some of the Easter-egg wildlife pictured on page 40. First, buy some colored tissue paper and a bottle of white paper glue. Next essential: large raw white eggs. Poke a hole about $\frac{1}{8}$ inch in diameter in both ends of egg with a pushpin, and blow out the whites and yolks. (Enjoy an omelet that day!)

Start by making the friendly yellow lion. (Once you've made him, following our directions, you'll be able to create the other zoo creatures on your own.) Choose one of the hollow eggs and cover it completely with a "shell" of yellow tissue paper. To do this, cut a circle 4 inches in diameter and slit as shown (see below). Glue center of circle to one



end of egg and, one by one, glue the "flaps" down. Repeat procedure for other end of egg. (Be sure to spread glue all over area to be covered. To make glue easier to work with, thin it with water and apply with a paintbrush.) If any flap edges stick up, glue them with your finger and smooth down.

Give Leo some legs by cutting four tissue-paper rectangles, each $\frac{1}{2}$ by $2\frac{1}{2}$ inches; pull each piece lengthwise along the sharp edge of a scissors for curl. Roll *tightly* crosswise and glue end to prevent unwinding. Glue to body of egg.

For lion's curly mane, cut out some $2\frac{1}{2}$ -by- $\frac{1}{4}$ -inch rectangles (we used about 20) and pull each along an edge of a scissors to curl. Glue these curls all around head.

Make a tail by spiraling a thin strip of tissue paper around a 12-inch piece of pipe cleaner; glue ends firmly. To make curls for the end of the tail, cut thin strips of paper; curl them, as before, on the scissors' edge. Glue to end of tail; glue entire tail to body.

With felt-tipped pen or bits of colored paper, give your lion a happy face. Now he's ready to roar!

END

Gerber® prepares Toddler Meals
for the most important person
in the world...your baby.



WE PREPARE Toddler Meals for babies who aren't quite babies any more. Youngsters who are starting to outgrow baby food, but can't always eat what you do. A convenient Toddler Meal, served with milk and fruit or dessert, offers your baby a complete nutritious meal - while he learns to feed himself.

Gerber Beef Stew combines bite-size pieces of lean beef and bright vegetables to give your toddler nourishment and enjoyment. It provides important protein and gives you a wonderful value in nutrition and convenience.



Gerber Lasagna is a tasty blend of meat, cheese and pasta in a special sauce. It's lightly seasoned for toddlers and cut up into bite-size pieces. A great way to introduce your youngster to new kinds of foods.



Babies are our business...
Gerber Products Co., Fremont, Mich. 49412

DECORATING NEWSLETTER

New hues from Old China and crewel-look fabrics—they're the berries this spring.

BIG IS BETTER

If you and your spouse are sharing a standard-size bed, 54 inches wide, that means each of you has only 27 inches of lateral space, no more than in a baby's crib. The National Association of Bedding Manufacturers believes that beds this size are a thing of the past. The association is readying a two-week department-store campaign for April called "New Dimensions in Sleep" to promote the queen-size bed, which they are certain will become the *new* standard size.

According to a recent federal survey, we Americans are the biggest people on earth. And, on the average, we are three inches taller and 30 pounds heavier than our great-grandparents were in the 1870s when the 54-by-75-inch bed first became popular. The queen-size bed, measuring 60 by 80, allows 20 percent more sleeping space, yet isn't so super-size that it won't fit the average bedroom. So if you're considering a change, consider "big" for better sleeping.

THINK PINK—AGAIN!

That's the message this spring—in everything from place mats to upholstery and drapery fabrics. No doubt about it, the Oriental influence is upon us once more, and that means soft, delicate colors. Designer Jack Lenor Larsen, whose fabric designs are always pacesetters, has introduced a handsome new collection of silks and wools for draperies and upholstery called "The Great Colour of China." Its pretty pinks range from warm, dusty tones to deep amethyst. Jack believes a home should reflect serenity and repose, rather than exhilaration, and this new palette provides just that.

STRAWBERRY STATEMENT

Strawberries are ripe, and look good enough to eat. You'll soon see them everywhere—on sheets, towels, table linens, upholstery fabrics, decorative pillows and other accessories. Riverdale has picked up on the appliquéed-jean fad and plunked a strawberry on a pink denim pillow. A new J. P. Stevens sheet design looks just like a strawberry garden. And Stotter's vinyl place mat, which resembles fine linen, is touched with a cluster of strawberries. What a delicious way to set a breakfast table!

A STITCH IN TIME . . .

. . . is what the Bibb Manufacturing Co. took when they wooed Erica Wilson, the famous crewel-and-kit lady, to create eight stitchery designs to translate into prints on bed linens, blankets and quilted bedspreads. The crewel-print patterns are authentic in color as well as design, reflecting the nostalgia that's part of today's needlework craze. Miss Wilson has also done two juvenile patterns, "Owl & Pussycat" (the words of the poem are part of the design) and "Balloon Lady." The Erica Wilson Line, American Masterpiece Collection by Bibb, is available nationally at Sears Roebuck; E. J. Korvette; W. T. Grant and other chain stores.

GHETTO UPLIFT

From the heart of a Brooklyn, N. Y., ghetto community comes a soul-filled enterprise devoted to art and craft. Called the Design Works of Bedford-Stuyvesant, it's made up of 16 local craftsmen—only a few actually trained in design—who produce exciting fabrics inspired by African art. Begun in 1969, the Design Works now turns out textile designs for Connaissance Fabrics, Inc., and rug patterns for Stark Carpet (available through decorators). They are also creating pillow kits, bedspreads, draperies, table linens, jewelry—even fashions—to sell in department stores. Federally and foundation funded, the Design Works plans eventually to employ more than 200 community residents.

END FABRIC FIRES

In an effort to improve fire safety in the home, the Federal Trade Commission has established a flammable fabrics information center. If you desire information about a possibly dangerous fabric product, call this toll-free number, 800 424-8589, any time between 9 a.m. and 5 p.m., Monday through Friday. Or send a fabric swatch for testing to FTC's Textile and Furs Division, Washington, D.C. 20580. —Helene Brown

Merchandise listed here is generally available in stores around the country. For further information, write to Reader Service, American Home, 641 Lexington Ave., New York, N.Y. 10022.



It's just one short step between floors with "Elevette"!

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

Write for new color-illustrated catalog—free facts on "Elevette"; Inclinet, low-cost, single-seat stair lift; INCLINATOR, stair lift for two people. Equipment is tax deductible when recommended by doctor.



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SNUG HARBOR LIGHTHOUSE KIT

By Dorothy Lambert Brightbill

If you've ever traveled in New England, you've probably fallen in love with one of the solitary lighthouses that dot its coast. Our embroidered lighthouse marks the entrance of a harbor where sailboats rest at anchor and gulls wheel in the tranquil afternoon sky. This evocative picture, an ample 18 by 22 inches, works up quickly: Designers Don and Carol Henning used blue background fabric as part of the design, saving you much filling in. The "weathered" frame, also available, comes in parts to prevent breakage in shipping; special braces make it easy to assemble. To order, see coupon.



Check items desired:

- Kit 61497 Lighthouse Stitchery @ \$7.98 each plus .35 postage \$ _____
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Send C.O.D. I enclose \$2 goodwill deposit and will pay postman balance plus all postal charges.

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Fill out coupon and enclose check or money order. Sorry, we are unable to handle Canadian or foreign orders.

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Ben Swedowsky



Nytol actually starts dissolving in just 21 seconds. Laboratory tests have proven it. Nytol's formula is different from other tablets. Taken as directed, Nytol is safe. Fast-acting. Nytol dissolves fast so it can go to work on your sleep problems fast.

Get a good night's sleep and wake up refreshed. Take Nytol® Tablets or capsules.

Does the sleeping tablet you're now taking start to work in 21 seconds?

Nytol does.

How the John Wylies of Lancaster, Pa., turned a basement into the handsome game room you see on pages 80-81.

What was once a concrete-block basement has become a lively family room, and the Wylie family considers it the most popular place in the house. An active family with many interests, the Wylies had long wanted to set aside one area of their house for casual entertaining and recreation. Finally they realized that their basement could be made the perfect spot. They determined among themselves exactly what elements the playroom should contain—and then went to work, doing much of the job themselves. Even the kids pitched in.

There were the usual basement problems—exposed pipes, furnace, water heater—but there was also a good-size room (23 by 25 feet) to work with. They divided the area into halves, one for table tennis, the other for intimate seating (see drawing, below). Half of the original ceiling was crisscrossed with heating ducts and water pipes, which they concealed with a lowered, suspended ceiling. A wall of closets was planned to curtain off the furnace and water heater. The Wylies were able to install the ceiling on the table-tennis side 6 inches higher—added height for playing.

In designing their new room, the family was careful to choose materials—floor tiles, carpeting, paint—recommended for damp “below-grade” (below ground level) installation. In the table-tennis section, where a durable, resilient floor covering was needed, they put down Romford Brick pattern vinyl-asbestos tile from Armstrong's Craftlon Excelon series, using Armstrong S-750 cement as a moisture-resistant sealant.

To set off the smaller seating section,

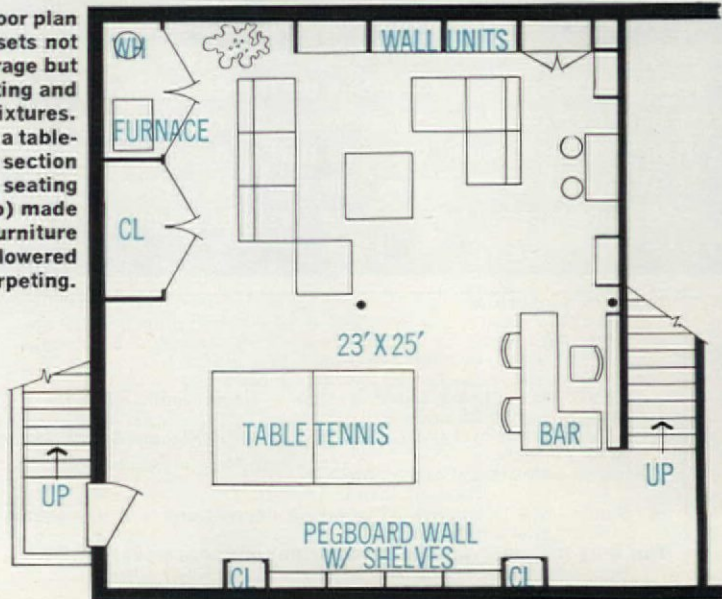
they put down a warm, inviting shag carpet: Armstrong's orange nylon Showboat. Since it doesn't curl or shift, all the Wylies had to do was unroll the 6-foot widths, cut to fit, butt the seams together and tape them. Ideal for basements, the carpet is backed with polypropylene and latex foam, making it immune to shrinkage and mildew.

For the ceiling, the family put up Armstrong's new washable, nonflammable Integrid. Its easy-to-install tiles have grooved edges that fit together to hide the suspending grid and give a seamless appearance. The Wylies found the Integrid ceiling and the recessed lighting fixtures available with it a handsome topping for a basement playroom.

For work that required a professional's fine hand, a carpenter was ultimately called in. He built two separate shelf units to hold the children's toys and a pair of two-door closets. On the table-tennis side he wrapped two tall closet units around more exposed pipes; then he put up a wall of pegboard between the closets. He also built the serving bar and shelves behind it.

The structural work finished, the Wylies painted their new playroom in bright orange and white, using waterproofing paint made for below-grade conditions. An artist friend added the final touch: a spectacular supergraphic across the wall of closet doors. Then the Wylies arranged the furniture they had ordered—wall units and modular seating by Founders—brought in and stashed away all their sporting gear, and their old, familiar table-tennis table. The remodeling project was finished. **END**

Basement floor plan shows how closets not only add storage but also hide heating and plumbing fixtures. Room contains a table-tennis/bar section (bottom) and a seating area (top) made intimate by its furniture grouping, lowered ceiling and carpeting.



"Fran always serves Milk-Bone® Dog Treats to her best friends."



"Down, boy."

"Hey, these look just like little hot dogs."

"It's a dog-eat-dog world."

"I wish just once I could go to a party where the girls weren't all such dogs."

"If you crunch a MILK-BONE Dog Treat while wearing a washtub, the crunch is deafening."

"MILK-BONE Dog Treats are so crisp! Not at all like toasted marshmallows."

"Want to bet it's a wig."

"Don't you think gold hydrants are terribly ostentatious?"

"Fran, these hors d'oeuvres are fabulous! I must have your recipe."

"No recipe, Joan. They come in a box. MILK-BONE Brand Dog Treats. You can save 7¢ by using this coupon."

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7¢ Treat your dog to MILK-BONE® Dog Treats **7¢**
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Mr. Grocer: We will redeem this coupon for 7¢ plus 3¢ for handling when the terms of this offer have been complied with. Any other application constitutes fraud. Invoices proving sufficient purchases of MILK-BONE Dog Treats to cover coupons presented must be available on request. Consumer to pay sales tax where applicable. Coupon may not be



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Store coupon

AH-3

You will find it easy to make the two crocheted rugs that are pictured on pages 82-83

INSTRUCTIONS FOR CROCHETING RUGS

Abbreviations and Symbols

- ch.....chain
- sc.....single crochet
- sl st.....slip stitch
- rnd.....round
- st (s).....stitches

*Repeat whatever follows the * as many times as specified.

() Do whatever is in parentheses the number of times specified.

"PINWHEEL" RUG

(continued on page 82)

Rug measures 35 inches in diameter, excluding fringe.

Coats & Clark's O.N.T. Rug Yarn (70-yard skeins): 6 skeins of No. 42 Cream, 2 skeins each of No. 89 Sapphire Blue, No. 137 Burnt Orange, No. 136 Avocado, No. 48 Hunter's Green and No. 45 Deep Rose.

Crochet hook, size 1.

Gauge: 5 sc=2 inches; 5 rnds=2 inches. Be sure to check your gauge before starting rug. Use any size hook that will obtain the stitch gauge above.

Starting at center with Cream, ch 5. Join with sl st to form ring. *1st rnd:* 7 sc in ring. Do not join rnds; with a small safety pin, mark last sc made to indicate

end of rnd. *2nd rnd:* 2 sc in each sc around—14 sc. Move marker to last sc made to indicate end of this rnd. *3rd rnd:* *(sc in next sc, 2 sc in next sc) twice; sc in each of 2 sc, 2 sc in next sc. Repeat from * once—20 sc. Hereafter, move marker to last sc made on each rnd. *4th rnd:* * with Cream, sc in each of 2 sc, draw up a loop in same st as last sc made, drop Cream, pick up Blue and, leaving a 2-inch end, draw a Blue loop through both loops on hook—*color change made*; place Cream along top edge of previous rnd; with Blue, working over Cream to conceal it, sc in each of next 2 sc, draw up a loop in same st as last sc made, drop color being used and let it hang in back of work; pick up Cream, twist around dropped strand once and draw a loop through both loops on hook—*another color change made*. Always make color change this way, using a different color for each repeat, instead of Blue, in the following order: Orange, Avocado, Rose, Green; repeat from * around—5 color sections started between Cream sections. *5th rnd:* Skip first sc, * with Cream sc in each of next 2 sc, 2 sc in first sc of next color section, changing to Blue dropped on previous rnd on last sc; with Blue, working over Cream, sc in each of next 2 sc, 2 sc in first sc of next Cream section, changing to Cream in last sc; let Blue strand hang in back of work, using a different color for each repeat instead of Blue in the same sequence as before; repeat from * around, ending last repeat with 2 sc in first Cream sc of *this rnd*, changing to Cream in last sc. There are 39 sc. Move end-of-rnd marker to last sc made. *6th rnd:* * with Cream, sc in each of remaining Cream sc on same group, sc in first sc of next color group, pick up strand dropped at end of same color group and hold it loosely (from left to right) along top of same color sts of previous rnd; with Cream, sc in same st as last sc made, changing to next color; with this color, working over both Cream and strand just placed over same color sts, sc in each matching sc of this group, make 2 sc in next Cream sc, changing to Cream in last sc; drop color just used to back of work. Repeat from * around, ending last repeat with 2 sc in (continued)

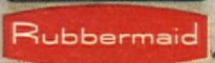


Rubbermaid Shelf Liner. The removable, re-stickable one.

Rubbermaid Shelf Liner now has Tack-Back. A gentle adhesive that will hold your Shelf Liner in place only until you want to remove it. There's no backing to peel.



Just dampen the shelf and it sticks lightly where you want it. And it comes in lots of colors to dress your cupboards beautifully. **We help around the home.**



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Reconciling man's need for housing with his concern for the environment.

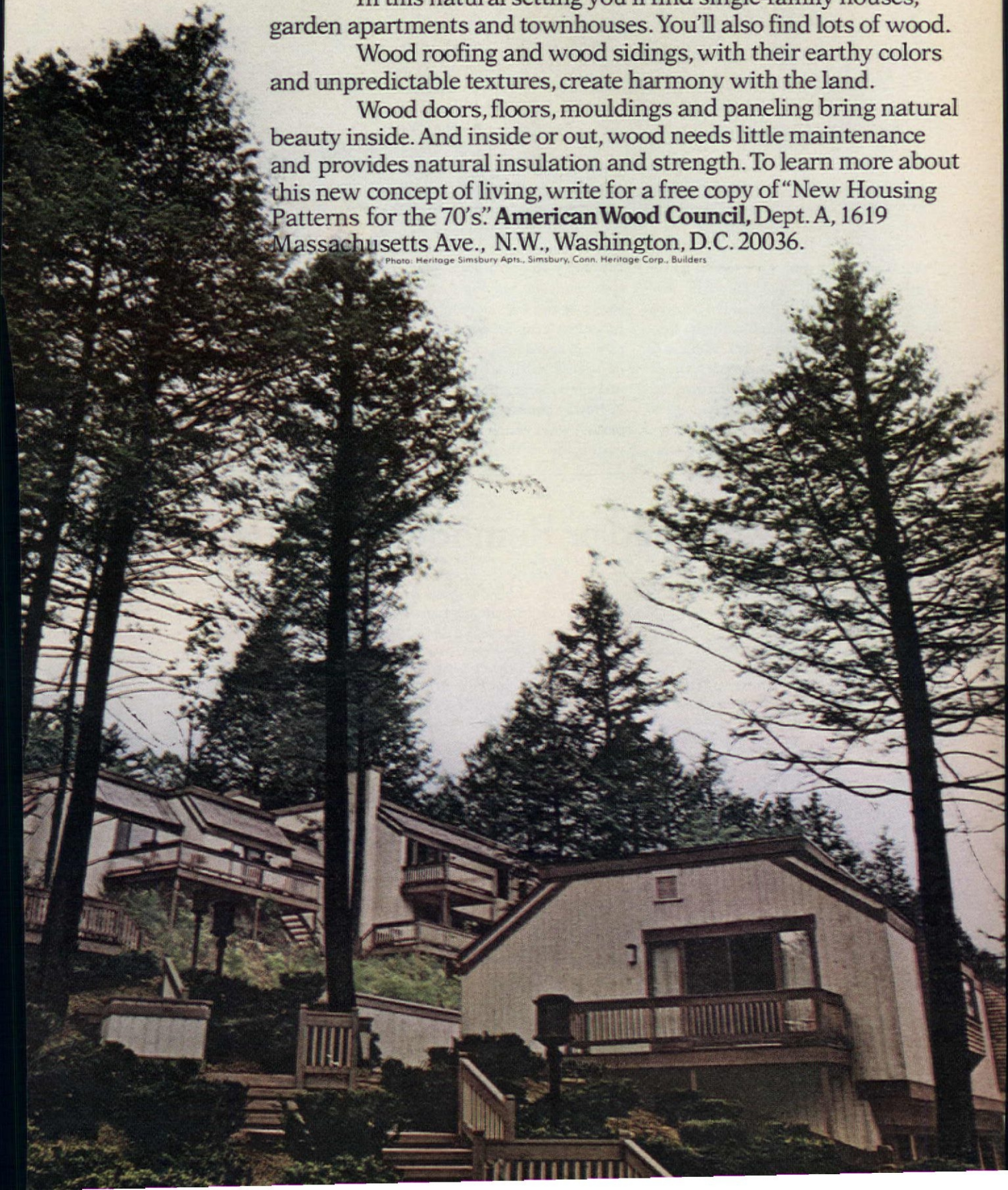
There's a new way to build that makes better use of our precious land. Homes are clustered on curving lanes and secluded cul-de-sacs to provide open spaces for cycling, picnics or quiet moments with nature.

In this natural setting you'll find single-family houses, garden apartments and townhouses. You'll also find lots of wood.

Wood roofing and wood sidings, with their earthy colors and unpredictable textures, create harmony with the land.

Wood doors, floors, mouldings and paneling bring natural beauty inside. And inside or out, wood needs little maintenance and provides natural insulation and strength. To learn more about this new concept of living, write for a free copy of "New Housing Patterns for the 70's." **American Wood Council**, Dept. A, 1619 Massachusetts Ave., N.W., Washington, D.C. 20036.

Photo: Heritage Simsbury Apts., Simsbury, Conn. Heritage Corp., Builders



TAKE THE TERROR OUT OF TURNPIKE DRIVING

The woman driver may feel comfortably confident as she wheels the family car on its regular rounds. But, when faced with the fast-moving traffic of a superhighway, her ease behind the wheel often melts into apprehension.

Actually, she is wise to respect the turnpikes, freeways, thruways, interstates—call them what you will. Although statistically they are two to three times safer than older highways, they are far from hazard-free. Some old dangers have merely changed character, and there are new ones peculiar to the bright ribbons of limited-access roadways that thread across the country.

The woman driver who is leery of the

superhighway senses these dangers, but her insecurity leads to timidity, and being timid on the superhighways is just asking for trouble. Here are six ways a superhighway-shy woman driver can help overcome her apprehension.

1. How to enter. The important thing to do when merging with moving traffic is to match your speed with that of oncoming cars before joining them. Leave yourself as much of the access road as possible for this "meshing" maneuver, particularly if traffic is so thick you have to wait for an opening. If you find you must stop to yield to oncoming cars, don't edge right up to the "Yield" sign before stopping. Leave yourself some room in which to build up speed when the time comes to join the parade.

But suppose you have to stop to wait for a space big enough to fit your car. Notice that the flow of traffic is interrupted by frequent gaps. And, like cars, these gaps are moving toward you. The secret is to pick one your size as it approaches, keep an eye on it and get up enough speed in the acceleration lane, or access road, so that your car and your gap merge at the same time.

2. How to choose a speed. Danger on superhighways comes from appreciable deviations from the norm—going too fast

or too slow. That's why minimum as well as maximum speeds are often posted. If you drive much slower than everyone else, you increase your chances of having an accident—one that comes from behind. If you don't feel up to matching the average speed of the highway's other users, you might be safer on another, less super, highway.

3. How to choose a lane. Where there are three lanes on your side of the divider, the preferred one is in the middle. Being a middle-of-the-roader leaves you more options for passing—or for dodging, should trouble develop. Often the right lane is comparatively empty and invites fast end-runs by the more daring of those willing to risk being boxed in by a slow-moving truck, or being chopped off by someone who suddenly decides he wants to get off.

The left lane, generally regarded the "fast" lane, is best used only for passing, even when there are three lanes or more. On superhighways with just two lanes going each way, the rule is to keep right except when passing. Try to follow this rule even when everyone else seems to be playing it by ear.

As for changing lanes, don't be too fickle. Darting sharply from lane to lane rarely advances your cause and is dangerous besides. Don't feel that you can't move around if the situation calls for it. But when you change, change decisively and with ample warning.

4. How to pass. Ideally, you should start so far back from the vehicle to be passed that you seem to drift into the other lane. Signal, of course, far ahead of your actual move anytime you change lanes, and be sure you have checked your mirrors—looking out for the blind spots behind each of your shoulders. When passing trucks, use a long, gentle approach to avoid getting in the area of disturbed air made by their great bulk. It can buffet your car unpleasantly.

When you are well past the other vehicle, signal your intention and "drift" back into your original lane. *Never* consider a car "passed" until you can see all of it in your rear-view mirror.

5. How to avoid trouble. *Have your car in really good repair.* Long hours of sustained high-speed driving bring out the worst in clogged radiators, weak fan belts and worn tires. If your car should conk out on a superhighway, get it onto the shoulder, as far off the road as possible, with its dying gasp. Tie a handkerchief or white cloth to the door handle next to the road and/or raise the hood—both are symbols of distress. Stay in your car. Most superhighways are well patrolled. (continued on page 67)

Planning to Build or Remodel?

The windows and doors of your home are a basic factor in determining its beauty and character.

That's why you should check first with Andersen before you make any final decisions.

We offer the finest materials and the widest selection of sizes and styles available.

Beauty and Practicality

Andersen Windows and Gliding Doors are made of warm, natural wood. They go beautifully with any style of home; and because they're made of wood, they act as natural insulators

against both summer heat and winter cold. They'll keep your family in comfort the year around.

If you choose Andersen's Perma-Shield® Windows, you won't have to bother with painting and scraping. Perma-Shield is available with welded insulating glass, too, so there's no need for storing, cleaning and changing storm windows.

For more information on how Andersen Windows and Gliding Doors can bring more beauty, comfort and lasting economy to your home, send for our free booklet.

Please send me your free booklet, "How to get good windows."

Mail to: Andersen Corporation, Bayport, Minnesota 55003

I plan to build. I plan to remodel a _____

Name _____

Address _____

City _____ State _____ Zip _____



Andersen Windowalls®
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AH-32

Sears presents Matchmate Shag. The first carpet in 50 colors.

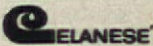
Now you don't have to compromise! Now you can have the exact color carpet you want, in the lush shag texture you've been looking for.

Sears Matchmate Shags are here!

And you can choose from any one of 50 decorator colors...the largest collection of colors ever available in one carpet. Or if one of our colors doesn't fit into your color scheme, we'll have your

color custom-dyed — at no extra cost. And, your color or ours, the price is under \$10 a square yard! In a specially dense Celanese Fortrel® polyester pile. Wears terrifically well. Cleans like a dream.

Go ahead. Treat your room to the shag of any color. Find it at most larger Sears, Roebuck and Co. stores. We're the only company that gives you Matchmate Shag — for hard-to-match room colors.

 CELANESE FORTREL®



Sears

I lost 66¼ inches and 75 pounds. Isn't that beautiful?

By Joanne Irell—as told to Ruth L. McCarthy



I was some fat pineapple—nearly 205 pounds—when this was taken in Hawaii.

The day I discovered I was 205 pounds, it was such a shock, I went to bed for one solid week. Even my husband didn't know what was wrong with me. I refused to tell him, just as I had refused to get on a scale for a good part of my adult life. That's one of the biggest mistakes any person with a weight problem can make.

In the beginning, I wore chemise dresses. They'd become fashionable when I started to gain. I simply grew with them until I looked like a balloon. It was all those sandwiches, chili dogs and cakes I used to consume. On top of that, my husband supervises the catering division of a major airline. So we travel a lot—like flying to Mexico City for dinner. In a few hours, we can make it from our home, Playa Del Rey, California, to a fantastic *festin*, a feast that can add two pounds to your weight overnight.

Of course, I'd go on wild diets from time to time. For instance, the one with hormone injections, hard boiled eggs and cold turkey. While I was on that, I got Harry, my husband, to book a hotel suite in San Diego for a few days. It had a refrigerator so we could keep just enough food to make us both miserable.

One afternoon, totally bored, we went to a movie. A man, sitting in front of us, was munching popcorn, and I'll tell you, I nearly grabbed the bag out of his hands. Instead, I



Go ahead! Add up the figures and see how I've come down to 130 happy pounds.

jumped up and ran out of the theater with Harry after me.

That was the end of the diet. Soon after, I went on an eating spree that would have made most people ill. Not me. Instead, I wound up weighing 205 pounds. At the same time, my sister announced she could no longer sew for me. It was then I knew I could no longer go on like this. So I prepared myself, mentally, to reduce.

I had read those stories of people who had lost weight with the help of the reducing-plan candy, Ayds®. When I learned they contained vitamins and minerals, but no drugs, I bought a box of the plain chocolate fudge kind at the drugstore. Then I started on the plan.

Before breakfast, I took a couple of Ayds with a hot drink like the directions say. Then I had grapefruit juice and a soft boiled egg. At noon, I'd have Ayds again—this time with bouillon—and maybe cheese. And for dinner, Ayds and coffee, followed by meat or fish, vegetables, sometimes celery and carrot sticks. I found that Ayds really helped curb my appetite, and I was satisfied with less food. In three months, I had lost 35 pounds on the Ayds plan.

But I still had at least that much more to lose. I knew this for sure after a trip to Acapulco, where I was taken for pregnant! I was wearing hot pants and an overblouse, while watching someone para-gliding behind a speed boat. Suddenly I said to Harry: "I wouldn't mind taking a turn at that!" Immediately, a man beside me said: "Go ahead. I'll even pay for it. To see the 'both' of you being pulled would be worth it." And he didn't mean Harry. I was humiliated.

Well, it took me several more months to get down to 130 pounds. But I did it! I can hardly believe it even now and neither can my son. Especially after we added up all the inches I've lost—around my shoulders, arms, thighs, and stomach. Facis, thanks to the Ayds plan, I've lost over 1½ yards of fat. I've also gained a much better disposition.

BEFORE AND AFTER MEASUREMENTS		
	Before	After
Height	5'6"	5'6"
Weight	205 lbs.	130 lbs.
Bust	47½"	38"
Waist	35"	29"
Hips	45½"	36"
Dress	20	12-14

MAKE OUR NEW STRAW BAGS



By Dorothy Lambert Brightbill

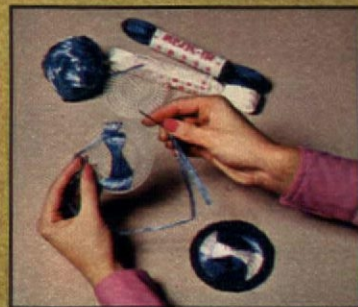
Get a jump on summer with these straw bags—each worked on perforated plastic for easy assembly. Kits include handles and hardware.

Herringbone Handbag (shown above, lower left), in soft color tones, is 9 inches long, 6 inches high and 3 inches wide at the bottom.

Yellow and Orange Handbag (top, left), a capacious carryall in beach colors, is 14 inches from top to bottom and 7 inches in diameter.

Blue Swirl Handbag (top, right) is 10 inches long, 9 inches high, 3 inches wide. The unusual way this bag is woven is shown at right.

White Clutch Handbag (lower right), with an opalescent glow that makes it ideal for evening, measures 9 by 14 inches and 1¼ inches wide.



Check items desired:

Kit 61502 Herringbone Straw Handbag @ \$5.98 ea. plus .35 postage . . . \$

Kit 66513 Yellow and Orange Straw Handbag @ \$8.98 ea. plus .35 postage . . .

Kit 66515 Blue Swirl Straw Handbag @ \$9.98 ea. plus .35 postage . . .

Kit 66516 White Clutch Straw Handbag @ \$3.98 ea. plus .35 postage . . .

Sales tax, if applicable

Total enclosed

Send C.O.D. I enclose \$2 goodwill deposit and will pay postman balance plus all postal charges.

You may use your Charge card for any purchase over \$4.98.

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Interbank No. (Find above your name) _____

Fill out coupon and enclose check or money order. Sorry, we are unable to handle Canadian or foreign orders.

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4500 N.W. 135th Street, Miami, Florida 33054

_____ print name

_____ address

_____ city _____ state _____ zip code

Chuck Wagon

instant dinner

for dogs



**Makes juicy chunks,
golden nuggets,
and savory broth**

Loaded with vitamins and minerals.

All you add is warm water for a completely nourishing dinner for dogs. Instantly.

Chuck Wagon. Next to you, what he likes best and needs most.



Be alert. If you are tired, superhighway driving is more likely to make you even drowsier than driving on regular highways. On long trips, stay alert by taking a break at least every two hours.

Have a light snack or just get out and walk around the car. Switch drivers often, if there are switchable drivers available. Grab a 10-minute nap, if you are the sort who can. Or get off the superhighway altogether.

Look out behind! On superhighways much of the trouble comes from the rear. If a car ahead brakes suddenly or pulls too slowly from a slow lane into a faster one, it's a scramble for following cars to dodge or slow or stop. And even if you get your car stopped inches from contact, your troubles are far from over. What about that torrent of cars pouring down on you from behind. Can they stop? As you drive, train yourself to keep close tabs on all the traffic around you and constantly plan possible escape routes.

Watch the blind spots. And don't cruise along just off another car's rear quarter. You're likely to be in that driver's blind spot and non-existent as far as he's concerned. Keep your own blind spots cleared by turning your head and glancing at them every now and then—and use your mirrors diligently.

Plan ahead. Practice driving on a superhighway as if you had no brakes. This will force you to keep a long eye on what you are coming to and a close eye on what your neighbors are doing. And you will have

to smooth out all your actions and reactions. Sudden braking, sudden changes of direction—these are ripple-makers that can become tidal waves of disaster.

Watch your instruments. When you see a sign for an upcoming service area or an exit with services nearby, check your gas supply. There is nothing more annoying than running out of gas anywhere—on a superhighway it can cost you even more in time and money. And it can be dangerous. Also, keep tabs on your temperature and oil-pressure gauges. These instruments register the fact that something is amiss under the hood, and if you get their message *before* the radiator boils dry or the oil gets alarmingly low, you will save yourself untold grief. Your speedometer should be checked frequently, too, to make sure that your speed hasn't crept higher than you think, or that you haven't let it slacken off unwittingly on some steeper grades. Uneven speeds can cause one of those tricky ripples in traffic behind you.

How to exit. Most superhighway exits are reached from the right lane, but you will be warned far enough in advance if there is a variation. Watch for signs. Work your way to the proper lane ahead of time, so you will not have to chop across traffic to get there. Signal your intention to turn well before the exit, so that the drivers behind you can make some plans. Do not slow down, however, until you reach the deceleration lane. Turn into it and *then* slow down. And after entering the secondary highway, make frequent checks of your speed. More tickets have been handed out to more surprised drivers—fresh off a superhighway—who couldn't believe they were going "that fast."

A final word: If you miss the exit, you've missed it. Don't back up against traffic. Drive to the next exit and consider that you've learned an expensive lesson in being more alert. END



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Without Endust®

The dirty duster wins

Because that's the duster we sprayed with **Endust**. Just once across the table, and it picked up **6 times more dust and dirt** than the plain duster.

Endust turns any duster or mop into a "dust magnet," so dust can't scatter. Don't push dust around. Pick it up with **Endust**.

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CODE NO.

Send To: DUSTER-OFFER
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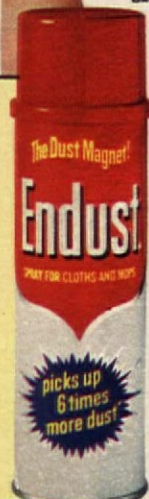
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CALIFORNIA CURRENT

Up and down the Golden State
the creative spirit glows.
Here's what's happening now.

In Napa Valley wine country, northeast of San Francisco, a young landscape architect has just finished a house for his family that comes straight out of *today* (see photograph). It is Western—built of redwood in the towering shed-roof style of architecture that is becoming a California trademark. And it is ecologically sound—consisting of almost 100 percent reused wood.

For a modest \$1,000, owner Jack Chandler bought five giant redwood barrels (12 feet high, 30 feet wide) from a Nevada City gold mine where they had been used to store chemicals since 1901. He dismantled and cleaned the barrels and, by splitting each board lengthwise in thirds (they were *that* thick), supplied himself with more than enough lumber for the exterior of his handsome 3,000-square-foot structure and for vast expanses of interior walls. The barrel bottoms furnished casings for the windows; tag ends of the staves, cut into blocks, became the paving of two patios. In the course of designing, Chandler came up with some other ingenious approaches, too. For instance, the three-story chimney flue is simply a well-casing that can be purchased for around \$50. And the roofing, developed with a local steel company, is aluminum sheeting given a dark brown baked-enamel finish. It costs considerably less than standard materials—only 24 cents a square foot, installed.

Imaginative sparks are flying in Marina del Rey, oceanside bedroom and boat-mooring for Greater Los Angeles. For one thing, with the dredging and renovating of near-derelict canals built years ago in adjacent Venice, construction is under way on a four-acre dock-side shopping center where boat owners can float in to do their grocery shopping, restaurant going, clothes- and gift-buying, and business executives can tie up alongside water-oriented offices. For nonboaters, gondolas will ply the water-



This house, built from 71-year-old redwood barrels, is a gem of shed-roof design.

ways. Name of the community is Washington Square. Its developers, the J. A. Redford Corp., expect it to open in early summer.

The lighter side of recycling is evident at a kicky Marina del Rey boutique, the Hearth and Hamper: pay telephones, reclaimed (along with outmoded parking meters and gum-ball machines) and repainted in flamboyant colors. These take a dime, work as extensions in your home, or can even be installed to function on their own. Naturally, a key comes along, so you can get your money back. The telephones, newly enameled, are under \$100; 10-hour parking meters on stands are \$75, and the gum-ball machines—true antiques—are \$100. We've spotted these items in other shops, too, and an imaginative discount chain has advertised unpainted and unmounted meters for as little as \$14.

If you think wine-tastings are growing all too predictable, wait a minute. Here's an idea from a young Marina del Reyan, Rod Roddewig, who, in his own words, has "been in restaurants, the hotel business and wine." Rod has combined a thriving delicatessen-side-walk eatery with an impressively stocked wineshop that he has dedicated to the art of tasting. In fact, he *pushes* tasting and has worked it out on a connoisseur, albeit commercial, level. For a mere 75 cents you can sip five select wines from one of three groups of European imports, or two groups of California varietals—all first cabin. In each group there are two reds, two whites and one rosé. For 50 cents you can explore another quintet of California's generic wines (claret, Bordeaux and Chablis). And for a remarkably low investment, a novice can develop a pretty expansive (and expensive) palate. Roddewig's approach is unique and so popular that he has two more of his Gourmet Wines, Ltd., opening in the Los Angeles area,

with a number of others in the offing.

Los Angeles designer Gere Kavanaugh showed us a copy of a newly published "Guide to Craft Instruction" when we dropped in on her recently. This handy looseleaf book is issued by the pace-setting gallery-museum The Egg and The Eye, whose own eye here is on the burgeoning number of crafts aficionados around Los Angeles. The book covers 20 categories from beadwork to woodwork, lists the various workshops, instructors, courses and costs, and even tracks down the suppliers. The price is \$3.75 at the gallery and at local crafts centers. Though this book would only interest those in the Los Angeles area, the idea is good enough to be transplanted.

Even ceilings have hang-ups. In San Francisco a warehouse-turned-gallery shows how lofty ceilings can be made to look lower—simply by hanging super-graphic paintings on them, design side down. In one corner of their Howard Street gift emporium, Taylor and Ng offer another suggestion. They have suspended a large Indian basket (maybe 20 inches in diameter) that overflows with sprigs of dried rosemary—which could just as well be sage, eucalyptus, tumbleweed or you-name-it. And the basket needn't be Indian to provide the same delightful effect. Taylor and Ng also show translucent glass bricks as pieces of colorful kinetic art—so good that we bought one, though they're not all that much trouble to assemble for yourself. They "plant" the hollow, open-topped brick with a glass or ceramic mushroom, a glass egg on a Plexiglas stand or any of a host of simple shapes; then they add a compact-sized mirror, water and a Siamese fighting fish to provide the motion. The creature not only swims hypnotically, but looks in the mirror and, seeing another fish, puffs up and changes color for attack. It's a continually fascinating show. —Nancy C. Gray

The lady has taste.

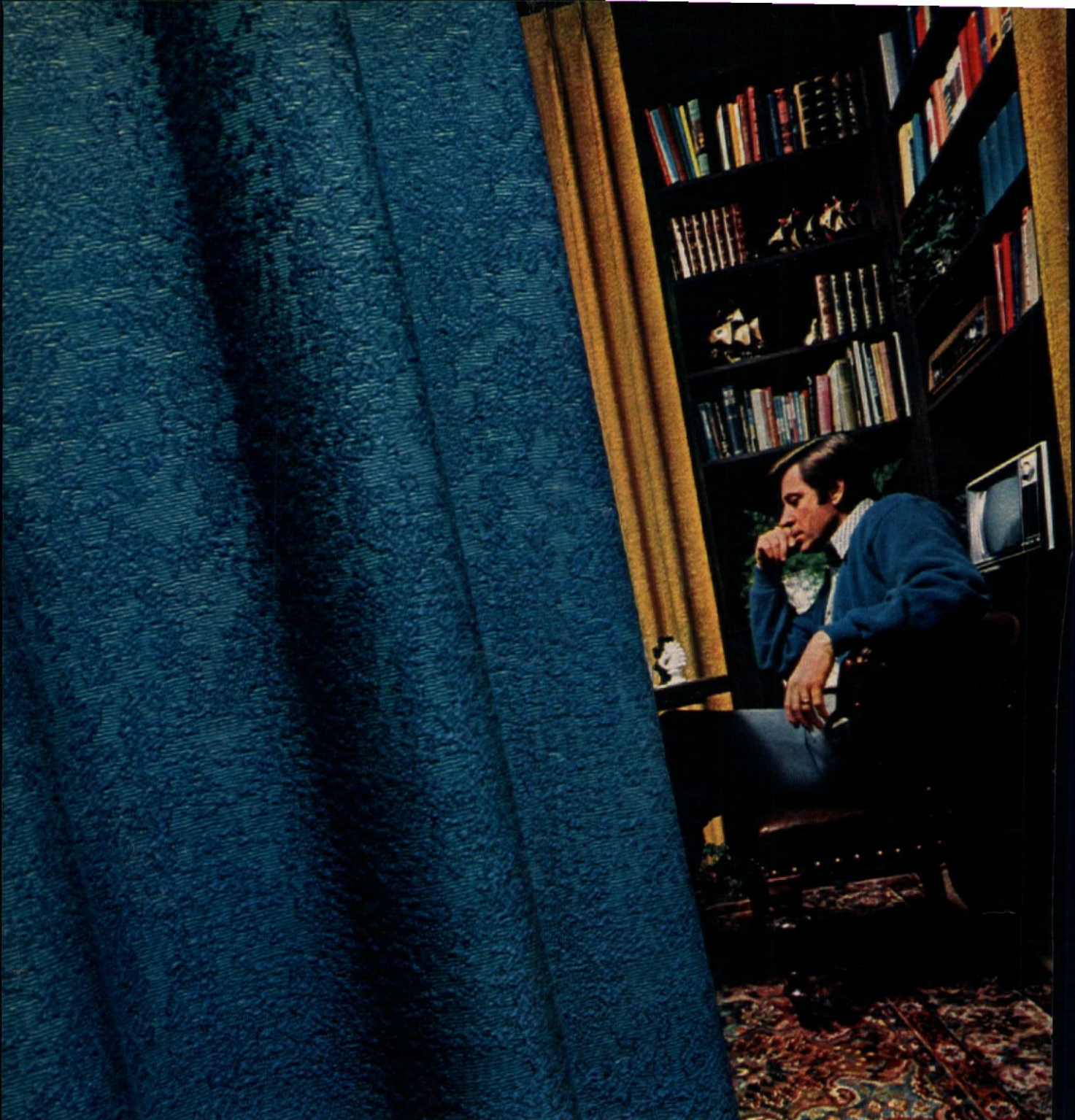


Warning: The Surgeon General Has
Determined That Cigarette Smoking
Is Dangerous to Your Health.

Everything about her says taste. Like her
cigarette. Eve menthol. With its cool, refreshing
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Eve, the natural choice for the lady with taste.

Smoke pretty
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Menthol: 17 mg. "tar," 1.1 mg. nicotine. Filter: 17 mg. "tar," 1.2 mg. nicotine av. per cigarette. FTC Report (Aug. '71).



Emporia Draperies. Face lifter for slightly tired rooms.

Everybody's den or living room starts with a chair from here, a rug from there. What you need is a drapery that pulls everything together. Sears Emporia.

This vibrant cotton and rayon blend has a nubby texture that's rich without being demanding. Early American, modern — all look great together when you unify them with

Emporia. In six bold, beautiful colors.

These Perma-Prest® draperies tumble dry. No ironing! With Thermalgard backing to keep weather out and cut down noise.

Emporia draperies. For about any size window you have in mind. At most larger Sears, Roebuck and Co. stores and in the catalog.

Only at **Sears**

The tennis boom means courtside resorts and condominiums, indoor clubs and exciting paddle and table-tennis spinoffs. Here and following: new facets of living inspired by America's fastest-growing sport.

THE TENNIS LIFE

By Kim Chapin

A housewife at an indoor court in Louisville, Ky.



On a breezy hilltop northwest of San Rafael, Calif., a dentist, a rancher, a stockbroker and a retiree have built a communal tennis court. In Miami, a recent emigré notes with awe, "Everybody down here has a swimming pool. The real status symbol is a tennis court." Not far off Philadelphia's Main Line, a prominent hostess says with a hint of disappointment, "I was able to throw only six tennis parties last summer."

Seven years ago, Dennis Van der Meer, a Berkeley, Calif., teaching pro opened a tennis camp with three summer sessions of 40 kids each. This year his TennisAmerica will have 10 permanent facilities nationwide, plus one traveling caravan for select tournament players, and the total enrollment will reach well over 1,000. After years of false rumors and erratic starts, the long-anticipated tennis boom is finally here. (continued on page 104)



For a Connecticut couple, paddle tennis at home



Après tennis at California's new La Costa



If tennis is your sport, you'll find a game going at La Costa on any day, in any season. This beautiful resort and condominium community, 30 miles north of San Diego, Calif., offers 13 all-weather courts (five night-lighted) and an expert staff headed by tennis-pro Pancho Segura. Add all this to an idyllic climate—daytime temperatures vary from 65° to 75°—a health spa where you can soak and steam the kinks out, beautiful accommodations (such as those shown above), fine food, interesting guests from all parts of the country, and you have the perfect tennis vacation. For beginners who wish to tackle tennis on a crash basis, or old hands eager to

APARTMENT PLEASURES IN A TENNIS WORLD

play a lot better, tennis clinics are held at times during the year. For nonplayers or guests who enjoy other sports as well, there are eight swimming pools, a beach club, an 18-hole golf course, deep-sea fishing and horseback riding—something for everyone, even a place to leave the children.

By Helene Brown



Open plan of this high-ceilinged living-dining area (above) in a La Costa Village condominium invites relaxation and informal entertaining. Furnishings are casual but elegant, carrying out white, orange and navy-blue color scheme. Macramé hangings filter sunlight through the windows that frame the fireplace.

PHOTOGRAPHS BY JOHN ZIMMERMAN



Condominium's master bedroom (left) can be closed off from living room by dark walnut-finished folding louvered doors. Window wall and sliding glass doors open onto a long, plant-filled deck.

Racquet Club and pro shop overlook courts (below), focus of La Costa tennis life. Anyone in search of a game is matched with a partner. The buildings in the background are condominium apartments.



Homes in La Costa Village (left) are far enough from the resort (background) to offer privacy and the serenity of community life, but near enough so residents can enjoy La Costa facilities, for a minimal membership fee.

continued



A vacation setting is enhanced by the sleek comfort of handsomely designed interiors.

La Costa accommodations range all the way from a luxury spa hotel to private apartments and three-bedroom homes. Writer John Quirk and his pretty wife, Tish (above), chose to stay in a condominium studio that is privately owned but rentable whenever the owner is absent. Architect Clyde Rich designed this apartment and in furnishing it used practical materials—Plexiglas, plastic and shiny vinyl—in a bright, contemporary color scheme geared to make vacation living a carefree, joyous experience.



In La Costa Village (above) brick courtyards and walks, fountains and exotic plants and trees create the mood of a Mediterranean town.

Studio apartment (left) contains snack kitchen, dressing area, two bathrooms and a pair of beds that drops from a paneled living-room wall at the flick of a switch.

Bright awnings, rough stucco and herringbone-patterned wood trim add to La Costa Village informality.





By Barbara Plumb

TENNIS LIVING— RANCH STYLE

The day begins with orange juice and the morning paper; it ends with a pre-dinner massage and nap. In between are five hours of intensive tennis instruction set up by longtime pro/coach John Gardiner. The five-day Tennis Clinic is the prime lure at his Scottsdale, Ariz., Tennis Ranch. You can also swim, sun and relax in the clubhouse. Overlooking the nine tennis courts are 41 clustered condominiums. Called *casitas*, they are either used or rented out by their owners from September to May for the total tennis experience.

Each *casita* in a cluster (right) has a living room, fireplace, balcony, pullman kitchen and two bedroom-bathroom suites.

One suite, with private entrance, can be used for guests or rented out while owners are in residence.

Tennis Clinic class (far right)—men in one court, women in the other—works on serves.

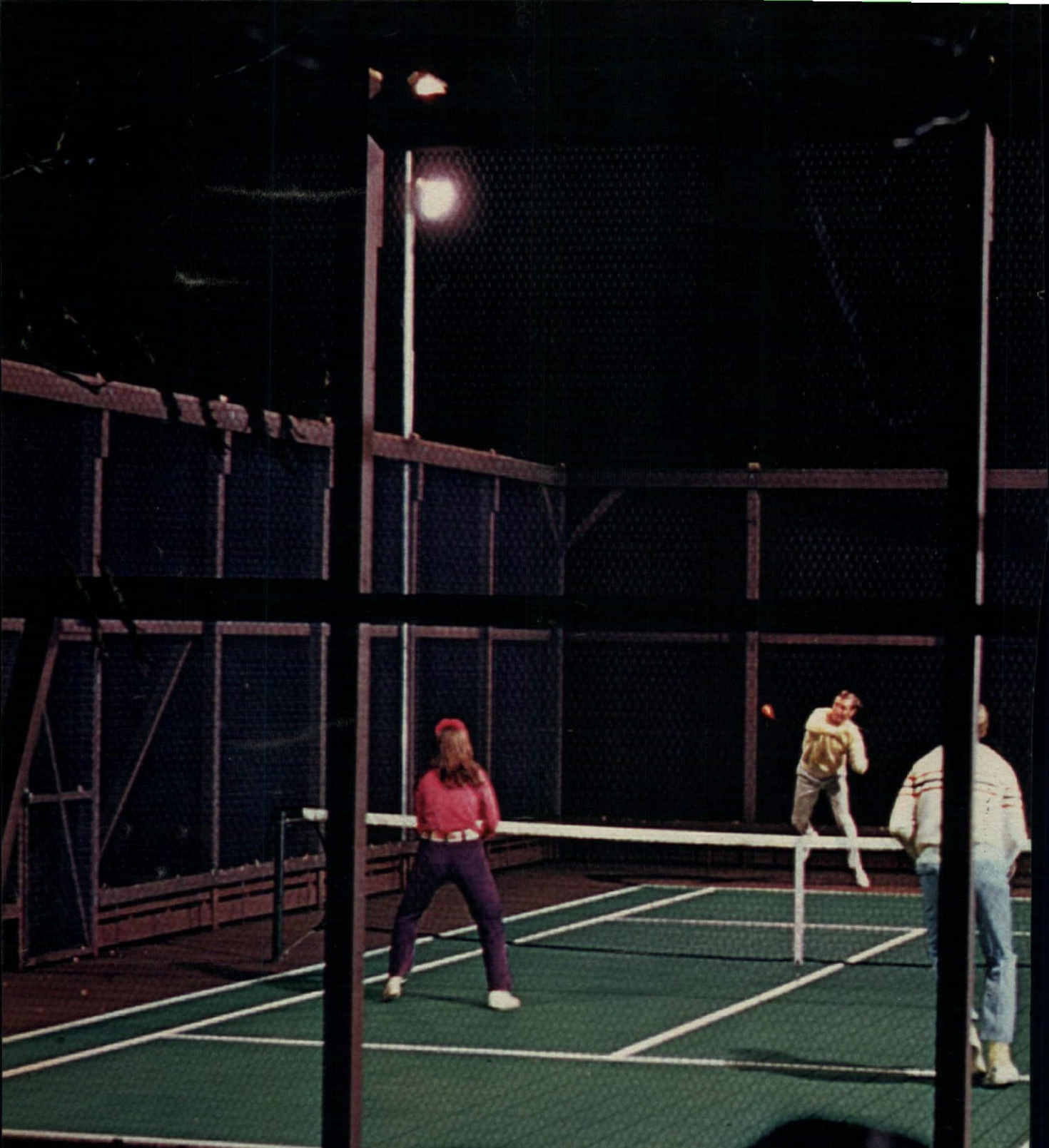




Casitas (above), made of concrete blocks coated with a mortar wash, echo the color and texture of Camelback Mountain, which rises dramatically against the sky.



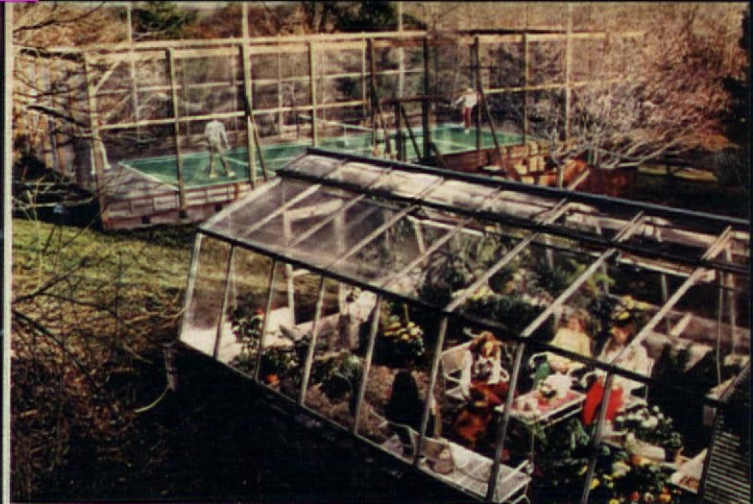
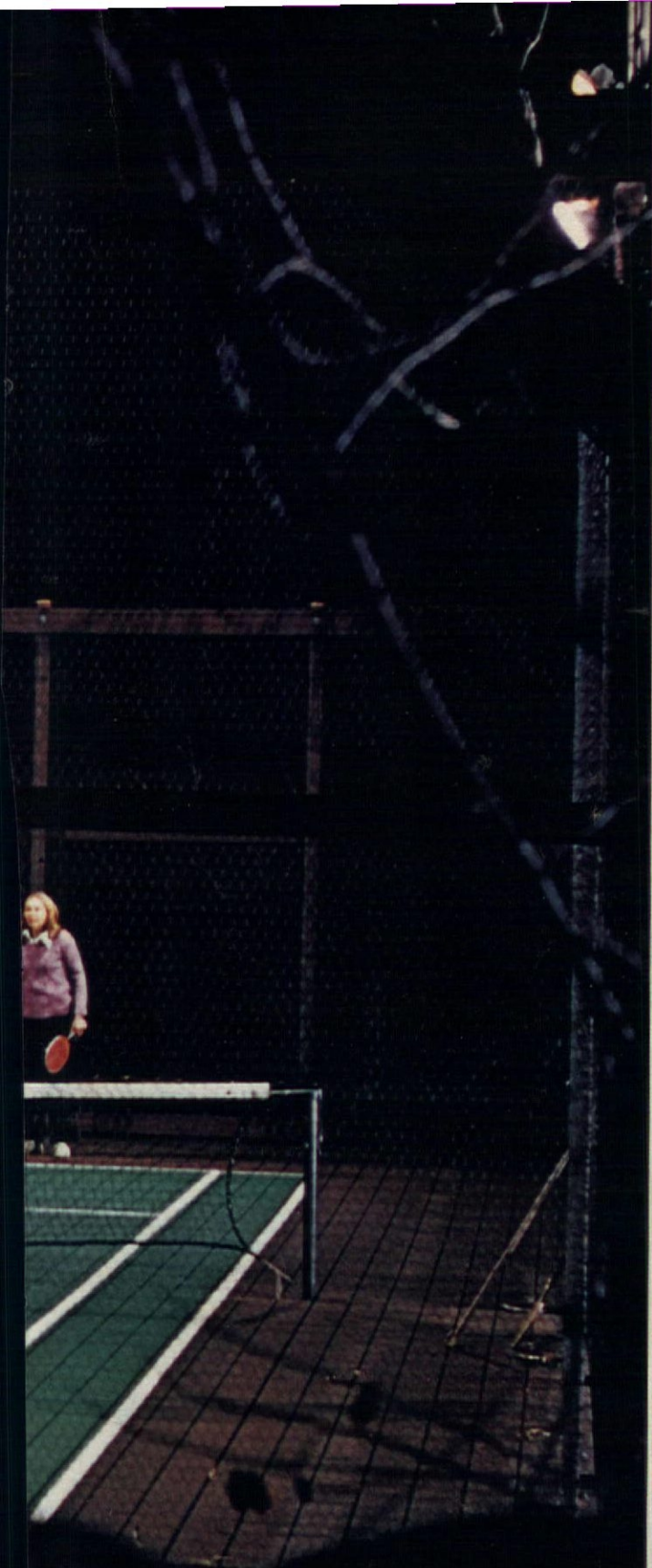
Tennis Clinic participants (left) watch themselves on closed-circuit TV replay in the court-side training room. Faults are analyzed and progress is checked by the head instructor.



By Jane Levy

THE PADDLE-TENNIS SET

Paddle tennis. What's that? Played on a small platform court with short wooden paddles and a sponge-rubber ball, it's a fast-paced game that's attracting some 50,000 players throughout the country, especially as a cold-weather sport. To Joby and Oliver A. ("Kim") Kimberly, Jr.—he's a former national paddle-tennis champion—it has become a way of life. Two years ago they had a court installed at their home in New Canaan, Conn., and now they find that much of their social life revolves around the game. Only a few steps from their court is a greenhouse, full of flowers and hanging ferns, where paddle-tennis players can eat and unwind. For more on the game, its history and the court it's played on, see page 110.



Above and opposite, the Kimberlys (background) and friends play a night game under the lights. Custom-built court by Richard J. Reilly, Jr., Inc., combines wooden superstructure with aluminum deck, heated from below.

While Kim and his partner enjoy a brisk volley, their wives relax in the heated greenhouse (top right). At right the three young Kimberlys and their mother set out a post-game buffet. Lauren, 12, helps uncork a wine bottle; Adam, 5, looks into the casserole; and Nina, 11, adds a finishing touch to the flower arrangement.

A BASEMENT FOR FUN AND GAMES

By Alexandra Walker

Since the John Wylies of Lancaster, Pa., were forever asking friends down to play table tennis in a dark, unfinished basement, they finally decided to improve its appearance. They embarked on a thorough basement-remodeling project, doing two-thirds of the work themselves to cut costs. The finished product, shown here, is a bright and practical entertainment area/playroom. To see how they did it, turn to page 56.





Mary Louise Wylie has prepared the hot soup for Linda, 9, and Scotty, 6, on a portable electric steam cooker (top, left). The combination soup-sundae-cocktail bar is mounted on casters, with a built-in refrigerator underneath. Behind it, open shelves add color—and storage space.

Scotty and Linda enjoy a game on the table-tennis side of their new fun-and-games room (top, right). Some of the sports-minded Wylies' gear hangs on the orange pegboard wall; larger items, such as skis and golf clubs, are stored in tall closets.

Modular upholstered furnishings and freestanding wall units by Founders lend flexibility to a favorite Wylie entertaining area (above). Chairs and ottomans can be regrouped or shifted to suit any occasion.

Supergraphic swirl makes a bold splash on doors to furnace, water heater and storage closets (left). Utility pipes in this part of the room are concealed above lowered, suspended Integrid ceiling. The Wylies installed it themselves, along with Showboat shag carpeting and Craftlon Excelon tile flooring, all made by Armstrong.



CROCHET A RUG FOR \$7.20

With today's sophisticated designs, brightly colored and colorfast yarns, you can crochet a better rug than Grandma ever could, and for little more than she would have spent. The handsome swirl above, strong in contrast and a generous 35 inches in diameter, costs only \$7.20, using yarn you'll find available nationwide. Called "Pinwheel" and developed by Coats and Clark from our design, this cotton-and-rayon rug is thick and



By Dorothy Lambert Brightbill

sturdy because background color is carried over in double weave. "Roman Stripe" (above)—a simple, rectangular, all-wool beauty that we developed—can be crocheted for about \$9, using yarn ordered by mail. Made entirely with the single crochet stitch, this 25-by-39-inch rug has a ridge effect that adds grip to its surface. (Use a rug pad underneath, as with all scatter rugs.) Instructions for rugs, plus mail-order source for "Roman Stripe" yarn and hook, are on page 58.

By Jeanne M. Bauer

WHAT'S COOKING IN SKILLETS?

Virtually everything, because a skillet is the most versatile cooking utensil you can own. We recommend that you have at least two. The first, or primary, skillet, 10 to 11 inches in diameter, does all-purpose frying and braising, and also doubles as an asparagus or broccoli cooker. A cover gives it added versatility and is a must when moist heat is needed. The second, a 6-inch version, does essential small jobs—sautéing onions or mushrooms, melting butter or poaching eggs. Other skillets are handy but optional, depending on your family's eating habits. A cast-iron or heavy aluminum one panbroils steaks and makes crispy fried potatoes. For egg lovers, an omelet pan, with its sloping sides, eases folding and removing an omelet. An electric skillet, thermostatically controlled, gives steady, even heat. Great for entertaining, it socializes in any room that has an electric outlet. (continued on page 109)





Centered among the wide choice of materials, weights, finishes, colors, shapes and sizes, today's skillets offer is the aluminum "Gourmet" immersible electric casserole/skillet, 11 inches square, with porcelain finish and nonstick lining, by Hamilton Beach, \$27. Others shown, available in most housewares and gourmet shops, are (clockwise from top): 10-inch enamel-clad, stainless-steel "Kobenstyle" skillet, Dansk, \$18; 10-inch glass ceramic "Gourmet" skillet with detachable handle, by Corning, \$11; 10-inch stainless-steel French crepe pan with aluminum base, Cuisinarts, \$20; 11½-inch cast-iron "Angus" broiler with ribbed bottom for range-top broiling, Griswold, \$6; 10-inch enamel-coated, cast-iron skillet with teak handle, Copco, \$15; 10-inch heavy-gauge cast-aluminum frypan, Regal, \$3.50; 6-inch stainless-steel skillet with copper base, Revere, \$6; 9-inch enamel-clad, cast-iron "Cousances de France" skillet imported by Schiller and Asmus, \$9; 8½-inch aluminum frypan finished in enamel, Club Products, \$8; 10½-inch "Limited Edition" copper skillet with stainless-steel interior, Revere, \$23.

For the first time since the victory gardens of World War II, Americans are planting more vegetable patches than flower gardens. Seed companies report that this spring vegetable-seed sales in this country will hit an all-time high. If *you* want to share in a harvest as abundant as the one shown here, the time to start thinking about it is now. March is the home-farmer's month for planning, ordering, dreaming. (continued on page 100)

TODAY'S VEGETABLE TURN-ON

By Lawrence V. Power



Jacqueline Hunter, her son David, 7, and daughter, Holly, 6, make their vegetable garden in Sharon, Conn., a family affair.

Larry Couzens

Jacqueline picks beans (below), while her children busy themselves with the corn (below, center). Both vegetables, good starter crops, are at their best when garden fresh.



Though it takes up only 25 feet square, it feeds the whole family and many friends as well.

Well-mulched with hay, cabbages grow almost as big as David.

COOKING LESSON No. 43 By Jacques Jaffry

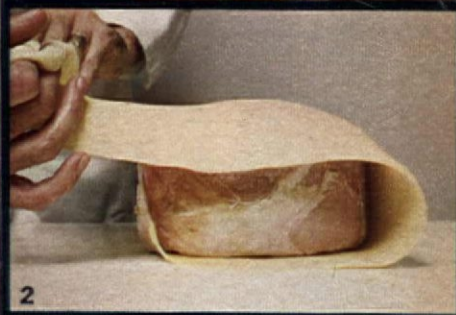
HAM EN CROUTE

Ham, a meat for all seasons, has a particular affinity for spring. To many, an Easter dinner is incomplete without it. Next time ham is your choice, why not serve it as elegant Ham en Croute? For simplified starters, use canned, boned ham—the carver will bless you! Add a mushroom stuffing, enclose it all in rich pastry, bake to golden perfection—and watch your cooking reputation rise and shine.

HAM EN CROUTE

- 1 cup butter or margarine
- 4 cups sifted all-purpose flour
- 1 egg
- ½ cup cold water
- ¼ cup butter or margarine
- ¼ cup minced shallots or green onions
- 1 pound mushrooms, finely minced
- ½ teaspoon salt
- Dash of pepper
- 1 tablespoon lemon juice
- ½ cup heavy cream
- 2 eggs, slightly beaten
- 1 egg yolk
- 1 tablespoon cold water
- 7-pound canned ham





PREPARE PASTRY: Cut 1 cup butter or margarine into flour in large bowl with pastry blender until mixture resembles cornmeal. Beat egg slightly with $\frac{1}{2}$ cup water. Pour into flour mixture. Blend with a rubber spatula. Shape into a ball. Knead on lightly floured board 2 to 3 minutes. Reshape into a ball. Sprinkle with flour. Wrap in transparent plastic wrap. Chill at least two hours.

1. Heat $\frac{1}{4}$ cup butter or margarine in large skillet over high heat. Add shallots or green onions. Cook 1 minute. Add mushrooms, salt, pepper and lemon juice. Cook, stirring often, 5 to 7 minutes or until all moisture is absorbed. Stir in cream. Bring to boiling. Remove from heat. Cool slightly. Stir in beaten eggs. Mound mushroom mixture evenly on ham.

2. Beat egg yolk and 1 tablespoon water. Roll dough out to a 25x14-inch rectangle or to one large enough to enclose ham. Place ham lengthwise on dough, 2 inches in from short side. Fold 2 inches of dough against ham. Brush dough with yolk mixture. Pick up opposite end of dough. Bring it up and over ham. Press gently to cover ham. Trim excess dough at base. Save trimmings. Fold dough neatly at ends. Brush edges with egg-yolk mixture and press to seal.

3. Transfer ham carefully to shallow baking pan. Brush dough with yolk mixture. Make $\frac{1}{4}$ -inch hole in center. Insert a small funnel of aluminum foil as a vent. Roll out the reserved trimmings. Make cutouts with pastry wheel. Press onto ham in design. Brush with yolk mixture. Bake 1 hour, 20 minutes or until pastry is golden. Transfer to warm platter with two broad spatulas. Garnish with parsley, if desired. Makes 12 servings.

Richard Jeffery

Shopping Information, page 108



By Frances M. Crawford

OLD-TIME MEAT LOAF WAS NEVER LIKE THIS

Most of us remember with fondness the old-fashioned meat loaf that Mother used to make. Though still a traditional dinnertime staple, it's taken on a new and thoroughly modern life—taste years away from the usual mixture of seasoned beef, bread crumbs and egg. It has become as sophisticated as the blue cheese-stuffed creation pictured here. When embellished with special ingredients—some of them surprising—meat loaf can have unusual flavor and character. Prove it to yourself with the eight recipes beginning on page 94. They're diverse enough to set a new tradition for this family favorite in your house.

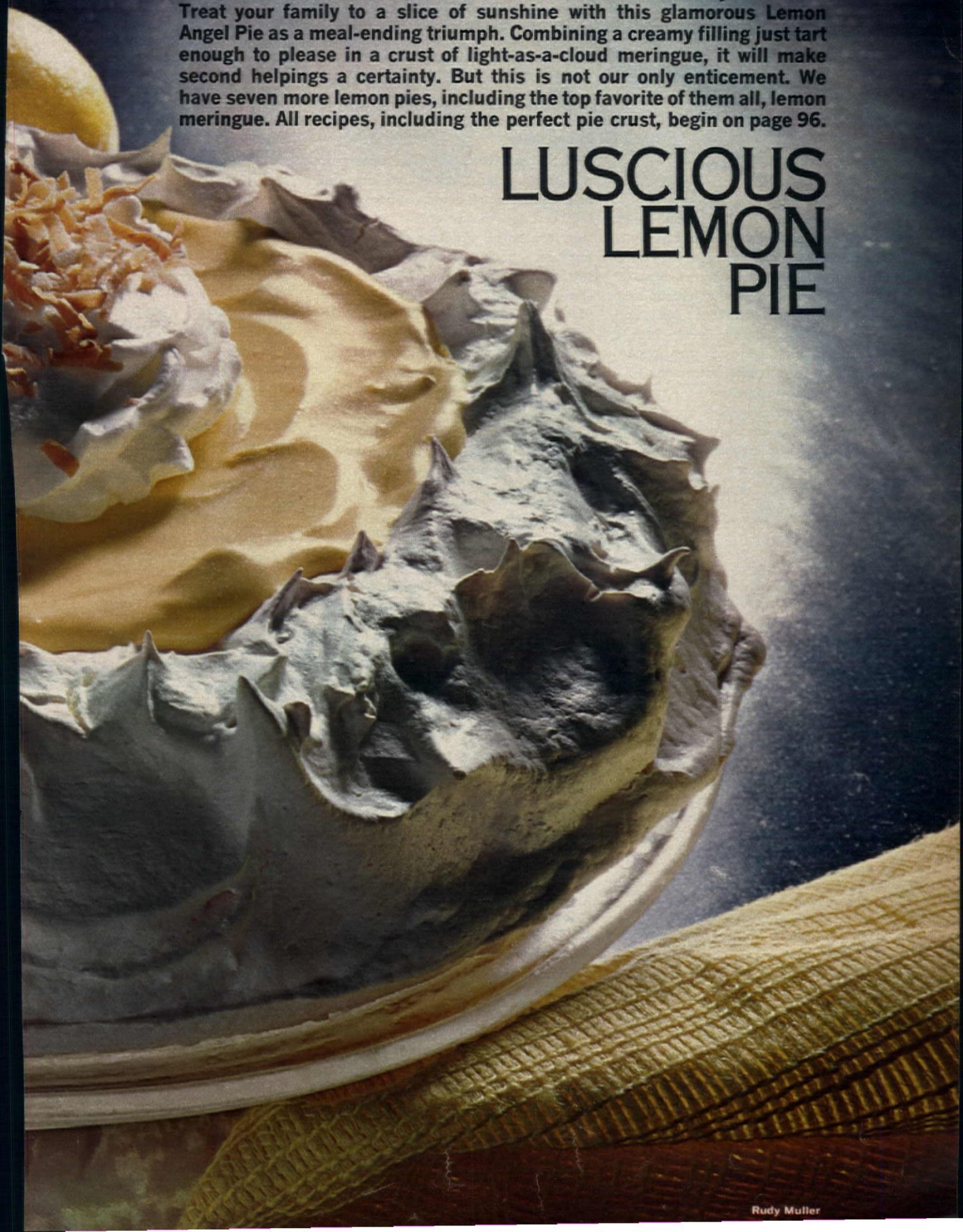




By Jane Uetz

Treat your family to a slice of sunshine with this glamorous Lemon Angel Pie as a meal-ending triumph. Combining a creamy filling just tart enough to please in a crust of light-as-a-cloud meringue, it will make second helpings a certainty. But this is not our only enticement. We have seven more lemon pies, including the top favorite of them all, lemon meringue. All recipes, including the perfect pie crust, begin on page 96.

LUSCIOUS LEMON PIE



BLUE-CHEESE STUFFED MEAT LOAF

(pictured on page 91)

- 4 cups diced bread (8 slices)
- ¼ cup milk, scalded
- 1 cup crumbled blue cheese
- 1 egg, slightly beaten
- 1 pound ground chuck
- ½ pound ground pork
- 2 cups soft bread crumbs (4 slices)
- ½ cup minced onion (1 medium)
- 1 tablespoon salt
- ½ teaspoon pepper
- 2 tablespoons chopped parsley
- ¼ cup catsup
- 2 eggs

Heat oven to 375°. Place diced bread in bowl; pour milk over bread. Mix well. Stir in cheese and beaten egg. Mix well. Combine chuck, pork, bread crumbs, onion, salt, pepper, parsley, catsup and 2 eggs in second bowl. Mix gently but thoroughly. Pat mixture evenly into a 12x15-inch rectangle on wax paper. Spread cheese mixture over meat surface, leaving a 1-inch edge free of stuffing all around meat layer. Roll up, starting with short side, pressing firmly at each turn. Lift with wax paper. Place, seam side down, in shallow baking pan. Remove paper. Bake 1 hour. Makes 6 to 8 servings.



HAM RING

(pictured above)

- 2 tablespoons butter or margarine
- ½ cup minced onion (1 medium)
- 1 cup finely diced celery
- 1 pound ground cooked ham
- 1 pound ground pork
- 2 eggs
- ½ cup mayonnaise or salad dressing
- 2 tablespoons prepared mustard
- 2 cups soft bread crumbs (4 slices)
- ½ teaspoon pepper

Heat oven to 375°. Melt butter or margarine in skillet over medium heat. Add onion and celery. Cook until tender. Combine onion, celery, ham, pork, eggs, mayonnaise or salad dressing, mustard, bread crumbs and pepper in large bowl; mix thoroughly. Press into a 6½-cup oiled ring mold. Unmold into shallow baking pan. Bake 1 hour. Transfer ham ring to serving platter with 2 large spatulas. Garnish with watercress, if desired. Makes 6 to 8 servings.

GREEN PEPPER LOAF

- ¼ cup butter or margarine
- 3 cups sliced onions (3 large)
- 1 large green pepper, seeded and cut in thin strips
- ½ teaspoon salt
- 2 pounds ground chuck
- 2 cups soft bread crumbs (4 slices)
- 2 eggs
- 2 teaspoons salt
- ½ teaspoon pepper
- ¼ cup catsup

Heat oven to 375°. Melt butter or margarine in large skillet over medium heat. Add onions, green pepper and ½ teaspoon salt. Sauté until tender, stirring frequently. Combine onion-pepper mixture, chuck, bread crumbs, eggs, salt, pepper and catsup. Mix gently but thoroughly. Press mixture into greased 9x5x3-inch loaf pan. Meat loaf may be baked in the pan or turned out into greased, shallow baking pan. Bake 1 hour. Makes 6 to 8 servings.

TOMATO LOAF

- 1½ pounds ground chuck
- ½ pound ground pork
- ½ cup finely chopped onion (1 medium)
- 2 cups soft bread crumbs (4 slices)
- 1 tablespoon salt
- ½ teaspoon pepper
- 2 eggs
- 1 can (1 pound 12 ounces) tomatoes, drained and coarsely chopped
- ¼ cup chopped parsley

Heat oven to 375°. Combine chuck, pork, onion, bread crumbs, salt, pepper, eggs, tomatoes and parsley. Mix gently but thoroughly. Press mixture into greased 8-cup ovenproof bowl. Meat loaf may be baked in the bowl or turned out into greased, shallow baking pan. Bake 1 hour. Makes 6 to 8 servings.

OLIVE-MUSHROOM MEAT LOAF

- 2 tablespoons butter or margarine
- 1 cup minced onion (1 large)
- ½ pound mushrooms, diced
- ½ teaspoon salt
- 1½ pounds ground chuck
- ½ pound ground pork
- 1 cup sliced stuffed olives
- 2 cups soft bread crumbs (4 slices)
- 2 eggs
- 2 teaspoons salt
- ½ teaspoon pepper

Heat oven to 375°. Melt butter or margarine in skillet over medium heat. Add onion. Cook 2 minutes, stirring frequently. Add mushrooms. Sprinkle with ½ teaspoon salt. Cook 1 minute. Combine mushroom-onion mixture, chuck, pork, olives, bread crumbs, eggs, salt and pepper in large bowl. Mix gently but thoroughly. Press mixture into 9x5x3-inch loaf pan. Meat loaf may be baked in this pan or turned out into greased, shallow baking pan. Bake 1 hour. Makes 6 to 8 servings.

DILL MEAT LOAF

- 4 slices bacon
- ¼ cup minced shallots or green onions
- 1 cup finely diced celery
- 1½ pounds ground chuck
- ½ pound ground veal
- 1 can (8 ounces) tomato sauce
- 2 cups soft bread crumbs (4 slices)
- 2 eggs
- 2 teaspoons salt
- ½ teaspoon pepper
- 2 large dill pickles, quartered lengthwise

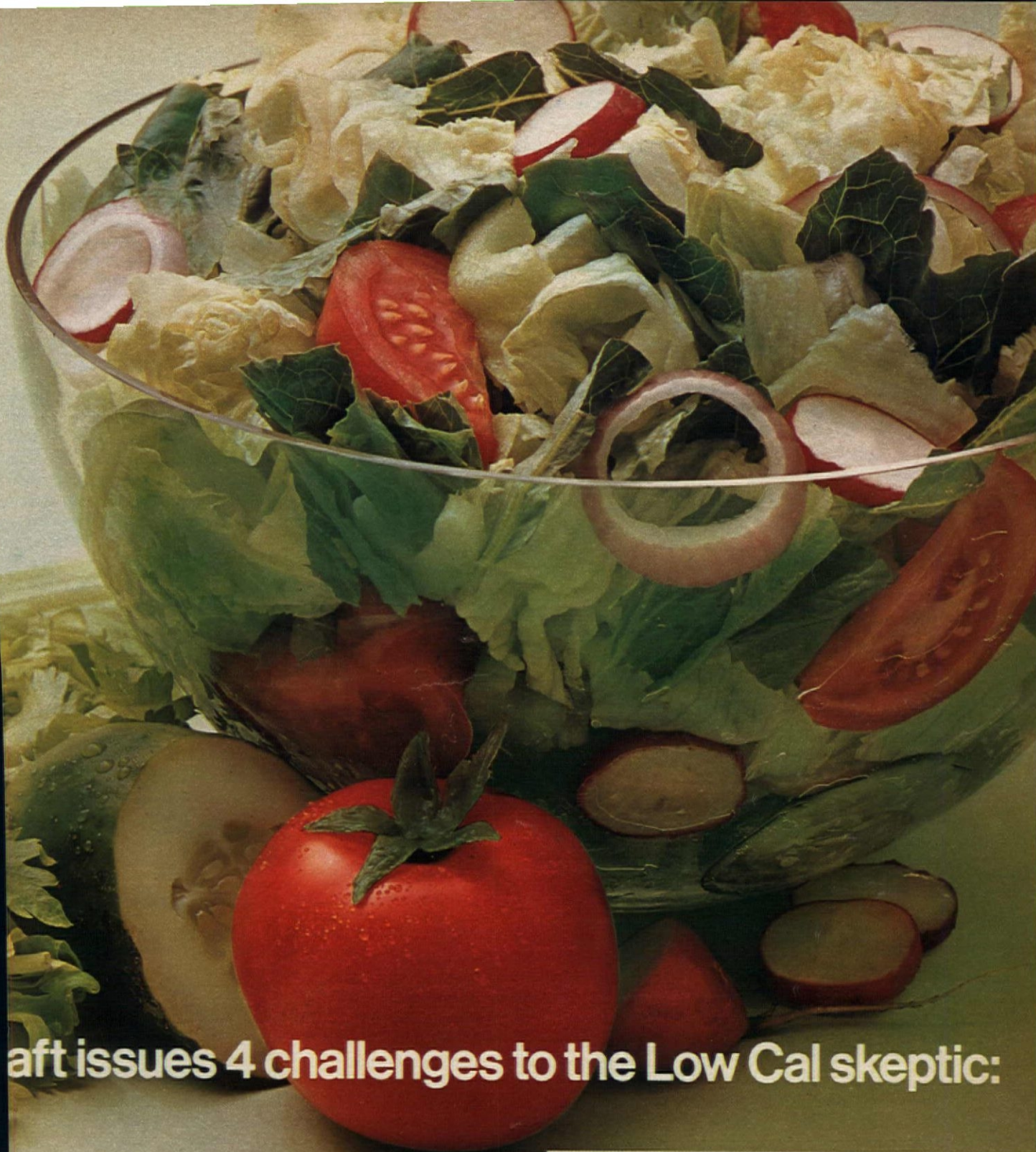
Heat oven to 375°. Cook bacon in skillet until crisp. Remove. Crumble. Keep warm. Discard all but 2 tablespoons of fat left in skillet. Add shallots or green onions and celery. Cook over low heat until tender. Combine celery mixture, chuck, veal, tomato sauce, bread crumbs, eggs, salt and pepper in large bowl. Press half the mixture in a greased 9x5x3-inch loaf pan. Arrange strips of dill pickle lengthwise over the mixture. Cover with remaining mixture. Meat loaf may be baked in the pan or may be turned out into greased; shallow baking pan. Bake 1 hour. Sprinkle top with reserved bacon. Makes 6 to 8 servings.

ITALIAN MEAT LOAF

- 2 packages (10 ounces each) frozen chopped spinach
- 4 slices bacon, diced
- ½ cup minced onion (1 medium)
- 1 clove of garlic, minced
- 1½ pounds ground chuck
- ½ pound ground pork
- 2 cups soft bread crumbs (4 slices)
- 1 tablespoon salt
- ½ teaspoon pepper
- 2 eggs
- 1 can (8 ounces) tomato sauce

Heat oven to 375°. Cook chopped spinach according to package directions. Drain well. Cook bacon in skillet until crisp. Remove bacon bits; reserve. Discard all but 2 tablespoons of fat left in skillet. Add onion. Cook until soft, stirring occasionally. Add garlic. Cook 1 minute. Add spinach; cook 5 minutes over low heat, stirring frequently. Stir bacon bits into spinach. Combine chuck, pork, bread crumbs, salt, pepper, eggs and tomato sauce in large bowl. Mix gently but thoroughly. Press half the mixture into 9x5x3-inch loaf pan. Make lengthwise depression in meat. Place spinach mixture into depression. Cover with remaining meat, making sure spinach filling is completely covered. Unmold carefully into greased, shallow baking pan. Press edges of meat together where the two layers meet to seal them. Bake 1 hour. Makes 8 servings.

continued



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MEAT LOAF continued

BEEF-CHEESE LOAVES

- ½ cup minced onion (1 medium)
- 1 tablespoon butter or margarine
- 2 pounds ground chuck
- 2 cups grated Cheddar cheese
- 1 egg
- 2 cups soft bread crumbs (4 slices)
- ¼ cup drained pickle relish
- 1 tablespoon salt
- 1 teaspoon Worcestershire sauce
- 1 can (8 ounces) tomato sauce

Heat oven to 350°. Sauté onion in butter or margarine until soft. Combine beef, 1½ cups cheese, egg, bread crumbs, relish, salt, Worcestershire and onion. Mix gently but thoroughly. Shape mixture into 6 individual loaves. Place in greased baking pan. Bake 30 minutes. Pour off drippings. Pour tomato sauce over loaves. Sprinkle with remaining cheese. Bake 10 minutes. Makes 6 loaves.

LEMON PIE

continued from page 93

PASTRY FOR 2-CRUST PIE

- 2 cups sifted all-purpose flour
- ½ teaspoon salt
- ¾ cup shortening
- 6 tablespoons cold water

Sift flour and salt into mixing bowl. Cut in shortening with pastry blender until mixture resembles cornmeal. Sprinkle cold water evenly over surface; stir with fork until all dry particles are moistened and pastry clings together. Shape into ball; divide in half. Roll out one half with floured rolling pin to 12-inch circle on floured surface, using a light motion from center to edge. Be sure dough is free-moving at all times. If it sticks to the surface, loosen with spatula and sprinkle a little flour underneath the dough. To make 12-inch circle, invert pie plate over dough; mark a circle 1½ inches outside edge of plate. Cut through mark with sharp knife; remove plate. Fold dough in half; lift into 9-inch pie plate; unfold. Fit gently into contours of plate by pressing gently with fingertips. Do not stretch dough to fit plate. Trim ½ inch from edge of pie plate. Spoon or pour in filling.

Top crust: Roll out second half of dough to 12-inch circle; cut vents for steam to escape. Fold in half; place on filling. Trim overhanging edge 1 inch from edge of plate. Fold top crust under bottom crust, even with edge of plate. Pinch with fingers to form high-standing collar around rim. Flute edge.

PASTRY FOR 1-CRUST PIE

- 1 cup sifted all-purpose flour
- ½ teaspoon salt
- ½ cup shortening
- 3 tablespoons cold water

Prepare pastry according to directions for 2-crust pastry recipe. Roll out and fit into pie plate as for bottom crust. Trim 1 inch from edge of plate. Fold under excess dough, even with edge of pie plate. Pinch with fingers to form standing collar all around rim. Flute edge as desired.

Unbaked crust: When filling and crust are baked together, follow time and temperature specifications of filling recipe.

Baked crust: Heat oven to 450°. Line pie plate with dough and flute edge. To help prevent shrinkage, press fluted points under plate rim just enough to hold edge in place. Prick bottom and sides of dough thoroughly with fork. Fit a piece of wax paper into shell; fill with raw rice or beans. (This will weigh dough down until it sets and prevent bubbles and shrinkage.) Bake 8 to 10 minutes; remove rice or beans and paper. Bake shell 8 to 10 minutes longer or until crust is golden brown. Remove from oven. Set on wire rack and cool completely before filling.

LEMON ANGEL PIE

(pictured on cover and on page 93)
This pie should be made a day ahead to allow the flavors to blend.

- 4 egg whites
- ¼ teaspoon cream of tartar
- 1 cup sugar
- 4 egg yolks
- ½ cup sugar
- 2 tablespoons grated lemon peel
- ¼ cup lemon juice
- 1 cup heavy cream

Heat oven to 275°. Grease 9-inch pie plate. Beat egg whites and cream of tartar until foamy. Beat in 1 cup sugar, 1 tablespoon at a time; this should take approximately 25 minutes. Spread meringue over bottom and sides of prepared pie plate; shape with back of spoon so bottom is ¼ inch thick and sides are 1 inch thick. Bake 60 minutes. Turn oven off; leave meringue shell in oven 1 hour to cool. Remove from oven. Cool to room temperature on wire rack.

Beat egg yolks in top of double boiler until thick and lemon colored. Beat in ½ cup sugar gradually. Blend in lemon peel and juice. Cook over hot, not boiling, water, stirring constantly, 5 to 8 minutes or until thick. Cool. Whip ¾ cup heavy cream until soft peaks form. Fold into lemon mixture. Turn into cooled meringue shell. Chill at least 12 hours. Before serving, whip remaining cream; spoon onto center of pie. Sprinkle with toasted coconut, if desired. Makes 8 servings.

BLACK-BOTTOM LEMON PIE

- 1 envelope unflavored gelatin
- ¼ cup lemon juice
- ½ cup sugar
- 2 tablespoons cornstarch
- ¼ teaspoon salt
- 2½ cups milk
- 3 egg yolks, slightly beaten
- 3 squares (1 ounce each) semi-sweet chocolate, melted and cooled
- 1 baked 9-inch pastry crust
- 1 tablespoon grated lemon peel
- 2 tablespoons lemon juice
- 3 egg whites
- ½ cup sugar
- ½ cup heavy cream, whipped

Soften gelatin in ¼ cup lemon juice. Mix ⅔ cup sugar, cornstarch and salt in top of double boiler. Combine milk and egg yolks; stir into cornstarch mixture. Cook over hot, not boiling, water until custard coats spoon; remove from heat. Measure 1½ cups custard mixture into medium-size bowl; blend in melted chocolate. Pour into prepared pastry crust; chill until firm. Add softened gelatin to remaining custard; stir until dissolved. Chill just until mixture begins to set; stir in lemon peel and 2 tablespoons lemon juice. Beat egg whites until foamy; beat in ½ cup sugar gradually. Continue beating until meringue forms stiff, glossy peaks; fold into lemon custard; fold in whipped cream. Spoon over chocolate layer. Chill until set. Garnish with chocolate curls, if desired. Makes 8 servings.

LEMON CREAM PIE

- 1¼ cups sugar
- 5 tablespoons cornstarch
- ½ teaspoon salt
- ½ cup cold water
- ⅓ cup lemon juice
- 3 eggs, beaten
- 1½ cups boiling water
- 1 tablespoon butter or margarine
- Several drops yellow food coloring
- 2 tablespoons grated lemon peel
- 1 cup dairy sour cream
- 1 baked 9-inch pastry crust

Combine sugar, cornstarch and salt in medium-size saucepan; mix thoroughly. Blend in cold water; stir in lemon juice. Add beaten eggs; mix well. Add boiling water gradually; stir in butter or margarine. Bring to boiling over medium heat, stirring constantly. Boil 1 minute. Remove from heat. Stir in food coloring and lemon peel. Pour into large bowl; let stand 10 minutes without stirring. Add sour cream; stir until well blended. Pour into pastry shell. Chill 3 hours or until firm. Sprinkle with toasted coconut and garnish with lemon cartwheel twists, if desired. Makes 6 to 8 servings.

continues



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LEMON PIE continued

LEMON MERINGUE PIE

A collection of lemon-pie recipes would not be complete if this, the queen of them all, were missing. It has always been high on the list of pie lovers' favorites.

½ cup cornstarch
1½ cups sugar
¼ teaspoon salt
1¾ cups water
4 egg yolks, slightly beaten
2 tablespoons butter or margarine
1 tablespoon grated lemon peel
½ cup lemon juice
1 baked 9-inch pastry crust
4 egg whites
¼ teaspoon cream of tartar
½ cup sugar

Blend cornstarch, 1½ cups sugar and salt in medium-size saucepan. Stir in water gradually. Cook over medium heat, stirring constantly, until mixture comes to boiling. Boil 1 minute. Stir half the mixture into egg yolks; stir into mixture remaining in saucepan. Cook over low heat, stirring constantly, 2 minutes. Remove from heat. Add butter or margarine and lemon peel and juice. Cool slightly. Pour into baked pastry crust. Beat egg whites and cream of tartar until foamy. Beat in ½ cup sugar gradually; continue beating until meringue forms stiff, glossy peaks. Spread meringue over filling, making sure to seal it to edge of crust. Make swirls in meringue with spoon or spatula. Bake at 350° for 15 to 20 minutes or until meringue is tipped with brown. Cool on wire rack to room temperature. Makes 8 servings.

LEMON PARFAIT PIE

Make this pie for a special occasion. With its ice cream, lemon filling and meringue, it really becomes a lemon meringue pie à la mode.

¼ cup butter or margarine
1 cup sugar
2 tablespoons cornstarch
¼ teaspoon salt
1 tablespoon grated lemon peel
½ cup lemon juice
3 egg yolks
2 pints (1 quart) vanilla ice cream
1 baked 9-inch pastry crust
3 egg whites
¼ teaspoon cream of tartar
½ cup sugar

Melt butter or margarine in top of double boiler; stir in sugar, cornstarch and salt. Blend thoroughly. Add lemon peel and juice. Add egg yolks; stir until smooth. Cook over simmering water, stirring constantly, 8 to 10 minutes or until mixture is thick. Cool. Soften 1 pint ice cream at room temperature; smooth into pastry shell; freeze until firm. Spread half the lemon sauce over

frozen ice cream. Return to freezer until firm. Repeat with remaining ice cream and sauce. Freeze until firm.

Beat egg whites and cream of tartar until soft peaks form; beat in ½ cup sugar gradually; continue beating until sugar is dissolved and meringue is stiff and glossy. Cover top of pie with meringue, being careful to seal meringue to edge of pie. Place pie on a board. Bake at 475° for 3 minutes or until meringue is lightly browned. Return to freezer. Before serving, allow pie to stand at room temperature several minutes to soften slightly. Store any leftover pie in the freezer. We have kept it as long as a week. Makes 8 servings.

LEMON SOUFFLÉ PIE

1 tablespoon melted butter or margarine
¾ cup sugar
¼ cup flour
2 teaspoons grated lemon peel
¼ cup lemon juice
1 cup milk
2 eggs, separated
Dash of salt
1 unbaked 9-inch pastry crust

Heat oven to 350°. Melt butter or margarine in medium-size saucepan. Remove from heat. Mix in sugar, flour, lemon peel and juice, milk and egg whites and salt in small bowl until stiff but not dry. Fold egg whites into lemon mixture; pour into pastry crust. Bake 40 minutes or until top is lightly brown and mixture is set. Cool to room temperature on wire rack. Makes 6 to 8 servings.

LEMON-CHEESE PIE

1½ cups crushed graham-cracker crumbs (about 18 crackers) or 1½ cups packaged graham-cracker crumbs
¼ cup softened butter or margarine
¼ cup sugar
2 packages (8 ounces each) cream cheese
¾ cup sugar
3 eggs, well beaten
1 tablespoon grated lemon peel
3 tablespoons lemon juice
1 cup dairy sour cream
1 tablespoon sugar
½ teaspoon vanilla
2 tablespoons chopped nuts

Heat oven to 350°. Mix crumbs, butter or margarine and ¼ cup sugar thoroughly in bowl. Press firmly on bottom and sides of 9-inch pie plate.

Soften cream cheese in large bowl. Beat in ¾ cup sugar. Add eggs, one at a time, beating until smooth after each addition. Beat in lemon peel and juice. Pour into prepared crumb crust. Bake 30 minutes or until center is firm. Re-

move from oven; allow to stand 5 minutes.

Combine sour cream, 1 tablespoon sugar and vanilla. Spread over top of pie; sprinkle with nuts. Return to oven. Bake 2 minutes or just until sour cream is set. Cool. Chill about 4 hours before serving. Makes 8 servings.

SHAKER LEMON PIE

From our collection of the best Shaker recipes, this easy-to-make pie recipe has been requested by readers often and deserves to be repeated.

2 lemons
2 cups sugar
Pastry for 2-crust pie
4 eggs, beaten

Slice lemons paper thin, rind and all. Place in mixing bowl; mix in sugar. Let stand 2 hours or longer. Heat oven to 450°. Line a 9-inch pie plate with half the pastry. Add eggs to lemon mixture; blend thoroughly. Pour into pie shell. Cover with top crust; cut vents to allow steam to escape. Bake 15 minutes. Reduce oven heat to 350°; bake pie 30 minutes or until a knife inserted in the center comes out clean. Makes 6 to 8 servings.

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Ingredients: Shredded iceberg head lettuce; Miracle Whip Salad Dressing; indi-

vidual French bread loaves, split; tomato slices; hard-cooked egg slices; crisply cooked bacon slices.

Combine lettuce and enough salad dressing to moisten. For each sandwich, spread bread with salad dressing; fill with lettuce, tomatoes, eggs and bacon.

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Spareribs Worcestershire

3 pounds spareribs, cut into serving size pieces
6 tablespoons Lea & Perrins Worcestershire Sauce, divided
½ cup orange marmalade
3 tablespoons finely chopped onion
1½ teaspoons salt

Brush 3 tablespoons of the Lea & Perrins over both sides of ribs. Bake on rack in pan in 400° F. oven 45 minutes, turning occasionally. Pour off drippings. Reduce heat to 350° F. Combine remaining Lea & Perrins with remaining ingredients; mix well. Brush sauce over ribs. Bake 20 to 30 minutes, basting until nicely glazed. Serves 4.

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worcestershire a sparerib tonight.



If you think Lea & Perrins is just for steak,
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VEGETABLE TURN-ON continued from page 86

What makes sophisticated Americans, dedicated to automation in their homes and offices, want to root around in the earth with hand tools, the sun freckling their necks and soil slipping into their shoes? No one answer is possible, but obviously a great many people have come to realize that having a vegetable garden is a good way to combat the high prices of fresh produce in the market. You can supply your household with fruit and vegetables all summer and, through canning and freezing, feed your family all winter with crops planted in one area of your yard. In addition, you'll be sure the vegetables you eat are grown organically, without the use of pesticides.

Cost-cutting and purity are important factors, but a significant reason more and more Americans are turning on to home growing is the extraordinary flavor of fresh vegetables. You've never really tasted corn or tomatoes until you've eaten them right from the garden.

"There is no special mystique about growing vegetables," says Jacqueline Hunter. "They really don't require as much knowledge as it takes to grow a flower bed. You can have lettuce and tomatoes, green peppers, Bermuda onions, green beans and summer squash for much less effort than it takes to make even a modest flower border look good."

Jacqueline differs from most vegetable growers in having been reared in the European tradition of kitchen gardens. In the French village where she was born, her family's cuisine was famous—so her interest in growing and cooking vegetables came naturally. Under her maiden name, Jacqueline Hériteau, she recently wrote *The How to Grow and Cook It Book* (Hawthorn, \$7.95), a helpful and informative guide illustrated by her co-gardener husband, David.

Jacqueline feels strongly about the particular joy to be experienced from making things grow. To her, every tiny seed that sprouts presents a day-to-day triumph for the person who planted it. "When I burn a pie," she says, "all I must do to know that life isn't a failure is trot down to the garden and count the beans that have sprouted since yesterday. When one of my sons announces that his friend's mother has a new car and looks younger than I do, I take a ruler and measure maturing apples."

The Hunter garden is not just Jacqueline's domain; the whole family shares in caring for it. David, Sr., is particularly fond of the apple butter and cider he makes from their own fruit-tree harvest. And Jacqueline finds her youngsters' interest in the garden a plus factor in terms of their meal-table behavior. "Holly, Kris and young David are, by nature, uninterested in eating vegetables," she points out. "But they totally reverse their attitudes and compete for green beans at dinner when they have seeded, weeded and picked the vegetables themselves."

There are other bonuses to having a vegetable garden. For example, big pumpkins for jack-o'-lanterns—enough to supply the whole neighborhood—will grow from just one package of seeds planted in a lost corner of the backyard.

The Hunters live in a rambling country house filled with scampering dogs and cats and plants, of course. Its atmosphere exudes warmth and love, and appreciation of nature. When daughter Holly ends grace with, "Thank you, God, for birds that sing; thank you, God, for everything," you feel she really means it. Vegetables grown at home are more than just earthly delights. (continued)

Can an elegant-looking, rich-tasting English dessert idea find a place on an American kitchen table in the middle of the week?



Strawberry Trifle

- 1 package Betty Crocker® yellow or white cake mix
- 1 package (16 ounces) frozen strawberry halves, thawed
- 1 can (18 ounces) Betty Crocker vanilla pudding or 2 cups prepared pudding*
- 1 cup chilled whipping cream
- ¼ cup sugar
- ¼ cup toasted slivered almonds

Bake cake in oblong pan, 13x9x2 inches, as directed on package. Cool. Cut cake crosswise in half. Reserve one half for another dessert. Cut remaining cake into 8 pieces; split each piece horizontally. Arrange half the pieces in 2-quart glass serving bowl, cutting pieces to fit bowl. Pour half the strawberries (with syrup) over cake; spread with 1 cup of the pudding. Repeat with remaining cake pieces, strawberries and pudding. Cover; chill at least 4 hours. In chilled bowl, beat cream and sugar until stiff; spread over trifle. Sprinkle with almonds and, if desired, garnish with fresh strawberries. Spoon into dessert dishes. 8 to 10 servings.

*Prepare 1 package (about 3 ounces) vanilla pudding and pie filling as directed.
BANANA TRIFLE: Substitute Betty Crocker devils food cake mix for the yellow or white cake mix. Substitute 2 large bananas, sliced, for the strawberries. Blend ¾ cup milk into pudding. If desired, garnish with halved maraschino cherries.
Look for other delicious ideas in the Betty Crocker Cookbook.

Now Trifle's a cinch to make with Betty Crocker® cake mix. Of course, it looks and tastes so special your family probably ask "What's the occasion?" Tell them it's Wednesday night.





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VEGETABLE TURN-ON continued

If you decide to plant your first vegetable garden this spring, there is one major pitfall to avoid: Don't make it too big, or you'll become a slave to your nurturing instincts. When poring over seed catalogs, it's easy to get carried away. There is a much greater variety of vegetables available from seed than from the local supermarket, and all look so appetizing pictured in glorious color. A good-sized but manageable garden, like the Hunters', is 25 feet square. However, you *can* have a respectable small-scale vegetable patch no bigger than 10 by 15. Plan rows to be 2 to 4 feet apart—the idea is to have leaves meet (but not overlap) when plants are mature, so the weeds that grow between rows can be choked out.

Even a very small space will give you room enough for bush snap beans, Swiss chard, beets, peas, cucumbers and squash for summer and fall. You can also grow parsley, chives, basil and other herbs between the rows of small-leaved plants. In a limited space you can even plant an early-spring garden whose growing cycle will be over by summer—and then follow it with a second crop. To add extra interest to her garden, Jacqueline Hunter alternates her rows with vegetables and flowers. Marigolds, cactus zinnias, mums and low-growing white petunias are some of the annuals likely to flourish in a vegetable garden.

If you are interested in planning a vegetable garden, follow this checklist:

1. Choose a spot in full sun, not too far from the garden hose or the kitchen. If it's on a slope, it should face south, and

the rows should run *across* the slope so they will catch and hold rainwater.

2. The best soil is friable loam with enough organic content to hold moisture and enough sand to drain well. The most important soil ingredient for successful plant growth, and also for easy maintenance, is humus. Adding humus will lighten heavy clay soil and improve drainage. Adding it to overly sandy soil will help retain needed moisture.

3. Select your seeds and order from the garden catalogs. They offer a greater variety than is available at retail outlets and also specifically identify varieties developed for the home vegetable garden. These varieties are bred for optimum flavor just after picking.

4. Mulch is the vegetable-grower's greatest work-saver. A thick mulch between rows and around the base of plants will prevent weed growth. Grass clippings, straw, peanut husks, wood chips or black polyurethane sheets will keep your weeding to a minimum. Mulch also helps the earth retain moisture by shading it from the sun.

5. Harvest when vegetables are young. This holds true for beans, peas, squash, lettuce, the root crops (carrots and turnips, for example), corn—almost everything except tomatoes, which must be really red to be tasty.

6. Keep crops picked. Tomato plants, beans, most types of lettuce, squash and cucumbers will keep producing as long as their bounty is picked. If plants are allowed to ripen seed—their real purpose in growing fruit and vegetables in the first place—they'll stop producing.

7. Harvest right before you're ready to cook. The moment they're picked is when vegetables' flavor is at its peak. Don't pick and refrigerate unless absolutely necessary—that is, though you might not need the crop, you'll want to keep the plant producing.

8. Water your garden deeply and occasionally (once a week), rather than in brief and frequent applications.

9. Try one *new* vegetable each year. Seed houses are always developing fascinating specimens—purple cauliflower, miniature cabbages, small watermelons that ripen in the North—all sorts of things you can't find in food stores. If you experiment, you can grow something you've never seen before—and hopefully find it delicious.

10. Plan a compost pile. Compost is a good replacement for well-rotted manure, available mainly to farmers, and a wonderful substitute for overdoses of chemical fertilizers. A compost pile is also an efficient place to dispose of garden debris: cabbage stalks, grass clippings and leaves. Even kitchen garbage, layered over with earth and left to time and the weather, will produce compost.

One final rule of thumb: Don't be put off by procedural details. If you've prepared the soil properly, followed the seed-package planting instructions and mulched heavily, Mother Nature will do the rest. Unless it rains regularly, you'll have to water, but the mulch will keep weeding to a minimum. All you need do for certain is keep up with your harvesting—and figure out what to do with all those tomatoes!

END

A year from now, you won't believe he was ever this small.

Meanwhile, brush him at least once a week. Always keep fresh, clean water where he can find it. Love him. Give him MILK-BONE® Brand Puppy Biscuits.

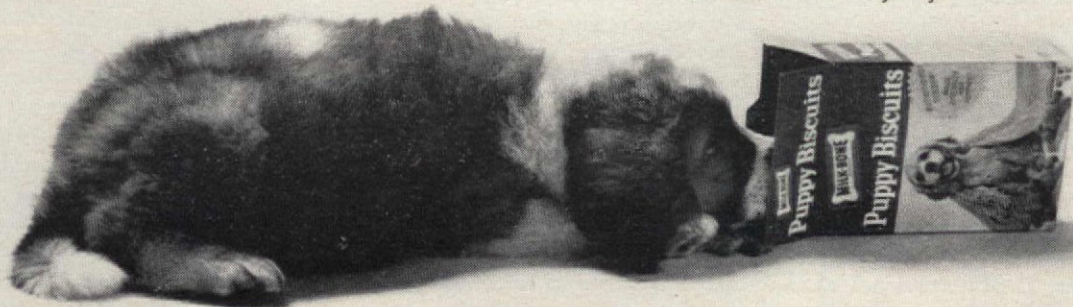
Puppies should eat lots of little meals, and Puppy Biscuits are the perfect snack. They provide the chewing exercise that puppies need. They have a crunchy

THE START OF SOMETHING BIG

texture, made for tender young teeth. They're as much fun to chew on as a slipper, and much, much better for your puppy.

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Pollster Lou Harris reports that tennis is gaining fans faster than any other sport in the United States. According to a recent A.C. Nielsen survey, the number of players in the U.S. has jumped from 5.6 million to 10.6 million in the last decade and will reach 15 million by 1980; the number of tennis courts stands at roughly 100,000 and is increasing by 4,500 to 5,000 each year; and the amount of money spent annually on the game in this country alone is approximately \$400 million. (Nielsen's figures may be prejudiced. Something of a tennis nut himself, he donated \$2.1 million in 1968 toward the construction of a 16-court indoor facility bearing his name at his alma mater, the University of Wisconsin.)

In the past four or five years, the venerable game of lawn tennis (to differentiate it from court, paddle and table tennis) has burst belligerently from the hoary confines of elite and staid country clubs and infiltrated all levels of American society, even, thanks to the National Junior Tennis League, the inner city. Tennis is indeed on the way to becoming the "in" participant sport of the '70s, much the same way golf and skiing were the status sports of the late '50s and '60s, and as golf and skiing taper off after their long growth periods, it is worth noting the parallels.

The golf boom was caused by the emergence of Arnold Palmer as an electric and highly identifiable personality, the wide exposure of the professional game through television and the influx of big-money tournament purses. Skiing owed its growth to the success of the 1960 Winter Olympics at Squaw Valley, Calif., to the development of metal and fiber-glass skis, which gave the sport chic—and to stretch pants, which gave it sex appeal. So consider:

- Rod Laver is to tennis what Palmer was to golf, but even more so. Last year the slight, red-haired Australian won nearly \$300,000 in prize money (boosting his career total to just over \$1 million) and thus became one of the three or four highest-paid performers in all of sports. On the women's side, Billie Jean King raked in \$100,000, the first woman athlete in history to reach that plateau.
- World Championship Tennis, a Dallas-based enterprise bankrolled by oilman Lamar Hunt, runs a 20-tournament, \$1 million circuit, then offers a season-ending play-off worth \$50,000 to the winner. The International Lawn Tennis Federation runs a competing

series of tournaments worth \$350,000, and Virginia Slims backs a women's circuit, coyly designated "Women's Lob," worth another half-million, total. By any standards, that is big money. Tennis fathers used to lament the fact that good junior athletes shunned tennis in favor of baseball, basketball and football because that's where the money was, but the argument no longer holds. And this year, NBC is televising eight of the World Championship Tennis tournaments nationally. When these plans were announced last fall, the network reported that the programs were already 70 percent sold to eager sponsors.

- In 1967 the Wilson Sporting Goods Co. introduced the first metal tennis racket (of modern times). Demand quickly outstripped supply, and other manufacturers quickly jumped in. More than 30 metal variations are on the market, the best half-dozen of which retail for an average of \$50 each. Add \$20 for the best kind of gut strings (lamb, not cat, incidentally), and a player's initial investment is already \$70. A small point, perhaps, but according to Dennis Van der Meer, "Until a few years ago you could buy a good racket for \$15, a can of balls for \$2 and be on your way. Because the investment is bigger today, people think they had better actually use their equipment more than three or four times a year."

Although much of the recent growth of tennis at the recreational level can be attributed to the game's stars, money and glamour, there are more solid reasons as well.

The youth boom. The post-World War II baby boomers are now, by and large, adults. A lot of them are housewives, and all of them have more leisure time on their hands than their parents. Thus, in Atlanta, a round-robin tennis league centered in large part around the two- and three-court facilities of that city's many new apartment complexes gained a membership of more than 900 in its first year of operation. In Miami, a new women-only league had nearly 800 members last year. And it's a common sight, almost anywhere in the country, for a city's courts to be inundated in the morning by young mothers whose children are tucked away safely in nursery schools or day-care centers.

Health. Dr. Paul Dudley White, President Eisenhower's personal physician, started the whole thing in the mid-1950s when he convinced his No. 1 patient—and most of America as well—

that regular, vigorous exercise didn't have to end at 40, nor should it. Among other things, America's mania for good looks, slimness and perpetual youth has resulted in a rise in popularity of quickie tennis outings—before work, during lunch or after office hours—by people of all ages who have discovered how much nicer it is to get an invigorating workout in an hour's time than it is to walk four and a half hours around a golf course (if you can get a starting time) or wait 45 minutes in a ski-lift line for two to five minutes of downhill action. Says one regular player, "You don't see any young people on a golf course anymore. People like the feeling of being tired after a workout, of having expended energy." Commenting on the rising number of women who are taking up tennis—a factor of the game's new popularity that cannot be overemphasized—a prominent West Coast pro reports, "I get gals out here who haven't used a muscle except to feed themselves in 18 years." Another teaching pro, Houston's Jason Morton, theorizes, "The wives start, and by nag or drag they get their husbands interested. They've been the greatest boon to tennis."

It's an easy sport to learn. After a few weeks of effort, almost anyone with reasonable coordination can knock the ball over the net at least a few times with strength and accuracy. The satisfaction is almost immediate, and unlike golf, where the biggest opponent is always par, a tennis player can usually find an opponent of equal ability.


It is relatively inexpensive to play. Although tennis has many levels of poshness, as does every sport, the best of everything does come pretty cheap. Good rackets should last a decade or longer with proper care (the most common cause of breakage is the temper tantrum; there is a real art to throwing rackets so they don't shatter), and a good string job should last three or four months or even a year.

The results of the tennis boom have been many and varied. Balls, which were once just white and fuzzy and pretty much the same, now also come in yellow and red—and specially designed for hard courts, clay courts, grass courts, high altitude, long wear and even night play. Rackets may cost anywhere from \$60 to \$7 or less. Except for some women's fashions by London designer Teddy Tinling, tennis clothes used to be fairly bland. Today, however, more than two dozen (continued)



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THE TENNIS LIFE continued

established dress manufacturers are into tennis, even though it's a traditionally high-risk field, and the total retail fashion market is estimated at \$170 million. Says Donna Floyd Fales, a former ranking tournament player, "Women wear tennis dresses even if they're not tennis players, just because the look is so fashionable."

The new interest in tennis has also resulted in a variety of ways to receive good instruction, ranging from free clinics sponsored by local tennis patrons' associations and city recreation departments, to private lessons at swank country clubs—which can run as high as \$50 per hour. (The average, however, is around \$12 an hour.) Group lessons are obviously less expensive and are probably the best bet for the beginner of any age who isn't quite sure whether he wants to take up the game full time. The Clark Graebner Tennis Academy in New York City's Grand Central Station, for instance, offers a \$50 package of eight one-hour lessons to groups of four to eight and is getting good acceptance from midtown-area secretaries and businessmen. In other cities, where the overhead is less, larger classes can cut the cost to \$2 an hour, even at the best facilities.

Nor do group lessons have the stigma they once had. With mechanical aids such as rebound nets and ball-throwing machines, students in a large class can hit as many balls in an hour's time as an individual can, working alone with a pro. For the do-it-yourself buff, there are currently more than 30 hard-cover tennis books in print, most of which offer good cerebral instruction at low cost.

Tennis camps, tennis ranches and just plain vacation spas that cater to the game abound. For adults, at the top of the luxury ladder are places like the Gardiner Tennis Ranches (one is described on pages 76-77) and La Costa (see pages 72-75). Resorts and hotels of middle-economic range that lack tennis courts are rare today, and a neat paperback book called *Tennis for Travelers* lists the location of usable facilities in more than 2,500 cities worldwide. (It's available for \$5 from Richards Industries, Inc., 407 Blade St., Cleveland Ohio 45216.)

Tennis camps, practically nonexistent 10 years ago, have proliferated to such an extent that there are at least 20 throughout the country, mostly for junior players, ages 12 to 18. Some camps offer instruction by "name players who may or may not participate

on a daily basis. Some concentrate 100 percent on tennis, while others offer full-time diversions such as swimming, golf and horseback riding. Some are for the serious, tournament-minded teenager, others are oriented toward the recreational player. Depending on accommodations, the number and quality of the instructors, the kinds of outside visual and mechanical aids, and, of course, the length of a session, these camps cost from \$150 to \$500 per week.

Private courts are being planned faster than most constructors can build them. Besides being a pretty good investment, a backyard tennis court can quickly become a status symbol, especially in places where public courts are nonexistent, in poor shape or perennially booked solid—or if the only alternative is membership in a club you really couldn't care too much about joining anyway. There are pitfalls, however, mainly because a private court tends not to remain private, once its presence becomes known. But if you want your backyard to become the focal point of your neighborhood's social life, then go right ahead. The first general rule is that the cost of maintaining a court is inversely proportional to the cost of its original installation.

There are four basic kinds of courts—clay, concrete, asphalt and fast-dry (crushed gravel base with crushed brick on top). Clay courts can be installed for as little as \$3,000 per court. This does not include permanent fixtures such as backstops, net posts, wind breaks, lights, patios, shower and bathroom facilities, or a lot of other optional items. Nor does it take into account the wide variation in labor costs from one section of the country to the next. Fast-dry courts, while initially of mid-range expense, do require daily maintenance in the form of watering and rolling, and occasional patching; in the long run they could be costlier than nonporous courts made of either asphalt or concrete. Asphalt courts generally begin at \$4,500 for installation (again, not counting the various accouterments), and concrete courts can run as high as \$10,000. In either case, maintenance is negligible except for an occasional patch or paint job. A softer, nonporous court can be made simply by laying a rubberized mix or a synthetic mat over a concrete or asphalt base.

Should you even be thinking about grass courts, forget them. Not only are they passé, they're also difficult to grow, impossible to maintain (continued)



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THE TENNIS LIFE continued

and, if you play more than three times a week, you'll need two because of the effects of wear. For more complete court information, write to: U.S. Tennis Court and Track Builders Association, Dept. AH, Post Office Box "0," Rocklin, Calif., 95677.

Finally, the tennis mania has resulted in a mushrooming of indoor facilities. Until quite recently, the only way to play tennis during the winter was to live in California or Florida, shovel snow off the courts for a nippy set or two before Christmas dinner or search for a deserted armory, chalk out a court (all 36-by-78 feet worth) and play by the light of some rather shaky 25-watt bulbs. No longer. Within a 30-mile radius of New York City, for example, there are more than 200 indoor courts, most of them built within the past five or six years. Houston's University Club opened with 10 courts last summer, had them booked 85 percent of the time this winter, and, because of the insufferable Texas summer heat, expects even greater use during the next several months. The club plans 20 additional courts by 1973.

Again, the cost range is wide. In midtown New York, one indoor facility charges \$24 per hour per court; in Louisville, Ky., a handsome new six-court club offers a one-year family membership for just \$90. It's estimated that 3 percent of the country's courts are covered, either by plastic bubbles put up in winter or by permanent structures.

By whatever yardstick you wish to use, tennis has indeed taken off.

Mr. Chapin is co-author (with Billie Jean King) of *Tennis to Win*, Harper & Row, 1970, \$5.95.

SHOPPING INFORMATION

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

A BASEMENT FOR FUN AND GAMES
Pages 80-81: Table-tennis table, Diversified Products Corp., Opelika, Ala.; sports equipment, General Sportcraft Co., Ltd., Bergenfield, N.J.; table lamp, two floor lamps, Robert Sonneman, Inc., N.Y.C.; steam cooker, Sanyo, Moonachie, N.J.

HAM EN CROUTE
Pages 88-89: Antique platter, La Cuisinière, N.Y.C.

OLD-TIME MEAT LOAF WAS NEVER LIKE THIS
Pages 90-91: Dimensional graphic, "Prisms," by Joseph Grusczak, courtesy of Charterhouse Designs, Ltd., N.Y.C.

Perhaps the first thing to consider when selecting a skillet is ease of handling. Find one that's well balanced and comfortable to use. If it's a lidded pan, the lid should fit closely, and both lid knob and handle should be heat resistant.

Skillet shapes vary, but a flat bottom is best, because it makes good contact with surface units. Buy the best skillet you can afford in whatever material you prefer. To help you, here are some pros and cons of each major skillet material:

Aluminum heats fast and evenly. It may be either cast or stamped, and comes in various gauges or thicknesses. The thicker the gauge, the more expensive the pan—but also the more durable and a better investment, in the long run. Aluminum darkens and discolors easily. To remove stains, boil an acid food or acid solution (a mixture of cream of tartar and water, 1 to 2 tablespoons to a quart) in the pan for 10 to 15 minutes. Scour with a soap-filled steel-wool pad. Many pans now have porcelain exteriors and no-stick interiors, so you can avoid such cleaning problems.

Cast iron, a good conductor, holds heat well. It is relatively inexpensive but heavy, and it rusts easily. To prevent rusting and keep food from sticking, season a new pan by wiping the inside with unsalted oil and heating the skillet in a 300° F. oven for several hours. The pan will need occasional re-seasoning, since repeated scouring re-

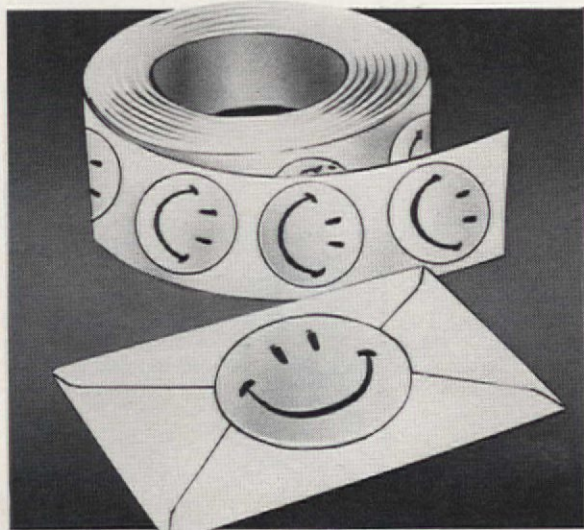
moves the oil. Enamel-clad cast-iron skillets don't require seasoning and are dishwasher-proof, but the coating adds to the weight of the pan.

Stainless steel is durable, stain-resistant, easy-to-clean. But since it conducts heat poorly, it is often combined with another metal for better conductivity. Two-ply stainless steel usually has an aluminum interior and a stainless exterior; three-ply has stainless inside and outside, with an inner core of copper, carbon steel or aluminum; bottom-clad stainless has copper plating or aluminum casting on the bottom. Some stainless-steel fry pans come with a porcelain finish, which offers style, color and easy cleaning, but has no cooking advantages.

Copper is a fine heat conductor, but is relatively expensive and, to keep its handsome appearance, must be cleaned often. Use only a copper cleaner or salt mixed with vinegar or lemon juice. Copper frypans or other utensils are always lined with tin, stainless steel or a no-stick finish because food may become discolored or toxic if it comes in direct contact with the copper.

Glass ceramic absorbs and holds heat well but it distributes heat unevenly and tends to develop "hot spots" when frying. It is easy to clean, however, and fine for oven cooking or for cooking foods in water on top of the range. **END**

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PADDLE TENNIS continued from page 78

The game of paddle tennis got its start in the '20s at Scarsdale, N.Y., when two tennis players were becalmed by winter. Looking for a tennis substitute, Fessenden S. Blanchard and James K. Cogswell developed a fast-moving new game using wooden paddles and a light rubber ball. To get the game off the ground—literally—they built a wooden platform smaller than a tennis court, enclosing it with a high wire fence.

Nowadays, paddle tennis is played on a 31-by-61-foot platform that's enclosed on the sides by high fencing or "wires." It's played with an orange sponge-rubber ball (for visibility) and oval 17-inch-long paddles of laminated wood and metal. Players use a stroke similar to that used in tennis, but shorter—with a smaller arc. Only one serve is allowed, and the ball can be played off the wires if it strikes first within the court. Paddle tennis is usually a doubles game—often *mixed* doubles, as the Oliver Kimberlys (their court is on page 78) like to play it.

For beginners, paddle tennis (or platform tennis, as it's called officially) can be played and enjoyed almost immediately, but the expert game is a fast-and-furious something else. The American Platform Tennis Association sponsors several national tournaments during the year for the experts. Traditionally, the season for paddle tennis ran from October to April, but now, more and more, the game is being played year round.

The courts can be aluminum or wood, and either permanent or portable. (The portables are usually set up in a tennis-club parking lot or over a tennis court, during the winter.) The raised platform has a 20-by-44-foot playing area and wires that are 12 feet high. Standard net

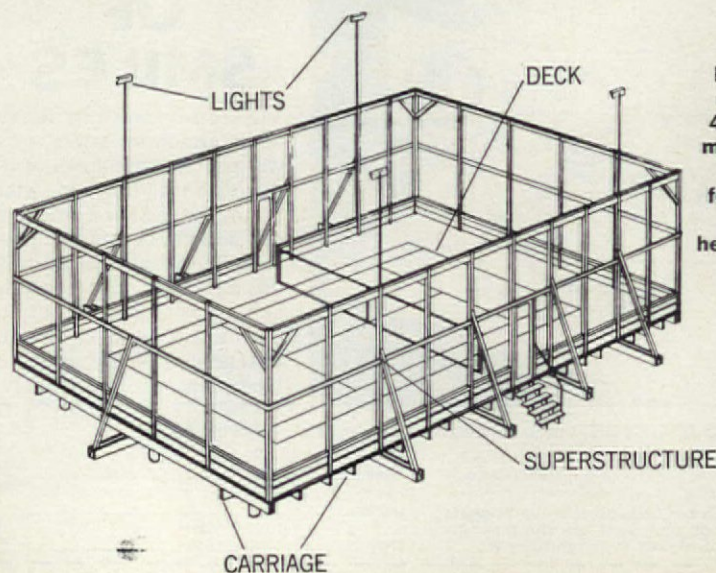
height is 2 feet, 10 inches at the center. Courts often include quartz iodine lights raised 20 feet off the platform so the game can be played at night.

Platform construction techniques vary with manufacturers. The Squires court (Richard Squires was National Men's Doubles Champion in 1966), has modular, stressed-skin 4-by-15-foot panels and a metal superstructure. The factory-made deck can be constructed on site in three days. The wooden court by Richard J. Reilly, Jr., Inc., takes about 14 days to assemble on site, while the Reilly prefab aluminum court can be put together in a week. Aluminum courts come with heaters underneath to take care of snow and ice—the moisture seeps down between the aluminum planks. Various substances are available to melt ice on wooden decks, and the Reilly wooden court is equipped with hinged snow boards that lift to remove snow.

Here is a sampling of manufacturers and prices. Aluminum courts are more expensive, but maintenance is lower.

Richard J. Reilly, Jr., Inc., 89 Mill Plain Rd., Danbury, Conn. 06810; wood—\$8,500, aluminum—\$14,000. Squires Courts, Sports Marketing Associates Corp., Box 126, Riverside, Conn. 06878; wood with metal superstructure—\$8,000-9,000. O'Malley Tennis Court Division, 117 Harrison, Roseland, N.J. 07068; wood—\$8,000-9,000.

Plans and specifications for building a court are available from the APTA for \$30. Write to: Secretary, APTA, c/o Fox Meadow Tennis Club, Wayside Lane, Scarsdale, N.Y. 10583. The secretary will also send details about manufacturers and approved contractors.



Paddle-tennis court comprises a 20-by-44-foot playing area marked in white on platform 31 by 6 feet. The platform is enclosed by 1-inch hexagonal galvanized 16-gauge wiring



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LYNN HEADLEY—Editor

AMERICAN HOME MARKET PLACE



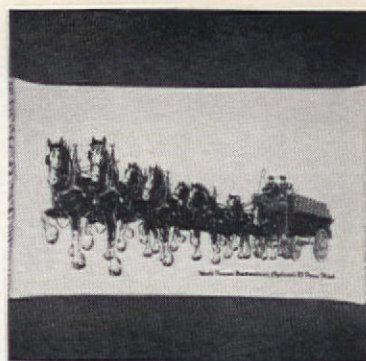
Bates beauty

Early 19th century trapunto design delightfully dominates this lovely Bates heirloom coverlet edged with pretty puffs of giant ball fringe. Nice to accompany muslin dust ruffle (available from Country Curtains). Coverlet in antique or white. Single, \$38. Double, \$40. Country Curtains, AH-3, Stockbridge, Mass. 01262.



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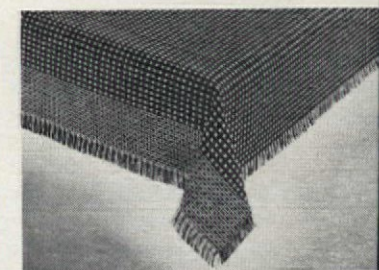
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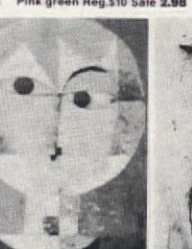
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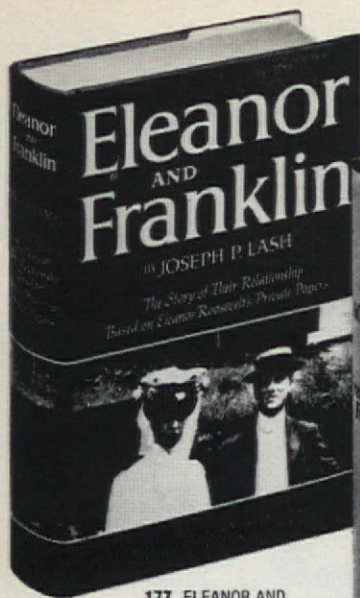
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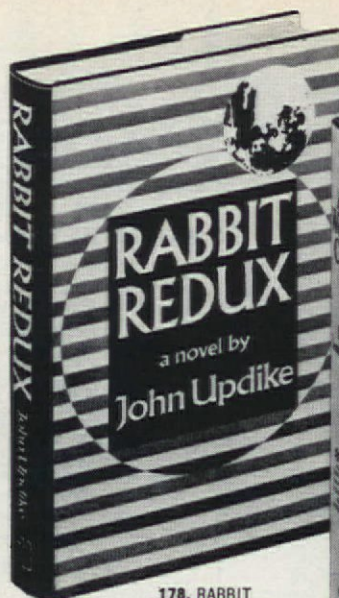
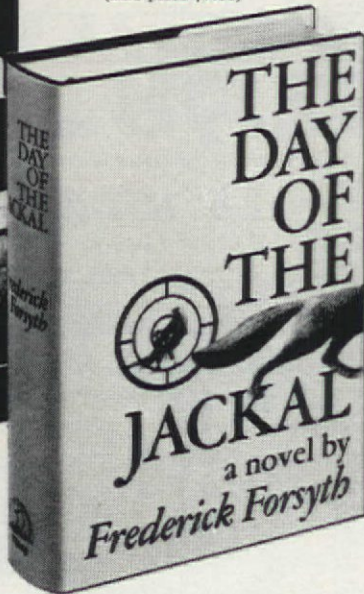
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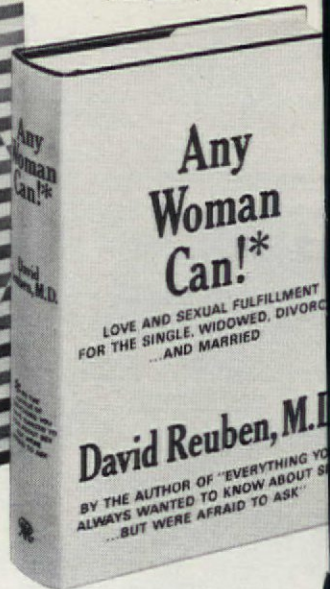
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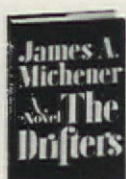
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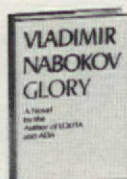
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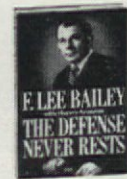
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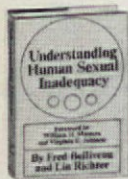
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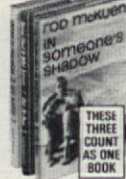
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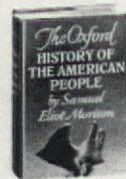
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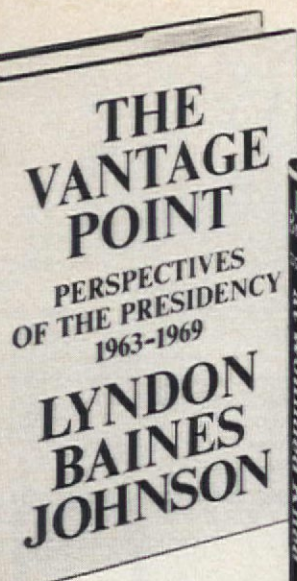


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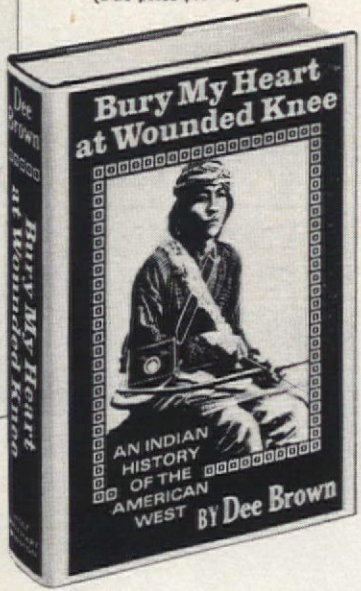
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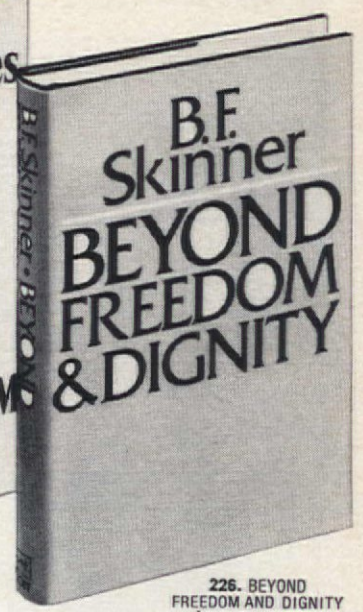


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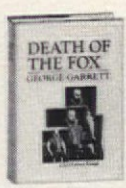
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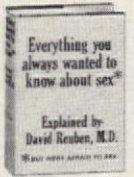
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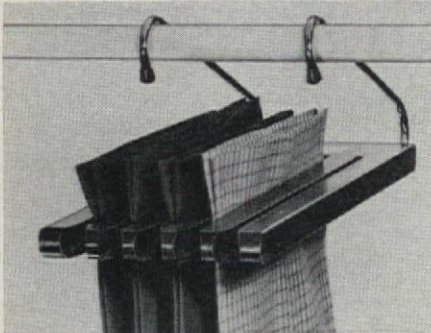
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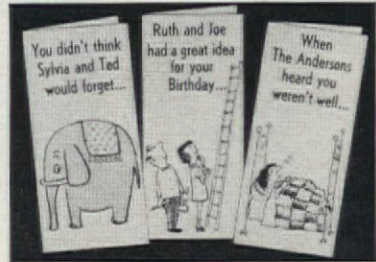
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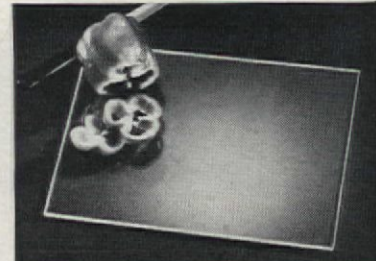
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Victorian wall shelf hand woven of natural rattan for bath, den, foyer or bedroom, holds books, knick-knacks, etc. With wall hooks. 15x7x18 in. \$9.95 plus \$2 postage. In white, black, blue, pink, green or orange, add \$2. Catalog, 25¢. Fran's Basket House, Dept. AH-3, 89 W. Main St., Rockaway, N.J. 07866.



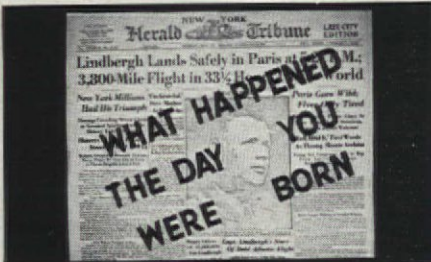
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Your family name or first names are included in the merry messages on these delightful cards for birthdays, get-wells and anniversary. Printed in full color, cards are tastefully witty. 18 assorted cards and envelopes. \$5.95. College Hall Cards, Dept. 5, 199 Hickory Dr., Larchmont, N.Y. 10538.



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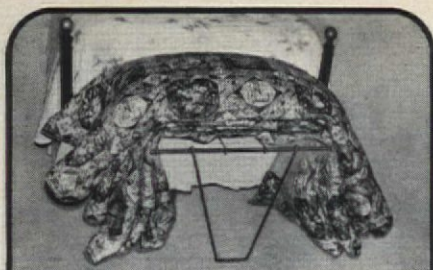
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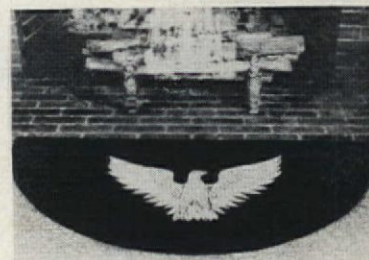
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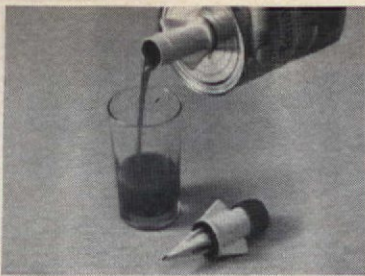
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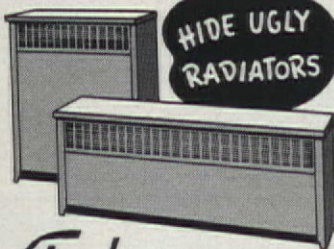
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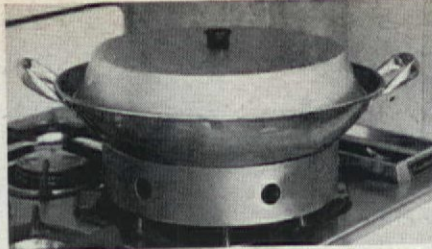
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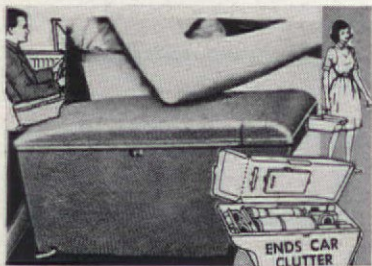
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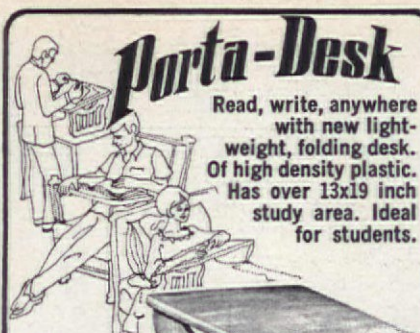
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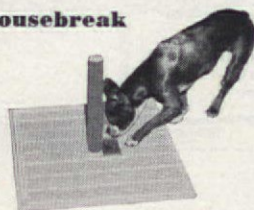
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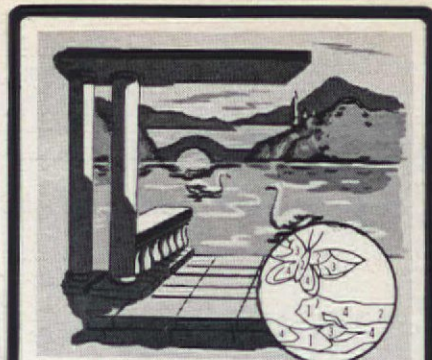
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By Mike Senkiv



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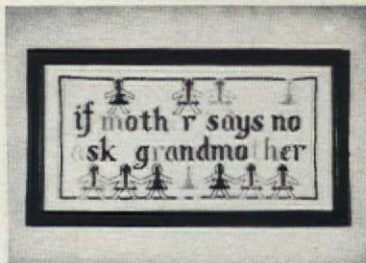
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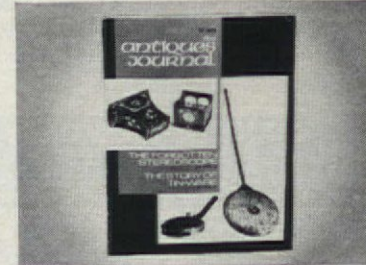
Stitchery delight

Grandmother's Sampler (shown) or Gardener's, "Old gardeners never die they just spade away," are fun to colorfully cross-stitch on stamped oyster linen. Each kit has all you need plus 8 1/2 x 15-in. wood frame. \$3.50 each kit. Add 45c post. Victoria Gifts, 12A Water St., Bryn Mawr, Pa. 19010.



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Crouching behind an oak, secure from the view of others, Allison (A) laughed to herself as she thought how shocked

Judith (B)

and Rebecca (C) would be if they ever found out she smoked cigarettes.

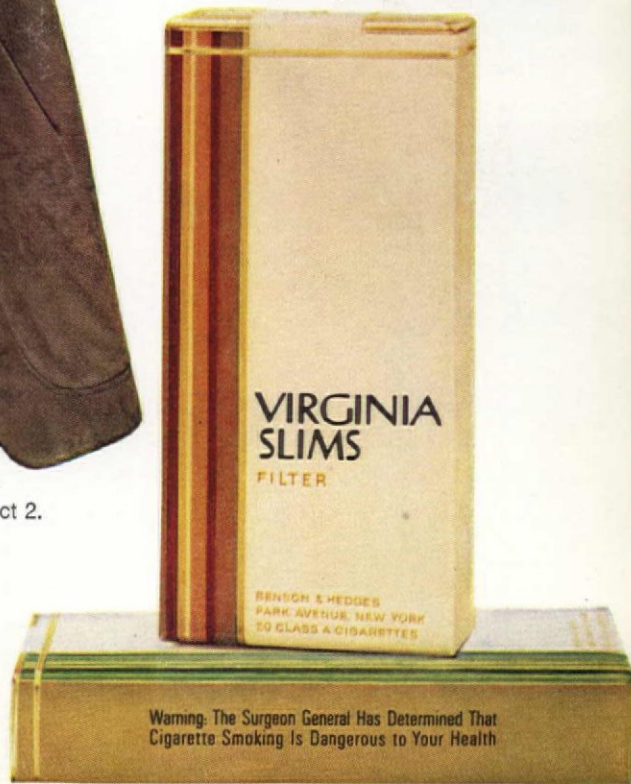
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